



Town of Hilton Head Island  
**Public Planning Committee Special Meeting**

Friday, June 28, 2019 at 1:00 p.m.  
Benjamin M. Racusin Council Chambers

## **MEETING MINUTES**

**Present from the Committee:** Chairman David Ames, Tamara Becker, Glenn Stanford

**Absent from the Committee:** Bill Harkins, Tom Lennox

**Present from Town Council:** None

**Present from Town Staff:** Shawn Colin, Director of Community Development; Sheryse DuBose, Historic Neighborhoods Preservation Administrator; Carolyn Grant, Communications Director; Taylor Ladd, Senior Planner; Teri Lewis, Deputy Director of Community Development; Jayme Lopko, Senior Planner; Jennifer Ray, Deputy Director of Community Development; Teresa Haley, Senior Administrative Assistant

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**1. Call to Order**

Chairman Ames called the meeting to order at 1:00 p.m.

**2. Freedom of Information Act Compliance** – Public notification of this meeting has been published, posted, and distributed in compliance with the South Carolina Freedom of Information Act and the Town of Hilton Head Island requirements.

**3. Approval of Minutes** – None

**4. Unfinished Business**

**a.** Discussion of staff response to Workforce Housing Strategic Plan recommendations

Several members of Staff presented the item. Staff recommends that Public Planning Committee consider and provide direction on recommendations presented by staff, which build on recommendations made by Lisa Sturtevant & Associates, LLC.

The Committee complimented Staff on their work. The Committee made comments and inquiries regarding: examine households with incomes between 60-80% of AMI; evaluate specifics of a Regional Housing Trust Fund; who will be responsible for filling the financial gap between the cost of doing market rate housing versus workforce housing; evaluate information on advantages and disadvantages of a local trust fund; a regional housing trust fund alone may present a challenge to meet the Town's housing needs within a desirable timeline; examine a combination of a local trust fund and a regional trust fund; discussion at the regional level about complementing housing on a regional basis with a regional transportation system; formulate total commercial square footage over vacancy square footage; exploration of options that do not require a financial contribution on the part of the Town; property owners' with vacant/underutilized commercial property or financial stress should be considered; dealing with parking requirements in a conversion of commercial to residential; provide more examples of Floor Area Ratio (FAR) concept; concern that residents would want Town-owned land to remain green and be opposed to its development; developers express more concerns for construction costs rather than land costs; the Habitat for Humanity model; provide information about the potential of Town-owned property in terms of land contribution and percentage of workforce housing being provided by a developer; concerns about the amount of available

land to provide density bonuses; the average renter wage in the County is lower than the State average renter wage; employer-assisted housing, employer-based stipends and similar programs should be implemented to offset other costs to their employees; the Town should explore a leadership role with its employees; what is the impact of the County stipend to move more County Sheriff's Office employees to the Island; exploration of property tax and impact fee rebates/waivers in connection with contribution to a regional trust fund; concern for long term revenue generated to the owner of the project rather than residents gaining benefits; how are the workforce housing units maintained and managed; home linking/home sharing program is not a viable option for the Town and should be pursued by the private sector; the Town should take a proactive approach to any efforts to change State programs to benefit the Island; Staff is on target with statements regarding capacity building; transportation is critical component to the workforce; Staff will bring forward a recommendation to increase engagement with a transit provider for the Island and the region; LATS role in the regional issue of transportation; and how to incentivize private employers to provide transportation services.

Chairman Ames asked for public comments and the following were received: compliments to Staff; connecting two of the Town Council Strategic Goals of Gullah Geechee Cultural Preservation and Workforce Development; a lot of the recommendations are leaning toward developers and would like that some lead to simple landowners that want to provide workforce housing; some islanders own property but are unable to pay various costs and fees; look to the Gullah Geechee Land & Cultural Preservation Task Force to fill gaps; concerns about whether any of the recommendations have statutory issues and come up with best practices; concerns for using FAR and to further explore the concept and the exceptions; this plan should contain specific objectives; develop and implement a timeline of specific recommendations to be accomplished; programs are available for households below 60% AMI; target households with incomes between 60-80% AMI; use FAR to measure impact of investment; a local housing authority may be more suitable for the Island's needs; continue to monitor staff capacity and consider hiring a dedicated staff person if needed; consider a payment in lieu of regarding density bonus; consider use of Town-owned land for workforce housing; reduce fees and expedite permitting process; encourage monitoring of affordable units beyond developer's annual certification; consider using rebate/voucher program; concern that the Town's total contribution to a regional trust fund would not be invested in the Island; support of Town management of services; consider that employees choose how to spend their wages whether on or off the island; there are people that prefer to live off island for many reasons; consider separately the objectives to attract the workforce to live on the island versus working on the island; support for increase pay to essential service workers like firefighters and police officers; provide incentive for members of the native island community to develop a portion of their land for workforce housing while still maintaining some land ownership; consider developing a master plan for the areas of Sea Turtle Marketplace, Port Royal Plaza, and Northridge, and build in workforce housing to a mixed use zoning district.

**5. New Business – None**

**6. Adjournment**

The meeting was adjourned at 2:50 p.m.

**Submitted by:** Teresa Haley, Secretary

**Approved:** July 25, 2019