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AGENDA  
NATURAL RESOURCES COMMITTEE

Monday, December 19, 2016  
2:00 p.m.

Executive Conference Room, Administration Building  
Beaufort County Government Robert Smalls Complex  
100 Ribaut Road, Beaufort

Staff Support:  
Anthony Criscitiello, Planning Director  
Gary James, Assessor  
Eric Larson, Division Director  
Environmental Engineering  
Dan Morgan, Division Director  
Mapping & Applications

1. CALL TO ORDER – 2:00 P.M.
2. TEXT AMENDMENT TO THE COMMUNITY DEVELOPMENT CODE, APPENDIX A, COMMUNITY PRESERVATION DISTRICTS; DIVISION A.7.70.F.3.B, FREE STANDING SIGNS STANDARDS FOR DALE MIXED USE DISTRICT (DMU); APPLICANT: JAMES E. MOORE (TO INCREASE THE MAXIMUM SIGNAGE AREA TO 40 SQUARE FEET) ([backup](#))
3. SOUTHERN BEAUFORT COUNTY MAP AMENDMENT / REZONING REQUEST FOR R600-040-000-001C-0000 (299.202 ACRES LOCATED ON THE NORTH AND SOUTH SIDES OF BLUFFTON PARKWAY AND EAST OF MALPHRUS ROAD; KNOWN AS HILTON HEAD NATIONAL GOLF COURSE); FROM T2-RURAL DISTRICT TO T3-NEIGHBORHOOD, T4-NEIGHBORHOOD CENTER, AND T4-HAMLET CENTER OPEN DISTRICTS; OWNER: SCRATCH GOLF COMPANY; APPLICANT: WILLIAM C. PALMER, JR.; AGENT: MICHAEL KRONIMUS ([backup](#)) ([powerpoint](#))
4. SHELL POINT INVESTMENTS, LLC, QUIT CLAIM DEED FOR VARIOUS STORMWATER DITCHES ([backup](#))
5. CONSIDERATION OF REAPPOINTMENTS AND APPOINTMENTS
  - A. Design Review Board
  - B. Zoning Board of Appeals
6. EXECUTIVE SESSION / DISCUSSION OF NEGOTIATIONS INCIDENT TO PROPOSED CONTRACTUAL ARRANGEMENTS AND PROPOSED PURCHASE OF PROPERTY
  - A. Property F
7. ADJOURNMENT

2016 Strategic Plan Committee Assignment

Stormwater Management Program  
Creek Restoration: Progressive Projects for Saltwater, Quality, Recommendations  
Tree Ordinance: Evaluation Report, Revision  
Affordable / Workforce Housing  
Pepper Hall Plantation Site  
Comprehensive Plan: Update  
Park Potential Development  
Community Development Code: Refinements





## MEMORANDUM

**To:** Natural Resources Committee of Beaufort County Council  
**From:** Anthony J. Criscitiello, Planning Director  
**Subject:** Proposed Amendment to the Community Development Code  
**Date:** December 14, 2016

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**PLANNING COMMISSION RECOMMENDATION from the excerpt of its December 1, 2016, draft minutes:**

Mr. Anthony Criscitiello, Planning Director, noted that Dale is a Community Preservation (CP) District; it has its own rules and standards to follow within the District. The Dale Mixed Use District is listed in the Appendices of the Community Development Code. Currently the Dale Mixed Use District allows one (1) free standing sign in addition to one (1) wall projecting sign. The free standing sign must be set back five (5) feet from the right-of-way with a height of seven (7) feet and the total sign size of twelve (12) feet. The problem presented by the church in the Dale CP District is that the current sign is too small to provide good information for the community. Mr. Criscitiello pointed out that in other rural districts in Beaufort County the typical sign size is limited to 40 square feet as oppose to 12. Dale CP is typically more rural than other places in the County. The applicant is asking for a compatible 40 square foot sign. The recommendation is shown in the CDC Appendix A, Section 7.70.F that such signs should have a maximum height of 7 feet and a maximum area of 24 square feet, if the property is located beyond a quarter-mile radius of Keans Neck and Kinloch Roads intersection and the building is set back at least 50 feet from the road right of way. This is the recommendation from staff and also the sign structure allows stucco and tabby brick and illuminated by LED, with no more than half of the sign using LED lighting as opposed to self-lit lighting.

**Applicant:** Pastor John Moore, the applicant, spoke as to why it is important to his church to have a larger sign in order to relay information to the public. Pastor Moore also thanked the Planning Staff for being so reasonable and professional throughout the text amendment process.

**Public Comment:** No public comment was received.

**Motion:** Ms. Caroline Fermin made a motion, and Mr. Mitchell seconded the motion, **to amend the maximum allowable sign area from twelve (12) square feet to forty (40) square feet in the Dale Community Preservation.** Discussion included a clarification of the motion. The motion carried (**FOR: Chmelik, Fermin, Hincer, Mitchell, Pappas, Semmler, Stewart, and Walsnovich; ABSENT: Fireall**).

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**STAFF REPORT:**

**A. BACKGROUND:**

**Case No.** ZTA 2016-08  
**Applicant:** James E. Moore  
**Proposed Text Change:** Amendment to Allow Free Standing Signs to be a maximum of 40 square feet (versus 12 square feet) in the Dale Mixed-Use (DMU) district.

**B. SUMMARY OF REQUEST:**

The applicant is proposing to amend the maximum allowable sign area for free standing signs (freestanding, monument or pole signs) in the Dale Mixed-Use (DMU) District (Section A.7.70.F.3.b) from 12 square feet to 40 square feet. As shown in Table 5.6.120.B (Freestanding Sign Type), 40 square feet is the maximum area for freestanding signs in all other conventional and transect zones, except T4. Besides the DMU district, two other CP districts have their own sign area requirements, Seabrook/Stuart’s Point Mixed Use and Daufuskie Island.

This text amendment was initiated in response to a specific property, a Religious Establishment (Small), Mount Carmel Baptist Church, located at 367 Keans Neck Road, Dale. The current zoning, Dale Mixed Use (DMU), allows one freestanding sign placed in front of a building in addition to a wall or projecting sign. The freestanding sign must be set back at least five feet from the street right-of-way and have a maximum height of seven feet and a maximum area of twelve square feet. The applicant maintains that the 12 SF maximum sign area limitation is insufficient for the need in the Dale community to inform the public of activities, events and other matters. The applicant is concerned that the 12 SF area sign would not be adequately visible to view community announcements from the highway.

**C. ANALYSIS:**

**Sec. 7.7.30(C). Code Text Amendment Review Standards.** The advisability of amending the text of this Development Code is a matter committed to the legislative discretion of the County Council and is not controlled by any one factor. In determining whether to adopt or deny the proposed text amendment, the County Council shall weigh the relevance of and consider whether, and the extent to which, the proposed amendment:

- 1. Is consistent with the goals, objectives, and policies of the Comprehensive Plan:** There is a specific goal in the Comprehensive Plan (Appendix A4 – Dale CP Plan) to develop an appropriate sign ordinance for the Dale area, but it does not specifically address freestanding signs.
- 2. Is not in conflict with any provision of this Development Code or the Code of Ordinances:** The vast majority of the unincorporated County is regulated by the sign standards in Division 5.6 of the CDC, which allows 40 SF freestanding signs in all conventional districts and transect zones except T4, which is limited to 24 SF. Special size

standards have been developed for Daufuskie Island (12 SF max.), Seabrook/Stuart's Point Mixed Use District (6 SF max.) and the DMU District (7 SF max.). There is no specific justification in the Dale CP Plan or Division A.7 of the CDC for the 7 SF limitation; however, the Keans Neck Road corridor is *intended* to eventually become a pedestrian orientated area with signage located close to the street.

Currently, Dale is highly rural in character and predominately a vehicle orientated community. The Dale Mixed Use (DMU) District is bisected by Keans Neck Road, which is a two-lane highway, with a 45 mile per hour speed limit that reduces to 35 miles per hour just east of Mt. Pisgah Church Road, about ¼-mile west of Kinloch Road. There is a sidewalk on the south side of Keans Neck Road between Kinloch Road and Davis Elementary school.

The DMU district is comparable to the T4-Hamlet Center transect zone, which allows more-intense, walkable development in an otherwise rural area. The T4-HC district allows 24 SF freestanding signs, which seems a reasonable size for the DMU district where buildings are closer to the roadway; for example, the intersection of Kean's Neck Road and Kinloch Road. However, the T4-HC district has a *maximum* front setback of 25 feet, while the DMU district has a *minimum* front setback of 30 feet. Placing buildings farther back from Kean's Neck Road, especially along the portion of the highway where the speed limit is 45 mph, results in development that is more rural in character rather than pedestrian-friendly. In these cases, the signs should be larger than 25 SF, and the County standard of 40 SF (already allowed in rural areas) would be reasonable and not conflict with the Code.

3. **Is required by changed conditions:** Not Applicable.
4. **Addresses a demonstrated community need:** Because the residents mostly travel through this district by vehicle, coupled with the rural character and 45 mph speed limit along most of Keans Neck Road, the applicant has adequately demonstrated that there is a community need for a signage area increase.
5. **Is consistent with the purpose and intent of the zones in this Development Code, or would improve compatibility among uses and ensure efficient development within the County:** Refer to item 2.
6. **Would result in a logical and orderly development pattern:** Most of the existing signage does not conform to the signage area standards for the Dale Mixed-Use (DMU) district. The average sign area ranges between 30 and 40 square feet. The proposed amendment would allow other businesses in this district to increase their sign area, which would be useful in this rural community until it develops into the pedestrian orientated community conceptualized in the Dale Community Preservation Plan.
7. **Would not result in adverse impacts on the natural environment, including but not limited to water, air, noise, stormwater management, wildlife, vegetation, wetlands, and the natural functioning of the environment:** Not Applicable.

#### **D. STAFF RECOMMENDATION:**

After review of the standards set forth in Division A.7.70(F) of the Community Development Code, staff recommends **approval** of this text amendment **as modified below**. Changes are **highlighted** and underlined for additions and ~~struck through~~ for deletions (see attached excerpt from CDC).

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#### **Division A.7: Dale Mixed Use District (DMU)**

##### **A.7.60.F. Sign Standards**

##### 3. Freestanding Signs

- a) One freestanding sign may also be placed in front of a building. The sign shall be set back at least **five ten** feet from the street right-of-way.
  - b) Such signs shall have a maximum height of seven feet and a maximum area of **12-24** square feet. If the property is located beyond a one-quarter (1/4) mile radius of the intersection of Keans Neck Road and Kinloch Road, and the principal structure is setback a minimum of 50 feet from the road right of way, the maximum height of the sign is increased to 10 feet and the maximum area is increased to 40 square feet.
  - c) The sign shall be constructed of wood, **stucco, tabby, brick,** or painted metal and shall be externally illuminated with the exception of LED message boards as allowed in Section 5.6.30 (General Sign Requirements). In those instances, an LED message board is limited to one-half (1/2) of the sign area.
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#### **E. ATTACHMENTS:**

- Copy of Application for Code Text Amendment
- Copies of Section A.7.70.F.3.b and Section 5.6.120.B (for reference only)

**BEAUFORT COUNTY, SOUTH CAROLINA**  
**PROPOSED COMMUNITY DEVELOPMENT CODE (CDC)**  
**ZONING MAP OR TEXT AMENDMENT / PUD MASTER PLAN CHANGE APPLICATION**

TO: Beaufort County Council

The undersigned hereby respectfully requests that the Beaufort County Zoning/Development Standards Ordinance (ZDSO) be amended as described below:

1. This is a request for a change in the (check as appropriate): ( ) PUD Master Plan Change  
( ) Zoning Map Designation/Rezoning (  ) Community Development Code Text
2. Give exact information to locate the property for which you propose a change:  
Tax District Number: 700-Shekhaw Tax Map Number: 38, Parcel Number(s): R700 038 000 000 000  
Size of subject property: \_\_\_\_\_ Square Feet / Acres (circle one)  
Location: 367 KEANS NECK ROAD
3. How is this property presently zoned? (Check as appropriate)  
( ) T4NC Neighborhood Center ( ) T2RC Rural Center ( ) C3 Neighborhood Mixed Use  
( ) T4HC Hamlet Center ( ) T2RN Rural Neighborhood ( ) C4 Community Center Mixed Use  
( ) T4HCO Hamlet Center ( ) T2RNO Rural Neighborhood Open ( ) C5 Regional Center Mixed Use  
( ) T4VC Village Center ( ) T2R Rural ( ) S1 Industrial  
( ) T3N Neighborhood ( ) T1 Natural Preserve ( ) Planned Unit Development/PUD  
( ) T3HN Hamlet Neighborhood (  ) Community Preservation (name) \_\_\_\_\_  
( ) T3E Edge (specify) Mixed USE
4. What new zoning do you propose for this property? N/A  
(Under Item 9 explain the reason(s) for your rezoning request.)
5. Do you own all of the property proposed for this zoning change? (  ) Yes ( ) No  
Only property owners or their authorized representative/agent can sign this application. If there are multiple owners, each property owner must sign an individual application and all applications must be submitted simultaneously. If a business entity is the owner, the authorized representative/agent of the business must attach: 1- a copy of the power of attorney that gives him the authority to sign for the business, and 2- a copy of the articles of incorporation that lists the names of all the owners of the business.
6. If this request involves a proposed change in the Community Development Code text, the section(s) affected are: Division A.7 Dale Mixed USE Section: F-36  
(Under Item 9 explain the proposed text change and reasons for the change.)
7. Is this property subject to an Overlay District? Check those which may apply: N/A  
( ) MCAS-AO Airport Overlay District/MCAS ( ) MD Military Overlay District  
( ) BC-AO Airport Overlay District/Beaufort County ( ) RQ River Quality Overlay District  
( ) CPO Cultural Protection ( ) TDR Transfer of Development Rights  
( ) CFV Commercial Fishing Village
8. The following sections of the Community Development Code (CDC) (see attached sheets) should be addressed by the applicant and attached to this application form:
  - a. Division 7.3.20 and 7.3.30, Comprehensive Plan Amendments and Text Amendments.
  - b. Division 7.3.40, Zoning map amendments (rezoning).
  - c. Division 1.6.60, Planned Unit Developments (PUDs) Approved Prior to Dec. 8, 2014
  - d. Division 6.3, Traffic Impact Analysis (for PUDs)

9. Explanation (continue on separate sheet if needed): The current sign ordinance for the Dale C.P. is just max. This limitation is insufficient for the need in our community to inform the public of activities, events and other matters. That is too restrictive in a community <sup>where</sup> access to information is vitally important. For these reasons we are requesting a Text Amendment of the Dale C.P. Mix Use, Ref. Division 5.6.120 / 40 sq. ft. (A)

It is understood by the undersigned that while this application will be carefully reviewed and considered, the burden of proof for the proposed amendment rests with the owner.

James E Moore 10-4-16  
 Signature of Owner (see Item 5 on page 1 of 2) Date

Printed Name: James E Moore Telephone Number: 843-812-6597

Address: 367 Keans Neck Rd. Seabrook SC. 29940

Email: moorcje@islc.net

Agent (Name/Address/Phone/email): \_\_\_\_\_

**UPON RECEIPT OF APPLICATIONS, THE STAFF HAS THREE (3) WORK DAYS TO REVIEW ALL APPLICATIONS FOR COMPLETENESS. THE COMPLETED APPLICATIONS WILL BE REVIEWED FIRST BY THE BEAUFORT COUNTY PLANNING COMMISSION SUBCOMMITTEE RESPONSIBLE FOR THE AREA WHERE YOUR PROPERTY IS LOCATED. MEETING SCHEDULES ARE LISTED ON THE APPLICATION PROCESS (ATTACHED). COMPLETE APPLICATIONS MUST BE SUBMITTED BY NOON THREE WORKING DAYS AND FOUR (4) WEEKS PRIOR FOR PLANNED UNIT DEVELOPMENTS (PUDs) OR THREE (3) WEEKS PRIOR FOR NON-PUD APPLICATIONS TO THE APPLICABLE PLANNING COMMISSION MEETING DATE.**

PLANNED UNIT DEVELOPMENT (PUD) APPLICANTS ARE REQUIRED TO SUBMIT FIFTEEN (15) COPIES TO THE PLANNING DEPARTMENT. CONSULT THE APPLICABLE STAFF PLANNER FOR DETAILS.

FOR MAP AMENDMENT REQUESTS, THE PLANNING OFFICE WILL POST A NOTICE ON THE AFFECTED PROPERTY AS OUTLINED IN DIV. 7.4.50 OF THE COMMUNITY DEVELOPMENT CODE.

CONTACT THE PLANNING DEPARTMENT AT (843) 255-2140 FOR EXACT APPLICATION FEES.

**FOR PLANNING DEPARTMENT USE ONLY:**

Date Application Received:  
(place received stamp below)

Date Posting Notice Issued:

*N/A*

Application Fee Amount Received:

*\$250<sup>00</sup> / cb # 9805*

Receipt No. for Application Fee:



*ZTA 2016-08*

**Table A.6.60.E Perimeter Buffer Standards<sup>1</sup>**

Zoning District and Development Type	Buffer Width (feet) Adjoining Streets		Buffer Width (feet) Adjoining Districts				
	Local	Collector	DMD	DMD	DCP	T2R	T2RN
			Commercial	Residential			
Single-family	20	20	n/a	n/a	n/a	n/a	n/a
Single-family cluster	20	20	n/a	n/a	n/a	n/a	n/a
Duplex	20	20	n/a	n/a	n/a	20	20
Commercial uses	15	15	15	n/a	30	30	30
Other permitted uses	50	50	15	n/a	30	30	30

<sup>1</sup>All perimeter buffers shall conform to the plant requirements and opacity requirements of Perimeter Type "E" (Article 5, Division 5.8, Table 5.8.90.D)

**A.7.70 Additional Development Standards**

- A. Placement:** Nonresidential building size shall be limited to 2,000 square feet except for institutional uses, banquet halls, and commercial day care. For institutional use it is preferable to construct a cluster of buildings instead of one large building or to vary the height of various parts of a single building to make it appear less monumental.
- B. Height**
  - 1. Building height is determined from the vertical distance as measured from the lowest ground elevation on the building to the highest point on the building.
  - 2. Building height shall not exceed 35 feet and buildings are limited to two stories.
  - 3. The height limitations shall not apply to church spires, belfries, flagpoles, monuments, cupolas, domes, ornamental towers, nor to observation towers not intended for human occupancy, water towers, chimneys, parapet walls smokestacks, conveyors and derricks.
- C. Parking:** The parking provisions of Article 5, Division 5.5 of the Beaufort County Community Development Code shall apply, except that the maximum off-street parking, for retail and service uses is determined at a ratio of three parking spaces per thousand square feet of building space.
  - 1. All off-street parking must be to the rear or side. Parking lots in side yards are discouraged. Where unavoidable they shall be limited to 44 feet, and shall be screened from the road right-of-way.
  - 2. Alleys are recommended.
  - 3. Buildings, trees, hedges or low walls (less than 3½ feet) must screen parking lots from public right-of-ways.
  - 4. Corner lot parking lots are prohibited.
  - 5. Clearly delineated pedestrian paths to, from and across parking lots are required.
- D. Landscaping, Buffers and Illumination Standards:** The landscaping and buffer standards of Article 5, Division 5.8 shall apply to all development within the POD. Exterior lighting shall comply with Article 5, Division 5.7.



FOR REFERENCE ONLY

FOR REFERENCE ONLY

E. **Sidewalk Displays:** Mobile extensions or sidewalk displays are permitted directly in front of an establishment, if at least five feet is maintained for adequate and uncluttered pedestrian access.

F. **Sign Standards:** The sign provisions of Article 5, Division 5.6 of the Beaufort County Community Development Code shall apply unless otherwise specified. The standards and requirements contained in this section shall apply to all uses within the DMD.

1. On-Premises Wall Signs

- a) Wall signs shall generally be placed within an informational band immediately above the storefront.
- b) Wall signs shall not project more than 15 inches from the building surface.
- c) Wall signs shall not have an aggregate area of more than one square foot for each linear foot of building face parallel to the street lot line, or 10 percent of the walls area to which it is attached, whichever is less.
- d) Where more than one sign is attached to the same wall, the sum of the area of all of the signs shall not exceed the total sign size permitted per wall.
- e) Wall signs shall not extend higher than the eave line or top of the parapet wall.
- f) Wall signs may only be illuminated with steady, stationary, shielded light source directed solely onto the sign.
- g) Multiple wall signs advertising several occupants of the same building or building complex shall be of uniform design and shall be of the same material.

2. On-Premises Projecting Signs

- a) Projecting signs shall be constructed of wood, with carved, painted, or applied metal lettering and symbols.
- b) The total area of such projecting signs, measured on one face, shall not exceed eight square feet.
- c) Such signs shall be hung at right angles to the building.
- d) Such signs shall have a minimum clearance of eight feet.

3. Freestanding Signs

- a) One freestanding sign may also be placed in front of a building. The sign shall be set back at least five feet from the street right-of-way.
- b) Such signs shall have a maximum height of seven feet and a maximum area of 12 square feet.
- c) The sign shall be constructed of wood or painted metal and shall be externally illuminated.

G. **Accessory and Miscellaneous Use Standards:** The standards in Table A.7.70.G below supersede general standards of Article 4, Division 4.2 of the CDC.

5.6.120 Freestanding Sign Type



FOR REFERENCE ONLY

**A. Description**

**Freestanding Signs** encompass a variety of signs that are not attached to a building and have an integral support structure. Freestanding varieties include Monument and Pole Signs.

A Pole Sign, usually double-faced, mounted on a single or pair of round poles, square tubes, or other fabricated members without any type of secondary support.

A Monument Sign stands directly on the ground or ground level foundation and is often used to mark a place of significance or the entrance to a location.

**B. Standards**

**Size**

Signable Area:

Single Tenant	40 SF max.
Multiple Tenant with one highway frontage	80 SF max.
Multiple Tenant with two or more highway frontages	80 SF per frontage

**Location**

Signs per Highway Frontage:

Single Tenant	1 max.
Multiple Tenant	1 max. <sup>1,2</sup>

Height 10' max. (A)

Width 15' max. (B)

Distance from ground to the base of the sign 4' max.

Setback within Corridor Overlay District 10' min.

<sup>1</sup>Individual tenants may not have a Freestanding Sign.

<sup>2</sup>Frontages greater than 500 feet may include one additional freestanding sign not to exceed 80 SF in area and with a total allowable sign area not exceeding the maximum allowable sign area for the multiple tenant center.

**Miscellaneous**

Changeable copy signs are allowed for gasoline price signs, houses of worship, schools, directory signs listing more than one tenant, and signs advertising restaurant food specials, films and live entertainment which change on a regular basis.



## MEMORANDUM

**TO:** Beaufort County Planning Commission  
**FROM:** Anthony Criscitiello, Beaufort County Planning Director  
**DATE:** December 1, 2016  
**SUBJECT:** Hilton Head National, 299.202 acres from T2-Rural District to T-3 Hamlet Neighborhood, T-3 Neighborhood, T4-Neighborhood Center and T-4 Hamlet Center Open Districts

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**PLANNING COMMISSION RECOMMENDATION from the excerpt of its December 1, 2016, draft minutes:**

Mr. Semmler stated the process that this agenda item would be heard: Mr. Criscitiello will share his comments, the applicant will provide his comments, then Public Comment will be received by the Commission.

Mr. Criscitiello stated that this is a change in zoning for a 300-acre parcel, from T2-Rural and C5-Regional to a Combination of zoning districts to form a village place type: T3-Hamlet Neighborhood (74 acres), T3-Neighborhood (49 acres), T4-Neighborhood Center (97 acres), and T4-Hamlet Center Open (80 acres). This project originally came before the Planning Commission on September 5, 2013. The Planning Commission denied the request largely because a Traffic Impact Analysis (TIA) was not submitted, and traffic was a big concern. Also, the Planning Commission wanted to see a market feasibility study because there was concern expressed whether or not a large amount of commercial development could be supported.

Mr. Criscitiello explained that a new application was submitted in September 2016, and changes were made to the plan to better meet the Community Development Code, to address timing and cost, to address access to Heritage Lakes, and to eliminate a flyover on Highway 278. The application now has better achieved compatibility with the Community Development Code, as shown on page 2 of the Staff report. The timing and cost of the offsite traffic improvements are outlined in the Stantac Report which is attached to the staff report, as shown on page 2 of that report. The total estimated cost is \$12,650,000.00. That cost may rise as future estimates from future TIA's per individual land development projects come forward. The County Transportation Engineer in his memo of November 23rd stated that the transportation improvements outlined in the Stantec Report will adequately serve to mitigate the development assumed in the rezoning application. A majority of the transportation improvements will need to be completed in Phase I, as defined in the TIA.

**Applicant's Comments:**

1. **Martin Kent**, the applicant's representative, believes that his team has addressed any of the questions that were presenting to them in September. He said he was proud that he was on the team and noted that the staff, after Hurricane Matthew, put forth efforts to restore the golf course to a working status. He believes this reinforces their desire to continue to be a viable part to the local community.
2. **Greg Dale**, a community planner of McBride Dale Planning and the applicant's representative, focused on a discussion on the changes that were made as a result of the staff recommendation from September. Mr. Dale showed a map of the property and explained why he thought this plan fits into the County's Comprehensive Plan. The designation of Village Place Overlay is consistent with the Comprehensive Plan.

3. **Michael Kronimous**, the applicant's agent and land planner/architect. Mr. Kronimus described the changes that were made from the previous proposal. He described what the applicant planned for each of the areas to make a true mixed-use community. The team had to change some of the zoning. One of major changes is that there are now 3 accesses onto Malphrus Road. Over five miles of trail systems were added to the project. The transient zones have been changed so that the project becomes less dense as you move down through the project. Mr. Kronimus addressed changes that were made within the project to maintain better connectivity. He spoke on each of the transect zones in the project and what they have to offer to the development and the surrounding communities.
4. **Jennifer Bihl** of Bihl Engineering, stated that the new traffic study has been reviewed by a third party engineer along with the County Traffic Engineer (Mr. Colin Kinton). Ms. Bihl spoke of the modifications/recommended improvement that were made to the traffic study from the initial submittal.
5. **Wes Jones**, the applicant's attorney, described the process of a development agreement and concluded that a development agreement should take place when a site plan is submitted. He explained multiple sections that would be included in a development agreement and that this was not the proper stage for this to take place. Mr. Jones stated that the applicant was willing to go forward with a development agreement at the appropriate time and ensured that the developer cannot break ground until after a development plan is put into play.

#### **Public Comment:**

1. **Collin Dowdy**, a Bluffton Resident, expressed his concerns with the traffic getting on and off of Hilton Head Island during the busy times of the day, explaining that it takes anywhere from an hour to an hour and a half to get on and off of the island in the morning and the afternoons. Mr. Dowdy was also concerned with the idea of a water park and believes that it is not worth putting something so short lived and seasonal in. He said that if the water park eventually is not successful, the developer would then try to put housing units to replace where the waterpark once sat. Mr. Dowdy then commented on the idea of a school that will only make the traffic problem worse. He also questioned the activities of the school and would like to know if the school was going to have a football field or any other outside activities that were not addressed in the initial proposal. Another concern of Mr. Dowdy's is the boat landing—he lives on the May River and his house is located on Alljoy Road near that boat landing which already does not have enough parking so people park in his yard and up and down the road. Mr. Dowdy expressed his general concerns about stormwater runoff into the May River and Mackay Creek. Mr. Dowdy further said that he has lived in the Bluffton area long enough to have seen other developments that were loosely constructed having a negative impact on the way of life. He referenced Sea Pines having designated "open spaces" that are now occupied by more homes.
2. **Rick Sweet**, a Heritage Lake resident, asked that the Planning Commissioner vote NO and that there has already been an approval for another parcel across from Tanger Outlet 2—namely Executive Golf. Mr. Sweet read a letter to the Planning Director from Charles Cousins dated August 18, 2016, that stated, "the county and town have partnered together in land acquisitions in the area to reduce overall development at the gateway to Hilton head Island and that allowing significant increase in this area would counter act those efforts." The Bluffton Parkway was designed, funded and constructed as a controlled access bypass to provide relief from traffic demands placed on U.S. Highway 278 and provide additional capacity for emergency evacuation. Allowing for this intense trip generation is again contrary to these purposes. Mr. Sweet states that the Town Hilton Head Island objects to the proposal. Mr. Sweet explained that he attended this meeting to represent Heritage Lakes and their main concerns are their entrances and exits. Mr. Sweet stated that he is not an engineer but he has drawn a plan that he thinks would solve the entrance and exit problem to Heritage Lakes. (Mr. Sweet asked that his plan be included in the minutes, and gave the plan to Mr. Semmler.) Lastly Mr. Sweet stated that this project is actually an undercover Casino; he stated there is no economic explanation for what was proposed.
3. **Karen Dowdy** stated that she was surprised that the (Town of Bluffton) Mayor has not attended any of the meetings. Ms. Dowdy explained how she commutes to Hilton Head every day and she has seen many things impact the traffic in a negative manner. She stated that the flyover construction

disrupted the traffic pattern for over a year. Mrs. Dowdy explained that the community doesn't need something like what the Hilton Head National representatives are proposing. She also stated that she does not see the benefit to our quiet little community.

4. **Fran Gelman**, a property owner in Bluffton for 10 year, is beginning to become appalled at the amount of commercial development on the Bluffton Parkway. She believes it is drastically impacting the town in negatively. Mrs. Gelman spoke about studies that have taken place in the last year on the water quality declining if the proposed projects were to be put in place. She believes that as residents they should have a right to maintain a quality of life. She then explained the negative impact development has had on Mt. Pleasant. Mrs. Gelman then asked where the Bluffton Town Council fits into the decision making process. (*Mr. Semmler acknowledged her question and said that he would explain the process when she was finished.*) She went on to say that she is worried about the cost to all tax payers; she believes that the cost of everything will soon go up. She also stated that this property should be bought by the Open Land Trust Fund.
5. **John Roberts**, a resident of Foreman Hill Road, addressed the statement of the possible connectivity to downtown Bluffton, which would lead down Foreman Hill Road. He believes that if this development were to happen it would only make sense for that traffic to get onto Foreman Hill Road. He believes that a traffic study should have taken place on a Saturday in July. He stated that when Foreman Hill Road was opened up to through traffic it was initially designed for the use of emergency vehicles, but is now overcrowded with people using the road as a shortcut and not abiding the speed limitations. He explained that he bought property on a dead end dirt road for a reason and it is no longer peaceful.
6. **Ray McDonald**: He explained that he came from a small town in New Jersey where they had to take the kids to a school in a different township. Once someone came in and developed the small town, they did not account for the amount of children that were going to come, and all of the cost that came into play with schools. Mr. McDonald also believes that when you create a town center the only people that benefit from that are the people that live in that development. He believes that the main issue at hand is does the County want to maintain the rural status because once you give it up there is no turning back.
7. **Bill Sanderson** stated he initially moved to Bluffton to enjoy the lifestyle that is currently here. He said he understands that everyone wants to make money, but he believes that this is at a huge cost to the surrounding property owners. He believes that the Commission's job is to come to a reasonable agreement so that the property owner can develop to an extent—but to be very limited extent. He also commented on something that was said earlier in public comment about the belief that some sort of National Conservation Program should step in and try to buy the land to keep it preserved.
8. **Tamara Davis**, a Foreman Hill Road resident of 23 years, is concerned with the traffic on Foreman Hill Road. She is also an environmental scientist and she believes that preserving the water quality is most important. She believes that the May River oysters are a large part of their community and that everything that goes into the ground can affect the livelihood of the pristine oysters. She stated that she doesn't mind development, but believes it should be limited. She was concerned with rezoning before a development agreement was put into place because once the rezoning has occurred the doors are wide open for further development.
9. **Arnold Gelman**, a resident, thanked the Commission for the open mike to the public. He noted his concerns regarding Hilton Head workers having transportation issues, and The Brown Group that is buying up golf courses for real estate sales. He is asking the Commission to think about the long term factor of keeping developments from taking over. The project should make a better plan of what these new developments should consist—a mix of low and high income developments.
10. **Fran Bear** stated that everywhere you turn is development. He fears for what is going to happen with the Graves property on the water. He is concerned about over development and turning Bluffton into “anywhere USA.”
11. **Doug Swane**, a resident of Heritage Lakes, comments that anytime he hears anything new that is any way positive, it is followed by a negative. As a resident, the entrance and exit are major concerns.

Mr. Semmler addressed Mrs. Gelman's comment from earlier concerning the Town of Bluffton's letter of Aug 18, 2016, to Anthony Criscitiello, where the Town received a notice to submit comments on the

Hilton Head National Golf Course rezoning. The Town of Bluffton has reviewed the materials and has no other comments at the time. The staff of the Towns of Hilton Head Island and Bluffton have reviewed the plans and submitted their comments concerning the flyover. The flyover has since been removed from the project.

**Commission discussion included:**

- clarifying the Planning Staff report and querying a counter proposal of the staff report (*Mr. Criscitiello stated that either with or without the development agreement the development could still take place. The development agreement is a law in itself in addition to the zoning ordinance. Mr. Criscitiello's recommendation is that the Comprehensive Plan is the guidance to the rezoning process and he thinks that they could work the project without a development agreement. The development agreement would ensure the timing coordination of the development process.*);
- acknowledging the mixed feelings from the meeting attendees on the purpose of the Comprehensive Plan;
- noting that all of the Commissioners were volunteers and are trying to insure the integrity of the county and have no hidden agenda;
- trusting the CDC and the planning Staff to do right for the community;
- clarifying the new traffic study and its process, including the trigger to eliminate the flyover (*Ms. Jennifer Bihl, the applicant's TIA consultant, explained that the new study used other data to factor in the traffic volumes reflecting a summer condition when the traffic is at a higher density. Ms. Bihl also noted that the different land uses proposed and the placement of those land uses were elements used to structure the overall new traffic study.*);
- clarifying the order of magnitude based on a 1% background growth and if any alternative studies were made if the growth rate was more than or less than 1% (*Ms. Bihl noted that they looked at historic and projected growth for the TI, but they did not do alternative studies since it was not part of their analysis.*);
- clarifying the development process (*Mr. Criscitiello mentioned the Southern Regional Plan, explaining how the different municipalities communicate and acknowledge each other's projects. Working together with the different municipalities is how the future land use study was created. Mr. Criscitiello also explained that the county has bought 20,000 acres of land have been preserved by the Rural & Critical Land Preservation Program. We are conscious of open green space within the county.*);
- clarifying the 9% overage that related to the school property (*Mr. Michael Kronimus noted that the school district would need space for another school. Changes were made to the plan and the zone was pushed to 59%. The commissioners were concerned with the percentage that the school was succeeding. Michael K explained that the overage is reflecting using the school "almost like a donation"*); and
- clarifying that the Commission was voting on the regulating plan and the rezoning with its allowable densities and uses.

**Motion:** Mr. Randolph Stewart made a motion, and Mr. Jason Hinchler seconded the motion, **to recommend approval to County Council for Southern Beaufort County Map Amendment/ Rezoning Request for R600-040-000-001C-0000 (299.202 acres located on the north and south sides of Bluffton Parkway and east of Malphrus Road; known as Hilton Head National Golf Course) from T2-Rural Zoning District to T3-Neighborhood, T4-Neighborhood Center, and T4-Hamlet Center Open Zoning Districts.** Discussion included trusting the system and planning staff to make decisions for the benefit of the community, development is occurring everywhere and limits should be placed on such development, concern that the Executive Golf rezoning and this rezoning reducing the rural areas, noting no public support of this rezoning, concern for rezonings where applicants sell off their properties to other developers, kudos to the TIA, and concerns with the density of the project and water quality issues. The motion **carried (FOR: Fermin, Hinchler, Mitchell, Semmler, and Stewart; OPPOSED: Chmelik, Pappas, and Walsnovich; ABSENT: Fireall).**

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**STAFF REPORT:**

**A. BACKGROUND:**

<b>Case No.</b>	ZMA-2016-06
<b>Owner/Applicant:</b>	Scratch Golf LLC
<b>Property Location:</b>	Located on the north and south sides of Bluffton Parkway and east of Malphrus Road
<b>District/Map/Parcel:</b>	R600-040-000-001C
<b>Property Size:</b>	299.202 acres
<b>Current Future Land Use Designation:</b>	Rural
<b>Place Type</b>	Village
<b>Current Zoning District:</b>	T2 Rural (279.2 acres); C5 Regional Center Mixed-Use (20 acres)
<b>Proposed Zoning District:</b>	T3 Hamlet Neighborhood (74 acres), T3 Neighborhood (49 acres), T4-Neighborhood Center (97 acres) and T-4 Hamlet Center Open (80 acres)

**B. SUMMARY OF REQUEST:**

The applicant, Scratch Golf LLC, proposes to change the zoning of a 299.2 acre parcel from T2 Rural and C5 Regional Center Mixed-Use to T3 Hamlet Neighborhood, T3 Neighborhood, T4 Hamlet Center Open, and T4 Neighborhood Center utilizing the Place Type Overlay provision in the Community Development Code. The parcel is located primarily on the south side of Bluffton Parkway and adjoins Malphrus Road to the west. The site is the current location of the Hilton Head National Golf Course, an 18-hole course with accompanying club house and other supporting uses. Most of the existing site conditions are typical of a golf course with linear fairways and wooded areas in between. Approximately 100 acres, located in the northwestern portion of the site bordering Malphrus Road and Bluffton Parkway, are less developed and heavily wooded. There is a system of lower areas and wetlands that runs parallel to Malphrus Road approximately 800 feet east of the property line.

This same property came before the Planning Commission at their September 5, 2013 meeting. At that time, the applicant was proposing to develop a Planned Unit Development (PUD) concept plan that would permit 2,000,000 square feet of commercial, 500 dwelling units and 700 hotel rooms. The Planning Commission denied the rezoning. Some of the concerns raised were that no Traffic Impact Analysis was submitted and that the development would likely have a profound impact on traffic. The Commission also requested to see a market analysis to show that the region could support the large amount of commercial development that was being proposed. Also, residents of neighboring subdivisions such as Heritage Lakes and Village Olde Town were concerned about adverse impacts that the proposal would have on their neighborhoods. The applicant withdrew the application. Since that time, the Community Development Code (CDC) was adopted. Since the CDC does not have a provision for a PUD, staff directed the applicant to consider using the Place Type Overlay Zone option.

**C. CHANGES FROM SEPTEMBER 2016 SUBMITTAL:** At the September 1, 2016 Planning Commission meeting, the Commission motioned to defer action on this rezoning for 30 days and requested that staff and the applicant get together to address the following concerns

- Revising the regulating master plan to meet the requirements of the Place Type Overlay Zone;
- Addressing the timing, cost, and who will pay for the required offsite transportation improvements needed to support the rezoning;
- Addressing the access to Heritage Lakes as it is impacted by the proposed development; and
- Considering an alternative to a flyover at the intersection of Hilton Head National Drive.

The applicant has addressed these concerns through the following revisions to the application:

1. There is a small reduction in the intensity of the proposed zoning districts that would have a small impact on the buildout potential of the property. Below is comparison of the September and December submittals:

Proposed Zoning District	September submittal (acres)	December Submittal (acres)
T4 Neighborhood Center	124	97
T4 Hamlet Center Open	66	80
T3 Neighborhood	110	49
T3 Hamlet Neighborhood	0	74

Overall, there has been a reduction in the total T4 acreage from 190 acres to 177 acres with a greater share being in the T4HCO district which is less intense than T4NC. Additionally, of the 123 acres of T3, 74 are proposed to be zoned T3HN which is less intense than T3N.

2. The internal disposition of transect zones and thoroughfares has been revised to address the requirements of the Place Type Overlay District, with greater internal and external connectivity and gridded streets.
3. The TIA has been revised to reduce the development assumptions:

Land Use	September land Use Assumptions	December Land Use Assumptions
Retail	700,000 sf	400,000 sf
Hotel Rooms	500 rooms	500 rooms
Apartments	400 units	300 units
Adventure Park	650 parking spaces	650 parking spaces
Single Family Homes	500 units	300 units
Convention Center	125,000 sf	100,000 sf
Performing Arts Center	1,500 seats	1,500 seats
Assisted Living	250 beds	400 beds
Office	0 sf	125,000 sf
Schools	0 students	1,200 students

Overall there have been reductions in retail, multi-family, single-family and the convention center. These reductions are partially offset by increases in the assisted living, offices and schools.

4. The TIA no longer recommends a flyover at the intersection of US 278 and Hilton Head National Drive. This intersection is shown to remain non-signalized. The TIA does not show a new entrance for Heritage Lakes at the roundabout and does not provide any specific recommendations for how access will be addressed at the subdivision.

#### **D. PLACE TYPE OVERLAY:**

The Place Type Overlay (PTO) Zone is a provision in Article 3 of the Community Development Code that provides a framework for applicants that have properties that are identified in the Comprehensive Plan as rural crossroad, hamlet, and village place types to seek a comprehensive zoning amendment to establish transect zones to implement the vision for these place types. The Place Type Overlay (PTO) Zone is intended to create and reinforce walkable, urban environments with a mix of housing, civic, retail, and service choices and that achieve the following:

- Improve the built environment and human habitat.
- Promote development patterns that support safe, effective, and multi-modal transportation options, including auto, pedestrian, bicycle, and ultimately transit. This will minimize vehicle traffic by providing for a mix of land uses, walkability, and compact community form.
- Provide neighborhoods with a variety of housing types to serve the needs of a diverse population.



- Remove barriers and provide incentives for walkable urban projects.
- Promote the greater health benefits of a pedestrian-oriented environment.
- Reinforce the character and quality of local communities, including crossroads, neighborhoods, hamlets, and villages.
- Reduce sprawling, auto-dependent development.
- Protect and enhance real property values.
- Reinforce the unique identity of Beaufort County that builds upon the local context, climate, and history.

The Hilton Head National site is identified as a Village Place Type in the Comprehensive Plan. Village place types are typically made up of clusters of residential neighborhoods of sufficient intensity to support a central, mixed-use district. The mixed-use environment can be located at the intersection of multiple neighborhoods or along a corridor between multiple neighborhoods. The Place Type Overlay Zone has a minimum threshold size of 110 acres and a maximum of 500 acres. The table below shows the required allocation of transect zones that can be used in the rezoning for the Village place type.

Allocation Mix of Transect Zones for the Village Place Type		
Transect Zone	Percentage of Land Assigned to Zone	
T3 Edge (T3E)	No min.	25% max.
T3 Hamlet Neighborhood (T3HN)	No min.	25% max.
T3 Neighborhood (T3N)	25% min.	70% max.
T4 Hamlet Center Open (T4HCO) and/or T4 Neighborhood Center (T4NC)	10% min.	50% max.

In Section G, below, this application is evaluated using the requirements in the Place Type Overlay Zone.

- E. TRAFFIC IMPACT ANALYSIS (TIA):** The applicant hired Bihl Engineering to conduct a TIA for the site. The TIA assumes that by the year 2030 the following development will occur on the site - 400,000 square feet of retail space, 500 hotel rooms, 300 apartments, a 650 parking space adventure park, 300 single family homes, 400 assisted living units, a 100,000 square foot convention center, a 1,500 seat performing arts center, and a 500 student middle school and 700 student elementary school.

The TIA projects that without any improvements the intersections of US 278 at Hilton Head National Drive and US 278 at Buckingham Plantation Drive are projected to operate at Level of Service (LOS) E or F. The TIA calls for the following off-site transportation projects to bring these intersections up to LOS D:

- Constructing an overpass and ramp system at the intersection of Bluffton Parkway and Hilton Head National Drive. The US 278 intersection would remain at grade and unsignalized;
- Widening of approximately 2,800 feet of Malphrus Road to 4 lanes from US 278 to a proposed roundabout;
- Construction of a new roundabout approximately 1,300 feet south of the intersection with Bluffton Parkway;
- Building a connecting road that would connect to the planned traffic signal at Bluffton Parkway and Tanger 2, located approximately 750 feet from the Hilton Head National property line;
- Making turn lane improvements and/or phasing upgrades at Bluffton Parkway at Malphrus Road, US 278 at Malphrus Road and Bluffton Parkway at Burnt Church Road;
- Turning lanes at two proposed access points along Bluffton Parkway;
- Retiming of US 278 and Bluffton Parkway traffic signal systems.

**Stantec Report:** Due to the large scale of the proposed rezoning and the anticipated offsite transportation improvements necessary to accommodate its impact, Beaufort County engaged the services of Stantec, a transportation engineering consultant, to review the TIA (see attached report and cover memo from Colin Kinton). Stantec generally agreed with the assumptions and projections made in the TIA and the proposed list of projects. The consultant also provided a rough cost estimate for the off-site improvements and trigger points on when the improvements will need to be completed. The total estimated cost of the projects is \$12,650,000 with a majority of the improvements needed prior to the completion of Phase 1 as defined in the TIA.

**F. SITE ASSESSMENT AND ECONOMIC IMPACT ANALYSIS:** The applicant contracted with USCB and Clemson to conduct a site assessment and economic impact analysis for the Hilton Head National site. The study summarized demographic and income trends in Bluffton and Hilton Head Island; provided the results of a resident survey; analyzed tourism trends for the region, analyzed the current market for lodging and retail; and provided an economic and fiscal analysis of a hypothetical retail and lodging development. One of the conclusions of the analysis was that the region could support 400,000 additional square footage of retail development if specific retail segments were targeted that are currently underserved in the region.

**G. ZONING MAP AMENDMENT ANALYSIS:** Section 7.3.40 of the Community Development Code states that a zoning map amendment may be approved if the proposed amendment:

1. ***Is consistent with and furthers the goals and policies of the Comprehensive Plan and the purposes of this Development Code:*** A majority of the site has a future land use designation of Rural, which is defined in the Comprehensive Plan as lands situated outside growth areas that are meant to retain their rural character with low density residential development, small-scale commercial, and agricultural land uses. This site does not meet these criteria and should transition into a more suburban or urban form of development to be consistent with its location in the Bluffton Area and surrounding uses. The Comprehensive Plan anticipated the future transition of this area and as such designated the site as a Village place type.
2. ***Is not in conflict with any provision of this Development Code, or the Code of Ordinances:*** The Place Type Overlay Zone provides a framework for applicants that have properties that are identified in the Comprehensive Plan as rural crossroad, hamlet, and village place types to seek a comprehensive zoning amendment to establish transect zones to implement the vision for these place types as outlined in Section 3.4.80 of the Community Development Code.
3. ***Addresses a demonstrated community need:*** Not applicable.
4. ***Is required by changing conditions:*** The extension of the Bluffton Parkway gave this property direct access to a minor arterial approximately 5 years ago. The completion of Bluffton Parkway (Phase 5B) is anticipated to bring more vehicles to the parkway and increase the commercial viability of the area. The Bluffton Parkway is also a major cycling and pedestrian corridor that links this site to many of the residential communities, shopping areas, recreation, employment and schools in the Bluffton area south of US 278. The availability of multiple modes of transportation support makes the site more suitable to walkable mixed-use development.
5. ***Is compatible with existing and proposed uses surrounding the land subject to the application, and is the appropriate zone and uses for the land.*** The proposed zoning change is generally compatible with the surrounding development. North of the site is Lowes and other regional commercial uses on the US 278 corridor. On the east are the Old South golf course and the preserved Ulmer Tract. Two residential subdivisions are located west of the site (Heritage Lakes and the Olde Town PUD). South of the site on Foreman Hill Road are large-lot single family residences. The impact on these residential areas is lessened by having the T3 Neighborhood and T3 Hamlet Neighborhood districts located along Malphrus Road.
6. ***Would not adversely impact nearby lands.***

See item 4 above.

7. ***Would result in a logical and orderly development pattern.***

See item H below.

8. ***Would not result in adverse impacts on the natural environment – including, but not limited to, water, air, noise, storm water management, wildlife, vegetation, wetlands, and the natural functioning of the environment.*** The existing site features an 18-hole golf course with fairways separated by stands of upland forest. According to a 1988 survey, 20.5 acres running through the center of the site consists of forested wetlands which were not disturbed as part of the golf course development. Existing stormwater is directed toward several detention ponds on site that eventually drain into Mackay Creek to the north and east and the May River to the south. When a more detailed master plan is submitted, staff will look for innovative site planning that protects natural resources on the site and preserves water quality in the surrounding water bodies.

9. ***Would result in development that is adequately served by public facilities (e.g. streets, potable water, sewerage, storm water management, solid waste collection and disposal, schools, parks, police, and fire and emergency facilities)***

The applicant has received letters from the Beaufort County Sheriff's Office, the Bluffton Fire District, the Beaufort County School District, Hargray, Palmetto Electric Cooperative, SCE&G, and the Beaufort Jasper Water Sewer Authority. The School District expressed concern that the development would potentially add enough school aged children to support an additional school. They requested that the development set aside space for a future school site.

**H. PLACE TYPE OVERLAY ANALYSIS:** Article 3, Section 3.4.80 provides the requirements that must be met by applications for a comprehensive zoning amendment to establish transect zones to implement the rural crossroads, hamlet, or village place type.

1. ***Size and Intensity of place types: The minimum and maximum site area and maximum density of place types are established:*** The Hilton Head National site is approximately 300 acres and is well within the minimum (110 acres) and maximum (500 acres) size threshold for a Village place type.
2. ***Allocation of Transect Zones: Applications for a comprehensive amendment under the provisions of the Place Type Overlay (PTO) Zone shall assign and map transect zones to each pedestrian shed according to the percentages allocated in the Table 3.4.80.E.*** This application does not fall within the minimum and maximum allocations of transect zones for the Village place type. 190 acres is proposed to be zoned either T4 Hamlet Center or T4 Neighborhood Center which makes up 59% of the site area. Table 3.4.80.E of the CDC assigns a maximum of 50% of the site area to have T4 transect zones. In addition, only 16% of the site is T3 Neighborhood, which is supposed to make a minimum of 25% of the site. However, Section 3.4.80.E allows the Director to modulate this requirement as long as the proposed regulating plan meets the objectives of the Place Type Overlay Zone.
3. ***Transect Organization: Transects shall be organized in a manner that responds appropriately to a site's context. More intense transect zones shall be organized around neighborhood centers and neighborhood main streets in visible and accessible locations suitable for greater intensities, typically at or near the center of a pedestrian shed.*** The Village place type generally should be laid out with residential neighborhoods of sufficient intensity to support a central, mixed-use environment. The mixed-use environment can be located at the intersection of two or more neighborhoods or along a corridor between neighborhoods. The organization of transect zones generally meet these requirements with the mixed use center located at the intersection of two main thoroughfares and the intensity of districts tapering away from the center.
4. ***Transition of Transect Zones: When applying transect zones, transitions between transect zones containing the neighborhood designation are encouraged to occur within the block or across alleys, but may occur across a street.*** The Regulating Master Plan shows transitions between transect zones to be across major streets or bodies of water.

5. ***Pedestrian Sheds: Place Types shall be structured with pedestrian sheds to determine the scale and center.*** The Village is meant to be pedestrian friendly with a vast majority of residents living within a 5-10 minute walk from a main street or neighborhood center. The radius around the center is called a pedestrian shed. Three neighborhood centers are shown on the plan. A minor revision should be made to the regulating master plan showing the linear, “racetrack-shaped” pedestrian shed located around the main street the mixed-use center in accordance with Section 2.350.B2 of the CDC; and eliminating the pedestrian shed shown at the adventure park and resort hotel. With these minor revisions, there is still ample walkability in the proposed plan.
6. ***Thoroughfare Network: The thoroughfare network shall meet the standards in Section 2.3.70 (Thoroughfares).*** Villages are meant to be organized within an interconnected network of streets and blocks with development oriented to the streets. The proposed plan provides adequate internal and external connectivity that meets the requirements of this standard.
7. ***Civic Space: Open space, civic spaces and civic buildings shall be allocated according to the standards in Section 2.3.80 (Open Space, Civic Space and Civic Buildings).*** The Regulating Master Plan provides the location of playgrounds, pocket parks, plazas, squares, greens and preserved areas.
8. ***Main Street: Place types shall have a main street along both sides of a primary through thoroughfare or perpendicular to and directly engaging a primary through thoroughfare.*** See comments under item 5 above.
9. ***Place types shall incorporate appropriate transitions to the scale and character of the surrounding walkable urbanism.*** The site does not directly adjoin any walkable urban communities. There is an opportunity to coordinate development on the northeast corner of the site with the proposed 20 acre Executive Golf site rezoning. Also, there are opportunities to coordinate internal pathways with the multi-use trail along the Bluffton Parkway.
10. ***Natural Context: Place Types shall be calibrated to suit specific topographical, environmental, site layout, and design constraints unique to the site or its location within the County, yet each place type will be consistent in terms of structure and content based on the provisions of this Division.*** The Regulating Master Plan works around one natural feature on the site. There is a system of lower areas and wetlands that runs parallel to Malphrus Road approximately 800 feet east of the property line that is shown to be preserved. This makes up less than 10% of the total site area. There are many other natural features on the site that could be incorporated into the Regulating Master Plan to create a network of open spaces that correspond with the various civic spaces shown on the plan. This is especially important because it is likely that there will be multiple developers and multiple phases of this development.

#### **I. STAFF RECOMMENDATION:**

Staff acknowledges that the existing zoning of Hilton Head National (T2 Rural) is no longer appropriate for the site. The Comprehensive Plan anticipated the future transition of this area to a more intense zoning than T2 Rural and as such designated the site as a Village place type. The Place Type Overlay (PTO) Zone provides a framework for properties identified in the Comprehensive Plan to seek a zoning amendment to establish transect zones to implement the vision for the place type and the applicant has generally met the requirements of the overlay district.

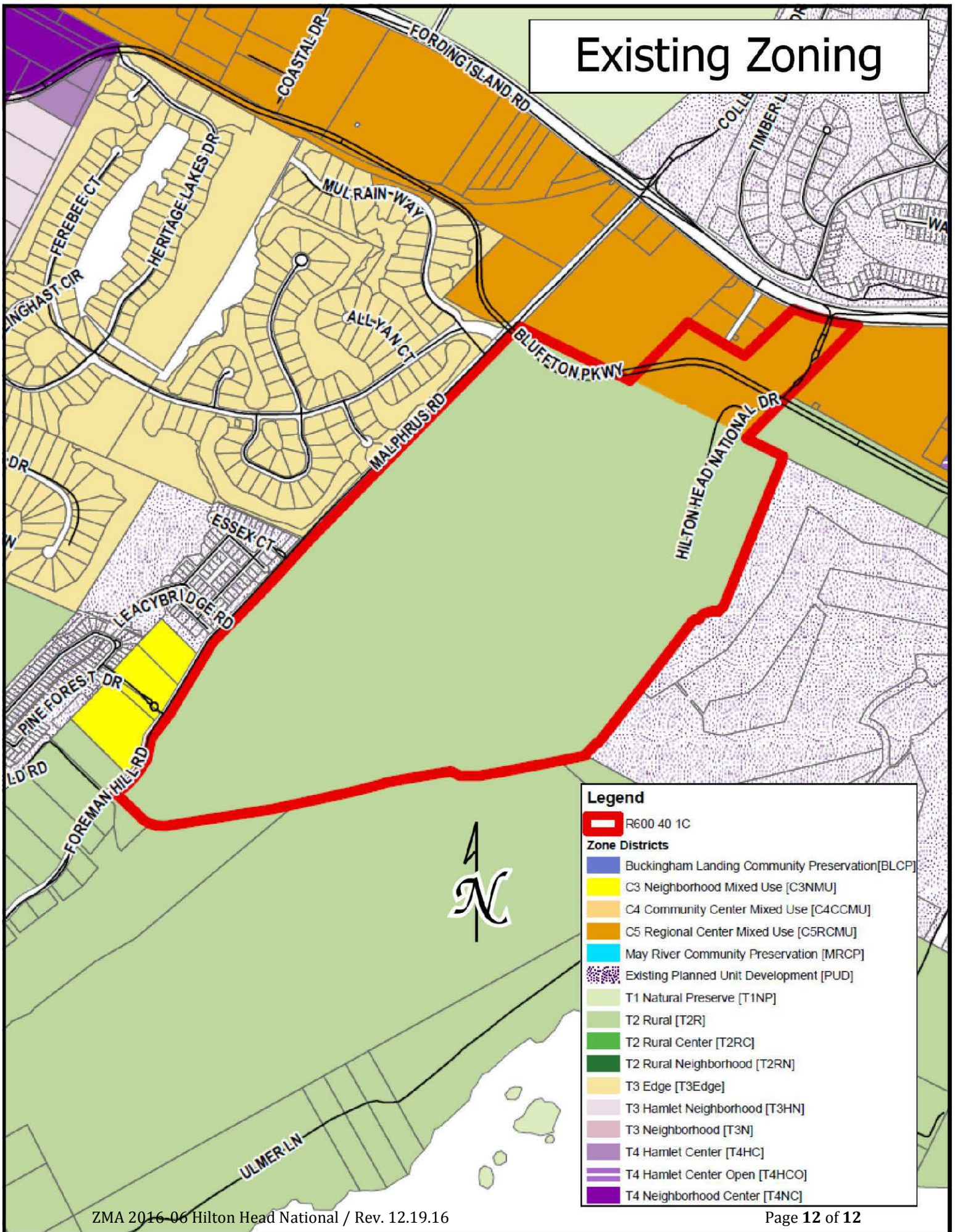
Staff recommends approval of the proposed rezoning with the condition that a Development Agreement is formulated and executed concurrently with the approval of this zoning application by County Council. Due to the large scale of the proposed rezoning, an estimated \$12,650,000 worth of off-site transportation improvements have been identified as necessary to address future deficiencies in the road network. In addition to these off-site improvements, the proposed development has significant internal infrastructure needs such as streets, parks, trails, and a proposed school. Therefore the Development Agreement should address the following:

1. The timing, cost, and nature of funding for the internal and off-site infrastructure improvements to support this development;
2. Commitment, timing, and details of the proposed 25 acres to be dedicated to the development of an elementary and middle school; and
3. Commitment and timing to work with the Heritage Lakes POA on the development of a new entrance to the community.

**J. ATTACHMENTS:**

- Existing Zoning Map
- Proposed Zoning Change (Revised 11/2016)
- Map 4-9: Place Type Overlay – Southern Beaufort County
- Memos from Beaufort County Traffic & Transportation & Stantec (reviewing Applicant's TIA)
- Letters from Towns of Bluffton and Hilton Head Island
- Application
- List of Property Owners Notified & Notification Letter sent to Abutting Property Owners
- Photos of Signs Posted Notifying the Community

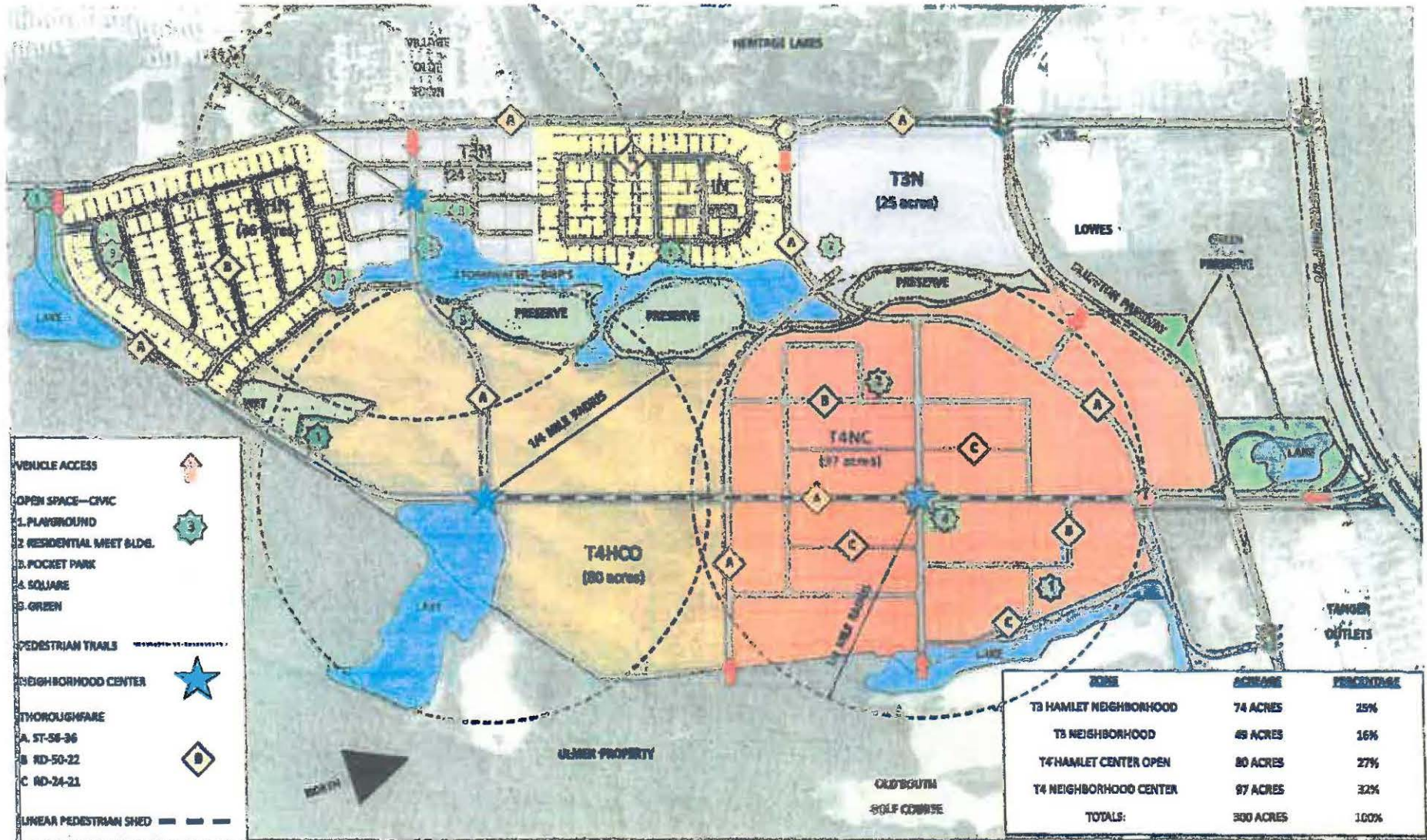
# Existing Zoning



**Legend**

- R600 40 1C
- Zone Districts**
- Buckingham Landing Community Preservation [BLCP]
- C3 Neighborhood Mixed Use [C3NMU]
- C4 Community Center Mixed Use [C4CCMU]
- C5 Regional Center Mixed Use [C5RCMU]
- May River Community Preservation [MRCP]
- Existing Planned Unit Development [PUD]
- T1 Natural Preserve [T1NP]
- T2 Rural [T2R]
- T2 Rural Center [T2RC]
- T2 Rural Neighborhood [T2RN]
- T3 Edge [T3Edge]
- T3 Hamlet Neighborhood [T3HN]
- T3 Neighborhood [T3N]
- T4 Hamlet Center [T4HC]
- T4 Hamlet Center Open [T4HCO]
- T4 Neighborhood Center [T4NC]

PROPOSED ZONING CHANGE (Revised 11/2016)



LOCATION MAP  
+/- 300 ACRES

**GATEWAY to HILTON HEAD**

REGULATING MASTER PLAN



Hilton Head  
National

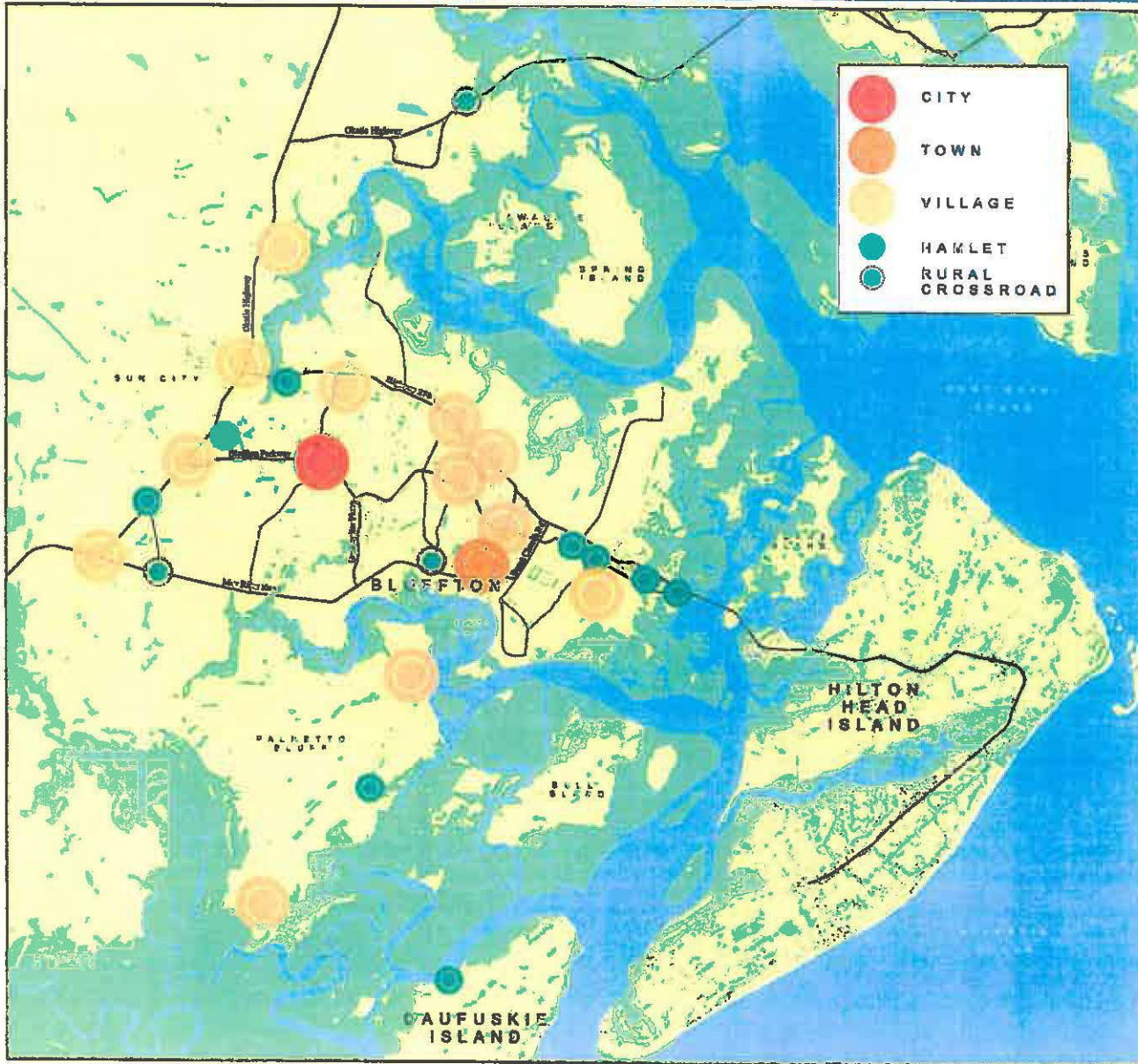


KPA architecture design



Chapter  
4  
Land Use

Map 4-9:  
Place Type  
Overlay  
Southern  
Beaufort County



2010 Beaufort County  
Comprehensive Plan





COUNTY COUNCIL OF BEAUFORT COUNTY  
BEAUFORT COUNTY TRAFFIC & TRANSPORTATION  
ENGINEERING DEPARTMENT  
113 Industrial Village Road, 29906  
PO Drawer 1228, Beaufort, SC 29901-1228  
Phone: (843) 255-2940 Fax: (843) 255-9443

## MEMORANDUM

**TO:** Tony Criscitiello  
**FROM:** Colin Kinton *CK*  
**DATE:** November 23, 2016  
**Subject:** Hilton Head National Golf Club Rezoning Request Transportation Review

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Traffic Engineering contracted with Stantec Engineering to perform a third party review, which is attached. Traffic Engineering agrees and supports the following summary recommendations from Stantec's review:

1. Greater consideration should be given to alternate modes of transportation.
2. Trip generation, trip distribution and background growth are acceptable; however, trip distribution to/from Hilton Head Island may be low. It should be noted that the traffic impact analysis (TIA) provided by the applicant is based on the assumption of a specific development pattern and development density. Should the zoning allow greater density of development than considered in the TIA presented, then additional mitigation may be necessary.
3. Individual TIA reports should be prepared for each individual development within the overall tract as they are permitted to evaluate traffic impacts and necessitate implementation of improvements to mitigate individual impacts.
4. The submitted TIA recommends multiple network improvements. These improvements will adequately serve to mitigate the development's anticipated impacts for the proposed development pattern and density. There is sufficient capacity within the existing public roadway network to serve the proposed increased development density assumed in the rezoning application with the implementation of these recommended improvements.
5. Stantec recommended a timeline for implementation of recommended mitigation improvements that total an estimated \$12,650,000 as follows:
  - a. Town Square (97 acres) development: \$4,500,000
  - b. Phase 1 Build-out (Page 2 TIA report): \$3,800,000
  - c. Construction of Access #1 on Malphrus Rd: \$300,000
  - d. Construction of Access #2 on Malphrus Rd: \$1,500,000
  - e. Construction of Access #3 on Bluffton Pkwy: \$250,000
  - f. Phase 2 Build-out (Page 2 TIA report): \$1,600,000
  - g. Prior to any permitted access to Malphrus Rd (Heritage Lakes Access Mitigation and Resolution): \$700,000

6. Resolution of the impacts to safe and efficient access for the Heritage Lakes neighborhood continues to be a concern and should not be overlooked. Satisfactory resolution should be top priority prior to allowing actual development of the Hilton Head National tract to occur.
7. Presently, Malphrus Road is a two-lane minor collector roadway of mostly straight alignment with minimal traffic. The development of the Hilton Head National tract will result in increased traffic upon this roadway that will likely exceed the present state (asphalt condition) and purpose. Traffic Engineering recommends Malphrus Road be re-designed to provide for all users (pedestrians, cyclists, motorists and transit) as a complete street that will likely result in the resurfacing of the roadway to a greater pavement design strength. Further, a second roundabout should be included in the design of Access #5 on Malphrus Road to provide for improved roadway safety and reduce through speeds.

Attached: Stantec Engineering Memo

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To: Colin Kinton, PE  
Beaufort County Transportation  
Engineering

From: Stuart Day, PE, PTOE  
Stantec

File: 171001906

Date: November 22, 2016

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**Reference: Hilton Head National Golf Course Rezoning TIA – Review Comments**

Stantec has reviewed the Traffic Impact Analysis conducted by Bihl Engineering for the Hilton Head National Golf Course redevelopment proposed to be located on the south side of Bluffton Parkway, east of Malphrus Road. We offer the following comments on the analysis.

**Trip Generation**

- Stantec generally agrees with the trip generation used. The basis for the trip generation follows the ITE *Trip Generation Manual*. Internal capture and pass-by were considered in the trip generation and appeared reasonable for this type of development.
- Alternate modes were not discussed in the report; however, consideration should be given to alternate modes as the development occurs.

**Trip Distribution**

- Stantec generally agrees with the trip distribution used. The percentage towards Hilton Head Island may be considered a little low, but still reasonable.

**Background Growth**

- The analysis considered the Lowcountry Council of Governments model to develop background growth, which resulted in an assumption of 1% per year growth rate along US 278. It is stated in the report that this growth rate was agreed upon with staff.
- It should be noted that the SCDOT count stations along US 278 show a varying amount of growth over the past 5 years. Sections of US 278 show a negative growth rates, while other sections show a 2% growth over the past 5 years. A different consideration of background growth could result in different analysis results.

**Analysis/Recommendations**

- The analysis results indicate that only one of the study intersections is projected to operate at an undesirable level-of-service (US 278 & Moss Creek Drive/Buckingham Plantation Drive). This condition would exist in both the "No Build" and "Build" scenarios. As indicated in the study, this intersection should experience some relief with the completion of the Bluffton Parkway flyover.
- As with any large rezoning, it should be noted that the land uses are approximate, and not final. Considering this information, it is recommended that a traffic impact analysis be performed for each individual development within the rezoning area to determine traffic impacts, and necessary improvements, per Beaufort County and SCDOT guidelines.
- The analysis recommends providing multiple improvements, and Stantec agrees that the recommended improvements will adequately serve the roadway network under the project as currently proposed.

**Reference: Hilton Head National Golf Course Rezoning TIA – Review Comments**

- The analysis recommends providing multiple improvements, but does not outline a timeline for the proposed improvements. The following table summarizes the improvements and an approximate recommended development schedule (an exact schedule should be evaluated with each development):

Recommended Improvement	Recommended Development Schedule and Estimated Cost
Installation of EB/WB bridge on Bluffton Parkway at Hilton Head National Drive.	This improvement should be installed concurrently with the Town Square (97 acres) development; approximately \$3,500,000.
Construction of roadway connection from the project to adjacent parcel (to the east) and signalization of the intersection with Tanger 2 & Bluffton Parkway	The roadway improvement should be installed with the Town Square (97 acres) development, signalization to occur when warranted; approximately \$1,000,000.
<b>Bluffton Parkway &amp; Malphrus Road Improvements</b> <ul style="list-style-type: none"> <li>Installation of SB right-turn lane on Malphrus Road</li> <li>Installation of NB right-turn lane on Malphrus Road</li> <li>Installation of a second NB left-turn lane to form dual NB left-turn lanes on Malphrus Road</li> </ul>	These improvements should be installed prior to the completion of Phase I, or as recommended by individual traffic impact analyses; approximately \$1,000,000. Additionally, this will require signal modifications to the left-turn control.
<b>US 278 &amp; Malphrus Road Improvements</b> <ul style="list-style-type: none"> <li>Installation of exclusive NB through lane and conversion of NB left-through lane on Malphrus Road creating dual left-turn lanes</li> </ul>	This improvement should be installed prior to the completion of Phase I, or as recommended by individual traffic impact analyses; approximately \$450,000. Additionally, this will require signal modifications to the left-turn control.
<b>Bluffton Parkway &amp; Burnt Church Road Improvements</b> <ul style="list-style-type: none"> <li>Installation of NB right-turn lane on Burnt Church Road</li> </ul>	This improvement should be installed prior to the completion of Phase I, or as recommended by individual traffic impact analyses; approximately \$350,000. Additionally, this may require signal modifications.
<b>Malphrus Road &amp; Access #1 Improvements</b> <ul style="list-style-type: none"> <li>Installation of SB left-turn lane on Malphrus Road</li> </ul>	This improvement should be installed with the installation of Access #1, or as recommended by individual traffic impact analyses; approximately \$300,000.
<b>Bluffton Parkway &amp; Access #3 Improvements</b> <ul style="list-style-type: none"> <li>Installation of EB right-turn lane on Bluffton Parkway</li> </ul>	This improvement should be installed with the installation of Access #3, or as recommended by individual traffic impact analyses; approximately \$250,000.
Installation of roundabout at Malphrus Road & Access #2	This improvement should be installed with the installation of Access #2, or as recommended by individual traffic impact analyses; approximately \$1,500,000.
Widening Malphrus Road to four lanes between US 278 and Bluffton Parkway	This improvement should be installed prior to the completion of Phase I, or as recommended by individual traffic impact analyses; approximately \$2,000,000.
Widening Malphrus Road to four lanes between Bluffton Parkway and Access #2 roundabout	This improvement should be installed prior to the completion of Phase II, or as recommended by individual traffic impact analyses; approximately \$1,500,000.
Retiming of US 278 and Bluffton Parkway corridor traffic signals	This should be done at the completion of both Phase I and Phase II; approximately \$100,000.
Coordination with Heritage Lakes regarding the Heritage Lakes Drive access	Coordination should take place as soon as the rezoning is complete. Modified access to Heritage Lakes Drive should be complete prior to allowing access from the development to Malphrus Road; approximately \$700,000.



November 22, 2016  
Colin Kinton, PE  
Page 3 of 3

**Reference: Hilton Head National Golf Course Rezoning TIA – Review Comments**

The opinion of construction costs for the recommended improvements is not based on any preliminary design plans, therefore Stantec was unable to develop detailed cost estimates. The above listed opinion of construction costs should be considered general order of magnitude, planning-level costs only and does not consider inflation or escalation. These do not account for all right-of-way or utility costs that are unforeseen.

Thank you for the opportunity to review this TIA for the Beaufort County. Please let me know if you have any questions or comments on this review.

Regards,

**STANTEC CONSULTING SERVICES INC.**

A handwritten signature in black ink, appearing to read 'Stuart Day'.

Stuart Day, PE, PTOE  
Transportation Engineer  
Phone: (843) 740-6335  
Fax: (843) 740-7707  
[stuart.day@stantec.com](mailto:stuart.day@stantec.com)

Lisa Sulka

*Mayor*

Larry Toomer

*Mayor Pro Tempore*

Marc Orlando

*Town Manager*



*Council Members*

Fred Hamilton

Dan Wood

Harry Lutz

Sandra Lunceford

*Town Clerk*

August 18, 2016

Anthony Criscitiello (email to [tonyc@bcgov.net](mailto:tonyc@bcgov.net))

Beaufort County Planning Director

100 Ribaut Road, Room 115

PO Drawer 1228

Beaufort, SC 29901-1228

RE: Proposed Zoning Map Amendment/Rezoning Request for R600-040-000-001C  
(Hilton Head National Golf Course)

Mr. Criscitiello:

The Town of Bluffton recently received the request dated August 4, 2016 to submit comments with regards to the proposed rezoning of the Hilton Head National Golf Course. Meeting the spirit and the purpose of the Southern Beaufort County Regional Plan's implementation strategies the Town of Bluffton has reviewed the application materials and does not have any additional comments at this time.

Provided that the application complies with the requirements and both spirit and purpose of both the County's Community Development Code and Comprehensive Plan, we are generally supportive of the overall project. I would appreciate it if you would send me any additional information that may be further submitted concerning the request as well as the staff report once complete.

Should you have any further questions or need additional information from the Town, please don't hesitate to contact me at your convenience.

Sincerely,

Heather L. Colin, AICP

Director of Growth Management

[hcolin@townofbluffton.com](mailto:hcolin@townofbluffton.com)

Office (843)706-4592

Mobile (843)540-6946

Cc: Marc Orlando, ICMA-CM, AICP  
Town Manager

# TOWN OF HILTON HEAD ISLAND

One Town Center Court, Hilton Head Island, S.C. 29928

(843) 341-4600 Fax (843) 842-7728

www.hiltonheadislandsc.gov

David Bennett  
Mayor

William D. Harkins  
Mayor ProTem

Council Members

David Ames  
Marc A. Grant  
Thomas W. Lennex  
Kim W. Liskins  
John J. McCann

Stephen G. Riley  
Town Manager

August 18, 2016

Tony Criscitiello  
Planning Director  
100 Ribault Rd  
Beaufort, SC 29901

RE: Hilton Head National Rezoning

Dear Tony:

Thank you for submitting a copy of the application materials for the Hilton Head National comprehensive zoning map amendment to the Town of Hilton Head Island. In the spirit of the Southern Beaufort County Regional Plan's (SCBRP) implementation strategies Town Staff has taken the opportunity to review the information and make the following comments:

There is a significant increase in the amount of development that would be permitted on this property and major roadway projects are proposed for traffic mitigation, including an elevated crossing over the Bluffton Parkway and a new flyover connection to US 278. Should the development be approved, the character, phasing and timing of such projects is of special concern.

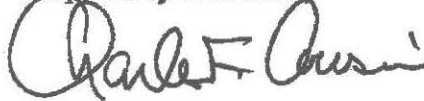
The Town and County have partnered in land acquisitions in the area to reduce overall development at the gateway to Hilton Head Island. Allowing a significant increase in density in this area would counteract those efforts.

The Bluffton Parkway was designed, funded and constructed as a controlled access bypass to provide relief from heavy traffic demands placed on US Highway 278 and provide additional capacity for emergency evacuation. Allowing for this level of intense development and trip generation potential is again contrary to these purposes.

These comments are provided to for your consideration and review.

Again, thanks for the opportunity to provide input.

Respectfully Submitted,



Charles Cousins, AICP, Director of Community Development

**BEAUFORT COUNTY, SOUTH CAROLINA  
PROPOSED COMMUNITY DEVELOPMENT CODE (CDC)  
ZONING MAP OR TEXT AMENDMENT / PUD MASTER PLAN CHANGE APPLICATION**

TO: Beaufort County Council

The undersigned hereby respectfully requests that the Beaufort County Zoning/Development Standards Ordinance (ZDSO) be amended as described below:

1. This is a request for a change in the (check as appropriate):  PUD Master Plan Change  
 Zoning Map Designation/Rezoning  Community Development Code Text
  
2. Give exact information to locate the property for which you propose a change:  
Tax District Number: R600, Tax Map Number: 040, Parcel Number(s): 001C  
Size of subject property: 299.202 ACRES Square Feet / Acres (circle one)  
Location: SOUTH SIDE BULLPIT PARKWAY + MALHEUS ROAD
  
3. How is this property presently zoned? (Check as appropriate)
 

<input type="checkbox"/> T4NC Neighborhood Center	<input type="checkbox"/> T2RC Rural Center	<input type="checkbox"/> C3 Neighborhood Mixed Use
<input type="checkbox"/> T4HC Hamlet Center	<input type="checkbox"/> T2RN Rural Neighborhood	<input type="checkbox"/> C4 Community Center Mixed Use
<input type="checkbox"/> T4HCO Hamlet Center	<input type="checkbox"/> T2RNO Rural Neighborhood Open	<input type="checkbox"/> C5 Regional Center Mixed Use
<input type="checkbox"/> T4VC Village Center	<input checked="" type="checkbox"/> T2R Rural	<input type="checkbox"/> S1 Industrial
<input type="checkbox"/> T3N Neighborhood	<input type="checkbox"/> T1 Natural Preserve	<input type="checkbox"/> Planned Unit Development/PUD
<input type="checkbox"/> T3HN Hamlet Neighborhood	<input type="checkbox"/> Community Preservation	(name) _____
<input type="checkbox"/> T3E Edge	(specify) _____	
  
4. What new zoning do you propose for this property? T3N, T4HCO, T4NC  
(Under Item 9 explain the reason(s) for your rezoning request.)
  
5. Do you own all of the property proposed for this zoning change?  Yes  No  
Only property owners or their authorized representative/agent can sign this application. If there are multiple owners, each property owner must sign an individual application and all applications must be submitted simultaneously. If a business entity is the owner, the authorized representative/agent of the business must attach: 1- a copy of the power of attorney that gives him the authority to sign for the business, and 2- a copy of the articles of incorporation that lists the names of all the owners of the business.
  
6. If this request involves a proposed change in the Community Development Code text, the section(s) affected are: \_\_\_\_\_  
(Under Item 9 explain the proposed text change and reasons for the change.)
  
7. Is this property subject to an Overlay District? Check those which may apply:
 

<input type="checkbox"/> MCAS-AO Airport Overlay District/MCAS	<input type="checkbox"/> MD Military Overlay District
<input type="checkbox"/> BC-AO Airport Overlay District/Beaufort County	<input type="checkbox"/> RQ River Quality Overlay District
<input type="checkbox"/> CPO Cultural Protection	<input type="checkbox"/> TDR Transfer of Development Rights
<input type="checkbox"/> CFV Commercial Fishing Village	
  
8. The following sections of the Community Development Code (CDC) (see attached sheets) should be addressed by the applicant and attached to this application form:
  - a. Division 7.3.20 and 7.3.30, Comprehensive Plan Amendments and Text Amendments.
  - b. Division 7.3.40, Zoning map amendments (rezoning).
  - c. Division 1.6.60, Planned Unit Developments (PUDs) Approved Prior to Dec. 8, 2014
  - d. Division 6.3, Traffic Impact Analysis (for PUDs)



9. Explanation (continue on separate sheet if needed): SEE EXPLANATION IN NARRATIVE.

It is understood by the undersigned that while this application will be carefully reviewed and considered, the burden of proof for the proposed amendment rests with the owner.

William C. Palmer, Jr. President, Seaside Golf, LLC 7/6/2016  
Signature of Owner (see Item 5 on page 1 of 1) Date

Printed Name: William C. Palmer, Jr. Telephone Number: 843-815-4653

Address: 60 Hilton Head National Drive, Bluffton, S.C. 29916

Email: wpalmer@witedco.net

Agent (Name/Address/Phone/email): MICHAEL W. KRONIMUS / 2 VEDDIE PLANTATION RD - BLUFFTON  
843-815-2021 MWRK@KTRASL.COM

UPON RECEIPT OF APPLICATIONS, THE STAFF HAS THREE (3) WORK DAYS TO REVIEW ALL APPLICATIONS FOR COMPLETENESS. THE COMPLETED APPLICATIONS WILL BE REVIEWED FIRST BY THE BEAUFORT COUNTY PLANNING COMMISSION SUBCOMMITTEE RESPONSIBLE FOR THE AREA WHERE YOUR PROPERTY IS LOCATED. MEETING SCHEDULES ARE LISTED ON THE APPLICATION PROCESS (ATTACHED). COMPLETE APPLICATIONS MUST BE SUBMITTED BY NOON THREE WORKING DAYS AND FOUR (4) WEEKS PRIOR FOR PLANNED UNIT DEVELOPMENTS (PUDs) OR THREE (3) WEEKS PRIOR FOR NON-PUD APPLICATIONS TO THE APPLICABLE PLANNING COMMISSION MEETING DATE.

PLANNED UNIT DEVELOPMENT (PUD) APPLICANTS ARE REQUIRED TO SUBMIT FIFTEEN (15) COPIES TO THE PLANNING DEPARTMENT. CONSULT THE APPLICABLE STAFF PLANNER FOR DETAILS.

FOR MAP AMENDMENT REQUESTS, THE PLANNING OFFICE WILL POST A NOTICE ON THE AFFECTED PROPERTY AS OUTLINED IN DIV. 7.4.50 OF THE COMMUNITY DEVELOPMENT CODE.

CONTACT THE PLANNING DEPARTMENT AT (843) 255-2140 FOR EXACT APPLICATION FEES.

FOR PLANNING DEPARTMENT USE ONLY:

Date Application Received:  
(place received stamp below)

Date Posting Notice Issued:

Application Fee Amount Received: \$250<sup>00</sup>

Receipt No. for Application Fee: 17437



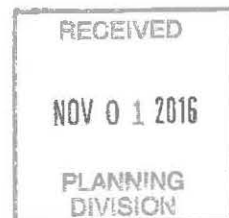
ZMA 2016/07

**Applications to Amend the  
Beaufort County Comprehensive  
Plan Future Land Use Map &  
Official Zoning Map**

**Hilton Head National Golf Club  
Scratch Golf, LLC  
299.202 Acres  
Bluffton Parkway  
R600-040-000-001C**

**Beaufort County, SC**

**Submitted to:  
Beaufort County  
Planning Division  
Beaufort, SC**



Tony Criscitello  
Beaufort County Planning Director  
Post Office Drawer 1228  
Beaufort, SC 29901-1228

November 1, 2016

Dear Tony,

Please accept the revised attached application for consideration for amendments to the Comprehensive Plan Future Land Use Map and the Official Zoning Map. On the following pages I have outlined the revisions from the previous September 1, 2016 submittal for clarity. I have also responded to the Planning Department's staff report on issues that needed remedy. The application submittal considers the provisions provided in the Southern Beaufort County Regional Plan, the Comprehensive Plan as well as zoning and development standards established by Beaufort County.

The submittal provides for a mixture of land uses and activities that are supportive of the surrounding commercial properties and existing and planned infrastructure, and further considers mitigation of current and future traffic impacts. We believe that upon approval of the proposed amendments, the project will provide a regional and community anchor that we believe is in high demand in Southern Beaufort County.

In this regard, please find all required material including application forms and associated Project Narratives, Economic Impact Analysis, Traffic Impact Assessment, Site Analysis, Concept Plan, and Letters of Service Adequacy.

Please provide a response indicating application completeness and further provide a review schedule for our use at your earliest convenience. In the meantime, please let me know if you have any questions.

Sincerely,



Michael Kronimus, AIA, NCARB  
KRA architecture & design  
for Hilton Head National – Scratch Golf, LLC



The original application was submitted on July 6, 2016 and was presented at Planning Commission on September 1, 2016. Upon reviewing the planning departments comments and also receiving comments from the Planning Commission, we are resubmitting the complete package. Below is an outline to clarify the changes made from the original submittal, and also clarifications to the staff report.

**Submittal Modifications:**

- Application narrative (page 3) – modifications and additions to proposed transect zones and percentages.
- Exhibit "C" Traffic Impact Analysis – the study has been revised based on the comments from planning commission and the county engineer.
- Exhibit "F" Adjacent Zoning Map – the map has been updated to show the new allocated zoning for The Executive Golf Club.
- Exhibit "G" Conceptual Master Plan – the map has been revised to conform to more of a town center design layout. We have now combined "Arts Alley", "Spring Lake" into "Town Square". "Civic – Schools" has been moved to be more central inside the property, and "The Landings" is now a senior housing component that has been relocated to the northwest side of the property.
- Exhibit "H" Regulating Master Plan – the map has been revised also to conform to more of a town center design layout. We have introduced another transect zone – T3HN, and also modified the percentages as per the schedule herein. We have three true neighborhood centers connected via a linear pedestrian shed. We have made the road systems more simple with additional external connections for the future.

Below is the response to items "G" & "H" from the September 1, 2016 Planning Departments staff review. Additional comments have been added to correct the concern of the Planning Commission.

**G. PLACE TYPE OVERLAY ANALYSIS:** Article 3, Section 3.4.80 provides the requirements that must be met by applications for a comprehensive zoning amendment to establish transect zones to implement the rural crossroads, hamlet, or village place type.

1. Size and Intensity of place types: The minimum and maximum site area and maximum density of place types are established: The Hilton Head National site is approximately 300 acres and is well within the minimum (110 acres) and maximum (500 acres) size threshold for a Village place type.

Complies, no issues taken.

2. Allocation of Transect Zones: Applications for a comprehensive amendment under the provisions of the Place Type Overlay (PTO) Zone shall assign and map transect zones to each pedestrian shed according to the percentages allocated in the Table 3.4.80.E. This application does not fall within the minimum and maximum allocations of transect zones for the Village place type. 190 acres is proposed to be zoned either T4 Hamlet Center or T4 Neighborhood Center which makes up 63% of the site area. Table 3.4.80.E of the CDC assigns a maximum of 50% of the site area to have T4 transect zones. However, Section 3.4.80.E allows the Director to modulate this requirement as long as the proposed regulating plan meets the objectives of the Place Type Overlay Zone.

Based on the redesign of the "Regulating Plan" we are these new transect zones and percentages:

T3 Hamlet Neighborhood	74 acres	25%
T3 Neighborhood	49 acres	16%
T4 Hamlet Center Open	80 Acres	27%
T4 Neighborhood Center	97 Acres	32%

The application falls within allocations for T3 Hamlet Neighborhood. T3 Neighborhood is below the 25% minimum due to the fact that we moved most of this density to T3HN in response to planning staff and council recommendations. The total T4 Hamlet Center Open and T4 Neighborhood Center is above the maximum 50% due to the fact that the donation of land to the school district increases this zone by 9%. We feel both of these are minimal and believe the Director will comply.

3. Transect Organization: Transects shall be organized in a manner that responds appropriately to a site's context. More intense transect zones shall be organized around neighborhood centers and neighborhood main streets in visible and accessible locations suitable for greater intensities, typically at or near the center of a pedestrian shed. The Village place type generally should be laid out with residential neighborhoods of sufficient intensity to support a central, mixed-use environment. The mixed-use environment can be located at the intersection of two or more neighborhoods or along a corridor between neighborhoods. The proposed transect zones shown in the Regulating Master Plan (Appendix H) are very "course grained" and do not show variation that would place the more intense transect zones in the center of the pedestrian sheds. Approximately 63% of the site area is proposed to be zoned T4 Hamlet Center Open and T4 Neighborhood Center. Both of these zones allow large retail buildings, offices, services, multi-family residential and light industrial uses. The remainder of the site is zoned T-3 Neighborhood which permits single-family residential along with some multi-family options.

The "Regulating Plan" has been modified to be in line now with the comments above and also to provide a smooth transition between transect zones.

4. Transition of Transect Zones: When applying transect zones, transitions between transect zones containing the neighborhood designation are encouraged to occur within the block or across alleys, but may occur across a street. The Regulating Master Plan shows transitions between transect zones to be across major streets or bodies of water.

The "Regulating Plan" has been modified to be in line now with the comments above and also to provide a smooth transition between transect zones.

5. Pedestrian Sheds: Place Types shall be structured with pedestrian sheds to determine the scale and center. The Village is meant to be pedestrian friendly with a vast majority of residents living within a 5-10 minute walk from a main street or neighborhood center. The radius around the center is called a pedestrian shed. Three neighborhood centers are shown on the plan. Two of them are located in the T4 Neighborhood Center district and do not correspond with a proposed street or civic space. The third neighborhood center is located within an area designated in the Conceptual Master Plan to be a "Discovery Park" which is likely to be restricted to those paying for admission. Also, approximately 100 acres of the site, and a majority of the proposed single family housing, fall outside of the pedestrian sheds.

The redesign is now a true "Village" with residential occurring not only on the peripheral, but also located in the downtown village. There are neighborhood centers in the T4NC, T4HCO and T3N transect zones. These zones are also connected linearly with a pedestrian shed.

6. Thoroughfare Network: The thoroughfare network shall meet the standards in Section 2.3.70 (Thoroughfares). Villages are meant to be organized within an interconnected network of streets and blocks with development oriented to the streets. The organization of the streets shown on the Regulating Master Plan does not meet the basic requirements of a Village place type. Within the T4 transect zones, the plan only shows a system of parkways designed to move someone from one development to another. The system of parkways more resembles a shopping mall with a ring road that accesses parking lots. Additionally there are no road connections between the single-family residential neighborhood and the remainder of the site.

The "Regulating Plan" has been modified to be in line now with the comments above and also to provide a new system of organized streets in lieu of parkways and parking lots.

7. Civic Space: Open space, civic spaces and civic buildings shall be allocated according to the standards in Section 2.3.80 (Open Space, Civic Space and Civic Buildings). The Regulating Master Plan provides the location of playgrounds, pocket parks, plazas, squares, greens and preserved areas. See additional comments under item 10 below.

Complies, no issues taken.

8. Main Street: Place types shall have a main street along both sides of a primary through thoroughfare or perpendicular to and directly engaging a primary through thoroughfare. See comments under item 5 above.

The "Regulating Plan" has been modified to be in line now with the comments above and also to provide a new main street scenario that is engaging to thoroughfares.

9. Place types shall incorporate appropriate transitions to the scale and character of the surrounding walkable urbanism. The site does not directly adjoin any walkable urban communities. There is an opportunity to coordinate development on the northeast corner of the site with the proposed 20 acre Executive Golf site rezoning. Also, there are opportunities to coordinate internal pathways with the multi-use trail along the Bluffton Parkway.

We are promoting walkability with the neighboring communities, Heritage Lakes and Village at Olde Town via cross and sidewalks. We are showing future connectivity to Old South Golf Course and Ulmer Property. The connection of bike paths and sidewalks to Bluffton Parkway will also be key in serving this development for patrons.

10. Natural Context: Place Types shall be calibrated to suit specific topographical, environmental, site layout, and design constraints unique to the site or its location within the County, yet each place type will be consistent in terms of structure and content based on the provisions of this Division. The Regulating Master Plan works around one natural feature on the site. There is a system of lower areas and wetlands that runs parallel to Malphrus Road approximately 800 feet east of the property line that is shown to be preserved. This makes up less than 10% of the total site area. There are many other natural features on the site that could be incorporated into the Regulating Master Plan to create a network of open spaces that correspond with the various civic spaces shown on the plan. This is especially important because it is likely that there will be multiple developers and multiple phases of this development.

We are using many natural features on this site as we move forward in the development of the project. We have incorporated playgrounds, pocket parks, town squares and green spaces throughout. We are also developing over a mile of wetland preserves to serve as a natural storm water BMP. Also our focus is to construct over 5 miles of trails throughout the project to allow for public access to walk and bike.

#### H. STAFF RECOMMENDATION:

Staff recommends deferral of the application for 30 days. Staff does acknowledge that the existing zoning of Hilton Head National (T2 Rural) is no longer appropriate for the site. The Comprehensive Plan anticipated the future transition of this area to a more intense zoning than T2 Rural and as such designated the site as a Village place type. The Place Type Overlay (PTO) Zone provides a framework for properties identified in the Comprehensive Plan to seek a zoning amendment to establish transect zones to implement the vision for the place type. Staff finds there are four areas of concern that need to be addressed before final consideration of this rezoning application:

1. The Regulating Master Plan does not meet the requirements of the Place Type Overlay Zone as set forth in Article 3 of the Community Development Code. The details of the deficiencies of the Regulating Master Plan are discussed in Section G above.

We feel that the redesign of the "Regulating Plan" has covered all of the issues as we have noted above.

2. There are a number of off-site transportation improvements that are necessary to support the intensity of development that is being proposed. The details of who will pay for these improvements and how they will be timed to correspond to different phases of the proposed development need to be addressed.

All transportation improvements that are necessary have been outlined in the revised Traffic Study. We have broken the improvements into two phases. The timing of these improvements occur over 10 years as two intervals as noted. The owner will fund the improvements to the site either privately or through a funding mechanism. We understand no permits will be provided until the improvements listed are implemented.

3. The entrance to the Heritage Lakes subdivision will be adversely impacted by the proposed widening of Malphrus Road, which is an improvement that the Traffic Impact Analysis deemed necessary to support this development. A solution to address access needs to be identified and have the support of the Heritage Lakes property owners association.

**We have studied the impact of traffic on Heritage Lakes at Malphrus intersection for some time now. We strongly feel that a solution will need to be presented, one that works for not only the County, but Hilton Head National and Heritage Lakes combined. We propose to work through these proposed scenarios over the course of the "Development Plan" process of this project over the next year.**

4. The Traffic Impact Analysis calls for the construction of a flyover at Hilton Head National Drive from US 278 and an overpass and ramp system at Bluffton Parkway. In addition to the expense of this project, this proposed improvement would have a great visual impact on the greater Bluffton area, which should be further explored.

**This has been removed from the project, this will no longer have a visual impact.**



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  - ii. Bluffton Township Fire District**
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**THE ZONING MAP AMENDMENT APPLICATION**

**OF  
HILTON HEAD NATIONAL GOLF COURSE**

**FOR  
AMENDMENT BY THE COUNTY OF BEAUFORT ZONING MAP PROVIDING FOR THE CHANGE OF USE FROM T2 RURAL (T2R) AND C5 REGIONAL CENTER MIXED-USE (C5RCMU) TO T3 HAMLET NEIGHBORHOOD (T3HN), T3 NEIGHBORHOOD (T3N), T4 NEIGHBORHOOD CENTER (T4NC), AND T4 HAMLET CENTER OPEN (T4HCO) IN ACCORDANCE WITH A VILLAGE PLACE TYPE OVERLAY DISTRICT THROUGH AN AMENDMENT TO THE ORIGINAL OFFICIAL ZONING MAP IN ACCORDANCE WITH THE BEAUFORT COUNTY COMMUNITY DEVELOPMENT CODE ENACTED BY THE COUNTY COUNCIL OF BEAUFORT COUNTY, SOUTH CAROLINA, ON DECEMBER 8, 2014, PURSUANT TO ORDINANCE 2014/36 ENTITLED "AN ORDINANCE TO ADOPT THE 2014 BEAUFORT COUNTY COMMUNITY DEVELOPMENT CODE WITH PROCEDURES TO ENGAGE IN A SIX-MONTH AND ONE-YEAR EVALUATION AND REVIEW"**

**I. INTRODUCTION**

This application seeks approval of a zoning map amendment to allow for the redevelopment of the Hilton Head National Golf Course as a mixed use village. This document sets out the merits and justification for this zoning map amendment in detail below. In general:

- **The request is consistent with the Beaufort County Comprehensive Plan.** The Comprehensive Plan identifies the property that is subject to this application as a "Village Place Type Overlay", and the request zoning map designation is "Village Place Type Overlay Zone".
- **The request fully complies with the Beaufort County Community Development Code.** The Development Code sets out a series of map amendment standards, including general standards that apply to all map amendments, and standards that apply specifically to Place Type Overlays. As is demonstrated in this document, all applicable standards are met or will be met at time of subsequent land development plan approvals, without the need for modulations or other waivers.
- **The proposed development will benefit Beaufort County.** The proposed development is anticipated to include a mixed use development with a walkable and pedestrian friendly environment that provides needed housing, commercial, and institutional uses that will help meet the changing needs of the community.
- **The proposed development will not adversely impact surrounding areas.** The development has been designed with a compatible and orderly transition of land uses based input from adjacent residential neighborhoods.

This document is made a part of the Zoning Map Amendment Application (this "Application") of Hilton Head National Golf Course (the "Applicant"), and is submitted by the Applicant to the Planning Commission for the County of Beaufort (the "County") to address the zoning map amendment criteria set forth in Section 7.3.40(c) of the Beaufort County Community Development Code (the "Development Code").

## **II. PROPERTY/OWNERSHIP**

Identified as Parcel ID# R600 040 000 001C 0000, Hilton Head National is a 299.202 acre project owned by Scratch Golf, Inc., located along the south side of Bluffton Parkway, immediately adjacent to Tanger Outlets, Lowes, McDonald's, and the Suburban Lodge and is accessible via existing ingress/egress off of US Highway 278 and the Bluffton Parkway Phase 5A. Specifically, the Property is bound by Bluffton Parkway to the north, commercial and residential properties to the east and west, and the Ulmer Tract to the south and east. Bluffton Parkway Phase 5B bisects the northern portion of the subject site. See Exhibits "D" and "E".

The project includes an 18-hole golf course and associated clubhouse, golf cart maintenance facilities and office space for operations.

The proposed mixed-use project in accordance with the Development Code is intended to provide flexibility in development with improved design, character, and quality of living, entertainment, shopping, and working environments. The existing site features will be enhanced through compatible community design, careful attention to detail, and preservation of existing natural resources. In addition, the internal road network will be redesigned to provide safety to surrounding property owners. The associated illustrative Regulating Plan ("Regulating Plan") is consistent with the requirements of the Development Code. Land use and design principles used provide compatibility with the surrounding properties including the adjacent commercial regional land uses. As such, this Application serves to establish design and development standards based upon the Development Code that will serve as the framework for the long-term planning and development of this property.

### III. ZONING REQUEST

This Application seeks approval of an amendment to the Official Zoning Map of the County referred to in the Code by amending the Hilton Head National Golf Course (n/k/a Village Place Type) and its associated text to apply a Village Place Type Overlay Zone over the 299.202 acres of the Hilton Head National Golf Course identified as Parcel I.D. #R600 040 000 001C 0000 (the "Property"). The Village Place Type Overlay will be divided into transect zones as depicted on the Regulating Plan on Exhibit "H". The acreages and percentages allocations of the transect zones are as follows:

#### Current Zoning

Zone	Acreage	Percentage
T2 Rural	283 acres	94%
C5 Regional Commercial Mixed Use	17 acres	6%
Totals:	300 acres	100%

#### Proposed Zoning

Zone	Acreage	Percentage
T3 Hamlet Neighborhood	74 acres	25%
T3 Neighborhood	49 acres	16%
T4 Hamlet Center Open	80 acres	27%
T4 Neighborhood Center	97 acres	32%
Totals:	300 acres	100%

### IV. EXISTING CONDITIONS

The Village at Hilton Head National approximately 299.202 acres have been planned on available information. Aerial photography was used to identify hardwood tree groupings for master planning efforts. Changes may be required based on constraints identified the development permit process. This parcel is located along Bluffton Parkway immediately adjacent to Tanger outlets, Lowes, McDonalds and the Suburban Lodge and is accessible via existing ingress and egress off of U.S. Highway 278 and Bluffton Parkway Phase 5-A.

### V. PUBLIC OUTREACH

The Development Code provides for charrettes when modulations are requested greater than fifteen (15%) percent of the transect zone allocations permitted for Village Place Types. At an earlier stage in the project planning when applicant was considering several modulations, applicant conducted a series of charrettes (January 12, 2016, and January 26, 2016) for all residents living within five hundred (500) feet of the perimeter of the Property in order to get input from surrounding property owners. However, based in input in these meetings Applicant modified the plan so that minor modulations are being requested. This request is less than 15%

and is solely based on additions of civic and school uses. Also by adding T3 Hamlet Neighborhood by the request of the County, we are now below the T3 Neighborhood minimum.

The two charrettes were held in the Beaufort County Library in Bluffton, South Carolina, after due notice was given. A number of applicant's agents were on hand to explain to the audience the methodology adopted by the new Development Code and to allow those present to make comments in regard to the proposed Concept Plan. A third and final charrette was also provided on May 9, 2016 to present the revised Concept Plan. The public comments focused on several issues:

- **Safety and character of Malphrus Road and Foreman Hill Road.** Applicant's agents recognizing in advance this was in all probability going to be the single-most significant concern, engaged Thomas & Hutton Engineering and Bihl Engineering to design a four-lane road on the Property containing adequate street buffers and a four-lane separation along the walking trails and bike paths to buffer all of the activity on the Property from those residential communities, and to make them safer for use by those residing to the west of the Property. As provided for in Section V(F)(6) and marked Exhibit "I" are modifications of the proposed right-of-way on Malphrus Road which illustrate the landscaped shoulder, twelve-foot (12') foot vehicular lanes, landscaped median, two more vehicular lanes, and twenty-four (24') feet of landscaped shoulder, all located on the Property. It was determined by the applicant that one of the most important aspects of the project was to provide safety for those utilizing Malphrus Road and Foreman Hill Road.
- **Environmental Impacts.** It became clear from some of the comments made at the Charrettes by the individuals who are most directly involved with the safety along Malphrus Road and Foreman Hill Road that there was also serious concern about environmental impacts and traffic congestion caused by development. Most actions of government agencies that effect use of the land may not be taken officially until those agencies have conducted the thorough review of their potential environmental impact. Thus, most state legislatures have declared that all county and local agencies are "stewards of the air, water, land and living resources" and "have an obligation to protect the environment for the use and enjoyment of this and all future generations".
- **Land Use Compatibility.** There was concern about the relationships of land uses on the site to the residential neighborhoods on the west. Based on these concerns, the plans were modified so that the western portion of the site is limited to residential, civic and school uses.

## **VI. REGULATING PLAN**

### **A. Project Character and Rationale**

The proposed mixed-use project by Applicant is intended to provide flexibility in development with improved design, character, and quality of living, entertainment, shopping, and working environments. The existing site features will be enhanced through compatible community design, careful attention to detail, and preservation of existing natural resources. The proposed Rezoning Application and associated illustrative Regulating Plan are in compliance with the minimum requirements in accordance with the Development Code. Land use and design principles used provide compatibility with the surrounding properties including the adjacent commercial regional land uses. As such, this Application serves to establish design and development standards based upon current Beaufort County Standards that will serve as the framework for the long-term planning and development of this property, while recognizing the long-term impact traffic can have on other surrounding communities with the understanding that many of these restrictions and difficulties will be dealt with pursuant to the Traffic Study attached hereto and marked Exhibit "C".

### **B. Project Description**

The site to be respectively rezoned as Village Place Type is 299.202 acres, and as shown on the Regulating Plan, the transect zones for the Village Place Type in this instance are organized in a manner that responds appropriately to the site's context. More intense transect zones are organized around neighborhood centers, neighborhood main streets, and visible and accessible locations suitable for greater intensities, typically at or near the center of the pedestrian shed provided, however, that the more intense uses will be located within the transect zones on the easterly side of the Property divided by a wetland from the western portion of the Property to provide less interference with the real property and developments on the west side of the property, including Heritage Lakes and single family areas located on Foreman Hill Road.

Attached hereto and marked Exhibit "C" is a complete Traffic Impact Analysis in accordance with Division 6.3 of the Development Code prepared by Bihl Engineering. The Traffic Impact Analysis as referred to herein is based on reasonable assumptions of the future intensity and location of proposed development for the area to be rezoned.

All developments will meet the applicable requirements of the Development Code. The project will be developed in accordance with the Development Code, as provided herein. The Regulating Plan demonstrates a potential arrangement of land uses and internal road corridors designed for the purpose of allowing cars to be able to visit

the various venues within the Property without having to leave the Property in order to re-enter in another ingress point. The final layout will vary based on development needs, market conditions and environmental constraints. The Property will be accessed from two separate locations on Bluffton Parkway, as more clearly shown on Exhibit "G" and "H". The entrance locations must be approved by SCDOT and the County prior to utilizing same.

## **VII. COMPLIANCE WITH MAP AMENDMENT STANDARDS**

### **A. Zone Map Amendment Review Standards Subject to §2.3.40(C) of the Development Code.**

In accordance with Section 7.3.40(c) of the Development Code, the Applicant would respectfully request that the County Council weigh the relevance of and consider whether the extent to which the proposed amendment:

- 1) Is consistent with and furthers the goals, and policies of the Comprehensive Plan and the purposes of the Development Code.

Ordinance 2014/36 of the Beaufort County Council specifically provides that the County Council has determined that the Community Development Code which guides the proposed amendment hereby will effectively implement the Beaufort County Comprehensive Plan.

In areas of new development, consistent with the Development Code, a finding of consistency with the Comprehensive Plan and the Village Place Type provided for in the Development Code will effectively implement and be consistent with the Beaufort County Comprehensive Plan. Accordingly, based on the finding by the Beaufort County Council, the Applicant would assert that this Application is consistent with the Beaufort County Comprehensive Plan and the Development Code. Specifically, the Comprehensive Plan identifies the property that is subject to this application as a "Village Place Type Overlay", and the request zoning map designation is "Village Place Type Overlay Zone".

- 2) It is not in conflict with any provision of this Development Code or the Code of Ordinances.

No provision contained within this Application conflicts with any provision of this Development Code or the Code of Ordinances and is consistent with the Village Place Type as provided for in the Development Code.

3) Addresses a demonstrated community need.

At the request of the County, the Applicant engaged the University of South Carolina Beaufort and Clemson University to conduct a site assessment and economic impact analysis, a copy of which is attached hereto and marked Exhibit "B". This Site Assessment and Economic Impact Analysis was designed to review the needs of the surrounding region and was chaired by John Salazar, Ph.D., Director, Low Country and Resort Islands, Tourism Institute, University of South Carolina, along with his team of associates. A copy of Exhibit "B" illustrates that the proposed uses in the various transect areas set forth above are in demand by the surrounding areas, including Hilton Head, and the economic and physical impact of a hypothetical development regime for the Hilton Head National site was analyzed using the regional economic models. A survey was taken to complete the study and the results are contained within Exhibit "B".

4) Is required by changed conditions.

As set forth above, Hilton Head National Golf Course was one of the earliest public golf courses to be built in the area, but over the past several years the use of large tracts of land for golf has become less desirable to property owners due to the massive influx of golf courses in the area. The construction of Bluffton Parkway decreased the number of holes from 27 to 18, therefore making the golf course less desirable for those who want to play a 27-hole course and causing a reconfiguration of the golf course that was less desirable than with 27 holes. The total revenues produced through the playing of golf has gradually decreased from the year 2000 to 2015 and the longer terms projections suggest that this trend will continue. It is therefore obvious that the utilization of this Property as a golf course is decreasing each year and the existing site features will be enhanced through compatible community design, careful attention to detail and preservation of existing natural resources.

5) Is compatible with existing and proposed uses surrounding the land subject to the Application, and is the appropriate zone and uses for the land.

As can be seen from the regulating plan, the development is designed so that the more intensive zones and uses are toward the north, with densities transitioning down to the south and west nearer surrounding residential neighborhoods. This is consistent with the zoning patterns in the areas as shown on the adjacent zoning Exhibit "F". The more intensive zones are to the north, which matches the more intensive land uses in the proposed development.



The Applicant will also construct a road with adjoining bike paths and walking paths to buffer the adjacent properties to the west from the new multi-use activity on the property.

6) Would not adversely impact nearby lands.

A great deal of thought, engineering and design has gone into avoiding any activity that would adversely impact nearby lands, i.e. residential uses adjoining residential uses. The more dense uses of the Property are located to the east of Heritage Lakes and the Foreman Hill Road locations with adequate street buffers and a four-lane separation, along with walking trails and bike paths will buffer all of the activity on the Property from those residential communities. Attached hereto and marked Exhibit "I" are modifications of the proposed right-of-way on Malphrus Road which illustrate the landscaped shoulder, 12-foot vehicular lanes, landscaped median, two more vehicular lanes, and 24-feet of landscaped shoulder, all located on the property, said drawings prepared by Thomas & Hutton Engineering Company dated January, 2016. It is vital that this road be sufficient in size and properly buffered to provide safe, freedom of use by those residents living to the west of the property.

7) Would result in a logical and orderly development pattern.

The principal purpose of the Development Code is to provide for the development of logical and orderly development patterns. The transect zones provide the basic building form standards and lists the allowed building types, sustainable features and permitted uses within a zone. See discussion of number 5 above.

8) Would not result in adverse impacts on the natural environment – including, but not limited to, water, air, noise, storm water management, wildlife, vegetation, wetlands, and the natural functioning of the environment.

The existing site features an 18-hole golf course with fairways separated by stands of upland forest. According to a 2016 survey, 23.958 acres running through the site consists of forested wetlands which are not disturbed as part of the golf course development. Existing storm water is directed toward several detention ponds on site that eventually drain into Mackie Creek to the north and east and the May River to the south.

Natural resources will not be negatively impacted. With strict adherence to the application of the Development Code, the natural resource system will be improved through development of the property. There are no

threatened or endangered species on this site and none are known to exist within five hundred (500) feet of the project area.

- 9) Would result in development that is adequately served by public facilities (e.g., streets, potable water, sewerage, stormwater management, solid waste collection and disposal, schools, parks, police, and fire and emergency medical facilities).

Exhibit "A" provides confirmation that the development is adequately served by public facilities. Interior streets are designed to allow users of the Property to circulate inside of the boundaries of the property, primarily on the eastern side, therefore reducing the traffic impact on the western side of the Property in combination with wetlands that essentially divide the Property in a north-south direction. All solid waste collection will be the responsibility of the Owner and there will be adequate fire and emergency medical facilities available at all times.

- **Infrastructure Capacity**

The site is already served adequately by existing infrastructure and can be expanded upon without significant demand on utility providers and public investment. Public infrastructure, including roadways, water and sewer, emergency services, schools and community resources exist and are planned to be of appropriate capacity to serve the Project upon development. Availability letters of utility providers are attached hereto and marked Exhibit "A".

- **Stormwater and Environmental Protection**

The Stormwater Management Plan will be designed at the development phase and will require approval by OCRM and the Beaufort County Engineering department. The storm water will be filtered through the series of interconnected lagoons on site. Additionally, infiltration techniques will be investigated along with other items such as Littoral Shelves at the time of the final drainage system and development permit.

The proposed storm drainage system will comply with the current Beaufort County Ordinance, Beaufort County BMP Manual and OCRM regulations and will meet or exceed these requirements. The final storm water design will be submitted along with other engineering documents at the time of the development permit Application.

- **Utility Services**

- 1.) **Potable Water Distribution**

Potable Water will be provided by Beaufort-Jasper Water & Sewer Authority (BJWSA). An existing water main on Bluffton Parkway will provide adequate flow to support this project (See letter of availability from BJWSA).

- 2.) **Wastewater Collection**

Wastewater Collection will be provided by a combination of gravity sewers, pumping station(s), and force main(s) located throughout the site. The wastewater will be collected and pumped to an existing force main from which it will be transported to a wastewater treatment facility owned and operated by BJWSA.

- 3.) **Electric & Gas Supply and Service**

Power will be provided by both South Carolina Electric and Gas and Palmetto Electric since the site is bisected for this service. South Carolina Electric and Gas will provide natural gas to the site.

- 4.) **Telecommunication Service**

Telecommunication service will be provided by Hargray Communications. The telecommunications infrastructure will include voice, data, and video facilities. Initial Master Plan approval does not amend any rights provided to a landowner by the Public Service Commission or South Carolina law.

- 5.) **Bluffton Fire District**

The community is in the Bluffton Fire District jurisdiction. The water supply system will be designed to provide fire flow to adequately serve the site. (See attached letter of service from the Bluffton Fire District)

#### **6.) Beaufort County School District**

Upon meeting with the school district, there is interest and demand that a portion of the property be developed for a future school. The developer is open to this proposal and will work directly with the school district in the development phase.

#### **7.) Beaufort County Sheriff's Department**

The sheriff's department will provide all services to the property as noted in their letter.

- **Proposed Roadways**

In addition to the internal drives, a system of pedestrian walks and nature trails is planned. The proposed nature trail will be used by property owners for recreation, exercise and ecological education. A conceptual plan of the proposed nature trail and drive network is illustrated on the Regulating Plan Exhibit "H". The actual layout may differ at the time of development permit submission, based upon actual engineering and future planning, so long as the terms of the Regulating Plan are respected and followed.

Roadways and drives will be owned and maintained by The Village at Hilton Head National property association.

- **Ownership and Maintenance of Common Areas**

Development of the Property will be owned and maintained by The Village at Hilton Head National property owners association. All easements, buffers, active recreation/athletic areas, open space, nature trails, etc., will be owned by The Village at Hilton Head National property owners association. This ownership will include the maintenance of facilities, lagoons and drainage on the property.

## **B. Other Requirements for Place Type Overlay (PTO)**

The following additional requirements apply to all development within the PTO zone as more clearly shown on Exhibits "G" and "H" attached hereto:

- 1) Place Types will be structured with pedestrian sheds to determine the scale and center. See Section 2.3.50 (Pedestrian Sheds).  
  
Standard pedestrian shed - The Village at Hilton Head National will consist of pedestrian sheds based on ¼ mile, 320 foot radius around a node. Standard Pedestrian sheds are useful in planning neighborhoods.
- 2) The thoroughfare network will meet the standards in Section 2.3.70 (Thoroughfares).
- 3) Open space, civic spaces and civic buildings will be allocated according to the standards in Section 2.3.80 (Open Space, Civic Space and Civic Buildings).
- 4) Place types will have neighborhood centers/main streets to meet the standards in Section 2.3.90 (Neighborhood Centers/Main Streets).
- 5) Place types will incorporate appropriate transitions to the scale and character of the surrounding walkable urbanism.
- 6) Place Types will be calibrated to suit specific topographical, environmental, site layout, and design constraints unique to the site or its location within the County, yet each place type will be consistent in terms of structure and content based on the provisions of this Division.
- 7) Place Types will comply with the standards found in Division 5.3 (Architectural Standards and Guidelines) and maintain and support the County's design traditions and unique architectural vernacular.

Standards for parking, lighting, landscaping, signage and streets will meet or exceed the Development Code (Dated 02/2014) or as modified herein. The Master Plan will meet or exceed the minimum tree requirements as required by Division 5.11: Resource Protection Standards of the proposed Development Code.

The plan has been calibrated to suit topographic, environmental, site layout and unique design constraints. The premise behind the project is a pedestrian based project that is completely with one with nature and the outdoors. All storm water lagoons have been located in existing areas established by the golf course and also new areas that would allow for "best management practices". These practices will use the storm water as a feature and not just as a retention pond.

They are also located in areas on lower topo graphics. The wetlands and associated open lands neighboring will act as a location for greens, and nature trails to be used by all. We estimate over five miles of walking trails upon project completion, which will allow patrons to explore most of the property. Since it is an existing golf course we have mostly open space and not a dense forest. We will use all means necessary at the development plan stage to retain all specimen trees and also keep extensive buffers for noise and light. In the end this will be a high class project for all to enjoy and the landscaping, hardscaping and natural features will all be enhanced greatly.

Michael W. Kronimus  
KRA architecture & design  
2 Verdier Plantation Road  
Bluffton, SC 29910

**EXHIBIT "A"**

**Letters of Adequate Service**



P.J. Tanner  
Sheriff

**OFFICE OF SHERIFF  
BEAUFORT COUNTY  
POST OFFICE BOX 1758  
BEAUFORT, SOUTH CAROLINA 29901**

AREA CODE (843)

SHERIFF	255-3200
CHIEF DEPUTY	255-3192
CRIMINAL RECORDS	255-3232
CRIMINAL WARRANTS	255-3228
CIVIL RECORDS	255-3188
JUDGMENTS	255-3189
FAX #	255-9405
WEB SITE	<a href="http://www.bcs0.net">www.bcs0.net</a>

June 03, 2016

Mr. Michael W. Kronimus AIA, NCARB  
KRA architecture + design  
2 Verdier Plantation Road  
Bluffton, South Carolina 29910-9549

Dear Mr. Kronimus:

Reference is made to your May 24, 2016, letter requesting information concerning our ability to respond to an area of +/- 300 acres of land located on the southern side of Bluffton Parkway in Beaufort County, South Carolina.

Records on file with this Office generated from our Computer Aided Dispatch (CAD) indicate that our average response time to the area described as 4A above is 0:05minutes:051 seconds.

If I may be of any further assistance, please feel free to contact me at anytime.

Sincerely,

Michael M. Hatfield  
Chief Deputy



Beaufort County Sheriff's Office... "Dedicated, Professional Service."





**Bluffton Township Fire District**  
**Office of the Fire Marshal**

**357 FORDING ISLAND ROAD**  
**BLUFFTON, SC 29910**  
**Office: 843.757.2800**

May 26, 2016

RE: Hilton Head National +/-300 Acres

Dear Mr. Kronimus-

The project plans that you have submitted to my office recently for the Hilton Head National +/-300 Acres falls inside the boundaries of the Bluffton Township Fire District. The Bluffton Township Fire District will continue to provide fire protection for all properties located within the boundaries of the Fire District.

A more detailed set of plans will be required prior to the Fire District's approval of this site development. This letter is strictly to inform you that the Fire District will provide fire protection for the proposed development.

Should you have any other questions, please feel free to contact me at 843-757-2800 pr by e-mail at [wiltse@blufftonfd.com](mailto:wiltse@blufftonfd.com)

Sincerely,

Daniel Wiltse  
Fire Marshal  
Bluffton Township Fire District



June 7, 2016

Mr. Michael Kronimus  
KRA architecture + design  
2 Verdier Plantation Road  
Bluffton, SC 29910

Re: Hilton Head National Golf Course – ±300 Acres

Dear Mr. Kronimus,

I am writing this regarding the “Zoning Map and Text Amendment Application” for the portion of parcel R600 040 000 001C, identified on the boundary and survey map titled “Hilton Head National Golf Course”, as 296.034 acres, dated 05/20/16, drawn by Coastal Surveying Co., Inc. It is my understanding that the proposed plan is for approximately 1000 residential units. These 1000 units are proposed to be a mixture of assisted living, multi-family, and single family.

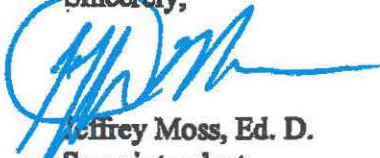
The Beaufort County School District is extremely interested in following the progress of your proposed development. As I understand the proposed development, the addition of residential units of this size would have a major impact on school capacities in this area. This impact has the potential of adding to the number of school aged children in this area of a magnitude of 1 full school or more.

Initial discussions with you as a representative of the development group have indicated a possibility of setting aside land for a school to be included as part of the development agreement. With the assistance of this donated land, Beaufort County School District could be a partner in developing a new school that could be integrated into your community plan. Under these conditions, please accept this letter as the BCSD’s commitment to support this development plan and serve students that might reside in the parcels currently or in the future. It would be our intent to serve these students through a future school to be built through a development agreement between the developer and BCSD. If an agreement to facilitate the construction of a new school does not occur, the BCSD reserves the right to remove their support for this development.

Mr. Michael Kronimus  
KRA architecture + design  
June 7, 2016  
Page -2-

I trust this letter meets your needs to allow you to continue with your rezoning process. If I can be of further assistance, please contact me.

Sincerely,



Jeffrey Moss, Ed. D.  
Superintendent  
Beaufort County School District

cc: Phyllis White, BCSD  
Robert Oetting, BCSD



May 24, 2016

Michael W Kronimus, AIA, NCARB  
President & Executive Principal  
Two Verdier Plantation Road  
Bluffton, SC 29910

Dear Mr. Kronimus:

**SUBJ: Letter of Intent to Provide Service for: Hilton Head National, South Side of Bluffton Parkway**

Hargray Engineering Services has reviewed the master plan for the above referenced project. Hargray Communications has the ability and intent to serve the above referenced project. Forward to our office a digital copy of the plan that has been approved by the county/town for use with Microstation or AutoCAD. Our office will then include owner/developer conduit requirements on the approved plan and return to your office.

**By accepting this letter of intent to serve, you also accept responsibility to forward the requirements and Project Application Form to the owner/developer. The Project Application Form identifies the minimum requirements to be met as follows:**

- Commercial buildings – apartments – villas: Minimum 4 inch diameter conduit Schedule 40 (gray electrical) PVC with pull string buried at 24 to 30 inch depth, from the equipment room or power meter location to a point designated by Hargray at the road right-of-way or property line. Conduits are required from each building site and multiple conduits may apply.
- Commercial buildings with multiple "units" may require conduit(s) minimum ¾" from main equipment entry point to termination point inside unit. Plenum type ceilings require conduits or flame retardant Teflon wiring to comply with code.
- Hotel or large commercial project requirements would be two (2) 4-inch diameter Schedule 40 PVC underground conduits.
- Equipment rooms to have ¾ inch 4'x8' sheet of plywood mounted on wall to receive telephone equipment.
- A dedicated 110-volt, 20 amp circuit with a four way outlet to power external equipment for the site. For Commercial Application
- A power ground accessible at equipment room or an insulated #6 from the service panel or power MGN to the backboard.
- Residential wiring requires CAT5E wiring (4 or 6 Pair) twisted wire for Telephone and Data. Industry Standard.
- All interior wiring should be pulled to the area immediately adjacent to the plywood backboard or power meter location. A minimum of 5' of slack is required for terminations.
- CATV inside wiring will be RG6 foil wrapped 66% braid minimum, home run to each outlet.
- A 120 AC 15 A dedicated power outlet is to be located in the service yard to supply AC power to the ONU. Power to the ONU will be provided through a Pull Out Disconnected Switch, manufactured by Square D Company, or equivalent. The Horsepower Rating for the disconnect switch is 240VAC max, 60A, not fusible.

#### **CATV Requirements**

Hargray CATV services, requires you to install one 4" Schedule 40 (gray electrical) PVC pipe to a point designated to the road right of way or property line. The "service facilities" are required to be in separate pipes to ensure quality transmission and reception for both facilities.

Any Commercial or Subdivision areas installing pipe as required should extend the pipe 5' (feet) beyond any placed or planned curbed or sidewalk edge for facility access, away from the roadside.

Should there be any changes or additions to the original master plan, this letter will only cover the areas that are shown on the original master plan. All changes or additions would require another Letter of Intent to supply service. All costs incurred by the Telephone/CATV Company resulting from any requested change or failure to comply with minimum requirements shall be borne by the Developer. Commercial projects require pre-construction meeting with Telco/CATV Company to review requirements. I am available to discuss these requirements in more detail at your convenience.

**Aid in or Aid to Construction may apply to certain projects.**

Easements are required prior to installing facilities to your site.

Sincerely,

  
Frankie Dennard,  
Developer Relations Manager  
843-816-1032  
Hargray Engineering (843) 815-1676



One Cooperative Way

Hardeeville, SC 29927-5123

843-208-5551

June 1, 2016

Michael Kronimus  
KRA Architecture & Design  
2 Verdier Plantation Rd.  
Bluffton, SC 29910

Re: Hilton Head National +/- 300 Acres Beaufort Co.  
KRA Project NO. 12112

Dear Mr. Kronimus:

Palmetto Electric Cooperative, Inc. ("PECI") has ample power available to serve the above-referenced project. The enclosed drawing shows the approximate territory assignment line that divides the property electric service rights. South Carolina Electric & Gas ("SCE&G") serves to the west and PECI serves to the east. Please contact SCE&G for adequate power to serve their portion of the site.

Upon receipt of complete development plans applicable Aid in Construction ("AIC") charges will be determined.

Thank you for your cooperation in this matter. Please contact me at (843) 208-5508 or via e-mail [bcasavant@palmetto.coop](mailto:bcasavant@palmetto.coop) if you have any questions or if I may be of further assistance.

Sincerely,

**PALMETTO ELECTRIC COOPERATIVE, INC.**

Robert J. Casavant, P.E.  
Manager, Engineering Services

RJC:mhl  
Encl.

c: Mr. Bruce Draper, PECI  
Ms. Kristin Keller, PECI  
Mr. Tim Hutchinson, PECI





May 25, 2016

Michael W. Kronimus  
KRA Architecture and Design  
Two Verdier Plantation Road  
Bluffton, S.C. 29910

Re: Electric and Natural Gas Service Availability for Hilton Head National, Beaufort County, S.C.

Mr. Kronimus:

I am pleased to inform you that South Carolina Electric & Gas Company (SCE&G) can provide electric and natural gas service to the above referenced project. Electric service can be provided in accordance with SCE&G's General Terms and Conditions, other documents on file with the South Carolina Public Service Commission, and SCE&G's standard operating policies and procedures. In order to begin the design process for the project, the following information will need to be provided:

1. **Approved street address for the project location.**
2. **Completed new project information form and owner responsibility checklist (attached).**
3. **Anticipated timeline for each phase of the project, including a date for when you would like to have temporary construction power and eventually the date you'll need your permanent power.**
4. **Approved detailed engineered site plan (electronic AutoCAD format) showing the entire layout with property corners, street names, wetlands boundaries, tree survey with barricade plan, project phasing, preferred meter base / electric supply locations, drainage plan, sanitary sewer plan, water system plan, buffer zones, and any existing or additional easements.**
5. **Approved detailed engineered electrical drawings (electronic AutoCAD format) showing itemized connected loads with totals and riser diagrams.**
6. **If applicable, a Copy of Army Corps of Engineers approved wetlands delineation letter including referenced site map or letter from Army Corps of Engineers stating no wetlands exist on site.**

We will begin the design process after we have received all of the information above. Once we have a preliminary design ready, I will forward it to you for your approval and signature.

If you have any questions, please do not hesitate to contact me.

Sincerely,

*Parks Moss*

Project and Account Manager, Sr



6 SNAKE ROAD, OKATIE, SC 29909-3937  
Phone 843.987.9292 Fax 843.987.9293  
Customer Service 843.987.9200  
Operations & Maintenance 843.987.9220  
Engineering 843.987.9250  
www.bjwsa.org

ED SAXON, PE, GENERAL MANAGER  
843 987 9249 (o) | 843 263.1924 (c)

June 8, 2016

Mr. Michael W. Kronimus  
KRA achitecture & design  
2 Verdier Plantation Road  
Bluffton, SC 29910

RE: Water & Sewer Availability – R600 040 000 001C

Dear Mr. Kronimus:

This letter is in response to your request for water and sewer availability for the subject parcel. BJWSA has water and sewer capacity available for the proposed development of 940,000SF of non-residential, 500 hotel rooms, 1000 residential units and 25 acres of outdoor recreational facility.

If the property owner desires to connect to BJWSA's utilities, plans and specifications must be submitted for review and approval to BJWSA's Engineering Department. Capacity fees will be determined based on the intended uses proposed at the site. These fees must be paid in full before a capacity commitment can be issued. Other fees such as project fees will also be due.

Should you have questions or require additional information, please contact me at 843-987-9265 or [dickd@bjwsa.org](mailto:dickd@bjwsa.org).

Sincerely,

Richard Deuel  
Development Projects Manager

rgd/nl

DAVID S. LOTT  
CHAIR  
JAMES E. BAKER  
JACK E. BURKE  
DR. WILIAM SINGLETON

DONNA L. ALTMAN  
VICE CHAIR  
MICHAEL L. BELL  
BRANDY M. GRAY  
W. R. "SKEET" VON HARTEN

JAMES N. SCOTT  
SECRETARY/TREASURER  
LORRAINE W. BOND  
DONALD A. MANSON

**EXHIBIT "B"**

**Economic Impact Analysis**





# **SITE ASSESSMENT AND ECONOMIC IMPACT ANALYSIS Of The Proposed Hilton Head National Golf Course Redevelopment**

**John Salazar, Ph.D.**

Director, Lowcountry and Resort Islands Tourism Institute, University of South Carolina Beaufort

**Robert Brookover, Ph.D.**

Senior Lecturer and Coordinator of Undergraduate Programs and Outreach,  
Department of Parks and Recreation Tourism Management, Clemson University

**Robert T. Carey, Ph.D.**

Director, Regional Economic Analysis Laboratory, Strom Thurmond Institute,  
Clemson University

**Petrina Turner, MS**

Interim Director, Survey Research Center  
Savannah State University

**February 27, 2015**

## Executive Summary

- Bluffton population growth has outpaced SC population growth since 2005.
- Median household income for both Bluffton and Hilton Head Island are significantly higher when compared to the SC median household income.
- Per capita income for both communities exceeded the state's per capita income, but Hilton Head Island maintains the higher per capita income when compared to Bluffton.
- Thirteen of Bluffton's top 25 industry sectors have increased in commodity production since 2007. The largest increases have been in the sectors related to professional services, utilities, and medical affiliated practices. Additionally retail affiliated sectors continue to grow as well.
- Ninety-three percent (93%) of residents indicated that they were Satisfied or Very Satisfied with their quality of life.
- Within the last five years 29% had moved their residence and 22% plan on moving within the next five years. Those that anticipate moving in the next five years 63% plan on moving into a single-family detached home.
- Residents expressed their needs for historical sites and museums as well as performing arts centers and nature education centers in parks.
- Residents expressed their needs for ladies and men's clothing stores and shoe stores.
- Tourism for Bluffton continues to increase as well as demand for lodging.
- Visitors to Hilton Head Island will shop and dine within Bluffton.
- The major sectors for future retail opportunities were specialty foods, beer wine, and liquor stores, sporting goods, and general merchandise.
- Total economic impact of development could exceed \$100 million within four years of the 1<sup>st</sup> year of development.

## **Background on Bluffton, SC**

### ***Population Growth for Bluffton and Neighboring Hilton Head Island, SC***

According to the US Census, Bluffton's population has increased 4.8% since 2010 to a population of 13,606. This growth has outpaced South Carolina's (SC) 3.2% population growth for the same years. The American Community Survey five-year population estimate for the years 2005-2009 shows a median age estimate for the Town of Bluffton of 32.3 with an estimated total population of 9,623. For 2008-2012, the five-year median age estimate was 34.2 with an estimated total population of 12,183. This reflects a median age increase of 1.9 years with an overall population increase of 27% when compared to the 2005-2009 estimate. For the years 2008-2012, the 25-29 age bracket grew by 24%, 30-34 grew by 3%, 35-39 declined by 35% and 40-44 grew by 42%. Those brackets accounted for almost 36.5% of the Town of Bluffton population. However, the 60 and older brackets accounted for 13.6% of the population.

Hilton Head Island, SC has increased 6.2% since 2010 to a population of 39,412. This growth has outpaced SC's 3.2% for the same years. The American Community Survey five-year estimate for Hilton Head Island shows that the median age estimate for 2005-2009 was 51.5 with an estimated total population of 34,642. For 2008-2012, the median age estimate was 53 with an estimated total population of 37,420. This reflects a median age increase of 1.5 years with an overall population percent increase of 8.9% from the 2005-2009 estimate. For Hilton Head Island, the 25-29 age bracket grew by 23.1%, 30-34 grew by 18.4%, 35-39 declined by 17.2% and 40-44 grew by 11.5%. Those brackets accounted for almost 20% of the total HHI population. The 60 and older brackets accounted for 35.5% of the total HHI population.

Growth has occurred in the younger age brackets (i.e., 24-44) for both HHI and Bluffton. Growth in the younger age bracket is more apparent in Bluffton because it comprises a higher share of the total Bluffton population and had a higher percent increase in population when compared to HHI. Age is increasing in both communities but Bluffton has a much younger population compared to HHI. According to StatsAmerica, the Hilton Head Island-Bluffton-Beaufort metropolitan statistical area has a population of 198,467 which reflects a 40.1% population growth since 2000.

### ***Median Household Income***

According to the US Census, 2013 median household income for Bluffton was \$63,614 and \$70,041 for Hilton Head Island. The median household income for Bluffton exceeded the SC median income (\$44,623) by almost 43% while Hilton Head Island exceeded the SC median income by approximately 57%. Per capita income for Bluffton was \$28,903 and \$47,049 for Hilton Head Island which were both higher than the SC \$23,906 per capita income. Though in 2013 both the median household income and per capita income for Bluffton and Hilton Head Island exceeded the SC median household and per capita income, StatsAmerica estimated that

for 2012 the Hilton Head Island-Bluffton-Beaufort metropolitan area had a 2.9% decline (after adjusting for inflation) in per capita income when compared to 2002.

### ***Bluffton's Economic Sector Performance Since 2007***

Using input-output analysis in combination with regional specific Social Accounting Matrices and Multiplier Models, IMPLAN provides highly accurate and adaptable models. The IMPLAN database contains county, state, zip code, and federal economic statistics which are specialized by region, not estimated from national averages and can be used to measure the effect on a regional or local economy. It was developed by the University of Minnesota and is sold by the Minnesota IMPLAN Group (MIG, Inc.). IMPLAN data sets are released approximately one year after federal economic statistics data are reconciled.

For the years 2007-2012, the following economic sectors have grown in commodity production (value of all goods or services produced by a sector) by 169% or higher in the Town of Bluffton: (1) Management of companies and enterprises (1308%), Monetary authorities and depository credit intermediation activities (198%), and Electric power generation, transmission, and distribution (169%). The following retail and affiliated retail sectors have also grown in commodity production: Retail stores-clothing and clothing accessories (63%), Hotels and motels (41%), Retail stores-food and beverage (27%), Retail stores-motor vehicle and parts (19%), and Food services and drinking places (9%).

Commodity Code	Industry Code	Industry Sector	Commodity Production	2019/2018 %	Change/Range 2017	2018/2017 %	2017/2016 %
21	381	Management of companies and enterprises	\$ 21,456,596	1908%	1.8%	1105%	1%
4	354	Monetary authorities and depository credit intermediation activities	\$ 69,547,499	198%	4.5%	101%	1%
15	31	Electric power generation, transmission, and distribution	\$ 30,336,868	169%	1.9%	90%	0%
8	394	Offices of physicians, dentists, and other health practitioners	\$ 50,392,132	87%	2.5%	68%	2%
19	422	Other personal services	\$ 23,293,636	70%	1.0%	184%	2%
5	327	Retail Stores - Clothing and clothing accessories	\$ 68,247,398	63%	2.9%	40%	4%
1	361	Imputed rental activity for owner-occupied dwellings	\$ 132,681,641	59%	5.5%	0%	0%
22	411	Hotels and motels, including casino hotels	\$ 21,332,556	41%	0.8%	32%	1%
20	38	Construction of other new residential structures	\$ 21,821,823	31%	0.7%	33%	0%
9	319	Wholesale trade businesses	\$ 40,694,796	28%	1.2%	25%	1%
11	324	Retail Stores - Food and beverage	\$ 35,457,175	27%	1.0%	28%	2%
18	320	Retail Stores - Motor vehicle and parts	\$ 24,380,270	19%	0.6%	27%	1%
2	413	Food services and drinking places	\$ 112,285,110	9%	2.0%	10%	4%
12	284	Aircraft manufacturing	\$ 34,386,154	0%	3.1%	0%	1%
16	20	Extraction of oil and natural gas	\$ 27,712,879	0%	2.5%	0%	2%
24	384	Office administrative services	\$ 19,687,794	0%	1.8%	0%	3%
3	36	Construction of other new nonresidential structures	\$ 72,266,510	-7%	0.4%	-13%	0%
23	410	Other amusement and recreation industries	\$ 20,867,844	-8%	0.1%	2%	1%
10	39	Maintenance and repair construction of nonresidential structures	\$ 36,450,325	-23%	-0.4%	-28%	-1%
13	323	Retail Stores - Building material and garden supply	\$ 32,196,404	-27%	-0.6%	-15%	0%
17	388	Services to buildings and dwellings	\$ 24,391,918	-32%	-0.8%	-31%	-1%
25	425	Civic, social, professional, and similar organizations	\$ 29,185,778	-33%	-0.5%	-26%	-1%
7	374	Management, scientific, and technical consulting services	\$ 59,815,487	-52%	-4.0%	1%	1%
14	34	Construction of new nonresidential commercial and health care structures	\$ 82,011,371	-76%	-7.5%	-75%	-7%
6	360	Real estate establishments	\$ 67,824,753	-80%	-20.7%	-79%	-17%
		T25 Industry Sector Commodity Production	\$ 1,082,726,751				
		Bluffton 29910 Total Industry Sector Commodity Production	\$ 2,046,858,508				

Table 1: IMPLAN Sector Performance for Bluffton

## **Survey Design**

The main objective of the survey was to investigate the housing, recreation, and retail needs of registered voters residing within Bluffton and Hilton Head Island, SC. The survey instrument contained questions that were previously used in studies conducted by the Urban Land Institute and other universities. It measured residential sentiment toward the following major concepts:

1. Overall residential quality of life satisfaction,
2. Resident satisfaction with community housing characteristics, public transportation, and quality jobs,
3. Resident relocation history and likeliness to move within the next five years,
4. Resident satisfaction with existing community recreation facilities,
5. Resident frequency of usage of community recreation facilities,
6. Resident perceived need for specific community recreation facilities,
7. Resident likelihood to visit specific community recreation facilities within the next 12 months,
8. Resident satisfaction with shopping, retail outlets, and lodging facilities within their community,
9. Resident satisfaction with existing shopping, retail outlets, and lodging facilities,
10. Resident frequency of visit to shopping, retail outlets, and lodging facilities,
11. Resident perceived need for specific shopping, retail outlets, and lodging facilities, and
12. Resident likelihood to visit specific shopping, retail outlets, and lodging facilities.

## **Survey Methodology**

The Survey Research Center (SRC) at Savannah State University conducted the data collection portion of the survey project. The SRC is equipped with a nine (9) bank, internet-based phoning system which works well with various online surveying instruments. For this project, SRC was tasked to conduct and collect residential feedback from varying voting precincts within Beaufort County to include Belfair, Bluffton 1A-5B, Moss Creek, Rose Hill, and Hilton Head voting precincts 1A-15B. Prior to starting, each student was given a set of precincts which included the resident's name, phone number along with voting precincts. The students were able to make calls using Cisco internet-based phoning systems and were able to obtain the survey online via a link USCB provided for SRC using Survey Monkey. Each student would follow the directives on the screen and proceed with asking if the resident would like to take the survey concerning their community needs with an incentive to be in a drawing for a Mini IPAD. Depending on the response of each resident would determine if the student would proceed with conducting the survey or move on to the next call. After each call, it was the students' responsibility to maintain/mark the response of each resident on their precinct set (i.e. "Completed", "No", "Callback/No Answer", "Remove from list") so that they would maintain how many calls they made each day, how many completed surveys they conducted and if they needed to call a resident back. The goal was to obtain 500 completed surveys from residents in these localities.

Once completed, 631 residents responded in the affirmative and of this, 553 actually completed the survey.

### **Survey Results Summary**

#### ***Demographics***

Of the 553 completed surveys, 467 indicated that they lived near specific given intersections. One hundred seventy-seven (resided within communities adjacent to the following intersections.

- US278 & Hwy46
- US278 & Buckingham Plantation Dr (Moss Creek Plantation)
- US278 & Burnt Church Rd
- Old Town Bluffton
- Bluffton Pkwy & Burnt Church Rd
- Hwy46 & Bruin Rd
- Bluffton Pkwy & Malphrus Rd
- Bluffton Pkwy & Buckingham Plantation Dr
- US278 & Foreman Hill Rd
- Foreman Hill Rd & Ulmer Rd

Almost 40% of the 177 indicated that they lived closest to US278 & Hwy46, approximately 18% lived near US 278 & Buckingham Plantation Dr., and 17% lived near US278 & Burnt Church Rd. Two hundred ninety (62%) indicated that they lived near other locations in southern Beaufort County in either Bluffton or Hilton Head Island. Over 38% of the respondents were male while almost 62% were female. Almost 11% were between the ages of 19 and 49, while approximately 76% were 50 and older. Sixty-four percent were married while almost 7% were single and 80% did not have children living at home. Almost 19% had incomes from Under \$24,000 to \$99,000, 15% had incomes of \$100,000 or higher and almost 66% chose not to answer the income related question. Lastly over 54% were college educated with Bachelor degrees or higher.

#### ***Survey Results: Community Satisfaction***

Ninety-three percent (93%) indicated that they were Satisfied or Very Satisfied with their quality of life, almost 51% stated that the community's quality of life is staying about the same for themselves and/or family while almost 37% said that their quality of life is Increasing Slightly or Increasing Greatly.

When asked about the satisfaction level with specific community attributes, over 90% of the respondents indicated that they were Satisfied or Very Satisfied with the home they currently live in, over 84% were Satisfied or Very Satisfied with the range of housing to choose from, and approximately 76% said that they were Satisfied or Very Satisfied with the availability of single family homes for purchase. Of the community attributes, the respondents were least Satisfied

with the range of transportation items (20%), the quality of public transit available (17%), and availability of public transit in the community (16%).

***Survey Results: Housing Characteristics and Housing Demands of Existing Residents***

Almost 92% owned their own home, while 8% rented. Almost 85% lived in a single-family detached home while 7% resided in condominiums. Within the last five years 29% had moved their residence and 22% plan on moving within the next five years. Of the respondents that moved, 41% moved to a smaller home while 30% moved into a home of about the same size as their previous home. Approximately 28% moved into a larger home when compared to their previous home. Of those moving within the next five years 19% plan to relocate within Bluffton and almost 23% within Beaufort County. Of the respondents that plan on relocating within Bluffton and Beaufort County, 63% said it was Likely or Very Likely that they would move into a single-family detached home while almost 22% indicated that they would Likely or Very Likely move into condominiums. Lastly, 79% indicated that they plan on owning their future residence.

***Survey Results Recreation Facilities: Satisfaction, Frequency of Current Visits, Likelihood to Visit, and Need***

Over 77% indicated that they were Satisfied or Very Satisfied with the community's paved walking/biking trails and natural areas/wildlife habitats, and almost 75% said they were Satisfied or Very Satisfied with outdoor areas for festivals/special events. However, approximately 34% were Satisfied or Very Satisfied with off-leash dog parks, 18% Satisfied or Very Satisfied with shooting range/archery, and approximately 17% were satisfied with water parks.

Over 45% of the survey respondents visited on a monthly basis paved walking/biking trails, almost 32% visit natural areas/wildlife habitats, and 26% visit outdoor areas for festivals/special events. However, the least frequented recreation visits were to indoor basketball/volleyball courts, water parks, and facilities for skateboarding, inline skating, BMX.

When asked about their future likelihood to visit the same community recreation facilities, almost 67% said that they would visit natural areas/wildlife habitats, 66% would visit outdoor areas for festivals, special events, and 64% would visit historical sites and museums. The least visited attractions to visit in the future were indoor basketball/volleyball courts, shooting range/archery, and facilities for skateboarding, inline skating, BMX.

Respondents were also asked about their level of perceived need for specific community recreation facilities. Approximately 43% indicated that historical sites and museums were Needed or Very Much Needed, 41% indicated a need for performing arts centers, and 43% indicated a need for nature education centers in parks. The least needed community recreation facilities were football fields, shooting range/archery, and public golf courses.



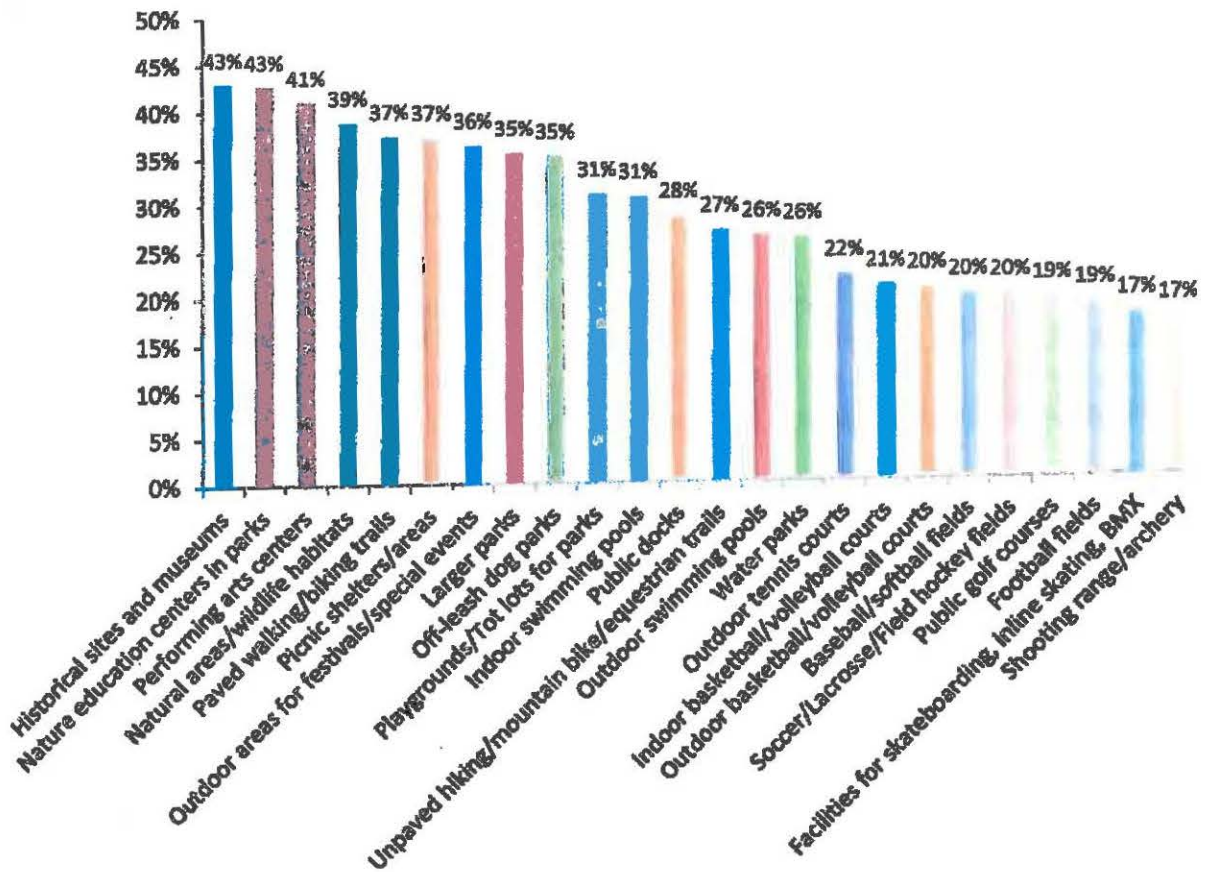


Figure 1: Residential Perceived Recreation Facility Needs

***Survey Results Shopping, Retail Outlets, and Lodging Facilities: Satisfaction, Frequency of Current Visits, Likelihood to Visit, and Need***

Over 94% indicated that they were Satisfied or Very Satisfied with the eating and drinking places-restaurants, ice cream, caterers, food and grocery stores, and gasoline service stations. However, residents were least satisfied with men's clothing stores, furniture, and children and youth stores.

Over 93% of the survey respondents visited on a monthly basis food and grocery stores, 88% visit gasoline service stations, and almost 76% visit eating and drinking places-restaurants, ice cream, caterers. However, the least frequented shopping, retail outlets, and lodging facilities were children and youth stores, resorts, and hotels.

When asked about their future likelihood to visit the same shopping, retail outlets, and lodging facilities, over 90% said that they would visit food and grocery stores, 89% would visit gasoline service stations, and almost 89% would visit eating and drinking places-restaurants, ice cream, caterers. The least visited shopping, retail outlets, and lodging facilities to visit in the future were furniture stores, resorts, and hotels.

Respondents were also asked about their level of perceived need for specific shopping, retail outlets, and lodging facilities. Over 33% indicated that ladies clothing stores were Needed or Very Much Needed, 33% indicated a need for men's clothing, and 32% indicated a need for shoe stores. The least needed facilities were automotive dealers-new and used, hotels, and resorts.

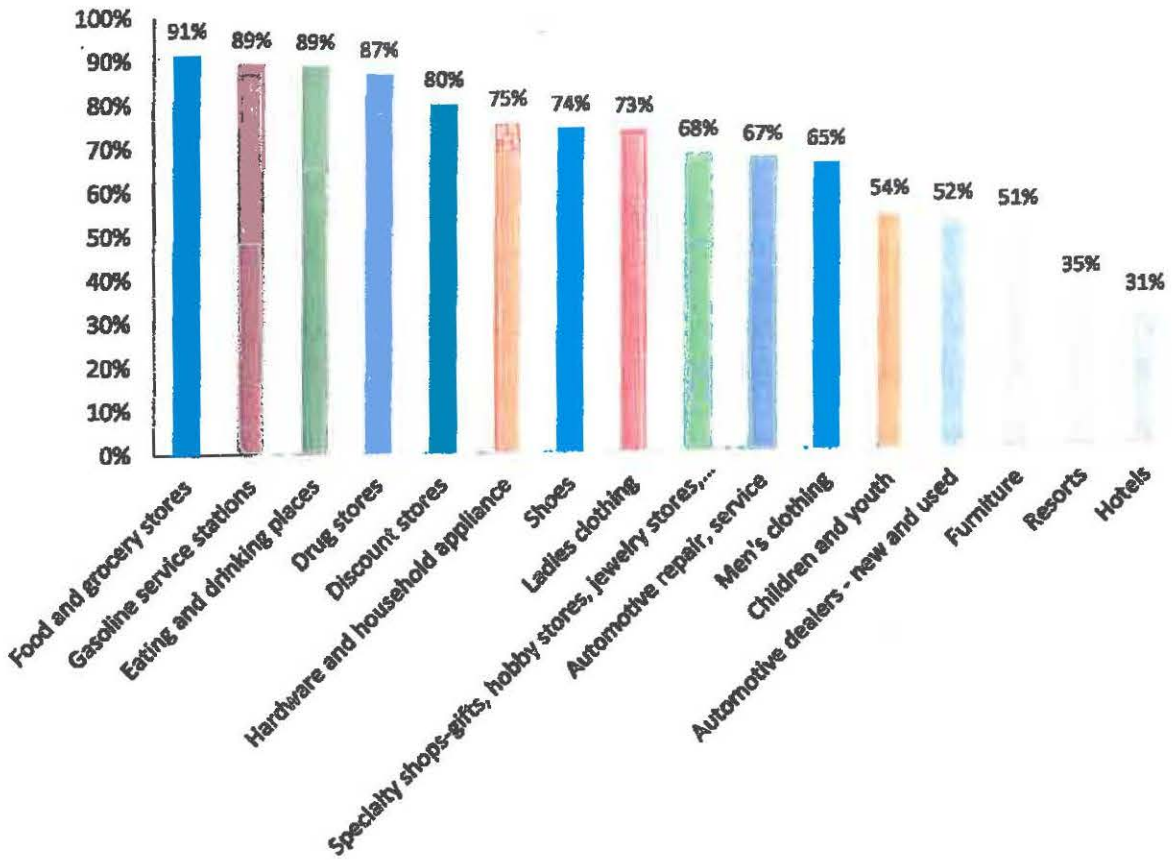


Figure 2: Residential Perceived Retail Needs

## Tourism Trends for Bluffton, Hilton Head Island, and Beaufort/Port Royal/St. Helena South Carolina

For 2013, USCB research estimates that Beaufort County hosted 2.86 million visitors. Bluffton welcomed over 98,000 visitors, Hilton Head Island hosted 2.5 million, and the Beaufort/Port Royal/St. Helena area had over 174,000 travelers. According to Smith Travel Research, in 2013 Bluffton hotel average occupancy was 65%, Hilton Head Island 57.9%, and Beaufort 50%. Revenue Per Available Room (RevPAR) was \$108.63 for Bluffton, \$148.31 for Hilton Head Island, and \$87.40 for Beaufort/Port Royal/St. Helena.

USCB 2013 tourism survey research (Hilton Head Island/Bluffton Virtual Guestbook) of Bluffton visitors indicated that 64% of Bluffton travelers visit Tanger Outlets, 55% Old Town Bluffton, 34% Bluffton restaurants and 33% Bluffton Farmer's Market. Seventy-six percent (76%) said that historic interests were Somewhat Important/Very Important when deciding to visit Bluffton, 69% stated that dining options were important, 67% were influenced by Bluffton's shopping opportunities, and 54% were influenced by arts/cultural activities.

Additional USCB 2013 tourism survey research (Hilton Head Island Visitor Profile Study) indicated that 36% of Hilton Head Island visitors also visit Bluffton. The Visitor Profile Study showed that 68% were influenced Bluffton's dining options and 64% influenced by Bluffton shopping options when deciding to visit Bluffton. Seventy percent (70%) of the respondents indicated that they visited Tanger Outlets and 64% said they visited Old Town Bluffton.

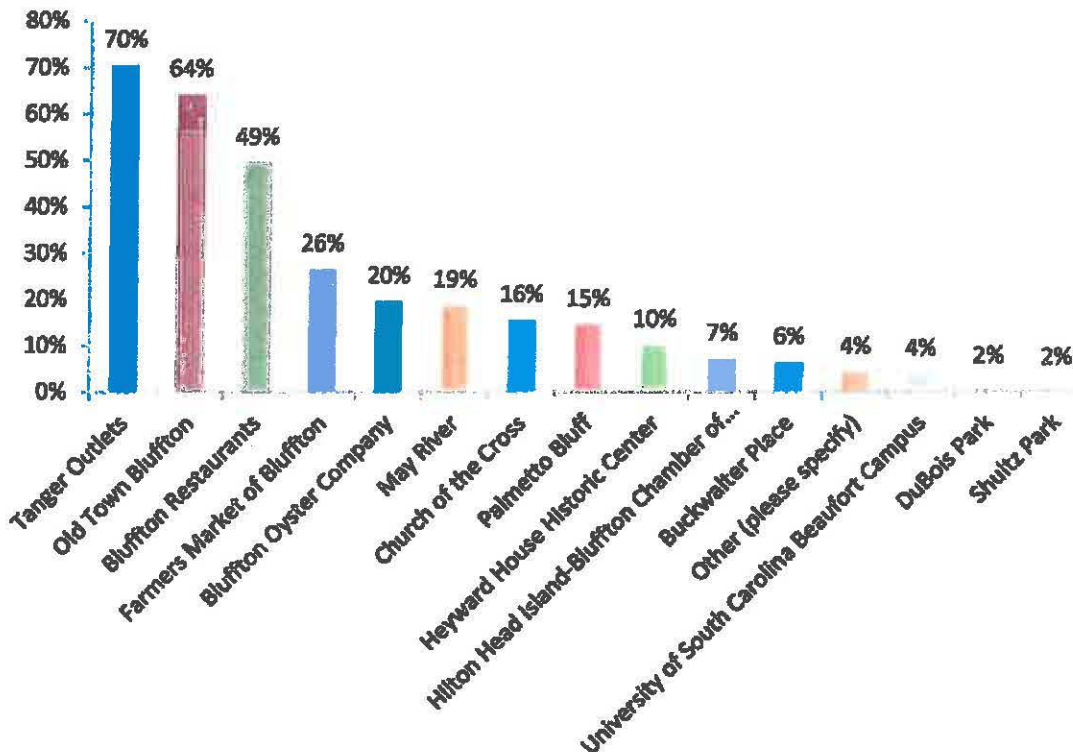


Figure 3: Influential Bluffton Attractions

A large portion of annual visitors to Hilton Head Island have stated that they also visit Bluffton during their stay. Results from the Hilton Head Island Visitor Profile Study show that those visitors have find the following types of vacations as Appealing and Very Appealing: Relaxation & rejuvenation (93%), Beach/island (92%), Passive outdoor adventures (76%) and Historical locations (74%).

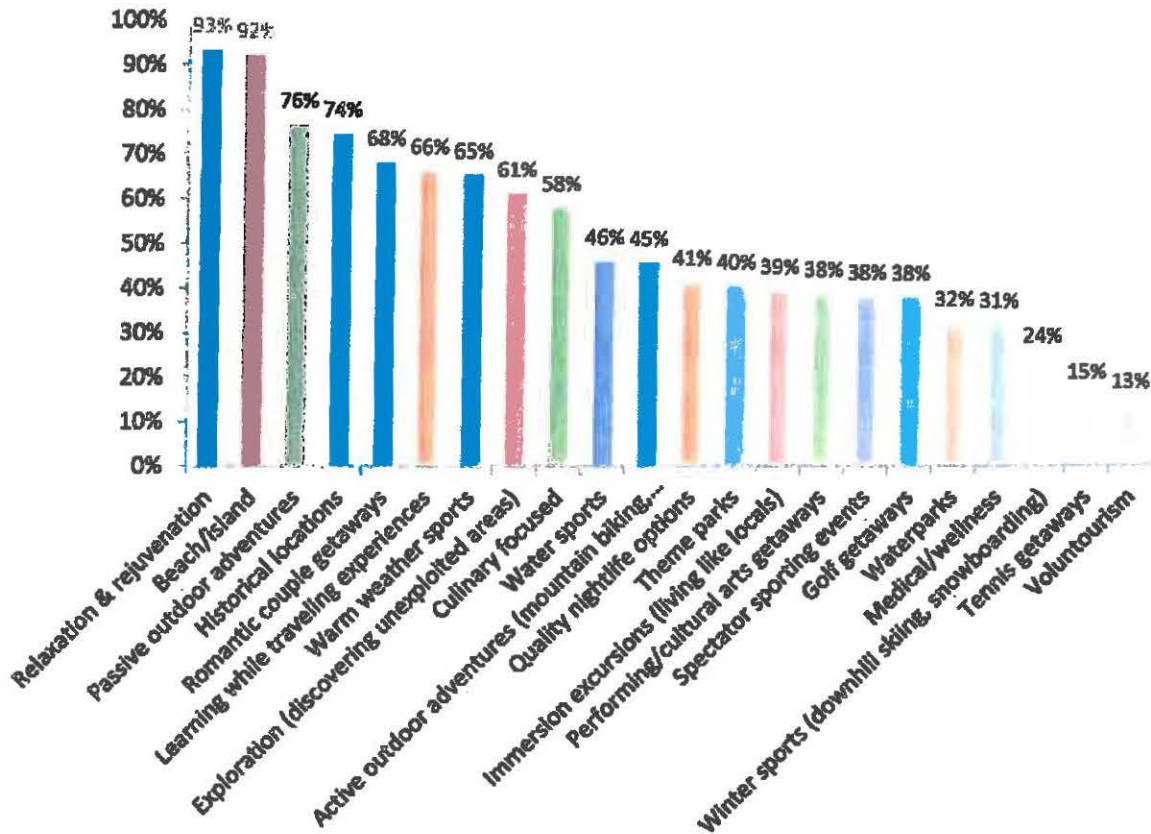


Figure 4: Vacation Appeal of Hilton Head Island Visitors

## **Lodging Market Overview**

### ***Historical Performance***

As indicated earlier, in 2013 Bluffton hotel average occupancy was 65%, Hilton Head Island 57.9%, and Beaufort 50%. Bluffton hotel occupancy has increased 25% from the 2009 occupancy. This reflects the largest percent increase when compared to the other Beaufort County municipalities for the same five year period. Bluffton hotel Average Daily Rate (ADR) had increased 39% from \$78.34 to \$108.63 since 2009.

However, hotel managers often consider revenue per available room (RevPAR) a better indicator of hotel performance. RevPAR incorporates both room rates and occupancy and demonstrates how well a hotel is selling its rooms and how much it is able to charge for those rooms. For 2013, RevPAR was \$108.63 for Bluffton, \$148.31 for Hilton Head Island, and \$87.40 for Beaufort/Port Royal/St. Helena. In 2009, Bluffton (RevPAR) was \$78.34, \$134.20 for Hilton Head Island, and \$85.27 for Beaufort/Port Royal/St. Helena Island. The 2013 RevPAR reflected a 38% growth from 2009 which was also the largest RevPAR increase when compared to Hilton Head Island and Beaufort.

### ***Additions to Supply***

According to Smith Travel Research, since 2009 Bluffton has added 124 rooms to the lodging market, Hilton Head Island added 10 rooms, and Beaufort 49 rooms. Since that year Bluffton has grown in room supply by 22%, Beaufort 4%, while Hilton Head Island has had negligible lodging growth.

### ***Market Share % Increase/Decrease Compared to Total Available Rooms % Increase/Decrease***

Utilizing the 2004-2013 Smith Travel Research hotel performance reports, a year to year percent comparison was conducted that examined the growth or decline in the share of available rooms for sale in Bluffton, Hilton Head Island, and Beaufort. Examining the share of Bluffton rooms available for sale relevant to Hilton Head Island and Beaufort revealed the growth in hotel investments for Bluffton since 2005. In 2005, Bluffton showed a 0.1% growth (in available rooms for sale) from the previous year, while actual 2005 actual room market share (or actual room demand) declined by 0.4% from the previous year. In 2010, Bluffton share of available rooms for sale spiked to an increase of 1.8% from the previous year (2009) due to additional rooms in the Bluffton lodging inventory. That same year, Bluffton actual room market share increased 0.9% from the previous year. However, for 2011 thru 2013 Bluffton's actual room market share has consecutively outperformed the share of available rooms for sale. When compared to Hilton Head and Beaufort, Bluffton is the only Beaufort County municipality where actual market share exceeds the share of available rooms in year to year comparisons.

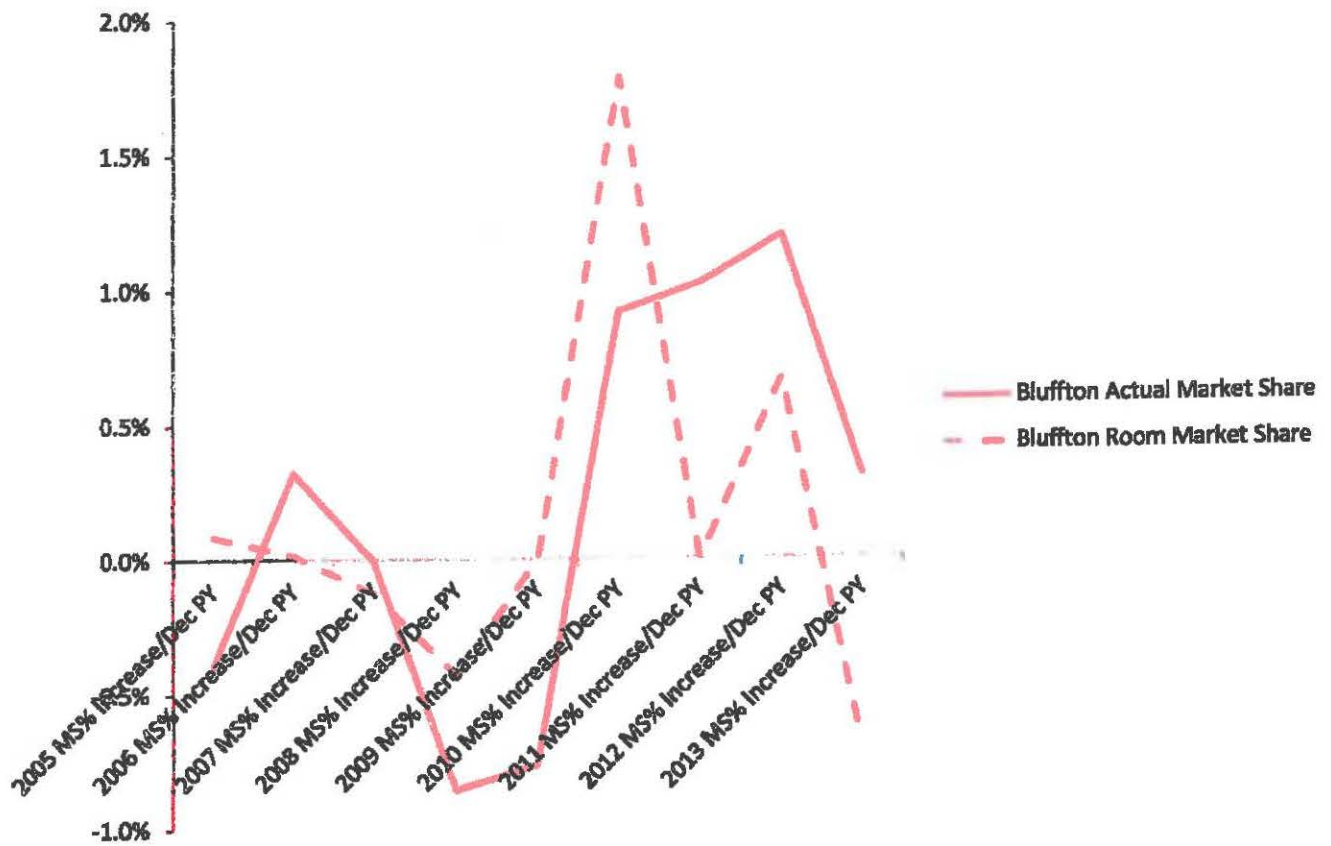


Figure 5: Bluffton Actual Market Share vs Room Market Share

## Retail Market Analysis

A retail market analysis was conducted using Nielson Claritas data for a 30-minute drive time from the site (see appendix). This analysis only includes the buying power of current residents and does not include visitor spending or account for projected future growth in full-time residents. With a projection of at least 10,000 new residents by 2018, these estimates and recommendations are conservative.

While the overall retail market is oversupplied by approximately \$885 million, there are multiple segments that are leaking. The overall oversupply is due to the fact that visitor spending is not included in the calculations. However, total spending by visitors for Bluffton and Hilton Head Island was \$920.26 million in 2013, as estimated by the Hilton Head Island and Bluffton visitor profile surveys conducted by the USCB. This includes spending on lodging, dining, entertainment, transportation, and a number of other categories. Therefore, the oversupply of \$885 million would be completely covered by visitor spending.

It is extraordinarily rare for a market this saturated to have any leakage yet there are still a variety of retail segments that are leaking and provide opportunities for growth and new retail/commercial development ("leakage" means that some consumers in the market are traveling to other counties to make their retail purchases, i.e., consumer spending is "leaking" out to other areas (see attached RMP Opportunity Gap data attached). The major sectors that are leaking include specialty foods (\$15.1 million), beer, wine, and liquor stores (\$44.2 million), sporting goods (\$20.5 million), and general merchandise (\$117.9 million). For example and by way of illustration, the \$118 million leaking in the general merchandise segment would support the equivalent of 2 Super Walmarts.

Using sales per square foot data and other proprietary data and methods it is estimated that leakage in the undersupplied retail segments would require approximately 396,000 square feet of space.

Given this data, our recommendation to the developers is to consider a mixed-use development to include the recruitment of retailers in the undersupplied sectors identified, single- and multi-family residential housing units, accommodations, and entertainment and dining options to support and add value to the development.

The Market Common (<http://www.marketcommonmb.com>) in Myrtle Beach provides an excellent example of a concept that can work in the Bluffton area. The proposed site in Bluffton is much more accessible, has higher visibility, and has a more affluent and sophisticated residential and visitor base. In addition, this concept is scalable and can include other amenities (medical/other professional office space for example) and attractions to support current and future residents as well as visitors. Two other "Retail-Tainment" concepts to consider include Magnolia Park in Greenville, SC and Birkdale Village in Huntersville, NC.



	1999	2000	2001	Gap	Non-Store Retail	Supply	Opportunity
<b>Total Retail Sales (Including Mail Order)</b>	101005904	20000476	1005023759	50%			
<b>Motor Vehicle and Parts Dealers-441</b>	32766263	80570208	(677,789,065)				
Automotive Dealers-4411	264463006	653018565	(587,560,550)				
Other Motor Vehicle Dealers-4412	23920827	26490995	5,429,852				
Automotive Parts/Access, Tire Stores-4413	20318159	25277608	4,941,842				
<b>Furniture and Home Furnishings Stores-442</b>	41873410	93850228	(52,278,813)				
Furniture Stores-4421	22440938	32172280	(9,731,821)				
Home Furnishings Stores-4422	19232461	61777949	(42,546,482)				
<b>Electronics and Appliance Stores-443</b>	36217403	74148814	(37,931,411)				
Appliances, TV, Electronics Stores-44311	28248384	54879779	(26,631,396)				
Household Appliances Stores-443111	4622438	21206838	(16,314,200)				
Radio, Television, Electronics Stores-443112	21385947	33478141	(12,117,184)				
Computer and Software Stores-44312	6011807	16436035	(10,457,438)				
Cameras and Photographic Equipment Stores-44313	867411	0	867,411				
<b>Building Material, Garden Equip Stores-444</b>	213438102	290377971	(78,839,869)				
Building Material and Supply Dealers-4441	183627607	280194432	(96,306,825)				
Home Centers-44411	74198263	91494405	(17,255,182)				
Paint and Wallpaper Stores-44412	3280516	9881869	(6,580,783)				
Hardware Stores-44413	17659811	31248408	(13,597,488)				
Other Building Materials Dealers-44419	8578327	167330048	(68,073,122)				
Building Materials, Lumberyards-444191	32702844	68323184	(22,820,820)				
Lawn, Garden Equipment, Supplies Stores-4442	23610185	10243590	19,366,696				
Outdoor Power Equipment Stores-44421	6528048	55579	9,473,368				
Nursery and Garden Centers-44422	20061280	10167880	9,893,290	50%			
<b>Food and Beverage Stores-445</b>	239000217	296347883	(58,438,666)				
Grocery Stores-4451	153923943	209731900	(15,807,957)				
Supermarkets, Grocery (Ex-Com) Stores-44511	144193479	204275078	(126,081,802)				
Convenience Stores-44512	9730467	5456622	4,273,845				
Specialty Food Stores-4452	1829046	3149690	15,141,258	75%	700	18222,77849	
Beer, Wine and Liquor Stores-4453	6786428	23466304	44,228,052	75%	800	41463,78	
<b>Health and Personal Care Stores-446</b>	129478845	127197891	2,280,954	50%	600	1900,80359	
Pharmacies and Drug Stores-44611	104217208	110288185	(6,046,920)				
Cosmetics, Beauty Supplies, Perfume Stores-44612	8403261	4679682	4,834,308	50%	800	3016,193126	
Optical Goods Stores-44613	4232049	6217610	(1,985,861)				
Other Health and Personal Care Stores-44619	11826326	5135189	5,401,146	50%	600	6491,148	
<b>Gasoline Stations-447</b>	17209907	14005331	27,194,478				
Gasoline Stations With Conv Stores-44711	128506778	106797868	15,069,210				
Other Gasoline Stations-44719	46971020	37867783	5,100,265				
<b>Clothing and Clothing Accessories Stores-448</b>	95511903	274227285	(186,715,382)				
Clothing Stores-4481	43173888	123419794	(80,246,208)				
Men's Clothing Stores-44811	2192228	7672899	(5,380,739)				
Women's Clothing Stores-44812	10310315	44321830	(34,011,515)				
Children's, Infants Clothing Stores-44813	2678882	11188285	(8,510,593)				
Family Clothing Stores-44814	22494086	37836889	(15,401,303)				
Clothing Accessories Stores-44815	1653253	8778742	(7,813,487)				
Other Clothing Stores-44819	3797631	12728089	(8,928,568)				
Shoe Stores-4482	6133233	17517344	(11,236,011)				
Jewelry, Luggage, Leather Goods Stores-4483	39205083	182438227	(67,231,144)				
Jewelry Stores-44831	32835188	131588670	(68,008,802)				
Luggage and Leather Goods Stores-44832	3349914	1572567	1,777,387				
<b>Sporting Goods, Hobby, Book, Music Stores-451</b>	36710768	18434914	16,275,841				
Sporting Goods, Hobby, Musical Inst Stores-4511	31780407	11289000	20,511,407	50%	250	41022,814	
Sporting Goods Stores-45111	16123973	7878208	8,148,770				
Hobby Toys and Game Stores-45112	8272826	1454488	7,828,300				
Sew/Needlework/Piece Goods Stores-45113	3525928	1840484	1,885,445				
Musical Instruments and Supplies Stores-45114	3162237	288848	2,888,48				
Book, Periodical and Music Stores-4512	4930948	7188914	(2,236,866)				
Book Stores and News Dealers-45121	4238886	7048288	(2,809,870)				
Book Stores-451211	3780427	6784254	(3,023,827)				
News Dealers and Newsstands-451212	478143	253985	214,168				
Pre-recorded Tapes, CDs, Record Stores-45122	881778	117675	574,103				
<b>General Merchandise Stores-452</b>	225104676	107141152	117,963,423	50%	260	285028,846	
Department Stores Incl Luggage Dept-4521	84863142	20538918	74,328,224	50%	250	148248,448	
Other General Merchandise Stores-4522	130241438	86801234	43,840,189	50%	260	67280,398	
<b>Miscellaneous Store Retailers-453</b>	52321065	41936582	10,391,503	50%	260	20783,008	
Florists-4531	2108691	1047488	1,062,168	50%	260	2124,272	
Office Supplies, Stationery, Gift Stores-4532	28231059	24342169	488,870	50%	260	1777,74	
Office Supplies and Stationery Stores-45321	12448907	328884	12,116,823	50%	260	24239,846	
Gift, Novelty and Souvenir Stores-45322	12786752	24018805	(11,231,063)				
Used Merchandise Stores-4533	3587460	3648760	(51,300)				
Other Miscellaneous Store Retailers-4539	21882985	12801128	9,481,827	75%	350	18178,34357	
<b>Non-Store Retailers-454</b>	198421015	90803725	106,817,290				
<b>Foodservice and Drinking Places-722</b>	190135584	388531832	(176,548,048)				
Full-Service Restaurants-7221	88188467	239101338	(152,902,872)				
Limited-Service Eating Places-7222	76540340	91867824	(15,847,184)				
Special Foodservice-7223	20338818	33888129	(13,518,010)				
Drinking Places-Alcoholic Beverages-7224	8110268	1987841	8,182,817	50%	380	8748,65714	
<b>GAFO*</b>	450449108	692244568	(141,785,461)				
General Merchandise Stores-452	225104675	107141152	117,963,423				
Clothing and Clothing Accessories Stores-448	95511903	274227285	(186,715,382)				
Furniture and Home Furnishings Stores-442	41873410	93850228	(52,278,813)				
Electronics and Appliance Stores-443	36217403	74148814	(37,931,411)				
Sporting Goods, Hobby, Book, Music Stores-451	36710768	18434914	16,275,841				
Office Supplies, Stationery, Gift Stores-453	25291059	24342169	488,870				
<b>TOTAL</b>							398062,0808

\* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales including Eating and Drinking Places.

Non-Store Retail data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census Bureau. Data sources are incorporated to create both supply and demand estimates.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.

**Table 2: RMP Opportunity Gap**

	2014 Demand	2014 Supply	Opportunity	Capture Rate	Space Req. (Square Feet)	Opportunity Score (Range 1-1000)
NAFIS Store	(Millions of Dollars)	(Millions of Dollars)	(Millions of Dollars)			
<b>Other Motor Vehicle Dealers-4412</b>	3992627	2714726	1277901			
<b>Automotive Parts/Access, Tire Stores-4413</b>	29819160	25776208	4042952			
<b>Camera and Photographic Equipment Stores-4431B</b>	657411	7414874	-6757463			
<b>Computer, Tablet and Smartphone Stores-4441</b>	29819160	91642208	61823048			
<b>Cellular Phone Retailer Stores-4442</b>	6526645	55339	6471285			
<b>Computer Peripheral Equipment Stores-4443</b>	20681260	10187960	10493300	50%		
<b>Electronics Stores-4444</b>		269347663	-56,426,666			
<b>Electronics Stores-4445</b>		6466822	4,273,646			
<b>Computer Software Retailer Stores-4446</b>		3149590	15,141,258	75%	700	1622,77043
<b>Video, Music and Entertainment Stores-4447</b>		2346294	44,228,932	70%	800	41483,78
<b>Health and Personal Care Stores-448</b>	13047848	127197881	2,280,664	50%	800	1600,893333
<b>Cosmetics, Beauty Supplies, Perfume Stores-44812</b>	9493261	4678952	4,624,309	50%	800	3016,189138
<b>Other Health and Personal Care Stores-44816</b>	11626329	6136188	5,491,148	50%	600	5491,148
<b>Gasoline Stations-447</b>	173860807	14888331	27,194,478			
<b>Gasoline Stations With Convenience Stores-44711</b>	12686778	108797008	18,091,219			
<b>Other Gasoline Stations-44719</b>	46671029	37867763	8,199,268			
<b>Clothing and Clothing Accessories Stores-449</b>	8551503	874837285	-168,715,382			
<b>Luggage and Luggage Goods Stores-44932</b>	3248914	1572657	1,777,307			
<b>Sporting Goods, Hobby, Book, Music Stores-451</b>	36710756	18434814	18,276,841			
<b>Sporting Goods, Hobby, Musical Inst Stores-4511</b>	31780407	11288000	20,511,487	91%	250	41022,614
<b>Sporting Goods Stores-45111</b>	10123073	7078288	6,144,770			
<b>Hobby, Toys and Games Stores-45112</b>	9278288	1454498	7,829,800			
<b>Book/Newsstand/Photo Goods Stores-45118</b>	3229029	1540484	1,688,446			
<b>Musical Instrument and Supplies Stores-45114</b>	3162237	288848	2,853,382			
<b>Notes, Desktop and Newsstands-451212</b>	478143	253985	214,188			
<b>Pre-recorded Tapes, CDs, Record Stores-45122</b>	661778	117876	574,503			
<b>General Merchandise Stores-452</b>	235104579	107141152	117,943,423	50%	500	235826,846
<b>Department Stores (Not Labeled Dept)-4521</b>	84893142	20528918	74,323,224	80%	150	148846,448
<b>Other General Merchandise Stores-4529</b>	130241493	86001234	43,640,199	50%	250	87260,898
<b>Miscellaneous Store Retailers-453</b>	52821846	41898662	10,369,369	50%	250	20783,008
<b>Florists-4531</b>	2100591	1047455	1,052,136	50%	250	1052,136
<b>Office Supplies, Stationery, Gift Stores-4532</b>	25231869	24342189	898,870	60%	250	1777,74
<b>Office Supplies and Stationery Stores-45321</b>	12448367	325384	12,119,883	50%	250	24230,846
<b>Other Miscellaneous Store Retailers-4539</b>	21383496	12901129	6,481,827	70%	300	18176,34367
<b>Non-Store Retailers-454</b>	188481016	80003725	105,817,230			
<b>Foodservice and Drinking Places-722</b>	180185584	386831632	-1,066,426,648			
<b>Drinking Places, Alcoholic Beverages-7224</b>	9110256	1082041	4,122,617	50%	500	8748,885714
<b>GAFO*</b>	4,000,000	500,000,000	1,000,000,000			
<b>General Merchandise Stores-452</b>	235104579	107141152	117,943,423	50%	500	235826,846
<b>Sporting Goods, Hobby, Book, Music Stores-451</b>	36710756	18434814	18,276,841			
<b>Office Supplies, Stationery, Gift Stores-4532</b>	25231869	24342189	898,870	60%	250	1777,74
<b>TOTAL</b>			440882064			389682,8008

\* GAFO (General Merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales including Eating and Drinking Places.

Notes: IMF data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is funded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census. Additional data sources are incorporated to create both supply and demand estimates.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.

## **An Economic and Fiscal Impact Analysis of Hypothetical Retail and Accommodations Development**

### ***Model and Assumptions***

The economic and fiscal impact of a hypothetical development regime for the Hilton Head National site was estimated using the Regional Economic Models, Inc. (REMI) PI+ modeling engine along with an “offline” fiscal impact tool. REMI PI+ utilizes input-output (I/O) modeling as well as computable general equilibrium (CGE) and econometric modeling to project a baseline of economic activity assuming *ceteris paribus* except for normal economic growth. Shocks to the economy can then be modeled in terms of departures from that baseline, including direct, indirect, and induced effects.

The PI+ model is a new economic geography (NEG) model, taking into account trade flows between regions based upon availability of labor and natural resources and the efficacy of transporting goods and services to and from the region. The model can project economic impacts over multiple years; it is currently capable of projecting impacts into the future as far as 2060.

Outputs from the PI+ model are used with the fiscal impact tool in order to project the net fiscal impact that the modeled economic shocks will have on local (county and municipal) governments in the study region. The fiscal impact tool uses U.S. Census of Governments data to estimate changes in revenue and expenditures for local governments based upon changes in correlated metrics generated by the PI+ model.

Inputs to the PI+ model are as follows:

- Total retail and food service sales as estimated from the retail market analysis detailed earlier in this report. Square footage of each type of business and associated estimated output are presented in Table 3. For modeling purposes, a fifty percent retail markup is assumed. Retail and food service sales are assumed to grow at the projected rate of growth of personal consumption expenditures from year to year, as projected by the REMI baseline model.
- Number of workers employed by a hotel hypothesized to be developed on the property; three scenarios were run for three different-sized hotels: 150 rooms, 300 rooms, and 750 rooms. The number of workers used is based on estimates of workers by square foot generated by the Energy Information Administration at the U.S. Department of Energy; square footage is based on an assumed average room size of 400 square feet.

Sector	NAICS	Sq.Ft.	2017	2018	2019	2020
specialty food store	4452	16,223	-	\$11,356	\$11,356	\$11,356
beer/wine/liquor store	4453	25,000	-	\$20,000	\$20,000	\$20,000
sporting goods store	45111	41,023	\$10,256	\$10,256	\$10,256	\$10,256
department store	4521	148,646	\$37,162	\$37,162	\$37,162	\$37,162
other general merch store	4529	95,787	-	\$21,820	\$21,820	\$21,820
florist	4531	2,124	-	\$531	\$531	\$531
office supplies	45321	24,240	\$6,060	\$6,060	\$6,060	\$6,060
food service	722	8,747	-	\$3,129	\$3,188	\$3,238
<b>Total</b>		<b>361,789</b>	<b>53,478</b>	<b>110,314</b>	<b>110,373</b>	<b>110,423</b>

**Table 3: Square Footage & Sales by Sector for Model Input (first four years)**

The development was assumed to take place in three phases:

1. The first phase assumed that the hotel would commence operations in calendar year 2016;
2. The second phase is the opening of the “anchor-type” establishments – department, sporting goods, and office supply stores – in CY 2017;
3. The third phase is the opening of the remaining retail and food service space in CY 2018.

The economic and fiscal impact from site preparation and construction of the buildings is *not* included in the following models. The absence of construction impacts in the model also affects the projected residential and non-residential capital stock estimated by the PI+ model, from which property tax impacts are calculated; therefore, the net fiscal impacts in the following will also be affected.

No state or local inducements were assumed in the modeling of the development.

Findings of the retail market analysis, used for inputs to the PI+ model, were consistent with findings of the consumer sentiment survey. This instills a high degree of confidence in the model. In some ways, the model may be somewhat conservative, since both the retail market analysis and the consumer sentiment survey queried only the residential population; it did not include the approximately \$920 million spent by visitors to Bluffton and Hilton Head Island in 2013. In addition, in order to avoid overestimating the impact that the development would have on the region, an assumption of local displacement was used in the PI+ model; local displacement assumes that sales by the new businesses being modeled will to some degree compete with existing establishments. The model does, however, take into account projected population and income growth in the region during the study period. All dollar amounts in model input and output are stated in constant 2014 dollars.

### ***Results: Economic Impacts***

Output from the REMI model includes direct, indirect, and induced effects. Direct effects include the workers directly employed by the retail, food service, and lodging establishments and their related sales and wages. Indirect effects are the jobs, output, and wages associated with first and second tier suppliers to these retail, food service, and lodging establishments. Induced effects are the impacts resulting from consumer spending of wage income by workers employed by the modeled establishments and their suppliers.

It should be noted that due to workers who commute from outside of Beaufort County and because local businesses obtain merchandise and acquire some services from non-local suppliers, some indirect and induced impacts invariably “leak” out of the region to surrounding counties and to the remainder of the nation. The impacts reported in the following are net of these leakages.

Model results are stated in terms of the following metrics:

- **Employment** – the estimated number of jobs created through direct, indirect, and induced effects over and above the projected baseline (i.e. beyond what can be attributed to normal economic growth).
- **Total Compensation** – the effect on wage income (including fringes) of workers employed in Beaufort County through direct, indirect, and induced effects.
- **Gross Domestic Product (GDP)** – the effect on regional production as measured by regional GDP; this is approximately equal to value added, which is defined as total value of goods sold (output) minus input costs.
- **Output** – the total value of goods sold in the county; this is a more comprehensive measure of regional production than GDP.
- **Net Local Government Revenue** – the impact on local (combined county and municipal) government revenue from all sources net of the impact on expenditures.

#### ***Model 1 – 150 Room Hotel***

The first scenario assumes the development of retail and food service establishments as outlined above along with a 150 room hotel. Based upon DOE square foot per worker estimates, a 150 room hotel directly employs approximately 58 workers, assuming, somewhat conservatively, two shifts (DOE estimates 2,074 square feet per worker, based on the number of workers present during the “main shift”; this number works out to 29 workers for a 150 room hotel, which totals 58 workers for two shifts). The total impact on employment, output and total compensation are presented in Figures 6 and 7. The model estimates that a total of 50 new jobs will be created in Beaufort County in 2016 (recall the model assumes some competition with existing establishments, which is why the total impact is less than the direct jobs impact), increasing to 121 jobs in 2017, and 221 total jobs in 2018. The total impact on employment declines slightly in

the later years due to increases in worker productivity that are assumed by the model over time. Regional GDP is projected to increase by \$3.2 million in 2016 and by \$13.7 million by 2018.

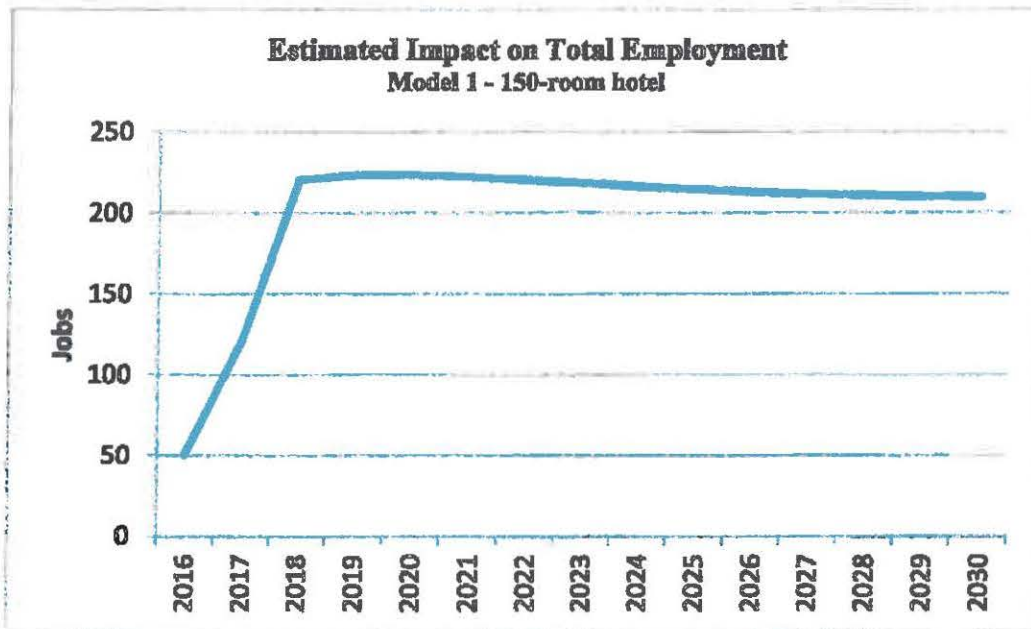


Figure 6: Estimated Impact on Employment

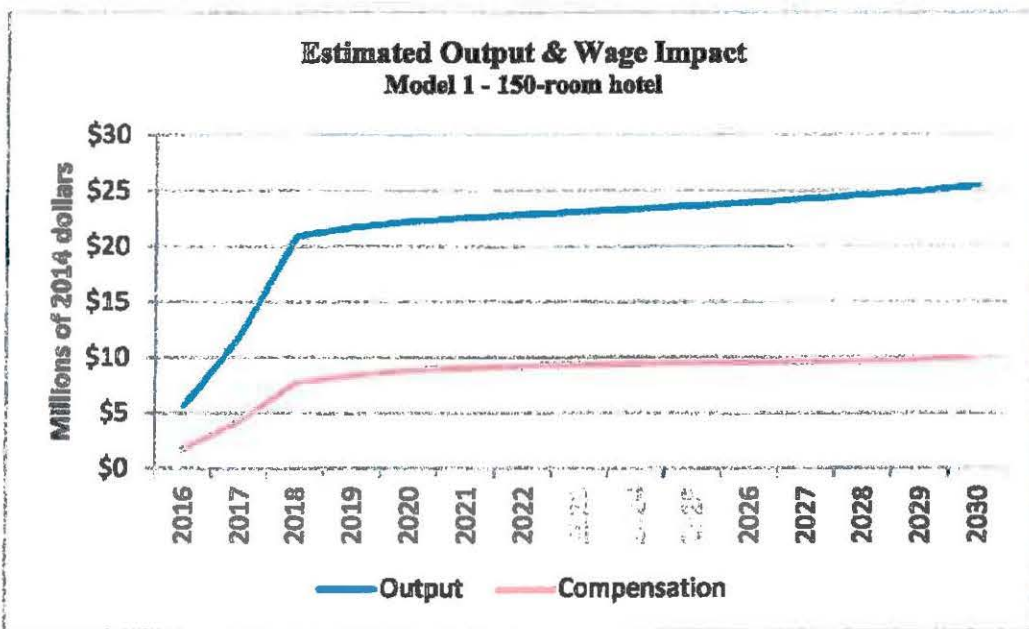


Figure 7: Estimated Output & Wage Impact

*Model 2 – 300 Room Hotel*

The second scenario assumes the same retail and food service development as the previous model but assumes that the hotel opened in CY 2016 is 300 rooms. A 300 room hotel is estimated to directly employ 116 workers, again assuming two shifts. Figures 8 and 9 present the employment and output and total compensation estimates. The total impact on jobs estimated by the model is 101 in CY 2016, increasing to 171 in 2017 and 270 in 2018. The impact on regional GDP for Beaufort County is approximately \$6.4 million in 2016, growing to \$17 million by 2019.

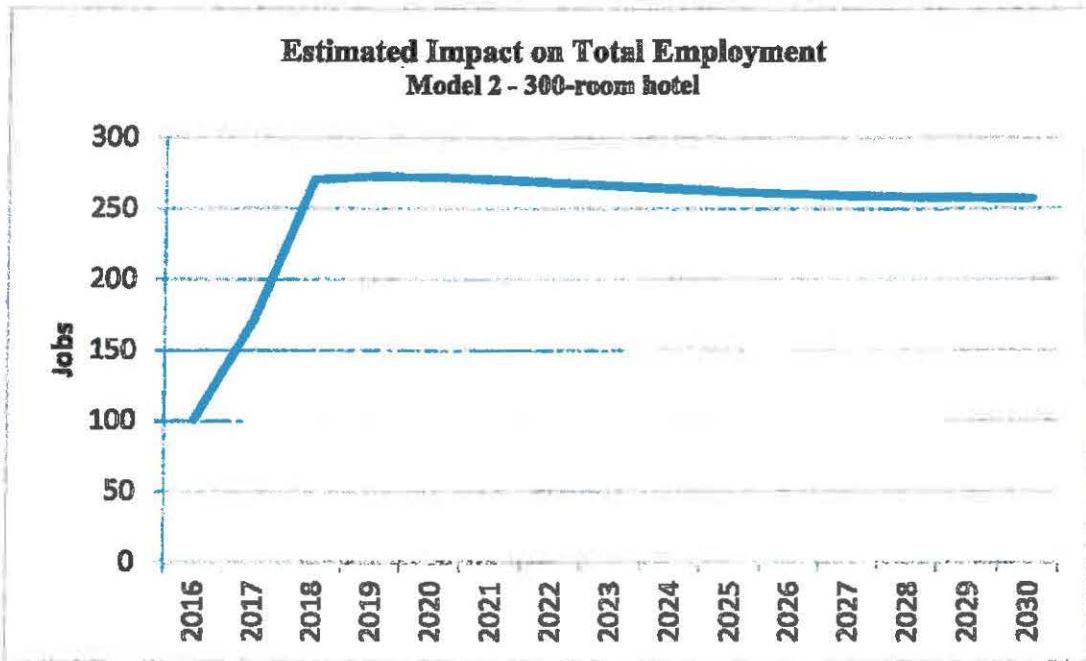


Figure 8: Estimated Impact on Total Employment

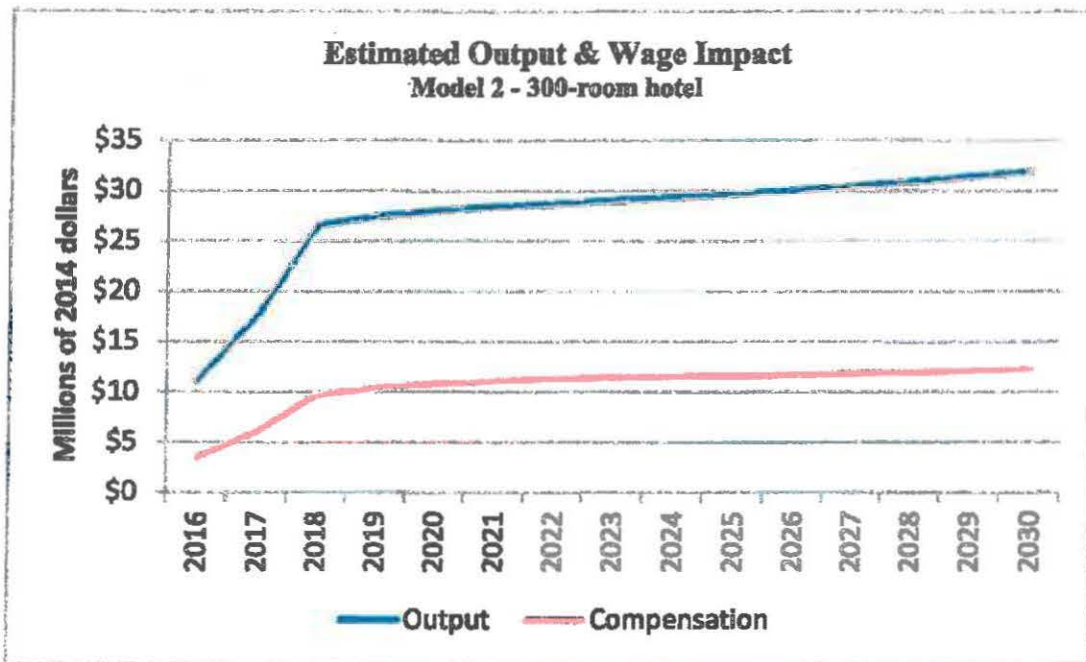


Figure 9: Estimated Output & Wage Impact

*Model 3 750 Room Hotel*

The final scenario again assumes the same retail and food service development while assuming a 750-room hotel. The total direct employment of a hotel of this size is estimated to be 289. Figures 10 and 11 present the estimated impacts. Total jobs are projected to increase by 250 in CY 2016, increasing to 320 in 2017, and 418 in 2018. The impact on regional GDP is estimated to be \$16 million in 2016, increasing to \$26.8 million in 2018.



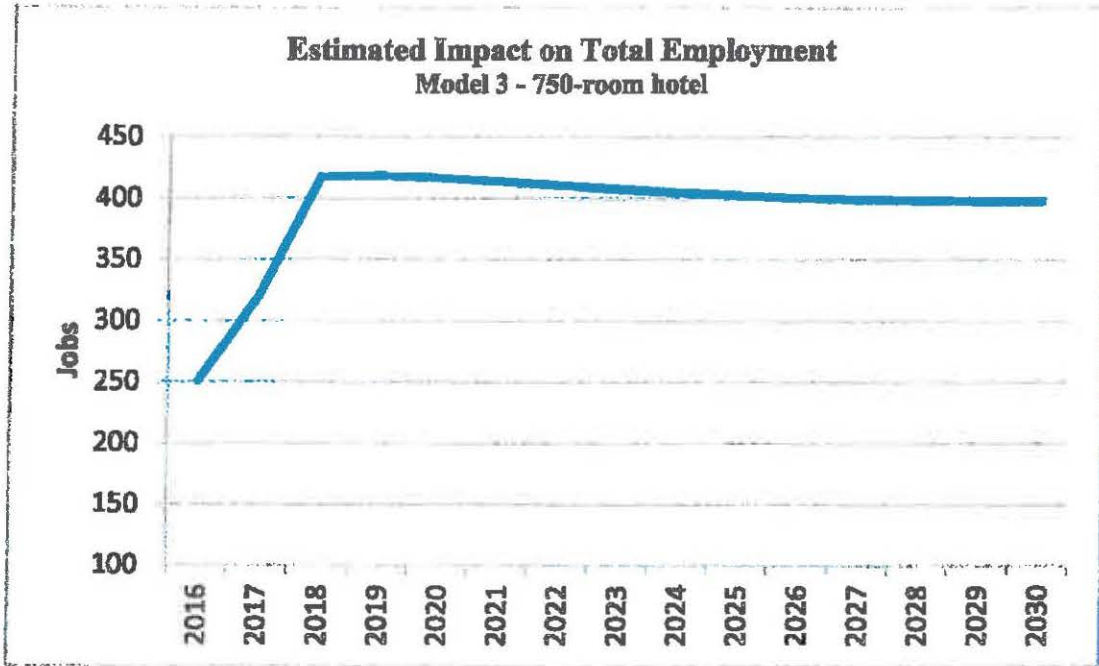


Figure 10: Estimated Impact on Total Employment

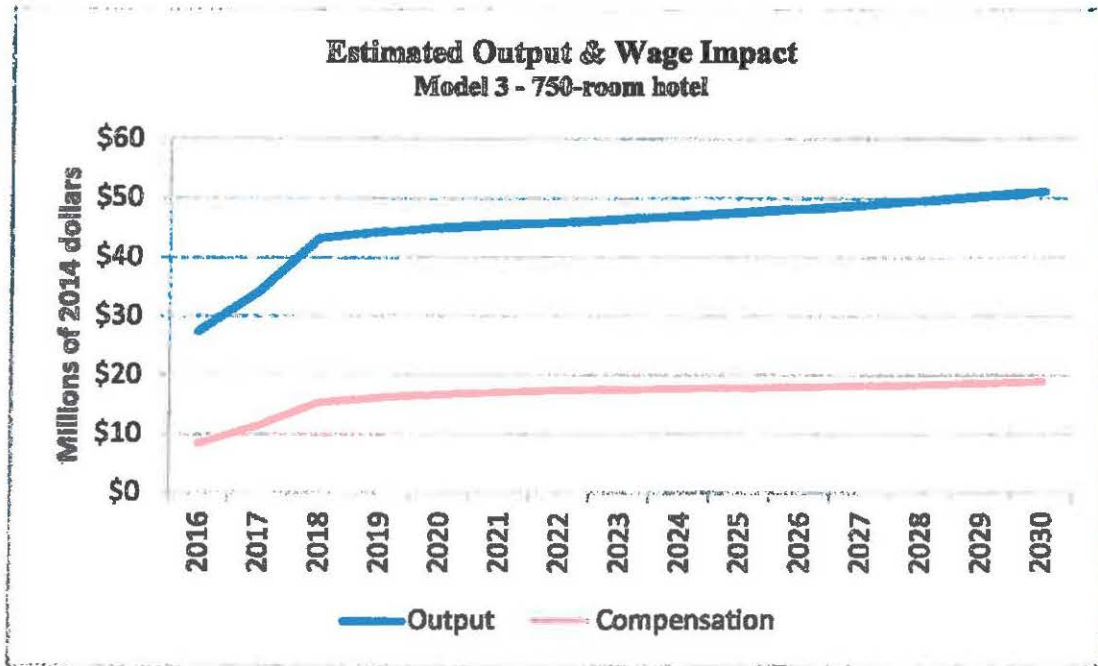


Figure 11: Estimated Output & Wage Impact

**Results: Fiscal Impact**

Local government revenues are projected to outpace expenditures for a net positive fiscal impact for the calendar years 2016-2018; however, due to demands placed on local government services

and infrastructure, expenditures are projected to outpace revenue growth beginning in CY 2019. These expenditures are primarily driven by demands created by population growth due to economic migration (the inflow of additional residents to the county who are attracted by relative improvement in economic opportunity). As noted earlier, however, these results are skewed because they do not take into account the increase in capital stock. The exact nature of how this would affect the net fiscal impact is uncertain, as capital stock enhances property tax revenue but also creates its own set of demands on local infrastructure.

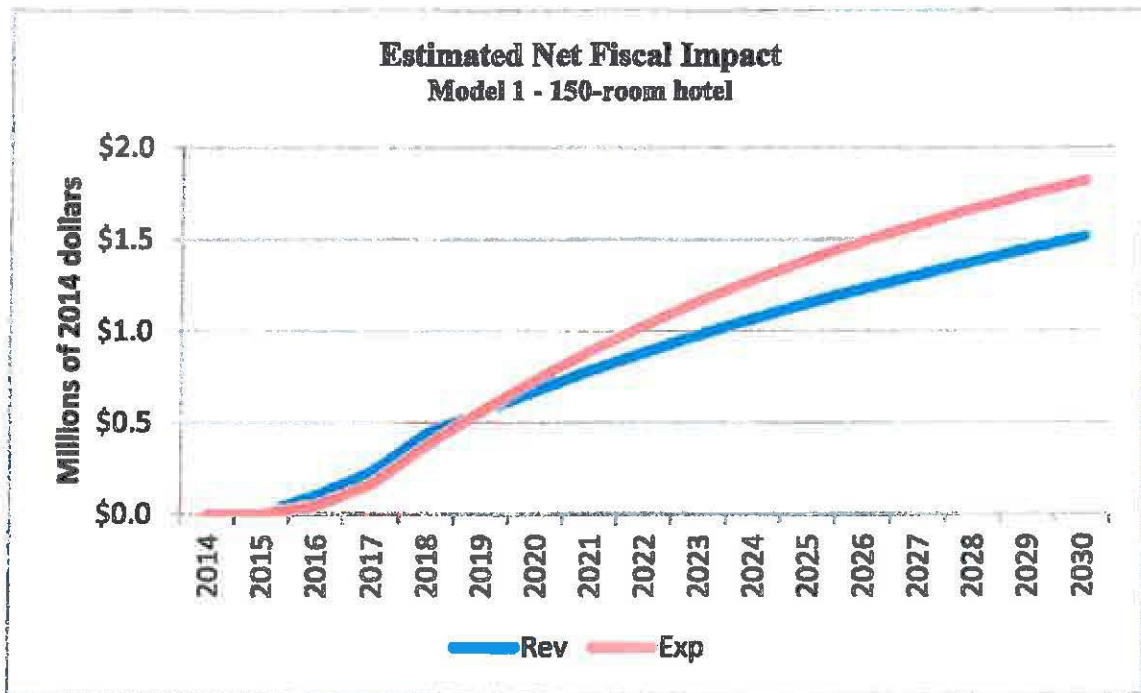


Figure 12: Estimated Net Fiscal Impact

## **Conclusion**

### ***The Population and Economy***

Bluffton population growth has outpaced SC population growth since 2005. The population growth is attributed to individuals between the ages of 25-29 and 40-44. Hilton Head Island population growth has also outpaced SC's population increases, with the largest age bracket increases being 25-29 and 30-34. However, the younger population is residing in Bluffton when compared to Hilton Head Island.

Median household income for both Bluffton and Hilton Head Island is significantly higher when compared to the SC median household income. Additionally per capita income for both communities exceeded the state's per capita income, but Hilton Head Island maintains the higher per capita income when compared to Bluffton. Regardless, both Bluffton and Hilton Head Island have a larger affluent population when compared to SC.

While Bluffton's population growth continues to increase and median household income and per capita income rise, 13 of Bluffton's top 25 industry sectors have increased in commodity production since 2007. The largest increases have been in the sectors related to professional services, utilities, and medical affiliated practices. Additionally retail affiliated sectors continue to grow as well. The growth in the top 13 sectors can be partially attributed to the growing population, aging population, and the more affluent resident.

### ***Residential Sentiment from the Community Survey***

Of the likely voters residing in Bluffton and Hilton Head Island, over 90% were satisfied with their quality of life within the community, over 90% were satisfied with their current home, and 84% were satisfied with the range of housing to choose from. However, the majority of the voter population was least satisfied with the range of transportation items, quality of public transit, and availability of public transit.

Within the last five years 29% had moved their residence and 22% plan on moving within the next five years. Most of the residents that moved within the last five years moved into a smaller home (41%), while 28% moved into a larger home. Those that anticipate moving in the next five years 63% plan on moving into a single-family detached home.

Community residents were satisfied with the natural amenities within the community and visit the natural amenities on a monthly basis. Additionally, residents stated they have a high level of likelihood to visit outdoor areas for festivals and special events, and historical sites and museums. Residents also expressed their needs for additional opportunities to visit historical sites and museums as well as performing arts centers and nature education centers in parks.

When asked about shopping, retail outlets, and lodging facilities, residents were satisfied with eating and drinking places, food and grocery stores, and gasoline service stations. The most

visited locations were food and grocery stores, gasoline service stations, and eating and drinking places. Residents will continue to visit those same locations within the next 12 months. However, residents expressed a higher need for ladies and men's clothing stores and shoe stores.

### ***The Tourism Industry***

Tourism for Bluffton continues to increase. This was demonstrated by the increased occupancy, ADR, and RevPAR growth since 2009. Additionally, a large portion of visitors to Hilton Head Island visit Bluffton while vacationing in the community. The leading attraction draw for Bluffton is Tanger Outlets, however Old Town Bluffton and Bluffton Restaurants are attraction drivers as well. Lastly, when conducting year over year comparisons, since 2011 the annual demand for Bluffton lodging is exceeding the number of available rooms demonstrating that the need for future hotel rooms.

### ***The Retail Market***

While the retail market analysis revealed market saturation for some retail sectors, 34 retail sectors were identified for possible future retail opportunities because those sectors remain undersupplied. The major sectors were specialty foods, beer wine, and liquor stores, sporting goods, and general merchandise. The assessment also showed that the undersupplied sectors would require approximately 396,000 square feet of space.

### ***The Economic Impact Analysis***

The retail impact analysis for the seven prevailing retail sectors showed a potential economic impact of \$53.4 million to \$110.4 million for the first four years. Hotel impact is estimated to be between \$13.7 million to \$26.8 million depending on the size of the lodging facility.

Consequently, it is plausible that the following strategies for development can be implemented as a result of the primary and secondary data collected and analyzed.

1. A mixed use development that has housing, retail, and recreation components.
2. Single-family detached and condominium housing that appeals to young and married professionals.
3. A walkable residential community that contains natural areas and wildlife habitats but also an open community center for hosting Bluffton festivals and special events.
4. Effectively position the community as one with a "short commute to work" community strategically positioned between Hilton Head Island, the Town of Bluffton, and the developing Bluffton location of Buckwalter Place.
5. Consider the development of a performing arts center that would be adjacent to the previously mentioned community center that could serve southern Beaufort County as well visitors to Hilton Head Island.
6. Consider the development of an upper midscale or upscale lodging property.

7. Offer a "Retail-Tainment" experience that can capture both the resident and visitor interests.
8. Integrate commercial space dedicated to professional offices and/or medical services as those needs will continue to grow for Bluffton.

EXHIBIT "C"

Traffic Impact Assessment

***Traffic Impact Analysis***

**Hilton Head National Golf Course  
Rezoning  
Beaufort County, SC**

***Prepared for:***  
**Scratch Golf, LLC**

**© Bihl Engineering, LLC 2016**

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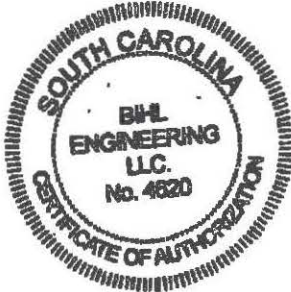
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**Traffic Impact Analysis  
Hilton Head National Golf Course Rezoning  
Beaufort County, SC**

**Prepared for:  
Scratch Golf, LLC**

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**October 2016**



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## 1.0 Executive Summary

The Hilton Head National golf course is located on approximately 300 acres on the Bluffton Parkway between Malphrus Road and Tanger 2 in Beaufort County, SC. The parcel is proposed to be rezoned from a golf course to a mix of uses. Land uses studied in this analysis for the rezoning include commercial, office, entertainment, residential, hotel, and school uses. An economic study, *Site Assessment and Economic Impact Analysis of The Proposed Hilton Head National Golf Course Redevelopment*, has been performed for the site by University of South Carolina – Beaufort to review the market for the ideal mix of uses. This report is available under separate cover.

Access to the site is currently planned along Bluffton Parkway and Malphrus Road. On Bluffton Parkway, the following access points are planned: a full access at Hilton Head National Drive with installation of a bridge on Bluffton Parkway, a right-in right-out (RIRO) access between Malphrus Road and Hilton Head National Drive, and a full access aligned with Tanger 2 utilizing a cross access roadway with an adjacent parcel. On Malphrus Road, three full accesses are planned, two are planned to provide access to the single family residential use (for the purposes of this study, one location is assumed to be located across from the Olde Town neighborhood and one is planned to provide a connection to both the single family residential use and the rest of the development). A roundabout is also planned on Malphrus Road to provide access to the remaining uses, which is planned to be located between the single family residential access and the Bluffton Parkway. The single family component of this development is planned to be internally connected to the rest of the development as shown on the conceptual plan. All access points are planned to be designed to meet South Carolina Department of Transportation (SCDOT) and Beaufort County standards as applicable. This development is assumed to be completed in two phases, Phase 1 with a buildout date of 2021, and Phase 2 with a buildout date of 2026. The details of the land uses for each phase are discussed later in the report.

This report presents the trip generation, distribution, and traffic analyses. In addition to the traditional weekday AM and PM peak hours, a Saturday afternoon hour was also reviewed for select intersections. These locations are noted below. The following intersections along with the site driveways were included in the analysis based on discussions with County staff:

- US 278 at Burnt Church Road
- US 278 at Malphrus Road (Saturday)
- US 278 at Hilton Head National Drive
- US 278 at Tanger 2 (Saturday)
- US 278 at Moss Creek Drive/ Buckingham Plantation Drive (Saturday)
- Bluffton Parkway at Buckingham Plantation Drive (Saturday)
- Bluffton Parkway at Tanger 2 (Saturday)
- Bluffton Parkway at Hilton Head National Drive (Saturday)

- Bluffton Parkway at Malphrus Road (Saturday)
- Bluffton Parkway at Burnt Church Road
- Heritage Lakes Dr. at Malphrus Road

The proposed land uses were assumed for the 2021 Phase 1 Build conditions:

- 200,000 square foot (sf) of retail space
- 500 hotel rooms
- 300 apartments
- 650 parking space adventure park
- 150 single family homes
- 100,000 sf convention center
- 1,500 seat performing arts center
- 200 beds assisted living
- 25,000 sf medical-dental office buildings
- 25,000 sf of general office building

The proposed land uses were assumed for the 2026 Phase 2 Build conditions. These square footages are considered inclusive of the Phase 1 conditions.

- 400,000 sf of retail space (of which 200,000 sf is built in Phase 1)
- 500 hotel rooms (no change from Phase 1)
- 300 apartments (no change from Phase 1)
- 650 parking space adventure park (no change from Phase 1)
- 300 single family homes (of which 150 single family homes are built in Phase 1)
- 100,000 sf convention center (no change from Phase 1)
- 1,500 seat performing arts center (no change from Phase 1)
- 400 beds assisted living (of which 200 beds are built in Phase 1)
- 25,000 sf medical-dental office buildings (no change from Phase 1)
- 100,000 sf of general office building (of which 25,000 sf is built in Phase 1)
- 700 student Elementary School
- 500 student Middle School

The following roadway system improvements are assumed in the 2021 Phase 1 and 2026 Phase 2 analyses both of which are complete: Bluffton Parkway flyover to/from US 278 and traffic calming improvements on Foreman Hill Road.

Based on the results of the 2021 and 2026 Build AM and PM peak hour capacity analyses and plans for the development, the following roadway improvements are planned to be implemented as a part of this project:

- Installation of eastbound/westbound bridge on Bluffton Parkway at Hilton Head National Drive. Flyover would travel over Hilton Head National Drive with ramp system intersections with Hilton Head National Drive, which would remain at grade.
- Construction of a roadway connection from the project to the adjacent parcel (to the east) and signalization of the intersection of Tanger 2 at Bluffton Parkway
- Turn lane improvements and related phasing upgrades at the following intersections:
  - Bluffton Parkway at Malphrus Road
    - Installation of southbound right-turn lane on Malphrus Road
    - Installation of northbound right-turn lane on Malphrus Road
    - Installation of a second northbound left-turn lane to form dual northbound left-turn lanes on Malphrus Road
  - US 278 at Malphrus Road
    - Installation of exclusive northbound through lane and conversion of northbound left-through lane to exclusive left-turn lane on Malphrus Road creating dual left-turn lanes
  - Bluffton Parkway at Burnt Church Road
    - Installation of exclusive northbound right-turn lane on Burnt Church Road
  - Malphrus Road at Access #1 (2026)
    - Installation of southbound left-turn lane
  - Bluffton Parkway at Access #3 (2026)
    - Installation of eastbound right-turn lane
- Installation of roundabout at Malphrus Road at Access #2.
- Widening Malphrus Road to four lanes between US 278 and Bluffton Parkway
- Widening Malphrus Road to four lanes between Bluffton Parkway and Access #2 roundabout (2026)
- Retiming of US 278 and Bluffton Parkway corridor traffic signal systems
- Coordination with Heritage Lakes regarding the Heritage Lakes Dr. access – detailed coordination will need to be completed with the neighborhood. As this has not occurred at this time, the analysis assumes the location remains where it is today, however, it is recommended that this be determined prior to the completion of design plans for the project.

Note that the timing of implementing the turn lanes at Malphrus Road at Access #1 and Bluffton Parkway at Access #3 is dependent on the buildout of the site. For the reviewed scenarios, the turn lanes were not shown to be needed in the Phase 1 conditions but should be installed by Phase 2 conditions. For

constructability and preparation for the ultimate buildout of the site, these turn lanes were assumed to be installed as part of Phase 1.

The Existing conditions analyses (prior to the opening of the Bluffton Parkway) show that the study area intersections are operating acceptably with the exception of US 278 at Moss Creek Drive/Buckingham Plantation Drive and Bluffton Parkway at Moss Creek Drive/Buckingham Plantation Drive. The operations of these two intersections are improved with the completion of the Bluffton Parkway.

2021 Phase 1 No Build AM and PM peak hour conditions show that all intersections are operating at level of service (LOS) D or better with the exception of the intersection of US 278 at Moss Creek Drive/Buckingham Plantation Drive which is operating with some congestion during the AM peak hour (LOS E). The operations of this intersection are improved from today with the completion of the Bluffton Parkway Flyover. Compared to the Existing conditions the delay is projected to be reduced from the pre-Bluffton Flyover conditions. Saturday conditions show acceptable operations at all of the studied intersections.

In the 2021 Phase 1 Build AM and PM peak hour conditions with the installation of the improvements previously listed, the study area intersections are projected to operate acceptably at LOS D or better with the exception of US 278 at Moss Creek Drive/Buckingham Plantation Drive (LOS E in the AM and PM peaks). The projected delay of this intersection is within 10% of the 2021 Phase 1 No Build AM and PM peak hour conditions. Saturday conditions show acceptable operations at all the studied intersections with the proposed improvements.

In the 2026 Phase 2 No Build conditions, the study area intersections are projected to operate acceptably with the same exception noted above in the 2021 Phase 1 Build conditions at US 278 at Moss Creek Drive/Buckingham Plantation Drive (LOS E). The projected delay of this intersection is approximately 20% greater than the 2021 Phase 1 No Build AM and PM peak hour conditions. Saturday conditions show acceptable operations at all of the studied intersections with the proposed improvements.

The 2026 Phase 2 Build conditions analyses show the study area intersections operating similar to 2026 Phase 2 No Build conditions with some additional signal timing improvements resulting in US 278 at Moss Creek Drive/Buckingham Plantation Drive continuing to operate at LOS E during the AM and PM peak hours. The projected delay of this intersection is within 10% of the 2021 Phase 1 Build AM and PM peak hour conditions. Saturday conditions show acceptable operations at all of the studied intersections with the proposed improvements.

An in-depth study of the internal circulation has not been conducted at this point, as the detailed site plan has not been created; however, connectivity between land uses is planned and shown in the conceptual plan.

As the actual land uses for the project have not been finalized at this time due to the project being in the rezoning stage, Table 1 shows the trip generation equivalency matrix created to provide a mechanism for exchanging trips between land uses as necessary based on the future development plan and remain trip neutral. This table is based on the PM peak hour trip generation rates from the Institute of Transportation Engineers, Trip Generation, Ninth Edition.

**Table 1:  
Hilton Head National Land Use Equivalency Matrix<sup>1,2</sup>**

Land Use:		Single-Family Detached Housing	Apartment	Residential Condo/Townhouse	Hotel	General Office Building	Medical/Dental Office Building	Shopping Center/Retail
		D.U.	D.U.	D.U.	Rooms	KSF	KSF	KSF
Single-Family Detached Housing	1 D.U. is equivalent to	1.000	1.613	1.923	1.667	0.671	0.280	0.270
Apartment	1 D.U. is equivalent to	0.620	1.000	1.192	1.033	0.416	0.174	0.167
Residential Condo/Townhouse	1 D.U. is equivalent to	0.520	0.839	1.000	0.867	0.349	0.146	0.140
Hotel	1 room is equivalent to	0.600	0.968	1.154	1.000	0.403	0.168	0.162
General Office Building	1 KSF is equivalent to	1.490	2.403	2.865	2.483	1.000	0.417	0.402
Medical/Dental Office Building	1 KSF is equivalent to	3.570	5.758	6.865	5.950	2.396	1.000	0.962
Shopping Center/Retail	1 KSF is equivalent to	3.710	5.984	7.135	6.183	2.490	1.039	1.000
Health Club	1 KSF is equivalent to	3.530	5.694	6.788	5.883	2.369	0.989	0.951

<sup>1</sup> Conversion rates based on PM peak hour trip rates from ITE's Trip Generation, 9th Edition

<sup>2</sup> KSF = 1,000 square feet, D.U. = dwelling unit

Due to the size of the development and the steps required in the rezoning and development process, it is recommended the traffic study be updated when the details of the proposed developments are realized as part of the site plan process. Trips beyond those noted in this study would not be exceeded without additional study.

## 2.0 Introduction

The Hilton Head National golf course is located on approximately 300 acres on the Bluffton Parkway between Malphrus Road and Tanger 2 in Beaufort County, SC. The parcel is proposed to be rezoned from a golf course to a mix of uses. Land uses studied in this analysis for the rezoning include commercial, office, entertainment, residential, hotel and school uses. Access to the site is currently planned along Bluffton Parkway and Malphrus Road through multiple access points. This development is assumed to be completed in two phases, Phase 1 with a buildout date of 2021, and Phase 2 with a buildout date of 2026.

Figure 1 (Appendix) shows a conceptual bubble plan of the site. This plan is conceptual in nature and was created for rezoning purposes only. Specific locations of the uses or access points may shift as the detailed site plans are developed for the site.

Figure 2 (Appendix) shows the site location for the project.

## 3.0 Inventory

### 3.1 Study Area

Based on discussions with County staff, the study area for the TIA includes the following intersections. In addition to the traditional weekday AM and PM peak hours, a Saturday afternoon hour was also reviewed for select intersections as noted and the site driveways.

- US 278 at Burnt Church Road
- US 278 at Malphrus Road (Saturday)
- US 278 at Hilton Head National Drive
- US 278 at Tanger 2 (Saturday)
- US 278 at Moss Creek Drive/ Buckingham Plantation Drive (Saturday)
- Bluffton Parkway at Buckingham Plantation Drive (Saturday)
- Bluffton Parkway at Tanger 2 (Saturday)
- Bluffton Parkway at Hilton Head National Drive (Saturday)
- Bluffton Parkway at Malphrus Road (Saturday)
- Bluffton Parkway at Burnt Church Road
- Heritage Lakes Dr. at Malphrus Road



### 3.2 Existing Conditions

Roadways in the immediate project vicinity include US 278, Bluffton Parkway, Malphrus Road, Burnt Church Road, Buckingham Plantation Drive, and Hilton Head National Drive. **Figure 3 (Appendix)** shows the existing laneage for the study area intersections.

US 278 is a six-lane divided roadway with a 45 mph speed limit in the study area. Based on 2015 SCDOT Annual Average Daily Traffic (AADT) counts, there are approximately 46,900 vehicles per day (vpd) in the vicinity of the site.

Bluffton Parkway is a four-lane divided County roadway with a 35 - 45 mph speed limit in the study area. Based on 2013 Beaufort County AADT counts, Bluffton Parkway east of Burnt Church Road had approximately 14,400 vpd, and Bluffton Parkway east of Malphrus Road had approximately 8,600 vpd in the vicinity of the project site. A flyover from US 278 to Bluffton Parkway was recently completed and daily traffic counts are in the process of being updated by the County. The flyover was completed after the collection of the weekday traffic data, so adjustments were made in the study to the traffic volumes to incorporate shifts in traffic patterns. These are discussed later in the report.

Malphrus Road is a two-lane roadway adjacent to the site (south of Bluffton Parkway) and a two-lane roadway with a two-way-left-turn lane north of Bluffton Parkway. Based on 2013 Beaufort County AADT counts, Malphrus Road had approximately 2,000 vpd in the vicinity of the project site. South of the site, Malphrus Road becomes Foreman Hill Road. Beaufort County has recently installed traffic calming measures on Foreman Hill Road.

Burnt Church Road is two-lane roadway south of Bluffton Parkway and a four-lane divided roadway north of Bluffton Parkway to US 278.

Buckingham Plantation Drive is a two-lane roadway with turn lanes at major intersections in the study area. The Bluffton Parkway flyover begins just east of the intersection of Bluffton Parkway at Buckingham Plantation Drive.

Hilton Head National Drive is a two-lane roadway in the study area. Hilton Head National Drive is a private roadway. Prior to the completion of the Bluffton Parkway Flyover, traffic would travel on Hilton Head National Drive during peak times to access US 278 from Bluffton Parkway. This has been adjusted in the Weekday AM and PM peak conditions.

#### **4.0 Lowcountry Council of Governments Traffic Model**

The 2010 Lowcountry Council of Governments traffic model was used to aid in determining the projected future 2030 total volumes with the proposed project (as discussed in Section 7.2) and to perform a select zone analysis to help determine the distribution to/from the site (as discussed in Section 6.0).

Updates to the model included the addition of a one-way ramp from eastbound US 278 southbound to the site and the update of the socioeconomic data for the traffic analysis zone (TAZ) 1088 to reflect the proposed land uses in the 2026 conditions. The employment and households for the proposed land uses were added to the 2030 Existing plus Committed (E + C) TAZ data for TAZ 1088.

Modeling was performed for TAZ 1088 using the following parameters: 1,000 retail employees, 500 office employees, 566 services employees, 25-acre special generator, 300 single-family houses, 300 multifamily houses, 400 units of assisted living, and 1,200 students. Employment data was calculated using industry standard relationships between square footage and employment.

The model outputs for the 2010 existing, the 2030 E + C, and the 2030 E + C + project conditions are included in the Appendix. This includes the total daily volume plots and the level of service projections for all scenarios and the select zone results for the 2030 E + C + project scenario.

In the 2010 model, Bluffton Parkway does not extend past Burnt Church Road in the model structure. The projected traffic volume on Bluffton Parkway east of Burnt Church Road is 14,400 vehicles. On US 278, west of Malphrus Road, daily model volumes are 56,000 vehicles.

In the 2030 E + C model, Bluffton Parkway extends to US 278 and the Bluffton Flyover is in place. The projected traffic volumes on Bluffton Parkway east of Burnt Church Road are 21,900 vehicles. Adjacent to the site, Bluffton Parkway has approximately 22,200 vehicles. On US 278, west of Malphrus Road, daily model volumes are 45,900 vehicles.

In the 2030 E + C + project model, Bluffton Parkway extends to US 278 and the Bluffton Flyover is in place. The projected traffic volumes on Bluffton Parkway east of Burnt Church Road are 24,300 vehicles. Adjacent to the site, Bluffton Parkway has approximately 19,200 vehicles. On US 278, west of Malphrus Road, daily model volumes are 48,600 vehicles.

Based on the 2030 E + C + project roadway link level of service, the roadways surrounding the site are projected to operate at LOS C or better with the project.

The model data was used to help develop the project distribution, which is further discussed in Section 6.0.

## 5.0 Traffic Generation

The traffic generation potential, internal capture percentage and pass-by rates of the proposed development were determined using trip generation rates published in Institute of Transportation Engineers (ITE) *Trip Generation Manual* (Institute of Transportation Engineers, Ninth Edition). An additional data source was used for the conference center use as noted in the trip generation tables.

An economic study has been performed for the project by University of South Carolina – Beaufort to review the market for the ideal mix of uses.

Tables 2 - 5 summarize the projected peak hour trips associated with the proposed site for the rezoning application for the 2021 Phase 1 – Weekday, 2021 Phase 1 – Saturday, 2026 Phase 2 – Saturday, and 2026 Phase 2 – Saturday conditions. Daily trips are shown in these tables as gross trips only without any internal capture or pass-by reductions. Note that summation of these gross trips without these reductions will overestimate the impacts to the transportation network.

Internal capture and pass-by trips were calculated as outlined in the ITE's *Trip Generation Manual* per industry standards. Internal capture was limited as necessary to a maximum of 20% of the project trips. Pass-by trips were limited to 10% of the adjacent street network.

The supplemental study is included in the Appendix. Conference center and performing arts center trips were determined based on similar ITE land uses or supplemental studies. Furthermore, it was assumed in the analysis that the schools, office, performing arts center, and conference center uses would not be open during the Saturday afternoon peak hour conditions.

Table 2 shows the trip generation for the 2021 Phase 1 weekday conditions.

Based on the selected uses, 2021 Phase 1 of the development is projected to generate 1,234 new AM peak hour trips (760 entering and 474 exiting) and 1,848 new PM peak hour trips (737 entering and 1,111 exiting) on average weekdays.

Table 3 shows the trip generation for the 2021 Phase 1 Saturday conditions.

Based on the selected uses, 2021 Phase 1 of the development is projected to generate 1,956 new PM peak hour trips (938 entering and 1,018 exiting) on an average Saturday.

**Table 2:  
Trip Generation – 2021 Phase 1 (Weekday)**

Land Use and Intensity	ITE Land Use Code	Daily (gross) <sup>5</sup>	Weekday AM Peak Hour			Weekday PM Peak Hour		
			Total	In	Out	Total	In	Out
200 ksf Shopping Center	820	10,656	238	148	90	953	457	496
500 room Hotel	310	4,085	265	156	109	300	153	147
300 units Apartment	220	1,942	151	30	121	183	119	64
650 parking space Adventure Park	414	1,476	52	36	16	182	38	144
150 units Single-Family Detached Housing	210	1,525	115	29	86	151	95	56
100,000 sf Convention Center	Custom <sup>1</sup>	1,228	368	294	74	368	74	294
1,500 seat Performing Arts Center	441 <sup>2</sup>	Data Not Avail.	30	15	15	30	15	15
200 beds Assisted Living	254	532	28	18	10	44	19	25
25,000 sf Medical-Dental Office Building	720	903	60	47	13	89	25	64
25,000 sf General Office Building	710	458	63	55	8	106	18	88
<b>Subtotal</b>			<b>1,370</b>	<b>828</b>	<b>542</b>	<b>2,406</b>	<b>1,013</b>	<b>1,393</b>
<b>Internal Capture<sup>3</sup></b>			<b>136</b>	<b>68</b>	<b>68</b>	<b>404</b>	<b>202</b>	<b>202</b>
<b>Driveway Trips</b>			<b>1,234</b>	<b>760</b>	<b>474</b>	<b>2,002</b>	<b>811</b>	<b>1,191</b>
<b>Pass-by Trips<sup>4</sup></b>			<b>0</b>	<b>0</b>	<b>0</b>	<b>154</b>	<b>74</b>	<b>80</b>
<b>New Trips</b>			<b>1,234</b>	<b>760</b>	<b>474</b>	<b>1,848</b>	<b>737</b>	<b>1,111</b>

1. Based on trip generation information from Convention Center Phase II Expansion, Trip Generation Confirmation Letter and Impact Fee Estimate by Intermountain Transportation Solutions for the Spokane Convention Center in Spokane, WA.
2. ITE does not provide trip generation information for performing arts center so the live theater land use code was used (LUC 441). It was assumed that AM trips would be similar to PM trips during non-performance days for the staff of the facility.
3. Internal capture was limited to 20% in the PM peak hour.
4. Pass-by trips were limited to 10% of adjacent street traffic.
5. Gross daily trips do not have internal capture or pas-by reductions applied, therefore summation of these values would not be appropriate to determine external network traffic volumes.

**Table 3:  
Trip Generation – 2021 Phase 1 (Saturday)<sup>2,3</sup>**

Land Use and Intensity	ITE Land Use Code	Saturday Peak Hour of Generator		
		Total	In	Out
200 ksf Shopping Center	820	1,372	713	659
500 room Hotel	310	360	202	158
300 units Apartment	220 <sup>1</sup>	156	84	72
650 parking space Adventure Park	414	253	33	220
150 units Single-Family Detached Housing	210	142	77	65
200 beds Assisted Living	254	66	30	36
<b>Subtotal</b>		<b>2,349</b>	<b>1,139</b>	<b>1,210</b>
<b>Internal Capture<sup>4</sup></b>		<b>228</b>	<b>114</b>	<b>114</b>
<b>Driveway Trips</b>		<b>2,121</b>	<b>1,025</b>	<b>1,096</b>
<b>Pass-by Trips<sup>5</sup></b>		<b>165</b>	<b>87</b>	<b>78</b>
<b>New Trips</b>		<b>1,956</b>	<b>938</b>	<b>1,018</b>

1. ITE does not provide directional distribution for this LUC, so it was assumed to have the same directional distribution as single-family detached housing, LUC 210, single-family detached housing.
2. Assumed no convention center activity during the 2:00 PM to 4:00 PM period on Saturday.
3. Assumed office uses, and performing arts center would be closed during the 2:00 PM to 4:00 PM period on Saturday.
4. Internal capture was assumed to be half of the percentages for the Weekday PM peak hour.
5. Pass-by trips were limited to 10% of adjacent street traffic.

Table 4 shows the trip generation for the 2026 Phase 2 weekday conditions.

Based on the selected uses, 2026 Phase 2 of the development is projected to generate 2,169 new AM peak hour trips (1,298 entering and 871 exiting) and 2,644 new PM peak hour trips (1,110 entering and 1,534 exiting) on average weekdays.

Table 5 shows the trip generation for the 2026 Phase 2 Saturday conditions.

Based on the selected uses, 2026 Phase 2 of the development is projected to generate 2,825 new Saturday peak hour trips (1,393 entering and 1,432 exiting) on an average Saturday.

**Table 4:  
Trip Generation – 2026 Phase 2 (Weekday)**

Land Use and Intensity	ITE Land Use Code	Daily (gross)	Weekday AM Peak Hour			Weekday PM Peak Hour		
			Total	In	Out	Total	In	Out
400 ksf Shopping Center	820	16,722	363	225	138	1,517	728	789
500 room Hotel	310	4,085	265	156	109	300	153	147
300 units Apartment	220	1,942	151	30	121	183	119	64
650 parking space Adventure Park	414	1,476	52	36	16	182	38	144
300 units Single-Family Detached Housing	210	2,886	220	55	165	282	178	104
100,000 sf Convention Center	Custom <sup>1</sup>	1,228	368	294	74	368	74	294
1,500 seat Performing Arts Center	441 <sup>2</sup>	No Data Avail.	30	15	15	30	15	15
400 beds Assisted Living	254	1,064	56	36	20	88	39	49
25,000 sf Medical-Dental Office Building	720	903	60	47	13	89	25	64
100,000 sf General Office Building	710	1,313	191	168	23	190	32	158
700 student Elementary School	520	810	315	173	142	105	51	54
500 student Middle School	522	903	270	149	121	80	39	41
<b>Subtotal</b>			<b>2,341</b>	<b>1,384</b>	<b>957</b>	<b>3,414</b>	<b>1,491</b>	<b>1,923</b>
<b>Internal Capture<sup>3</sup></b>			<b>172</b>	<b>86</b>	<b>86</b>	<b>596</b>	<b>298</b>	<b>298</b>
<b>Driveway Trips</b>			<b>2,169</b>	<b>1,298</b>	<b>871</b>	<b>2,818</b>	<b>1,193</b>	<b>1,625</b>
<b>Pass-by Trips<sup>4</sup></b>			<b>0</b>	<b>0</b>	<b>0</b>	<b>174</b>	<b>83</b>	<b>91</b>
<b>New Trips</b>			<b>2,169</b>	<b>1,298</b>	<b>871</b>	<b>2,644</b>	<b>1,110</b>	<b>1,534</b>

1. Based on trip generation information from Convention Center Phase II Expansion, Trip Generation Confirmation Letter and Impact Fee Estimate by Intermountain Transportation Solutions for the Spokane Convention Center in Spokane, WA.
2. ITE does not provide trip generation information for performing arts center so the live theater land use code was used (LUC 441). It was assumed that AM trips would be similar to PM trips during non-performance days for the staff of the facility.
3. Internal capture was limited to 20% in the PM peak hour.
4. Pass-by trips were limited to 10% of adjacent street traffic.

**Table 5:  
Trip Generation -- 2026 Phase 2 (Saturday)**

Land Use and Intensity	ITE Land Use Code	Saturday Peak Hour of Generator		
		Total	In	Out
400 ksf Shopping Center	820	2,153	1,120	1,033
500 room Hotel	310	360	202	158
300 units Apartment	220 <sup>1</sup>	156	84	72
650 parking space Adventure Park	414	253	33	220
300 units Single-Family Detached Housing	210	276	149	127
400 beds Assisted Living	254	132	61	71
<b>Subtotal</b>		<b>3,330</b>	<b>1,649</b>	<b>1,681</b>
<b>Internal Capture<sup>4</sup></b>		<b>318</b>	<b>159</b>	<b>159</b>
<b>Driveway Trips</b>		<b>3,012</b>	<b>1,490</b>	<b>1,522</b>
<b>Pass-by Trips</b>		<b>187</b>	<b>97</b>	<b>90</b>
<b>New Trips</b>		<b>2,825</b>	<b>1,393</b>	<b>1,432</b>

1. ITE does not provide directional distribution for this LUC, so it was assumed to have the same directional distribution as single-family detached housing, LUC 210, single-family detached housing.
2. Assumed no convention center activity.
3. Assumed schools, office uses, and performing arts center would be closed during the 2:00 PM to 4:00 PM period on Saturday.
4. Internal capture was assumed to be half of the percentages for the Weekday PM peak hour.
5. Pass-by trips were limited to 10% of adjacent street traffic.

## 6.0 Traffic Distribution

The proposed project traffic was assigned to the surrounding roadway network. The directional distribution and assignment were based on knowledge of the area and the model output results of the select zone analysis.

The following general cardinal directional distribution was applied to/from the site:

- 15% to/from east on Bluffton Parkway (Hilton Head Island)
- 35% to/from west on Bluffton Parkway
- 23% to/from west on US 278
- 2% to/from north on Burnt Church Road
- 4% to/from south on Burnt Church Road
- 2% to/from north on Malphrus Road

- 4% to/from south on Malphrus Road
- 2% to/from neighborhoods on Malphrus Road
- 5% to/from north on Moss Creek Drive
- 8% attenuate in the study network

Figure 4 (Appendix) shows the traffic distribution through the study area.

## 7.0 Traffic Volumes

### 7.1 Existing Traffic

Peak hour intersection turning movement counts were performed for the study area intersections in October 2014 and May 2015 from 7 AM to 9 AM and from 4 PM to 6 PM. The Bluffton Parkway Flyover was recently opened; however, the weekday counts were performed before its completion. The data was adjusted to reflect the opening of the flyover based on expected travel pattern shifts.

Saturday conditions data for select intersections was collected in September 2016 from 2 PM to 4 PM as coordinated with staff. The Saturday counts were adjusted to estimated peak conditions based on a comparison to the historical average of SCDOT daily traffic volumes for the Saturday afternoon peak hour at the US 278 continuous count station between May 2016 and September 2016.

The turning movement count data are included in the Appendix and the AM and PM peak hour weekday and Saturday existing traffic volumes are shown in Figure 5 (Appendix) and Figure 6 (Appendix), respectively.

### 7.2 No Build Traffic

Historic growth is the increase in existing traffic volumes due to usage increases and non-specific growth throughout the area. Using the 2010 total traffic volumes from the Lowcountry Council of Governments model compared to the 2030 E + C model volumes (background), US 278 shows a negative growth while Bluffton Parkway shows a 2.6% growth per year.

As discussed with staff, a 1% per year growth rate was used for the intersections along US 278 (to be conservative) and a 2.6% growth rate was used for the intersections along Bluffton Parkway.

In addition to the non-specific growth rate, site trips for the development of an adjacent parcel to the west of the site were applied to study area intersections based on the traffic study performed by Bihl Engineering (dated May 2016) for the Executive Golf Course Site. This study is included in the Appendix.



In addition, for the weekday scenarios (not applicable for the Saturday conditions), intersection level traffic was reassigned at the Hilton Head National and Buckingham Plantation Drive intersections to reflect the changes to the network at these locations due to the completion of the Bluffton Parkway Flyover. The reassignments were based on the total daily volumes from the model as well as existing travel patterns where appropriate. Prior to the completion of the flyover, vehicles would use Hilton Head National Drive as a cut-through between US 278 and Bluffton Parkway. The adjusted data limited this movement (both to and from US 278 from Bluffton Parkway) and assigned these trips to the flyover. For Saturday conditions, adjustments were not necessary as the counts occurred after the Bluffton Parkway Flyover to US 278 was completed.

Figures 7 – 12 (Appendix) show the AM and PM peak hour traffic volumes for the 2021 Phase 1 No Build – Weekday – AM and PM peak hours, 2021 Phase 1 No Build – Saturday, 2026 Phase 2 No Build – Weekday – AM and PM peak hours, and 2026 Phase 2 – No Build Saturday conditions, respectively.

### **7.3 Project Traffic**

The AM, PM, and Saturday peak hour projected project trips were assigned based on the trip distribution discussed in Section 5.

### **7.4 Build Traffic**

The 2021 Phase 1 Build and 2026 Phase 2 Build total traffic volumes include the respective background traffic and proposed development traffic at build. Figures 7 – 12 (Appendix) show the projected peak hour traffic volumes for the 2021 Phase 1 Build – Weekday – AM and PM peak hours, 2021 Phase 1 Build – Saturday, 2026 Phase 2 Build – Weekday – AM and PM peak hours, and 2026 Phase 2 – Build Saturday conditions, respectively.

In the 2021 Phase 1 and 2026 Phase 2 AM and PM peak hour conditions, the traffic from the intersection of Hilton Head National and Bluffton Parkway was reassigned as appropriate to account for the completion of the proposed ramp system entering the property.

In the 2026 Phase 2 conditions, the development site traffic from Phase 1 was added into the background volumes.

For the purposes of the analysis, Access #1 on Malphrus Road was assumed to be located across from the Olde Town neighborhood access point for the purposes of this report. Trips to/from Olde Town were estimated using ITE trip generation information for single family residential and townhome land uses.

Intersection volume development worksheets are included in the Appendix. Adjustments discussed in the report are documented in the worksheets.

## 8.0 Capacity Analysis

Capacity analyses were performed for the weekday AM and PM peak hours and the Saturday peak hour for all conditions using the Synchro Version 8 software to determine the operating characteristics of the adjacent roadway network and the impacts of the proposed project. The analyses were conducted with methodologies contained in the *2010 Highway Capacity Manual* (Transportation Research Board, December 2010). If the geometric configuration was not conducive to 2010 methodologies, *Highway Capacity Manual 2000* methodologies were applied. The roundabout at Access #2 and Malphrus Road was analyzed using the SIDRA 7 software program using HCM 2010 methodologies.

Capacity of an intersection is defined as the maximum number of vehicles that can pass through an intersection during a specified time, typically an hour. Capacity is described by level of service (LOS) for the operating characteristics of an intersection. LOS is a qualitative measure that describes operational conditions and motorist perceptions within a traffic stream. The *Highway Capacity Manual* defines six levels of service, LOS A through LOS F, with A being the best and F being the worst.

### 8.1 Build Conditions Roadway Improvements Assumed in Analysis

The future year 2021 Phase 1 and 2026 Phase 2 Build analysis results include the implementation of the following roadway improvements.

#### 8.1.1 Malphrus Road Intersections

Currently, at its intersection with US 278, Malphrus Road has an exclusive northbound left-turn lane, a shared left-turn/through lane and an exclusive right-turn lane. At Bluffton Parkway, Malphrus Road has exclusive northbound and southbound left-turn lanes. Based on the results of the future year analysis, the following roadway improvements are also recommended for Malphrus Road.

- Bluffton Parkway at Malphrus Road
  - Installation of southbound right-turn lane on Malphrus Road
  - Installation of northbound right-turn lane on Malphrus Road
  - Installation of a second northbound left-turn lane to form dual northbound left-turn lanes on Malphrus Road
- US 278 at Malphrus Road
  - Installation of exclusive northbound through lane and conversion of northbound left-turn lane to exclusive left-turn lane on Malphrus Road creating dual left-turn lanes
- Installation of a roundabout on Malphrus Road at Access #2
- Widening Malphrus Road to four lanes between US 278 and Bluffton Parkway
- Widening Malphrus Road to four lanes between Bluffton Parkway and Access #2
- Addition of a southbound left-turn lane on Malphrus Road at Access #1 (when warranted)

### **8.1.2 Bluffton Parkway Intersections**

In addition to the access points on Malphrus Road, the site is proposed to have three access points on Bluffton Parkway: a proposed right-in, right-out access between Hilton Head National Drive and Malphrus Road, a Bluffton Parkway bridge crossing over Hilton Head National Drive with ramp system for movements, and a connection to the full access point at Tanger 2.

A roadway connection would be constructed between the project site and Access #4 to serve left turns desiring to travel westbound on Bluffton Parkway. This access point would also serve Tanger 2 and the adjacent property. Signalization of this intersection is proposed once traffic signal warrants are met.

Hilton Head National Drive is expected to serve as the main access point for the development. An eastbound/westbound bridge would be installed on Bluffton Parkway at Hilton Head National Drive. US 278 traffic would travel under Bluffton Parkway to access the site. As currently contemplated, a ramp system would be installed at the intersection of Bluffton Parkway and Hilton Head National Drive to serve the Bluffton Parkway eastbound right-turn movement, the northbound right-turn movement and the westbound left-turn movement (via loop ramp).

An exclusive northbound right-turn lane on Burnt Church Road at Bluffton Parkway is also recommended as a part of this project.

Installation of right-turn lane on Bluffton Parkway at Access #3 should also be considered as a preliminary review shows it would likely be warranted by 2026 Phase 2 conditions.

### **8.1.3 Other Planned Improvements**

The retiming of US 278 and Bluffton Parkway corridor traffic signal systems is recommended as part of both Phase 1 and Phase 2 and is further discussed in Section 8.2.

The specifics of the Bluffton Parkway bridge design and operations at Hilton Head National would be designed in detail as the project moves forward and closely coordinated with Beaufort County. It is assumed that the merge and diverge operations of the ramp system would be designed to operate at an acceptable level of service. These operations would be further studied during the design phase of that roadway project.

The access point of Heritage Lakes Drive at Malphrus Road should also be further coordinated with the County and SCDOT staff and the subdivision as the project moves forward. The current access point is located within the northbound left-turn lane taper area on Malphrus Road. With the planned improvements to Malphrus Road, this would continue to be the case for the tapers with the proposed dual left-turn lanes and there will be increased traffic along Malphrus Road in this area. Per neighborhood concerns, the close proximity to the intersection of Bluffton Parkway and Malphrus Road currently

contributes to the delay experienced by vehicles exiting the neighborhood. Options should be coordinated closely with the other entities including the neighborhood of Heritage Lakes as they are developed. As the details of this change have not been determined at this time, the analysis assumes the location remains where it is today, however, it is recommended that this be determined prior to the completion of design plans for the project as queue lengths at the intersection of Malphrus Road at Bluffton Parkway are projected to extend past the driveway in the future conditions.

## 8.2 Future Weekday Analysis

Capacity analyses were performed for the Existing and 2021 Phase 1 No Build, 2021 Phase 1 Build, 2026 Phase 2 No Build, and 2026 Phase 2 Build conditions for the following intersections:

- US 278 at Burnt Church Road
- US 278 at Malphrus Road
- US 278 at Hilton Head National Drive
- US 278 at Tanger 2
- US 278 at Moss Creek Drive/Buckingham Plantation Drive
- Bluffton Parkway at Buckingham Plantation Drive
- Bluffton Parkway at Tanger 2
- Bluffton Parkway at Malphrus Road
- Bluffton Parkway at Hilton Head National Drive
- Bluffton Parkway at Burnt Church Road
- Heritage Lakes Dr. at Malphrus Road
- Malphrus Road at Access #1 (2021 Phase 1 Build, 2026 Phase 2 No Build, 2026 Phase 2 Build only)
- Malphrus Road at Access #2 (2021 Phase 1 Build, 2026 Phase 2 No Build, 2026 Phase 2 Build only)
- Bluffton Parkway at Access #3 (2021 Phase 1 Build, 2026 Phase 2 No Build, 2026 Phase 2 Build only)
- Malphrus Road at Access #5 (2021 Phase 1 Build, 2026 Phase 2 No Build, 2026 Phase 2 Build only)

Table 6 summarizes the LOS and control delay (average seconds of delay per vehicle) for the study intersections for Existing, 2021 Phase 1 No Build, 2021 Phase 1 Build, 2026 Phase 2 No Build and 2026 Phase 2 Build conditions for the AM and PM peak hours.

Hilton Head National Golf Course Rezoning - Traffic Impact Analysis

Table 6:  
Level of Service and Average Delay (in seconds per vehicle) - Weekday

Intersection	Traffic Control <sup>2</sup>	Existing Conditions		2021 No Build Conditions		2021 Build Conditions		2026 No Build Conditions		2026 Build Conditions	
		AM Peak Hour	PM Peak Hour	AM Peak Hour	PM Peak Hour	AM Peak Hour	PM Peak Hour	AM Peak Hour	PM Peak Hour	AM Peak Hour	PM Peak Hour
US 278 at Burnt Church Rd.	S	D (38.1)	C (26.6)	C (34.9)	C (28.0)	D (41.6)	D (36.1)	D (45.2)	D (39.5)	D (46.9)	D (40.3)
US 278 at Malphrus Rd.	S	B (13.8)	C (25.7)	B (15.8)	C (24.9)	C (34.6)	D (48.1)	D (38.6)	C (30.5)	D (42.3)	D (37.8)
US 278 at Hilton Head National Dr.	U	C (23.6) - NB	B (12.2) - NB	C (17.1) - NB	C (22.3) - NB	C (15.8) - NB	B (13.1) - NB	C (17.0) - NB	B (13.5) - NB	C (18.6) - NB	B (14.1) - NB
US 278 at Tanger 2	S	A (5.5)	C (23.7)	A (5.6)	C (26.0)	B (10.8)	D (37.8)	B (11.3)	C (26.5)	B (12.0)	C (26.7)
US 278 at Moss Creek Dr./Buckingham Plantation Dr.	S	F (239.1)	F (119.6)	E (61.3)	D (52.1)	E (62.0)	E (57.7)	E (66.1)	F (63.3)	E (66.1)	E (64.1)
Bluffton Pkwy. at Buckingham Plantation Dr.	U/S in future	E (45.1)	D (25.3)	B (17.8)	C (23.1)	B (11.9)	C (21.8)	B (11.5)	C (21.6)	B (13.3)	C (31.0)
Bluffton Pkwy at Tanger 2/Access #4	U/S in future	A (9.1) - SB	B (11.3) - SB	B (11.6)	B (19.2)	B (15.7)	B (14.9)	B (12.9)	B (15.5)	B (16.5)	B (17.9)
Bluffton Parkway at Hilton Head National Dr. <sup>3</sup>	U	A (9.2) - SB	B (12.5) - SB	A (9.7) - SB	B (14.2) - NB	-	-	-	-	-	-
Bluffton Pkwy at Malphrus Rd.	S	B (17.6)	B (18.8)	B (19.8)	C (20.7)	C (25.0)	C (30.6)	C (25.6)	C (33.9)	C (32.4)	D (42.4)
Bluffton Pkwy. at Burnt Church Rd	S	C (27.8)	C (24.5)	C (31.4)	C (28.7)	C (30.4)	C (31.5)	D (35.4)	D (37.2)	D (44.0)	D (44.5)
Malphrus Road at Access #2	R	-	-	-	-	A (7.8)	A (9.7)	A (8.4)	B (10.3)	B (10.0)	B (14.2)
Malphrus Road at Access #1	U	-	-	-	-	C (15.2) - EB	C (18.9) - EB	C (16.6) - EB	C (19.0) - EB	C (19.7) - EB	C (21.6) - EB
Malphrus Road at Access #5	U	-	-	-	-	H (12.2) - WB	B (12.4) - WB	B (13.0) - WB	B (13.2) - WB	B (13.7) - WB	B (13.9) - WB
Bluffton Parkway at Access #3	U	-	-	-	-	C (15.4) - NB	B (13.2) - NB	C (16.8) - NB	B (14.0) - NB	C (18.7) - NB	C (15.1) - NB
Heritage Lakes Dr. at Malphrus Road	U	B (10.8) - EB	B (11.9) - EB	B (11.2) - EB	B (12.7) - EB	B (14.1) - EB	C (17.2) - EB	B (14.5) - EB	C (16.1) - EB	C (20.3) - EB	C (22.0) - EB

1. For unsignalized intersections, the level of service of the poorest performing minor approach is reported.
2. S = Signalized, U = Unsignalized, R = Roundabout
3. SB delay reported due to the low traffic volume on northbound approach

In the analysis, intersection splits were optimized in the 2021 Phase 1 No Build conditions, 2021 Phase 1 Build conditions, and 2026 Phase 2 No Build AM conditions. For the 2026 Phase 2 No Build PM and 2026 Phase 2 Build AM and PM conditions, network cycle lengths and intersection splits were optimized for US 278 and intersection splits were optimized for Bluffton Parkway. Capacity analysis reports are included in the Appendix.

As noted previously, for the purposes of the analyses, it was assumed that the residential access point on Malphrus Road (Access #1) would be aligned with the Olde Town neighborhood access point. Estimated trips were calculated for this neighborhood using ITE data for single-family detached housing and townhomes and applied to the intersection analysis.

Traffic counts for the weekday conditions were collected prior to the opening of the Bluffton Parkway Flyover and were adjusted to reflect the completion. With the completion of the Bluffton Parkway Flyover, the traffic volumes on US 278 are expected to drop as some traffic shifts to use Bluffton Parkway. As previously discussed, this will also reduce a majority of the north/south cut-through traffic between Bluffton Parkway and US 278, using roadways such as Hilton Head National Drive and Buckingham Plantation Drive to access US 278 and Hilton Head Island. In the future conditions (No Build and Build), a majority of these trips were routed to use Bluffton Parkway as noted in the spreadsheet. Additionally, the westbound right-turn movement at the intersection of US 278 at Malphrus Road was not included in the intersections analysis as that movement is yield controlled and not controlled by the signal.

As stated previously, one full access point at Tanger 2 (Access #4), one full access (Hilton Head National Drive), and one RIRO access point (Access #3) are planned on Bluffton Parkway and three access points (one roundabout – Access #2, two full access points – Access #1 and Access #5) are planned on Malphrus Road. All access points will be required to be designed to meet SCDOT and County standards, as applicable.

The Existing conditions (pre-Bluffton Flyover for AM and PM peak hour conditions) analyses show the intersections operating acceptably at LOS D or better with the exception of Bluffton Parkway at Moss Creek Drive/Buckingham Planation Drive (AM peak only) and US 278 at Moss Creek Drive/Buckingham Planation Drive (AM and PM peaks) which experience some congestion during the peak hours. Both intersection operations are improved with the completion of the Bluffton Parkway Flyover. The intersection of Bluffton Parkway at Moss Creek Drive/Buckingham Planation Drive is also improved with the signalized of this intersection.

2021 Phase 1 No Build AM and PM peak hour conditions show that all intersections are operating at level of service (LOS) D or better with the exception of the intersection of US 278 at Moss Creek Drive/Buckingham Planation Drive which is operating with some congestion during the AM peak hour

(LOS E). The operations of this intersection are improved from today with the completion of the Bluffton Parkway Flyover. Compared to the Existing conditions the delay is projected to be reduced from the pre-Bluffton Flyover conditions.

In the 2021 Phase 1 Build AM and PM peak hour conditions with the installation of the improvements previously listed, the study area intersections are projected to operate acceptably at LOS D or better with the exception of US 278 at Moss Creek Drive/Buckingham Plantation Drive (LOS E in the AM and PM peaks). The projected delay of this intersection is within 10% of the 2021 Phase 1 No Build AM and PM peak hour conditions. Saturday conditions show acceptable operations at all the studied intersections with the proposed improvements. In the 2026 Phase 2 No Build conditions, the study area intersections are projected to operate acceptably with the same exception noted above in the 2021 Phase 1 Build conditions at US 278 at Moss Creek Drive/Buckingham Plantation Drive (LOS E). The projected delay of this intersection is approximately 20% greater than the 2021 Phase 1 No Build AM and PM peak hour conditions (63.3 average seconds of delay in 2026 Phase 2 No Build PM peak hour conditions compared to 52.1 average seconds of delay in the 2021 Phase 1 No Build PM peak hour conditions).

The 2026 Phase 2 Build conditions analyses show the study area intersections operating similar to 2026 Phase 2 No Build conditions with some additional signal timing improvements resulting in US 278 at Moss Creek Drive/Buckingham Plantation Drive continuing to operate at LOS E during the AM and PM peak hours. The projected delay of this intersection is within 10% of the 2021 Phase 1 Build AM and PM peak hour conditions (64.1 average seconds of delay in 2026 Phase 2 Build PM peak hour conditions compared to 57.7 average seconds of delay in the 2021 Phase 1 Build PM peak hour conditions).

Though some intersection approaches and movements experience elevated delay during the peak hours, as this project is in the rezoning stage, the levels of development shown in this study along with the listed improvements generally satisfy the traffic needs at this level of study.

It is recommended that due to the size of the development, discussion occur with County and SCDOT staff regarding the details of the proposed improvements and timing of their construction. As parcels develop, individual traffic studies may be desired by the County, SCDOT or developer.

The site driveways are projected to operate acceptably in all scenarios. As stated previously, the southbound left-turn lane on Malphrus Road at Access #1 and an eastbound right-turn lane on Bluffton Parkway at Access #3 were shown to be preliminary warranted before or at Phase 2 conditions.

An in-depth study of the internal circulation has not been conducted at this point, as the detailed site plan has not been created; however, connectivity between land uses is planned.

### 8.3 Future Saturday Analysis

Capacity analyses were performed for the Existing, 2021 Phase 1 No Build – Saturday, 2021 Phase 1 Build – Saturday, 2026 Phase 2 Build – Saturday, and 2026 Phase 2 Build – Saturday for the following intersections:

- US 278 at Malphrus Road
- US 278 at Tanger 2
- US 278 at Moss Creek Drive/Buckingham Plantation Drive
- Bluffton Parkway at Buckingham Plantation Drive
- Bluffton Parkway at Tanger 2
- Bluffton Parkway at Malphrus Road
- Malphrus Road at Access #1 (2021 Phase 1 Build, 2026 Phase 2 No Build, 2026 Phase 2 Build only)
- Malphrus Road at Access #2 (2021 Phase 1 Build, 2026 Phase 2 No Build, 2026 Phase 2 Build only)
- Bluffton Parkway at Access #3 (2021 Phase 1 Build, 2026 Phase 2 No Build, 2026 Phase 2 Build only)
- Malphrus Road at Access #5 (2021 Phase 1 Build, 2026 Phase 2 No Build, 2026 Phase 2 Build only)

Table 7 summarizes the LOS and control delay (average seconds of delay per vehicle) for the study intersections with Existing, 2021 Phase 1 No Build – Saturday, 2021 Phase 1 Build – Saturday, 2026 Phase 2 No Build– Saturday, and 2026 Phase 2 Build – Saturday conditions.

As previously discussed, the intersection of Bluffton Parkway at Tanger 2 is expected to meet signal warrants as side street volumes increase due to the development of adjacent parcels in addition to the proposed project. It is assumed to be signalized in all future scenarios.

Existing Saturday signal timings were maintained for the 2021 Phase 1 No Build conditions. Signal timing splits were optimized for the 2021 Phase 1 Build conditions and 2026 Phase 2 No Build conditions. Network cycle lengths were optimized for US 278 at Bluffton Parkway in the 2026 Phase 2 Build conditions.



**Table 7:  
Level of Service and Average Delay (in seconds per vehicle) – Saturday Afternoon Peak Hour**

Intersection	Traffic Control <sup>1</sup>	Existing Conditions	2021 No Build Conditions	2021 Build Conditions	2026 No Build Conditions	2026 Build Conditions
US 278 at Malphrus Rd.	S	C (22.7)	C (33.2)	D (47.7)	D (53.1)	D (35.4)
US 278 at Tanger 2	S	C (27.5)	C (21.8)	C (32.3)	C (33.1)	C (25.7)
US 278 at Moss Creek Dr./Buckingham Plantation Dr.	S	C (32.9)	D (36.7)	D (46.8)	D (48.2)	D (52.9)
Bluffton Parkway at Buckingham Plantation Dr.	S	B (19.2)	C (30.6)	C (21.0)	C (24.5)	C (34.1)
Bluffton Parkway at Tanger 2/Access #4	U/S <sup>2</sup>	C (16.3) – SB	B (15.6)	C (30.4)	C (32.4)	D (38.3)
Bluffton Parkway at Malphrus Rd.	S	B (18.9)	C (21.1)	C (32.6)	D (36.8)	D (50.4)
Malphrus Road at Access #2	R	-	-	A (9.0)	A (9.5)	A (9.6)
Malphrus Road at Access #1	U	-	-	C (15.0) – EB	C (16.2) – EB	C (18.5) – EB
Bluffton Parkway at Access #3	U	-	-	B (14.4) – NB	B (14.5) – NB	C (15.8) – NB
Malphrus Road at Access #5	U	-	-	B (11.2) – WB	B (11.6) – WB	B (12.1) – WB

1. U = unsignalized, S = signalized, R = roundabout
2. \*\* = delay exceeds 300 seconds
3. Expected to meet signal warrants in the future conditions

Existing conditions analyses show the study area intersections operating acceptably at LOS C or better during the Saturday afternoon peak period.

The 2021 Phase 1 No Build conditions analyses show study area intersections operating acceptably at LOS D or better with the optimization of signal timing splits. The 2021 Phase 1 Build conditions show the study area intersections operating at LOS D or better with the optimization of signal timing splits.

The 2026 Phase 2 No Build conditions analysis show the study area intersections operating acceptably with the optimization of signal timing splits. The 2026 Phase 2 Build conditions analyses show the study area intersections operating acceptably at LOS D or better and similar to 2026 Phase 2 No Build conditions with optimization of network signal timings for the US 278 intersections and Bluffton Parkway intersections.

The site driveways are projected to operate acceptably in all Saturday scenarios.

## 9.0 Conclusion

Hilton Head National golf course is located on approximately 300 acres on the Bluffton Parkway between Malphrus Road and Tanger 2 in Beaufort County, SC. The parcel is proposed to be rezoned from a golf course to a mix of uses. Land uses studied in this analysis for the rezoning include commercial, office, residential and hotel uses. Accesses to the site are currently planned along Bluffton Parkway and Malphrus Road. Driveways will be designed to SCDOT and Beaufort County standards as applicable.

Based on the 2021 and 2026 Build AM and PM peak hour capacity analysis, the following roadway improvements are recommended.

- Installation of eastbound/westbound bridge on Bluffton Parkway at Hilton Head National Drive. Flyover would travel over Hilton Head National Drive with ramp system intersections with Hilton Head National Drive, which would remain at grade.
- Construction of a roadway connection from the project to the adjacent parcel (to the east) and signalization of the intersection of Tanger 2 at Bluffton Parkway
- Turn lane improvements and related phasing upgrades at the following intersections:
  - Bluffton Parkway at Malphrus Road
    - Installation of southbound right-turn lane on Malphrus Road
    - Installation of northbound right-turn lane on Malphrus Road
    - Installation of a second northbound left-turn lane to form dual northbound left-turn lanes on Malphrus Road
  - US 278 at Malphrus Road
    - Installation of exclusive northbound through lane and conversion of northbound left-through lane to exclusive left-turn lane on Malphrus Road creating dual left-turn lanes
  - Bluffton Parkway at Burnt Church Road
    - Installation of exclusive northbound right-turn lane on Burnt Church Road
  - Malphrus Road at Access #1 (2026)
    - Installation of southbound left-turn lane
  - Bluffton Parkway at Access #3 (2026)
    - Installation of eastbound right-turn lane
- Installation of roundabout at Malphrus Road at Access #2.
- Widening Malphrus Road to four lanes between US 278 and Bluffton Parkway
- Widening Malphrus Road to four lanes between Bluffton Parkway and Access #2 roundabout (2026)
- Retiming of US 278 and Bluffton Parkway corridor traffic signal systems



**COUNTY COUNCIL OF BEAUFORT COUNTY**  
**BEAUFORT COUNTY PLANNING DIVISION**  
Beaufort County Government Robert Smalls Complex  
Physical: County Administration Building, 100 Ribaut Road, Room 115  
Mailing: Post Office Drawer 1228, Beaufort SC 29901-1228  
Phone: (843) 255-2140 • FAX: (843) 255-9432

November 15, 2016

**RE: REVISED NOTICE** of Public Meetings to Consider Southern Beaufort County Zoning Map Amendment/Rezoning Request for R600-040-000-001C-0000 (299.202 acres North and South of Bluffton Parkway and east of Malphrus Road; known as Hilton Head National Golf Course); from T2-Rural District to T3-Neighborhood, T4-Neighborhood Center and T4-Hamlet Center Open Districts; Owner/Applicant: Scratch Golf LLC/ William C. Palmer Jr.; Agent: Michael Kronimus

Dear Property Owner:

In accordance with the Beaufort County Community Development Code (CDC), Section 7.4.50, a public hearing is required by the Beaufort County Planning Commission and the Beaufort County Council before a map amendment/rezoning proposal can be adopted. You are cordially invited to provide comment at these meetings and public hearings on the subject proposed map amendments in your neighborhood. A map of the property is on the back of this letter.

1. The Beaufort County Planning Commission (public hearing) – Thursday, December 1, 2016, at 6:00 p.m. in Bluffton, in the large meeting room of the Bluffton Branch Library, 120 Palmetto Way, Bluffton, SC 29910.
2. The Natural Resources Committee of the County Council – Monday, December 19, 2016, at 2:00 p.m. in the Executive Conference Room, located on the first floor of the Beaufort County Administration Building, 100 Ribaut Road, Beaufort, SC.
3. Beaufort County Council – generally meets second and fourth Mondays at 6:00 p.m. in the County Council Chambers of the Beaufort County Administration Building, 100 Ribaut Road, Beaufort, SC. County Council must meet three times prior to making a final decision on this case. Please call (843) 255-2140 to verify the exact dates and locations.

Documents related to the proposed amendment are available for public inspection between 8:00 a.m. and 5:00 p.m., Monday through Friday, in the Beaufort County Planning Department office located in Room 115 of the Beaufort County Administration Building. If you have any questions regarding this case, please contact the Planning Department at (843) 255-2140.

Sincerely,

Anthony J. Criscitiello  
Planning Director

**Attachments:**

1. Locational Map
2. Proposed Master Plan (revised 11/2016)

## HILTON HEAD NATIONAL PROPERTY OWNERS NOTIFIED

PIN_	Owner1	Owner2	MailingAdd	City	State	ZIP
R600 040 000 142A 0000	1376 FORDING ISLAND ROAD HOLDING LLC		7501 WISCONSIN AVE 500 WEST	BETHESDA	MD	20814
R600 040 00B 0186 0000	AGWU TONY		11 COVINGTON LN	BLUFFTON	SC	29910
R600 040 000 0003 0000	ALAN A ULMER REVOCABLE TRUST ETAL		177 ULMER RD	BLUFFTON	SC	29910
R600 040 00B 0183 0000	ANCHORENA EMILIO F		17 COVINGTON LN	BLUFFTON	SC	29910
R600 040 000 0807 0000	AQUINO WANDA		1830 RIBAUT RD	PORT ROYAL	SC	29935
R600 040 00B 0200 0000	AROB LLC		91 MT PELIA RD	BLUFFTON	SC	29910
R600 040 00B 0197 0000	BARBER MICHAEL TROY		950 LAKEVIEW DR	MT PLEASANT	SC	29464
R600 040 000 0526 0000	BEAUFORT COUNTY		100 RIBAUT RD	BEAUFORT	SC	29902
R600 040 000 0449 0000	BEAUFORT-JASPER WATER & SEWER AUTHOR		6 SNAKE RD	OKATIE	SC	29909
R600 040 00B 0157 0000	BERRIOS JOSE GOMEZ		7 CAMBRIDGE CT	BLUFFTON	SC	29910
R600 040 000 0343 0000	BLACK KATIE A (DVM)		2 ALLYAN CT	BLUFFTON	SC	29910
R600 040 000 0416 0000	BOND SANDRA		13 BONTWELL CIR	BLUFFTON	SC	29910
R600 040 000 0411 0000	BOWERS CHRISTOPHER P DENISE D JTROS		3 BONTWELL CIR	BLUFFTON	SC	29910
R600 040 000 0366 0000	BRADLEY ROY KEITH		9 HERITAGE LAKES DR	BLUFFTON	SC	29910-6531
R600 040 00B 0189 0000	BREDESON MATTHEW AMY JTROS		10 PADDINGTON LN	BLUFFTON	SC	29910
R600 040 000 0405 0000	BREWER BRUCE A	BREWER HEATHER FLUDD	9 CHISOLM CT	BLUFFTON	SC	29910
R600 040 000 0344 0000	BRUNECZ STEPHEN KATHLEEN A JTROS		1 HERITAGE LAKES DR	BLUFFTON	SC	29910
R600 040 000 0250 0000	CANESTRARI RICHARD A		114 FOREMAN HILL RD	BLUFFTON	SC	29910
R600 040 00B 0216 0000	CAPITAL STREET WAREHOUSE LLP		PO BOX 16387	SAVANNAH	GA	31416
R600 040 00A 0472 0000	CARLSON DANA	CARLSON VIRGINIA	461 JOSIAH BARTLETT DR	CONCORD	NH	03301
R600 040 00A 0118 0000	CARTER BARBARA A		62 TIMBER LN	HILTON HEAD ISLAND	SC	29926
R600 040 00B 0191 0000	CASBY JOSEPH	CASBY MARVIN J	14 PADDINGTON LN	BLUFFTON	SC	29910
R600 040 00B 0155 0000	CHAVEZ MIGUEL		15 CAMBRIDGE CT	BLUFFTON	SC	29910-4002
R600 040 00B 0164 0000	CHEUVRONT JENNIFER		25 PADDINGTON LN	BLUFFTON	SC	29910
R600 040 00B 0156 0000	CIAO FRATELLI LLC		PO BOX 3456	BLUFFTON	SC	29910
R600 040 000 0418 0000	CIMINO PAUL A KARIN M JTROS		17 BONTWELL CIR	BLUFFTON	SC	29910
R600 040 000 0447 0000	COLE CK PORTFOLIO VII LLC		PO BOX 52085	PHOENIX	AZ	85072
R600 040 00B 0187 0000	COOMBS SUSAN	LANDRY CHRISTOPHER L	107 LITTLE SANDY POND RD	PLYMOUTH	MA	02360
R600 040 000 0208 0000	COROC/HILTON HEAD II LLC % BLACKSTON		3200 NORTHLINE AVE STE 360	GREENSBORO	NC	27408
R600 040 000 0203 0000	DAVIS CHRISTOPHER T TAMARA S		103 FOREMAN HILL RD	BLUFFTON	SC	29910
R600 040 000 0403 0000	DURHAM WILLIE L KATHY L JTROS		5 CHISHOLM CT	BLUFFTON	SC	29910
R600 040 00A 0120 0000	EASLER PHILLIP C ANDREA PAINTER JTR		52 TIMBER LN	HILTON HEAD ISL	SC	29926
R600 040 000 0413 0000	FLETCHER JAMES W CHERYL L JTROS		7 BONTWELL CIR	BLUFFTON	SC	29910
R600 040 00A 0459 0000	FORD FATIMA A	ABOUSAEDDI HOSSEIN	341 LAKESIDE DR NE #P201	ATLANTA	GA	30326
R600 040 00A 0464 0000	FRITZ STEPHEN A CAROLYN A		194 TREDWELL AVE	ST JAMES	NY	11780
R600 040 00B 0171 0000	FUSTOS JESSI		PO BOX 314	BLUFFTON	SC	29910
R600 040 00B 0194 0000	GAUCHO LLC		41 ABLE ST	BLUFFTON	SC	29910
R600 040 00B 0185 0000	GILLETTE DENISE M		3641 RIDGEWATER TRL	MARIETTA	GA	30068
R600 040 000 0345 0000	GRAVES CLAY M SANDRA D JTROS		3 HERITAGE LAKES DR	BLUFFTON	SC	29910
R600 040 00B 0184 0000	GROSSMAN MICHAEL G		111 ARROWWOOD COURT	BLUFFTON	SC	29910
R600 040 00B 0188 0000	HAILEY WILLIAM E JANICE K JTROS		58 STABLE GATE RD	HILTON HEAD ISLAND	SC	29926
R600 040 00B 0161 0000	HALL ELLEN L		21 LEACYBRIDGE RD	BLUFFTON	SC	29910
R600 040 000 0367 0000	HALL JENNIFER E		11 HERITAGE LAKES DR	BLUFFTON	SC	29910

R600 040 00B 0166 0000	HALL ROSS KURT JEAN HINSON JTROS		4 LEACYBRIDGE RD	BLUFFTON	SC	29910
R600 040 00D 0809 0000	HALLMARK HOMES AT MALPHRUS LP		2301 RIVER RD STE 300	LOUISVILLE	KY	40206-3040
R600 040 00B 0165 0000	HARRIS AUSTIN R		23 PADDINGTON LN	BLUFFTON	SC	29910
R600 040 00D 0414 0000	HENRY SCOTT S		9 BONTWELL CIR	BLUFFTON	SC	29910
R600 040 00D 0312 0000	HERITAGE LAKES HOMEOWNERS ASSOCIATIO		PO BOX 7431	HILTON HEAD ISLAND	SC	29938
R600 040 00B 0193 0000	HOFFMAN SCOTT W	HOFFMAN BRENDA L	539 HOMESTEAD LN	MOHNTON	PA	19540
R600 040 00B 0158 0000	HUDAK MIROSLAW		5 CAMBRIDGE CT	BLUFFTON	SC	29910-4002
R600 040 00D 0310 0000	INLAND WESTERN BLUFFTON LOW COUNTRY		PO BOX 9273	OAK BROOK	IL	60522
R600 040 00B 0169 0000	JACKSON SPENCER T	COATES KAREN A	10 LEACY BRIDGE RD	BLUFFTON	SC	29910
R600 040 00D 0440 0000	JENNINGS BRYAN N	JENNINGS KIMBERLY P	16 BONTWELL CIR	BLUFFTON	SC	29910
R600 040 00D 0441 0000	JOHNSTON BRADFORD A JULIE T JTROS		10 BONTWELL CIR	BLUFFTON	SC	29910
R600 040 00A 0462 0000	JONES GEORGE BEECHER IV	JONES AMY S	2212 ROANOKE AVE	VIRGINIA BEACH	VA	23435
R600 040 00B 0172 0000	KELLEY ELIZABETH V		16 LEACYBRIDGE RD	BLUFFTON	SC	29910
R600 040 00D 0401 0000	KELLY ARTHUR K TRACY C JTROS		1 CHISOLM CT	BLUFFTON	SC	29910
R600 040 00A 0471 0000	KING JASON M	MCDONOUGH KATHLEEN M	123 HUNNEWELL ST	NEEDHAM HEIGHTS	MA	02494
R600 040 00D 0406 0000	KITTY RENTY E MILDRED B JTROS		PO BOX 1542	BLUFFTON	SC	29910
R600 040 00D 0346 0000	KRUSE JACOB	KRUSE SOPHIE CLARKE	5 HERITAGE LAKES DR	BLUFFTON	SC	29910
R600 040 00A 0469 0000	LARRICK RENEE A		74 STABLE GATE RD	HILTON HEAD ISLAND	SC	29926
R600 040 00D 0144 0000	LOWES HILTON HEAD LLC		11620 MASTERS RUN	ELICOTT CITY	MD	21042
R600 040 00B 0163 0000	LYN A WHITESIDE REVOCABLE TRUST		7 HATHAWAY LANE	BLUFFTON	SC	29910
R600 040 00D 0412 0000	MADDUX DAVIS H SHERYL P JTROS		5 BONTWELL CIR	BLUFFTON	SC	29910
R600 040 00A 0466 0000	MAHONEY DONNA		71 STABLE GATE RD	HILTON HEAD ISL	SC	29926-1059
R600 040 00D 0342 0000	MAHONEY SHAWN PATRICK		1 MULRAIN WAY	BLUFFTON	SC	29910-6530
R600 040 00D 001E 0000	MAY RIVER GOLF CLUB ASSOC		200 MAIN STREET SUITE 201	HILTON HEAD ISLAND	SC	29926-0107
R600 040 00D 0306 0000	MCDONALDS CORPORATION % MEEKMD		130 CANAL ST STE 201	POOLER	GA	31322
R600 040 00A 0463 0000	METRO ROBERT S		68 STABLE GATE RD	HILTON HEAD ISLAND	SC	29926
R600 040 00B 0192 0000	MEZQUIDA CAROLINA R		16 PADDINGTON LN	BLUFFTON	SC	29910
R600 040 00A 0119 0000	MORRIS HAROLD O Jr	MORRIS ROSE	60 TIMBER LN	HILTON HEAD ISLAND	SC	29926
R600 033 00A 0338 0000	MOSS CREEK OWNERS ASSOC INC		1523 FORDING ISLAND RD	HILTON HEAD ISLAND	SC	29926
R600 040 00A 0461 0000	ORR JEROME K	ORR AMY K	66 STABLE GATE RD	HILTON HEAD ISLAND	SC	29926
R600 040 00A 0465 0000	OSBORN CHRISTY E OSBORN GAYLE WILLIA		360 LYNCH COVE RD	BLACK MOUNTAIN	NC	28711
R600 040 00A 0468 0000	PAMELA J PERRY REVOCABLE LIVING TRUS		73 STABLE GATE RD	HILTON HEAD ISLAND	SC	29926
R600 040 00D 0151 0000	PARKER CHRSTOPHER G STERLING LAURA M		113 FOREMAN HILL RD	BLUFFTON	SC	29910
R600 040 00B 0198 0000	PAYA ROSA	PEZESHKI DAVID	8 HARBORAGE CT	BLUFFTON	SC	29910
R600 040 00D 0404 0000	PITTINGER DUANE A NORMA L JTROS		7 CHISOLM CT	BLUFFTON	SC	29910
R600 040 00D 0415 0000	POLIQUIN LOREE S COREY R JTROS		11 BONTWELL CIR	BLUFFTON	SC	29910
R600 040 00B 0235 0000	PRAY PAMELA J		17 LEACY BRIDGE RD	BLUFFTON	SC	29910
R600 040 00A 0460 0000	RAMOS NELSON A LASA		65 STABLE GATE RD	HILTON HEAD ISLAND	SC	29926
R600 040 00B 0190 0000	RENDON MARIA R		PO BOX 23812	HILTON HEAD ISLAND	SC	29925
R600 040 00B 0195 0000	RIFF LAWRENCE N	RIFF DIANE F	1926 RIVERS LANDING DR	PROSPECT	KY	40059
R600 040 00D 0249 0000	ROBERTS FREDERICK TODD		PO BOX 5611	HILTON HEAD ISL	SC	29938
R600 040 00A 0470 0000	ROBERTS MELINDA M		57 TIMBER LN	HILTON HEAD ISLAND	SC	29926
R600 040 00A 0467 0000	SALISBURY PATRICIA A		19 MONTANO RD	ENFIELD	CT	06082
R600 040 00D 0408 0000	SCHULTZ BRUCE DALE		4 CHISOLM CT	BLUFFTON	SC	29910
R600 040 00D 0365 0000	SCHULZE NORMA	JANSEN ANDREA	7 HERITAGE LAKES DR	BLUFFTON	SC	29910
R600 040 00D 001C 0000	SCRATCH GOLF COMPANY % ACCOUNTING DE		1005 GLENWAY AVE	BRISTOL	VA	24201-3473

R600 040 00B 0196 0000	SHAW MICHAEL F	SHAW DEBORAH L	335 ROSLYN AVE	CARLE PLACE	NY	11514
R600 040 000 0409 0000	SHULTZMAN SOMMER	SHULTZMAN MICAH	2 CHISOLM CT	BLUFFTON	SC	29910
R600 040 000 0209 0000	SILVER ROCK BP LLC		270 MOSS CREEK DR	HILTON HEAD ISLAND	SC	29926
R600 040 000 0666 0000	SLD-HILTON HEAD LP		6190 POWERS FERRY RD STE 540	ATLANTA	GA	30339
R600 040 000 0407 0000	STOHR DAVID B		6 CHISOLM CT	BLUFFTON	SC	29910
R600 040 00B 0162 0000	STRASSNER JORDAN		20 CAMBRIDGE COURT	BLUFFTON	SC	29910
R600 040 00B 0170 0000	SUTTON ANDREW THOMAS	SUTTON NIKITA JENNIFER	12 LEACYBRIDGE RD	BLUFFTON	SC	29910
R600 040 00B 0160 0000	TAYLOR CHRISTINE		13 CAMBRIDGE CT	BLUFFTON	SC	29909
R600 040 00B 0159 0000	THOREN LAURIE K	THOREN BRUCE T	3 CAMBRIDGE CT	BLUFFTON	SC	29910
R600 040 00B 0207 0000	TREXIER WILLIAM RYAN		30 SPINDLE LN	HILTON HEAD ISLAND	SC	29926
R600 040 00B 0211 0000	TRYON LAURIE		8 B ESSEX CT	BLUFFTON	SC	29910
R600 040 00B 0168 0000	UBI IFERE	UBI EUNICE	8 LEACYBRIDGE RD	BLUFFTON	SC	29910
R600 040 000 0364 0000	UNGVARSKY BRADLEY BECK	UNGVARSKY COLLEEN BECK	1 ALLYAN CT	BLUFFTON	SC	29910
R600 040 000 0680 0000	UNITARIAN FELLOWSHIP OF HILTON HEAD		110 MALPHRUS ROAD	BLUFFTON	SC	29910
R600 040 00B 0167 0000	URBINA DAMARIS		6 LEACYBRIDGE RD	BLUFFTON	SC	29910
R600 040 00B 0150 0000	VILLAGE AT OLDE TOWN COMMUNITY ASSOC		2 CORPUS CHRISTI PL STE 302	HILTON HEAD	SC	29928
R600 040 000 0402 0000	WHITE MARK S THERESE M JTROS		3 CHISOLM CT	BLUFFTON	SC	29910
R600 040 000 0417 0000	YORK WALTER THOMAS	WRAY JEANNE CARRYL	15 BONTWELL CIR	BLUFFTON	SC	29910

## Hilton Head National Golf Course 3<sup>rd</sup> Posting Signs Placement 11-15-16

<p><b>Sign 1</b> located at the front entrance to Hilton Head National on Hilton Head National Drive.</p>					
<p><b>Sign 2</b> located at the intersection of Malphrus Road and Bluffton Parkway facing the intersection</p>					
<p><b>Sign 3</b> is located directly across from the entrance to Heritage Lake Drive on Malphrus Road</p>					

Sign

Facing Property

To the Right of Sign

Across the Street of Sign

To the Left of Sign

## Hilton Head National Golf Course 3<sup>rd</sup> Posting Signs Placement 11-15-16

<p><b>Sign 4</b> is located on Malphrus Road across from the Entrance to Olde town</p>					
<p><b>Sign 5</b> is located where Malphrus road turns into Foreman Hill Road across from Benton Field Road</p>					

Sign

Facing Property

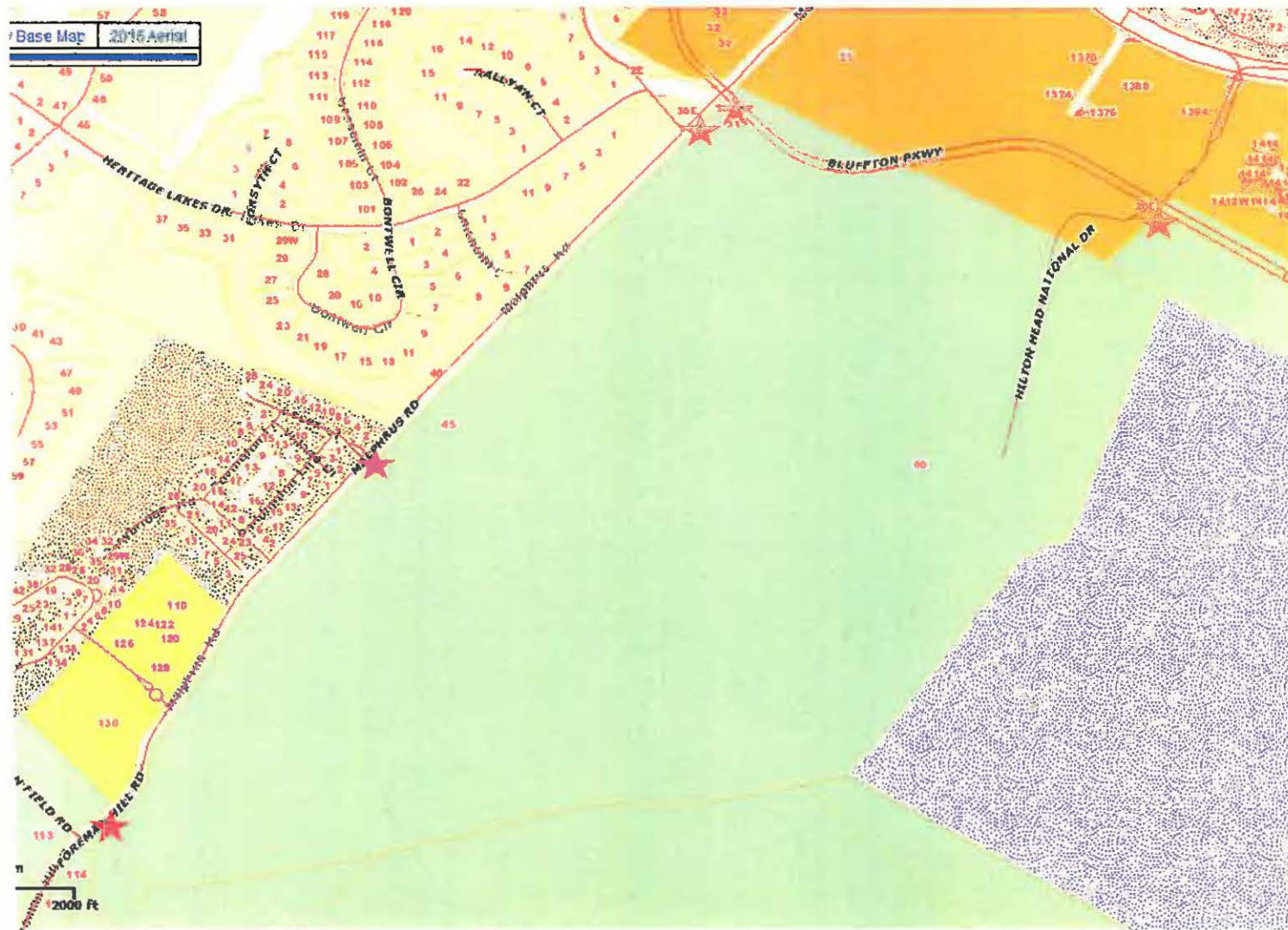
To the Right of Sign

Across the Street of Sign

To the Left of Sign



# Hilton Head National Golf Course 3<sup>rd</sup> Posting Signs Placement 11-15-16



★ Red Stars indicate placement of signage notifying public of rezoning request.



# Hilton Head National Presentation

*Natural Resources Committee - December 19, 2016*

KRA architecture + design



**McBrideDALE**  
CLARION



**THOMAS & HUTTON**



# project team

---

Hilton Head National, LLC is pleased to list the initial professional development team that has been contacted and consulted with regarding the Applications to amend the Beaufort County Comprehensive Plan Future Land Use Map and Official Zoning Map:

**Property Owner:**

Scratch Golf, Inc.  
Mr. William Palmer  
Mr. Martin Kent

**Civil Engineering:**

Thomas & Hutton  
Mr. Nicholas Stanley

**Moderator:**

McBride Dale Clarion  
Mr. C. Gregory Dale

**Economic Feasibility Study:**

University of South Carolina  
Dr. John Salazar

**Land Planning & Architecture:**

KRA architecture & design  
Mr. Michael Kronimus

**Legal Council:**

Jones Simpson & Newton, PA  
Mr. Weston Jones

**Traffic Engineering:**

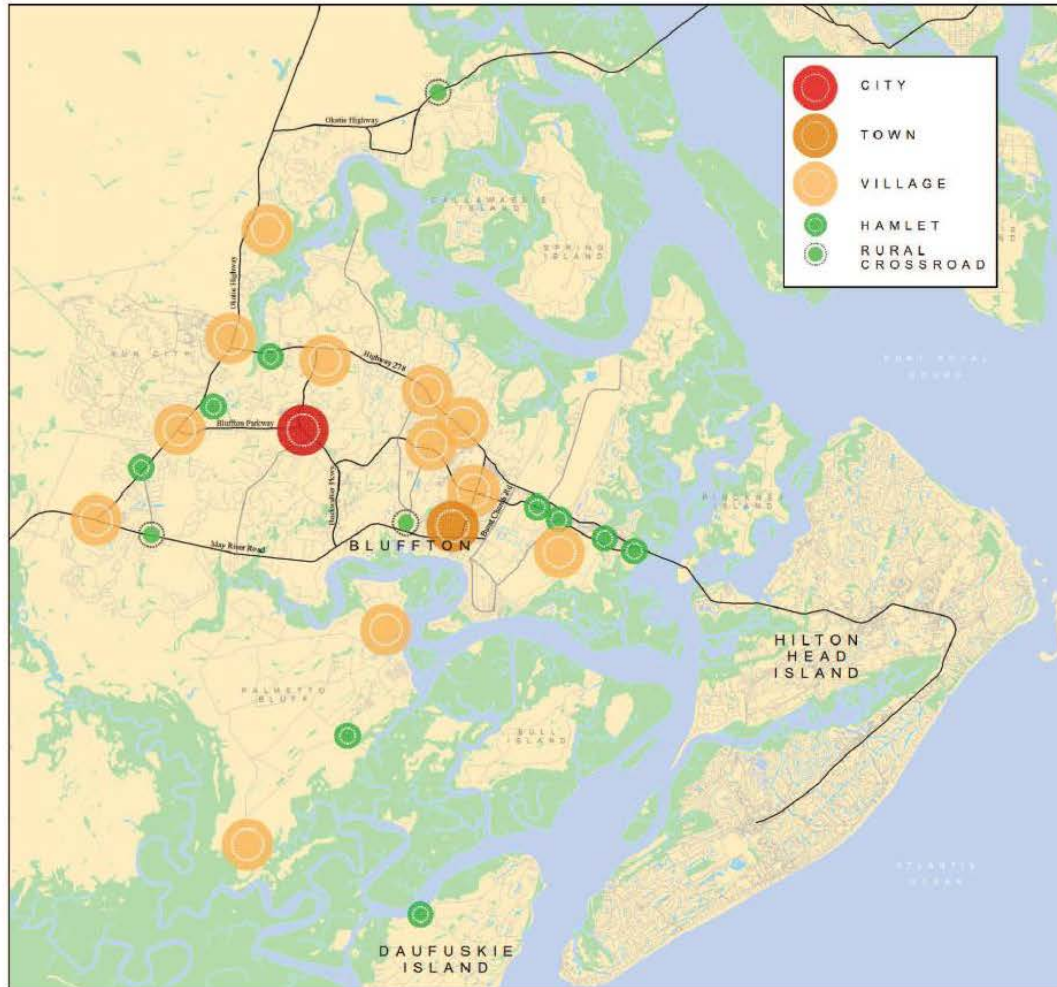
Bihl Engineering, LLC  
Ms. Jennifer Bihl

# where is Hilton Head National Golf Course?



Hilton Head  
National Site

# starts with county comprehensive plan






## Chapter 4 Land Use

### Map 4-9: Place Type Overlay Southern Beaufort County



2010 Beaufort County  
Comprehensive Plan

**Table 3.4.80.D. Place Type Size and Intensity Requirements**

	<b>Rural Crossroads Place Type</b>	<b>Hamlet Place Type</b>	<b>Village Place Type</b>
<b>Regional Place Type Designation</b>			
<b>Size</b>	8 acres min., 80 acres max.	80 acres min., 160 acres max.	110 acres min., 500 acres max.
<b>Density</b>	1 du./ac. max.	3 du./ac. max.	6 du./ac. max.

Size and Intensity of place types: The minimum and maximum site area and maximum density of place types are established: The Hilton Head National site is approximately 300 acres and is well within the minimum (110 acres) and maximum (500 acres) size threshold for a Village place type.



## Village



Located in urbanized areas, Villages are made up of clusters of neighborhoods that support a larger mixed-use environment. The mixed-use environment can be located at the intersection of multiple neighborhoods or along a corridor between multiple neighborhoods.

---

Retail, Service, Residential,  
Community /Civic Use

---

Horizontal and vertical mixed use

---

Mostly Attached Buildings

# Site Assessment and Economic Impact Analysis



***John Salazar, Ph.D.***

Director, Lowcountry and Resort Islands Tourism Institute, University of South Carolina Beaufort

***Robert Brookover, Ph.D.***

Senior Lecturer and Coordinator of Undergraduate Programs and Outreach, Department of Parks and Recreation Tourism Management, Clemson University

***Robert T. Carey, Ph.D.***

Director, Regional Economic Analysis Laboratory, Strom Thurmond Institute, Clemson University

***Petrina Turner, MS***

Interim Director, Survey Research Center  
Savannah State University



## components of the study....

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- US Census Analysis of Bluffton and Hilton Head, SC residents
- IMPLAN analysis of Bluffton economic sectors
- Survey of residents living in voting precincts within Beaufort County to include Belfair, Bluffton 1A-5B, Moss Creek, Rose Hill, and Hilton Head voting precincts 1A-15B
- Tourism Trends for Bluffton, Hilton Head Island, and Beaufort/Port Royal/St. Helena South Carolina
- Bluffton lodging market overview
- Retail market analysis using Nielson Claritas data for a 30-minute drive time from the site
- Economic and fiscal impact of a hypothetical development regime for the Hilton Head National site was estimated using the Regional Economic Models, Inc.



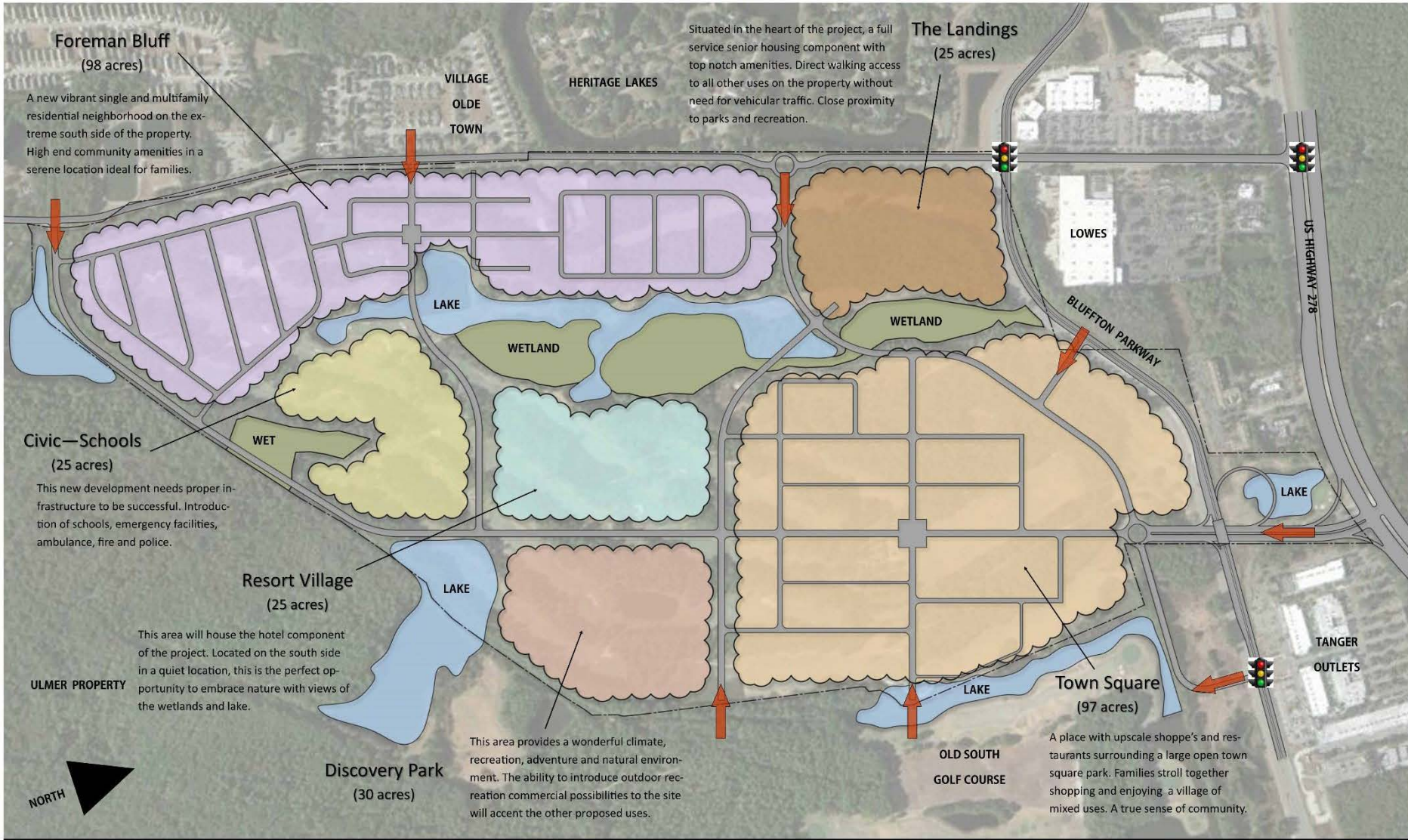
## recommendations of the study....

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- A mixed use development that has housing, retail, and recreation components
- Single-family detached and condominium housing that appeals to young and married professionals
- A walkable residential community that contains natural areas and wildlife habitats but also an open community center for hosting Bluffton festivals and special events
- Effectively position the community as one with a “short commute to work” community strategically positioned between Hilton Head Island, the Town of Bluffton, and the developing Bluffton location of Buckwalter Place
- Consider the development of a performing arts center that would be adjacent to the previously mentioned community center that could serve southern Beaufort County as well visitors to Hilton Head Island
- Consider the development of an upper midscale or upscale lodging property
- Offer a “Retail-Tainment” experience that can capture both the resident and visitor interests
- Integrate commercial space dedicated to professional offices and/or medical services as those needs will continue to grow for Bluffton

# Planning & Architecture

# concept plan



LOCATION MAP  
+/- 300 ACRES

## GATEWAY to HILTON HEAD CONCEPTUAL MASTER PLAN



## town square

Imagine a destination resembling old town America. A place with upscale shoppe's and restaurants surrounding a large open town square park. Families stroll together shopping and enjoying the festive holiday seasons. A village with mixed uses and a true sense of community. Passive parks, trails, nature centers could also head up this location that is adjacent to the natural wetlands.



# discovery park

Everyday people move to the lowcountry to experience the wonders of the outdoors. This area provides a wonderful climate, recreation, adventure, and natural environment. The ability to introduce outdoor recreation commercial possibilities to the site will accent the other proposed uses.



# the landings

Exactly situated in the heart of the project, a full service senior housing component with top notch amenities for all members to enjoy. The neighborhood will have direct walking access to the all other uses on the property without the need for vehicular traffic. Close proximity to nature trails and parks, new residents will have all their needs at their finger tips.



## resort village

With many amenities, shopping and entertainment introduced to the project, a location to house hotel accommodations that are themed to the area are essential. Located on the south side of the project, in a quiet location, this is the perfect opportunity to embrace nature with views of the wetlands and lakes.





## foreman bluff

Another component of the proposed project will be a new residential neighborhood on the extreme south side of the property. Envisioned as a classic single and multifamily project with access directly to Foreman Hill Rd and sporting community amenities for all to enjoy. This serene quiet location is ideal for families.

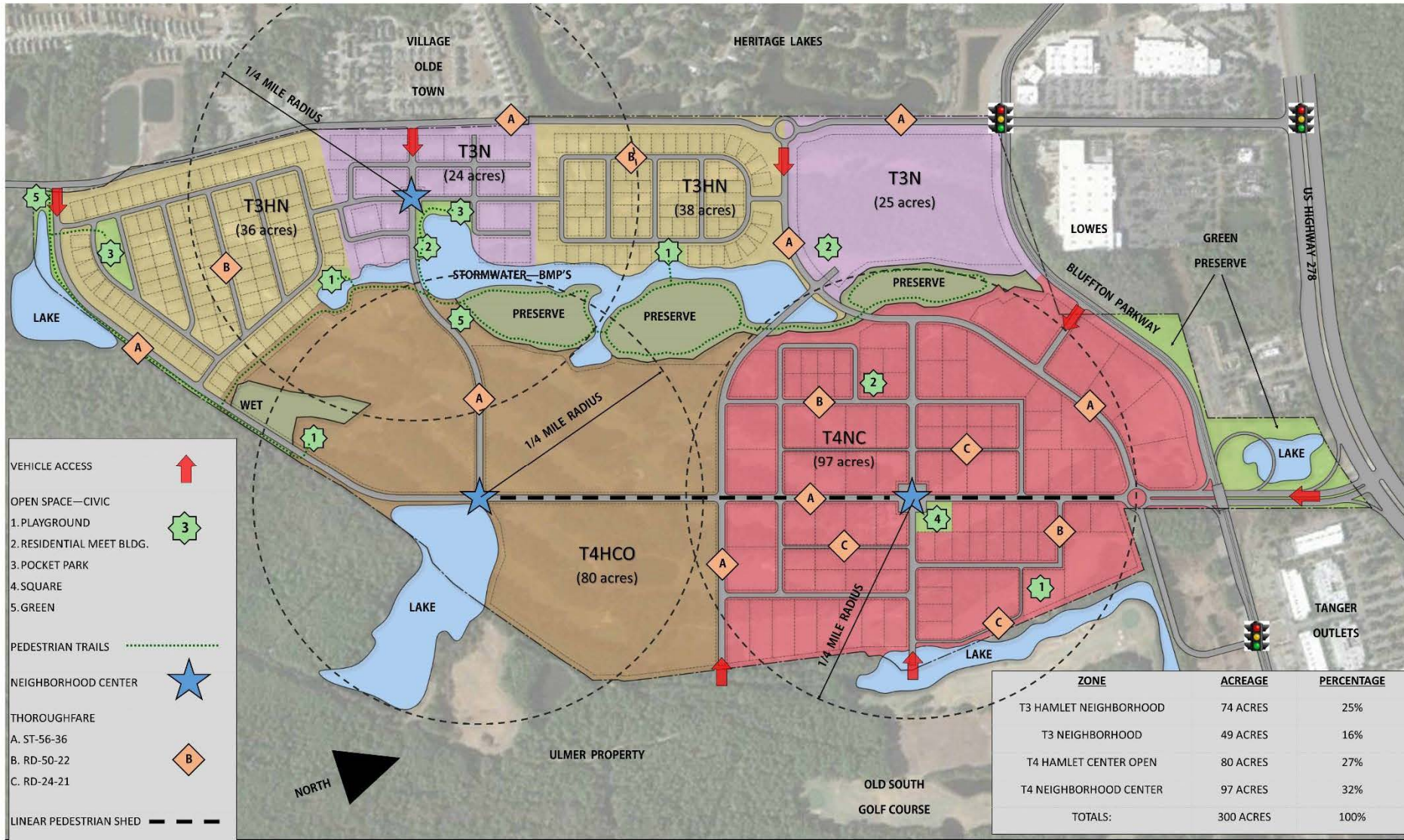


## civic - schools

Beaufort County is growing daily and with that we need to grow our infrastructure with proper civic and educational facilities. Imagine a campus that children can safely walk via nature paths and sidewalks without having bus or car transportation. Emergency facilities, ambulance, fire and police will also be considered to be housed at this location.



# regulating plan



LOCATION MAP  
+/- 300 ACRES

## GATEWAY to HILTON HEAD REGULATING MASTER PLAN



KRA architecture + design





## process

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1. Approximately 300 acres of existing golf course
2. Current Zoning – T2 Rural
3. Comprehensive plan designation
4. Charrette – (3) Public Meetings
  - Concept plan developed through collaborative design process
5. Heritage Lakes & Village at Old Town – (2) Board Meetings
  - Discussed efforts to accommodate neighbors needs and concerns
  - Website for homeowners to be able to review all data on the project.
  - All POA's (Heritage Lakes, Village at Olde Town and Moss Creek informed all residence of process, not just within 500' of HHN.
6. Zone map
  - Village Overlay
  - Transect Zone Designations

T3 Hamlet Neighborhood	74 acres	25%
T3 Neighborhood	49 acres	16%
T4 Hamlet Center Open	80 acres	27%
T4 Neighborhood Center	97 acres	32%

**Staff Conclusion: “...the applicant has generally met the requirements of the overlay district” (December 1, 2016 Staff report)**

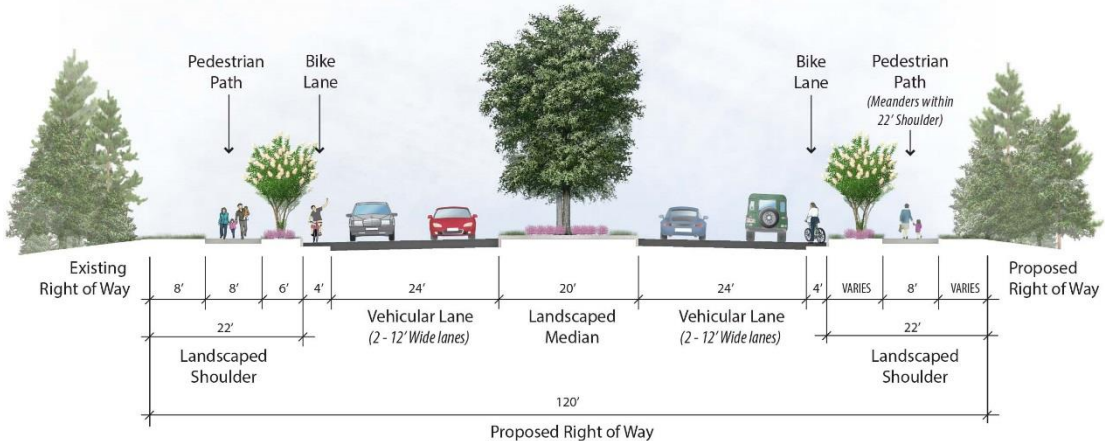
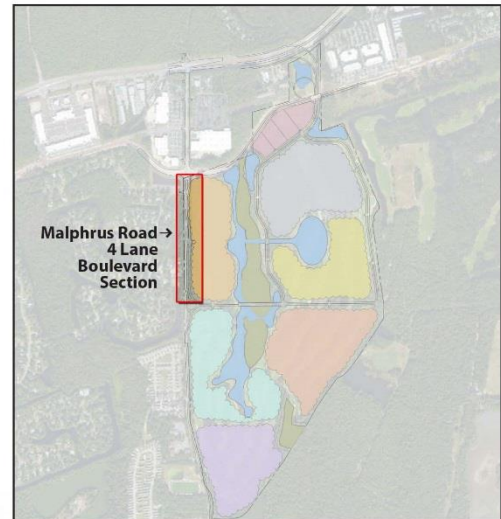
# Civil Engineering



Lagoon at Heritage Lakes



- Proposed Right of Way
- 8' Pedestrian Path  
*(Meanders within 22' shoulder)*
- Landscaped Shoulder
- Landscaped Median
- 4' Bike Path
- 8' Pedestrian Path  
4' Bike Path
- Landscaped Shoulder
- Existing Right of Way



PREPARED FOR:  
SCRATCH GOLF

PROPOSED

# MALPHRUS ROAD IMPROVEMENTS

BEAUFORT COUNTY, SOUTH CAROLINA

JANUARY 2016

PREPARED BY:

**THOMAS & HUTTON**  
 Engineering | Surveying | Planning | GIS | Consulting  
[www.thomasandhutton.com](http://www.thomasandhutton.com)

# roadway ideas....



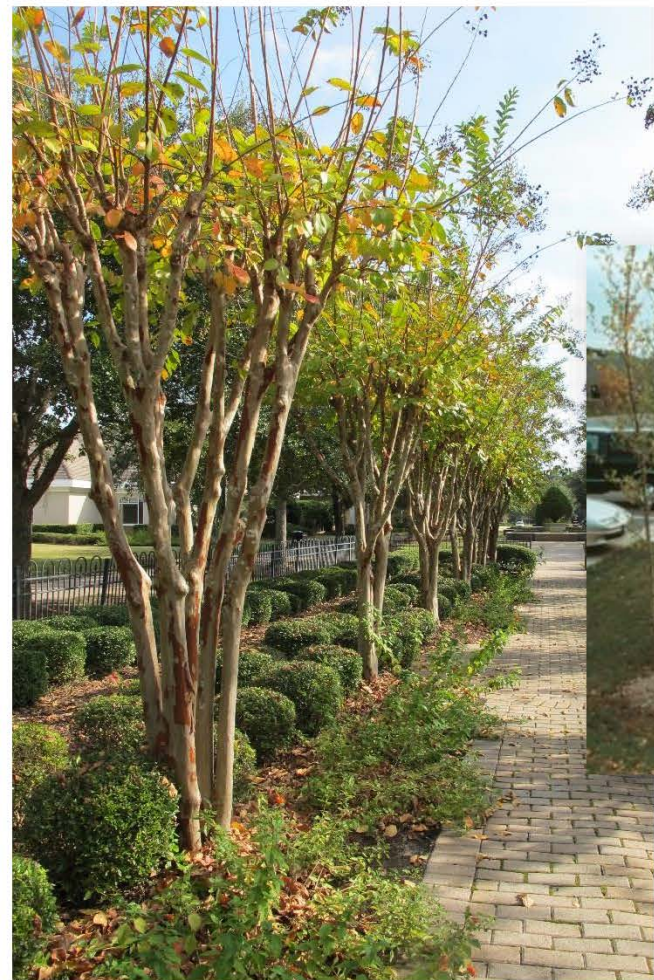


# storm water ideas....



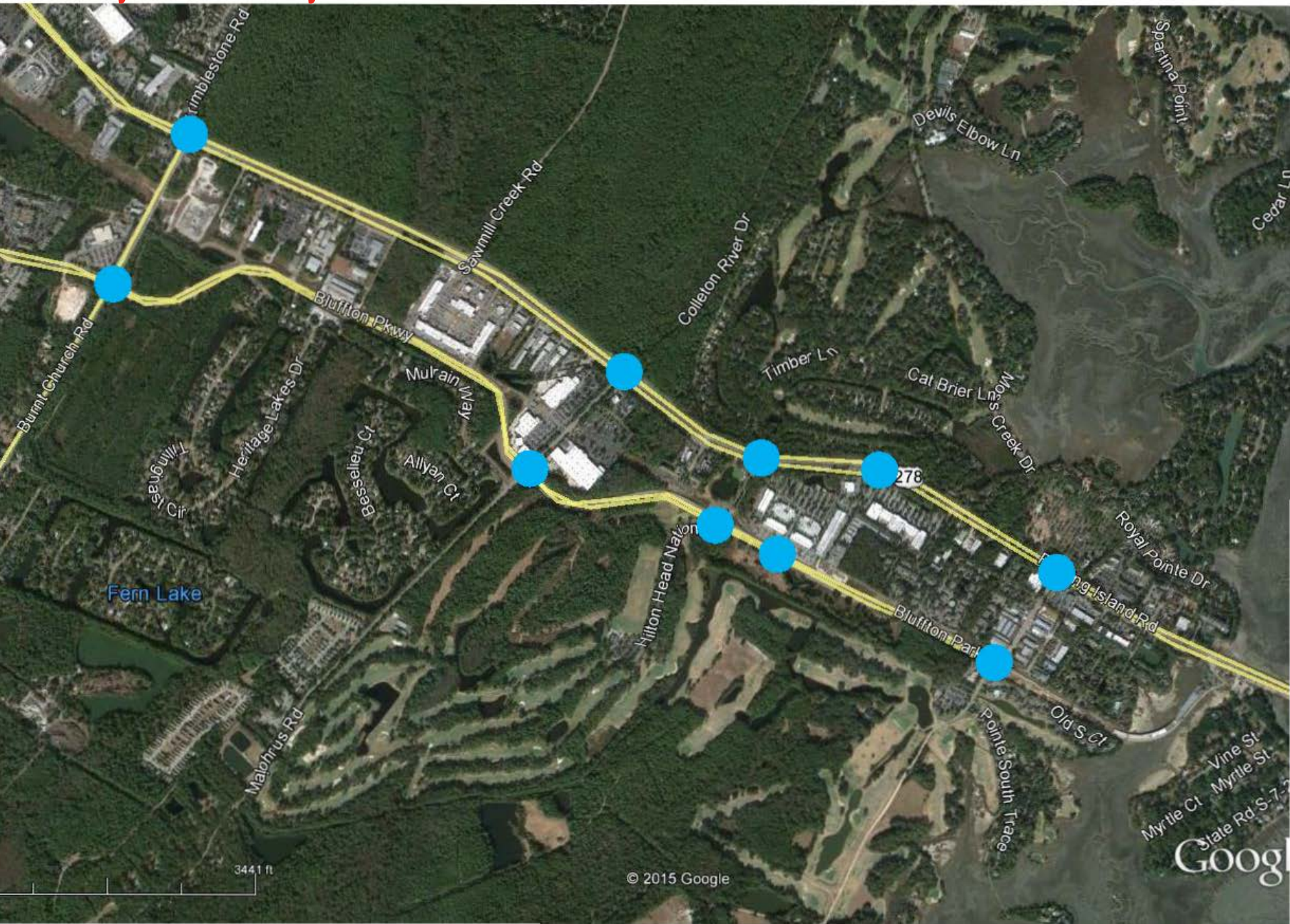
# walkway, pathway, green space ideas....

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# Traffic Engineering

# Primary traffic study intersections...



## preliminary traffic concepts....

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- Basic Parameters
  - Analysis reviewed by third party reviewer
  - Trip generation based on national standards
  - Land Use Equivalency Matrix developed to exchange trips between land uses and remain trip neutral
  - Planned land uses studied in updated regional modeling
  - Phased approach to project
  - Saturday analysis performed for key locations

## preliminary traffic concepts....

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- Basic Parameters
  - Changes to land uses from June 2016 traffic study
    - Retail reduced from 700 ksf to 400 ksf
    - Apartments reduced from 400 units to 300 units
    - Single Family reduced from 300 units to 200 units
    - Assisted Living increased from 250 beds to 400 beds
    - Added 125 ksf office (100 ksf office and 25 ksf medical office)
    - Added 1,200 student school
  - Trip Distribution – based on regional model
    - 27% to/from US 278 and points north from west
    - 25% to/from US 278/Bluffton Parkway from the east
    - 6% to/from Malphrus Road area
    - 42% to/from Bluffton Parkway and points south from the west

## modifications

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- Traffic Impact Analysis
  - Eliminated the flyover
  - Overpass and ramp system at Bluffton Parkway and HHN Drive
  - Malphrus Road widening and roundabout
  - Tanger 2 signalized connecting road
  - Turn lane improvements
  - Signal timing improvements
  - Alter operations for HHN Drive at US 278
  - Coordination with Heritage Lakes regarding access
- **Staff Conclusion**: “These improvements will adequately mitigate the development’s anticipated impacts for the proposed development pattern and density.” (November 23, 2016 Traffic Engineering letter)
- **Stantec Conclusion**: The analysis recommends providing multiple improvements, and Stantec agrees that the recommended improvements will adequately serve the roadway network under the project as currently proposed.

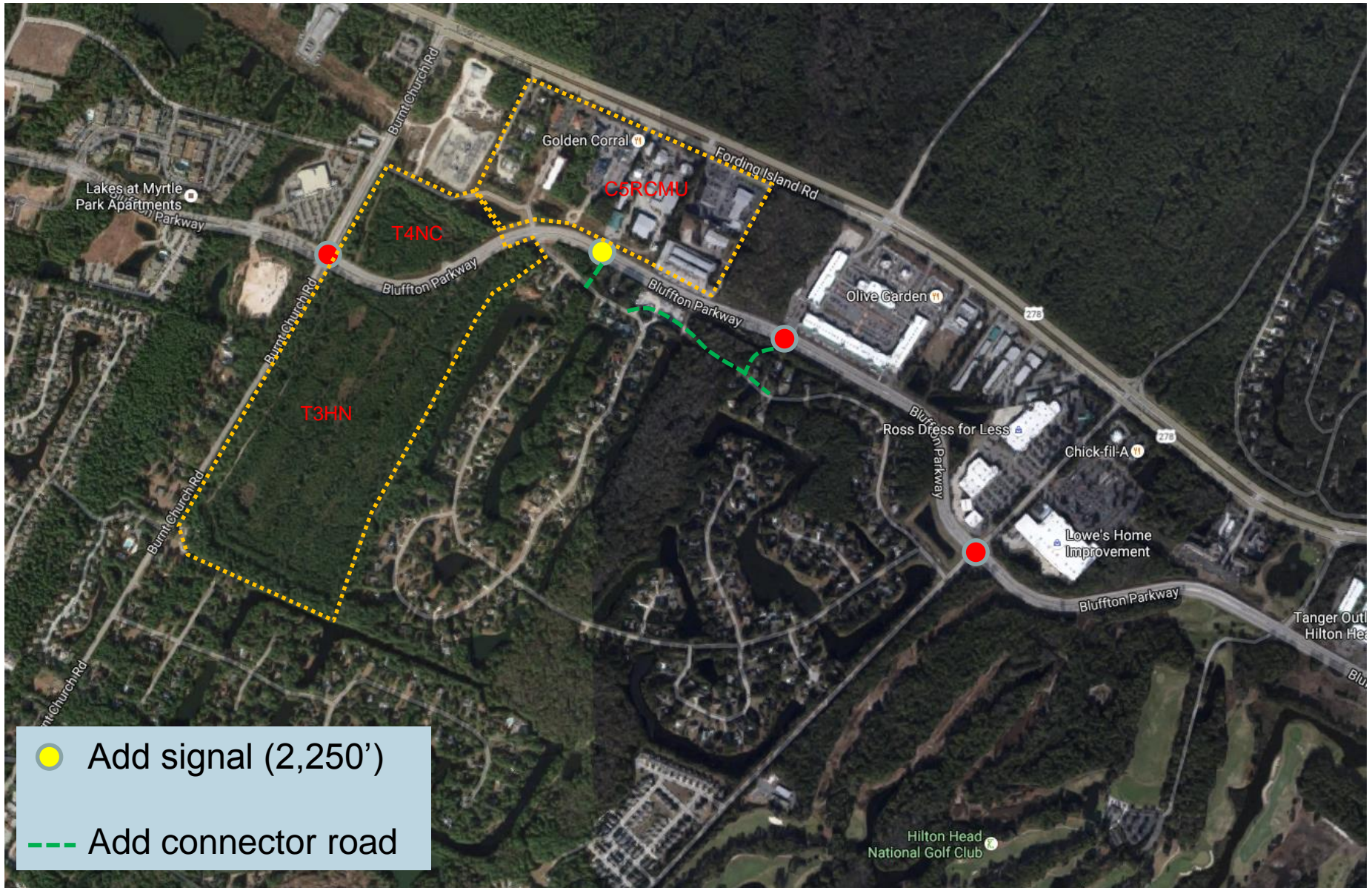
# Heritage lakes coordination....

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- Formation of a formal working group
  - Includes
    - Representatives identified by Heritage Lakes board
    - HHN Owner representatives
    - County staff
  - Collaborative and iterative process
  - Regular meetings to discuss potential solutions
  - Brainstorm initial ideas
  - Identify constraints
  - Develop potential ideas
  - Ideas tested and vetted with County and SCDOT staff (Bluffton Parkway owned by Beaufort County, Malphrus Road owned by SCDOT)



# various heritage lakes solution ideas (to be vetted)....



# Conclusion

- Consistent with Comprehensive Plan
- Consistent with the Economic Impact Analysis
- The standards for map amendments are met
- The standards for the Village Place Type are met
- The proposed roadway improvements will adequately mitigate the impacts



**BEAUFORT COUNTY STORMWATER UTILITY**  
120 Shanklin Road  
Beaufort, South Carolina 29906  
Voice (843) 255-2801 Facsimile (843) 255-9478



**INTEROFFICE MEMORANDUM**

**TO:** Councilman Brian Flewelling, Chairman, Natural Resources Committee

**FROM:** Eric W. Larson, Stormwater Manager

A handwritten signature in blue ink that reads 'Eric W. Larson'.

**SUBJECT:** Shell Point Investments, LLC Quitclaim Deed for Various Strips of Land (Ditches) in Shell Point Subdivision.

**DATE:** December 15, 2016

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**BACKGROUND:**

Beaufort County Stormwater Department has received numerous drainage complaints in Shell Point Subdivision. Attempts to acquire easements have been unsuccessful due to lack of parcel identification/ownership on needed strips of land (ditches). County staff have traced ownership of strips of land (ditches) to Shell Point Investments, LLC, of whom a quitclaim deed transferring ownership of property has been granted to Beaufort County and attached as "Exhibit D". The property to be transferred is more clearly identified on the attached map labeled "Exhibit A" and on recorded plats identifying the strips of land to be transferred attached as "Exhibit B" Plat Book 17 at Page 28 and "Exhibit C" Plat Book 18 at page 126.

At the December 14, 2016 Stormwater Utility Board Meeting, the Stormwater Board reviewed and recommended approval of the land transfer to Beaufort County's Natural Resources Committee.

**FOR ACTION:**

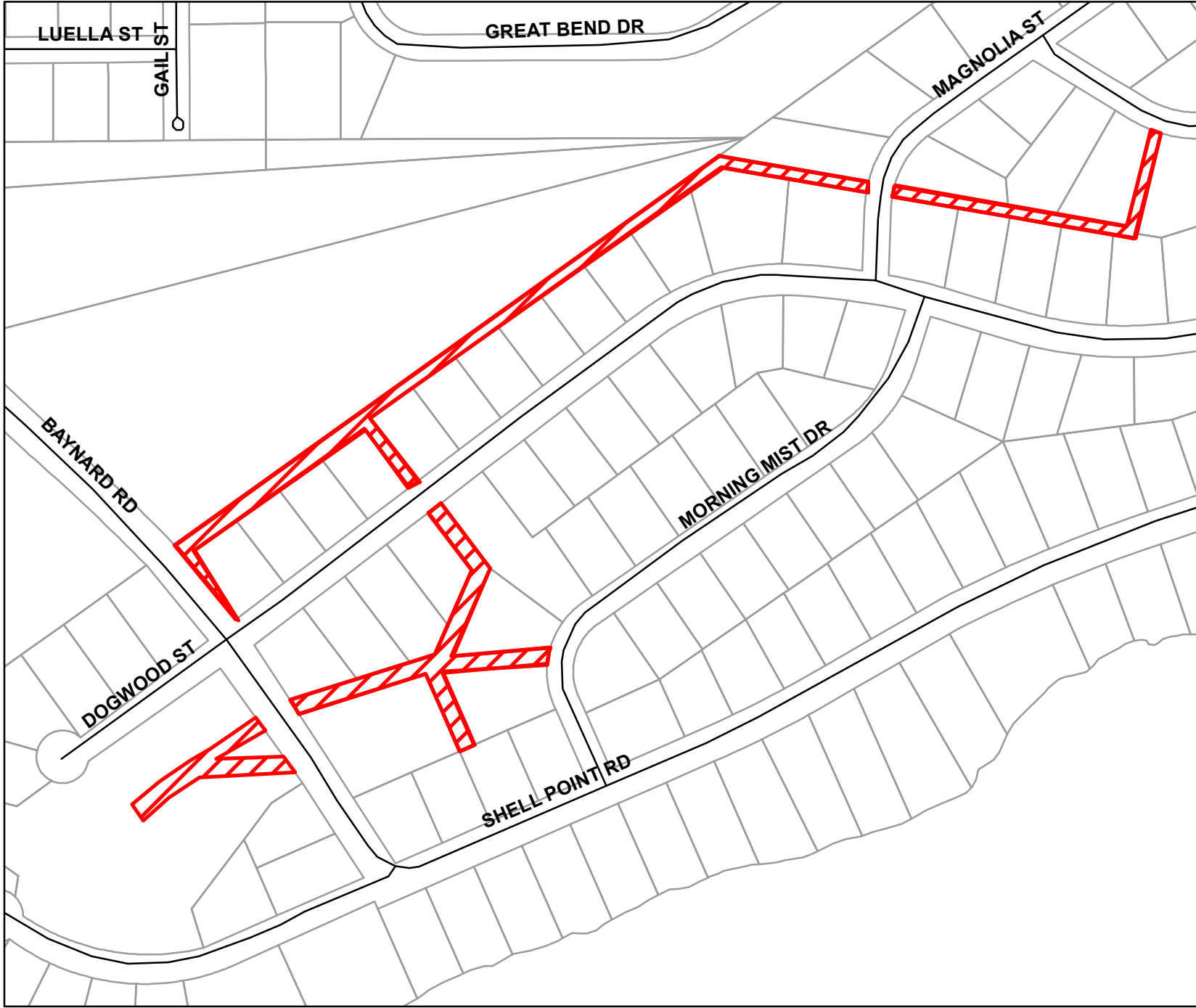
Natural Resources Committee meeting December 19, 2016.

**RECOMMENDATION:**

The Stormwater Department recommends that the Natural Resources Committee approve the land transfer from Shell Point Investment, LLC to Beaufort County. The County will not incur any costs associated with the land transfer.

**Attachments:** Exhibit A  
Exhibit B  
Exhibit C  
Exhibit D

**CC:** Gary Kubic, County Administrator  
Josh Gruber, Deputy Administrator  
Thomas Keaveny, County Attorney  
Allison Coppage, Deputy County Attorney  
David Wilhelm, Director of Public Works  
Patricia Wilson, Right of Way Manager-Engineering






**(Exhibit "A")  
Shell Point  
Subdivision**

**Activity: Land to  
be Transferred**

**Township:  
Port Royal Island**

**Legend**

-  Land Transfer
-  Parcels
-  Streets



**1 inch = 265 feet**

PB 17/28

EXHIBIT "B"







