



Town of Hilton Head Island
PUBLIC PLANNING COMMITTEE
MEETING
Thursday, November 9, 2023, 10:00
AM Minutes

Present from the Committee: David Chair Ames, *Chair*; Patsy Brison, Tamara Becker, Glenn Stanford, *Members*

Call to Order

Chair Ames called the meeting to order at 10:00 a.m.

Adoption of the Agenda

Mr. Stanford moved to approve. Ms. Brison seconded. Motion carried 4-0.

Approval of the Minutes

Regular Meeting Minutes of October 13, 2023

Ms. Brison asked that the minutes be tabled. Chair Ames agreed to table approval of the minutes until the next scheduled meeting.

Appearance by Citizens

Melinda Tunner addressed the Committee with her concerns regarding resources, time, and capacity it will take to complete the remaining phases to rewrite the Land Management Ordinance and District Planning along with all the other projects in the Strategic Plan.

Sherri Pettigrew addressed the Committee stating she was pleased with the discussion regarding the Floor Area Ratio (FAR) during the October 13, 2023 Public Planning Committee meeting. She stated her opposition to the proposed FAR noting the calculations are off and would have negative impacts. She suggested dealing with the short-term rental and parking problems around those homes as a way to address the issue.

Daniel Anthony addressed the Committee stating the need to move forward with the proposed residential parking proposal in Phase 4.a.

William McNeil addressed the Committee stating each community on the Island is different and a blanket decision on FAR would not be in the best interest of the community.

Unfinished Business

Presentation of Discussion on the Creation of Hilton Head Island District Plans Land Management Ordinance - Missy Luick, Director of Planning

Ms. Luick provided an update on Growth Management Strategy stating the purpose and intent is to be a blueprint for the future community to identify and ensure that the preferred future can be implemented or realized through the creation of district plans, through the future Land Use Map, the Zoning Map amendments and the overhaul to the Land Management Ordinance. She said staff will work on plans to create a future Land Use Map with specific future land uses to help guide future development and public investment. In addition to that, there is a need to amend *Our Plan* Land Use element that reflects the Growth Management Strategy vision.

Ms. Luick detailed the following process regarding the creation and adoption of District Plans:

The intended structure of the project is as follows:

1. Defining District Theme and Character
 - District SWOT assessment
 - District analysis including district background information, statistics, and land use vulnerabilities.
 - District key questions
 - Who does this district serve?
 - What are the unique characteristics of the district?
 - What needs to be preserved/protected in this district?
 - What should be considered to activate in this district?
 - Alignment with the Comprehensive Plan elements: Cultural Resources, Natural Resources, Population, Housing, Community Facilities, Economic Development, Land Use, Transportation, Parks and Recreation, Priority Investment, and Resilience
 - Identification of district opportunities
2. District Plan presentation – create a template for District Plan presentation decks to streamline delivery of information and focus on the possible future conditions that are pivotal to the intended future of the District.
3. District Plan community survey – create a survey template that is uniform for all Districts.
4. District Plan public engagement – establish stakeholder engagements, public meetings within the Districts and community meetings to gather feedback regarding draft District Plans.
5. District Plan document (maximum of 25 pages) – create a template for the District Plan document format such that all Districts will be presented uniformly.
6. District Plan 1-page overview sheet (11x17) – create a template for a 1-page overview sheet for each District Plan to summarize the critical information, signature recommendations, and key implementation steps.

Committee members asked questions, made comments and had discussion regarding: the stage where the Planning Commission is involved in the process; the suggestion of involving the Design Review Board, Gullah Geechee Land & Cultural

Preservation Task Force, and the Housing Action Committee being involved in the process, making that part step four and moving four to five and five to six; expressed appreciation regarding the optimism of the timing but expressed concerns the process would take much more time than anticipated; confirmation that the Mid-Island District Plan would be redrafted with this template format but the key components that are included in the Plan would be carried through; concern over streamlining the project; the concern that there are issues that need addressed at this time while not forgetting about the whole rewrite; clarification from staff that the goal of having the districts available for review by the Committee within the first of second quarter of next year, they would be ready for public review at that time so that would just be the beginning of the process and would take many months to run through the various boards and public review processes; clarification the Land Management Ordinance overhaul is an implementation step from the Districts and is on a separate timetable from the districts; concern the draft document will not include public engagement; concern and a suggestion that input is needed from Council members that represent various district areas; the need to keep residential communities fully residential; the need to make the public aware of density and use changes; the need to have residents protected; reference was made to the document created by staff regarding *Lessons Learned from Bradley Circle* and the need to fulfill those recommendations; concern regarding multiple strategies and dozens of tactics and the need to have a high level look at what a district would be followed up with presentations to Public Planning Committee and Town Council with Boards, Commissions and Committees, public input sessions within the districts to follow; confirmation the plans are going in the right direction; a suggestion of a Town Council Workshop regarding the issue in January; confirmation there will be levels of approval to move the items forward; a suggestion that the public and Town Council should be able to access information on our website regarding the preliminary planning to date; the need to bring to the Public Planning Committee highly thought out prioritization recommendations at each level for the eight districts; the need to consider the alternatives regarding delaying 100 percent or trusting something forward.

Concluding input from the Committee, suggestions were made to add items to the process regarding: providing a template of the critical areas for each district; follow up with engagement with the Boards, Commissions and Committees that are to be part of the process; and include scheduling public input sessions, and the need to schedule a Town Council Workshop with all gathered information.

Ms. Luick proceeded to review the following regarding the Land Management Ordinance Plan:

An assessment of the Land Management Ordinance's (LMO) strength, weaknesses, opportunities, and threats (SWOT) was initiated in January 2023. Town staff, with the assistance of a code assessment consultant, identified code deficiencies and strategized a plan to update the LMO. The policy changes to the code are intended to address:

- Administrative processes
- Land use and zoning

- Residential and commercial development standards
- Design standards
- Traffic standards
- Signage regulations
- Stormwater regulations
- Natural resource regulations
- Sustainability incentives
- Workforce housing incentives

Initially, staff had been implementing a 5-phase LMO Amendment Plan, with phases 1- 3 adopted. The phase 4 set sits in legal review, while the phase 4a set which was is on hold until additional research can be conducted.

Staff has re-evaluated the approach to retool and define the correct code for Hilton Head Island.

- Preferred code must be based on the community's core values and set expectations for Hilton Head Island's desired future.
- Staff intends to hire a top-quality code writing firm to assist with all code writing and amendments to the LMO.
- The selected firm will provide expert guidance and assistance with draft code to meet our community needs and expectations.
- A Request for Qualifications (RFQ) posted on the Town's website on September 18, 2023.
- Four firms submitted RFQ responses which are being evaluated by staff.
- RFQ finalists will be interviewed the week of November 27.
- It is anticipated that we will be under contract in December 2023 with the preferred code writing firm.

If the Public Planning Committee agrees, the project will begin in December. Kick off will include:

- Project understanding meetings
- Information sharing
- Establishment of scope and schedule
- Official kick off in January 2024 – closely coordinated with the District Planning project

Committee members asked questions, made comments and had discussion regarding: the need to address the LMO rewrite due to short-term rental abuses and the need to focus on not rushing and making mistakes; the need to preserve and protect Island character; concern expressed regarding the delay in addressing Floor Area Ratio (FAR) and parking concerns in residential neighborhoods; the need to address subdivision regulations separately; the need to include stormwater regulations, natural resource regulations and other zoning and land use standards; the need for the resilience plan to be folded into the LMO; a suggestion staff reference the Urban Land Institute Article *Reshaping the City* with a subtitle of *Zoning for a More Equitable Resilient and Sustainable Future*; the need for Boards, Commissions and Committees review; and confirmation that Phase 4a will be

considered separately from the LMO code writing process.

Ms. Brison suggested a process to proceed more quickly regarding the FAR. She suggested taking the residential parking regulations out of the LMO and inserting them into the short-term rental regulations which would only require two readings. She also suggested the Mayor immediately add it to the Town Council agenda. Secondly, she suggested specific areas be addressed regarding FAR which include Burkes Beach, Forest Beach, Bradley Circle, Jonesville, Mitchelville and Folly Field. She noted that Forest Beach could be done right away because it has an existing FAR of .55 and it could be reduced to .45. Focus on the other areas could follow asap. She stated they could then follow the outline described in the presentation.

Chair Ames supported Ms. Brison's suggestions and asked staff to come back to the Committee with an evaluation of a realistic schedule.

Chair Ames asked for public comment.

Daniel Anthony addressed the Committee regarding the timeline for public engagement. He stated public involvement should be completed while the drafts are being created. He spoke in support of the parking included in the short-term rental regulations.

Jocelyn Steiger, Government Affairs Director, Hilton Head Area Realtors and the Beaufort, Jasper County Realtors, addressed the Committee requesting data regarding short-term rental issues be compiled regarding the items.

Sherri Pettigrew expressed her support for Ms. Brison's suggestions, noting that she would like to build her home 2,700 square foot and, due to regulations, she cannot do so at this time.

Ms. Becker questioned addressing the FAR in one area and not other neighborhoods. She noted the need to discuss definitions for heated and unheated space when developing a FAR.

Adjournment

The meeting adjourned at 11:32 a.m.

Approved: January 11, 2024

The recording of this Meeting can be found on the Town's website at www.hiltonheadislandsc.gov