



**Town of Hilton Head Island
PUBLIC PLANNING COMMITTEE MEETING
Thursday, March 14, 2024, 10:00 AM
Minutes**

Call to Order

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

Committee Members present: David Ames, Chair, Ward 3; Tammy Becker, Ward 4; Patsy Brison, Ward 5, Steve Alfred, Alternate

Committee Members absent: Glenn Stanford, Ward 6

Adoption of the Agenda

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

Approval of the Minutes

Regular Meeting Minutes of February 8, 2024

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

Appearance by Citizens

Keith Burns, President, Sea Pines Property Owners Association, addressed the Committee with the results of a survey sent to Sea Pines property owners regarding the Short-term Rental regulations regarding occupancy.

Unfinished Business

Consideration of a Resolution Supporting the Town of Hilton Head Island Conditions and Trends Assessment - Missy Luick, Director of Planning

Ms. Luick provided background and conducted a presentation regarding the item. The Hilton Head Island Town Council held a two-day strategic plan workshop on January 24-25, 2023, to discuss and identify priorities for inclusion in the 2023-2025 Strategic Action Plan. This workshop led to the establishment of a Growth Management Strategy, including a Town of Hilton Head Island Conditions and Trends Assessment, within the top 15 priority projects.

Our Plan, the Town's Comprehensive Plan, identified 7 core values for the Town of Hilton Head Island including:

- Relentless Pursuit of Excellence
- Redefining Environmental Sustainability
- Revitalizing and Modernizing the Economy
- Fostering an Inclusive Multi-dimensional Community
- Building a Connected and Collaborative Community Fabric
- Expanding to Embrace an Integrated Regional Focus, and
- Creating "Right-Sized" Infrastructure

To best serve the community in the pursuit of these ideals, the Town must be aware of the current conditions as well as future projections of each of these segments.

The Conditions and Trends Assessment was initiated by the Strategic Action Plan and managed through the Community Development Department and their consultants MKSK and Kimley-Horn. The Assessment acts as a user manual for the Town and organizes a baseline of critical data to identify major trends and communicate the information through a consolidated Assessment. The analysis will help leadership better understand the emerging trends to prepare policy that is timely, and data driven.

The Conditions and Trends Assessment is a statistical Assessment that provides a community snapshot in ten topic areas including:

- Demographics
- Workforce
- Economics
- Real Estate
- Natural and Cultural Environment
- Housing
- Governance
- Community Engagement
- Systems
- Land Use

These ten topic areas are in line with our core values detailed in Our Plan which include:

- Cultural Resources
- Natural Resources
- Population
- Housing

- Community Facilities
- Economic Development
- Land Use
- Transportation
- Priority Investment

Assessment in Action

The Assessment provides community benchmark information and statistics from which to evaluate and assess the overall health of the community. The Assessment will be used as a building block for Town leadership to make data-driven decisions related to future community plans, community development strategies, public policies, and strategic actions. The purpose of the Conditions and Trends Assessment is to present an objective view of the Town’s most significant data points and trends in 2023. The use of this information – for planning, prioritizing, budgeting, etc. – should be considered through subsequent, future-focused conversations. As a living document, the Conditions and Trends Assessment will be updated regularly to reflect the ongoing evolution of the Town of Hilton Head Island.

The report and dataset are designed to enhance the community’s shared understanding of current and emergent issues. This work will help inform the findings and recommendations for Town planning initiatives like the decennial Comprehensive Plan, Capital Improvements Program, and Strategic Action Plan. This Assessment will be used by the Town in several ways including:

- Provide a common starting point
 - Add context to community conversations with respect local and regional trends
 - Connect key information; share source data and resources
 - Remove the mystery on community needs, gaps, or opportunities
- Inform future plans and studies
 - Provide base set of findings to help initially focus and direct work
 - Accelerate the data assembly process with ready-made resources, tables, maps, and other resources
 - Uncover pressing or emergent issues, opportunities, and/or needs
 - Synchronize data across multiple planning efforts, departments, and community partners
- Sort priorities
 - Establish an urgency of need based “root cause” issues
 - Sequence projects and policy based on connections
 - Identify “points of leverage” for issues outside the Town’s purview
 - Justify expenditures in terms of capital and time

- Measure progress
 - Take a moment-in-time “snapshot” of the Island across multiple trends
 - Measure progress or movement against this benchmark
 - Evaluate policy effectiveness
 - Quantify short and long-term impacts of major projects

Insight Becomes Strategic Conversation

The document includes a robust Future Strategies chapter that includes possible implementation actions in response to the trends outlined within the Assessment. The potential steps are broken down by topic area and include a note on related topic trends as well as a suggested time frame for discussion. Again, the use of this information, for planning, prioritizing, budgeting, should be considered through subsequent policy and program strategic conversations.

Once approved, the Conditions and Trends Assessment will be included on the Town of Hilton Head website on the Master Plan landing page as a resource document. The Conditions and Trends Assessment gathered a wealth of information that both supported what is already seen in the community such as demographic changes and other areas gave some insight into potential threats to the island including environmental issues. The information brings attention to the complexity and interconnectivity of the decisions that Town Council and Town staff are responsible for making. The factual and trend analysis information provided in the Assessment will help support the Town of Hilton Head Island in future policy and decision making.

This is the second presentation of the Town of Hilton Head Island Conditions and Trends Assessment.

Members of the Committee asked questions, made comments, and had discussion regarding: affirmation the Assessment will help with the strategic plan workshop; inquiry regarding the implementation plan and incorporation of the data for potential strategies; confirmation the Assessment is a tool for planning and prioritizing; confirmation this would be adopted for future considerations; a suggestion that current actions should be labeled as potential first steps and future ones as potential strategies and actions; discussion as to the intent of the use of the Assessment; the need for clarification of immediate priorities; concern the proposal is to adopt this as the plan for the future; a suggestion the Committee recommend Town Council accept the Assessment as opposed to adopting it; caution not to approve something as a finalized document but as a provision of data that could be analyzed for future plans; the need for further discussion regarding the strategies; comments regarding the capacity of the Island and that it has limitations; a need for focus on residents as opposed to tourists; a question as to the need to work with strategies to accommodate more people to come to the Island; the need for statistics defining the results; a questions and concern

with committing to continued growth; the need to have statistics and demographic information in order to make informed decisions; the view it is a planning document; inquiry as to the timeline for updating the document; and confirmation the document will be updated but the timeline has not been determined.

Chair Ames invited Curtis Coltrane to the podium to answer questions regarding adoption or acceptance of the Assessment. Mr. Coltrane stated adopting something creates policy which is authorization to execute the policy. He stated if they change it to accept there is a question as to what is to be done with it after it is accepted. He further stated that the task at hand is whether or not to approve that the item advance to Council with the Committee's recommendation of approval or rejection.

Members of the Committee asked questions, made comments, and had discussion regarding: concern that if adopted is used they are recommending that it be their implementation plan; confirmation the Condition Trends Assessment is a planning tool which is information for the Strategic Action Plan; clarification the recommendations would be potential strategies in future planning; and concern as to the Town Manager's authority if the resolution is adopted.

Curtis Coltrane confirmed if Town Council were to adopt the resolution, it would empower the Town Manager to utilize the plan to bring items back to Council for review and consideration.

Chair Ames asked for public comment.

Christopher Cliff addressed the Committee challenging the statistic within the Assessment. He noted the baseline needs to be more accurate.

Heather Rath addressed the Committee regarding technical errors within the document and the need for clarity of the statistics. She added there is a need for a definition of "limited services government".

Owen Ambur addressed the Committee stating his opinion this is a working document as opposed to a policy document which contains two different areas that need addressed separately which are data and trends and recommendations and strategies.

Concluding further discussion Chair Ames asked for a motion.

Ms. Brison moved to recommend that the Town Council accept the conditions and trends Assessment with the following amendments:

Page 113 – strike the word “strategies” and insert in lieu thereof potential strategies”.

Page 114 – strike the phrase “current steps” and inset in lieu thereof the phrase

“potential first steps”.

Page 115 – strike the phrase “future strategies and steps” and insert in lieu thereof the phrase “potential future strategies and steps”.

And further to amend the draft resolution as follows:

In the seventh Whereas – strike the word “adoption” and insert in lieu thereof the word “acceptance”.

And under the resolution clause in paragraph number (1) strike the word “adopted” and insert in lieu thereof the word “accepted”.

In the second clause under the resolution language strike number (2) and insert in lieu thereof the following sentence: “The Town Manager is authorized to use the Conditions and Trends Assessment for future planning purposes.

Finally, to ask the Town Manager to have the Town Staff review the document in light of the public’s comments to make any technical corrections.

(Ms. Brison’s notes and written words for the motion are attached as exhibit A.)

Mr. Alfred seconded.

Ms. Becker expressed concern over not being able to follow each change and questioned if all were confident that the document would reflect the changes.

Motion carried 3-1 (Becker opposed).

Adjournment

The meeting adjourned at 11:05 a.m.

Approved: **May 9, 2024**

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

I moved to recommend that the TC
accept the CTA w/ the following amendments:

- p. 113 strike "strategies" + insert in lieu thereof
add "Potential Strategies"
- p. 114 strike "Current Steps" + insert in lieu thereof
add "Potential First Steps"
- p. 115 strike "Future Strategies + Steps" +
insert in lieu thereof
add "Potential Future Strategies + Steps"

+ ask ask Town Mgr
& have ^{group of} staff
review public comments
made for any technical
corrections

+
Amend resolution as follows:
W/W strike "adopted" + insert in lieu thereof
add "accepted"

- Resolution clause (1) strike "adopted" + insert in lieu thereof
add "accepted"
- (2) strike (2) + add "The Town Manager is authorized to use the conditions on
Final Assessment for future planning purposes."

TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

RESOLUTION NO. _____

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, ADOPTING THE CONDITIONS AND TRENDS ASSESSMENT.

WHEREAS, the Town of Hilton Head Island Comprehensive Plan is required to be adopted in accordance with Section 6-29-520, and 6-29-530 of the Code of Laws of South Carolina; and

WHEREAS, Our Plan was adopted on October 20, 2020 as the Town of Hilton Head Island's 2020 to 2040 Comprehensive Plan; and

WHEREAS, Our Plan includes the following core values: Relentless Pursuit of Excellence, Redefining Environmental Sustainability, Revitalizing and Modernizing the Economy, Fostering an Inclusive Multi-dimensional Community, Building a Connected and Collaborative Community Fabric, Expanding to Embrace an Integrated Regional Focus, and Innovative Approach to Create 'Right-sized' Infrastructure; and

WHEREAS, Our Plan includes the following elements: Cultural Resources, Natural Resources, Population, Housing, Community Facilities, Economic Development, Land Use, Transportation, Recreation, and Priority Investment and adopted appendices; and

WHEREAS, the Town of Hilton Head Island Strategic Plan for 2023-2025, adopted June 6, 2023, identified conducting a Conditions and Trends Assessment as a top strategy for 2023 to provide updated statistics in order to help identify newly emerging trends and assist with the implementation of the Town's Comprehensive Plan; and

WHEREAS, Public Planning Committee reviewed and discussed the proposed Conditions and Trends Assessment on January 11, 2024; and

WHEREAS, Public Planning Committee recommended the ^{acceptance} adoption of the proposed Conditions and Trends Assessment on March 14, 2024; and

WHEREAS, the Conditions and Trends Assessment represents a cumulation of input from the public and Town Council that provides a community snapshot through the use of statistics in ten key topic areas to help leadership better understand emerging trends and prepare targeted policy affecting Hilton Head Island.

NOW, THEREFORE, BE IT, AND HEREBY IT IS, RESOLVED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA AS FOLLOWS:

(1) The Town of Hilton Head Island Conditions and Trends Assessment is hereby ^{accepted} adopted.

(2) The TMA authorized to use for future planning purposes,
the CTA

(2) The Town Manager is hereby authorized and empowered to take such actions as may be necessary to develop, implement, and carry into action the strategies and tactics that have been identified within the adopted Conditions and Trends Assessment.

MOVED, APPROVED, AND ADOPTED BY THE COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND ON THIS ____ DAY OF _____, 2024.

THE TOWN OF HILTON HEAD ISLAND,
SOUTH CAROLINA

Alan Perry, Mayor

ATTEST:

Kimberly Gammon, Town Clerk

APPROVED AS TO FORM:

Curtis L. Coltrane, Town Attorney

Introduced by Council Member: _____