

**TOWN OF HILTON HEAD ISLAND**  
**Planning Commission**  
**Minutes of the Wednesday, October 19, 2011 Meeting**      **APPROVED**  
**3:00p.m. – Benjamin M. Racusin Council Chambers**

Commissioners Present: Chairman Loretta Warden, Vice Chairman Tom Lennox, David Bennett, Jack Docherty, Terry Ennis, Bryan Hughes, Gail Quick and Charles Young

Commissioners Absent: None

Town Council Present: None

Town Staff Present: Shea Farrar, *Senior Planner*; Brian Hulbert, *Staff Attorney*; Teri Lewis, *LMO Official*; Jayme Lopko, *Senior Planner & Planning Commission Coordinator*; Jill Foster, *Deputy Director, Community Development Department*; Shawn Colin, *Comprehensive Planning Division Manager*; Kathleen Carlin, *Secretary & Administrative Assistant*

- 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 agenda was **approved** as presented by general consent.
- 6. Approval of Minutes**  
The minutes of the regular October 5, 2011 meeting were **approved** as presented by general consent.
- 7. Appearance by Citizens on Items Unrelated to Today's Agenda**  
None
- 8. Unfinished Business**  
None
- 9. New Business**  
None
- 10. Commission Business**  
None
- 11. Chairman's Report**  
None

## **12. Committee Reports**

### **A. Comprehensive Planning Committee: Review Draft Recommendations on Targets for Action (dated: 10-19-11)**

Commissioner Terry Ennis presented an overview of the history, the format, and the content of the Draft of the Goals and Actions for 2012 suggested for Town Council. Commissioner Ennis stated that the Comprehensive Planning Committee met several times with staff to develop the Draft Recommendations. Commissioner Ennis requested that, following today's review, the Planning Commission should provide their comments and recommendations to the staff (Ms. Shea Farrar) no later than Friday, October 21<sup>st</sup>. Ms. Farrar will incorporate these comments and recommendations into the Final Draft. The Planning Commission will have an in-depth discussion of the Final draft on November 2, 2011.

Commissioner Ennis requested that Ms. Farrar make a brief presentation on the Draft Recommendations on Targets for Action. The Planning Commission received copies of the complete Draft, which contained the following information:

#### **Draft Recommendations on Targets for Action**

### **1. Economic Development Strategy for Regeneration of the local Economy**

#### ***Overall Objective Statements:***

1. Improve Island wide, wireless broadband infrastructure.
2. Improve viability of commercial properties Island wide via public/private partnership. Initial indications are current vacancy rate is around 38% with likely significant dead space.
3. Outline redevelopment strategy programs and initiatives that will motivate property owners to redevelop their properties focusing on Shelter Cove and Coligny.
4. Investigate potential for educational partnerships with USCB/TCL/Community Knowledge Groups to enable workforce education for knowledge based economy.

#### ***2012 Recommended Action Steps "Targets for Action" for these Objective Statements:***

1. Identify underserved areas; Provide location assistance; Identify targeted areas for Wi-Fi; & Streamline process for approval.
  2. Refine inventory and assess condition of commercial properties on the Island; Propose target areas for redevelopment, repositioning, acquisition; design and implement incentive program; focus on TIF District areas (expires 12/2014).
  3. Focus the Planning Commission on redevelopment by monitoring the status of Generation I of LMO process change, initiating Generation II of LMO process change, and completing LMO Rewrite.
  4. Assign a small work group to gain clarity around the specific objectives and goals of USCB/TCL/Community Knowledge Groups as they relate to workforce education for the knowledge based community and present recommendations to Town Council for action; Focus on healthcare and hospitality (two largest potential growth segments in the State).
- 2. Reinforce & promote our heritage, what makes Hilton Head Island unique & retains brand equity (beach, pathways, recreation, golf, tennis, road, air & water access, environmental stewardship, Heritage golf tournament & other special events).**

***Overall Objective Statements:***

1. Define and focus marketing strategy on specific target segments such as corporate hospitality and retirees to tap underserved market segments.
2. Advocate for regional transportation projects that improve access to the Island.
3. The airport is a critical functional asset for the Town in the maintenance of destination and brand image and in leveraging related but underserved market segments such as corporate hospitality.
4. Create an Island wide sustainability action plan with specific targets and timeline for implementation to enhance the Island's overall economic, social and environmental performance.

***2012 Recommended Action Steps "Targets for Action" for these Objective Statements:***

1. Sanction a small work group to initiate dialogue with the Chamber of Commerce, analyze their current strategy, and define potential economic impact for target strategies and recommend changes and opportunities to Town Council.
2. Provide staff support and review recommendations from joint regional traffic analytical model (LGOG and Beaufort County with interest from Bluffton, Hardeeville, Hampton, Colleton, Jasper). Define 2012 Town schedule for progress report and recommendations.
3. Action Steps? Implement appropriate recommended actions from the airport master plan.
4. Conduct a sustainability assessment of the Island's overall environmental impact to establish a baseline for subsequent strategies. Pursue Step 2 approval for the Audubon Sustainability Program and staff liaise with "Experience Green" and other potential groups. Develop a commercial recycling program building on the existing residential program.

**3. Position Hilton Head Island as an Arts, Cultural, Environmental & Historic Destination**

***Overall Objective Statements:***

1. Support projects such as the Arts Center, Coastal Discovery Museum, Gullah Museum, Mitchelville Museum, Public Arts Expo, Rowing and Sailing Center, & Heritage Library.
2. Consider the potential for a Hilton Head Island Institute (Fraser Institute recommendation) as an umbrella organization for positioning the Island as arts cultural, environmental and historic destination.

***2012 Recommended Action Steps "Targets for Action" for these Objective Statements:***

1. Prioritize projects, as presented to Town Council, to manage limited resource allocation.
2. Assign a staff liaison to work with the Hilton Head Island Institute Committee to assess economic feasibility and cultural value of this potential institution to the Island.

**4. Continue to develop new and unique experiences for Island residents and visitors**

***Overall Objective Statements:***

1. Address affordable housing in relationship to land use, economic development & redevelopment.
2. Address resident's needs for "aging in place."

***2012 Recommended Action Steps "Targets for Action" for these Objective Statements:***

1. Task the Comprehensive Plan Committee for 2012 to outline pragmatic concepts for an affordable housing program.

2. Assign Town staff to inventory public, private and faith based resources which assist residents to 'age in place'. Research the potential for funding (Lt. Governor's Office/LCOG Area Agency) to develop and maintain a comprehensive list of resources available to residents.

At completion of the staff's review, Chairman Warden thanked Commissioner Ennis, his committee, and the staff for their efforts. Chairman Warden stated that the Final Draft Recommendations on Targets for Action will be an action item on the Planning Commission's November 2<sup>nd</sup> agenda. At that time the Planning Commission will finalize their list of recommendations to Town Council for consideration at the Town Council Workshop in December.

**B. LMO Rewrite Committee – Status Update**

Commissioner Quick presented a status update on the LMO Rewrite Committee. The LMO Rewrite Committee has met on a weekly basis since mid-April 2011. The first phase of the committee's work is now complete. The committee has studied the Land Management Ordinance on a chapter-by-chapter basis with the staff. Since that time the committee has approved and released the Request For Proposals (RFP) for a consultant. The committee will meet again on November 10<sup>th</sup> and December 8<sup>th</sup>. The committee hopes to have a consultant on board by January 1, 2012. Commissioner Quick stated that the scope of the LMO Rewrite Committee has been expanded to include the issues of Ward One. Commissioner Quick requested that the staff provide information on the Request for Proposals.

The Planning Commission inquired about the difference in Request for Qualifications (RFQ) and Request for Proposals (RFP).

Brian Hulbert, Staff Attorney, briefly discussed the differences in a RFQ vs. RFP. Mr. Hulbert stated that the choice of the RFP was a Town procurement business decision.

Ms. Teri Lewis presented details regarding the development of the RFP. The staff worked closely with the LMO Rewrite Committee in developing the RFP. Ms. Lewis and the Planning Commission discussed next steps regarding for the RFP including plans for a Selection Committee. The RFP is posted on the Town's website and has been published appropriately. Proposals are due to the Town by November 14, 2011.

The staff and the LMO Rewrite Committee will keep the Planning Commission well informed of all progress regarding the RFP, the consultant(s) and next steps.

**13. Staff Reports**

Ms. Teri Lewis presented a brief update on changes to sign regulations in the LMO. Ms. Lewis stated that staff is planning to hold public education meetings soon with regard to sign regulations.

**14. Adjournment**

The meeting was adjourned at 4:15pm.

Submitted By:

Approved By:

November 2, 2011

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Kathleen Carlin  
Administrative Assistant

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Loretta Warden  
Chairman