

**TOWN OF HILTON HEAD ISLAND  
REQUEST FOR QUALIFICATIONS  
URBAN PLANNING SERVICES  
RFQ 2015-0025**

The Town of Hilton Head Island is soliciting responses from qualified urban planning firms with a minimum of ten years of experience to provide a wide range of planning services for the Town's Circle to Circle Area Plan. Proposed project teams for this solicitation should include (but not be limited to) competencies in the following disciplines, strategic visioning, master plan development, design, landscape architecture, public project evaluation, timing and cost estimation.

Earlier this year the Town Council appointed a committee of citizens from multiple disciplines/backgrounds to assist them with developing an area based master plan for this important corridor of the island. The Circle to Circle Area encompasses the area from the southern end of the Cross Island Parkway Bridge to the Coligny Beach Area running along Palmetto Bay Road and Pope Avenue, illustrated in Attachment A.

That Committee's charter and efforts to date are reflected in project background documents reflected in Exhibit (1). The Committee is seeking capabilities in developing a strategic forward looking master plan, identifying applicable best industry practices, and experience in similar projects. They want to ensure that they do not miss any critical elements/components so that the final plan recommended/forwarded to Town Council for this area is as integrated, innovative and comprehensive as possible.

As a result the Committee is seeking the advice and counsel of an experienced urban planning firm to work with the Town of Hilton Head Island's Circle to Circle Committee to complete the work proposed in Exhibit (2) Scope of Work. As reflected in that document the preliminary deliverable is to provide assistance to the Circle to Circle Committee to develop a Vision and key elements to fulfill the Vision, define a "big picture" approach to develop a master plan, review committee defined options to address area challenges, outline an action plan that reflects specific steps/tasks necessary to achieve viable solutions and assist the committee to determine priorities and policy recommendations to meet Vision and address challenges based upon what other communities have done.

**SUBMISSION REQUIREMENTS:**

All responses should be delivered in sealed envelopes clearly identified as "Urban Planning Services for Circle to Circle Area Plan" (RFQ 2015-0025) by not later than 2:00 PM on November 3, 2015. Please provide a minimum of 6 hard copy responses and one digital copy on CD. Responses should be hand carried or delivered by traceable means to the following address.

Town of Hilton Head Island  
One Town Center Court  
Hilton Head Island SC 29928  
Attn: Shawn Colin, Deputy Director of Community Development  
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Any responses received after this time or date will not be opened and shall not be considered for award.

By issuing this RFQ, the Town of Hilton Head Island is not committing itself to award a contract or pay any costs incurred in the preparation of responses. The Town further reserves the right to accept or reject

any or all responses received, to waive formalities, to negotiate with any or all qualified firms, and/or to cancel the RFQ in part or in its entirety if it is in the best interest of the Town.

Responses to this RFQ will be subject to the Freedom of Information Act (FOIA). Further, the names of the responding firms shall be released to the public following the submission date and time.

For information concerning this request for qualifications, please contact Shawn Colin at (843) 341-4696 or [shawnc@hiltonheadislandsc.gov](mailto:shawnc@hiltonheadislandsc.gov).

Any questions must be submitted in writing via email to the above point of contact. The Town will accept questions until close of business on October 15, 2015. Should one be required the Town will issue a final addendum for this RFQ not later than October 22, 2015. It is the responsibility of interested respondents to check the Town's website ([www.hiltonheadislandsc.gov](http://www.hiltonheadislandsc.gov)) to ensure they have reviewed and considered any addendums issued for this solicitation.

## **RESPONSE FORMAT**

Responses are to be self-explanatory and designed in a manner to provide the Town with a straightforward presentation of the firm's capabilities and qualifications. Elaborate brochures and other promotional type materials are not desirable. The firm is encouraged to submit, for the Town's review, any additional information pertinent to the project.

### **1. General Background and Resources;**

- Executive summary of the Firm's history.

### **2. Direct Project Experience on project similar in scope and size:**

- Provide a list of past or current relevant clients for whom you provided similar services. Provide a minimum of three (3) but not more than five (5) similar projects completed successfully including location, detailed description of services provided, time frame, and budget (include client references – name and phone number). Personnel assigned to this project should have been involved in all or a majority of the projects referenced as similar. Provide a primary point of contact with valid phone number and email address for each referenced client. Ensure these references are aware of your response to this RFQ and that they will provide a timely response when contacted by a representative from the Town's Selection Team.
- Provide a detailed summary of the types of urban planning services performed for each client and a detailed description of the specific services your performed. Firms are encouraged to include samples of work products they feel best represent the quality and relevancy of their urban planning efforts on behalf of those clients. Projects should reflect experience and expertise in all aspects of residential, commercial, mixed-use, and recreational developments, including urban infill and district redevelopments. Projects should further emphasize experience and expertise in master planning and infrastructure development for similar mixed resort/residential communities, preferably in the southeast United States.

### **3. Project Team:**

- Project Organization Chart of in-house personnel (and sub consultant personnel, if any) who would be assigned to this project.
- Overview of the qualifications and experience of personnel who would be assigned to this project (including: title, role in the project, education, applicable professional registrations and certifications, and relevant experience).

#### **4. Work Plan and Project Schedule:**

- The urban planning firm selected for this project will have 90 calendar days from the notice to proceed to complete all work outlined in Exhibit 2. Once selected the consultant will work with the committee to develop a detailed Project Work Plan and schedule that addresses in detail the general scope of work.

#### **5. Other Pertinent Information**

- Present and anticipated workload of project team.
- Reserves: Description of available backup personnel/resources.
- Litigation history of the lead firm for the past 5 years.
- Additional information you feel may be relevant.

### EVALUATION FACTORS/ONSITE INTERVIEWS

All responses will be reviewed and evaluated by a selection committee comprised of Circle to Circle Committee members and Town Staff. Those firms determined susceptible for award based on an evaluation using the selection criteria reflected below, will be invited for an onsite interview.

- Quality of previously completed projects (minimum of 3 not more than 5) of similar scope and size completed within the past 5-10 years. A verifiable record of completing projects on time and on budget. A record of providing services that fully met or exceeded the client's expectations. The demonstrated experience and qualifications of the proposed team for our project and their record of working together as a team on all or a majority of the referenced projects.
- Proposed work plan demonstrates a detailed and comprehensive understanding of the project scope of work. The plan includes all the requisite resources and the proposed schedule meets the project required timeline for project completion. The project team is comprised of all the required disciplines to successfully complete the project. The plan accurately identifies all major challenges/opportunities and includes innovative/creative proposed solutions (best practices) that have produced verifiable positive results on past projects.
- Those firms attending the onsite interviews will receive a final ranking based on the results of the interview and their responses.

### AWARD OF A CONTRACT

After all onsite interviews have been completed, the selection committee will identify the most qualified respondent. The Town will enter into negotiations with that respondent to determine final scope of work and acceptable fee. Should those negotiations fail to reach an acceptable conclusion the Town will move on to the next most qualified respondent.

The right is reserved to reject any and all responses received; and, in all cases, the Town will be the sole judge as to whether the response has, or has not, satisfactorily met the requirements of this RFQ.

### GOVERNING LAW

The firm must comply with the laws of the State of South Carolina and the ordinances of the Town of Hilton Head Island, South Carolina.

### AFFIRMATIVE ACTION

The firm shall take affirmative action in complying with all state and federal requirements concerning fair employment, and the treatment of all employees, without regard to, or discrimination by reason of race, color, religion, sex, national origin, or physical handicap.

#### INSURANCE

The firm shall maintain, throughout the performance of its obligations, a policy of Worker's Compensation insurance with such limits as may be required by law. It shall also maintain a policy or policies of general liability insurance insuring against liability for injury and death of persons, and damage and destruction of property. Such general liability insurance shall have limits as required by city, county, state and federal standards.

#### INDEMNIFICATION

The Town, its directors, agents, and employees shall be held harmless from liability from any claims, damages, and actions of any nature arising from the completion of the project, provided that such liability is not attributable to negligence of the part of the Town

## **Project Background**

### **Charter of the Circle to Circle Committee (C2C)**

The C2C Committee has been chartered by the Hilton Head Town Council to develop a Master Plan for the area of the island from Coligny Circle along Pope Avenue through the Sea Pines Circle and along Palmetto Bay Rd toward the Cross Island Bridge, illustrated on Attachment A.

The Committee's charter includes developing a vision for the area, projecting future development, and making recommendations to address infrastructure requirements.

While the scope of the Committee's charter is broad, there are some Town Council decisions that are beyond the scope of the Committee. These include the decision to redevelop Town land near Coligny Circle, and the decision to build a USCB Campus on Office Park Road. However, the impact of this redevelopment activity on traffic and parking along with other growth in the area will be reviewed by the Committee.

### **Committee Progress to Date**

The Committee has been working for several months to understand the history, past and planned development, zoning conditions, traffic circulation issues and other factors that affect the area. Five community input forums were held resulting in approximately 900 written comments from citizens describing their thoughts on the purpose/function of this area, challenges with existing conditions and threats to the future evolution of the area.

The Committee has defined character, vision and desirable attributes for the area and sub-areas, identified potential solutions to challenges identified by community forums as identified in the detailed outline below.

The Town has contracted a traffic consultant to measure island wide traffic and the consultant is working with the C2C to identify issues in the target area along with required mitigation. Traffic volume growth will be projected for 2020 and 2030, using local knowledge of planned and potential development and a demographic growth model developed for the Low Country Council of Governments.

The Committee recognizes they have the local knowledge but lack the urban planning expertise to identify best practices from other communities, determine whether there are missing components, and develop an integrated master plan. As a result the Committee is seeking the consulting advice and counsel of an experienced urban planning firm to assist.

## **Circle to Circle Area Vision**

The target area for this effort spans several distinct sub areas, each with unique characteristics that need to be considered separately, but which must all fit within the context of Hilton Head's sense of place and unique "brand".

The sub areas are:

- The Coligny Circle/Forest Beach area
- The Pope Avenue Corridor between Coligny and Sea Pines Circle
- The Sea Pines Circle and it's 4 quadrants extending to Archer Road

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**EXHIBIT 1 – PROJECT BACKGROUND**

The Circle to Circle Committee held five community forums in various locations to gather input on what the future plan for this area should be. The forums generated 900 citizen comments. The following descriptions rely on that input.

**Overall Area Vision- STRAW MAN VISION STATEMENT FOR CIRCLE TO CIRCLE Distinguished most by its public spaces and people watching places, by the obvious connection to the natural environment, and by the priority given to pedestrians and bicyclists, our island’s traditional downtown is now bustling with activity and investment.**

**Tested against:**

- What is the vision’s ultimate value to the island?
- Is it worth the expense of trying to achieve it?
- Is the vision bold?

**Qualities included in the vision as articulated by the public:**

- Distinct area/sense of place and arrival
- Community gathering place with programmed activities (family fun for all ages)
- Beach scene and campus life
- Tied to island environment (beach, sub tropical vegetation and Boggy Gut)
- Serving the needs of residents and guests alike
- Pedestrian/bicyclist priority: Tied together with a network of walkways and bike paths and shuttle/open-air trolley.
- Entertainment, restaurants, nightlife, campus
- Animated through activities programming

**What we see in ten years:**

- Distinguished most by its public realm and people watching places. Shade. Water.
- Buildings are backdrop for people places
- Activities: Think carousel and calliope, puppet shows, fairs and festival music. Bells tolling.
- Bikers and walkers moving up and down Pope Ave....made to be an enjoyable and educational experience
- All tied to nature, the rhythms of tides and seasons.
- Energy comes from the people on the beach, in restaurants, businesses and campus
- Strong reinvestment in buildings and businesses

**Community Forum Process and Input**

Five community forums were held during the month of May at 5 different venues to encourage community participation. Approximately 250 people attended the forums and submitted almost 900 written comments in response to these three questions:

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?

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Community Comment Summary

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?
  - a. Make the area more walkable, bike, pedestrian friendly
  - b. More green, open, venue, space – for events, concerts, festivals (28)
  - c. Coligny plaza update, refurbish, remodel aged buildings (21)
  
2. What are the most important changes needed to achieve the long-term function/purpose?
  - a. Traffic congestion recognition ( 67) – Coligny and Pope Avenue traffic relief (36) Sea Pines Circle district (31) congestion
  - b. Increased parking – structured parking lot, ground parking , pay parking (38)
  - c. Need for public transportation, trolley, shuttle (36)
  - d. Increase pathways for bikes and pedestrian travel and safety (28)
  
3. What are the biggest threats to meeting that goal?
  - a. Traffic congestion not resolved and limit development – (29)
  - b. Vacant buildings, property, lack of gov't incentive to upgrade (20)
  - c. Political will for plan and follow through – TC action, existing town planning and execution resources (13)
  - d. Lack of vision ability – TC, island vision (13)
  - e. People, community not open to change (12)

This input was used to create the descriptions, challenges and suggestions in the next session

**Description of sub-areas within Circle to Circle Area**

**1. Coligny - Forest Beach Area - Area Function/ Purpose**

A mixed-use, family friendly area with single family homes and multi-family accommodations. Walk able and bike friendly with a "beach" atmosphere appropriate to the major public beach access point. Coligny will continue to be a destination for overnight and "day trip "visitors and residents alike with shopping, indoor and outdoor dining, increased green spaces at Coligny Town park, and a venue for events, concerts and local events.

The Coligny Circle area (primarily a family activity center) along with the Sea Pines Circle area (primarily a dining/late night entertainment area) forms essentially the traditional "downtown Hilton Head".

**Area Character**

Beach village, characterized by small local businesses, outdoor dining plazas, family activities, public spaces. Coordinated and regular family programming to engage all family members - (small entertainment activities, children's museum, playground)

Coligny serves resort guests and caters to certain needs of locals. Because of its concentration of resort accommodations and its access to the beach, it is the epicenter of high-energy, tourist-oriented activities and family entertainment, although in its current state, it hasn't achieved its full potential. This concentration of activities suggests special treatment of signage, outdoor-eating and entertainment, flexibility in setbacks, joint-parking easements and mixed uses. Standards should emphasize pedestrian movement and building

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treatments that enhance the pedestrian experience. Planning should anticipate shuttle access into the area. The quality of the “public realm” is critical, hopefully enhanced with water, shade, music, aromas, surface textures and lush vegetation.

**Challenges that must be addressed**

- Adequate parking to meet normal demand and additional capacity/locations to address peak demand on spring/summer weekends
- Improved traffic circulation to address gridlock when leaving the Coligny area
- Developing a balance between resident and tourist needs, development and environment
- Revitalization of aging and abandoned buildings
- Single point beach access
- Lack of bicycle paths on S Forest Beach Rd and other are feeder roads

**2. Pope Avenue Corridor- Area Function/Purpose**

The Pope Avenue corridor is both the access (car/ bike/pedestrian) and visual gateway to the Hilton Head public beach area. It should showcase the best of the island in terms of natural beauty, landscape, and environmentally friendly linkage between the two circles. It should encourage pedestrian and bike friendly connection between the two circles, while moving auto traffic smoothly.

The corridor is defined here as extending from Cordillo to Office Park Road and contains a small office area on the north side (Executive Park Dr), a church sub area on the south side, with a large wetland known as Boggy Gut that runs back into the Sea Pines forest Preserve.

**Character**

Attractive, tree lined boulevard, buildings set back from the roadway, separating circle development areas, using the local environment to provide an educational experience (birds, wildlife, and flora of the lowcountry). Very bike and pedestrian friendly to encourage leaving cars

**Challenges that must be addressed**

- Improved traffic flow
- Congested multi-use pathways
- Aging buildings in Executive Park area

**3. Sea Pines Circle and Surrounding - Area Purpose/Function**

The area surrounding the Circle is a support services area for the Sea Pines resort consisting of grocery stores, restaurants, banks and other small services in two of the quadrants west of the circle, with the other two quadrants being primarily offices.

Enhancement of the secondary roads (Arrow, New Orleans, Office Park, and Publix) and around the circle may be identified as part of traffic infrastructure solutions. This would significantly change people’s habits and open up new redevelopment opportunities.

The Sea Pines Circle area has four independent quadrants separated by major roads which limit/prohibit safe pedestrian flow between the quadrants. The functions of the two western quadrants are similar as are those of the two eastern quadrants .As a result we are considering the two halves as separate areas. The two halves are referred to in this document as:

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1. The restaurant/Harris Teeter, bank quadrant on one corner - future USCB campus, and the Staples/Publix quadrant on the other
2. The two office centric quadrants on the east side of the circle, with the Jade building and other offices, McDonald's etc, in one corner and the other with small real estate and property management offices, some restaurants, Dunnagan's alley and Arrow Road

The restaurant/Harris Teeter quadrant will include a small USCB campus that should provide improved connectivity from the restaurant area through the campus area and on to Coligny with an emphasis on bike and pedestrian access. This will be the most walkable quadrant because of the campus. The area will also provide for multi-family housing either for students or others wishing to live in a walk able area. If not housing, the underperforming land might become an expanded campus of shared educational/economic development/Institute offices/facilities. The Publix/Staples quadrant will continue as a source of support services for the south end, with improved auto access from Greenwood Drive, with some dining

The eastern two quadrants will continue as primarily office area/support services area. The island-wide visioning project may shed more light on opportunities here.

**Character**

High energy, night-time entertainment and dining area, easy and safe pedestrian movement throughout entire area and on to Pope Avenue corridor and across Greenwood to Publix/Staples.

**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

**Identified Challenges in Circle to Circle Area and Committee Defined Options to Address**

**1. Beach Parking in the Coligny area**

Coligny Beach is a primary tourist attraction and as a result parking is at a premium in the area. An existing Town owner free parking lot of approximately 450 parking spots is inadequate to handle peak period demand. Peak periods occur for about 2 weeks in April and between Memorial Day and mid August.

The impact of constrained parking is felt by Coligny Plaza business and local residents when beach goers park in unauthorized areas. A Town sponsored count of parking was taken at the request of the committee.

**Data Points - Coligny Parking lot**

- USCB conducted a Coligny parking survey on June 13,14,17 (Sat,Sun,Wed)
- 402 usable surveys collected over three days: June 13, 14, and 17 between the hours of 9am and 1pm.
- The top 7 communities where visitors to the Coligny lot were from were:
  - Bluffton 10.7%

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- Hilton Head Island 5%
- Okatie 4.7%
- Savannah 2.7%
- Richmond Hill 2.2%
- Rincon 2.2%
- Pooler 2%
- 50.5% indicated they were on Hilton Head Island only for the day while 49.5% indicated they were staying overnight
- 96% were parking in the Coligny lot to visit Coligny Beach, 34.3% were eating or drinking at a restaurant in the Coligny area, 34.1% were shopping, 5.5% were visiting friends/relatives staying at a condo/villa in the Coligny area, 3.2% were visiting or eating/drinking at a hotel in the Coligny area, 2.7% were there for work, and 3.5% indicated they were there for other purposes (multiple response questions will generate items that total percentages greater than 100%).
- Average length of time parked in the lot was 4.26 hours 33.8% of parking lot users visit the Coligny area Daily while on Hilton Head Island

**Options to improve parking (defined by Committee)**

**Option 1 - Structured Parking Facility at Coligny**

- Problem statement: The available parking is inadequate to meet peak demand during the month of April and between Memorial Day and Labor Day
  - Demand particularly on weekends spills over into commercial parking spaces in Coligny Plaza
- This peak period represents the largest revenue opportunity for Coligny Plaza businesses
  - Business owners state they could achieve 25-40% incremental revenue during seasonal peak if additional parking available, resulting in incremental tax revenue to Town

	Available Parking	Percent Increase
Current	443	
Current - "bone yard"	80	
<b>TOTAL</b>	<b>523</b>	
Planned Coligny Park	553	
Planned "grass Parking"	125	
<b>TOTAL</b>	<b>678 (155 increase)</b>	23% increase to current
Structured parking facility	650	
Street and museum parking	105	
Retained surface parking	200	
Planned "grass parking"	125	
<b>TOTAL</b>	<b>1080 (402 net additional)</b>	59 % increase to planned

**Pros**

- Provides additional capacity to meet peak demands for beach parking
- Provides parking capacity to facilitate year round access to park for events and for restaurants, shops,
- Can be constructed to be aesthetically pleasing

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**Cons**

- Potential cost of \$ 10-12 million (650 spaces at national average cost of 18,599 = \$12.1 Million)
- Additional public facilities may be needed (e.g. restrooms)
- Additional parking will encourage more usage and more traffic impact on Sea Pines Circle/Pope Ave

**Option 2 - Redirect some portion of beach going traffic to other beaches on HHI**

Hilton Head Island has 7 other public beaches with varying infrastructure and parking in place that could accommodate some of the current Coligny volumes. The Town staff on behalf of the committee counted available parking at some of the other beaches on the same day as the Coligny parking count.

**Data Points - Other public beach parking**

- Town Staff study of parking at other beach parking lots on June 13, 14 (Sat,Sun)
  - Sunday June 14 data 10:50am to 11:20 am

Beach Parking Facility	Total Spaces	Total Vacant
Alder Lane	17	15
Burkes	13	1
Chaplin	110	63
Castnet	135	125
Driessen	207	77
Folly Field	54	1
Islanders - metered	25	0
Islanders	113	72

- 339 spaces available in this sample period

Given that over 50% of Coligny beach goers indicate they are here for the day, the committee believes that a portion of the Coligny demand could be shifted to other beaches through a combination of marketing, signage and infrastructure improvements at beaches that already contain substantial parking.

**Option 3 - Implement a shuttle from remote parking lots to Coligny**

Based on observations of shuttle success in Sea Pines, and in other communities, the committee believes that a shuttle system can be implemented on Hilton Head Island in a manner that makes shuttle use an enjoyable part of the island experience.

One Option for shuttle parking lot was identified as the future USCB campus parking lot (approx 250-300 spaces) near the corner of Pope Ave and Office Park Rd. This campus which will be operational by Sept 2018 provides an already built location, but since it is on the beach side of the Sea Pines Circle, it adds traffic to an already congested circle.

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An option on the bridge side of the Sea Pines circle would help alleviate circle traffic congestion and could be located on undeveloped Town land closer to the bridge

Federal transportation funds appear to be available for purchase of shuttles and loading stations for riders, decreasing the costs for the Town.

A shuttle system could move beach goers during the day, and circulate through the area in evenings/night delivering passengers to a number of local restaurant/entertainment venues. A possible link with a second shuttle system serving Shelter Cove Mall has also been discussed.

**2. Traffic Congestion in Sea Pines Circle and Pope Avenue**

Traffic congestion during peak periods of the year has created substantial resident and visitor concern. A detailed Town wide traffic study is underway with external traffic consultants and their results and recommendations reviewed with the committee on September 16.

The Committee's review process has the following steps:

- a. Review June 2015 measured traffic volumes at circles and adjacent intersections
- b. Develop metrics for volume growth modeling based on known new development and additional development allowed under LMO
- c. Review level of service reports from traffic consultant and recommendations to address deficiencies
- d. Review results of future traffic modeling for 2020 and 2030 and determine if proposed remediation will accommodate growth
- e. Make recommendations to Town Council to improve traffic congestion based on engineers report

While solving traffic issues is a major assignment of this committee, the urban planning consultant will not be required to do any traffic related work other than work with the committee to integrate the traffic consultant's recommendations into the Master Plan

**3. Multi-user Trails**

Hilton Head is widely known as a bike friendly community with many miles of trails. The trails in the C2C area are heavily used during peak periods by bicyclists, walkers, parents with strollers, skateboarders, etc.

The committee has identified several additional trails in the area that will help alleviate the trail congestions and expose visitors to the nature and beauty of Hilton Head

- Bridge to Sea Pines Circle
  - Move pathways away from road where possible
  - Create additional pathway on inbound side from Pt Comfort Rd to SP Circle
- Sea Pines Circle to beach
  - Trail system characterized by small shaded mini- parks
  - Inbound side of Pope
    - Connected through USCB campus
    - Create additional pathway from USCB campus across Boggy Gut
      - Connect to rebuilt and improved path on Woodhaven, and separately to Pope Ave at TDB.

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- Create additional pathway from Woodhaven to Cordillo to connect to existing path on DeAllyon
- Explore options for dog park or mini-park along Cordillo (??)
- Feature Heritage landmarks, create opportunity for natural resource learning
- Outbound side of Pope (Compass Rose side)
  - Improve existing path between Cordillo and Coligny (move away from road if possible)
  - Explore potential for lengthening trail on Avocet
- South Forest Beach
  - Town Coligny Redevelopment includes beachside trail from Circle to Tanglewood Drive.
  - Extend beachside path to Marriott Grand Ocean
    - Connect to local beach access easements, particularly HH Beach Villas access

#### **4. Other Challenges and Improvements Identified**

##### **Creation of a Sense of Place**

- Bridge to Sea Pines Circle
  - Landscape medians - native plants, colorful year round
  - Broad multi-use trails on both sides, access to Audubon property
    - currently planned crossing from outbound side to Audubon
  - Remote parking location - opportunity to transition to bikes
- SP Circle to beach
  - Beginning of village
  - Monumentation

##### **Small pocket parks**

- Enhance trail system with small shaded pocket parks providing resting place, perhaps small playground equipment
- Include features attractive for walking for residents in off season

##### **General Appearance**

- Improve landscape and maintenance of existing landscape adjacent to trails

##### **Revitalize Aging Buildings**

- The recently updated Land Management Ordinance (LMO) through its improved permitting process, reduction in non-conformities, density, and other changes seems to be having the desired effect on redevelopment
- Some communities have a property appearance ordinance, but this has been previously proposed on HHI with strong community opposition

##### **Pedestrian Overpasses**

- Several comments proposing overpasses were made at Community forum
  - C2C has decided while they might move pedestrians safely over traffic there were multiple reasons they did not fit this area
    - ill fit with the HHI brand image, the Coligny Village approach under discussion
    - cost and size of overpasses with long ramps and barriers to prevent street crossing

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- doubts that beach goers would use ramps/overpasses

**Hotel and Outdoor Dining parking**

- Concern was expressed that the planned Marriott Residence Inn while meeting all LMO requirements would not have adequate onsite parking and would put additional pressure on existing parking
- Encouragement of outdoor dining without additional parking places also pressures existing parking

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EXHIBIT 2 – GENERAL SCOPE OF WORK**

**General Scope of Work & Expectations of Urban Planning Consultant**

**Assist the CTC with the following:**

- Assist the Committee in developing strategic vision for the target area and identify gaps between vision and current conditions
- Advise/Assist committee in defining key elements required to fulfill “Vision” based on best practices, other similar town implementations, including policy changes to recommend to Town Council and physical requirements (mainly infrastructure)
- Assist the committee in defining "big picture" approach to developing Master Plan after committee synthesizes and decides on key themes from public input. Identify components we may be missing. Make recommendations based on experience (high level creativity)
- Review committee's defined options for addressing challenges and develop an action plan that reflects specific steps/tasks necessary to achieve viable solutions. Provide additional contextual ideas for the committee’s consideration (tactical possibilities)
- Assist committee to determine priorities and policy recommendations to meet Vision and address identified challenges based on what other communities have done.

*Upon completion of this Task the committee may elect to pursue additional work elements. The Town and selected firm may mutually agree to amend the contract to include additional consulting services that may be required by unforeseen circumstances or in order complete the project. The Town and selected firm may mutually agree to contract for additional services associated with projects both planned and unforeseen at this time. The selected firm will not have exclusive rights to provide services for the project.*