



Town of Hilton Head Island  
**Public Planning Committee Meeting**  
February 25, 2021 at 3:00 p.m. Virtual Meeting  
**MEETING MINUTES**

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

**Others Present from Town Council:** Tom Lennox

**Present from Town Staff:** Marc Orlando, Town Manager; Josh Gruber, Deputy Town Manager; Shawn Colin, Interim Assistant Town Manager; Jennifer Ray, Interim Community Development Director; Teri Lewis, Deputy Community Development Director; Anne Cyran, Senior Planner; Sheryse DuBose, Historic Neighborhoods Preservation Administrator; Chris Yates, Building Official; Shari Mendrick, Floodplain Administrator; Cindaia Ervin, Finance Assistant; Teresa Haley, Senior Administrative Assistant; Vicki Pfannenschmidt, Temporary Administrative Assistant

**Others Present:** Peter Kristian, Chairman, Planning Commission; Todd Theodore, Planning Commission Member; Brian Esposito, Home Builders Association; Mary Lou Franzoni, Executive Director and General Manager, Palmetto Breeze Transit

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**1. Call to Order**

Chairman Ames called the meeting to order at 3:00 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. Roll Call** – See as noted above.

**4. Approval of Agenda**

Chairman Ames asked for a motion to approve the agenda. Mr. Stanford moved to approve. Ms. Becker seconded. By way of roll call, the motion passed with a vote of 4-0-0.

**5. Approval of Minutes**

a. Special Meeting of January 12, 2021

b. Special Meeting of February 3, 2021

Chairman Ames asked for a motion to approve the minutes of the Special Meeting of January 12, 2021 and the Special Meeting of February 3, 2021. Mr. Stanford moved to approve. Ms. Becker seconded. By way of roll call, the motion passed with a vote of 4-0-0.

## **6. Citizen Comments**

- a. Public comments concerning agenda items were to be submitted electronically via the Town's Open Town Hall portal. All comments were provided to the Committee for review and made part of the official record. Citizens were also provided the option to comment on agenda items during the meeting by phone. There were two requests to speak regarding Item 8.c. Update on 2021 Trolley Service

## **7. Unfinished Business**

- a. Parking Master Plan – Direction on Immediate Action Items

Jennifer Ray stated staff was following the request from the Town Council Workshop to review the recommendations of the Parking Master Plan and provide direction on the immediate actions items that could be addressed. She said she was available to answer any questions the Committee members have. Ms. Ray added that, at this time, staff could begin working on addressing Municipal Code and move forward in preparing a RFP for a third party vendor to do the operations, maintenance and enforcement component. The Committee made comments and inquiries regarding: impact on parking in the residential and business North Forest Beach Area; regulations for towing; third party operation; communication with residents and visitors; financial impact on the Town; location of parking and beach access; and caution in moving forward. After detailed discussion regarding the Immediate Action Items, the Committee charged staff to sequence the action items and begin drafting documents to bring back to the Committee for review and discussion. Mr. Orlando added that the process needs careful execution, stating details and implementation are key in moving forward.

- b. Review and Recommendation on Family Compound and Family Subdivision LMO Amendments

Jennifer Ray explained the recommendation of staff was that the Committee review the Land Management Ordinance Amendments regarding Family Compound and Family Subdivisions for consideration of approval and moving on to Town Council. Ms. Ray noted there was a document included in the report outlining setbacks, changes to setbacks and buffers, and access that would all be specific to the Family Compounds and Family Subdivisions. Ms. Ray stated that Dr. Dubose met with individuals within the community regarding the amendments and has an Open Town Hall Survey for community input and there has been interest from some community members that would take advantage of the amendments if they were in place as proposed. She added that these applications would be moved to the front of the line when received. Dr. DuBose and Jennifer Ray answered specific questions regarding the proposed amendments. Ms. Ray stated there are additional amendments that could take place in a later phase, but for now this is a good start. The Committee made comments and inquiries regarding: definition of ownership; density; procedure for determination of ownership back to 1956; home occupation definition; concern of providing relief for one may take away from others; buffer requirements for residential, major subdivisions and industrial use; and definition of adjacent use; and noxious disturbances. After discussion, Mr. Brown moved to recommend Town Council approve the Family Compound and Family Subdivision LMO Amendments as presented. Mr. Stanford seconded. By way of roll call, the motion passed with a vote of 4-1-0. (Ms. Becker opposed.)

## 8. New Business

- a. Review and Recommendation on Flood Zone Standards LMO Amendments
- b. Review and Recommendation on Flood Damage Controls Municipal Code Amendments

Shari Mendrick stated both of the above items would be presented together. Ms. Mendrick explained that FEMA has made changes to the Flood Insurance Rate Maps (FIRM). She reviewed the basics of how FIRM(s) work; completed an overview of the maps themselves; defined Base Flood Elevation, and explained the FIRM update, which is how the maps will change. She explained changes would need to be made to the Municipal Code and LMO to make sure the FIRM update doesn't negatively affect the Town. Ms. Mendrick stated the Town is required to adopt the new FIRM by March 23, 2021. She further explained that if the new FIRM is not adopted the Town will be suspended from the National Flood Insurance Program. She emphasized the need to revise Municipal Code and the LMO to keep maximum building heights the same. She said if the Municipal Code and LMO changes are not done by March 23, 2021, maximum building heights will drop by several feet. She stated that Staff is proposing to change how buildings are measured, by using Sea Level instead of Base Flood Elevation. Ms. Mendrick said Staff's proposal for the change to the LMO would start to measure buildings at 13' above sea level for residential construction and 11' above mean sea level for nonresidential construction. She explained that currently the measurement is 14' plus 1' above the BFE. She further explained that LMO Amendments were presented to the Planning Commission and after the Commission's review, they voted to move the proposed LMO amendments forward to Town Council with a Planning Commission recommendation that they seriously consider the 14' plus 1' concept.

Chairman Ames stated Mr. Kristian and Mr. Theodore were present from the Planning Commission and Mr. Esposito was present from the Home Builders Association and invited them to speak. Mr. Theodore said that after further review he was in agreement with staff regarding the recommendation. Mr. Kristian emphasized his position regarding keeping with the 14' plus 1' concept. Mr. Esposito explained the Association's position regarding the 50% rule and that 30 years of building stock would be negatively impacted. He stated the Association was in agreement with the staff recommendation.

The Committee made comments and inquiries regarding: height above sea level as opposed to BFE; variance requirements for homes affected; and velocity zones. After discussion, Mr. Stanford moved to recommend Town Council approve the proposed Flood Zone Standards LMO Amendments and Flood Damage Controls Municipal Code Amendments. Mr. Brown seconded. Ms. Becker noted her concern and requested consideration for adopting one foot lower to solve the problem for those few residents who would require a variance. By way of roll call, the motion passed by a vote of 4-0-0.

- c. Update on 2021 Trolley Service

Anne Cyran informed the Committee that despite the challenges this past year with COVID, trolley use was at 80 per cent for riders per day over 2019. Chairman Ames welcomed Mary Lou Franzoni of Palmetto Breeze Transit and invited her to review her recommendations. Ms. Franzoni reviewed statistics regarding the trolley and the recommendations as follows:

- Offer fare free service for 2021 using CARES Act funding.

- Add a third trolley to the service.
- Extend the route to the Folly Field Road area.

The Committee made comments and inquiries regarding: racks for beach gear storage for riders; installation of monitors on trollies; content to be utilized on monitors; the suggestion of no paid ads; enhancing the brand of Hilton Head Island; the benefit of addition the Folly Field Road area to the route.

Dowe Jones spoke on behalf of the staff and residents of Hilton Head Beach and Tennis in support of Folly Field road being added to the route. The second caller did not join the meeting.

After further discussion, Ms. Becker moved to support the three ideas presented. Mr. Stanford seconded. By way of roll call, the motion passed with a vote of 4-0-0.

**9. Staff Reports - None**

**10. Committee Business - None**

**11. Adjournment**

The meeting was adjourned at 5:42 p.m.

**Submitted by:** Vicki Pfannenschmidt, Secretary

**Approved:** March 25, 2021