



Town of Hilton Head Island

Public Planning Committee Meeting

Thursday, November 9, 2023, 10:00 AM
1 Town Center Court, Hilton Head Island, SC
Benjamin M. Racusin Council Chambers

The meeting can be viewed on the [Town's YouTube Channel](#), the [Beaufort County Channel](#), and Spectrum Channel 1304.

1. **Call to Order**
2. **Adoption of the Agenda**
3. **Approval of the Minutes**
 - a. Regular Meeting Minutes of October 13, 2023
4. **Presentations and Recognitions**
5. **Appearance by Citizens:** Citizens who wish to speak on the matters being discussed during the meeting may do so by submitting the [Request to Speak form](#) no later than 4:30 PM day prior to the meeting.
6. **Unfinished Business**
 - a. Presentation of Discussion on the Creation of Hilton Head Island District Plans and Land Management Ordinance - Missy Luick, Director of Planning
7. **Adjournment**

FOIA Compliance: Public notification of the meeting has been published, posted, and distributed in compliance with the South Carolina Freedom of Information Act and the requirements of the Town of Hilton Head Island.

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 ("ADA"), the Town of Hilton Head Island will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities. Auditory accommodations are available. Any person requiring further accommodation should contact the Town of Hilton Head Island ADA Coordinator as soon as possible but no later than 48 hours before the scheduled event.

Municipal Association of South Carolina (MASC) Civility Pledge:
“I pledge to build a stronger and more prosperous community by advocating for civil engagement, respecting others and their viewpoints, and finding solutions for the betterment of my city or town.”



Town of Hilton Head Island
**PUBLIC PLANNING
COMMITTEE MEETING**
Friday, October 13, 2023 - 10:00 AM
MINUTES

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

Present from Town Council: Alan Perry, Mayor

Call to Order

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

Adoption of the Agenda

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

Approval of Minutes

Stanford moved to approve Becker seconded. Motion carried 4-0.

Appearance by Citizens

Jack Daly addressed the Committee requesting that the Forest Beach Owners Association be included in the discussion and recommendations regarding Single Family Dwelling Paking Requirements and Single-Family Dwelling Floor Area Ratio requirements.

Robert Rini addressed the Committee stating the restrictions will reduce property values.

Sherri Pedigrew addressed the Committee stating the proposed FAR hinders her ability to build on her land. She proceeded to state the details as to how it impacts her and other property owners.

William McNeill addressed the Committee stating this does not require a one-size fits all solution and new homes need to conform to the character of their community.

Elizabeth Andreasen addressed the Committee noting that as a property owner of Burkes Beach she will not be able to build on her lot with the proposed regulations. She questioned the math reasoning regarding FAR.

Keith Sledge addressed the Committee stating he was speaking on behalf of 35 residents of Bradley Circle Community. He requested that the building permit applications for 15, 17 and 19 Bradley Circle be omitted from any consideration of approval.

Kelly LeBlanc addressed the Committee regarding a request for a moratorium on building which is allowed by South Carolina Law while the LMO is updated to come in line with public wishes.

Daniel Anthony, President, Jonesville Preservation Society, addressed the Committee noting he has requested a public statement be released regarding the fact that FAR can

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be adjusted during the district planning process. He encouraged reconsideration of a building moratorium.

Carl Braden addressed the Committee noting the proposed FAR is inconsistent regarding parking, storage and garage space.

Don Huffham addressed the Committee stating with the proposed FAR his dream home will not fit on the lot he purchased. He stated he would not have purchased the lot if the FAR was in place at the time of purchase.

Unfinished Business

Discussion of Single-Family Dwelling Parking Requirements and Single-Family Dwelling Floor Area Ratio Requirements - Missy Luick, Director of Planning

Chair Ames invited Mayor Perry to make comments. Perry addressed the Committee stating that excellence is one of the outcomes from the Comprehensive Plan. He said that at this point he does not believe this proposed ordinance is in the view of excellence. Perry suggested the item go back to Town Staff to allow ample time needed to properly address all issues and concerns with complete information.

Ames noted he felt two significant trends contributed to the pressure to amend single family parking requirements and introduce a new FAR. He stated the first being the numbers and sizes of short-term rental homes and their spillover parking and the introduction of small lot track housing without regard to traditional neighborhood values. He stated the purpose of the meeting was to guide staff on the definition of FAR and matters related to the FAR and parking amendments.

Missy Luick stated that on October 3, 2023, Town Council held first reading of Proposed Ordinance 2023-16 Amending Title 16 of the Municipal Code of the Town of Hilton Head Island, the Land Management Ordinance, to amend single-family dwelling Parking requirements and to establish single-family dwelling Floor Area Ratio requirements and voted separately on each topic.

The motion for floor area ratio (FAR) was voted (6-1) to require a single-family dwelling FAR of 0.45 to also apply to the Forest Beach Neighborhood Character Overlay and to exclude Family Compounds and Family Subdivisions.

The motion for parking regulations was voted (7-0) to require single-family dwelling parking requirements of 2 spaces per dwelling unit plus an additional space per 750 square feet or portion thereof gross floor area (GFA) over the initial 2,000 square feet of gross floor area (GFA).

At the meeting, there was additional discussion and questions concerning the Floor Area Ratio definition, clarification of driveway and parking surface type requirements, and a request to further analyze impacts of Floor Area Ratio and Parking regulations on Family Compounds and Family Subdivisions.

The Mayor asked that these items be discussed further with the Public Planning

Committee.

Committee members asked questions and made comments regarding: the current amendment; purpose of the amendments; clarification of driveway parking surface type requirements; review of existing FAR definitions; proposed definitions to Far; impacts on Family Compounds and Family Subdivisions; questions regarding issues with definitions in the overlay districts; the need for staff to study and propose what best fits the Island circumstances; the need for staff to study impacts further; discussion regarding definitions from various communities; impact on overdevelopment of residential neighborhoods, discussion regarding the Design Guide utilized by the Design Review Board; discussion of impervious and pervious areas and requirements needed; suggestion to establish a cross-functional, cross-disciplinary short-term-rental advisory committee to look at previous regulations with short-term rentals; suggestion to compile data from January 1 to present in regard to Section 10-2-50 for the suggested Committee to review; and a suggestion to not include an Island-wide LMO amendment at this time.

Adjournment

Ames adjourned the meeting at 1:29 p.m.

Approved:

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



TOWN OF HILTON HEAD ISLAND

Public Planning Committee

TO: Public Planning Committee
FROM: Missy Luick, Director of Planning
VIA: Shawn Colin, Assistant Town Manager – Community Development
CC: Marc Orlando, Town Manager
DATE: November 9, 2023
SUBJECT: Presentation and Discussion on the Creation of Hilton Head Island District Plans and Land Management Ordinance

SUMMARY:

The **Growth Management Strategy** initiative is a priority project in the 2023-2025 Strategic Action Plan adopted by Town Council. The Growth Management Strategy is a comprehensive project to establish a visionary blueprint to realize the preferred future of Hilton Head Island and align our Land Management Ordinance with our Comprehensive Plan. The outcome will ensure that Hilton Head Island's future built environment is vibrant, resilient, is respectful of community values, and embodies Island character. It is an economic development and public investment plan that will result in a renewed community vision for our Island. The anticipated project components within the Growth Management Strategy are outlined below.

The **Conditions and Trends Assessment** will provide current trend statistics, data points and benchmarks within 10 topic areas including demographics, workforce, economics, real estate, environment, housing, governance, community, systems and land use. The land use evaluation includes identification of properties with susceptibility for change and a build out analysis based on current zoning entitlements. This report will inform the Growth Management Strategy project.

The **Conservation & Growth Framework** illustrates regional and local context and is an outline for how and where we will grow and evolve in the future. It sets expectations for future public and private sector investments. It is the conceptual first step into identifying conservation and protection areas, land use, and locations for potential change.

Eight planning districts have been identified for which **District Plans** will be created. Each district plan will guide land uses, intensities, and investments to achieve the desired patterns. The process is to establish district theme and character, evaluate each district through a SWOT analysis, then identify opportunities and key recommendations.

The Framework Map and District Plans will be threaded together as an **Island-wide Master Plan** with a consolidated implementation plan to include land use, policy, and system recommendations. Significant implementation recommendations will include the following:

Future Land Use Map- The Island-wide Master Plan will include a parcel-specific land use typologies with future land uses that are graphically displayed in a future land use map.

Land Use Element of Our Plan- An amendment to the Land Use element that reflects the Growth Management Strategy vision is anticipated.

LMO Overhaul- The Conservation & Growth Framework will be utilized to align the Land Management Ordinance with appropriate zoning, design, and development standards. This will serve to guide development of the Island-wide Master Plan and specific code and policy recommendations for implementation including a reset of zoning, development, and design standards.

Applications Manual- This is a manual that will be a companion document to the LMO that outlines development review application forms, minimum submittal requirements, application checklists, approval processes, submittal requirements, etc. The purpose is to streamline the Development Review application requirements and processes.

Development Review Improvement Program includes process improvements such as concierge development assistance, online permitting portal, customer service surveys, predictable review timelines and development outcomes. The goal is to be redevelopment ready to implement the new Island-wide Master Plan.

Capital Improvement Program project plan will be adjusted to include strategic public investments identified in the Island-wide Master Plan to serve as catalysts for enabling private investment.

This planning project will shape and define the future built environment on Hilton Head Island.

BACKGROUND:

The Hilton Head Island Town Council held a two-day strategic plan workshop on January 24 and 25, 2023 to discuss and identify priorities for inclusion in the fiscal year 2023-2025 Strategic Action Plan. The establishment of a Growth Management Strategy including creation and adoption of District Plans and an Island-wide Master Plan was identified within the top 15 priority projects.

On April 10, 2023, Town Staff presented the draft Growth Framework Map and draft District maps to the Public Planning Committee.

On July 13, 2023, a revised Conservation and Growth Framework and District Maps was presented to the Public Planning Committee.

DISTRICT PLANNING:

Like the Mid-Island District Plan, adopted November 1, 2022, additional districts will be created to guide land uses, intensities, and public and private investment to achieve the desired patterns identified within the district plans.

A working draft of the districts map series was presented to the Public Planning Committee for review on April 10, 2023 and again on July 13, 2023. Visually, this is a series of maps identifying eight proposed districts. The eight planning districts include:

1. Mid-Island
2. Marshes
3. Bridge to Beach
4. Forest Beach
5. Chaplin
6. Skull Creek
7. Main Street
8. Parkway

Two draft District Plans have been presented to the Public Planning Committee:

- Draft Marshes District Plan was presented on July 13, 2023
- Draft Bridge to Beach District Plan was presented on September 14, 2023

Both draft plans contain preliminary analysis and recommendations.

Staff and the consultant team have worked to streamline the District Planning process within the last 30 days to recalibrate the overall project and modify the anticipated deliverables, outputs, and format of the project. 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
 - 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.

Each draft district plan will include findings and recommendations for possible future conditions that will be reviewed by the Public Planning Committee and further refined through the community survey and public engagement process to expand knowledge and understanding of the district that will result in refined recommendations that will be incorporated in the District Plan document and District Plan 1-page overview sheet.

If the Public Planning Committee agrees with this revised approach, Staff will work with the consultant team to reformat the two draft District Plans into the recalibrated format. It is anticipated that all eight District Plans will be complete in Q1 2024 or early in Q2 2024.

The Condition and Trends Assessment is anticipated to be presented to the PPC in December 2023 or January 2024.

LAND MANAGEMENT ORDINANCE AMENDMENT 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

The new code will be easy to understand, organized, include user-friendly print and electronic formats, and include graphics, charts, tables, and visual imagery to aide in code understanding. The code will incorporate amendments to further align the LMO with *Our Plan*, the Town's comprehensive plan, and integrate the Island-wide Master Plan outcomes identified through the Town's Conservation & Growth Framework and District Planning Initiative.

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 advanced separately and ahead of the phase 4 set, is on hold until additional research can be conducted.

Within the past 30 days, staff has re-evaluated the approach to retool and define the correct code for Hilton Head Island. The preferred code must be based on the community's core values and set expectations for Hilton Head Island's desired future. To accomplish this, the 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) for LMO updates was posted on the Town's website on September 18, 2023. In October 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. The project will begin in December with project understanding meetings, information sharing, and establishment of scope and schedule. It is anticipated that the project will officially kick off in January 2024 and will be closely coordinated with the District Planning project.

Staff does not recommend advancing additional LMO amendments without the selected code writer under contract.

If the Public Planning Committee agrees with this revised approach, staff will carry out as outlined above.