

**TOWN OF HILTON HEAD ISLAND**  
**Planning Commission Meeting**  
**Wednesday, October 16, 2013** **APPROVED**  
**3:00p.m – Benjamin M. Racusin Council Chambers**

Commissioners Present: Chairman Gail Quick, Vice Chairman David Bennett, Tom Lennox, Alex Brown, Terry Ennis, Bryan Hughes, Barry Taylor, and Brian Witmer

Commissioners Absent: Judd Carstens

Town Council Present: None

Town Staff Present: Jayme Lopko, Senior Planner & Planning Commission Coordinator  
Lavarn Lucas, Fire Chief  
Suzanne Brown, Addressing Technician  
Heather Colin, Development Review Administrator  
Darrin Shoemaker, Traffic & Transportation Engineer  
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 Town of Hilton Head Island requirements.
- 5. Chairman's Welcome and Introduction to Meeting Procedures**
- 6. Approval of Agenda**  
The agenda was **approved** as presented by general consent.
- 7. Approval of Minutes**  
The Planning Commission **approved** the minutes of the October 2, 2013 meeting as presented by general consent.
- 8. Appearance by Citizens on Items Unrelated to Today's Agenda**  
None
- 9. Unfinished Business**  
None
- 10. New Business**  
**ZMA130006:** A request from Walter J. Nester, III on behalf of Main Street Inn, LLC proposing to amend the Official Zoning Map by amending the Hilton Head Plantation Master Plan to change the land uses permitted on property located at 2200 Main Street from Motel and Restaurant to Medical and Behavioral Health Services. The property is further identified on Beaufort County Tax Map 7B as Parcel 19. *Chairman Quick reported that review of this application is postponed to November 20, 2013 at 3:00p.m at the applicant's request.*  
**STRNM13006:** The Town of Hilton Head Island has applied to modify a portion of Shelter Cove Lane. The proposed name is Shelter Cove Crossing. The properties affected are identified

as Parcels 1, 2, 3, 4, 5, 23 and 30 on Beaufort County Tax Map 12B & 12C. Chairman Quick introduced the application and opened the public hearing. Chairman Quick then requested that the staff make their presentation.

Chief Lavarn Lucas made the presentation on behalf of staff. The staff recommended that the Planning Commission *approve* the Shelter Cove Crossing modified street name application based on the review criterion outlined in the Land Management Ordinance and contained in the staff's report.

Chief Lucas presented an in-depth overhead review of the application including a site map of Shelter Cove Lane. Chief Lucas stated Shelter Cove Lane was named many years ago before the 911 legislation and the Town's current standards on street naming and addressing came into existence. Chief Lucas stated Shelter Cove Lane is a non-compliant street according to the Town's standards.

Currently Shelter Cove Lane runs from Harbourmaster to the Beaufort County Sheriff's Office. With the re-development of the Shelter Cove Mall, portions of Shelter Cove Lane were realigned causing the need to rename portions of the street. Shelter Cove Lane is an extremely long street. The Town recommends renaming portions of Shelter Cove Lane to eliminate some of the response problems currently being experienced by emergency response.

The goal is to eliminate confusion by providing a specific address range for each street with Shelter Cove Lane having an address range of 1-29, Shelter Cove Boulevard having an address range of 30-49, and Shelter Cove Crossing having an address range of 50-80.

Chief Lucas stated Fire & Rescue has worked with Shelter Cove Harbour Company on selecting the proposed street names. The desire was to keep Shelter Cove in the name because it defines the area. Fire & Rescue does not object to the similar names; the specific range of addresses for each street section would be used to identify locations.

Chief Lucas stated the businesses located on Shelter Cove Lane are opposed to changing the street name. Regardless of what the Planning Commission decides today, the numeric addresses for these businesses will change. Redevelopment of the Mall will necessitate changing these business addresses. Since the numeric addresses for these businesses will change, this is a perfect time to correct the non-conforming street name as part of the process.

Following Chief Lucas' presentation, Chairman Quick requested public comments. The following public comments were received:

(1) Ms. Laura Griffin, Jones Land LaSalle, property owner management company; (2) Ms. Stephanie TeBrake, Jakes Shore Thing, business owner; and (3) Mr. Bob Prust, Wine & Spirit Shop, business owner.

The public speakers stated they are opposed to the Town changing the street name and/or the numeric addresses of these businesses because of concerns with customer confusion and lost business. Changing the street name and/or numeric address will have a negative financial impact on the businesses. At the completion of the public comments, Chairman Quick stated that the public hearing for the application is closed. Chairman Quick invited discussion by the Planning Commission.

Commissioner Ennis stated that regardless of whether or not the Planning Commission approves the name change, the business addresses will change anyway. Chief Lucas stated that this is correct. Even if the Planning Commission denies the request to change the Shelter Cove Lane street name, the business addresses will change. The Planning Commission has no jurisdiction over numeric addresses.

Commissioner Lennox and Chief Lucas discussed the Town's previous experience with changing street names. Chief Lucas stated that Beaufort County needs to be notified of the change of address and the postal service needs to be notified. Chief Lucas agreed that the change in addressing has an obvious negative impact to businesses with regard to advertising. Commissioner Lennox stated that many of the legal issues, such as lease agreements, will not be affected by a change in address.

Vice Chairman Bennett and Chief Lucas discussed addresses for the buildings in the new development as related to safety in emergency response. The Planning Commission discussed a couple of addressing options for the area with Chief Lucas. Chief Lucas stated that multiple buildings with the same numeric address will be very confusing and difficult for emergency response. Commissioner Hughes and Chief Lucas discussed addresses for buildings that have not been built yet. Chief Lucas stated the entry way is not a named street. The law requires that a numeric address be assigned to each individual building or structure.

Chief Lucas stated that a decision by the Planning Commission should be reached today because a couple of businesses (J. Banks and Kroger) are due to open shortly and would be negatively affected by the delay. Chairman Quick stated the Planning Commission should have been notified earlier by staff that this is a critical issue that must be addressed by the Planning Commission today.

Ms. Roni Halliburton, representative of Shelter Cove Town Center, presented statements regarding the street name change and numeric change. The Planning Commission discussed the driveway entering off William Hilton Parkway. Several Planning Commissioners asked the staff if the driveway could be given a name.

Ms. Heather Colin stated the new driveway is not an easement, street, or road. It is a driveway that will be used to access the streets. The LMO does not require a driveway to have a street name because it does not have the same requirements of a street. Commissioner Ennis and Chief Lucas discussed the negatives associated with naming the small entry driveway.

Mr. Darrin Shoemaker stated that if the Planning Commission accepts the staff's recommendation to rename these streets, it would seem that the existing numerical address points for Shelter Cove Plaza (# 32 & # 70) could remain. If the Planning Commission turns down the Chief's recommendation, and it all stays Shelter Cove Lane, it seems that it would be appropriate to ask the stakeholders who are present today if they have to select between 32 Shelter Cove Crossing and a new number with Shelter Cove Lane, which one of these would they prefer.

Chairman Quick stated that the street naming application is very confusing. Chairman Quick requested additional time so that the questions put forth by the Planning Commission can be fully answered by the staff. Additional time is needed to allow an opportunity for everyone involved to come up with a solution that will resolve some of these issues. Chairman Quick stated that she is uncomfortable voting on the application today because she is concerned with

the negative impact on existing business owners. Chairman Quick requested that Mrs. Jayme Lopko respond on behalf of staff.

Mrs. Lopko stated that the Planning Commission has the option to remand the issue back to staff. If the Planning Commission chooses this option, they will need to give the staff specific direction as to what they are looking for that staff has not given them today. In order to remand the application back to staff, the following items need to be done: (1) the Planning Commission needs to give staff clear direction on what needs to be addressed; (2) the Planning Commission needs to provide a date at which the application will be heard again.

Chairman Quick stated that the application does not address the concerns presented by the public today. Chief Lucas stated that Jos. Banks and Kroger both need addresses for their permits soon in order to open. The Planning Commission needs to take action today. If action is not taken today, new addressing will take place on Shelter Cove Lane.

Chairman Quick stated concern that the application was not brought before the Planning Commission in a timelier manner. The Planning Commission should have had an opportunity to review this critical issue before having to make a decision on the application today.

Commissioner Brown and Chief Lucas discussed the numeric assignment of addresses on Shelter Cove Lane. Commissioner Brown presented statements in support of safety and security issues. Vice Chairman Bennett stated that we will not be resolving today's issues by sending the matter back to the staff. The businesses will be affected regardless of how the Planning Commission proceeds on the issue. Commissioner Taylor stated that his business has not physically moved, but his address has changed several times over the years.

Commissioner Lennox stated that the path of least resistance seems to be to accept Chief Lucas' recommendation to change the street name because the street numbers will change either way. Public safety concerns should trump every other concern. Commissioner Lennox recommended that the Planning Commission go with Chief Lucas' recommendation. The Planning Commission does not make a decision on street numbers; they only have jurisdiction on street names. The Planning Commission discussed the issue with Commissioner Lennox. At the completion of the discussion, Chairman Quick requested that a motion be made.

Commissioner Lennox made a **motion** that STRM130006 be **approved** with the caveat that Chief Lucas and the staff will do all they can to accommodate the numeric representations that the Chief has made as pertains to Shelter Cove Blvd. and Shelter Cove Crossing. Commissioner Taylor **seconded** the motion.

Prior to a vote being taken on the motion, Commissioner Hughes and the Planning Commission discussed the option of possibly naming the driveway off William Hilton Parkway. Chairman Quick asked Mrs. Lopko for a response on behalf of staff.

Mrs. Lopko stated that action by the Planning Commission on naming the driveway off William Hilton Parkway cannot be considered today because it has not met the public notice requirements. Chairman Quick asked if the issue could be advertised and the application placed on a future agenda.

Vice Chairman Bennett stated concern that the Planning Commission still has not heard anything that addresses the concerns of the tenants since the numeric addresses will change regardless.

Chief Lucas' proposal seems to be the best option that we have heard today in terms of safety and emergency response.

Ms. Suzanne Brown presented additional statements on behalf of staff regarding the addressing issue and the Town's addressing verification with SLED.

Commissioner Ennis stated his concern that the motion before the Planning Commission really does not really address the problem. The numeric addresses will change regardless; this issue is not addressed in the motion that is before the Planning Commission.

Following final comments by the Planning Commission, Chairman Quick requested that the Planning Commission vote on the motion. The vote on the motion was **tied 4-4-0** and, therefore, **failed**. Chairman Quick, Vice Chairman Bennett, Commissioner Hughes, and Commissioner Ennis voted against the motion. Those opposed to the motion stated that they felt the motion did not address the concerns expressed by the public today.

**STRNM13007**: The Town of Hilton Head Island has applied to modify a portion of Shelter Cove Lane. The proposed name is Shelter Cove Boulevard. The properties affected are identified as Parcels 23, 26, 30, & 69 on Beaufort County Tax Map 12B. Chairman Quick introduced the application and opened the public hearing.

Mr. Stu Rodman, citizen, presented statements regarding the path forward. Perhaps another Planning Commission meeting could be quickly scheduled to accommodate the public concerns expressed today.

Chief Lucas stated that staff would like to *withdraw* the street name change application, STRN130007.

Chester C. Williams, Esq., presented public comments regarding the criteria of the LMO. The number of retail commercial uses affected by this street name change application should be considered.

Ms. Hannah Horn, Director of Public Policy for the Chamber of Commerce, presented statements in support of maintaining the current addressing for the benefit of existing retail businesses on Hilton Head Island.

**Proposed Recommendations for 2014 Targets for Action suggested for Town Council**

Ms. Shea Farrar and Commissioner Ennis made the presentation. Commissioner Ennis presented the recommended 2014 Targets of Action suggested for Town Council.

Commissioner Ennis thanked the staff and his fellow members of the Comp Plan Committee for their assistance with the 2014 Targets of Action. Ms. Farrar and Commissioner Ennis presented a Power Point presentation.

Chairman Quick thanked Commissioner Ennis for his presentation. Vice Chairman Bennett stated his appreciation to Commissioner Ennis for his hard work and expertise. Chairman Quick requested public comments on the item and none were received. Chairman Quick then requested that Commissioner Ennis make a motion on the proposal.

Commissioner Ennis made a **motion** to forward the Proposed Recommendations for 2014 Targets for Action to Town Council with a recommendation of **approval**. Commissioner Lennox **seconded** the motion and the motion **passed** with a vote of 8-0-0. This item will be reviewed by Town Council in November.

Chairman Quick reported that a Town Council Workshop is scheduled for review of the Coligny project on November 12, 2013 at 5:00p.m in Council Chambers.

**11. Commission Business**

- a. Commissioner Lennox stated the CIP Committee met on September 23, 2013 and October 14, 2013 for review of the projects in place for 2014 and the priorities for 2014. The proposal's presentation date to Town Council has not yet been decided.
- b. Commissioner Witmer stated the LMO Committee met on September 9, 2013 for review of the LMO amendment to remove the separation requirements on auto sales. This item will appear on the Planning Commission's November 6, 2013 agenda.

**12. Staff Reports**

None

**13. Adjournment**

The meeting was adjourned at 4:50p.m.

Submitted By:

Approved By:

November 6, 2013

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Kathleen Carlin  
Secretary

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Gail Quick  
Chairman