



**Town of Hilton Head Island
Planning Commission Meeting
Wednesday, December 16, 2015
3:00p.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** Regular Planning Commission Meeting – December 2, 2015
7. **Appearance by Citizens on Items Unrelated to Today’s Agenda**
8. **Unfinished Business**
None
9. **New Business**
Public Hearing
PPR-2127-2015 - Application for Public Project Review from the Town of Hilton Head Island for the construction of a new education facility for University of South Carolina Beaufort (USCB) Hospitality Management and Osher Lifelong Learning Institute (OLLI) in the Office Park Road area. The plans include an academic building, an OLLI building, a student café, parking, leisure trail network, and outdoor gathering spaces. *Presented by: Charles Cousins*

Public Hearing
PPR-2118-2015 - Application for Public Project Review from the Town of Hilton Head Island for improvements at the intersection of Office Park Road, Pope Avenue, and New Orleans Road. These improvements include an expanded, signalized intersection that will widen all three roads. *Presented by: Jayme Lopko*
10. **Commission Business**
11. **Chairman’s Report**
12. **Committee Report**
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, December 2, 2015
9:00a.m. – Benjamin M. Racusin Council Chambers

DRAFT

Commissioners Present: Chairman Alex Brown, Vice Chairman Peter Kristian, Jim Gant, Judd Carstens, Bryan Hughes, Caroline McVitty, Lavon Stevens, Barry Taylor and Todd Theodore

Commissioners Absent: None

Town Council Present: Mayor Pro Tem Bill Harkins

Town Staff Present: Jayme Lopko, Senior Planner & Planning Commission Coordinator
Brian Hulbert, Staff Attorney
Jennifer Ray, Urban Designer
Jill Foster, Deputy Director of Community Development
Shawn Colin, Deputy Director of Community Development
Kathleen Carlin, Secretary

- 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**
The Planning Commission **approved** the agenda as submitted by general consent.
- 6. Approval of Minutes**
The Planning Commission **approved** the minutes of the October 21, 2015 meeting as presented by general consent.
- 7. Appearance by Citizens on Items Unrelated to Today's Agenda**
None
- 8. Unfinished Business**
None

(Mr. Jim Gant and Mr. Todd Theodore recused themselves from review of PPR-2042-2015. Mr. Gant stated he has a volunteer position with the Children's Museum and Mr. Theodore stated he has a professional conflict of interest. A Conflict of Interest Form was completed and signed by Mr. Gant and Mr. Theodore and attached to the record.)

9. **New Business**

Public Hearing

PPR-2042-2015 - Application for Public Project Review from the Town of Hilton Head Island to make improvements in the Coligny area, including roadway and intersection improvements, surface parking, a destination park and playground, a children's museum, streetscape improvements, pedestrian and pathway improvements, and drainage improvements. These improvements are centered in the area bounded by Pope Avenue on the east, Tanglewood Drive on the west, Nassau Street on the north, and South Forest Beach Drive and Coligny Circle on the South. Chairman Brown introduced the application, opened the public hearing, and requested that the staff make their presentation.

Mrs. Jayme Lopko made the presentation on behalf of staff. Mrs. Lopko presented an in-depth overhead review of the application including the location of the proposed project and the conceptual plan for the project. The staff recommended that the Planning Commission find this application to be compatible with the Town's Comprehensive Plan for location, character and extent based on the Findings of Facts and Conclusions of Law as determined by the LMO Official and enclosed in the staff's report.

Coligny Area Improvements are proposed to enhance the experience of residents and visitors as well as serve as a catalyst to spur private sector redevelopment and investment in the area. Improvements are centered in the area bounded by Pope Avenue on the east, Tanglewood Drive on the west, Nassau Street on the north, and South Forest Beach and Coligny Circle on the South.

The Town created a Tax Increment Financing (TIF) District in 2000 to help enhance the public spaces in certain areas of the island. The Bridge to the Beach area was one of those areas. The Bridge to the Beach Advisory Report was adopted in 2001, identifying goals and projects for the Coligny area. The Bridge to the Beach One – Redevelopment Strategies Workbook was adopted in 2004 and contained specific projects desired for the Coligny area.

The established TIF District was due to expire at the end of 2014, so the Town got approval to extend the TIF District for another 10 years to allow for redevelopment projects to occur in the Coligny area.

Coligny Area Improvements are proposed to enhance the experience of residents and visitors as well as serve as a catalyst to spur private sector redevelopment and investment in the area. The Coligny area is a resort area on the island that sees a great deal of visitors throughout the year. The Coligny Area Improvements are identified in the Town's Capital Improvement Plan for design in fiscal year 2016 and construction is planned for multiple years with the bulk of it being completed in fiscal year 2017.

Proposed improvements include creation of a central park with space for special events as well as daily use including park elements such as a destination playground, shelters & restrooms, fountains, a band shell, pedestrian plazas, and leisure trail; pedestrian enhancements including delineated crossing locations and signage; roadway improvements including the creation of alternative routes for connectivity in and around the area; streetscape improvements such as pathway, landscaping, and signage improvements to reinforce the unique nature of the Coligny area; increased parking capacity within the area through upgrades to existing parking areas and the establishment of additional parking opportunities such as on-street parking; and development of a facility in partnership with a children's museum.

Mrs. Lopko presented the staff's Findings of Fact and Conclusions of law. Ms. Jennifer Ray presented brief comments regarding the timeline for completion of the project. Chairman Brown then requested public comments and the following were received: (1) Mr. Peter Ovens, citizen, encouraged the Planning Commission to support use of the H.A.W.K. pedestrian signalized crossing system; (2) Mr. Frank Babel encouraged the Planning Commission and the staff to provide as much bike parking as possible. Mr. Babel also presented statements in support of separating bike traffic from pedestrian traffic; (3) Walter Nester, Esq., representative for the owners of Coligny Plaza, presented statements with regard to a portion of the project; (4) Ms. Kyle Theodore, Wood + Partners, presented statements in support of the conceptual design for the project including comments regarding the signalized intersection. At the completion of public comments, Chairman Brown closed the public hearing for this application. Chairman Brown then invited comments by the Planning Commission.

The Planning Commission and Ms. Kyle Theodore discussed a couple of items including the removal of one tree versus the removal of multiple trees. Following final comments Chairman Brown requested that a motion be made.

Vice Chairman Kristian made a **motion to approve** application PPR-2042-2015 as presented. The application is compatible with the Town's Comprehensive Plan for location, character and extent based on the Findings of Facts and Conclusions of Law contained in the staff's report. Mr. Carstens **seconded** the motion and the motion **passed** with a vote of 7-0-0.

10. Chairman's Report

None

11. Committee Report

- 1) Commissioner Jim Gant presented a status update on the progress of the Circle to Circle Committee.
- 2) Commissioner Hughes stated that the CIP Committee will meet again sometime after the holidays to discuss budget recommendations for Fiscal Year 2017.
- 3) Commissioner Carstens stated that the Comp Plan Committee will meet sometime in January 2016.

12. Staff Reports

None

14. Adjournment

The meeting was adjourned at 9:35p.m.

Submitted By:

Approved By:

Kathleen Carlin
Secretary

Alex Brown
Chairman

DRAFT



**TOWN OF HILTON HEAD ISLAND
COMMUNITY DEVELOPMENT
DEPARTMENT**

One Town Center Court	Hilton Head Island, SC 29928	843-341-4757	FAX 843-842-8908
-----------------------	------------------------------	--------------	------------------

**STAFF REPORT
PUBLIC PROJECT REVIEW**

Case #	Name of Project	Public Hearing Date
PPR-2127-2015	University of South Carolina Beaufort Education Facility	December 16, 2015

Parcel Data and Location	Applicant
Beaufort County Tax Map 15 Parcels: 0075, 0154, 0221, 0257, 0361, 0406, 0412, and 0413	Jennifer Ray Town of Hilton Head Island One Town Center Court Hilton Head Island, SC 29928

Application Summary

Application for Public Project Review from the Town of Hilton Head Island for the construction of a new education facility for the University of South Carolina Beaufort (USCB) Hospitality Management program and Osher Lifelong Learning Institute (OLLI) in the Office Park Road area. The plans include an academic building, an OLLI building, a student café, parking, leisure trail network, and outdoor gathering spaces.

Staff Recommendation

Staff recommends that the Planning Commission find this application to be compatible with the Town's Comprehensive Plan for location, character and extent based on those Findings of Facts and Conclusions of Law as determined by the LMO Official and enclosed herein.

Background:

“In 1983, USCB began offering courses in a leased facility located on the Island until April 2004 when USCB outgrew that facility due to increased enrollment and demand for expanded course offerings resulting from the rapid increase in population in Beaufort County.” Information taken from the Community Facilities Element of the Comprehensive Plan details the beginnings of USCB on the Island in 1983. While the facility relocated off the Island, USCB still utilized Hilton Head Island businesses for learning opportunities for their students.

“USCB is accredited by the Southern Association of Colleges and Schools and offers baccalaureate degrees and numerous continuing education programs. The university’s degree programs respond to regional needs, draw upon regional strengths, and prepare graduates to participate successfully in communities here and around the globe.” As described in the Community Facilities Element, USCB provides a broad range of educational opportunities that will allow students that grow up here to stay here upon graduation. A fact sheet was provided by USCB to provide more details on the proposed project as outlined in Attachment “C”.

Another program offered by USCB is through the Osher Lifelong Learning Institute, which is described in the Community Facilities Element as follows: “One of the largest adult education organizations serving Hilton Head Island is USCB’s Osher Lifelong Learning Institute (OLLI) programs. This program offers a wide variety of classes: philosophy, history, art, music, current events, political issues, religion, science, literature, languages, and many others.”

Potential strategies were listed in the Introduction and Vision booklet for the 2010 Comprehensive Plan. One of those potential strategies is, “Assure higher and continuing education opportunities for citizens with emphasis on opportunities that match the specific needs of our local population and economy (resort services, culinary arts, recreation, hospitality, health care, education).” The USCB facility for Hospitality Management and Osher Lifelong Learning Institute would provide such educational opportunities on the Island.

The Planning Commission included USCB in their recommendation to Town Council for the 2015 Targets for Action. The Planning Commission recommended the following topics with regard to the USCB project: broadly communicate with the community on the project, finalize USCB agreement and publish timeline, and implement phase 1, demolish existing structures and make roadway improvements.

The Planning Commission also recommended a list of Fiscal Year 2016 Proposed Priority Projects to Town Council. This list included USCB Hospitality Management Program Building (funding for activities per pending MOU) as a top priority under new facilities.

Description of Project:

The project area is located along Office Park Road near Pope Avenue. This project consists of a 2-story Hospitality Management Academic Building (+/- 40,000 sf), an OLLI building (+/- 7,200 sf) with a 100-seat tiered classroom, and a student café.

Please refer to Attachment “A”, which shows the location of the proposed project and existing conditions.

Location, Character, and Extent:

*LMO Sec. 16-2-103.Q.4, PPR Review Standards,
In determining whether or not a proposed public project is compatible with the Comprehensive Plan, the Planning Commission shall consider whether the location, character and extent of the proposed development is consistent with, or conflicts with, the plan's goals and implementation strategies.*

Summary of Facts and Conclusions of Law:

Findings of Fact:

1. Appendix D-23 Application Deadlines of the LMO requires applications before the Planning Commission to be submitted to the LMO Official 30 days prior to the meeting. The applicant submitted the application for this project on November 16, 2015.
2. LMO 16-2-102.E.1 requires that, when an application is subject to a hearing, the LMO Official shall ensure that the hearing on the application is scheduled for a regularly scheduled meeting of the body conducting the hearing or a meeting specially called for that purpose by such body. The LMO Official scheduled the public hearing on the application for the December 16, 2015 Planning Commission meeting, which is a regularly scheduled meeting of the Commission.
3. LMO 16-2-102.E.2 requires the LMO Official to publish a notice of the public hearing in a newspaper of general circulation in the Town no less than 15 calendar days before the hearing date. Notice of the December 16, 2015 public hearing was published in the Island Packet on November 29, 2015.
4. LMO 16-2-102.E.2 requires the applicant to mail a notice of the public hearing by first-class mail to the owner(s) of the land directly contiguous to the proposed project, no less than 15 calendar days before the December 16, 2015 hearing date. The applicant mailed notices of the public hearing by first-class mail to such owner(s) of the land on November 25, 2015.

Conclusions of Law:

1. The application was submitted 31 calendar days prior to the meeting date, in compliance with Appendix D-23 of the LMO.
2. The LMO Official scheduled the public hearing on the application for the December 16, 2015 Planning Commission meeting, in compliance with LMO 16-2-102.E.1.
3. Notice of the public hearing was published 17 calendar days before the meeting date, in compliance with LMO 16-2-102.E.2.
4. The applicant mailed notices of the public hearing to owner(s) of land subject to the application and to owner(s) of land directly contiguous to the proposed project 21 calendar days before the hearing date, in compliance with LMO 16-2-102.E.2.

Summary of Facts and Conclusions of Law:

Findings of Facts:

The adopted Comprehensive Plan addresses the location, character and extent of this project in the following areas:

Population Element

Goal 4.3 Community Building

- B. The goal is to develop and support programs and activities to meet the needs of its diverse population and age groups.

Community Facilities Element

Implication for the Comprehensive Plan 6.9 – Educational Facilities

- Continuing and adult education has been identified as important to Island citizens. More on-island opportunities should be considered for higher education.
- Because of the resort nature of the Town’s economy there are opportunities to expand higher education in areas that support the local economy, such as culinary arts, golf and hospitality services.

Goal 6.9 – Educational Facilities

- B. The goal is to coordinate with educational agencies in the community to meet the educational needs of the Island’s population.

Economic Development Element

7.4 Key Island Economic Assets and Capabilities

One of the key assets and capabilities that have contributed to the Island’s economic success is:

- Development of a first class, diverse, service sector offering friendly hospitality for families, outstanding sporting facilities in the form of PGA caliber golf and renowned tennis facilities, diverse restaurants, medical support, and educational opportunities to enable residential and visitor growth.

7.5 Potential Risks for Future Economy with Comprehensive Plan Implications

One potential risk to the Island’s economic future that should be addressed:

- A sustainable workforce will become essential to the future economic potential of the Island and is essential to support the social economic population mixing that is vital for a vibrant and sustainable economy. To be sustainable over the horizon envisioned by the Comprehensive Plan such a workforce needs both appropriate education and training, and access to affordable housing.

7.6 Potential Strategies with Implications for the Comprehensive Plan

In addition to the ongoing work that the Chamber of Commerce and Town have engaged in tourism and residential attraction, consideration should be given to leveraging and growing high value added business, and business travel and hospitality, segments that are consistent with, or do not threaten, the Island’s character or natural assets, such as:

- Off season arts, education, culinary and sports festivals leveraging off such successes as Heritage Golf Tournament, the Concours d'Elegance, and the Wine Festival.
- Identify and prioritize areas in need of redevelopment 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.

7.7 Some Key Implementation Strategies

- As a further tool to attract and retain retirees (i.e. those who have choice of location for retirement) consider developing a "Center for Creative Retirement" using the well-publicized, and successful, Asheville NC model as a guide. The North Carolina Center for Creative Retirement (NCCCR) is an award-winning, internationally-acclaimed learning community dedicated to promoting lifelong learning, leadership, community service, and research.

Land Use Element

Implication for the Comprehensive Plan 8.2 Building Permit Trends

- 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.

Implication for the Comprehensive Plan 8.6 Build Out

- The amount of vacant land and population trends can be used to determine build-out, which may be defined as the highest level that the Island can sustain. The level that the community may want to sustain depends on several factors; therefore, determining an established number for build-out in terms of building density is a complicated task. Because of the anticipation of build-out, creative redevelopment policies and alternatives to traditional zoning and land development regulations should be a focus for all land use policies and regulations.

Implication for the Comprehensive Plan 8.9 Age of Structures

- The location of the older developments should be reviewed to determine the areas that may be primed for redevelopment.

Goal 8.9 Age of Structures

- A. The goal is to monitor areas that have high concentrations of aging structures to target for potential redevelopment.
- B. The goal is to encourage redevelopment of properties with aging structures or that no longer meet current market demands.

Implementation Strategies 8.9 Age of Structures

- A. Target areas for redevelopment using information such as age of structure and assisting with reducing the vulnerability of structures to storms and natural disaster events due to noncompliance to current building codes.
- B. Develop flexible regulations and incentives to encourage redevelopment of aging structures and districts.

Transportation Element

Implication for the Comprehensive 9.1 Road Network

- Continued coordination with South Carolina Department of Transportation and Beaufort County to maintain the current capacity of William Hilton Parkway and other arterials by controlling access points and median crossing locations, improving intersections, adding deceleration lanes, optimizing the synchronized traffic lights with the mainland's system and investigating other methods of traffic management and development control is recommended.

Implication 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.

Implementation Strategies 9.1 Road Network

- C. Continue to coordinate with SCDOT and Beaufort County to maintain the current capacity of William Hilton Parkway and other arterials by controlling access points and median crossing locations, improving intersections, adding deceleration lanes or extending existing deceleration lanes, optimizing the synchronized traffic lights and investigating other methods of traffic management and development control.

Priority Investment Element

Goal 11.2 10-Year Capital Improvements Plan

- A. The goal is to provide the community with necessary services and facilities and maintain sufficient flexibility to meet the challenges associated with growth.
- C. The goal is to focus the CIP and Priority Investment on sustainable development, growth management, economic development, encouraging redevelopment and natural resource protection.
- F. The goal is to provide for needs of all segments of the population.

Goal 11.3 CIP Revenue and Expenditures

- A. The goal is to provide appropriate services to residents and guests.
- B. The goal is to develop revenue sources to fund service delivery.

Implementation Strategy 11.2 10-Year Capital Improvements Plan

- E. Projects will be identified that achieve specific program goals including sustainable development, growth management, economic development and redevelopment and natural resource protection.

Implementation Strategy 11.3 CIP Revenues and Expenditures

- F. Develop revenue sources within the Town's powers to fund service delivery.

Conclusions of Law:**For the Location of the project:**

Staff concludes that the project is compatible with the adopted Comprehensive Plan as described in the Community Facilities, Economic Development, Land Use, and Transportation Elements for the location of this project as follows:

- The proposed project provides more on-island opportunities for higher education and enhances continuing and adult education for Island citizens consistent with the Community Facilities Element.
- The location of the proposed facility will enable a more direct contribution to the Island's largest industry consistent with the Community Facilities and Economic Development Elements.
- Locating the proposed project in the area will eliminate obsolete or run down commercial buildings that have been identified for redevelopment consistent with the Economic Development Element.
- The proposed project is a redevelopment and infill development which is a focus for the Land Use Element.
- The project location contains aging structures making it a prime site for redevelopment as called for in the Land Use Element.
- The proposed facility will be designed to face Pope Avenue in an effort to control the access point to the property. The intersection of Pope Avenue and Office Park Road will be modified to improve access to the property for vehicle, bicycles, and pedestrians consistent with the Transportation Element.
- The project proposes a redevelopment to a less intense use, resulting in an overall reduction of development potential and resulting traffic generation consistent with the Transportation Element.

For the Character of the project:

Staff concludes that the project is compatible with the adopted Comprehensive Plan as described in the Population, Community Facilities, Economic Development, Land Use, and Transportation Elements for the character of this project as follows:

- The proposed project will bring programs and educational opportunities to the Island to meet the needs of the diverse populations and age groups consistent with the Population and Community Facilities Elements.
- The proposed project will redevelop property that currently contains obsolete or run down commercial buildings as outlined in the Economic Development Element.
- The proposed project will target an area for redevelopment that contains aging structures and may no longer meet current market demands as outlined in the Land Use Element.

- The project proposes a redevelopment to a less intense use, which will provide a reduction of development potential and decrease potential traffic generation consistent with the Transportation Element.

For the Extent of the project:

Staff concludes that the project is compatible with the adopted Comprehensive Plan as described in the Population, Community Facilities, Economic Development, Land Use, Transportation, and Priority Investment Elements for the extent of this project as follows:

- The proposed project will bring programs and educational opportunities to the Island to meet the needs of the diverse populations and age groups consistent with the Population and Community Facilities Elements.
- The proposed project will provide adult education, higher education, and off season continuing educational opportunities on-island consistent with the Community Facilities and Economic Development Elements.
- The proposed project will contribute to a workforce that has appropriate education and training to support a sustainable workforce in the largest industry on the Island consistent with the Economic Development Element.
- The proposed facility will attract and retain retirees by providing lifelong learning opportunities through OLLI consistent with the Economic Development Element.
- The proposed project will target an area for redevelopment that contains aging structures and may no longer meet current market demands as outlined in the Land Use Element.
- The proposed project will redevelop an existing site. Redevelopment is a focus for future development on the Island as it reaches build-out consistent with the Land Use and Priority Investment Elements.
- The project proposes a redevelopment to a less intense use, which will provide a reduction of development potential and decrease potential traffic generation consistent with the Transportation Element.
- The proposed facility will provide necessary services for the population, including residents and guests consistent with the Priority Investment Element.
- The Town will utilize Tax Increment Financing (TIF) dollars for a portion of the project, which is a revenue source developed by the Town to fund the delivery of these educational services, consistent with the Priority Investment Element.
- The proposed project will provide a catalyst to encourage redevelopment of other aging structures in the area consistent with the Economic Development, Land Use, and Priority Investment Elements.

LMO Official Determination

Determination: Staff determines that this application is compatible with the Comprehensive Plan for the location, character, and extent as based on the above Findings of Fact and Conclusions of Law.

Planning Commission Determination and Motion:

The Planning Commission's role is to determine if the application is compatible with the Comprehensive Plan for location, character, and extent.

PREPARED BY:

JL

Jayme Lopko, AICP
Senior Planner / PC Coordinator

December 8, 2015

DATE

REVIEWED BY:

TBL

Teri B. Lewis, AICP
LMO Official

December 8, 2015

DATE

ATTACHMENTS:

- 1) Location Map
- 2) Concept Plan
- 3) USCB Fact Sheet

Attachment A



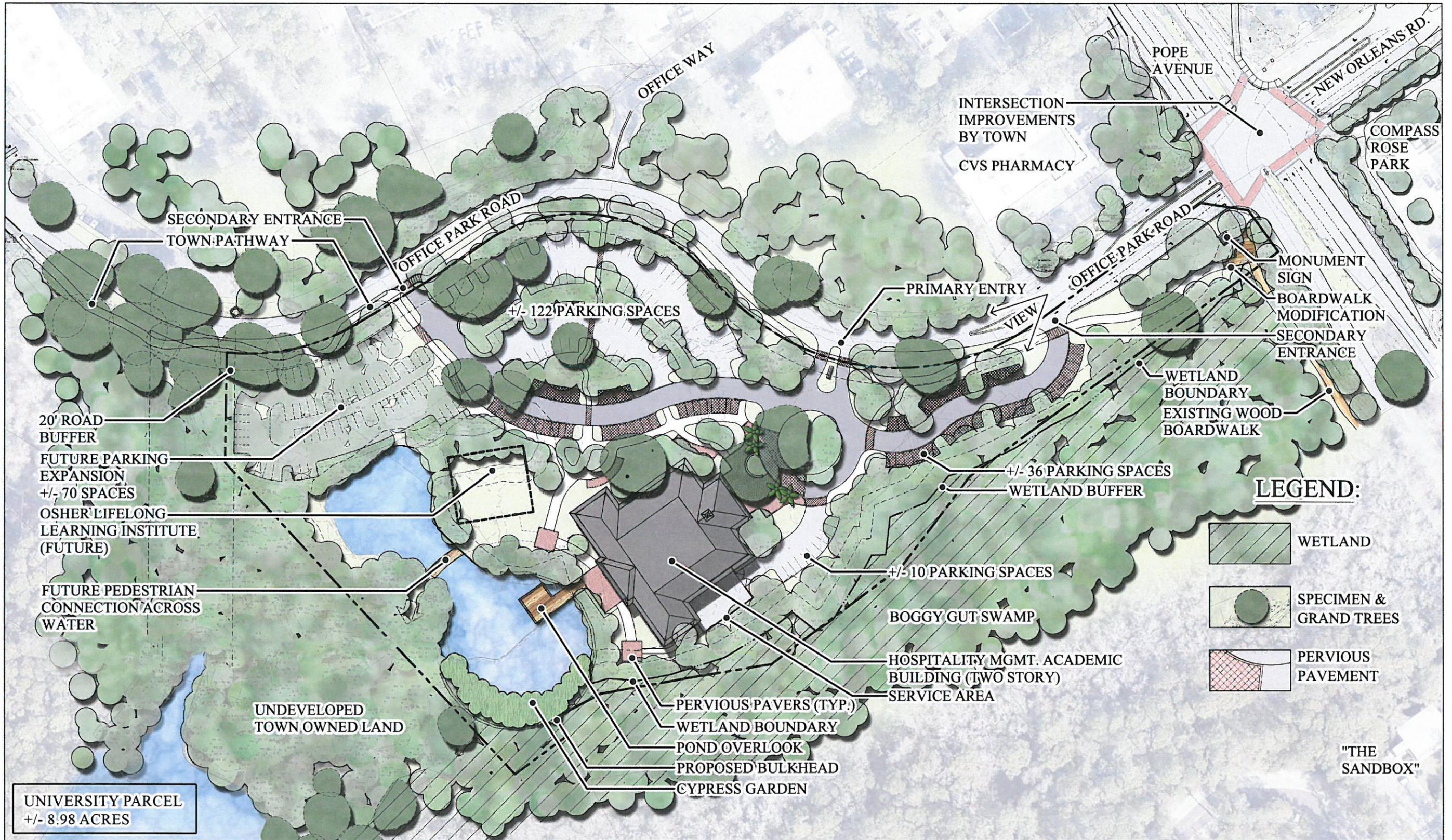
TOWN OF HILTON HEAD ISLAND
 ONE TOWN CENTER COURT
 HILTON HEAD ISLAND, S. C. 29928
 PHONE (843) 341-6000

Town of Hilton Head Island
PPR-2127-2015 USCB



200 145 0 200 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.



UNIVERSITY PARCEL
+/- 8.98 ACRES

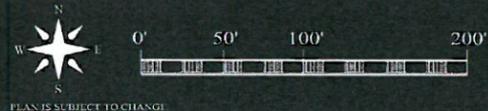
LEGEND:

-  WETLAND
-  SPECIMEN & GRAND TREES
-  PERVIOUS PAVEMENT

USCB HOSPITALITY

Conceptual Master Plan
March 4, 2015

Prepared By:
Wood Partners Inc. WPI
Landscape Architects
Landscape Planners



Partnering for Prosperity: Bringing Higher Education Back to Hilton Head Island



Partners: Town of Hilton Head Island, Beaufort County Council, Beaufort County School System, University of South Carolina Beaufort, Hilton Head Public Service District.

Planning Committee objectives supported: This collaborative project advances the Town of Hilton Head Island's agenda: economic, social and physical infrastructure development for the Island's bright future.

Financial contributions: Beaufort County will contribute 47% of the initial costs; Beaufort County School District 23%, **Town of Hilton Head Island 18%**, USCB 10% and the HPSD 2%. Maintenance of the facility will be the financial responsibility of USCB.

- *Develop a \$24,500,000 facility to support the Town's primary industry with cash outlay from the Town of only \$4,410,000.*

Economic impact: USCB's economic impact on our region grew from \$19.1 million in 2002 to \$74 million in 2012. Enrollment is just below 2000 students in Fall 2015.

Effective Land use: The TIF District extension includes initiatives in the Coligny Area and in the Chaplin Area. Along with these projects, the USCB facility adds to the quality of life, will spur private reinvestment nearby, and makes the remaining land more valuable.

Higher Education is low impact development. A higher education facility offers a land use that will have a lower traffic and noise impact than other uses allowed on this site. Retail, office, residential or resort uses will generate greater traffic impacts during the morning and evening peak hour periods, on weekends, and in the summer (when USCB's traffic is minimal).

Island Hospitality industry impact: The USCB presence and the students participating in its programs will raise the bar for the hospitality industry on the island. Better trained, more knowledgeable employees aiming for career growth will translate into better service and a better experience for residents and guests. USCB graduates infuse the island's resorts with new talent and fresh ideas needed to attract the next generation of visitors and residents. Core skills included in the students' education include: Hotel, restaurant and tourism administration, Club management and Event management. Other specialties tailored to the distinctive strengths of Hilton Head Island will be explored with local industry leaders.

Resident and visitor attraction asset: A permanent, expanded presence for the national Osher Lifelong Learning Institute at USCB will bring a greater variety of adult and continuing education offerings for residents and visitors. The expanded facilities will be used for non-peak season education in a variety of fields that will attract visitors and potential residents to our area. Higher education and continuing education opportunities are key differentiators for "best communities to visit and retire" awards and lists.

Career opportunities for local students: The facility will provide for management opportunities in one of the largest and fastest growing in the nation—which allows them to pursue a career locally. Hospitality management is a field in which local students have proven they can start in entry managerial roles and rise quickly. Bringing higher education back to Hilton Head Island will reduce the Island's "brain drain" of bright, early career professionals.

Focused, working student population: The new Hospitality Management facility will open with 200 and expand to serve 395 seasoned college juniors and seniors, the majority of whom will work part-time in the community.

- *Collaborating as the "Hilton Head College Center," USCB and TCL delivered courses on the island in this same site—with over 530 freshmen and sophomores entering and leaving the campus from 1991 to 2004. Few people noticed. Students were productive community members.*

Island traffic conversation. The Circle to Circle Task force identified June, July and early August as the primary months in which Sea Pines Circle does not meet the desired standards. The peak season on the Island is the period of extremely limited use of the proposed USCB facility.

- *USCB Hospitality Management students work to pay for college or complete internship requirements over the summer. The peak season for tourists is the lowest student usage of Sea Pines Circle. Hence, Hospitality Management is the ideal counter-cyclical property usage.*
- *62% of USCB upperclassmen are already interning on the island; moving upperclassmen onto the Island for classes will not create as much new traffic to the island as expected.*
- *Traffic improvements are slated for the intersections providing major access based on an initial traffic impact analysis. The Circle to Circle Committee is undertaking a detailed analysis of privately owned Greenwood Drive.*

Marketing impact: Promotion of the USCB and OLLI programs on Hilton Head Island will increase exposure of the Island. Tourism research courses taught on the Island will expand opportunities for tourism research – adding to the Island's exposure.



**TOWN OF HILTON HEAD ISLAND
COMMUNITY DEVELOPMENT
DEPARTMENT**

One Town Center Court	Hilton Head Island, SC 29928	843-341-4757	FAX 843-842-8908
-----------------------	------------------------------	--------------	------------------

**STAFF REPORT
PUBLIC PROJECT REVIEW**

Case #	Name of Project	Public Hearing Date
PPR-2118-2015	Intersection Improvements – Pope Avenue & Office Park Road	December 16, 2015

Parcel Data and Location	Applicant
Properties around the intersection of Pope Avenue, Office Park Road, and New Orleans Road.	Jeff Buckalew Town of Hilton Head Island One Town Center Court Hilton Head Island, SC 29928

Application Summary

Application for Public Project Review from the Town of Hilton Head Island for improvements at the intersection of Office Park Road, Pope Avenue, and New Orleans Road. These improvements include an expanded, signalized intersection that will widen all three roads.

Staff Recommendation

Staff recommends that the Planning Commission find this application to be compatible with the Town’s Comprehensive Plan for location, character and extent based on those Findings of Facts and Conclusions of Law as determined by the LMO Official and enclosed herein.

Background:

The proposed project will make transportation infrastructure improvements to the existing intersection at Office Park Road, Pope Avenue and New Orleans Road. The improvements are mainly driven by the proposed USCB campus on Office Park Road, but should serve several objectives. The recommended improvements include an expanded, signalized intersection, however a roundabout was also considered.

The objectives of the project are to improve vehicular traffic and pedestrian conveyance and safety, to minimize costs (current and future), environmental impacts, private property impacts, disruption during construction and to enhance aesthetics and provide a gateway designation to the new USCB facility.

The design shall comply with applicable local, state and federal standards and regulations. The project shall require permitting with the Town, County, and State, plus utility relocations and land acquisitions.

Please refer to Attachment “A”, which shows the location of the proposed project and existing conditions.

Description of Project:

The proposed project will make transportation infrastructure improvements to the existing intersection at Office Park Road, Pope Avenue and New Orleans Road. The recommended improvements include an expanded, signalized intersection, which shall include widening New Orleans Road approach from 4 lanes to 5 lanes (4 approaching and 1 departing), widening Office Park Road from 3 lanes to 4 lanes (3 approaching and 1 departing) widening south (beach) bound Pope Avenue from 5 lanes to 6 lanes (4 approaching and 2 departing) and retaining the north (mainland) bound Pope Avenue section at its current 6 lane configuration.

Location, Character, and Extent:

*LMO Sec. 16-2-103.Q.4, PPR Review Standards,
In determining whether or not a proposed public project is compatible with the Comprehensive Plan, the Planning Commission shall consider whether the location, character and extent of the proposed development is consistent with, or conflicts with, the plan’s goals and implementation strategies.*

Summary of Facts and Conclusions of Law:

Findings of Fact:

1. Appendix D-23 Application Deadlines of the LMO requires applications before the Planning Commission to be submitted to the LMO Official 30 days prior to the meeting. The applicant submitted the application for this project on November 16, 2015.
2. LMO 16-2-102.E.1 requires that, when an application is subject to a hearing, the LMO Official shall ensure that the hearing on the application is scheduled for a regularly scheduled meeting of the body conducting the hearing or a meeting specially called for that purpose by such body. The LMO Official scheduled the public hearing on the application for the December 16, 2015 Planning Commission meeting, which is a regularly scheduled meeting of the Commission.
3. LMO 16-2-102.E.2 requires the LMO Official to publish a notice of the public hearing in a newspaper of general circulation in the Town no less than 15 calendar days before the hearing date. Notice of the December 16, 2015 public hearing was published in the Island Packet on November 29, 2015.

4. LMO 16-2-102.E.2 requires the applicant to mail a notice of the public hearing by first-class mail to the owner(s) of the land directly contiguous to the proposed project, no less than 15 calendar days before the December 16, 2015 hearing date. The applicant mailed notices of the public hearing by first-class mail to such owner(s) of the land on November 25, 2015.

Conclusions of Law:

1. The application was submitted 31 calendar days prior to the meeting date, in compliance with Appendix D-23 of the LMO.
2. The LMO Official scheduled the public hearing on the application for the December 16, 2015 Planning Commission meeting, in compliance with LMO 16-2-102.E.1.
3. Notice of the public hearing was published 17 calendar days before the meeting date, in compliance with LMO 16-2-102.E.2.
4. The applicant mailed notices of the public hearing to owner(s) of land subject to the application and to owner(s) of land directly contiguous to the proposed project 21 calendar days before the hearing date, in compliance with LMO 16-2-102.E.2.

Summary of Facts and Conclusions of Law:

Findings of Facts:

The adopted Comprehensive Plan addresses the *location, character and extent* of this project in the following areas:

Community Facilities Element

Implications for the Comprehensive Plan 6.3 – Transportation Network

- The Town needs a comprehensive transportation network composed of roads, pathways, water and air transportation opportunities that are adequately maintained that meet current standards.

Goal 6.3 Transportation Network

- B. The goal is to have a safe, efficient and well maintained regional and local roadway network.

Transportation Element:

Implication for the Comprehensive Plan 9.1 Road Network

- Continued coordination with South Carolina Department of Transportation and Beaufort County to maintain the current capacity of William Hilton Parkway and other arterials by controlling access points and median crossing locations, improving intersections, adding decelerations lanes, optimizing the synchronized traffic lights with the mainland's system and investigating other methods of traffic management and development control is recommended.

Implication for the Comprehensive Plan 9.2 Traffic Volumes and Trends

- Future traffic volumes may exceed the capacity of the Town's road network impacting both the efficiency and safety of the Island's roads. Improvements to the road network that include safe and convenient access and interconnections to all areas of the Island that still protect community investments, neighborhoods and the natural environment should be considered.

Goal 9.1 - Road Network

- A. The goal is to improve the road network by creating safe and convenient access and interconnections to all areas of the Island while protecting community investments, neighborhoods, and the natural environment.
- C. The goal is to provide intersection design standards and maintenance for public safety while considering the unique Island character, aesthetics, topography, vegetation, environmentally sensitive areas, and neighborhood cohesiveness.

Implementation Strategy 9.1 Road Network

- A. Continue to coordinate with SCDOT and Beaufort County to maintain the current capacity of William Hilton Parkway and other arterials by controlling access points and median crossing locations, improving intersections, adding deceleration lanes or extending existing deceleration lanes, optimizing the synchronized traffic lights and investigating other methods of traffic management and development control.

Bridge to the Beach Advisory Report

Circulation Goals

- Goal 1:** The Town should emphasize safe and adequate traffic flow along with traffic calming as well as encourage safe and convenient pedestrian and bicycle activity along all public roads throughout the Bridge to the Beach area. The Town should create a pedestrian-friendly environment and provide more efficient and safe pedestrian crossing points.
- Goal 2:** The Town should maintain or improve traffic circulation and function in the Bridge to the Beach area.

Streetscape Goals

- Goal 4:** Crosswalks should be placed in the safest location possible and be highly distinguishable as a crossing.
- Objective 4.2:** Road crossings should have special landscaping, signage, street lighting elements, handicapped-friendly surfaces, and other design techniques that emphasize pedestrian movement. Crosswalks should be painted or constructed of unit pavers, with textures surfaces to emphasize pedestrian safety and to slow traffic.

Conclusions of Law:

For the Location of the project:

Staff concludes that the project is compatible with the adopted Comprehensive Plan as described in the Community Facilities and Transportation Elements and the Bridge to the Beach Advisory Report for the location of this project as follows:

- The proposed project will improve an intersection that serves as a secondary road to keep traffic off William Hilton Parkway consistent with the Community Facilities Element.
- The proposed project will improve an intersection creating a safer, convenient access and interconnection to area of the island consistent with the Transportation Element.
- The proposed project will improve traffic flow at the subject intersection while making the intersection safer for pedestrian and bicycle activity consistent with the Bridge to the Beach Advisory Report.
- The proposed project will provide crosswalks at the subject intersection in the safest location possible with a textured surface to emphasize pedestrian activity and slow traffic consistent with the Bridge to the Beach Advisory Report.

For the Character of the project:

Staff concludes that the project is compatible with the adopted Comprehensive Plan as described in the Community Facilities and Transportation Elements and the Bridge to the Beach Advisory Report for the character of this project as follows:

- The proposed project will improve an intersection to provide a safe and efficient roadway intersection consistent with the Community Facilities and Transportation Elements.
- The proposed project will use intersection design standards that consider public safety and the unique Island character consistent with the Transportation Element.
- The proposed project will encourage safe and convenient pedestrian and bicycle activity and crosswalks with textured surface to emphasize pedestrian safety and slow traffic consistent with the Bridge to the Beach Advisory Report.

For the Extent of the project:

Staff concludes that the project is compatible with the adopted Comprehensive Plan as described in the Community Facilities and Transportation Elements and the Bridge to the Beach Advisory Report for the extent of this project as follows:

- The proposed project will improve an intersection to better meet standards and provide a safe and efficient roadway intersection consistent with the Community Facilities Element.
- The proposed project will improve the subject intersection by adding turn lanes to better manage traffic and provide a safe and convenient access to the area consistent with the Transportation Element.
- The proposed project will encourage safe and convenient pedestrian and bicycle activity and crosswalks at the safest location possible with textured surface to emphasize pedestrian safety and slow traffic consistent with the Bridge to the Beach Advisory Report.

LMO Official Determination

Determination: Staff determines that this application is compatible with the Comprehensive Plan for the location, character, and extent as based on the above Findings of Fact and Conclusions of Law.

Planning Commission Determination and Motion:

The Planning Commission's role is to determine if the application is compatible with the Comprehensive Plan for location, character, and extent.

PREPARED BY:

JL

Jayme Lopko, AICP
Senior Planner / PC Coordinator

December 8, 2015

DATE

REVIEWED BY:

TBL

Teri B. Lewis, AICP
LMO Official

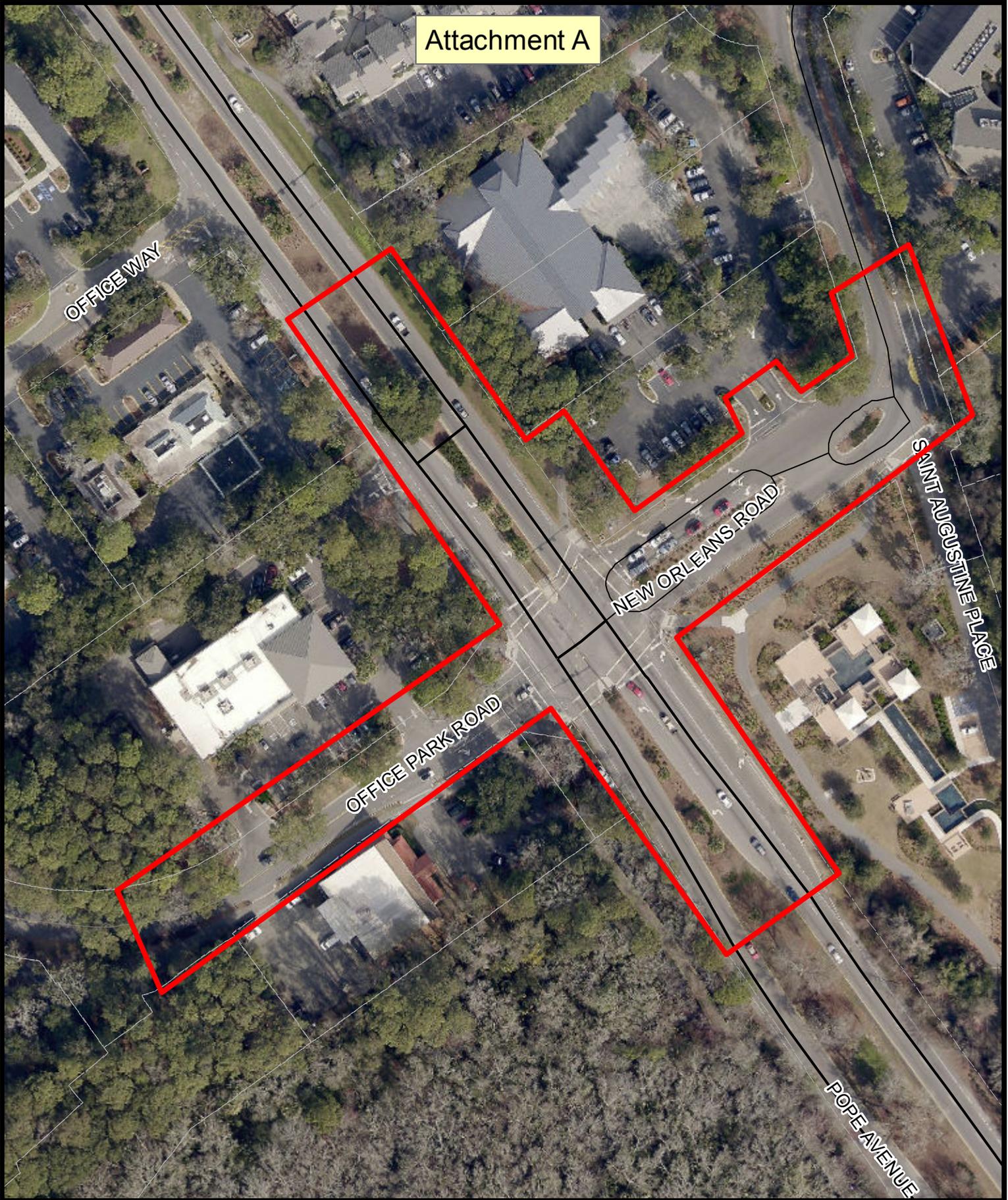
December 8, 2015

DATE

ATTACHMENTS:

- 1) Location Map
- 2) Concept Plan

Attachment A



TOWN OF HILTON HEAD ISLAND
 ONE TOWN CENTER COURT
 HILTON HEAD ISLAND, S. C. 29928
 PHONE (843) 341-6000

Town of Hilton Head Island

PPR-2118-2015 Intersection Improvements



This information has been compiled from a variety of unverifed 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 date of completion.

