



Town of Hilton Head Island
TOWN COUNCIL WORKSHOP MEETING
Tuesday, September 24, 2024, 1:00 PM
Minutes

Call to Order

Mayor Perry called the workshop to order at 1:00 p.m.

Council Members present: Alan Perry, Mayor, David Ames, Ward 3, Mayor Pro-Tempore; Alex Brown, Ward 1; Patsy Brison, Ward 2; Tammy Becker, Ward 4; Steve Alfred, Ward 5; Glenn Stanford, Ward 6

Also present: Marc Orlando, Town Manager; Curtis Coltrane, Town Attorney; Kimberly Gammon, Town Clerk

Adoption of the Agenda

Mr. Ames moved to approve. Mr. Alfred seconded.

Workshop Discussion

Review of the Districts Planning Project - Missy Luick, Planning Director

Missy Luick and Shawn Leininger conducted detailed presentations with the following elements:

1. District Planning Generally

- What is District Planning
- Overview of Hilton Head Island District Planning
- Planning Foundations for District Plans
- Creating the Island Master Plan
- Review of an Example District Plan

2. Review Hilton Head Island District Plans

Theme

- Character
- Vision
- Aspirations
- Focus Areas

3. Next Steps

1. Blueprint for preservation and evolution of area
2. Established through collaboration between local government, stakeholders, and community members
3. Integrate with approved Town Plans

4. Creates a vision for conservation, land use, scale and character of the built environment, infrastructure investment, zoning regulations, and other programs and policies that impact the future of the district
5. Establishes actions that enhance livability, promote economic vitality, preserve cultural heritage, and foster a unique sense of identity and belonging

District Plan Integration with Our Plan

1. Growth Framework, Future Land Use, and District Plans – referred to collectively as the Island Master Plan – will be the land use extension of the Our Plan vision and goals
2. Island Master Plan will connect the goals of the Comprehensive Plan with district level planning policy
3. No future land use policy or mapping included in the 2020 Our Plan

District Areas and Plans

Focus on areas outside of the master planned communities

Eight districts comprise approximately 30% of the island

Skull Creek
 Bridge to Beach
 Marshes
 Parkway Arts
 Chaplin
 Main Street
 Forest Beach
 Mid-Island (2022)

Each district plan:

- Establishes a character, theme, & vision that is unique to the district
- Reviews the district history and culture
- Examines existing conditions and trends
- Examines priority focus areas that advance district planning in the near term
- Identifies the strengths, opportunities, aspirations, and results (S.O.A.R) impacting the district
- Creates a framework for preservation and growth, a future land use map, and recommended actions that activate the district vision

Each district plan analyzes the ten required comprehensive planning elements mandated by the State of South Carolina in the Comprehensive Planning and Enabling Act

Population
 Natural Resources
 Cultural Resources
 Community Facilities
 Housing
 Land Use
 Transportation
 Economic Development

Priority Investment
Resilience
Parks & Recreation (Town Element)

Next Steps

1. Public Engagement

- Meetings, surveys, Gullah-Geechee Task Force, Planning Commission, and other Town committees

2. Refine District Plans

Theme
Character
Vision
Aspirations
Strengths, Opportunities, Aspirations, & Results
Existing Conditions
Recommendations
Focus Areas

3. Complete Island Master Plan

District Plans
Growth Framework Map
Future Land Use Map

4. Adopt Island Master Plan

- Town Council Workshop
- Public Engagement
- Planning Commission
- Legislative Adoption

5. Land Management Ordinance Update

Council members held discussion, asked questions and made comments regarding

Skull Creek District:

Clarification of more intense waterfront uses and an explanation needed for activating residential development; workforce housing specifics behind site and street improvements along with what is entailed in public marsh and creek access; clarification density will be a medium density which will be defined during the amendment project and will continue to support young families; confirmation this is just a step in the project and the public will be engaged during the amendment project; confirmation the vision statement for individual communities could change as a result of feedback; inquiry as to how the public engagement process will work; a request for a map showing current zoning and a draft of staff suggestions for future land use on a district by district basis; the need to include an element of the impact of your neighbors and adjacent uses and districts; an anticipation of the draft future land use plan by way of example; the need for balance between being too vague as to what is being considered for each district and too specific; clarification this is just an example describing what the project is and then taking it to the public; confirmation this is the first Hilton Head Island future land use exercise and this will bring *Our Plan* into compliance with our development regulations

and will also bring the regulations from district plans into our development regulations; an observation for the need to update the Comprehensive Plan to be in line with the District Planning; and confirmation the Comprehensive Plan is to be reviewed every five years.

Bridge to Beach:

A comment this district in crying out for something in the nature of master planning where we can use our zoning ordinance in a way to include the type of development we hope to see and the need for Sea Pines Circle to be included; concern for changes in the Arrow Road area which changes the character of the area; the need to get serious about public investment in the area along with zoning; the need to include the Forest Beach neighboring district due to the traffic coming through there that lands down in Forest Beach; a suggestion to show a relationship between the district planning and conditions and trends; a need to include the evaluation of previously adopted plans; and the need to separate Crossings Park because with the new plan a lot of folks are going to be attracted to the area which ties into serving those areas with transportation, etc.

Marshes:

The need to acknowledge this district has the most marsh but, perhaps with the lowest ground people are building on which impacts density, water quality; etc.; a request for additional definition as to the intention with neighborhood scale, community scale and retail; confirmation commercial activity is limited to a percentage when in a residential neighborhood; the need to be clear with neighborhoods regarding commercial activity permission within the neighborhoods; the need to have a definition around neighborhood and planned united developments; observation that commercial within a neighborhood means home based business for the most part and needs to be addressed with community engagement; the need to reflect additional commercial activity on the map; the need to be mindful of the businesses and churches in the area and include them in aspirations; an observation the district has three different areas that are somewhat connected and an inquiry into looking at them individually; confirmation that with the environmental, waterway, and marsh impact, they are connected; the need to have a description as to what is meant by neighborhood commercial; a reminder there are established commercial businesses within some of these neighborhoods that have been longstanding for generations; and a request to review the 30% of the Island that is not Planning Unit Developments and put boundaries on neighborhoods for viewing purposes.

Parkway Arts:

A suggestion that Dunnagan's Alley is moved from the Parkway Arts to Bridge to Beach; the need to be careful when creating connections from the pathway to business as to keep a tree lined roadway; inquiry as to the requirement to receive a designation from the South Carolina Arts Commission; and a suggestion to move New Orleans Road to Bridge to Beach District.

Chaplin:

Clarification that neighborhood scale has a respect of context within the district which will be defined during engagement; the need for a focus on the pedestrian conflicts in the area; confirmation this area is a great connection to activities and mini-parks; confirmation this area is very busy with cyclists and pedestrians and the need for safety to be addressed; and the need for landscaped medians in the area.

Main Street:

The need to focus on the assisted retirement facilities in the area for zoning purposes; inquiry into what might be foreseen on the property in the Leg O'Mutton area; the importance of the school cluster in the area; a suggestion to research including some sort of music or connected activity at Jarvis Creek Park; a suggestion to include a future use requirement for Modern Classic Motors site to include a pocket park or green space; a suggestion to include in the focus study what kind of zoning is proper to encourage assisted living; and a suggestion to think about the possible mix of business and housing in the area due to the close proximity of the hospital and schools.

Forest Beach:

Concern for Pope Avenue becoming a large parking lot; a request to remove the identifier of "resort" from that area; the need to include previous plans adopted for that area for review; the need for public input; the need to respect mass and scale in our neighborhoods and return to the historic nature of the area; and a request to remove short-term rentals as part of the vision for the area.

There were no public comments regarding this item.

Update on the Land Management Ordinance Amendment Project

Missy Luick and Shawn Leininger conducted detailed presentations encompassing the information below.

These guiding principles will help steer the Land Management Ordinance Amendment to reflect the Town's priorities while maintaining the integrity of Hilton Head Island's unique character.

1. **Environmental Stewardship:** Prioritize the preservation and enhancement of the Island's natural resources, including trees, wetlands, green spaces, and coastal areas. Promote development practices that reduce environmental impact, align with the Town's commitment to environmental sustainability, and support long-term ecological health.
2. **Community Character and Aesthetics:** Ensure that new developments and renovations maintain the unique architectural and cultural character of Hilton Head Island. Guidelines should reinforce the Town's identity and respect the aesthetics of established neighborhoods and commercial districts.
3. **Sustainable Development:** Encourage context-sensitive principles that balance development with the preservation of natural landscapes. Focus

on creating resilient infrastructure that can adapt to environmental challenges.

4. **Accessibility:** Ensure that land use policies consider the needs of all community members and provide equal access to housing, business opportunities, recreation and transportation.
5. **Economic Vitality:** Support a diversified economy by creating a regulatory environment that fosters innovation, entrepreneurship, and sustainable tourism. Ensure that land use policies align with the Town's strategic action plan, comprehensive plan, district plans and other prior planning documents.
6. **6. Community Engagement and Transparency:** Foster a transparent and participatory process for the LMO Amendment, ensuring that residents, businesses, and stakeholders have opportunities to participate in decision-making. Communicate regular updates and gather feedback to ensure the ordinance reflects the community's values and needs.
7. **7. Efficient and Effective Governance:** Create a streamlined, user-friendly LMO (both hard-copy and online) that simplifies regulatory processes and increases efficiency while ensuring compliance with local, state, and federal regulations. The goal is to create a balanced approach that meets the needs of development and preservation without unnecessary complexity.

LMO AMENDMENT CONTENT ORGANIZATION

LMO TABLE OF CONTENTS:

1. General Provisions
2. Zoning Districts
3. Use Standards
4. Sustainable Development
5. Natural Resource, Site and Subdivision Standards
6. Development Standards
7. Administration
8. Non-conformities
9. Definitions

Maps and Tables

- (i.e. Zoning Map, Airport Overlay, Coastal Protection Area, Transition Area Map, Corridor Overlay Area, Historic Neighborhoods Map, etc.)

Supplemental Documents:

- User Guide
- Applications Manual
- Design Guide

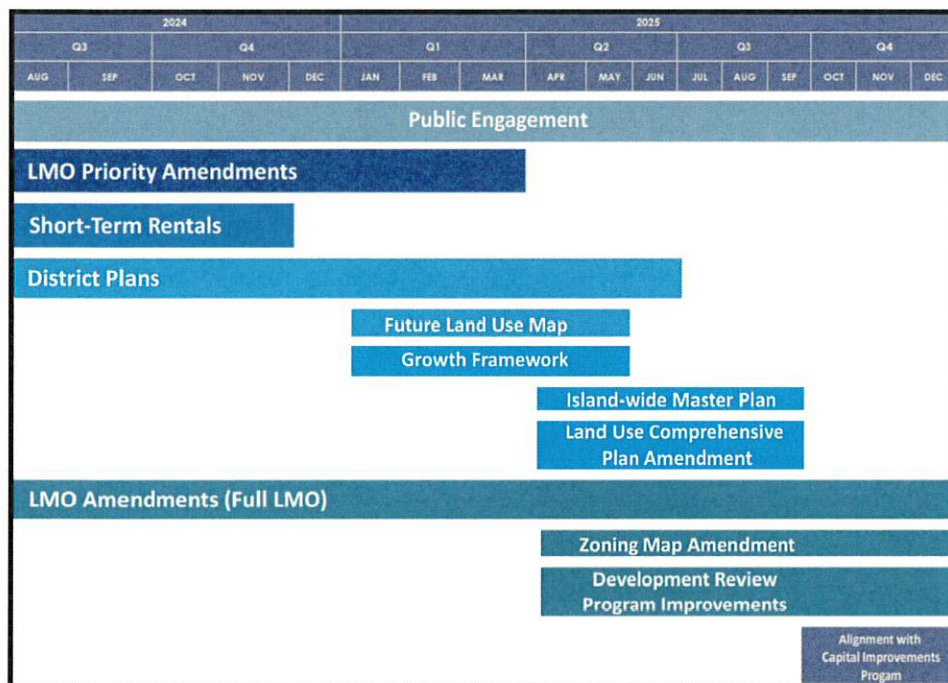
The LMO Amendment Public Engagement Program will kick off early 2025 and

occur throughout the duration of the project.

Project Website- To serve as a hub for all information, project documentation, findings, and schedules for the project.

Engagements

- Online engagements
- Pop-Up events
- Community Meetings/Open Houses
- Stakeholder/Focus Groups
- Citizen representatives; Neighborhood organizations; Economic Development/Business community; Housing Organizations; Design, Construction and Development entities; Outside agencies (i.e. schools, higher learning institutions, utility providers); Sustainability/Resiliency experts; Cultural Leaders; Recreation providers, etc.
- Appointed Board review
 - Planning Commission; Design Review Board; Board of Zoning Appeals; Gullah Geechee Land and Preservation Task Force; Housing Action Committee, Gullah Geechee Historic Neighborhoods CDC



Council members held discussion, asked questions and made comments regarding: A suggestion to organize input by form of zoning, form of housing, etc. so it can be

assembled in an organizational form for Council to review; and the need to revisit Code Studio's scope of services and timeline and what they are doing at present and report it to Council and the public.

There were no public comments regarding this item.

Review of the Town of Hilton Head Island Priority Amendments to the Land Management Ordinance and Municipal Code

Before the presentation there was a request to include the Noise Ordinance in the Priority Amendments.

Missy Luick and Shawn Leininger proceeded with detailed presentations of the following:

Construction Management Standards

Key Issues

Active construction sites cause disruption in residential and commercial areas that need to be managed.

Priority Amendment Recommendations

- Require refuse disposal plan
- Require construction vehicle parking plan
- Require site management plan
- Require access management plan
- Require secure construction site during named storm events

Full LMO Update Recommendations

Review Noise Control Ordinance and explore adding construction hour restrictions (research allowed construction hours within the planned development communities)

Council members held discussion, asked questions and made comments regarding: A request for staff to come back with more information as to what is happening in other areas to make sure the construction industry is not being negatively affected.

There were no public comments regarding this item.

1. Sign Regulations

Key Issues

Sign standards are not content neutral as required from Reed v. Town of Gilbert Supreme Court decision

Amending our sign code to be compliant with the Supreme Court decision will reduce our ability to regulate certain sign types.

Priority Amendment Recommendations

Sign standards are not content neutral as required from Reed v. Town of Gilbert Supreme Court decision

Amending our sign code to be compliant with the Supreme Court decision will reduce our ability to regulate certain sign types.

Full LMO Update Recommendations

Reorganize text and add graphics for more clarity and better usability

Review sign hierarchy of regulations, sign types, sign face area, height of signs, standards by zoning district, electronic message centers, sign illumination standards, additional standards for historic or overlay districts, nonconforming signs, enforcement, and fees.

Council members held discussion, asked questions and made comments regarding: the need for the public to be well-informed regarding the changes; clarification of temporary signs; inquiry as to whether the Municipal Association of South Carolina has suggested a model to address the issue; clarification that the Supreme Court decision does not change the LMO regulations but signs will not be regulated by type; and clarification there will be a set size for sign categories.

There were no public comments regarding this item.

2. Tree Protection

Key Issues

Trees are being removed during development that should be protected.

Need to update mitigation requirement and the native planting list to allow for more flexibility to ensure the right trees and shrubs are planted in appropriate locations.

Priority Amendment Recommendation

Increase requirements for Live oak and Laurel oak trees preservation by reducing the diameter breast height (DBH).

- Live oak single trunk from 35 to 30 DBH
- Live oak multiple trunk from 60 to 55 DBH
- Laurel oak from 35 to 30 DBH

Update mitigation requirements by increasing the plant back tree size requirements (i.e., min height from 10 to 12 feet and diameter from 2 inches to 4 inches).

Update list of native plants.

Remove exception of specimen trees on single-family lots (outside of PD-1) to reduce unnecessary removal of specimen trees.

Full LMO Update Recommendations

The Natural Resource, Site and Subdivision Standards Chapter will emphasize the importance of tree and natural resource protection Island-wide.

Consider replacing two classifications of trees (specimen /significant) with a simplified system.

Explore connecting tree protection and stormwater management in the regulations.

Explore tree preservation and protected tree regulations within the PD-1 districts and evaluate their effectiveness.

Council members held discussion, asked questions and made comments regarding: A request for staff to consider how palm trees can be included in the list; the need for the BZA to use criteria with the lot size in mind; clarification planting season is considered when a development is built; inquiry as to whether these amendments prohibit clear-cutting; a suggestion to look at some sort of grading permit on construction sites keeping in mind the size of the lot; the need to address the situation of people coming in and cutting trees without permission and address penalties for doing so; a suggestion the tree company taking down a specimen tree knowing it's a violation should bear some responsibility; and a suggestion to investigate stiffer penalties.

Mayor Perry asked for public comment:

Debbie Urato addressed Council thanking them for not outsourcing because all neighborhoods are different, so the language needs to be worked on. She asked for a moratorium stating visitors need to have restrictions.

Amy Fee addressed Council stating Forest Beach experience a recent deforestation. She suggested increasing fines and more site checks.

Tai Scott addressed Council stating he is an advocate for the Gullah Geechee Community. He requested that Council review the previous studies done in the Gullah Communities with their wants and needs. There is a need to continue to educate people on the cultural community and sustainability. He added their community needs to be able to have businesses on their property and there is a need for Council to add sale, purchase and transfer of development rights and density for Gullah properties.

Mr. Ames suggested that a "New Resident" tab be added to the website and include the RUDAT Study and other historical information to show/illustrate the culture of the Island.

3. Common Open Space

Key Issues

In newer residential subdivisions, open space tends to be:

- Smaller remnants of land that are not usable for residents
- Stormwater facilities not accessible or functional for residents
- Not well connected to other open spaces or accessible from pathways

Priority Amendment Recommendations

Clarify definition of common open space.

Remove detention facilities and natural water bodies from definition. Addition of docks and boardwalks to definition.

Remove calculation of remnant open space that provides no value.

Add clarifying language and additional design standards for common open spaces to require higher quality design and improved functional access via pathways and other means.

Remove adjacent street and use buffer credit from open space calculations.

Full LMO Update Recommendation

Increase open space requirement from current standard of 16% for subdivisions.

Define different types of open spaces for a variety of contexts, ranging from passive open spaces to plazas and courtyards.

Expand open space applicability to multifamily residential and commercial development.

Council members held discussion, asked questions and made comments regarding: A comment this update promotes better a sense of the planning for the Island; and clarification the Land Acquisition Manual update will not be reviewed until next year.

There were no public comments regarding this item.

4. Transportation Impact Analysis

Key Issues

Existing regulations do not account for multimodal trips, such as pedestrian and bicycle trips.

Many proposed projects are predicted to create new vehicle trips just under the threshold to require a TIAP even if they will likely have an impact on traffic once constructed.

Need to expand mitigation options.

Priority Amendment Recommendations

Change name from Traffic Impact Analysis to Transportation Impact Analysis Plan to account for multimodal approach.

Reduce the threshold a developer needs to meet to trigger a mandatory TIA from 100 peak hour trips, to 50 peak hour trips.

Include multimodal infrastructure (such as bike paths, sidewalks, transit) in the analysis.

Include more impact mitigation options.

Clarify subject matter approval by Town Engineer instead of LMO Official as best practice.

Add unsignalized intersections level of service standard including mitigation requirements and remove the discounting of impacts due to "background traffic."

Full LMO Update Recommendations

Update access management standards to reduce curb cuts and improve traffic flow.

Require safety analysis, multi-modal options and comparison to Town Transportation Plans.

Update Workforce Housing exception threshold.

Council members held discussion, asked questions and made comments regarding: An observation we need fewer cars riding on our streets and the need for mitigation; clarification the full code update is recommending evaluation of peak hour trips for developments; a speculation with short-term rentals neighborhoods have a larger car count in and out of the area; clarification a traffic impact analysis could make changes to a development; the need to look at something that requires performance standards for impact in that area; and the need to make a public investment in infrastructure if we're going to ask people to consider alternate modes of transportation.

There were no public comments regarding this item.

5. Major Subdivision and Development Plan Review Processes

Key Issues

Need a public process for Major Subdivisions and Major Developments to inform residents earlier in the process.

The Planning Commission review will allow for a formal and transparent review process.

Priority Amendment Recommendations

Require a Planning Commission public hearing with Planning Commission Recommendation to LMO Official.

Require applicant first class mailed advanced public notice to all owners and POAs within 350 feet of site.

Require notice of application and hearing be posted at site.

Require pre-application meetings with Town staff for Major Subdivisions and Major Developments.

Allow LMO Official to advance minor development plan applications to Planning Commission for public hearing when the subject property is adjacent to or across the street from a residential use.

Full LMO Update Recommendations

Major Developments and Major Subdivisions will be aligned with the LMO Applications Manual and LMO User Guide.

Examine notification radius standard for mailed notice for additional applications.

Examine placement of on-site / neighborhood notification sign for additional applications.

Review public process standards for all application types to ensure adequate transparency is provided for applications.

Council members held discussion, asked questions and made comments regarding: The need for standards for the Planning Commission to go by when reviewing so they know what they can and cannot recommend; an observation that the public notice

distance of 350 feet is adequate in some neighborhoods but needs to be extended in others; a suggestion to move the public notice distance to 500 or 1,000 feet; a need to look carefully at what the timeline for effective notice for developments would be given for all neighborhoods; and a need to evaluate all development areas and access input from all residents in the surrounding areas.

There were no public comments regarding this item.

6. Subdivision Regulations

Key Issues

Newer residential subdivisions tend to:

- Have large houses on small lots with limited usable open space.
- Have uniform designs and lot layouts, with limited variety or response to natural features.

Some of the issues are exacerbated by the market appeal of STRs.

Questions for Council

1. Are subdivisions too monotonous in form and function? Are they too dense in form and mass? Appears to be both in some areas.
2. Should we increase single-family platted building setbacks? Front, sides, rear? All?

Full LMO Update Recommendations

Apply maximum lot coverage to all subdivision development, including single-family.

Require pedestrian connectivity.

Evaluate regulations for minimum lot standards (width and area) that respond to different development patterns across the Island.

Improve relationship between subdivision standards, parking, open space, and buffers to get better outcomes that reflect Island character.

Evaluate the relationship between subdivision regulations and design guidelines to improve design quality and variety, including setbacks and buffers.

Council members held discussion, asked questions and made comments regarding: the need for a storm water plan in all subdivisions and confirmation everything will be piped in new subdivisions; concern over expectations being made in subdivisions when we still have a lot of ditches in existing areas; an opinion the side line should be at least ten feet; the need to regulate lot sizes to get way from skinny, long lots; the need to take an effort in looking at residential communities that have had damage done from LMO changes to see if there are any possible corrections; the need for home colors to go through the DRB; the need to remove items allowed in the setbacks; a suggestion some aspects of these standards be moved to the priority set; the need to address the setbacks due to homes being built on the entire stamp of the lot; the need for proposed language and an inquiry as to what staff is going to do as a result of this input; an explanation for the

difficulty in breaking some items out into priority amendments as they have impacts throughout the entire code; clarification a number of the priority amendments will apply to subdivision regulations but then there will be additional regulations in the full LMO rewrite; and confirmation that removing allowable items within the setbacks will be moved to the priority list.

There were no public comment requests for the above item.

Public Comment - Non Agenda items

None.

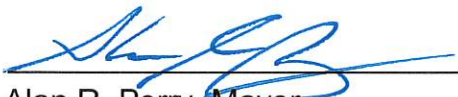
None

Adjournment

The workshop was adjourned at 5:15 p.m.

Approved: October 15, 2024



Kimberly Gammon, Town Clerk

Alan R. Perry, Mayor

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