Town of Hilton Head Island

Planning Commission Meeting

Wednesday, April 16, 2025, 2:00 PM
1 Town Center Court, Hilton Head Island, SC
Benjamin M. Racusin Council Chambers

The meeting can be viewed on the Town's YouTube Channel, the Beaufort County Channel, and Spectrum Channel 1304.

1. **Call to Order**
2. **Pledge to the Flag**
3. **Adoption of the Agenda**
4. **Approval of the Minutes**
   - **a.** Regular Meeting Minutes of March 19, 2025
5. **Unfinished Business**
6. **New Business**
   - **a.** Public Hearing for Consideration of an Ordinance to Amend Title 16 of the Municipal Code of the Town of Hilton Head Island, the Land Management Ordinance, to amend the Traffic Impact Analysis Plan requirements and Traffic Analysis Standards to include: 16-2-103, 16-5-106 and Appendix D. - Missy Luick, Director of Planning
   - **b.** STDV-000243-2025 – Public Hearing request from Rich Stone of Stone by Stone Design, on behalf of Susana Legare, property owner, for a new street name request off Outlaw Road. The affected parcel is R511 003 000 0138 0000. - Joheida Fister, Deputy Fire Chief
   - **c.** Annual Traffic Monitoring and Evaluation Report - Section 16-2-103.J.10 of the LMO provides that this report will be prepared and submitted annually by the LMO Official to the Planning Commission - Jeff Netzinger, Engineering and Projects Director
   - **d.** Consideration of an Ordinance to Amend Title 16 of the Municipal Code of the Town of Hilton Head Island, the Land Management Ordinance, to amend the Setback Standards and Rules of Measurement related to Residential and Nonresidential Structures to include the following Sections: 16-5-102 and 16-

10-102 - Missy Luick, Director of Planning

7. **Public Comment - Non Agenda Items**

8. **Commission Business**

9. **Chairman's Report**

10. **Staff Reports**

11. **Adjournment**

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

Town of Hilton Head Island
PLANNING COMMISSION MEETING
Wednesday, March 19, 2025, 2:00 PM
Minutes

1. Call to Order

Chairman Siebold called the meeting to order at 2:00 pm. Present were Chairman Siebold, Vice-Chairman Campbell, Ellen Whaley, Tom Henz, Joseph DuBois, and Ed Cordes.

2. Pledge to the Flag

3. Adoption of the Agenda

Staff requested the following change to the presented agenda: recognition of outgoing Commissioner Albert Mealer to follow Approval of the Minutes. A motion to adopt the agenda with the proposed change was made by Commissioner Cordes. Commissioner Henz seconded. The motion passed unanimously.

4. Approval of the Minutes

a. Regular Meeting Minutes of February 19, 2025

A motion was made by Vice-Chairman Campbell to approve the Regular Meeting Minutes of February 19, 2025. Commissioner DuBois seconded. The Minutes of February 19, 2025 were unanimously approved.

b. Special Meeting Minutes of March 3, 2025

A motion was made by Commissioner DuBois to approve the Special Meeting Minutes of March 3, 2025. Vice-Chairman Campbell seconded. The Minutes of March 3, 2025 were unanimously approved.

5. Unfinished Business

a. Consideration of an Ordinance to Amend Title 16 of the Municipal Code of the Town of Hilton Head Island, the Land Management Ordinance, to amend the current design regulations and requirements for open space and pathways in Major Subdivisions to include LMO Sections: 16-3-104, 16-3-105, 16-4-104, 16-5-103, 16-5-104, 16-5-107, 16-5-115, 16-6-102, 16-10-102, 16-10-105, and Appendices A & D - Missy Luick, Director of Planning

Chairman Siebold introduced the item and declared the Public Hearing open. Missy Luick, Director of Planning, presented a proposal of the remanded text amendment with the changes requested by the Planning Commission on February 19, 2025. Following the opportunity for public comment and Commission discussion, the Public Hearing was

closed.

A motion to recommend approval to Town Council as presented was made by Commissioner Henz. Commissioner Whaley seconded. The motion passed unanimously.

6. New Business

a. STDV-001544-2024 – Public Hearing for an application from Leander Cannick, owner of 11 Yucca Drive, to name a new street off Yucca Drive. The affected parcel is R510 005 000 006C 0000.

Chairman Siebold introduced the item and declared the Public Hearing open. Joheida Fister, Deputy Fire Chief, presented a proposal for a new street off of Yucca Drive to be named Yucca Lane. Following the opportunity for public comment and Commission discussion, the Public Hearing was closed.

A motion was made by Commissioner Henz to approve the naming of this street as presented. Vice-Chairman Campbell seconded. The motion passed unanimously.

b. Public Hearing for Consideration of an Ordinance to Amend Title 16 of the Municipal Code of the Town of Hilton Head Island, the Land Management Ordinance, to amend the Residential Base Zoning District Standards for the RM-12, Moderate to High Density Residential District and the Workforce Housing Program, to include the following LMO Sections: 16-3-104 and 16-4-105. - Missy Luick, Director of Planning

Chairman Siebold introduced the item and declared the Public Hearing open. Ben Brown, Director of Strategic Initiatives, presented an overview of the Northpoint Initiative. Missy Luick, Director of Planning, presented a proposal of the text amendment as included in the packet. Following public comment and Commission discussion, the Public Hearing was closed.

A motion was made by Commissioner Cordes that the Planning Commission forward to Town Council an approval of the text amendments as presented. Commissioner DuBois seconded the motion. The motion passed unanimously.

c. Consideration of an Ordinance to Amend the Official Zoning Map with Respect to the 16 Parcels Located on Northpoint Circle to Rezone the Parcels from the Parks and Recreation (PR) District to the Moderate to High Density Residential (RM-12) District; and Providing for Severability and an Effective Date - First Reading - Missy Luick, Director of Planning

Chairman Siebold introduced the item and declared the Public Hearing open. Missy Luick, Director of Planning, presented a proposal of the zoning map amendment as included in the packet. Following the opportunity for public comment and Commission discussion, the Public Hearing was closed.

A motion was made by Commissioner Henz to recommend approval to Town Council.

Vice-Chairman Campbell seconded the motion. The motion passed unanimously.

d. Public Hearing for Consideration of an Ordinance to Amend Title 16 of the Municipal Code of the Town of Hilton Head Island, the Land Management Ordinance, to amend Chapter 16-5, Development and Design Standards, to add new Construction Management Standards as: 16-5-117. - Missy Luick, Director of Planning

Chairman Siebold introduced the item and declared the Public Hearing open. Missy Luick, Director of Planning, presented the ordinance as included in the packet. Following the opportunity for public comment and Commission discussion, the Public Hearing was closed.

A motion was made by Commissioner Whaley to recommend approval of the proposed text amendment as presented to Town Council. Commissioner DuBois seconded the motion. The motion passed unanimously.

e. Consideration of the Capital Improvement Program Fiscal Year 2026 Priority Projects and recommendation to Town Council. - Jeff Netzinger, Engineering and Projects Director

Jeff Netzinger, Engineering and Projects Director, presented the proposed Capital Improvement Program Fiscal Year 2026 Priority Projects. The Commissioners asked questions about the details and timelines of several projects.

A motion was made by Commissioner Henz to recommend approval to Town Council. Commissioner Cordes seconded the motion. The motion passed unanimously.

f. **PPR-000119-2025** - Public Hearing request from the Town of Hilton Head Island for Public Project Review for a new restroom facility at Old Schoolhouse Park. The affected parcels are Beaufort County Tax Map Parcel number R511 007 000 0247 0000 and R511 007 000 0070 0000, located at 150 and 152 William Hilton Parkway. - Melissa Paul-Leto, Principal Planner

Chairman Siebold introduced the item and declared the Public Hearing open. Melissa Paul-Leto, Principal Planner, presented a proposal for a restroom and storage facility with an open porch, at Old Schoolhouse Park located at 152 William Hilton parkway, and also known as parcel 70 on Beaufort County Tax Map number 7. During the opportunity for public comment, a resident shared concerns about parking, noise, and activity after dark. Shawn Colin, Assistant Town Manager, answered questions from the Commissioners. Commissioner Cordes stressed the importance of meeting ADA regulations as soon as possible. Following Commission discussion, the Public Hearing was closed.

A motion was made by Commissioner DuBois to approve the project as presented. Commissioner Henz seconded the motion. The motion passed unanimously.

7. Public Comment - Non Agenda Items

8. Commission Business

9. Chairman's Report

a. Recognition of outgoing Commissioner Albert Mealer

This item moved to follow Approval of the Minute: Chairman Siebold recognized outgoing Commissioner Albert Mealer for his service and presented a certificate on behalf of Planning Commission.

10. Staff Reports

a. **DPR-001470-2024** – Request from Judd Carstens, of Whitmer, Jones, Keefer, Ltd., for Development Plan Review for the property located at 862 William Hilton Parkway for modifications to the existing building and site.

Trey Lowe, Development Services Program Manager, presented a commercial Development Plan Review to the Commission regarding 862 William Hilton Parkway. Proposed work includes adding an entrance canopy, awnings to the first floor, shutters to the second-floor windows, and improvements to the landscaping. The parcel is zoned Light Commercial (LC) District and is in the Corridor Overlay. Following Mr. Lowe's presentation, he answered several questions from the Commission.

11. Adjournment

Chairman Siebold adjourned the meeting at 4:45 pm.

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

TOWN OF HILTON HEAD ISLAND

Planning Commission

TO:	Planning Commission
FROM:	Missy Luick, Director of Planning
CC:	Shawn Leininger, Assistant Town Manager
CC:	Marc Orlando, Town Manager
DATE:	April 16, 2025
SUBJECT:	Consideration of an Ordinance of the Town of Hilton Head Island to Amend Chapter 16 of the Municipal Code, the Land Management Ordinance, to Amend the Traffic Impact Analysis Plan Requirements and Traffic Analysis Standards in 16-2-103, 16-5-106, and Appendix D

RECOMMENDATION:

Planning Commission hold a public hearing and consider an Ordinance to Amend Chapter 16 of the Municipal Code, the Land Management Ordinance, to Amend the Traffic Impact Analysis Plan Requirements and Traffic Analysis Standards in 16-2-103, 16-5-106, and Appendix D. Town Staff recommends approval of the proposed text amendment.

BACKGROUND:

Revitalize and Modernize the Economy is a focus area in the adopted Town Council 2023-2025 Strategic Action Plan. In fulfillment of this focus area, Strategy #1 Establish a Growth Management Strategy states the Town will:

> "Successfully manage increasing and evolving future growth patterns in a manner that will ensure sustainability of Hilton Head Island's unique character. Additionally, the Town must monitor economic and demographic trends, undertaking a comprehensive list of future planning activities, and proactively protecting the Island's rich natural resources through appropriate design, regulation, and capital investment practices."

In this regard, Town Council directed Town Staff to advance amendments to the Land Management Ordinance (LMO) in the 2024 Strategic Action Work Plan. The effort has been divided into two separate projects, the full LMO Overhaul and the priority amendments. The priority amendments include incremental changes to both the LMO and portions of the Municipal Code related to land management that address important and urgent issues in advance of the full LMO Overhaul. These priority amendments address pressing community development issues with the best short-term solution while

minimizing unintended outcomes. Issues that require additional analysis and research or are more complex are recommended to be further explored during the full LMO Overhaul.

At the September 24, 2024, Town Council Workshop, Town staff received the following comments and direction regarding amendments related to Traffic Impact Analysis.

1. Change name from Traffic Impact Analysis to Transportation Impact Analysis Plan (TIAP) to account for a multimodal approach.
2. Reduce the threshold a development needs to meet to trigger a mandatory TIAP from 100 peak hour trips to 50 peak hour trips.
3. Include multimodal infrastructure (such as bike paths, sidewalks, transit) in the analysis.
4. Include more impact mitigation options.
5. Clarify subject matter approval by the Town Engineer instead of the LMO Official as a best practice.
6. Add unsignalized intersections level of service standard including mitigation requirements and remove the discounting of impacts due to "background traffic," (i.e. the trips generated by previously existing development).

SUMMARY OF AMENDMENT:

Effective transportation planning is essential for managing growth, ensuring mobility, and maintaining a safe and efficient transportation network. As communities develop, new projects introduce additional traffic, impacting roads, intersections, and multimodal infrastructure such as sidewalks, bike lanes, and transit systems. Without proper assessment, development can lead to congestion, safety hazards, and infrastructure strain.

For the Town, this type of assessment is conducted during the development approval process and involves a detailed study of projected traffic volumes, travel patterns, and potential impacts on roadway safety and congestion. The analysis helps determine whether improvements, such as roadway expansions, new traffic signals, pedestrian enhancements, or transit service modifications, are necessary to maintain efficient and safe travel conditions as identified by the study parameters.

While these studies are designed to assess how new projects affect traffic, there are concerns about whether the Town's current process and requirements truly addresses the needs of residents. As part of the priority amendments, the Town is proposing to update its current requirements for these studies for a more comprehensive approach that better reflects the transportation needs of everyone, including pedestrians, cyclists, and transit users, while also being mindful of unnecessary costs.

The proposed amendments strengthen the Town's requirements by:

- Expanding the scope of study beyond traffic to include multimodal infrastructure such as sidewalks, bike lanes, and transit services,

- Reducing the threshold for requiring a traffic study from 100 peak-hour trips to 50 peak-hour trips, ensuring that even moderate developments undergo proper transportation impact review,
- Expanding the type of mitigation options that can be used to address transportation impacts,
- Shifting approval authority from the LMO Official to the Town Engineer for consistency with best practices,
- Adding new standards for unsignalized intersections, and
- Eliminating exemptions associated with trips generated by previously existing development.

These updates will make the Town's process more responsive to the community's needs and promote a more balanced, multimodal, and forward-thinking approach to transportation planning, ensuring that growth aligns with the Town's long-term mobility and infrastructure goals. These changes are part of an ongoing effort to update the Town's regulations, with further revisions expected during the full LMO update.

ANALYSIS:

Proposed Amendments

The Town currently requires a "Traffic Impact Analysis Plan." Examples of projects that recently required a TIAP include:

1. 147 Residential Units on Jonesville Road and
2. 132 Residential Units on Office Way

It is proposed to be renamed to the "Transportation Impact Analysis Plan" to reflect a more comprehensive, multimodal approach that includes biking, walking, and transit. Oversight of TIAPs has shifted from the LMO Official to the Town Engineer to ensure technical accuracy and alignment with best practices.

As part of this amendment, the threshold for requiring a TIAP is proposed to be lowered from 100 to 50 peak hour trips, thereby increasing the number of projects subject to analysis, in addition to removing the exemption for trips generated by a previously existing development. For instance, two recent projects that were not required to provide a TIAP but were exempted due to the trips factored in for previously existing development would have been required to provide a TIAP under the proposed language are the following:

1. Timeshare development on Folly Field Road near Islanders Beach Park and
2. Waterfront restaurant on Squire Pope Road near the Rowing and Sailing Center at Squire Pope Community Park

The proposed TIAP amendments would also require the evaluation of multimodal infrastructure, such as bike paths, sidewalks, and public transit options. Transportation impacts can be mitigated by expanded and more flexible mitigation strategies to address transportation impacts, such as replacing a traffic signal or uncontrolled intersection with

a roundabout that meets the Town's operational and design standards, changes to locations or design of median crossovers and removal of changes to the number and location, or design of access points. Additionally, new standards for unsignalized intersections have been introduced, requiring mitigation for impacts.

The following table demonstrates how the proposed amendments address demonstrated issues.

Issue	**Proposed Amendment**
Clarify subject matter approval by the Town Engineer instead of the LMO Official as a best practice.	The Town Engineer is now referenced throughout the text amendment as the decision-making authority concerning Transportation Impact Analysis Review.
Change name from Traffic Impact Analysis Plan to Transportation Impact Analysis Plan to account for a multimodal approach. Reduce the threshold a developer needs to meet to trigger a mandatory TIA from 100 peak hour trips to 50 peak hour trips.	**Sec.16-2-103. Application Specific Review Procedures** **J. Transportation Impact Analysis Plan Review** ***2. Applicability*** a. A ~~Traffic~~ Transportation Impact Analysis Plan, monitoring and mitigation requirements, and procedures set forth in this section are applicable to all ***development*** that would generate 50 or more ***peak hour*** trips, except as specifically exempted in paragraph 4 of this subsection.
Add unsignalized intersections level of service standard including mitigation requirements.	**Chapter 16-5:** **Development and Design Standards** **C. Service Level Standards** 3. The average total day on any approach to the Sea Pines Circle does not exceed 150 seconds per vehicle during the ***peak hour*** for an average July weekday, and the average total delay on any approach to any other traffic circle or roundabout does not exceed 55.0 seconds per vehicle during the ***peak hour*** for an average July weekday; and

Include multimodal infrastructure (such as bike paths, sidewalks, transit) in the analysis.	**Appendix D:** **Application Submittal Requirements** **D-11. Transportation Impact Analysis Plan Review** **B. Submittal Requirements** 7. The impact on non-motorized travel shall be based on the procedures and practices recommended by ITE, Transportation Research Board (TRB), AASHTO and FHWA. The applicant shall incorporate where possible any non-motorized recommendations included in Town and/or regional long-term plans in the vicinity of the ***site***. The study should identify potential changes such as: **a**. Improvements to pedestrian crossings; **b**. Additional pedestrian or bicycle crossings; **c**. Improvements to pedestrian signals, pedestrian signal intervals, signs, and pavement markings; **d**. Construction of additional sidewalks or non-motorized pathways; **e**. Changes to the site design and access to ease non-motorized travel and reduce conflicts with vehicles, from the public right-of-way to the building entrances or on-site activity; and **f.** Other similar improvements to transportation facilities.
Remove the discounting of impacts due to "background traffic." i.e. the trips generated by previously existing development.	**LMO Sec. 16-2-103.J** **2. Applicability** a. A ~~Traffic~~ Transportation Impact Analysis Plan, monitoring and mitigation requirements, and procedures set forth in this section are applicable to all ***development*** that would generate 50 or more ***peak hour*** trips, except as specifically exempted in paragraph 4 of this subsection.

	4. Exemptions The following types of ***development*** shall be exempt from the Transportation Impact Analysis Plan and mitigation requirements of this section: ~~Development that would generate fewer than ***peak hour*** trips on the adjacent street.~~ i. ~~If the proposed ***development*** will be replacing a vacant or occupied ***structure*** on the same site, then for the purpose of determining exemptions, the number of ***peak hour*** trips generated by the proposed ***land use*** shall be reduced by the number of ***peak hour*** trips generated by the most recent legally established ***land use***.~~ ii. ~~Proof of the most recent principal ***land use*** of a site shall be the responsibility of the ***applicant*** and shall be submitted to the for approval. Absent such proof, the ***peak hour*** trip rate will be based on the lowest trip generation of all the ***uses*** permitted ***by right*** in the site's zoning district.~~
Include more impact mitigation options.	**Appendix D:** **Application Submittal Requirements** **D-11. ~~Traffic~~ Transportation Impact Analysis Plan Review** **B. Submittal Requirements** **10.** If the initial computerized analysis indicates that the ***Town's adopted traffic service level standards*** will be not be met, a mitigation plan must be included in the plan based on at least one additional computer analysis. This mitigation plan must show how the ***Town's adopted traffic*** **service level standards** will be satisfied. ***Applicants*** shall be responsible to mitigate the transportation impacts. Acceptable ***roadway*** mitigation measures are limited to the following:

	a. Traffic signal timing or phasing revisions, that not only mitigate traffic impacts generated by this ***development***, but also result in safe and acceptable operations at the study intersection as demonstrated by a network traffic analysis; **b.** Addition of signs, signals, markings, or other measures to accommodate road crossings and improve safety for pedestrians and achieve ADA compliance; **c.** Pavement marking revisions; **d.** Adding additional intersection turn lanes not to exceed 4 lanes on minor arterial approaches and 5 lanes on major arterial approaches; **e.** Geometric ***improvements*** to signalized or unsignalized intersections, including traffic circles or roundabouts, to improve traffic operations, pedestrian and bicycle operations or to improve safety; **f.** Road widening; **g**. Adding a traffic signal at a location that is warranted per the Manual of Uniform Traffic Control (MUTCD)***;*** **h**. Replacing a traffic signal or uncontrolled intersection with a roundabout that meets the ***Town's*** operational and design standards; **i**. Changes to locations or design of median crossovers to reduce congestion and mitigate accidents; **j.** Removal of changes to the number and location, or design of access points to reduce congestion and mitigate accidents; **k**. Additional signage; **l**. Other transportation-related safety improvements identified and/or recommended by the Town Engineer.

Nonconformities

Chapter 16-7 provides standards for nonconformities. This amendment will not create nonconformities and is not applicable.

Text Amendment Review Standards

Section 16-2-103.B.3 of the LMO provides standards for the review of Text Amendments and states the following:

> "In determining whether to recommend that Town Council adopt or deny the proposed text amendment, the Planning Commission may weigh the relevance of and consider whether and the extent to which the proposed Text Amendment:
>
> a. Is in accordance with the Comprehensive Plan;
> b. Is required by changed conditions;
> c. Addresses a demonstrated community need;
> d. Is consistent with the purpose and intent of the zoning districts in this Ordinance, or would improve compatibility among uses and ensure efficient development within the Town;
> e. Would result in a logical and orderly development pattern; and
> f. Would not result in significantly 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."

The proposed text amendment aligns with the review criteria, as it:

1. Supports the Comprehensive Plan, which includes the following strategy and tactic: "Maintain, evaluate, and update as needed traffic analysis standards to guide development in accordance with the existing and future needs of the Town."
2. Is required due to increased traffic and congestion.
3. Addresses a demonstrated community need to mitigate traffic impact and includes consideration of essential multimodal transportation options.
4. Ensures that overall transportation impacts and mitigation efforts are consistent with the intent of the LMO.
5. Results in safer and less congested streets and intersections ensuring orderly development and transportation networks.
6. Minimizes the overall impact of Town-wide development and resulting traffic.

PLANNING COMMISSION ACTION:

LMO Sec.16-2-103-B.2.d states that the Planning Commission's recommendation shall be based on the standards in Sec. 16-2-103.B.3, Ordinance Text Amendment Review Standards.

The Planning Commission has the following options when considering this agenda item. These include:

1. Recommend approval to Town Council.
2. Recommend denial to Town Council.
3. Recommend approval with conditions to Town Council.

ATTACHMENTS:

1. Ordinance
2. Text Amendment

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND

ORDINANCE NO. 2025-_____

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND TO AMEND CHAPTER 16 OF THE MUNICIPAL CODE, THE LAND MANAGEMENT ORDINANCE, TO AMEND THE TRAFFIC IMPACT ANALYSIS PLAN REQUIREMENTS AND TRAFFIC ANALYSIS STANDARDS IN LAND MANAGEMENT ORDINANCE SECTIONS 16-2-103, 16-5-106 AND APPENDIX D, AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.

WHEREAS, The Town Council previously adopted a Strategic Action Plan for 2023-2025, and Strategy Number 1 states that the Town will:

> Successfully manage increasing and evolving future growth patterns in a manner that will ensure sustainability of Hilton Head Island's unique character. Additionally, the Town must monitor economic and demographic trends, undertaking a comprehensive list of future planning activities, and proactively protecting the Island's rich natural resources through appropriate design, regulation, and capital investment practices; and,

WHEREAS, at its September 24, 2024, Town Council Workshop, Town staff received the following comments and direction regarding amendments to the Land Management Ordinance related to Traffic Impact Analysis Standards:

1. Change name from Traffic Impact Analysis to Transportation Impact Analysis Plan to account for a multimodal approach.
2. Reduce the threshold a developer needs to meet to trigger a mandatory TIA from 100 peak hour trips to 50 peak hour trips.
3. Include multimodal infrastructure (such as bike paths, sidewalks, transit) in the analysis
4. Include more impact mitigation options.
5. Clarify subject matter approval by the Town Engineer instead of the LMO Official as a best practice.
6. Add unsignalized intersections level of service standard including mitigation requirements and remove the discounting of impacts due to "background traffic," (i.e., the trips generated by previously existing development); and,

WHEREAS, the Town Council finds that Traffic Impact Analysis studies are important tools and assist the Town in avoiding congestion in the streets, undue concentration of population, safety hazards and overburdening of public infrastructure and also assist the Town in facilitating the creation of a convenient, attractive, and harmonious community; and,

WHEREAS, the Town Council finds that the best interests of the Town, and the health, safety and welfare of its citizens, property owners, residents and visitors will be furthered by an amendment to the Land Management Ordinance Traffic Impact Analysis Plan Requirements and Traffic Analysis Standards to change the title to Transportation Impact Analysis Plan, amend applicability requirements, modify the threshold for requiring an analysis plan, increase mitigation options to modernize the transportation review process, prioritize multimodal considerations, and ensure a thorough evaluation of development impacts on the transportation network by including the following requirements:

- Expanding the scope of Traffic Impact Analysis studies to include multimodal infrastructure such as sidewalks, bike lanes, and transit services,
- Reducing the threshold for requiring a study from 100 peak-hour trips to 50 peak-hour trips, ensuring that even moderate developments undergo proper transportation impact review,
- Expanding the type of mitigation options that can be used to address transportation impacts,
- Shifting approval authority from the LMO Official to the Town Engineer for consistency with best practices,
- Adding new standards for unsignalized intersections, and
- Eliminating exemptions associated with trips generated by previously existing development; and,

WHEREAS, the Town Council finds that these requirements will make the development review process more responsive to the community's needs and promote a more balanced, multimodal, and forward-thinking approach to transportation planning, ensuring that growth aligns with the Town's long-term mobility and infrastructure goals and that these things are in the best interests of the Town, and that the health, safety and welfare of its citizens, property owners, residents and visitors will be furthered by them; and,

WHEREAS, on April 16, 2025, the Planning Commission held a Public Hearing to consider the proposed amendments to change the applicability and to include multimodal options, and the public had an opportunity to comment on the proposed amendments, and the Planning Commission voted ____ to recommend that Town Council adopt the amendments Land Management Ordinance Traffic Impact Analysis Plan Requirements and Traffic Analysis Standards; and,

WHEREAS, on _____, the Community Services and Public Safety Committee discussed the proposed amendments to change the applicability and include multimodal options, and voted ____ to recommend that Town Council adopt the amendments Land Management Ordinance Traffic Impact Analysis Plan Requirements and Traffic Analysis Standards; and,

WHEREAS, the Town Council finds that the best interests of the Town, and the health, safety and welfare of its citizens, property owners, residents and visitors will be furthered by this amendment to the Land Management Ordinance Traffic Impact Analysis

Plan Requirements and Traffic Analysis Standards which will aid in avoiding congestion in the streets, undue concentration of population, safety hazards and overburdening of public infrastructure and also assist the Town in facilitating the creation of a convenient, attractive, and harmonious community.

NOW, THEREFORE, BE IT ORDERED AND ORDAINED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, AND IT IS HEREBY ORDERED AND ORDAINED BY AND UNDER AUTHORITY OF SAID TOWN COUNCIL, AS FOLLOWS:

Section 1. Amendment. That the Land Management Ordinance is amended as shown on Exhibit "A" to this Ordinance. Newly added language is illustrated with double underline and deleted language is illustrated with ~~strikethrough~~.

Section 2. Severability. If any section, phrase, sentence, or portion of this Ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct, and independent provision, and such holding shall not affect the validity of the remaining portions thereof.

Section 3. Effective Date. This Ordinance shall be effective upon its adoption by the Town Council of the Town of Hilton Head Island, South Carolina.

PASSED, APPROVED, AND ADOPTED BY THE COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND ON THIS _____ DAY OF ___, 2025.

THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

_____
Alan R. Perry, Mayor

ATTEST:

_____
Kimberly Gammon, Town Clerk

First Reading:
Second Reading:

APPROVED AS TO FORM:

_____
Curtis L. Coltrane, Town Attorney

Chapter 16-2:
Administration

Sec.16-2-103. Application Specific Review Procedures

J. ~~Traffic~~ Transportation Impact Analysis Plan Review

1. Purpose

The purpose of this subsection is to establish procedures and standards for the review and decision on ~~Traffic~~ Transportation Impact Analysis Plans, to ensure new ***development*** does not create ***street*** congestion beyond an amount established as acceptable by the Town.

2. Applicability

a. ~~The~~ A ~~Traffic~~ Transportation Impact Analysis Plan, monitoring and mitigation requirements, and procedures set forth in this section are applicable to all ***development*** ~~as defined in this~~ Title that would generate 50 or more ***peak hour*** trips, except ~~for that~~as specifically exempted in paragraph 4 ~~below~~of this subsection.

b. Development Plan approval, with or without conditions or modifications, nor a ***Building Permit,*** shall ~~not~~ be granted until ~~without~~ the ***applicant*** has received ~~for Development Plan~~ approval ~~first obtaining Traffic~~ of a Transportation Impact Analysis Plan ~~approval~~ in accordance with this section, in addition to all other requirements, unless the ***development*** is specifically exempt as provided for in this Chapter.

c. A ***Building Permit*** may not be issued for ***development*** undertaken in accordance with a previously issued final ***development*** permit until the ***applicant*** first obtains ~~Traffic~~ Transportation Impact Analysis Plan approval, unless the ***development*** is exempt.

3. Trip Generation Rates

Trip generation rates shall be taken from the most current edition of the ~~Institute of Transportation Engineers'~~ITE Trip Generation Manual ~~(ITE Manual), except~~; provided, however, that an ***applicant*** may elect to perform, at the ***applicant's*** expense, a trip generation study which shall be submitted to the ~~***Official***~~ Town Engineer ~~in determining an exemption~~. ~~The~~ An ***applicant's*** trip generation study shall be undertaken by a qualified ~~traffic~~ transportation engineering firm selected in accordance with Appendix D.11, and is subject to review and approval by the ~~***Official***~~ Town Engineer. For any proposed ~~***uses***~~ ***use*** not specifically listed in the ITE Manual, the ~~***Official***~~ Town Engineer shall determine the most appropriate trip generation rate. The ~~***Official***~~ Town Engineer may consider input from the ***applicant*** in making this decision.

Trip rates shall be generated for pass-by trips, internal trips and multi-modal trips that are generated by a mode other than a personal motor vehicle. Trip

rate reductions must be supported by the ITE handbooks or, if local data is used, approved by the Town Engineer***.***

4. Exemptions

The following types of ***development*** shall be exempt from the ~~Traffic~~ Transportation Impact Analysis Plan and mitigation requirements of this section:

a. Activities and ***uses*** not constituting ***development*** (see Sec. 16-1-104.B, Development Activities Constituting Development), or exempt from Development Plan approval (see Sec. 16-2-103.G.3, Exemptions).

~~b. Development that would generate fewer than 100 ***peak hour*** trips on the adjacent street.~~

~~i. If the proposed ***development*** will be replacing a vacant or occupied ***structure*** on the same site, then for the purpose of determining exemptions, the number of ***peak hour*** trips generated by the proposed ***land use*** shall be reduced by the number of ***peak hour*** trips generated by the most recent legally established ***land use***.~~

~~ii. Proof of the most recent principal ***land use*** of a site shall be the responsibility of the ***applicant*** and shall be submitted to the ***Official*** for approval. Absent such proof, the ***peak hour*** trip rate will be based on the lowest trip generation of all the ***uses*** permitted ***by right*** in the site's zoning district.~~

~~c.~~b. A residential ***development*** generating less than 200 ***peak hour*** trips in which at least 20 percent of the units will qualify and be maintained as affordable housing in accordance with this ***Ordinance***.

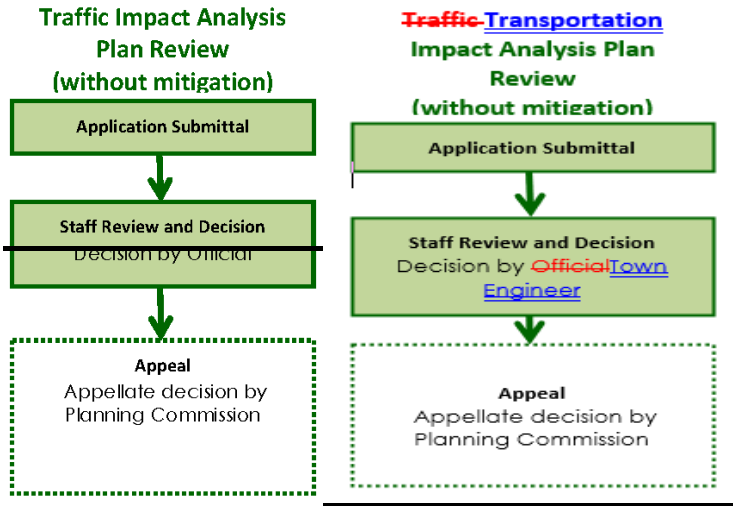
5. ~~Traffic~~ Transportation Impact Analysis Plan Review Procedure

a. Application Submittal

An ***application*** for ~~Traffic~~ Transportation Impact Analysis Plan Review may be submitted by ***persons*** identified in Sec. 16-2-102.C.1, and shall be submitted in accordance with Sec. 16-2-102.C.

b. Staff Review and Action

I. No or Minor Mitigation Required



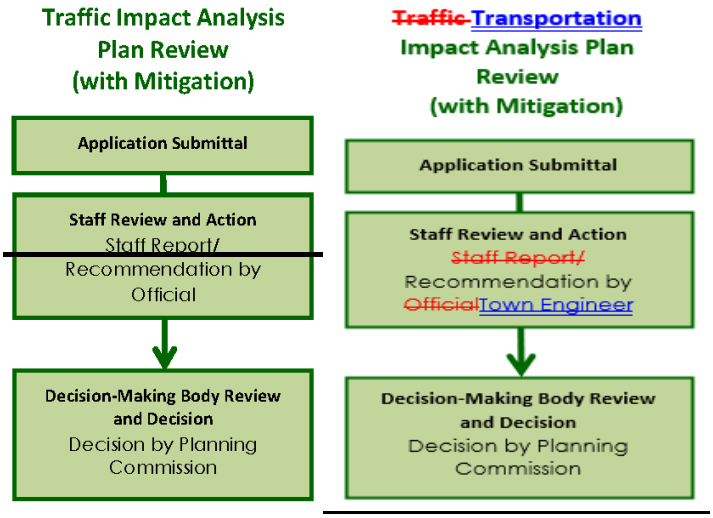
For any proposed ***development*** that does not require any mitigation or for which mitigation is limited to adjustments to signal timing, signal phasing, ~~or~~ intersection restriping, or improvements serving non-motorized travel, the ~~***Official***~~ Town Engineer shall review and make a final decision on the ***application*** in accordance with Sec. 16-2-102.D. The ***Official's*** decision shall be based on the standards in Sec. 16-2-103.J.6, ~~Traffic~~ Transportation Impact Analysis Plan Standards, and shall be one of the following:

01. Approve the ***application*** as submitted;

02. Approve the ***application*** subject to conditions of approval or modifications; or

03. Deny the ***application***.

II. Major Mitigation Required



Where the proposed ***development*** requires mitigation beyond just adjustments to signal timing, signal phasing, ~~or~~ intersection re-striping, or improvements serving non-motorized travel, the ~~***Official***~~ Town Engineer shall review the ***application*** ~~and prepare a staff report with a recommendation for action~~ in accordance with Sec. 16-2-102.D. The ~~***Official's***~~ Town Engineer **recommendation shall be based on the standards** in Sec. 16-2-103.J.6, ~~Traffic~~ Transportation Impact Analysis Plan Standards***.*** Any mitigation improvements should comply with the latest edition of SCDOT's Access and Roadside Management Standards (ARMS) manual and SCDOT Roadway Design Manual.

c. Decision-Making Body Review and Decision

I. For any proposed ***development*** that requires mitigation beyond just adjustments to signal timing, signal phasing, or intersection re-striping, the ***Planning Commission*** shall review the ***application*** ~~and staff report~~ at a public meeting and make a final decision on the ***application*** in accordance with Sec. 16-2-102.G. The Commission's decision shall be based on the standards in Sec. 16-2-103.J.6, ~~Traffic~~ Transportation Impact Analysis Plan Standards, and shall be one of the following:

01. Approve the ~~Traffic~~ Transportation Impact Analysis Plan as submitted;

02. Approve the ~~Traffic~~ Transportation Impact Analysis Plan subject to conditions of approval or modifications; or

03. Deny the ~~Traffic~~ Transportation Impact Analysis Plan.

II. ~~Traffic~~ Transportation Impact Analysis Plans containing mitigation other than that allowed in Appendix D (specifically D-11.B.8) will not be accepted.

d. Post-Decision Actions and Limitations

I. **Notice of Decision**

The ~~***Official***~~ Town Engineer shall provide notice of the final decision on the ***application*** in accordance with Sec. 16-2-102.H.1.

II. **Appeal**

01. Appeals from the final decision of the ~~***Official***~~ Town Engineer on an ***application*** for ~~Traffic~~ Transportation Impact Analysis Plan Review are governed by Sec. 16-2-103.U, Appeal of ***Official's*** Decision to ***Planning Commission***, and S.C. Code Ann. § 6-29-1150.

02. Appeals from the decision of the ***Planning Commission*** on an ***application*** for ~~Traffic~~ Transportation Impact Analysis Plan Review are governed by S.C. Code Ann. § 6-29-1150.

6. ~~Traffic~~ Transportation Impact Analysis Plan Standards

The proposed ~~Traffic~~ Transportation Impact Analysis Plan shall not be approved unless it is demonstrated the Town's ***street*** system can operate and comply with the Town's ***adopted traffic service level standards***, and the plan complies with Sec. 16-5-106, ~~Traffic~~ Transportation Analysis Standards.

7. Expiration of Approval

A ~~Traffic~~ Transportation Impact Analysis Plan approval shall expire ~~after~~ one (1) year from the date of approval unless the ***applicant*** submits a complete Development Plan review ***application***.

8. Amendment

A ~~Traffic~~ Transportation Impact Analysis Plan may be amended only in accordance with the procedures and standards ~~for~~ applicable to its original approval.

9. ~~Traffic~~ Transportation Mitigation Program Implementation

a. Timing of Implementation

If a ~~traffic~~ transportation mitigation program is part of an approved ~~Traffic~~ Transportation Impact Analysis Plan, all approved ~~traffic~~ transportation mitigation ***improvements*** must be implemented prior to issuance of a Certificate of Compliance unless otherwise provided for as part of the approved ~~Traffic~~ Transportation Impact Analysis Plan.

b. Responsibility for Costs of Improvement; Reimbursement

I. ~~Except as provided for in provisions ii through iv below, t~~ The costs of implementation of an approved mitigation program shall be the responsibility of the ***applicant****, except as follows:*~~.~~

II. If an ***applicant*** is required to provide an ***improvement*** that would otherwise be funded by transportation impact fees, a transportation impact fee credit shall be available as provided in accordance with Sec. 16-5-116.K, Offsets to Impact Fees.

III. If an ***applicant*** is required to provide an ***improvement*** which is eligible for a transportation impact fee credit as provided for in accordance with Sec. 16-5-116.K, Offsets to Impact Fees, and the cost of the ***improvement*** exceeds the amount of the transportation impact fee otherwise calculated to be due in accordance with that section, the ***applicant*** may submit a plan for reimbursement to the ***Town Council*** for action. Such reimbursement plan shall be consistent with the ***Town's*** contractual obligations with respect to other planned ***street improvements*** and consistent with the ***Town's*** adopted ***Capital Improvements Program*** (CIP).

IV. If an ***applicant*** is required to provide an ***improvement***, other than a site-related ~~traffic~~ transportation ***improvement*** that is eligible for funding with transportation impact fees, or if an ***applicant*** proposes a change in priorities in the adopted CIP, the ***applicant*** may submit a proposal to the ***Town Council*** requesting consideration for inclusion of such ***improvement*** in the CIP or for a shifting of

priorities within the CIP, together with a proposed reimbursement plan which is consistent with the requirements of this section.

10. ~~Traffic~~ Transportation Monitoring and Evaluation Report

a. Report

Annually, following the preparation of the ~~June~~ July intersection turning movement counts, the ***~~Official~~*** Town Engineer shall prepare a ~~Traffic~~ Transportation Monitoring and Evaluation Report, which shall include each of the following:

I. ***Peak hour*** traffic turning movement counts for an average ~~June~~ July weekday for all signalized intersections as measured by the Town Engineer;

II. Twenty-four hour traffic volumes on William Hilton Parkway, Palmetto Bay Road, Pope Avenue, and the Cross Island Parkway as measured by the Town Engineer;

III. Historical trends over the past five years if available for items in paragraph II above;

IV. Description of the operating conditions, relative to the ***adopted traffic service level standards***, for each signalized intersection and how the operating conditions have changed since the last reporting period;

V. Morning, midday, and afternoon ***peak hour*** volumes for Sea Pines Circle in reports for years evenly divisible by ~~five~~ two; and

VI. Recommendations for mitigation ***improvements*** to intersections that fail to meet the ~~traffic~~ transportation standards outlined in Sec. 16-5-106, ~~Traffic~~ Transportation Analysis Standards.

b. Certification of ~~Traffic~~ Transportation Data

Based on the ~~Traffic~~ Transportation Monitoring and Evaluation Report, ~~Traffic~~ Transportation Impact Analysis Plans, and such other information as deemed appropriate, the ***~~Official~~*** Town Engineer shall certify the ~~traffic~~ transportation data to be used by all ***applicants***, ~~traffic~~ transportation engineers, ***Town*** staff and consultants, in performing and reviewing ~~Traffic~~ Transportation Impact Analysis Plans. The ***~~Official~~*** Town Engineer will certify the traffic volume data on an annual basis or more frequently as deemed appropriate.

c. Planning Commission Action

I. The ~~Traffic~~ Transportation Monitoring and Evaluation Report prepared by the ***~~Official~~*** Town Engineer as described above shall be forwarded to the ***Planning Commission*** ~~and simultaneously conveyed to the ***Town Council***~~. Upon receipt of the Report and recommendations from the ~~***Official***~~ Town Engineer, the ***Planning Commission*** shall give notice and hold a public meeting for the purpose of discussing the Report and recommendations and eliciting public comments.

II. Following its review, the ***Planning Commission*** shall forward the ~~Traffic~~ Transportation Monitoring and Evaluation Report and recommendations, and may forward its own supplemental report and recommendations, to the ***Town Council***.

11. ~~Vehicular~~ Multimodal Access Analysis

a. All ***development*** shall have an ***access*** analysis undertaken by the ~~***Official***~~ Town Engineer. This analysis shall be undertaken to ensure that vehicular and multi-modal ***access*** to all proposed developments and ***subdivisions*** is accomplished in a safe manner.

b. This analysis will identify any vehicular ***access improvements*** the ***applicant*** must install at the ***applicant's*** expense, such as deceleration lanes, and shall identify the location of any curb cuts based on, but not limited to sight distances, existing ***roadway*** infrastructure, opposing ***driveways*** locations, and shared vehicular ***access***. This analysis will address requirements for adequate ***driveway*** design including, but not limited to turning radius and stacking distance. The standards in the South Carolina Department of Transportation's Access and Roadside Management Standards Manual shall serve as a guide for this review.

c. This analysis will identify any improvements required to serve non-vehicular site access, including any modifications to or improvements of pathway crossings being impacted by the site development.

d. The vehicular and multimodal ***access*** requirements approved by the ~~***Official***~~ Town Engineer shall be incorporated on ***development*** or ***subdivision*** plans prior to their approval. If an ***applicant*** is required to provide site-related traffic ***improvements***, the cost of implementing such ***improvements*** shall be borne by the ***applicant*** and no such costs shall be eligible for a credit or offset from any transportation impact fees required in accordance with Sec. 16-5-116.K, Offsets to Impact Fees.

Chapter 16-5:
Development and Design Standards

Sec.16-5-106. ~~Traffic~~ Transportation Analysis Standards

A. Purpose

The purpose of this section is to guide ***development*** in accordance with the existing and future needs of the ***Town*** in order to protect, promote and improve the public health, safety, ~~morals,~~ convenience, order, ~~appearance,~~ prosperity and general welfare of the citizens of the ***Town***, by ensuring new ***development*** does not overburden and overly congest streets, pathways, sidewalks, and other transportation systems in the ***Town.'s ~~s~~ ~~streets~~***.

B. Intent

The regulations of this section are designed and intended:

1. To ensure that the ***Town's*** **adopted ~~traffic~~ transportation service level standards** are met within the ***Town*** and to provide safety from fire, panic and other dangers, to promote the public health and general welfare, to prevent the

overcrowding of ***land***, to avoid undue concentration of population, and to facilitate safe and ~~the~~ adequate ~~provision of~~ ***street*** and non-motorized facilities.

2. To enable the Town Engineer or their ***designee*** to conduct an appropriate review and evaluation of the ~~traffic~~ multimodal transportation impacts of proposed ***development***, to provide for the imposition of conditions in order to assure that new ***development*** does not impair the safety and ~~the ***Town's*** ability and obligation to provide adequate~~ adequacy of impacted ***street*** and transportation facilities ~~to all its~~ used by the ***Town's*** citizens, and to prescribe necessary project-specific mitigation measures or ~~to otherwise~~ changes to the site design or operations, and establish the implementation timing and funding, as part of the ~~condition traffic impact analysis~~ plan approval.

3. To ensure that no ~~traffic~~ transportation impact analysis plan approvals are granted that would cause a reduction in the service level of any ***street*** facility that is currently operating in a manner that fails to satisfy the ***Town's adopted traffic service level standards***.

4. To ensure that no ~~traffic~~ transportation impact analysis plan approvals are granted unless ***street*** facilities with adequate capacity to accommodate the traffic generated by the proposed ***development*** are available concurrently with the scheduled opening of the ***development***.

5. To establish uniform procedures for the review of ***applications*** for ~~traffic~~ transportation impact analysis plan approval subject to the ~~traffic~~ transportation impact analysis plan requirements set forth herein.

6. To better coordinate the short-term growth potential of the ***Town*** with the immediately available ***street*** system capacity, taking into account exempt ***development*** and approved ***development*** that has not been built, to the extent to which these may be eligible for ***development*** plan approval without being subject to the ~~traffic~~ transportation impact analysis plan requirements of this section.

7. To better coordinate the long-term growth potential of the ***Town*** with an ~~realistic~~ assessment of street capacity which is currently and which may in the future become available, recognizing the limitations on the ***Town's*** financial resources, the constraints presented by the geography of the Island, and the need to preserve the Island's sensitive natural, historic, and environmental resources.

~~**8.** To better coordinate the type, location, amount, timing, and rate of ***development*** of proposed ***land uses*** in accordance with the ***Comprehensive Plan***, zoning district regulations, and ***Official Zoning Map*** with the present and projected future availability of ***street*** system capacity.~~

~~**9.**~~**8.** ~~To establish and maintain a traffic monitoring system to regularly determine the volume of traffic on the ***Town's street*** system and the degree to which capacity limits ("thresholds") are being approached or exceeded.~~ To require that Transportation Impact Analysis Plans are prepared by a licensed

professional transportation engineer, and that the plan contents and modeling are consistent with national guidelines and practices published by the ***Institute of Transportation Engineers (ITE),*** the ***Transportation Research Board (TB),*** the ***Federal Highway Association (FHWA),*** the ***American Association of State Highway and Transportation Officials (ASHTO),*** the ***National Association of City Transportation Officials***.

~~**10.**~~**9.** ~~It is not the intent of this section to deny to any ***person*** a reasonable opportunity to develop ***land*** in a beneficial manner, but rather to coordinate the type, location, amount, timing, and rate of ***development*** with the ***Town's*** reasonable ability to provide adequate public ***street*** facilities consistent with the ***Town's adopted traffic service level standards***.~~ To ensure that, in addition to measuring the impact on the roadway system, the transportation impact analysis plan measures the multimodal impacts, and mitigation measures, for non-motorized travel and transit.

10. To establish and maintain a traffic monitoring system to regularly determine the volume of traffic of the ***Town's*** street system and the degree to which capacity limits ("thresholds") are being approached or exceeded.

C. ~~Traffic~~ Service Level Standards

All required ~~traffic~~ transportation impact analysis plans shall, at a minimum, indicate compliance or non-compliance with the standards of this section.

1. The average total delay in seconds per vehicle for each signalized intersection does not exceed 55.0 seconds during the ***peak hour*** for an average July weekday; and

2. The volume-to-capacity (V/C) ratio for each signalized intersection does not exceed 0.90 during the ***peak hour*** for an average July weekday; and

3. The average total day on any approach to ~~a traffic circle or roundabout~~ the Sea Pines Circle does not exceed 150 seconds per vehicle during the ***peak hour*** for an average July weekday~~.~~, and the average total delay on any approach to any other traffic circle or roundabout does not exceed 55.0 seconds per vehicle during the ***peak hour*** for an average July weekday; and

4. The Level of Service (LOS) for any vehicular traffic movement does not decline by more than one level per the requirements of the Highway Capacity Manual (HCM), nor to a Level of Service of "F"; and

5. The ***development*** causes safety issues or delays that require mitigation as determined by the Town Engineer***.***

Appendix D:
Application Submittal Requirements

D-11. ~~Traffic~~ Transportation Impact Analysis Plan Review

A. Plan Preparation

1. Selection of ~~Traffic~~ Transportation Engineering Firm

The ~~Traffic~~ Transportation Impact Analysis Plan shall be prepared for the ***applicant*** by a qualified ~~traffic~~ Transportation engineer/engineering firm~~, selected from a list of traffic engineering firms maintained by the Town. The list shall be created through the solicitation by the Town of professional traffic engineers qualified to perform this service. The list shall contain the names of at least three traffic engineering firms.~~ approved by the Town Engineer or their ***designee***, and sealed by a licensed professional engineer registered in South Carolina.

2. Establishment of ~~Traffic~~ Transportation Impact Plan Parameters

a. Prior to beginning the ~~Traffic~~ Transportation Impact Analysis Plan, the ***applicant*** shall supply the ~~***Official***~~ Town Engineer with the following:

I. A written narrative describing the proposed ***land use(s)***, size and projected opening date of the project and any phases. The narrative must also identify the Beaufort County Tax Map and ***parcel*** numbers to be occupied by the proposed ***development***;

II. A site location map; and

III. A proposed ***site plan*** showing the location of the proposed ***development*** on the site and vehicular ***access*** to public or private ***streets*** or any other ***development***.

IV. A study area map or maps that illustrate the intersections to be evaluated in the study, along with the relevant pedestrian and non-motorized pathway systems. The non-motorized map shall generally depict expected walking and bicycling patterns (origan and destinations), where people will cross roadways, and improvements needed. Public transportation systems shall be included in this study area map as well.

V. For uses, as determined by the Town Engineer or their ***designee***, a review of the transit or other mobility options, and how they can be accommodated on or near the site.

b. Based on this information, along with the ITE Trip Generation Manual and available information on land ***use***, travel patterns and traffic conditions, the ~~Official~~ Town Engineer will supply in writing to the ***applicant*** or the ***applicant's*** selected engineering firm the parameters to be followed in the study, including the study area for all modes, ~~directional split of ***driveway*** traffic~~, trip distribution to multiple access points, trip distribution on the study area roadway network ~~background traffic growth rate,~~ previously approved or proposed projects that are ~~but~~ not completed projects, and the intersections to be analyzed along with any associated turning movement counts and signal timing data that ~~which~~ are available.

B. Submittal Requirements

An acceptable ~~traffic~~ transportation impact analysis plan shall include an accurate representation of the following elements:

1. A **current site plan** or **subdivision** plat identifying access to and from existing or proposed ***streets*** and intersections. In addition, a vicinity map shall be provided.
2. Description of the proposed ***development***, including the type of proposed ***land use***, the number of residential units by type, the number of existing and proposed ***lots***, the type of proposed non-residential ***development*** and the amount of such ***development*** measured by ***gross floor area*** or other appropriate unit of measure, the general size and type of accessory ***development*** or facilities, and, for non-residential ***development***, adequate information to identify the appropriate ***land use*** category or categories for trip generation.
3. Traffic, pedestrian, and bicycle counts must be collected and analyzed if the existing data is more than two years old or is determined to be unavailable by Town Engineer. The existing conditions shall consider and include any development in the study area that has generated a previous application for a TIAP study or other development in the study area that is projected to occur within five (5) years from the TIAP study as determined by the Town Engineer. Projected vehicular trips to and from the completed ***development***, or any interim ***development*** phases, on the ***adjacent street*** during the a.m. and p.m. ***peak hours*** of the surrounding roadway network. In some cases the Town Engineer may also require an analysis of Saturday conditions or the ***peak hours*** of the proposed land-use. The percentage of ~~passerby~~ pass-by trips, if used in the plan, shall be included, as well as the source of this information. The trips shall be presented as “Multi-Modal Trips” with a listing of pass-by trips, internal trips (within the ***development)***, pedestrian, bicycle, transit, ride-hailing, or other trips. In cases where multi-use pathway segments or pathway crossings are being impacted by the development, the Town Engineer shall also require analysis of projected levels-of-service.

4. A written narrative setting forth the assumptions upon which any projection, made in developing the ~~traffic~~ transportation impact analysis plan required under this part~~,~~ is based upon. If the assumptions are derived from the ITE manual, the ~~materials~~ excerpts shall be identified. If the assumptions are not from the ITE manual, ~~appropriate excerpts will~~ the referenced materials shall be included in the study and the reasoning underlying the assumptions shall be stated in the narrative. If the project predicts fewer auto trips due to various travel demand management measures, assurances that those measures will be applied and are enforceable will be determined by the Town Engineer**.**

5. The ~~traffic~~ Transportation Impact Analysis Plan study shall be based on intersection analysis procedures for signalized intersections and roundabouts or traffic circles as identified in the Transportation Research Board's (TRB) current Highway Capacity Manual Special Report 209 and utilize computer software which emulates these procedures and is acceptable to the ~~***Official***~~ Town Engineer. ~~Any analysis involving a traffic circle will utilize computer software which is designed to analyze traffic circles and is acceptable to the ***Official***.~~ The results of any required computer analysis shall, at a minimum, indicate compliance or non-compliance with the ~~traffic~~ transportation standards of Sec. 16-5-106, ~~Traffic~~ Transportation Analysis Standards.

6. Safety data in the study area, when required by *the* Town Engineer**,** shall include the types of collisions. The study should describe how safety will be influenced by the project's transportation impacts and evaluate potential solutions. Potential mitigation measures shall be consistent with the American Association of State Highway and Transportation Officials AASAHTO Highway Safety Manual, Federal Highways Administration (FHWA) guides on non-motorized crossings, and other national research.

7. The impact on non-motorized travel shall be based on the procedures and practices recommended by ITE, Transportation Research Board (TRB), AASHTO and FHWA. The applicant shall incorporate where possible any non-motorized recommendations included in Town and/or regional long-term plans in the vicinity of the ***site***. The study should identify potential changes such as:

a. Improvements to pedestrian crossings;

b. Additional pedestrian or bicycle crossings;

c. Improvements to pedestrian signals, pedestrian signal intervals, signs, and pavement markings;

d. Construction of additional sidewalks or non-motorized pathways;

e. Changes to the site design and access to ease non-motorized travel and reduce conflicts with vehicles, from the public right-of-way to the building entrances or on-site activity; and

f. Other similar improvements to transportation facilities.

~~6.~~**8.** The intersections which must be analyzed in the study are identified as:

a. Any ~~signalized~~ intersection that serves as a ***development's*** point of ***access*** to ~~a major arterial. This will include intersections of~~ public and private roads ~~with major arterials, and ***driveways*** offering direct ***access*** to a major arterial~~; and

b. The first signalized intersection on either side of the ***development's*** primary point of ***access*** to a major arterial; and

c. Other signalized intersections on major arterials if within 1 road mile of the ***development's*** primary point of ***access*** to a major arterial and when in the opinion of the ~~***Official***~~ Town Engineer there is a potential for a significant impact to the intersection's ***level of service*** from ~~***site*** related~~ site-related traffic; and

d. Any traffic circle or roundabout, when in the opinion of the ~~***Official***~~ Town Engineer, there is a potential for a significant impact to the circle's ***level of service*** from ***site*** related traffic.

~~7.~~**9.** At a minimum, the plan must include the results of a computerized analysis projecting the operating conditions of ~~critical intersections relative to~~ signalized intersections and roundabouts or traffic circles identified in 8. above. The intersections shall meet the ***Town's*** *adopted traffic service level standards outlined in 16-5-106*. All other intersections must be projected to operate at levels of service acceptable to the Town Engineer**.** The analysis shall reflect the projected condition of these intersections and movements based on the full operation and/or build-out of the development date of the ***development*** and, where applicable, on other significant phase-in dates of the ***development*** project.

~~8.~~**10.** If the initial computerized analysis indicates that the ***Town's adopted traffic service level standards*** will be not be met, a mitigation plan must be included in the plan based on at least one additional computer analysis. This mitigation plan must show how the ***Town's adopted traffic*** **service level standards** will be satisfied. ***Applicants*** ~~will only~~ shall be responsible to mitigate the ~~traffic~~ transportation impacts~~. of their proposed ***development***~~. Acceptable ***roadway*** mitigation measures are limited to the following:

a. Traffic signal ~~timing adjustments;~~ timing or phasing revisions, that not only mitigate traffic impacts generated by this ***development***, but also result in safe and acceptable operations at the study intersection as demonstrated by a network traffic analysis;

b. ~~Traffic signal phasing adjustments;~~ Addition of signs, signals, markings, or other measures to accommodate road crossings and improve safety for pedestrians and achieve ADA compliance;

c. Pavement marking revisions;

d. Adding additional intersection turn lanes not to exceed 4 lanes on minor arterial approaches and 5 lanes on major arterial approaches; ~~and~~

e. Geometric ***improvements*** to ~~traffic circles or roundabouts~~ signalized or unsignalized intersections, including traffic circles or roundabouts, to improve traffic operations, pedestrian and bicycle operations or to improve safety;

f. Road widening;

g. Adding a traffic signal at a location that is warranted per the Manual of Uniform Traffic Control (MUTCD)***;***

h. Replacing a traffic signal or uncontrolled intersection with a roundabout that meets the ***Town's*** operational and design standards;

i. Changes to locations or design of median crossovers to reduce congestion and mitigate accidents;

j. Removal of changes to the number and location, or design of access points to reduce congestion and mitigate accidents;

k. Additional signage;

l. Other transportation-related safety improvements identified and/or recommended by the Town Engineer.

TOWN OF HILTON HEAD ISLAND
PLANNING DEPARTMENT

One Town Center Court	Hilton Head Island, SC 29928	843-341-4757	FAX 843-842-8908

STAFF REPORT
NEW STREET NAME

Case #	New Street Name	Public Hearing Date
STDV-000243-2025	Red Fox Manor	April 16, 2025

Parcel Data or Location:	Applicant/Agent
R511 003 000 0138 0000	AGENT – Rich Stone 386 Spanish Wells Road Unit B4 Hilton Head Island, SC 29926

Application Summary

STDV-000243-2025 – Public Hearing request from Rich Stone of Stone by Stone Design, on behalf of Susana Legare, property owner, for a new street name request off Outlaw Road. The affected parcel is R511 003 000 0138 0000.

Staff Recommendation

Staff recommends the Planning Commission **approve** the Red Fox Manor street name application based on the criteria outlined in Land Management Ordinance Section 16-2-103.O.4 and enclosed herein.

Background

Rich Stone, Agent for the property located at 7 Outlaw Road, proposes to name an access easement located off Outlaw Road. See Attachment 1, Location Map. Red Fox Manor will provide direct access to 3 homes on the parcel. Due to the zoning in this area (WMU – Water Oriented Mixed Use), the residential dwelling unit density would allow up to 3 more homes on the parcel located at 9 Outlaw Road. This street will serve 3 homes and could potentially serve up to 3 more in the future

The new road will provide direct access to the proposed single-family dwelling units located on the new access created off Outlaw Road.

See Attachment B, Applicant Narrative and Plan.

As set forth in LMO Section 16-2-103.O.3.d, Decision-Making Body Review and Decision, the Commission shall hold a public hearing and make a final decision on the application based on the standards in LMO Section 16-2-103.O.4, Street/Vehicular Access Easement Review Standards.

Summary of Facts and Conclusion of Law

Criterion A: No new street or vehicular access easement, or proposed modification of the name of an existing street or vehicular access easement, shall duplicate, be phonetically similar to, or in any way be likely to be confused with an existing street or vehicular access easement, despite of the use of prefixes or suffixes. (LMO Section 16-2-103.O.4.a).

Findings of Fact:

1. Town staff, Town Fire & Rescue Dispatch, and Beaufort County Dispatch have determined Red Fox Manor is not duplicated within the Town or Beaufort County.
2. Town staff, Town Fire & Rescue Dispatch, and Beaufort County Dispatch have determined Red Fox Manor is not phonetically similar to an existing street or vehicular access easement.
3. Town staff, Town Fire & Rescue Dispatch, and Beaufort County Dispatch have determined Red Fox Manor will not likely be confused with an existing street or vehicular access easement.

Conclusion of Law:

1. The proposed street name Red Fox Manor meets the requirements of this criterion.

Summary of Facts and Conclusion of Law

Criterion B: Name(s) shall be simple, logical, easy to read and pronounce, and are clear and brief. Use of frivolous or complicated words or unconventional spellings in names shall not be approved. (LMO Section 16-2-103.O.4.b).

Findings of Fact:

1. Town staff, Fire & Rescue Dispatch, and Beaufort County Dispatch determined Red Fox Manor is simple, logical, easy to read and pronounce.
2. Town staff, Fire & Rescue Dispatch, and Beaufort County Dispatch determined Red Fox Manor is clear and brief.
3. Town staff, Fire & Rescue Dispatch, and Beaufort County Dispatch determined Red Fox Manor does not include frivolous or complicated words or unconventional spelling.

Conclusion of Law:

1. The proposed street name Red Fox Manor meets the requirements of this criterion.

Summary of Facts and Conclusions of Law

Criterion C: It is desirable to use names that have some association with Hilton Head Island and specifically with the immediate location of the street or place, such as reference to local history or physiographic features. (LMO Section 16-2-103.O.4.c).

Finding of Fact:

1. The proposed street name Red Fox Manor was chosen because the Red Fox is a species native to South Carolina, known for its adaptability and cleverness. The name reflects the State's diverse wildlife.

Conclusion of Law:

1. The proposed street name Red Fox Manor meets the requirements of this criterion.

Summary of Facts and Conclusion of Law

Criterion D: Use of a common theme is recommended for names of streets that are associated with one another, such as those within a residential development. (LMO Section 16-2-103.O.4.d).

Findings of Fact:

1. The proposed name is Red Fox Manor.
2. Though Red Fox Manor is not associated with the names of streets within the development, it is not prohibited.

Conclusion of Law:

1. The proposed street name Red Fox Manor meets the requirements of this criterion.

Summary of Facts and Conclusion of Law

Criterion E: Streets or vehicular access easements that continue through an intersection should generally bear the same name, except where the street crosses a major arterial or where existing address points on a street require that the street given a different name. (LMO Section 16-2-103.O.4.e).

Finding of Fact:

1. The proposed Red Fox Manor does not continue through an intersection.

Conclusion of Law:

1. This criterion does not apply to this application.

Summary of Facts and Conclusion of Law

Criterion F: A street or vehicular access easement making an approximate right-angle turn where there is no possibility of extending the street or vehicular access easement in either direction shall be considered to be continuous and continue the same name. Where there is a choice of direction or a possibility of extending either section in the future, such configuration shall be considered to be an intersection and the street/easement segments extending from the intersection shall bear different names. (LMO Section 16-2-103.O.4.f).

Findings of Fact:

1. The proposed Red Fox Manor would not make a right-angle turn.

Conclusion of Law:

1. This criterion does not apply to this application.

Summary of Facts and Conclusion of Law

Criterion G. New or modified street names should generally use Drive, Lane, Place, Road, Street, or Way as suffixes. The following street designations should only be used if the street design meets one of the following descriptions. This list is not intended to limit the use of other appropriate suffixes.

1. *Alley – A street providing vehicular access to the rear of lots or buildings, usually as a secondary means of access to a property.*
2. *Avenue – A street that is continuous.*
3. *Boulevard – A street with a landscaped median dividing the roadway.*
4. *Circle – A street with a complete loop on the end or a side street that intersects another street at two adjacent intersections.*
5. *Court – A street terminating in a cul-de-sac, not longer than 1,000 feet in length.*
6. *Extension – A section of street forming an additional length.*
7. *Parkway – A street designated as a collector or arterial road, with a landscaped median reflecting the parkway character implied in the name.*

(LMO Section 16-2-103.O.4.g).

Finding of Fact:

The proposed roadway is an access easement.

Conclusion of Law:

1. This criterion does not apply to this application.

Summary of Facts and Conclusion of Law

Criterion H. The suffixes Manor, Trace, and Common shall typically be used to name vehicular access easements. (LMO Section 16-2-103.O.4.h).

Finding of Fact:

1. The proposed name is Red Fox Manor.

Conclusion of Law:

1. The proposed street name Red Fox Manor meets the requirements of this criterion.

Summary of Facts and Conclusions of Law

Criterion I. Where natural barriers, intervening land uses, or developments that break an existing street into two separate streets that are not likely to be reconnected in the future, the streets shall be named in a manner that considers the potential economic impact of the number of address points and type of addresses impacted. (LMO Section 16-2-103.O.4.i).

Finding of Fact:

1. The subject street is not broken into two separate streets.

Conclusion of Law:

1. This criterion does not apply to this application.

PREPARED BY:

JF	March 31, 2025
Joheida Fister *Deputy Fire Chief*	DATE

REVIEWED BY:

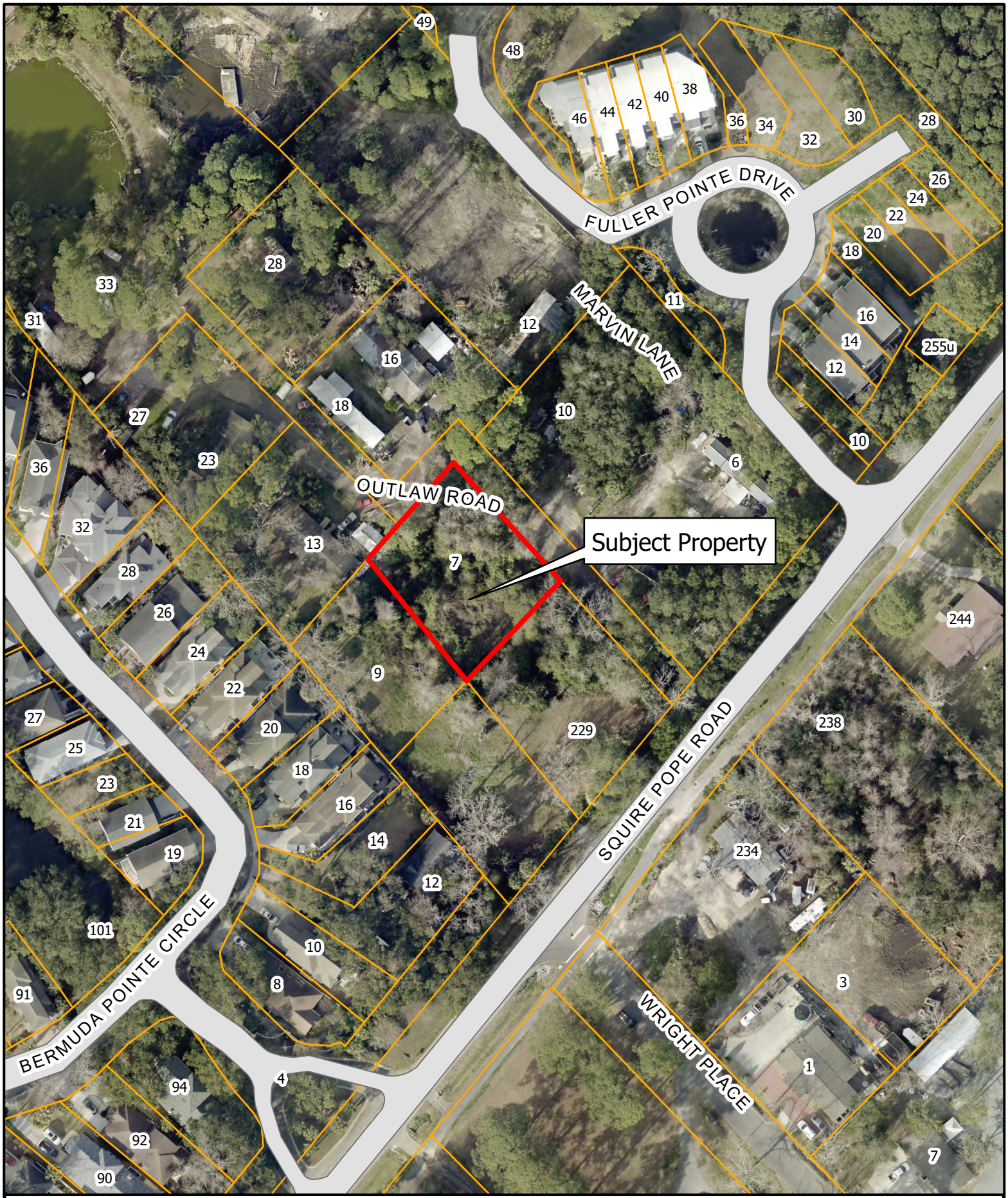
TL	April 1, 2025
Trey Lowe, Development Services Manager	DATE

REVIEWED BY:

SF	April 1, 2025
Shea Farrar, Principal Planner & Planning Commission Coordinator	DATE

ATTACHMENTS:

A) Location Map
B) Applicant's Narrative and Plan



TOWN OF HILTON HEAD ISLAND
ONE TOWN CENTER COURT
HILTON HEAD ISLAND, S.C. 29928
PHONE (843) 341 - 4600

Town of Hilton Head Island

7 Outlaw Road
October 2024

The information on this map has been compiled from a variety of sources and is intended to be used only as a guide. It is provided without any warranty or representation as to the accuracy or completeness of the data shown. The Town of Hilton Head Island assumes no liability for its accuracy or state of completion or for any losses arising from the use of the map.

1. Osprey Drive
   Named after the Osprey, a bird of prey commonly found near coastal and freshwater areas in South Carolina. Ospreys are known for their impressive fishing skills.

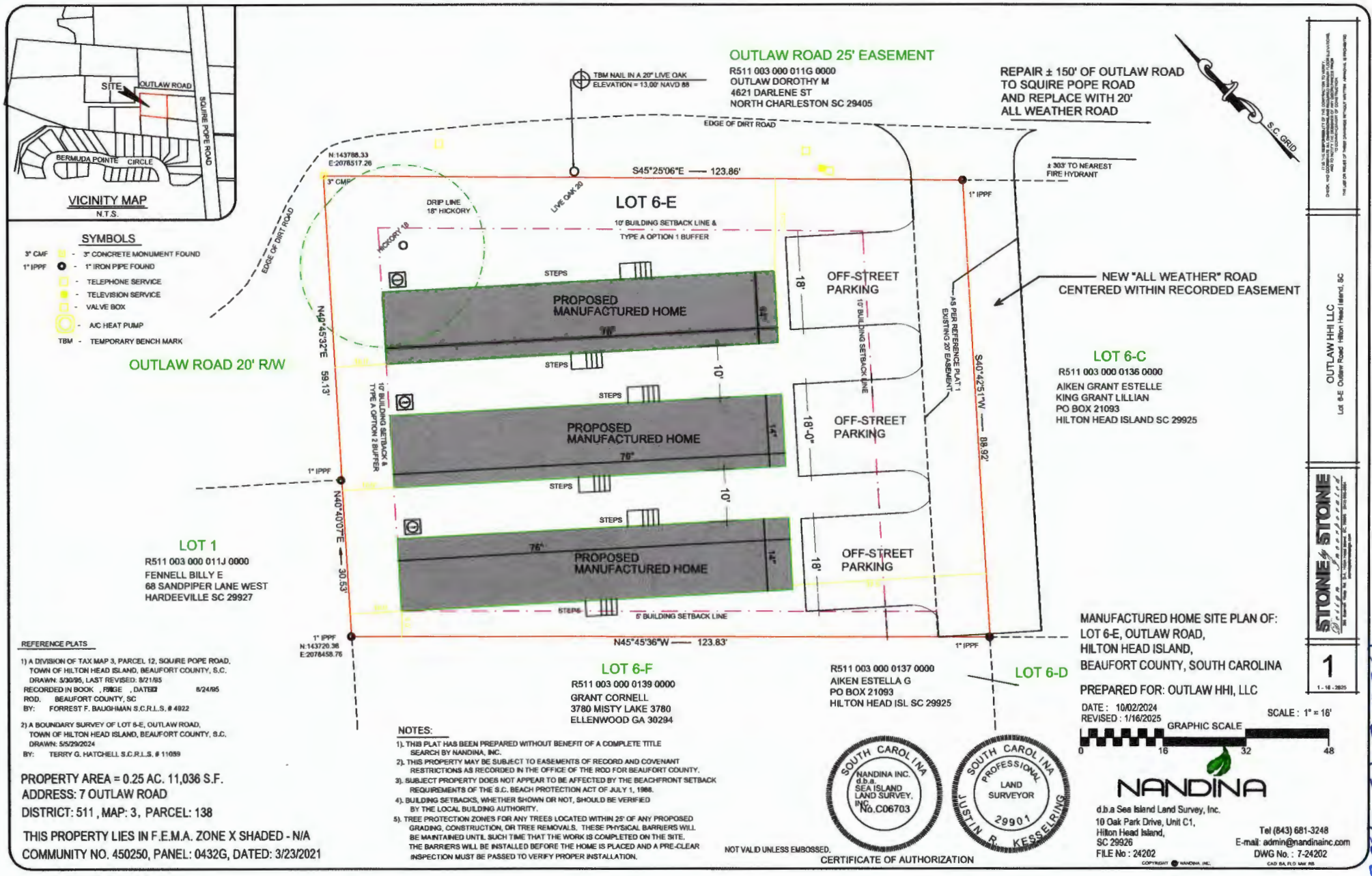
2. Palmetto Lane
   While palmettos are plants, the palmetto tree is also associated with the Carolina Wren, a small bird that often nests in these trees.
   The name reflects the natural habitat of native wildlife.

3. Alligator Way
   This name references the American alligator, a common native species found in South Carolina swamps, lagoons and rivers.
   Alligators play a vital role in the ecosystem.

4. Red Fox Road
   Named after the Red Fox, which is native to South Carolina and Known for its adaptability and cleverness. This street name highlights the state's diverse wildlife.

5. River Otter Way
   This name honors the river otter, a playful and social animal found in South Carolina's rivers and marshes, symbolizing the state's rich aquatic ecosystem.

6. White Tail Lane
   Named after the White-tailed deer, a common sight in South Carolina's forests and rural areas. Deer are an important part of the state's wildlife and hunting culture.


VICINITY MAP
N.T.S.
SITE
OUTLAW ROAD
SQUIRE POPE ROAD
BERMUDA POINTE CIRCLE
SYMBOLS
3" CMF - 3" CONCRETE MONUMENT FOUND
1" IPPF - 1" IRON PIPE FOUND
TELEPHONE SERVICE
TELEVISION SERVICE
VALVE BOX
A/C HEAT PUMP
TBM - TEMPORARY BENCH MARK
OUTLAW ROAD 25' EASEMENT
R511 003 000 011G 0000
OUTLAW DOROTHY M
4621 DARLENE ST
NORTH CHARLESTON SC 29405
TBM NAIL IN A 20" LIVE OAK
ELEVATION = 13.00' NAVD 88
REPAIR ± 150' OF OUTLAW ROAD
TO SQUIRE POPE ROAD
AND REPLACE WITH 20'
ALL WEATHER ROAD
S.C. GRID
EDGE OF DIRT ROAD
N:143788.33
E:2078517.26
3" CMF
S45°25'06"E — 123.86'
± 303' TO NEAREST
FIRE HYDRANT
1" IPPF
DRIP LINE
18" HICKORY
LIVE OAK 20
LOT 6-E
10' BUILDING SETBACK LINE &
TYPE A OPTION 1 BUFFER
HICKORY 18
EDGE OF DIRT ROAD
STEPS
PROPOSED
MANUFACTURED HOME
76'
64'
OFF-STREET
PARKING
18'
10' BUILDING SETBACK LINE
AS PER REFERENCE PLAT 1
EXISTING 20' EASEMENT
NEW "ALL WEATHER" ROAD
CENTERED WITHIN RECORDED EASEMENT
OUTLAW ROAD 20' R/W
N49°45'32"E
59.13'
10'
10' BUILDING SETBACK &
TYPE A OPTION 2 BUFFER
14'
18'-0"
S40°42'51"W — 88.92'
LOT 6-C
R511 003 000 0136 0000
AIKEN GRANT ESTELLE
KING GRANT LILLIAN
PO BOX 21093
HILTON HEAD ISLAND SC 29925
1" IPPF
N40°40'07"E — 30.53'
LOT 1
R511 003 000 011J 0000
FENNELL BILLY E
68 SANDPIPER LANE WEST
HARDEEVILLE SC 29927
5' BUILDING SETBACK LINE
1" IPPF
N:143720.38
E:2078458.76
N45°45'36"W — 123.83'
1" IPPF
LOT 6-F
R511 003 000 0139 0000
GRANT CORNELL
3780 MISTY LAKE 3780
ELLENWOOD GA 30294
R511 003 000 0137 0000
AIKEN ESTELLA G
PO BOX 21093
HILTON HEAD ISL SC 29925
LOT 6-D
REFERENCE PLATS
1) A DIVISION OF TAX MAP 3, PARCEL 12, SQUIRE POPE ROAD, TOWN OF HILTON HEAD ISLAND, BEAUFORT COUNTY, S.C. DRAWN: 5/30/95, LAST REVISED: 8/21/95 RECORDED IN BOOK , PAGE , DATED 8/24/95 ROD, BEAUFORT COUNTY, SC BY: FORREST F. BAUGHMAN S.C.R.L.S. # 4922
2) A BOUNDARY SURVEY OF LOT 6-E, OUTLAW ROAD, TOWN OF HILTON HEAD ISLAND, BEAUFORT COUNTY, S.C. DRAWN: 5/5/29/2024 BY: TERRY G. HATCHELL S.C.R.L.S. # 11059
PROPERTY AREA = 0.25 AC. 11,036 S.F.
ADDRESS: 7 OUTLAW ROAD
DISTRICT: 511 , MAP: 3, PARCEL: 138
THIS PROPERTY LIES IN F.E.M.A. ZONE X SHADED - N/A
COMMUNITY NO. 450250, PANEL: 0432G, DATED: 3/23/2021
NOTES:
1). THIS PLAT HAS BEEN PREPARED WITHOUT BENEFIT OF A COMPLETE TITLE SEARCH BY NANDINA, INC.
2). THIS PROPERTY MAY BE SUBJECT TO EASEMENTS OF RECORD AND COVENANT RESTRICTIONS AS RECORDED IN THE OFFICE OF THE ROD FOR BEAUFORT COUNTY.
3). SUBJECT PROPERTY DOES NOT APPEAR TO BE AFFECTED BY THE BEACHFRONT SETBACK REQUIREMENTS OF THE S.C. BEACH PROTECTION ACT OF JULY 1, 1988.
4). BUILDING SETBACKS, WHETHER SHOWN OR NOT, SHOULD BE VERIFIED BY THE LOCAL BUILDING AUTHORITY.
5). TREE PROTECTION ZONES FOR ANY TREES LOCATED WITHIN 25' OF ANY PROPOSED GRADING, CONSTRUCTION, OR TREE REMOVALS. THESE PHYSICAL BARRIERS WILL BE MAINTAINED UNTIL SUCH TIME THAT THE WORK IS COMPLETED ON THE SITE. THE BARRIERS WILL BE INSTALLED BEFORE THE HOME IS PLACED AND A PRE-CLEAR INSPECTION MUST BE PASSED TO VERIFY PROPER INSTALLATION.
SOUTH CAROLINA
NANDINA INC.
d.b.a.
SEA ISLAND
LAND SURVEY,
INC.
No.C06703
SOUTH CAROLINA
PROFESSIONAL
LAND
SURVEYOR
29901
JUSTIN R. KESSELRING
NOT VALID UNLESS EMBOSSED.
CERTIFICATE OF AUTHORIZATION
MANUFACTURED HOME SITE PLAN OF:
LOT 6-E, OUTLAW ROAD,
HILTON HEAD ISLAND,
BEAUFORT COUNTY, SOUTH CAROLINA
PREPARED FOR: OUTLAW HHI, LLC
DATE : 10/02/2024
REVISED : 1/16/2025
SCALE : 1" = 16'
GRAPHIC SCALE
0 16 32 48
NANDINA
d.b.a Sea Island Land Survey, Inc.
10 Oak Park Drive, Unit C1,
Hilton Head Island,
SC 29926
FILE No : 24202
Tel (843) 681-3248
E-mail: admin@nandinainc.com
DWG No. : 7-24202
COPYRIGHT NANDINA INC.
CAD BA, R.O. MW, RB
OUTLAW HHI LLC
Lot 6-E Outlaw Road Hilton Head Island, SC
STONE & STONE
1
1 - 16 - 2025
0000242-7025

TOWN OF HILTON HEAD ISLAND

Planning Commission

TO:	Planning Commission
FROM:	Darrin A. Shoemaker, P.E., Consulting Engineer
CC:	Missy Luick, Director of Planning, LMO Official
	Jeff Netzinger, P.E., Engineering and Projects Director
	Theresa McVey, Traffic Operations Manager
DATE:	April 16, 2025
SUBJECT:	2024 Traffic Monitoring and Evaluation Report

RECOMMENDATION:

The Planning Commission review and consider the 2024 Traffic Monitoring and Evaluation Report, discuss its findings and recommendations, and elicit public comments at the meeting in accordance with Section 16-2-103.J.10.c of the Land Management Ordinance (LMO). It is further recommended that the Planning Commission provide its comments on the report as well as any supplemental comments or recommendations to Town Council in accordance with Section 16-2-103.J.10.c.ii of the LMO.

SUMMARY:

This report and recommendations provided herein are prepared and respectfully submitted to the Planning Commission in accordance with the requirements outlined in Section 16-2-103.J.10 of the Town's LMO as Attachment 1. Accordingly, the report summarizes trends relating to traffic demands within the Town, including July weekday traffic counts taken at intersections and on major arterials. Also summarized in the report are the results of operational analyses for the weekday morning and afternoon peak volume hours recorded at all the Town's signalized intersections and Sea Pines Circle. The report includes mitigation recommendations for intersections found to be non-compliant with the operational goals outlined in LMO Section 16-5-106.C. The only intersection found deficient relative to these goals in July 2024 was that of William Hilton Parkway with Squire Pope Road and Chamberlin Drive during the weekday afternoon peak volume hour.

Continuous traffic counts taken on the Town's major arterials during a consecutive Tuesday, Wednesday, and Thursday in July 2024 indicated that demand increased 1.1 percent relative to comparable counts taken in July 2023. In aggregate, the recorded traffic volume was the highest ever collected by the Town during the annual visitor season count, supplanting the 2021 counts. Aggregate demand was 5.8 percent higher in July 2024 than that collected five years previous in 2019, an increase that translates to an effective annual rate-of-increase that is also 1.1 percent per annum. Morning and afternoon peak-hour demand on the Town's signalized intersections increased 0.5 and 1.1 percent, respectively, relative to the 2023

counts. Total peak hour demand on Sea Pines Circle, however, decreased 4.5 percent from its previous count taken in 2022. Off-street pedestrian and bicycle crossings at the Town's signalized intersections declined 8.8 percent from July 2023, but remains 46 percent higher than that counted five years ago in 2019, an effective rate-of-increase of 7.9 percent per annum during the most recent five-year period.

Demand on the Cross-Island Parkway, the Fraser Bridge, and Palmetto Bay Road has increased an effective 26.4 percent since the end of toll collections in June 2021. Approximately 38.5 percent of on- and off-island traffic is using the Cross Island Parkway versus Wm. Hilton Pkwy., compared with 31.5 percent prior to the ending of toll collections.

BACKGROUND:

Section 16-2-103.J.10 of the LMO provides that this report be prepared and submitted annually to the Planning Commission for their review and discussion at a public meeting. The report is based on traffic counts that are collected annually by the Town each July on typical weekdays, Tuesday through Thursday. The 24-hour arterial counts reflected in the report were collected from Tuesday, June 9th through Thursday, June 11th, 2024, and all of the intersection turning movement counts were collected on Tuesday, July 9th, 2024. The counts were certified by the LMO Official as required by Section 16-2-103.J.10.b on January 6th, 2025.

Upon their certification in this regard, the traffic counts summarized herein became the Town's background dataset for existing traffic demand for use by staff, consultants, and development applicants in their preparation of Traffic Impact Analysis Plan studies that are required to be submitted to the Town as part of the development review process.

ATTACHMENTS:

1) 2024 Traffic Monitoring and Evaluation Report

Attachment 1

To: Hilton Head Island Planning Commission

From: Darrin Shoemaker, P.E., PTOE

Via: Jeff Netzinger, Engineering and Projects Director
Missy Luick, Director of Planning
Shawn Leininger, Assistant Town Manager – Operations
Marc Orlando, Town Manager

Cc: Town Council

Date: March 13th, 2025

Re: 2024 TRAFFIC MONITORING AND EVALUATION REPORT

PART ONE – EXECUTIVE SUMMARY

The Town collected three days of 24-hour bi-directional traffic counts at ten locations on designated major arterials in July 2024 from Tuesday, July 9th through Thursday, July 11th, 2024. Based exclusively on these 24-hour counts, aggregate demand increased 1.1 percent over the comparable traffic counts collected in July 2023. This rate of increase matches the effective annual rate of increase recorded via these counts during the most recent five-year period; the effective annual rate of increase from 2019 to 2024 is also 1.1 percent per year. The July 2024 count resulted in the highest traffic volume yet recorded by the Town in this annual visitor-season effort, although it should be noted that the counts were conducted in June prior to 2023. It should also be noted that an examination of traffic counts taken during the most recent five years have shown that, considering the entire month, total June traffic volume has averaged 0.8 percent higher than total July volume, so relevant comparisons may still be made between current July counts and previous June counts. The next highest-volume years counted by the Town in its annual effort were 2021, 2023, 2005, and 2018 in that order. Volume recorded in July 2024 exceeded the previous high recorded in June 2021 by 0.8 percent, and was 5.8 percent higher than that recorded five years ago in June 2019, resulting in the aforementioned effective 1.1 percent annual rate of increase from 2019 to 2024. The largest increases in demand for July 2024 relative to July 2023 as well as for the most recent five-year period continue to occur on the Cross-Island Parkway and Palmetto Bay Road as the elimination of this former tollway in June 2021 continues to influence traffic demand.

The Town also collected 13-hour turning movement counts from 6:00 a.m. until 7:00 p.m. at all signalized intersections within the Town and at Sea Pines Circle on Tuesday, July 9th, 2024. The morning and afternoon peak volume hours, as well as the midday peak volume hour at Sea Pines Circle, were isolated from these counts. These peak volume hour counts in aggregate increased 0.5 percent and 1.1 percent in the morning and afternoon, respectively, from those recorded in July 2023. Prior to the July 2024 counts Sea Pines Circle was counted most recently in June 2022. From 2022 to 2024, peak hour volume demand on Sea Pines Circle actually decreased 3.9 percent, 5.3 percent, and 4.2 percent during the morning, midday, and afternoon peak volume hours, respectively. Compared with July 2023, most of the north-island intersections experienced large increases in peak volume hour demand while these increases were offset by somewhat smaller decreases in demand on the south-island intersections.

South Carolina Department of Transportation (SCDOT) figures for 2024 calendar-year-average daily traffic demand on various roadway segments under their ownership and maintenance jurisdiction within the Town have not been released as of the date of this report. The most recent available data reflecting their official calendar-year-average daily demand on various highway segments shows a 0.9 percent increase in demand from 57,400 to 57,900 on the bridges connecting the Town to the mainland in 2023 relative to 2022. This daily average figure was 56,100 in 2018, reflecting a total increase of 3.2 percent for the most recent five years of available data, equating to an effective annual increase of 0.6 percent per year. Measurements of the total calendar year traffic demand on US 278 on Jenkins Island made with the SCDOT's continually-operating traffic volume counter show a 1.3 percent decrease from 2023 to 2024, and a total 3.3 percent decrease from 2019 to 2024. Since these decreases have not been evident in the Town's annual visitor season count effort, they are likely indicative of general decreases in traffic demand outside of visitor season.

Based on traffic demand figures reported by the Federal Highway Administration (FHWA), total traffic demand nationwide increased 1.2 percent in July 2024 compared with July 2023, but is up only 0.6 percent compared with July 2018. The FWHA's South Atlantic region consists of all coastal states from Delaware to Florida, and also West Virginia. Volume demand recorded in this region by the FHWA in July 2024 decreased a very slight 0.1 percent compared with July 2023. This slight decline was not evident in South Carolina, where total July 2024 traffic demand in vehicle-miles traveled increased 0.9 percent from the comparable July 2023 figure.

Based on the July 2024 figures reported in Table One on page 8, traffic demand on the Cross-Island Parkway and Palmetto Bay Road has increased 26.4 percent over the comparable figures recorded in June 2021 when the toll was still active. Prior to the

cessation of the toll collection, approximately 68.5 percent of motorists entering or departing the island used William Hilton Parkway as their preferred travel route, while 31.5 percent used the Cross-Island Parkway. Based on the data in Table One, this preference split has declined to 61.5 / 38.5, ratios that appear to have stabilized.

The only intersection that was analyzed as being out-of-compliance with the Town's operational goals as outlined in the Land Management Ordinance (LMO) in July 2024 was the intersection of William Hilton Parkway with Squire Pope Road and Chamberlin Drive during the afternoon peak volume hour. This intersection has been identified as being deficient relative to operational goals during the afternoon peak volume hour for many years due to the inability of the two westbound through lanes departing the intersection to afford sufficient capacity to accommodate the heavy off-island demand that occurs in the afternoon. A discussion on this intersection, including potential remedial improvements, is undertaken in Part Seven of this report on page 18.

PART TWO – INTRODUCTION

As required by Section 16-2-103.J.10 of the Town's LMO, this report will summarize July 2024 traffic volume demand on the Town's major roadway network and recommend improvements to mitigate operating conditions identified as being non-compliant with the Town's adopted operational goals, which are outlined in Section 16-5-106.C of the LMO. The minimum requirements for this report are codified in Section 16-2-103.J.10 as follow: 1) Summary of weekday morning and afternoon peak hour turning movement counts for all signalized intersections within the Town 2) Summary of twenty-four hour volume demand on the Town's major arterial network 3) Historical trends relative to the most-recent five year period 4) Description of existing operating conditions as compared with the adopted traffic goals by utilizing the analysis methodology outlined in the current (2022) edition of the Transportation Research Board's *Highway Capacity Manual* (HCM), and how these conditions have changed since the previous year's Traffic Monitoring and Evaluation Report, and 5) Recommendations on improvements to mitigate any intersections found to be operating out of compliance with the Town's goals.

The Town's adopted traffic goals for signalized intersections are outlined in Section 16-5-106.C of the LMO and state that each such intersection within the Town must operate at a volume-to-capacity ratio of 0.9 or lower and that motorists at each intersection must experience an average total delay-per-vehicle of 55.0 seconds or less during both the morning and afternoon peak hours of an average weekday in July, criteria that are applicable to the intersection's operation as a whole. The LMO also

outlines an operational goal for roundabout intersections, and requires analysis of Sea Pines Circle in calendar years that are evenly divisible by five. In spite of the codified requirement to count and analyze Sea Pines Circle every five years, the Town has typically counted and conducted additional analysis of Sea Pines Circle in all even years since 2016 as a result of heightened interest in this feature intersection and its performance. Hence, analysis of Sea Pines Circle is included in Part Five of this report on pages 13 and 14.

This report will examine the morning and afternoon weekday peak hour turning movement demand at signalized intersections within the Town in accordance with the definition of "peak hour" given in Section 16-10-105 of the LMO. The LMO requires that this report be based on data collected on a typical July weekday. This enables the analyst to identify deficiencies and base design decisions on traffic volume demand that approximates typical visitor season demands.

The Town retained a traffic counting contractor to collect the data on three consecutive weekdays beginning on Tuesday, July 9th, 2024. All of the morning and afternoon peak hour turning movement count data summarized in Appendix A was collected on the first of these three days, Tuesday, July 9th, 2024. Pneumatic bi-directional 24-hour tube counts were conducted at strategic locations on the Town's network of major arterials from midnight beginning Tuesday, July 9th, through midnight on Thursday, July 11th, to collect three representative weekdays of data. An average demand for these three days is shown in Table One on page 8 of this report. Town staff monitored traffic conditions on these dates to ensure that the collected data was not influenced by atypical events such as adverse weather, road construction, or unforeseen incidents such as traffic collisions. As required by the LMO, this report includes historical data for these 24-hour counts for the most recent five-year period. All of the traffic counts collected in July 2024 were judged by staff to be consistent with expectations, and none of the collected data was found to be aberrant or unsuitable for analysis purposes. The data set was certified by the LMO Official on January 6th, 2025 and thus became the official dataset to be employed for use in the preparation of traffic or transportation studies undertaken within the Town in accordance with Section 16-2-103.J.10.b of the LMO.

The operational goals for all signalized intersections as outlined in Section 16-5-106.C of the LMO are based on the intersection's volume-to-capacity (v/c) ratio and the average total delay experienced by motorists as a result of operating conditions during the weekday morning and afternoon peak traffic-volume hour. The volume-to-capacity ratio is essentially a percentage of the intersection's capacity to discharge traffic that is being utilized by all motorized and non-motorized traffic. The denominator in this ratio ("c"), the signalized intersection's capacity, is dependent to a large extent

on the lanes available at the intersection, their availability to motorists for executing specific traffic movements, geometrics such as lane width, length, and turning radii, the signal's timing, and the frequency of conflicting bicycle and pedestrian movements. Other factors affecting capacity are more subtle, such as unequal distributions of traffic demand on multiple lanes serving the same traffic movement, and the influence on operations from other nearby traffic signals. The numerator in the ratio ("v") is basically the intersection's hourly vehicular demand adjusted to account for a variety of factors such as variability in demand within the peak volume hour and the percentage of heavy vehicles in the traffic stream.

One of the Town's operational goals for signalized intersections is a v/c ratio that indicates that the demand on the intersection is not exceeding 90 percent of its calculated capacity during either the morning or afternoon peak volume hours. This percentage is expressed as a decimal fraction in Tables Six and Seven on pages 16 and 17. The other operational goal for signalized intersections is an average total delay of 55.0 seconds or less experienced by all motorists passing through the entire intersection during both the morning and afternoon peak volume hour. The 55.0-second average delay figure is the maximum average delay at the intersection as a whole that is indicative of Level-of-Service "D" for signalized intersections in the *Highway Capacity Manual,* a measure of operational effectiveness that is commonly considered by traffic engineers to be the effective limit of acceptable operations during peak volume hours in built-up, developed areas. It should be noted that total delay experienced by a motorist at an intersection includes, but is not limited to, the time that a motorist is physically stopped in traffic. Delay may also accrue when a motorist is moving forward, such as that which occurs during deceleration or subsequent acceleration back up to the background running speed. The total delay experienced by a motorist at a traffic signal is the actual time required to pass through the intersection, from the time that a motorist brakes in advance of queued traffic until free-flow speed is reestablished on the downstream side of the intersection, less the time that would've been required to traverse the roadway segment at free-flow speed if no intersection, traffic signal, or conflicting traffic were present to impede flow. Total delay is therefore experienced by motorists forced to slow for congestion in traversing an intersection, even if they are able to pass through the intersection without stopping. Total delay is generally not experienced by motorists that arrive at an intersection on a green signal and pass through the intersection at free-flow running speed without slowing.

Each time that a traffic signal changes, one group of motorists must come to a stop while flow must be reestablished on a different group of traffic lanes. There are routinely a couple of seconds where no one at all is moving. Therefore, a signalized intersection's capacity can theoretically be increased by changing traffic signals less frequently and minimizing starts and stops. Traffic signals within the Town change less

frequently, typically every two to three minutes, during peak volume hours in order to help ensure that capacity is increased and that the Town's capacity-based operating goals are met. Changing signals less frequently to increase capacity, however, means that motorists will be confronted with longer red signals, and this typically increases the average delay experienced by motorists. Therefore, the Town's operational goals counterbalance each other in a way that ensures that capacity is not inordinately reduced by changing traffic signals too frequently, nor delay inordinately increased by changing them too infrequently.

PART THREE – TURNING MOVEMENT COUNTS AT SIGNALIZED INTERSECTIONS – JULY 2024 PEAK VOLUME HOURS

Turning movement counts for all twenty-six signalized intersections within the Town during the intersection's morning and afternoon peak volume hours were conducted on Tuesday, July 9th, 2024. These fifty-two turning movement counts, as well as three peak-hour counts made at Sea Pines Circle, are summarized in diagrammatic form in Appendix A. Demand for each individual traffic movement during the identified peak volume hour is shown. In each diagram for the signalized intersections, U-turn maneuvers are combined with left-turn maneuvers, consistent with their treatment for analysis purposes within the *Highway Capacity Manual* (HCM). Separate counts of pedestrians and bicyclists crossing each intersection approach were also collected and are shown separately on the diagrams adjacent to each respective street approach. The percentage change for each motor vehicle movement relative to the previous year's comparable figure is shown, rounded to the nearest whole percent, except where neither the July 2024 or July 2023 figure tallied fifty or more. The percentage change in the demand on the entire intersection from that measured in July 2023 is shown in the center of each diagram, rounded to the nearest tenth of one percent. This one-year percentage change in the entire intersection demand is also summarized in Table Three on pages 10 and 11 of this report. Where pedestrian or bicycle crossing activity was observed, these demands are shown adjacent to the vehicular volume data for the street approach that was crossed. The turning movement count diagrams in Appendix A reflect total number of crossings but do not indicate the crossing direction. The pedestrian and bicycle crossing demands shown in the diagrams are for crossings by off-street users only. The Town also counts movements by on-street bicyclists, but these are typically negligible compared with motor vehicle demands. These numbers are included in the motor vehicle numbers in the diagrams. For purposes of consistency, and because William Hilton Parkway is oriented in varying alignments relative to cardinal directions in different areas of the Town, the off-island direction is shown to the right on each diagram for William Hilton

Parkway and the on-island direction toward Sea Pines Circle is shown to the left. This consistent treatment results in north being at the bottom of the count diagrams on pages A-2 through A-19, however. Palmetto Bay Road and Pope Avenue are oriented generally in a north-south alignment, and the diagrams for these roadways and Sea Pines Circle show the off-island direction toward the Charles Fraser bridge spanning Broad Creek at the top of the diagram, and the on-island direction toward Coligny Circle at the bottom of the diagram.

PART FOUR – AVERAGE DAILY DEMAND ON MAJOR TOWN ARTERIALS AND INTERSECTIONS

Average 24-hour traffic demand at strategic locations on major arterials within the Town as counted on Tuesday, July 9th, through Thursday, July 11th, 2024 is shown in Table One on page 8. Comparable figures are also shown for each of the ten count locations for each year from 2019 through 2024, enabling five-year comparisons. The effective annual rate of change for the 2019-2024 five-year period for each location is shown in the far-right column. In Table One, the words "east" or "south" refer to the on-island side of the referenced intersection, and the word "west" refers to the off-island side of the intersection. A map showing the location of each count location in Table One is included as Appendix B to this report.

Table Two on page 9 shows calendar-year-average daily demand supplied by the South Carolina Department of Transportation (SCDOT) for the bridges on US 278 connecting the Town to the mainland for each year from 2018 through 2023. Since this data for 2024 has not yet been released, the 2018-2023 period represents the most recent five years of available data. The Town's July 24-hour counts typically generate figures that are approximately ten percent higher than the SCDOT's calendar year averages. The total increase in this figure for the five years from 2018 to 2023 is 3.2 percent, equating to an effective annual rate-of-change of 0.6 percent during that time.

The total 24-hour traffic volume counted by the Town in July 2024 as shown in Table One was 1.1 percent more than that counted by the Town in July 2023. The total figure recorded in July 2024 was the highest demand ever recorded by the Town during the annual visitor-season counts, surpassing the previous high recorded in 2021 by 0.8 percent. The total demand measured in July 2024 was 5.8 percent greater than that counted five years ago in June 2019, resulting in the effective annual rate of increase of 1.1 percent that matches that from July 2023 to July 2024. The table that is included as Appendix C to this report reflects total bi-directional demand crossing Jenkins Island

on William Hilton Parkway for each day in calendar year 2024. The average daily demand of 55,325 vehicles per day shown at below right in the table considers all traffic crossing Jenkins Island in total during calendar year 2024, a figure that declined 1.3 percent from the average of 56,102 vehicles per day recorded in calendar year 2023.

TABLE ONE
24-HOUR BI-DIRECTIONAL TRAFFIC DEMAND – JUNE 2019-2022* JULY 2023-2024*

Map Ref.	Location	2019	2020	2021	2022	2023	2024	5-year %change/yr.
1)	Wm. Hilton Pkwy. at J. Wilton Graves Br.	61,434	58,973	63,304	61,628	63,434	63,861	+0.8
2)	Wm. Hilton Pkwy. west of Cross-Is. Pkwy.	55,691	49,660	56,270	56,492	57,287	59,513	+1.3
3)	Wm. Hilton Pkwy. east of Whooping Crane	45,626	42,120	46,901	41,679	40,913	43,321	-1.0
4)	Wm. Hilton Pkwy. east of Coggins Pt. Rd.	33,215	30,655	34,758	29,282	28,146	29,260	-2.5
5)	Wm. Hilton Pkwy. west of Queens Folly Rd	39,794	39,361	43,806	36,678	37,202	36,886	-1.5
6)	Wm. Hilton Pkwy. west of Arrow Road	28,097	26,347	29,682	26,310	26,336	26,131	-1.4
7)	Pope Avenue south of New Orleans Rd.	31,085	31,709	34,156	32,569	34,514	33,373	+1.4
8)	Palmetto Bay Rd. south of Pt. Comfort Rd.	26,476	26,029	27,661	32,634	34,564	34,060	+5.2
9)	Cross-Island Pkwy. south of W. Hilton Pkwy.	17,064	16,593	17,734	20,905	22,326	22,910	+6.1
10)	Cross-Island Pkwy. at Chas. Fraser Bridge	27,024	26,421	29,256	34,990	37,881	37,362	+6.7
TOTAL OF ALL TEN STATIONS		365,506	347,868	383,528	373,167	382,603	386,677	+1.1

Composite Rate of Change – 2023-2024 = +1.1% **

Composite Rate of Change – 2022-2023 = +2.5% **

Effective Composite *Annual* Rate of Change – 2019-2024 = +1.1% **

***The Town began taking its annual traffic counts in July instead of June in 2023 due to a Land Management Ordinance (LMO) revision.**

****All three rates are based exclusively on the data presented in Table One**

TABLE TWO
SCDOT 24-HOUR AVERAGE BI-DIRECTIONAL DEMAND ON JENKINS ISLAND
2013-2023 (calendar year average – AADT)

2013 -	**52200**		
2018 -	**56100**	**% change 2022 – 2023 :**	**0.9%**
2019 -	**57100**	**% change 2021 -- 2022:**	**0.0%**
2020 -	**51400**	**Avg. annual rate of change 2018 – 2023:**	**+0.6%**
2021 -	**57400**	**Avg. annual rate of change 2013 – 2023:**	**+1.0%**
2022 -	**57400**		
2023 -	**57900**		

This annual average daily demand has increased 3.2 percent from the average recorded in 2018, equating to an average annual rate-of-change of 0.6 percent during the most recent five-year period.

The information in Appendix D is a report released by the Federal Highway Administration (FHWA) in August 2024 that summarizes levels of and trends in volume demand on roadways nationwide, regionally, and within the state of South Carolina. The report indicates that total vehicle-miles traveled in the United States was up 1.2 percent in July 2024 versus July 2023, but is only 0.6 percent greater than the comparable July 2019 figure due to a marked decrease in demand coincident with the COVID-19 pandemic. In fact, 2024 is the first time that total July nationwide demand expressed in vehicle-miles-travelled (VMT) exceeded that recorded in July 2019 five years ago and prior to the pandemic. The FHWA's report indicates that total VMT in the state of South Caolina in July 2024 was up 0.9 percent relative to July 2023. While not shown in Appendix D, the total VMT in South Carolina in July 2024 remains 1.3 percent lower than that recorded five years earlier in July 2019. Similarly, the South Atlantic region of the United States, comprised of all states on the Atlantic seaboard from Delaware south to Florida and including West Virginia, experienced an increase of 0.3 percent in VMT from July 2023 to July 2024, but the July 2024 total remains 5.1 percent lower than that recorded five years earlier in July 2019.

On June 30th, 2021, shortly after the Town's 2021 annual traffic counts were conducted, the SCDOT's toll collections on the Sol Blatt Jr. Cross-Island Parkway ended. Based exclusively on the data in Table One for July 2024 and June 2021, when the toll was still active, traffic demand on the Cross-Island Parkway and Palmetto Bay Road has increased 26.4 percent, while demand on William Hilton Parkway just east of the Cross-Island Parkway has declined 7.6 percent during this time. Based on counts

taken in June 2021 prior to the end of toll collections, traffic demand entering and departing the island was split approximately 68.5 percent to 31.5 percent in favor of William Hilton Parkway over the Cross-Island Parkway. Based on the current July 2024 counts, this split in demand has changed to 61.5 percent to 38.5 percent in favor of William Hilton Parkway. This ratio has been consistent since the annual 2022 traffic counts and appears to have stabilized. Even with the shift in traffic demand away from William Hilton Parkway toward the Cross-Island Parkway since June 2021, William Hilton Parkway just east of the Cross-Island Parkway continued to serve approximately 60 percent more traffic than the Cross-Island Parkway based on the July 2024 counts shown in Table One.

Table Three below and continued on page 11 shows the total combined vehicular, bicycle, and pedestrian morning and afternoon peak volume hour demand on each of the Town's twenty-six signalized intersections and Sea Pines Circle in July 2024, as well as the comparable July 2023 figure and one-year percentage change. A midday count was conducted at Sea Pines Circle based on historical counts that indicate that midday demand far exceeds morning demand. In July 2024, 3,512 motor vehicles were recorded entering Sea Pines Circle during the midday peak volume hour, compared with 2,879 that entered during the traditional morning peak volume hour. Based exclusively on the data contained in Table Three, aggregate morning and afternoon peak hour volume demand at signalized intersections within the Town increased 0.8 percent and 1.3 percent from July 2023 to July 2024, during the morning and afternoon peak volume hours, respectively. The total demand entering Sea Pines Circle was down from the previous counts taken in June 2022 for each of the

TABLE THREE
PEAK HOUR SIGNALIZED INTERSECTION VOLUME – JULY 2024

	AM			PM		
	2024 Vol.	2023 Vol.	%Chg.	2024 Vol.	2023 Vol.	%Chg.
William Hilton Pkwy. / Squire Pope Rd.	4310	4188	+2.9	5047	4932	+2.3
William Hilton Pkwy. / Spanish Wells Rd.	4243	4165	+1.9	4693	4301	+9.1
William Hilton Pkwy. / Gumtree Rd.	3379	3130	+8.0	4251	3878	+9.6
William Hilton Pkwy. / Wilborn Rd.	2956	2709	+9.1	3570	3028	+17.9
William Hilton Pkwy. / Pembroke Dr.	2894	2677	+8.1	3430	2712	+26.5
William Hilton Pkwy. / Whooping Crane Way	3058	2901	+5.4	3845	3119	+23.3
William Hilton Pkwy. / Beach City Rd.	2963	2738	+8.2	3512	3211	+9.4
William Hilton Pkwy. / Mathews Dr. (north)	2550	2504	+1.8	3473	3328	+4.4
William Hilton Pkwy. / Dillon Rd.	2161	1998	+8.2	2959	2665	+11.0
William Hilton Pkwy. / Coggins Point Rd.	1831	1909	-4.1	2603	2669	-2.5
William Hilton Pkwy. / Beachwood Dr.	1621	1603	+1.1	2229	2293	-2.8
William Hilton Pkwy. / Mathews / Folly Field	2413	2507	-3.7	3314	3566	-7.1
William Hilton Pkwy. / Singleton Beach Rd.	2016	1974	+2.1	2863	2978	-3.9
William Hilton Pkwy. / Shelter Cove Lane (off-island)	1940	1910	+1.6	2776	2961	-6.2

William Hilton Pkwy. / Shelter Cove Lane (central)	1952	2049	-4.7	2936	3117	-5.8
William Hilton Pkwy. / Queens Folly Rd.	2304	2282	+1.0	3407	3702	-8.0
William Hilton Pkwy. / Queens Way	1711	1716	-0.3	2517	2841	-11.4
William Hilton Pkwy. / Shipyard / Wexford	1843	1978	-6.8	2802	2999	-6.6
William Hilton Pkwy. / New Orleans Rd.	1687	1698	-0.6	2542	2604	-2.4
William Hilton Pkwy. / Arrow Rd.	1598	1742	-8.3	2319	2390	-3.0
Pope Ave. / New Orleans / Office Park	2012	2019	-0.3	3099	3133	-1.1
Pope Ave. / Cordillo Pkwy.	1784	1958	-8.9	2577	2763	-6.7
Pope Ave. / Lagoon Road	1017	1162	-12.5	1736	1953	-11.1
South Forest Beach Pedestrian Signal	645	737	-12.5	1107	1250	-11.4
Palmetto Bay Rd. / Target Rd.	2380	2538	-6.2	2964	3080	-3.8
Palmetto Bay Rd. / Arrow / Point Comfort	2711	2742	-1.1	3327	3395	-2.0
Sea Pines Circle	2892	3008*	-3.9	3668	3828*	-4.2
TOTAL	**62869**	**62532**	**+0.5**	**83566**	**82696**	**+1.1**

	2024 Vol.	2022 Vol.	%Chg.
Sea Pines Circle Midday Peak Hour	3515	3713*	-5.3%

*Table entry is June 2022 demand; intersection was not counted in July 2023

morning, midday, and afternoon peak volume hours by 3.9, 5.3, and 4.2 percent, respectively.

Significant interest in increasing Town efforts to record bicycle and pedestrian demands has been expressed to staff in recent years. Bicycle and pedestrian crossing demands at signalized intersections within the Town as counted in July 2024 from 7:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:00 p.m. decreased by 8.8 percent from those recorded in July 2023. But these demands have increased sharply in recent years and remain 46 percent higher than those recorded five years ago in June 2019. Very high bicycle and pedestrian crossing demand at the South Forest Beach Drive pedestrian signal near Coligny Circle is included in these figures, and represented 27 percent of the total number of crossings recorded in July 2024. This demand is prone to wide variations due to weather, and declined 19 percent over crossing demand in July 2023, This accounted for a significant portion of the overall aforementioned 8.8 percent decline at all signals combined. Table Four on page 12 shows the total off-street bicycle and pedestrian crossing demand observed during the morning and afternoon (four-hour) peak volume period at each signalized intersection for July 2024, July 2023, and June 2019.

TABLE FOUR
OFF-STREET* FOUR-HOUR PEDESTRIAN / BICYCLE CROSSING DEMAND AT SIGNALIZED INTERSECTIONS – JUNE/JULY 2019-2024

	July 2024	July 2023	June 2019	5-yr. % Chg. 2019-2024
William Hilton Pkwy. / Squire Pope Rd.	4	1	1	+300
William Hilton Pkwy. / Spanish Wells Rd.	22	34	14	+57
William Hilton Pkwy. / Gumtree Rd.	12	17	9	+33
William Hilton Pkwy. / Wilborn Rd.	18	18	20	-10
William Hilton Pkwy. / Pembroke Dr.	25	49	22	+14
William Hilton Pkwy. / Whooping Crane Way	2	2	0	--
William Hilton Pkwy. / Beach City Rd.	66	39	41	+61
William Hilton Pkwy. / Mathews Dr. (north)	73	106	65	+12
William Hilton Pkwy. / Dillon Rd.	102	74	44	+132
William Hilton Pkwy. / Coggins Point Rd.	2	0	2	0
William Hilton Pkwy. / Beachwood Dr.	99	98	53	+87
William Hilton Pkwy. / Mathews / Folly Field	155	134	65	+138
William Hilton Pkwy. / Singleton Beach Rd.	191	123	89	+115
William Hilton Pkwy. / Shelter Cove Lane (off-island)	69	61	11**	+527
William Hilton Pkwy. / Shelter Cove Lane (central)	69	162	0†	--
William Hilton Pkwy. / Queens Folly Rd.	0	0	1	-100
William Hilton Pkwy. / Queens Way	171	182	156	+10
William Hilton Pkwy. / Shipyard / Wexford	44	55	13	+238
William Hilton Pkwy. / New Orleans Rd.	83	107	103	-19
William Hilton Pkwy. / Arrow Rd.	136	164	118	+15
Pope Ave. / New Orleans / Office Park	231	182	166	+39
Pope Ave. / Cordillo Pkwy.	532	494	409	+30
Pope Ave. / Lagoon Road	851	1025	507**	+68
South Forest Beach Pedestrian Signal	1157	1423	915**	+26
Palmetto Bay Rd. / Target Rd.	84	58	44	+91
Palmetto Bay Rd. / Arrow / Point Comfort	35	32	30	+17
TOTAL	**4233**	**4640**	**2898**	**+46**

*Off-street refers to pedestrians and bicyclists using sidewalks, pathways, or shoulders, not the roadway

**Pedestrian and bicycle counts were taken in June 2019 in advance of the installation of a traffic signal

The HCM methodology requires separate counts of pedestrian and bicycle crossing activity on immediate approaches to signalized intersections for analysis purposes, which raises the question of how far away a crossing must occur from the effective boundary of an intersection before it no longer influences intersection operations and performance. The Town typically attempts to count only those

crossings that occur within approximately 50 feet of the intersection's boundaries. Crossings that occur at a greater distance from the intersection, including those within crosswalks that are set back a significant distance from the intersection as with many crossings near the entrances to private, gated communities, are not tabulated or enumerated in Table Four. Neither is pedestrian/bicycle activity that is immediately adjacent to an intersection but doesn't entail the crossing of a street, such as that parallel to the major street on the side of a "T" intersection opposite the side street. Specific movements by all on-street bicyclists are counted by the Town and are typically negligible, usually numbering five or less during peak volume hours. They are counted and combined with the motor vehicle counts for each turning movement within this report and for analysis purposes, but are nonetheless recorded separately in the Town's July 2024 traffic counts.

PART FIVE – SEA PINES CIRCLE

The Town conducted morning, midday, and afternoon turning movement counts at Sea Pines Circle on Tuesday, July 9th, 2024. As shown in Table Three on page 12, total traffic demand on the circle decreased 3.9 percent during the morning peak volume hour over that recorded during the previous count of the circle in June 2022. Total demand decreased by 5.3 and 4.2 percent from June 2022 during the midday and afternoon peak volume hour counts, respectively. When all three peak volume hours are considered in aggregate, total demand on Sea Pines Circle decreased 4.5 percent from June 2022. Compared with comparable figures recorded in 2020, 2018, and 2015, the July 2024 total is 2.1 percent lower than that counted in June 2020, 0.2 percent lower than that counted in June 2018, and 3.8 percent lower than that counted in June 2015. The July 2024 count does, however, represent an increase of 5.8 percent over comparable count figures from June 2010. Peak hour volume demand on Sea Pines Circle appears to be rather stable, as the count taken in July 2024 approximates that recorded in June 2018, and has actually declined at an effective annual rate of 0.4 percent during the most recent nine-year period.

The LMO operational goal for roundabout intersections such as Sea Pines Circle is different from the dual operational goals that are applied to signalized intersections, which consider the entire intersection. For roundabouts, the LMO operational goal is applicable to each specific approach to the roundabout intersection, and is a total delay of 150.0 seconds or less on each individual approach. Based on HCM roundabout analysis of Sea Pines Circle and the counts collected in July 2024, the total delay on each individual approach to Sea Pines Circle is shown in Table Five on page 14. The comparable figure from July 2022 is shown in parentheses for comparison.

TABLE FIVE – JULY 2024 HCM ANALYSIS TOTAL AVERAGE DELAY PER VEHICLE RESULTS ON APPROACHESTO SEA PINES CIRCLE (in seconds)

	AM Peak Hour		Midday Peak Hour		PM Peak Hour	
	2024	2022	2024	2022	2024	2022
Greenwood Drive	76.8	(98.0)	47.3	(45.3)	61.5	(74.0)
Palmetto Bay Road	49.2	(61.9)	27.1	(47.7)	19.2	(43.8)
Pope Avenue	13.4	(17.6)	23.4	(27.6)	52.2	(66.0)
William Hilton Parkway	17.0	(25.0)	34.8	(52.1)	37.0	(53.5)

Based on the turning movement counts conducted at Sea Pines Circle in July 2024 and the resulting analyses summarized in Table Five, Sea Pines Circle was fully compliant with the LMO-based operational goal in July 2024, as was also the case in July 2022. The analyses summarized in Table Five also indicates decreases in total delay for nearly all approaches during each peak hour. Only Greenwood Drive during the midday peak volume hour exhibited a slight increase in delay from the June 2022 analysis result. These general decreases in delay are likely the result of the decreases in demand on the circle in July 2024 compared with June 2022 as indicated on page 13.

PART SIX – DESCRIPTION OF OPERATING CONDITIONS RELATIVE TO ADOPTED SERVICE GOALS

Analyses of the Town's signalized intersections are based on the traffic volume data collected during the morning and afternoon peak volume hours on Tuesday, July 9th, 2024. The analyses were conducted in accordance with the current (2022) edition of the Transportation Research Board's *Highway Capacity Manual* (HCM) as required by the LMO. It is important to note that the HCM methodology isolates the peak 15-minute volume period within the hour being analyzed, and bases the analysis results on conditions modeled within this peak 15-minute period, not the average condition experienced during the peak volume hour. Hence, the analysis results shown in Tables Six and Seven on pages 16 and 17 are based on the highest-demand 15-minute period recorded within the peak volume hours that are summarized in the count diagrams in Appendix A in accordance with the HCM methodology.

A summary of existing volume-to-capacity ratios and average total delay per vehicle resulting from analyses conducted of morning peak hour conditions in July 2024 is shown in Table Six on page 17. Table Six also includes comparable results for July

2023, June 2019, and June 2014 to enable comparisons with analyses of conditions a year ago, five years ago, and ten years ago. The same information for the afternoon peak hour is summarized in Table Seven on page 18. Values that are non-compliant with the Town's operational goals are shown in bold. Tables Six and Seven do not include the pedestrian signal on South Forest Beach Drive near Coligny Circle, as the HCM does not include an analysis methodology for exclusive pedestrian signals of this type.

The HCM software outputs used to develop the analysis results summarized in Tables Six and Seven are not included in this report, but are on file and available for review in the Town's Engineering and Planning offices. The HCM software outputs the average delay-per-vehicle in seconds at the intersection during the analysis period but does not output the intersection's volume-to-capacity ratio, which must be calculated by hand. Instructions for calculating this ratio are included in the HCM, and a summary of each calculation appears on the back of the respective software output kept on file in the Engineering and Projects and Planning offices.

TABLE SIX – MORNING PEAK HOUR
INTERSECTION VOLUME-TO-CAPACITY RATIOS AND AVERAGE TOTAL DELAY PER VEHICLE – JULY 2024 AND COMPARABLE 2023, 2019 AND 2014 FIGURES

	2024		2023		2019		2014	
	v/c	dpv	v/c	dpv	v/c	dpv	v/c	dpv
WHP w/ Squire Pope Rd/Chamberlin Drive	0.71	20.0	0.76	20.5	**0.94**	19.7	0.86	18.3
WHP w/ Spanish Wells Rd./Wild Horse Road	0.61	16.3	0.61	14.0	0.67	14.1	0.65	12.4
WHP w/ Gumtree Road/XIP Ramps	0.70	46.8	0.67	36.7	0.84	37.2	0.78	26.4
WHP w/ Wilborn Road/Jarvis Park Road	0.59	5.6	0.55	4.5	0.74	5.0	0.81	13.4
WHP w/ Pembroke Dr./Museum Street	0.60	10.6	0.52	14.4	0.63	14.6	0.65	29.6
WHP w/ Whooping Crane Way/Indigo Run Dr.	0.61	21.3	0.56	22.1	0.71	19.0	0.59	19.7
WHP w/ Beach City Rd./Gardner Dr.	0.51	18.2	0.44	16.2	0.66	17.0	0.57	16.7
WHP w/ Mathews Drive (north)	0.46	28.5	0.39	23.6	0.53	21.3	0.49	19.8
WHP w/ Dillon Road	0.45	17.6	0.41	13.6	0.47	12.8	0.52	20.0
WHP w/ Coggins Point Rd.	0.38	15.2	0.36	14.2	0.44	13.0	0.37	27.5
WHP w/ Beachwood Dr.	0.29	1.4	0.31	2.0	0.38	1.8	0.33	1.6
WHP w/ Folly Field Rd./Mathews Dr.	0.40	21.9	0.44	22.0	0.49	20.6	0.39	22.4
WHP w/ Singleton Beach Rd.	0.40	4.4	0.41	2.6	0.48	3.4	0.43	1.9
WHP w/ Shelter Cove Lane (off-island int.)	0.38	3.1	0.41	4.3	*NOT SIGNALIZED OR ANALYZED*			
WHP w/ Shelter Cove Lane (central int.)	0.41	5.8	0.40	5.8	0.53	10.1	0.46	7.1
WHP w/ Queens Folly Rd./King Neptune Dr.	0.37	23.9	0.37	21.3	0.57	9.7	0.49	17.1
WHP w/ Queens Way	0.36	4.9	0.34	5.7	0.40	4.2	0.35	5.2
WHP w/ Shipyard Dr./Wexford Dr.	0.40	16.7	0.43	16.1	0.48	15.1	0.41	10.4
WHP w/ New Orleans Rd.	0.35	9.1	0.38	8.3	0.48	7.6	0.48	8.2
WHP w/ Arrow Road	0.37	23.2	0.34	20.0	0.37	18.6	0.44	14.5
Pope Ave. w/ New Orleans/Office Park Rds.	0.45	25.8	0.46	22.4	0.40	20.4	0.36	20.9
Pope Ave. w/ Cordillo Parkway	0.44	27.5	0.32	25.0	0.36	24.2	0.42	27.0
Pope Ave. w/ Lagoon Road	0.18	9.9	0.16	11.9	0.24	9.1	*Not Signalized*	
Palmetto Bay Road w/ Target Road	0.53	13.2	0.56	13.7	0.51	12.0	0.45	13.2
Palmetto Bay Road w/ Arrow Road/Point Comfort Road	0.49	17.5	0.54	18.9	0.60	19.4	0.53	14.0

v/c – volume-to-capacity ratio
dpv – average total delay per vehicle in seconds
WHP-William Hilton Parkway

*Note: Operational conditions failing to comply with the goals outlined in the LMO are shown in **bold**.*

TABLE SEVEN – AFTERNOON PEAK HOUR
INTERSECTION VOLUME-TO-CAPACITY RATIOS AND AVERAGE TOTAL DELAY PER VEHICLE – JULY 2024 AND COMPARABLE 2023, 2019 AND 2014 FIGURES

	2024		2023		2019		2014	
	v/c	dpv	v/c	dpv	v/c	dpv	v/c	dpv
WHP w/ Squire Pope Rd/Chamberlin Drive	**0.99**	47.6	**1.25**	**230.9**	**1.18**	**84.7**	**1.10**	**59.3**
WHP w/ Spanish Wells Rd./Wild Horse Road	0.65	22.9	0.63	22.5	0.64	25.3	0.74	21.5
WHP w/ Gumtree Road/XIP Ramps	0.69	53.4	0.68	48.8	0.80	35.2	0.82	28.4
WHP w/ Wilborn Road/Jarvis Park Road	0.70	12.5	0.65	15.9	0.80	30.9	0.74	7.3
WHP w/ Pembroke Dr./Museum Street	0.65	21.7	0.53	32.6	0.74	23.3	0.67	30.0
WHP w/ Whooping Crane Way/Indigo Run Dr.	0.70	19.8	0.54	27.2	0.79	19.7	0.67	19.0
WHP w/ Beach City Rd./Gardner Dr.	0.63	23.9	0.47	22.0	0.73	24.8	0.64	11.9
WHP w/ Mathews Drive (north)	0.63	33.9	0.55	26.2	0.69	22.0	0.62	26.0
WHP w/ Dillon Road	0.62	20.7	0.54	12.5	0.73	14.7	0.63	21.0
WHP w/ Coggins Point Rd.	0.56	14.5	0.57	10.9	0.62	9.8	0.60	14.8
WHP w/ Beachwood Dr.	0.41	1.8	0.45	1.7	0.51	1.8	0.44	2.4
WHP w/ Folly Field Rd./Mathews Dr.	0.63	33.1	0.67	29.5	0.73	28.1	0.58	24.9
WHP w/ Singleton Beach Rd.	0.50	4.3	0.51	4.5	0.49	3.5	0.50	2.9
WHP w/ Sheter Cove Lane (off-island int.)	0.50	4.7	0.56	4.6	*NOT SIGNALIZED OR ANALYZED*			
WHP w/ Shelter Cove Lane (central int.)	0.49	15.9	0.56	10.4	0.57	15.7	0.55	27.3
WHP w/ Queens Folly Rd./King Neptune Dr.	0.55	31.7	0.62	28.3	0.70	17.1	0.62	30.0
WHP w/ Queens Way	0.47	6.0	0.48	7.4	0.51	7.8	0.46	6.8
WHP w/ Shipyard Dr./Wexford Dr.	0.55	23.0	0.57	18.4	0.64	19.1	0.61	10.6
WHP w/ New Orleans Rd.	0.65	22.8	0.68	17.5	0.68	15.1	0.66	18.0
WHP w/ Arrow Road	0.56	43.6	0.63	38.5	0.46	27.6	0.52	24.1
Pope Ave. w/ New Orleans/Office Park Rds.	0.63	33.6	0.59	25.8	0.63	19.4	0.62	28.8
Pope Ave. w/ Cordillo Parkway	0.49	33.1	0.53	27.2	0.56	32.7	0.49	34.1
Pope Ave. w/ Lagoon Road	0.39	23.4	0.50	29.9	*NOT SIGNALIZED OR ANALYZED*			
Palmetto Bay Road w/ Target Road	0.58	24.9	0.54	23.8	0.58	21.5	0.55	16.7
Palmetto Bay Road w/ Arrow Road/Point Comfort Road	0.76	28.4	0.79	26.4	0.72	26.1	0.62	21.8

v/c – volume-to-capacity ratio
dpv – average total delay per vehicle in seconds
WHP-William Hilton Parkway

Note: Operational conditions failing to comply with the goals outlined in the LMO are shown in ***bold****.*

As shown in Table Six on page 16, all signalized intersections within the Town were found to be fully compliant with the dual LMO operational goals for signalized intersections during the morning peak volume hour in July 2024. Table Seven on page 17 shows that the intersection of William Hilton Parkway with Squire Pope Road and Chamberlin Drive was the only signalized intersection analyzed as failing to meet the Town's operational goals during the afternoon peak volume hour in July 2024, based on an intersection volume-to-capacity ratio of 0.99. A discussion of mitigation for this non-compliant intersection follows below in Part Seven.

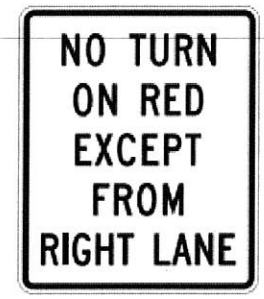
PART SEVEN – INTERSECTIONS OPERATING OUT OF COMPLIANCE WITH TOWN OPERATIONAL GOALS IN JULY 2024

WILLIAM HILTON PARKWAY WITH SQUIRE POPE ROAD AND CHAMBERLIN DRIVE

The intersection of William Hilton Parkway with Squire Pope Road and Chamberlin Drive was found to be non-compliant with the maximum intersection volume-to-capacity ratio LMO goal during the afternoon peak volume hour based on an intersection volume-to-capacity ratio of 0.99. This intersection has historically been found to be non-compliant with the Town's operational goals for many years now, due primarily to the very heavy off-island through demand that exceeds what may be desirably accommodated by two through departure lanes leaving the intersection. The maximum capacity afforded by a through lane on an arterial at traffic signals in general is approximately 1200 vehicles per hour per lane, or about one vehicle per lane every three seconds, even with relatively infrequent signal changes and brief service to conflicting traffic movements taken into account. This capacity per hour per lane may increase to as much as 1400 vehicles per lane per hour by implementing extraordinary measures to minimize the frequency of signal changes and the duration of green intervals serving conflicting traffic movements. Sheet A-2 in Appendix A shows that the traffic signal served 2639 westbound through motorists during the afternoon peak volume hour on July 9th, 2024, or 1320 vehicles per lane. Considering the very high volume demand of 254 vehicles turning right onto westbound William Hilton Parkway that are controlled by a YIELD sign and that must generally attempt to enter the intersection during the side street green interval or coincident with the display of a left-turn green arrow to on-island motorists, the result is a capacity-constrained intersection. Given the need to keep the green signal durations serving these conflicting traffic movements as short as possible and well below what would be considered desirable to serve the demand on these movements, the afternoon peak volume hour analysis indicating that the Town's capacity-based operational goal is not satisfied is consistent

with expectations.

Additional mitigation analysis demonstrated that the existing signal timing is optimal for current conditions and that signal timing adjustments in themselves cannot lower the intersection's afternoon peak volume hour intersection volume-to-capacity ratio toward the 0.90 LMO goal. The addition of a second right-turn lane on the Squire Pope Road approach to the intersection to serve the heavy right-turn movement onto westbound William Hilton Parkway from Squire Pope Road was analyzed, keeping in mind that right turn on red movements must typically be prohibited from the outer of two adjacent right-turn lanes using standard signage outlined in the Federal Highway Administration's *Manual on Uniform Traffic Control Devices* and shown in Figure One below. Analysis indicated that the provision of a second right-turn lane to the approach



R10-11c

Figure One – Standard Sign Prohibiting Right Turns on Red on an
Approach to a Signalized Intersection that Includes Two Adjoining Right Turn Lanes

of Squire Pope Road potentially decreases the intersection volume-to-capacity ratio to 0.94 during the afternoon peak hour, an improvement that does not achieve compliance with the LMO goals. The intersection was re-analyzed with the existing single right-turn lane and the provision of a free right turn, effectively the replacement of the existing YIELD sign with a free-flowing movement that is served by an adequately designed acceleration lane and that does not subject a motorist to a stop or yield condition. This reduced the afternoon peak volume hour intersection volume-to-capacity ratio to 0.84, thereby indicating compliance with the LMO goals. But impacts to neighborhood residential areas on the northern side of William Hilton Parkway resulting from this improvement are significant. Analysis of the intersection with the provision of a third lane departing the intersection to the west in lieu of the existing exclusive right-

turn lane serving turns onto Squire Pope Road lowered the intersection's afternoon peak volume hour intersection volume-to-capacity ratio to 0.76, even with the existing protected-permitted left-turn signal serving on-island left turns onto Squire Pope Road converted to "protected only" for safety reasons. Hence, it appears that widening along the northern side of William Hilton Parkway to the west of the intersection, whether accomplished in conjunction with widening the roadway from four to six lanes or with the provision of a free-right turn and acceleration lane for southbound Squire Pope Road motorists, is required to effectively mitigate the intersection and ensure compliance with the LMO operating goals on a long-term basis.

The conflict between the eastbound left-turn movement onto Squire Pope Road and the dense, highly congested westbound flow during the afternoon peak volume hour has been a longstanding issue. The aforementioned need to limit green intervals serving movements that conflict with the westbound flow well below what is adequate to serve the demand on these movements typically results in long eastbound left-turn queues developing during the afternoon peak volume hour that may extend several hundred feet down the paved median away from the intersection toward the west. These long queues adversely impact safety, as the long delays that result to the eastbound left-turn often result in motorists turning by running a red traffic signal or trying to turn left through gaps in the westbound flow that are too small for motorists to safely utilize. Previous discussions to eliminate this left-turn movement and to redirect it elsewhere have been strongly opposed by the community. For these reasons, it continues to be felt that grade separating this left-turn movement atop the westbound lanes should continue to be considered. While analysis indicated that this improvement by itself would only lower the intersection volume-to-capacity ratio to 0.92 and would not successfully mitigate the intersection as a whole relative to the LMO goals, it is an improvement that would greatly benefit operations and safety for motorists making this turn. It is suggested that with this improvement, the eastbound left-turn lane would arise out of the median to a height where it can clear the westbound lanes of travel before turning to the left, spanning the westbound lanes, and landing on Town-owned property to the northwest of the intersection where the new access road connection would end at a STOP condition at Squire Pope Road.

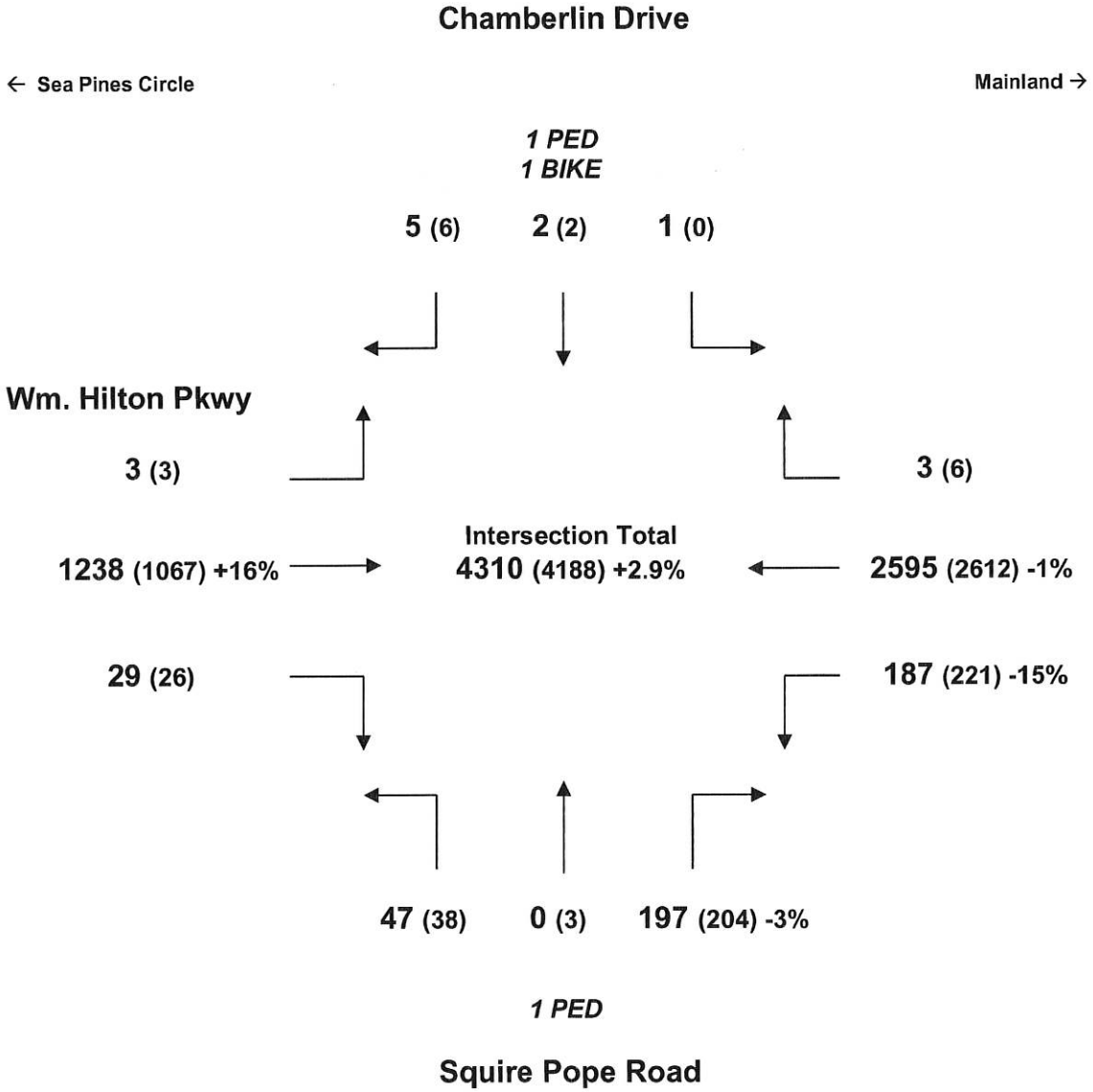
APPENDIX A

PEAK HOUR TURNING MOVEMENT DIAGRAMS
FOR EACH SIGNALIZED
INTERSECTION WITHIN THE TOWN
AND SEA PINES CIRCLE

JULY 2024

William Hilton Parkway with Squire Pope Road and Chamberlin Drive

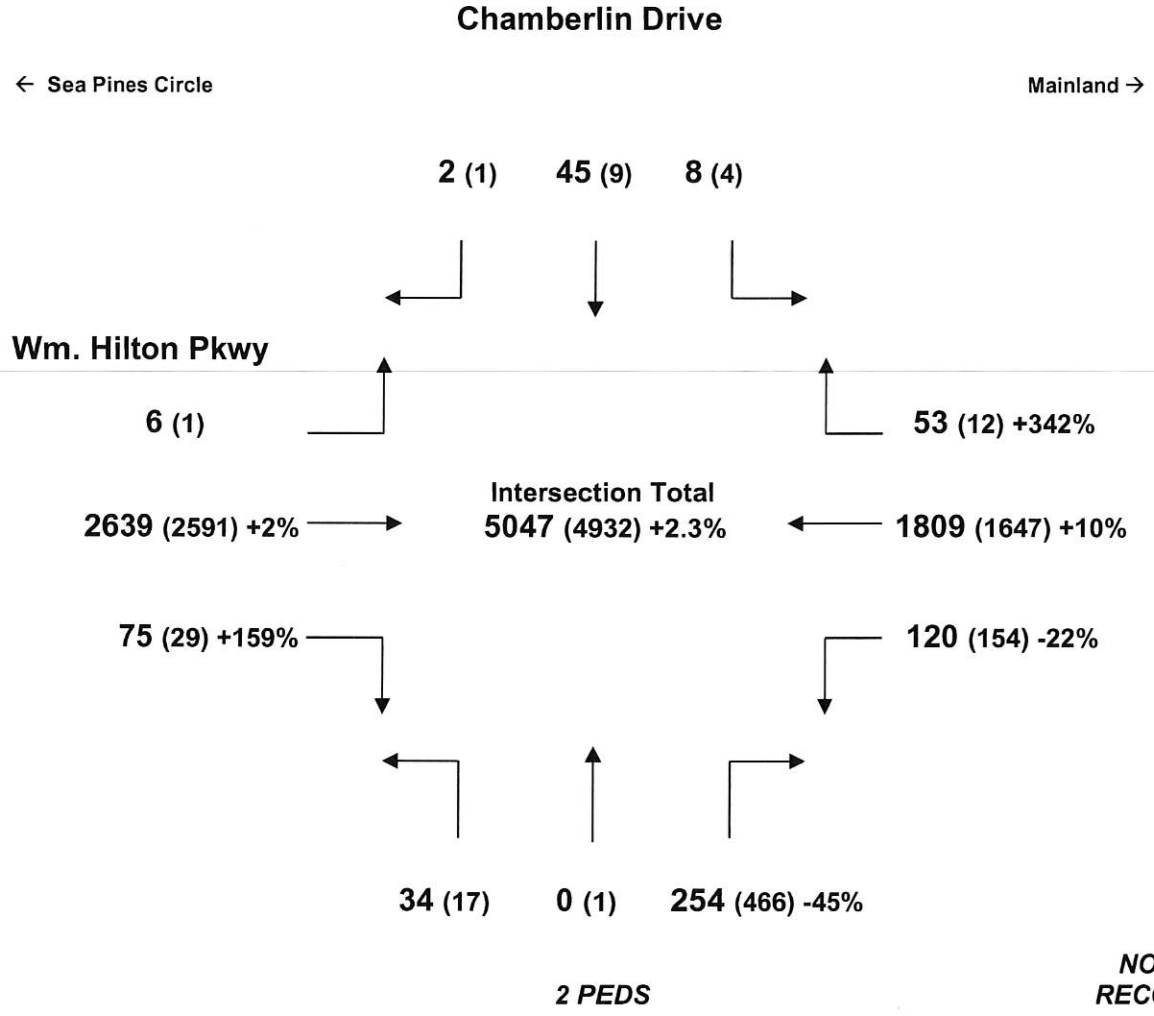
A.M. PEAK HOUR (7:30 to 8:30 a.m. – Tue. 7/9/24)



2024 (2023) %chg

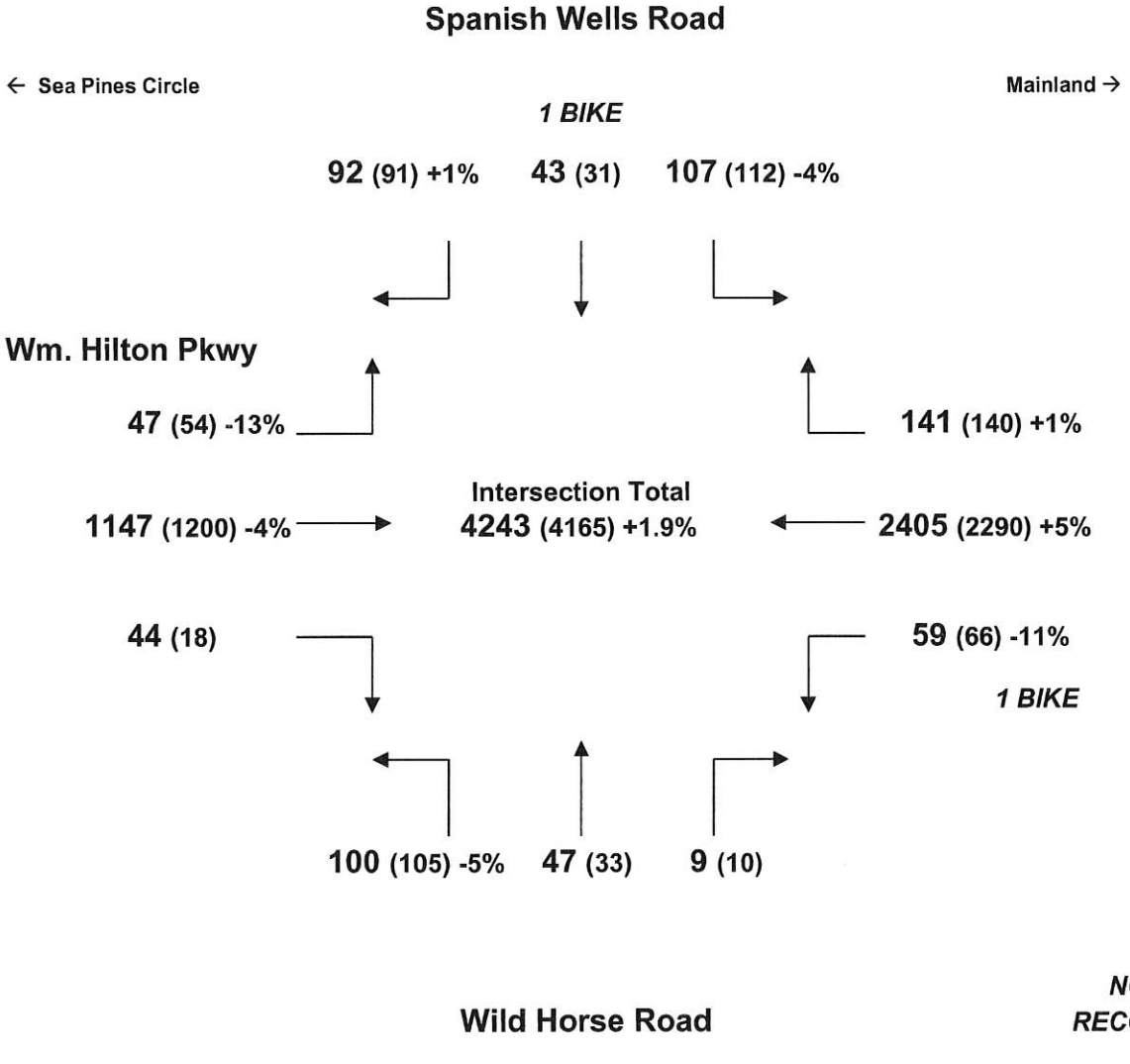
William Hilton Parkway with Squire Pope Road and Chamberlin Drive

P.M. PEAK HOUR (4:00 to 5:00 p.m. – Tue. 7/9/24)



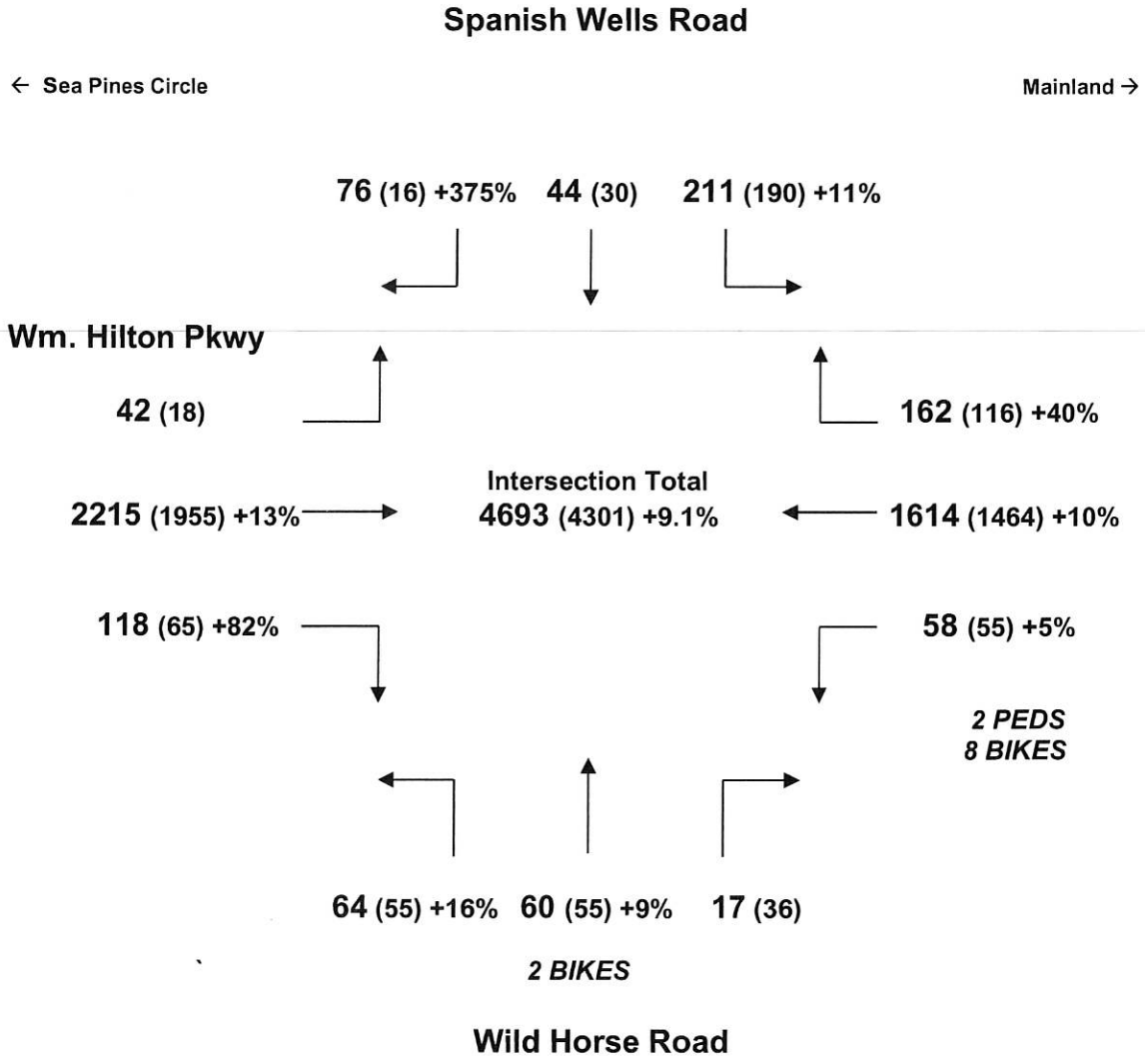
William Hilton Parkway with Spanish Wells Road and Wild Horse Road

A.M. PEAK HOUR (7:45 to 8:45 a.m. – Tue. 7/9/24)



William Hilton Parkway with Spanish Wells Road and Wild Horse Road

P.M. PEAK HOUR (4:00 to 5:00 p.m. – Tue. 7/9/24)

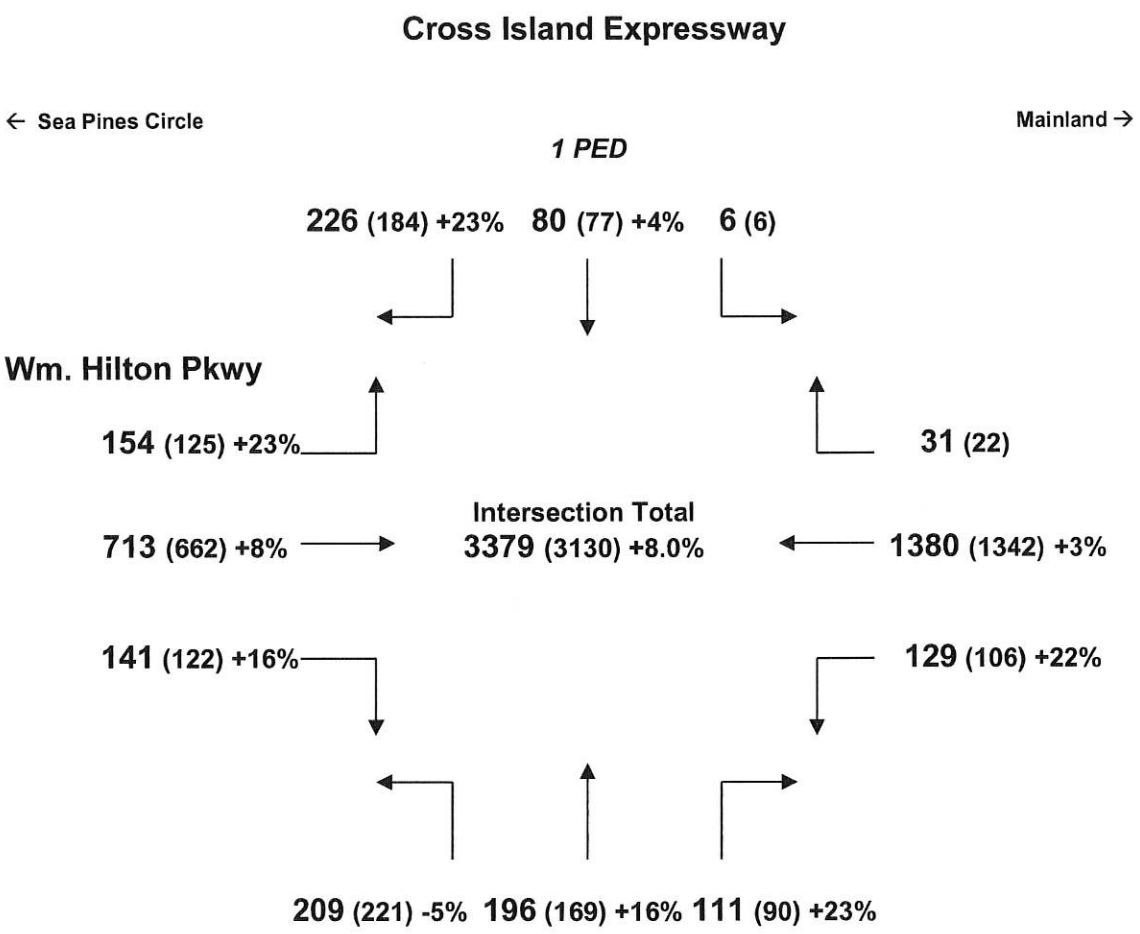


2024 (2023) %chg

A-5

William Hilton Parkway with Gum Tree Road and Cross Island Parkway

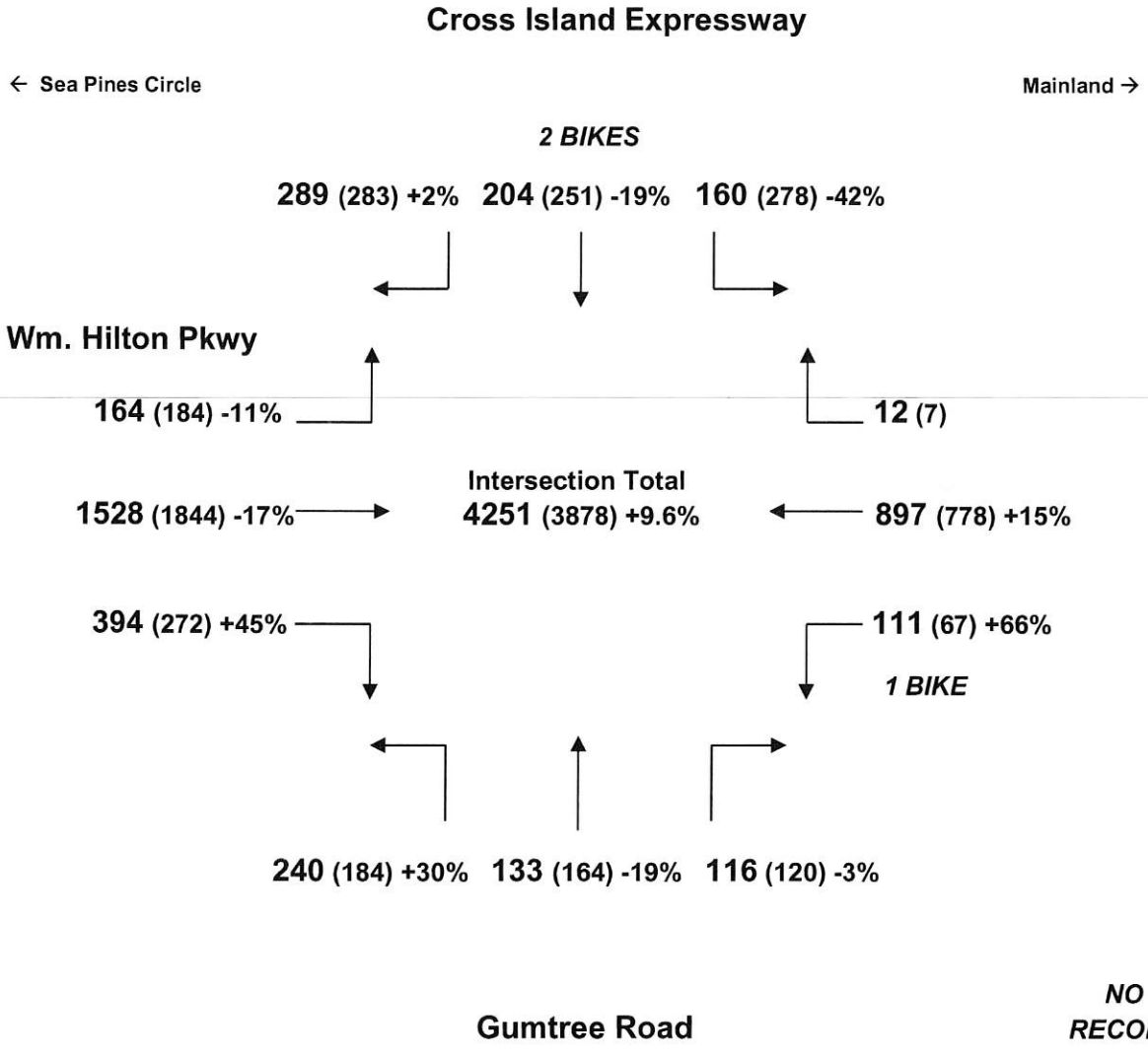
A.M. PEAK HOUR (8:00 to 9:00 a.m. – Tue. 7/9/24)



2024 (2023) %chg

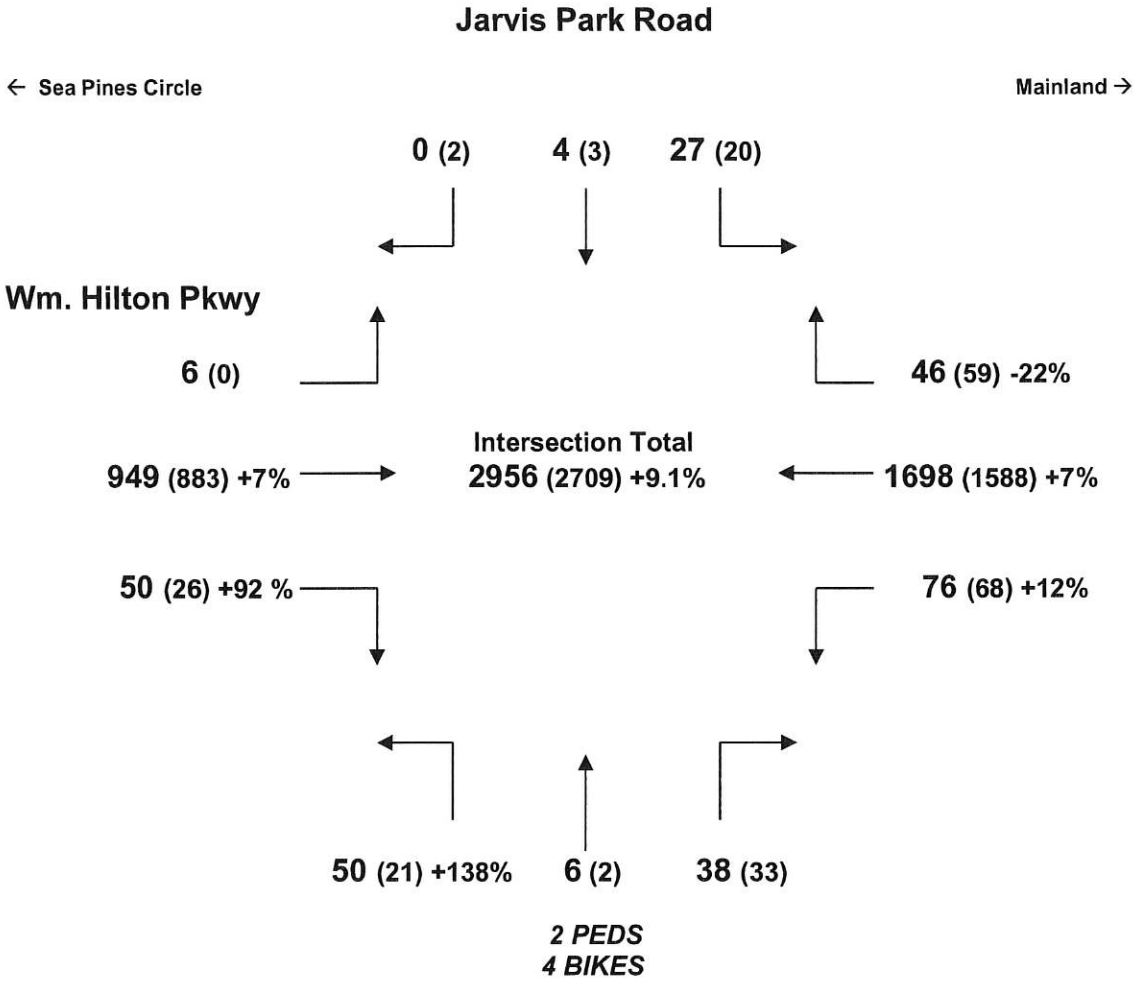
William Hilton Parkway with Gum Tree Road and Cross Island Parkway

P.M. PEAK HOUR (4:45 to 5:45 p.m. – Tue. 7/9/24)



William Hilton Parkway with Wilborn Road and Jarvis Park Road

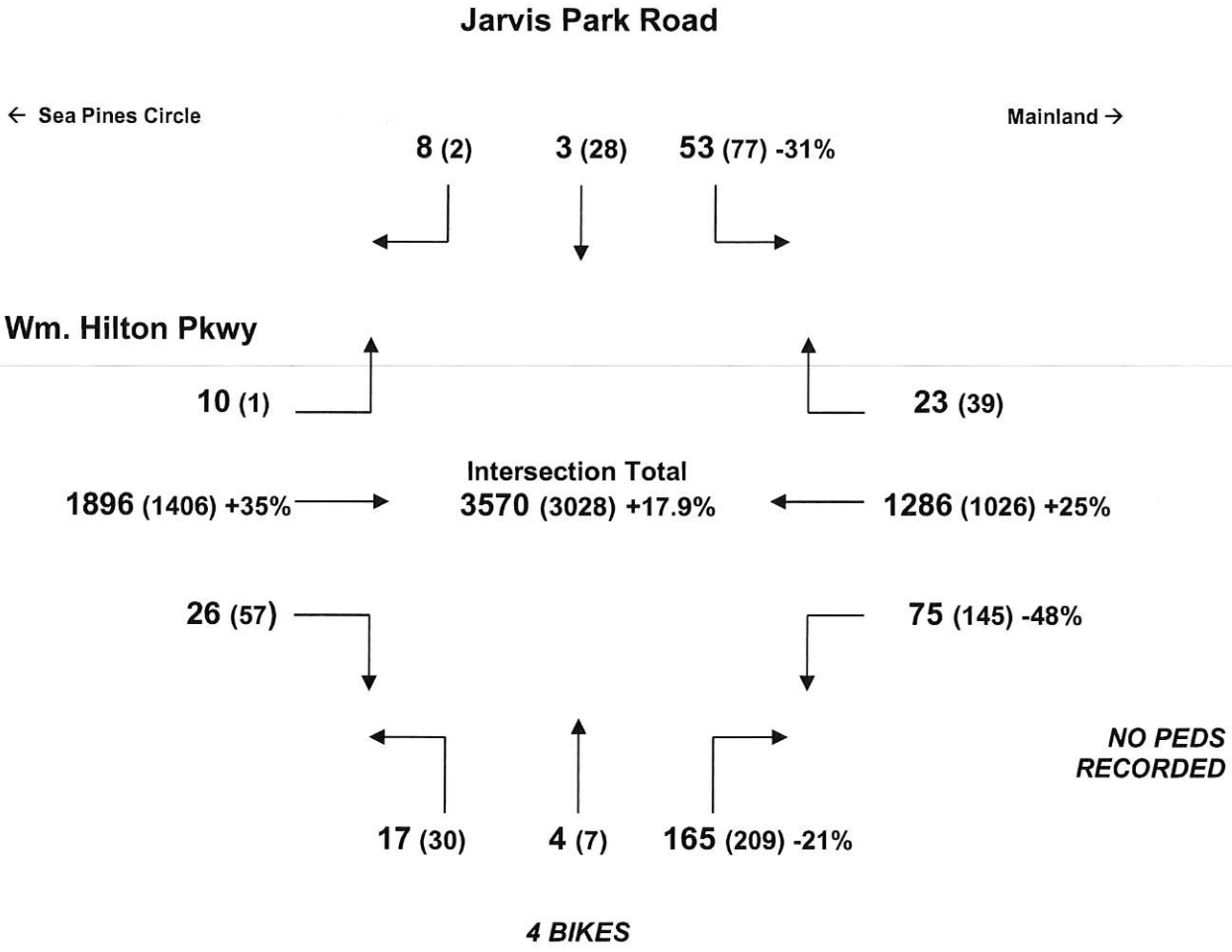
A.M. PEAK HOUR (8:00 to 9:00 a.m. – Tue. 7/9/24)



2024 (2023) %chg

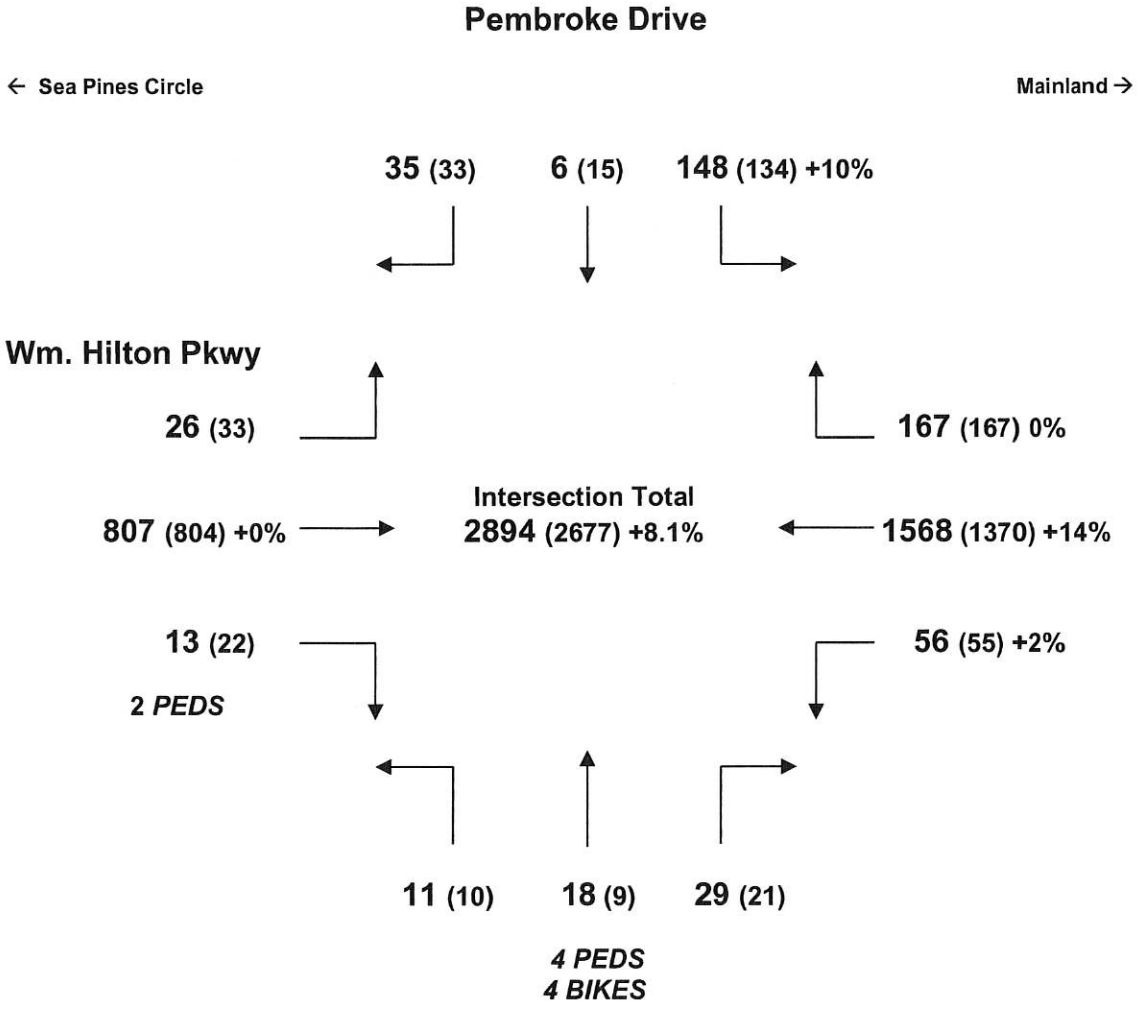
William Hilton Parkway with Wilborn Road and Jarvis Park Road

P.M. PEAK HOUR (4:15 to 5:15 p.m. – Tue. 7/9/24)



William Hilton Parkway with Pembroke Drive and Museum Street

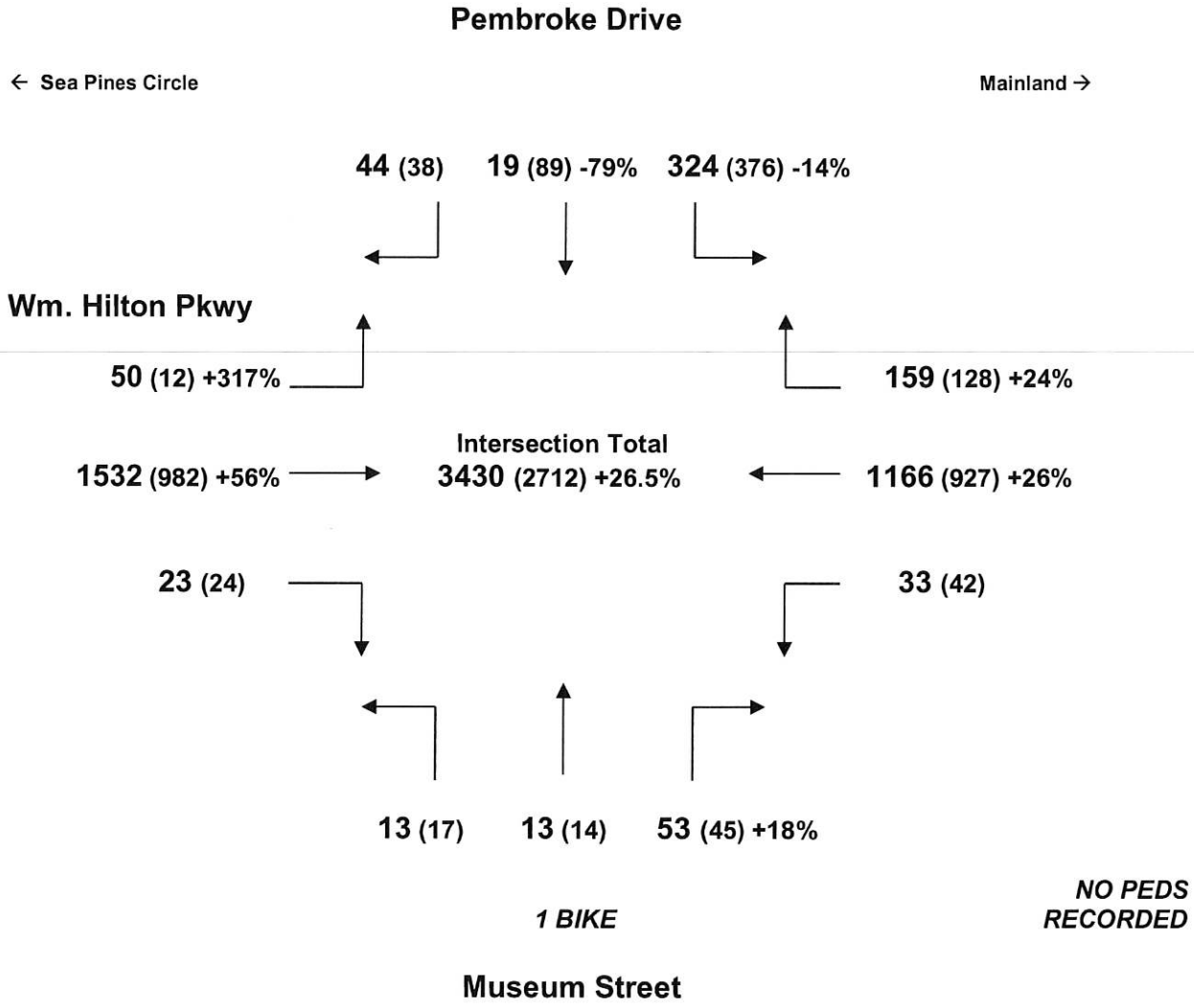
A.M. PEAK HOUR (8:00 to 9:00 a.m. – Tue. 7/9/24)



2024 (2023) %chg

William Hilton Parkway with Pembroke Drive and Museum Street

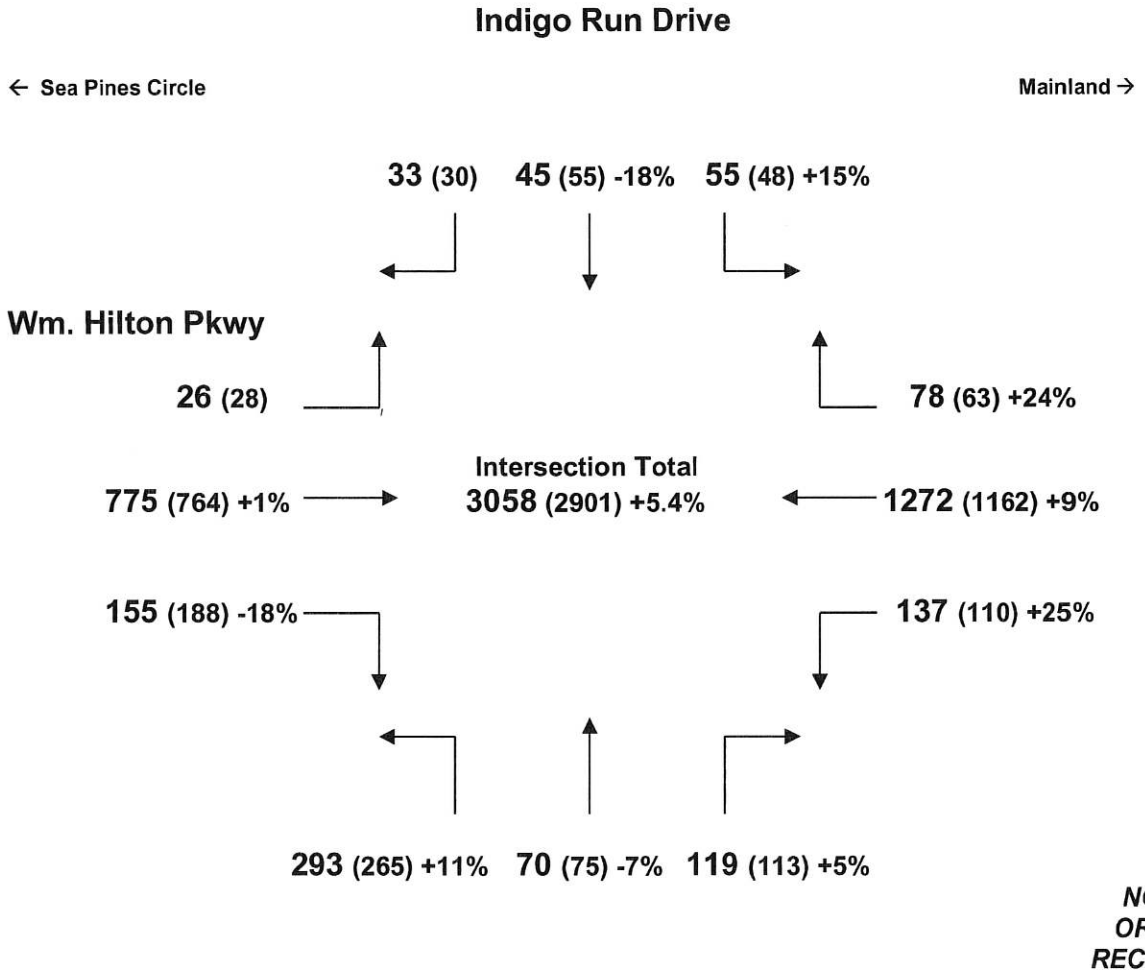
P.M. PEAK HOUR (4:00 to 5:00 p.m. – Tue. 7/9/24)



2024 (2023) %chg

William Hilton Parkway with Indigo Run Drive and Whooping Crane Way

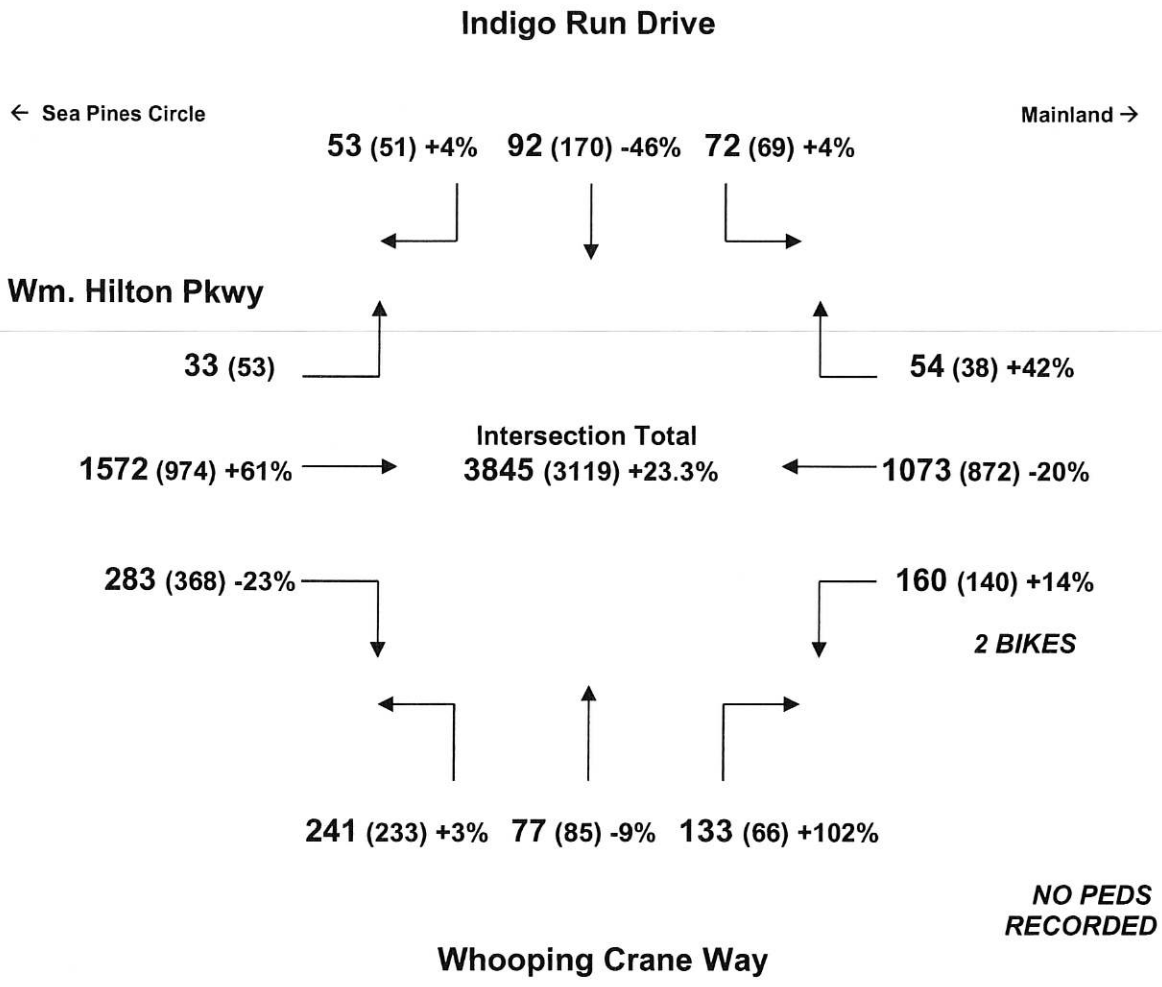
A.M. PEAK HOUR (8:00 to 9:00 a.m. – Tue. 7/9/24)



2024 (2023) %chg

William Hilton Parkway with Indigo Run Drive and Whooping Crane Way

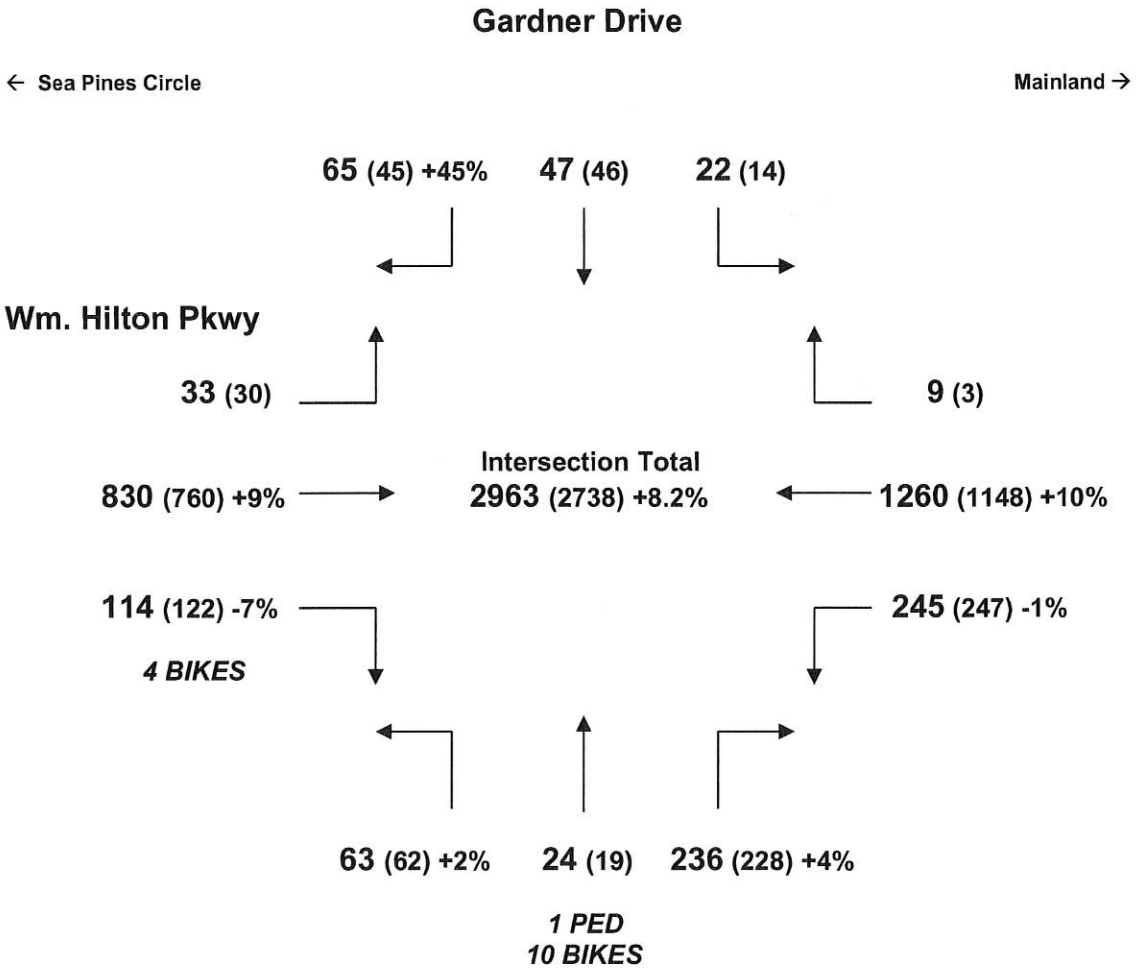
P.M. PEAK HOUR (4:00 to 5:00 p.m. – Tue. 7/9/24)



2024 (2023) %chg

William Hilton Parkway with Beach City Road and Gardner Drive

A.M. PEAK HOUR - (8:00 to 9:00 a.m. – Tue. 7/9/24)



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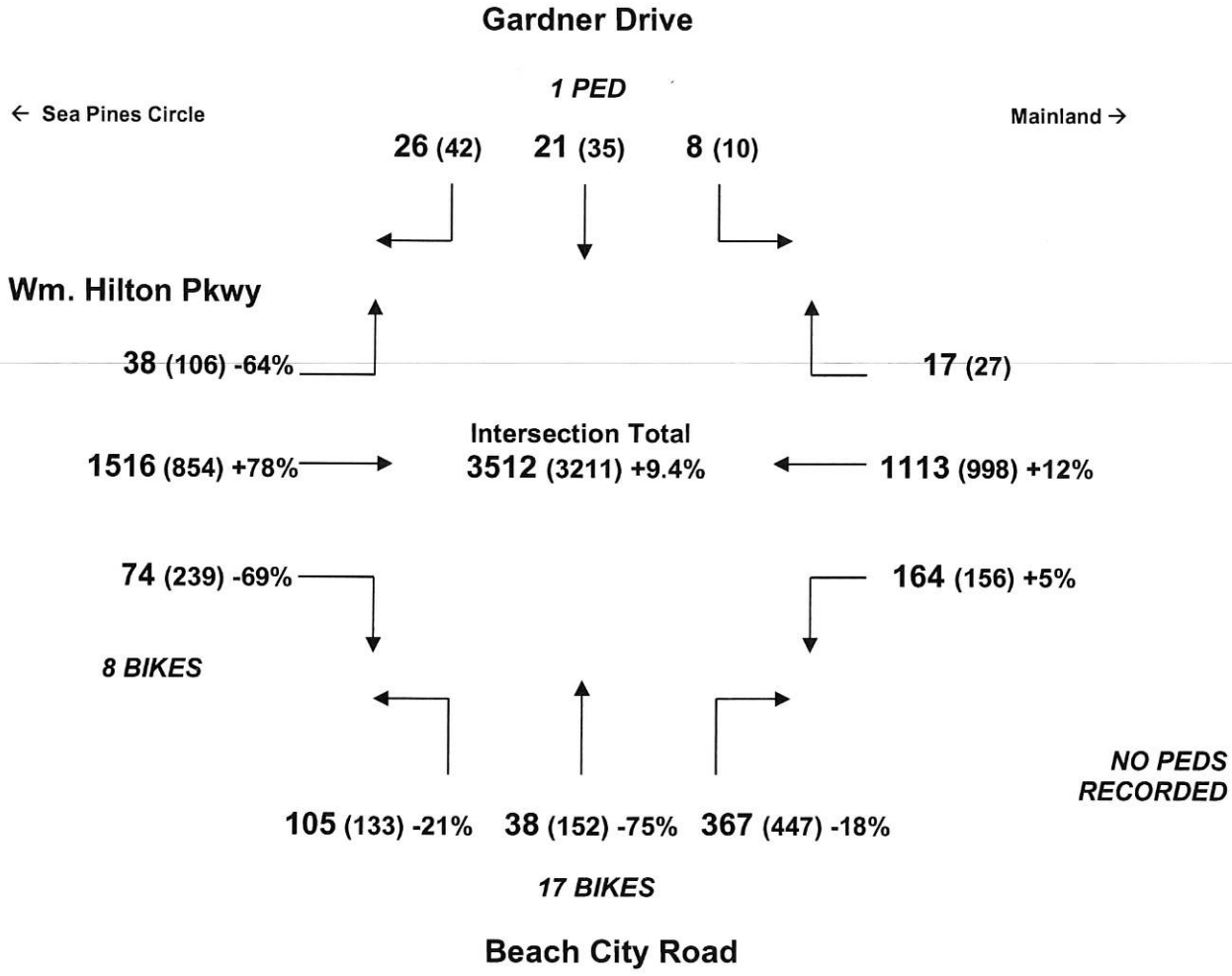
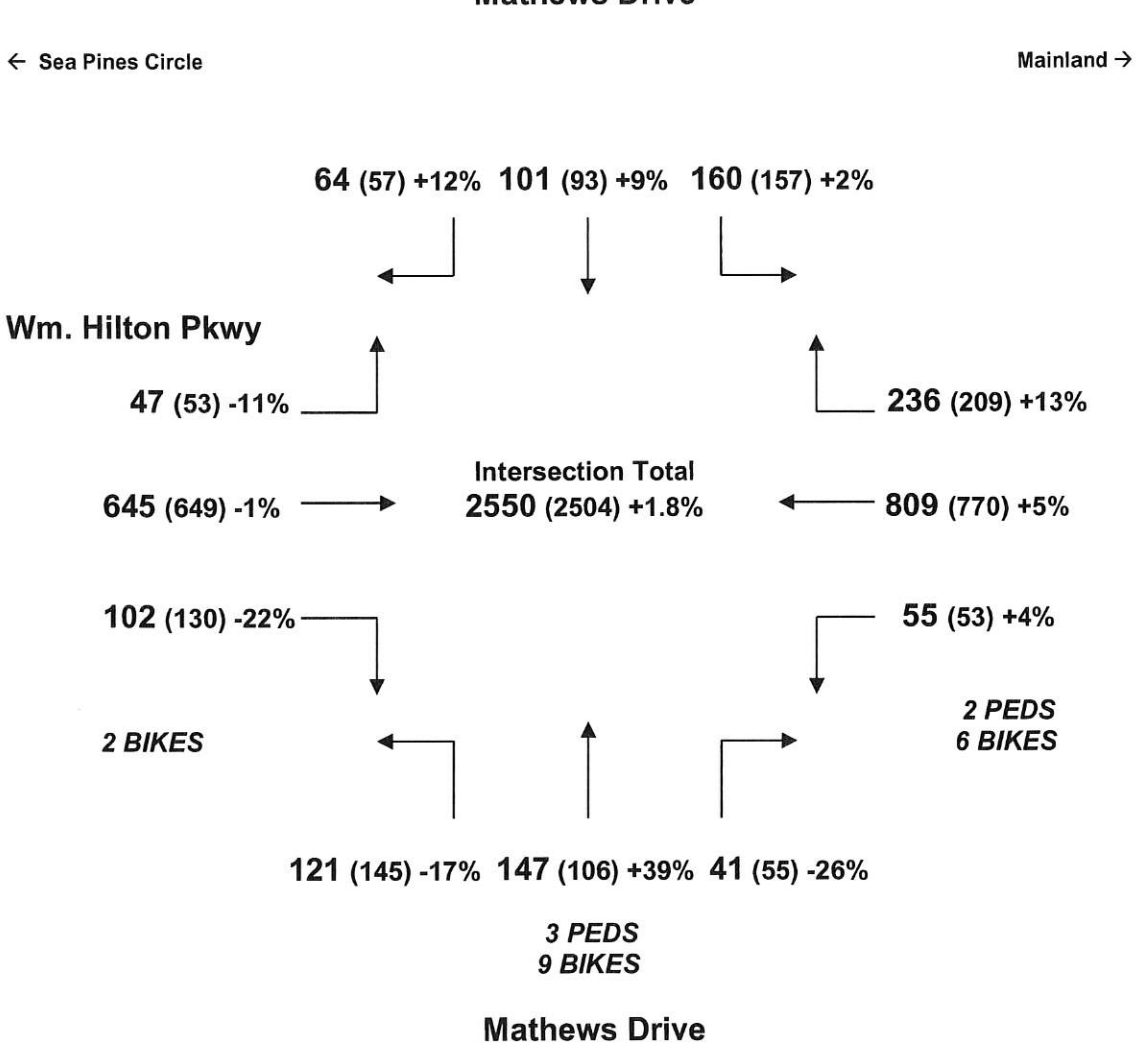
William Hilton Parkway with Beach City Road and Gardner Drive

P.M. PEAK HOUR - (4:00 to 5:00 p.m. – Tue. 7/9/24)

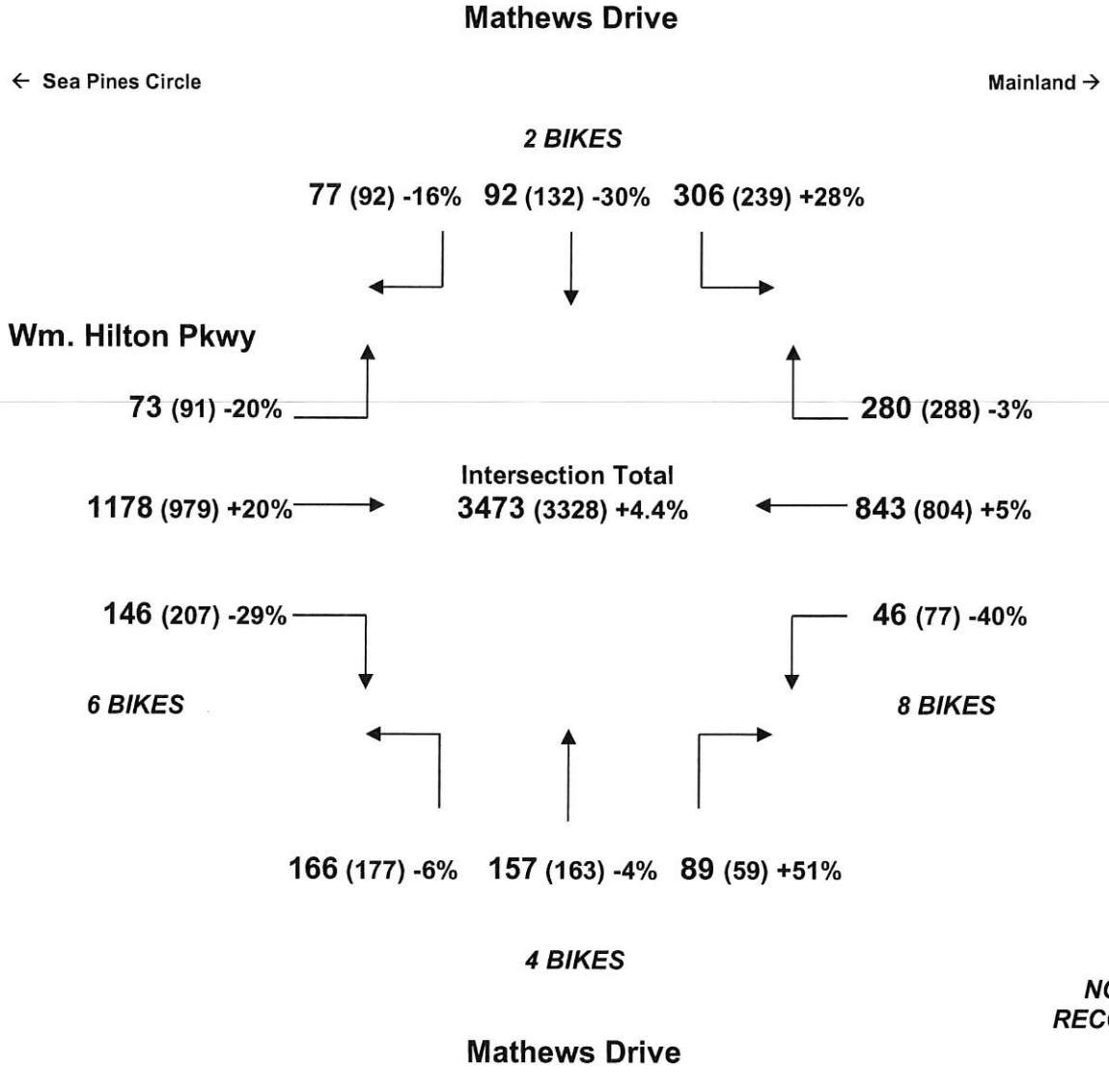


2024 (2023) %chg

William Hilton Parkway with Mathews Drive
(NORTHERN INTERSECTION)
A.M. PEAK HOUR - (8:00 to 9:00 a.m. – Tue. 7/9/24)

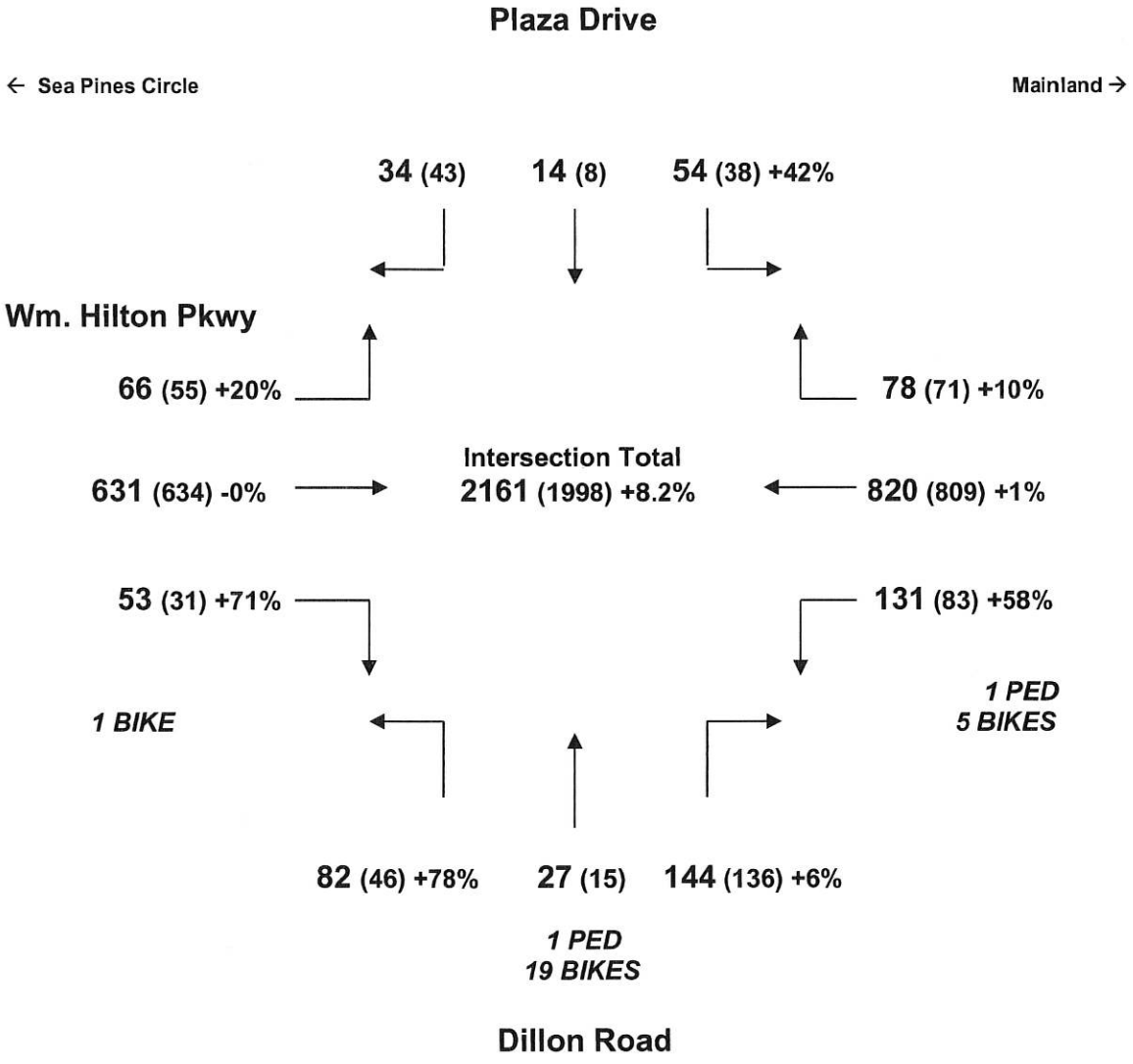


William Hilton Parkway with Mathews Drive
(NORTHERN INTERSECTION)
P.M. PEAK HOUR - (4:15 to 5:15 p.m. – Tue. 7/9/24)



William Hilton Parkway with Dillon Road and Port Royal Plaza

A.M. PEAK HOUR - (8:00 to 9:00 a.m. – Tue. 7/9/24)



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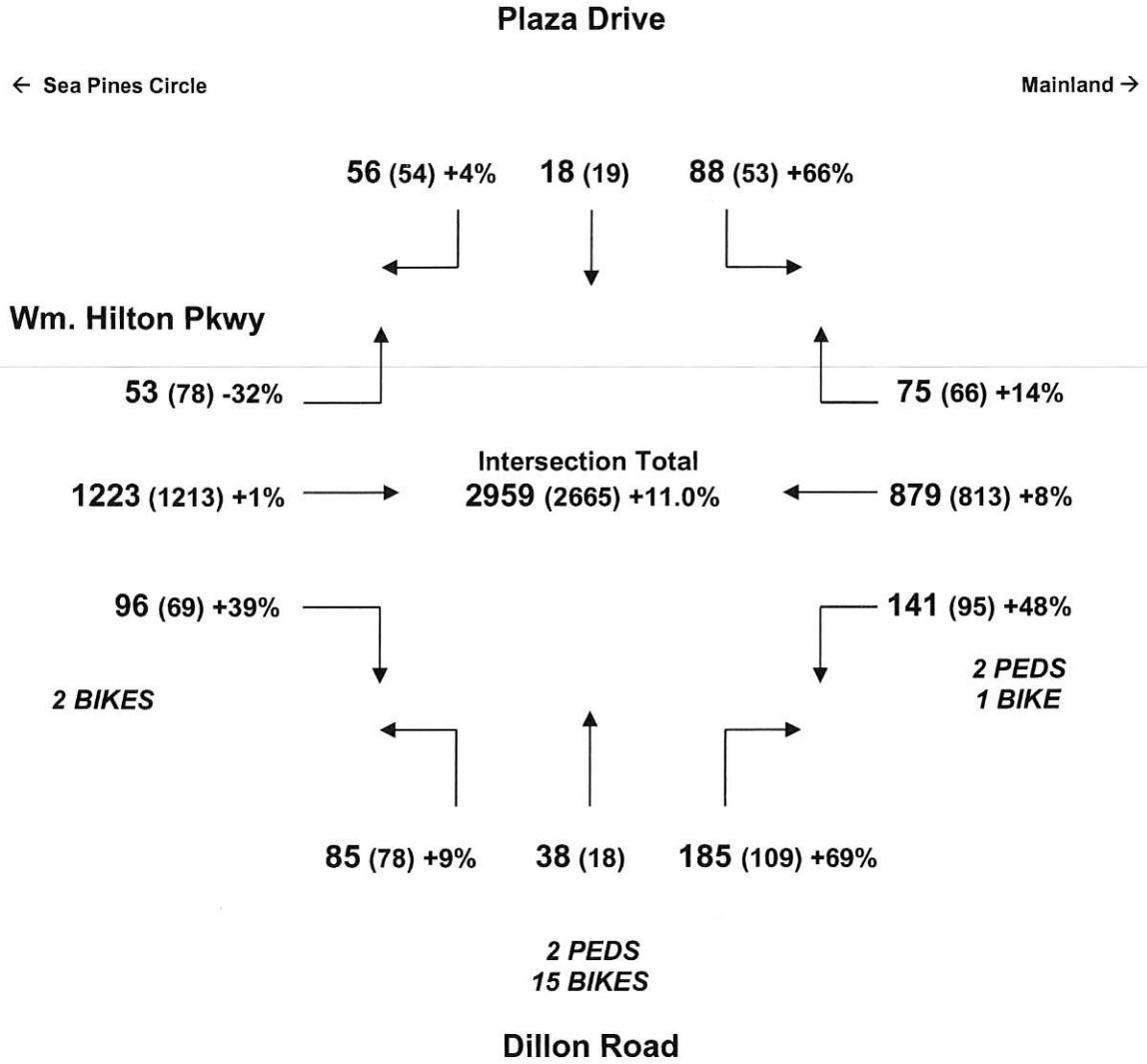
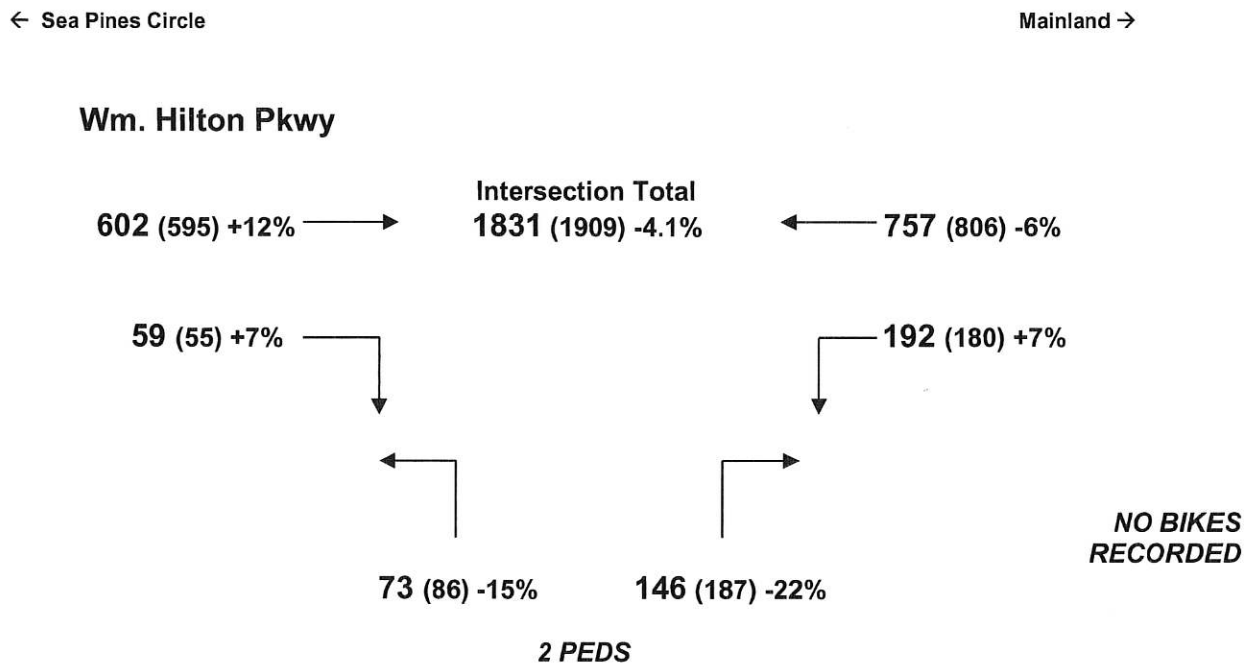
William Hilton Parkway with Dillon Road and Port Royal Plaza

P.M. PEAK HOUR - (4:15 to 5:15 p.m. – Tue. 7/9/24)



2024 (2023) %chg

William Hilton Parkway with Coggins Point Road
A.M. PEAK HOUR - (8:00 to 9:00 a.m. – Tue. 7/9/24)



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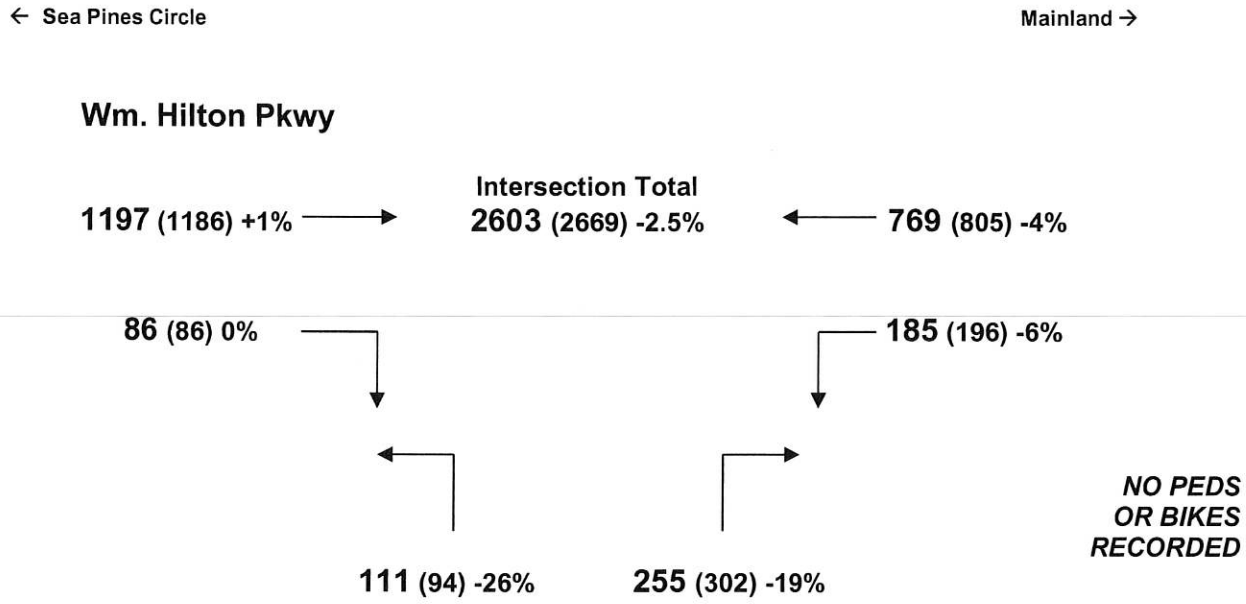
William Hilton Parkway with Coggins Point Road

P.M. PEAK HOUR - (4:45 to 5:45 p.m. – Tue. 7/9/24)



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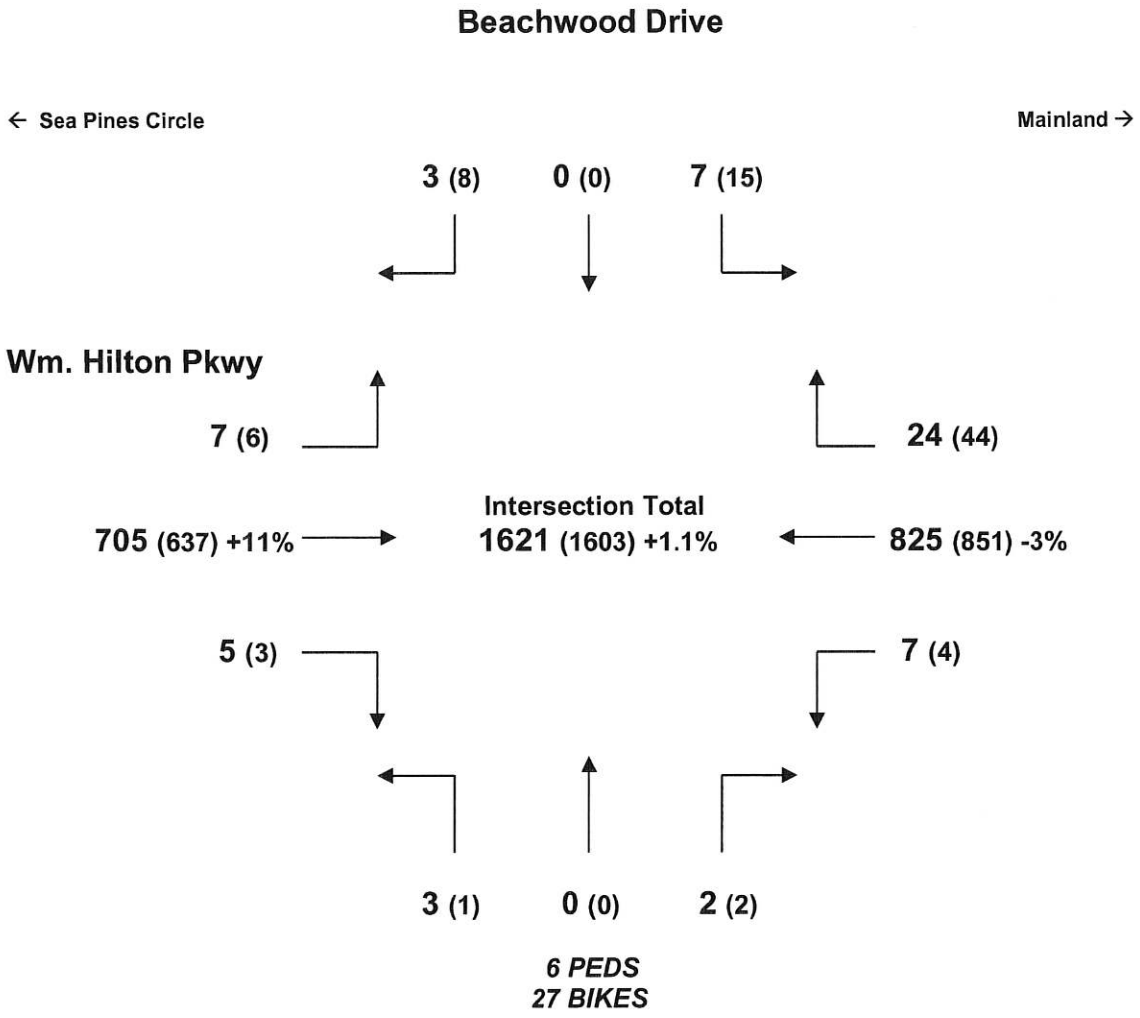
William Hilton Parkway with Beachwood Drive
A.M. PEAK HOUR - (8:00 to 9:00 a.m. – Tue. 7/9/24)



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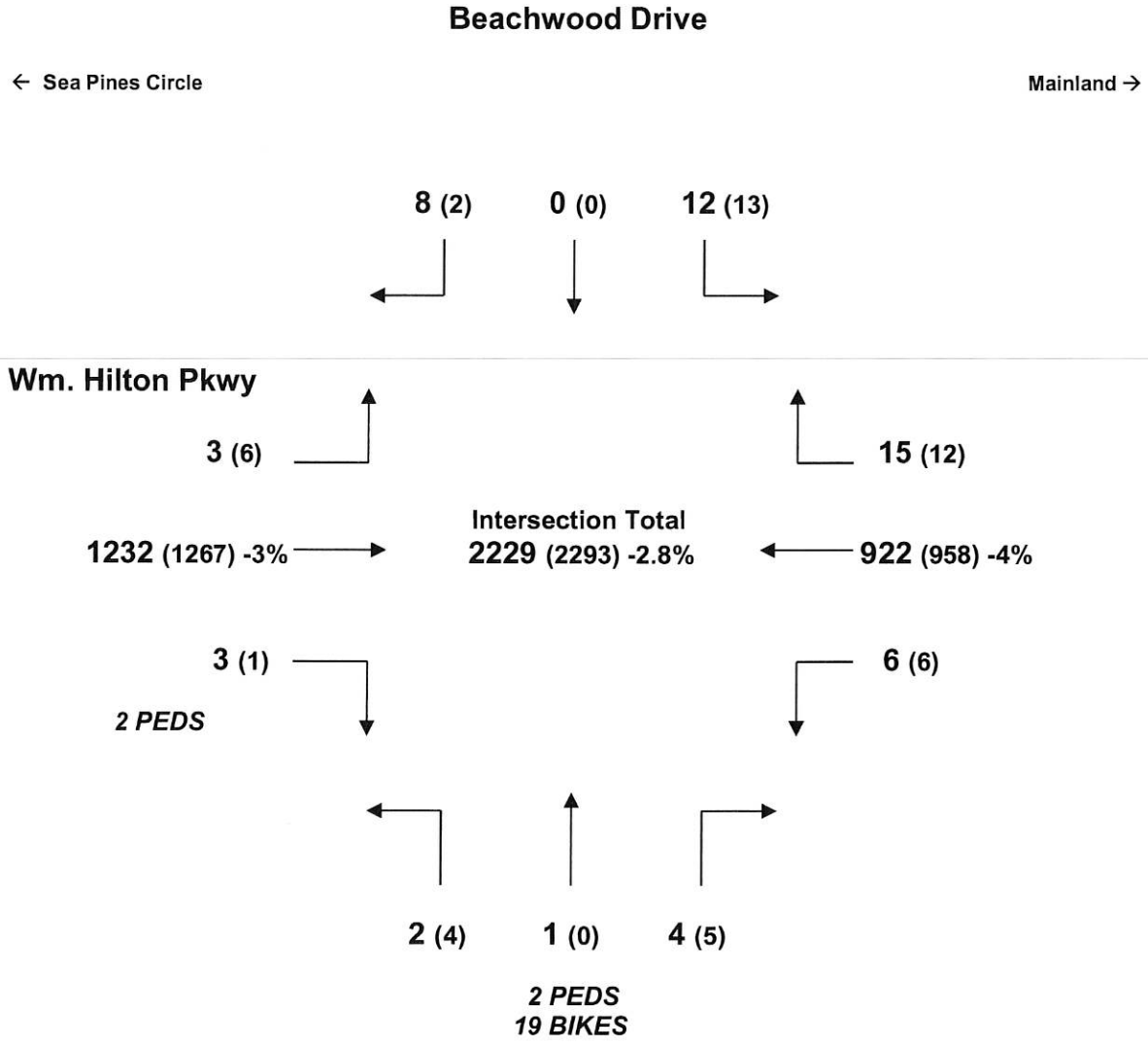
William Hilton Parkway with Beachwood Drive

P.M. PEAK HOUR - (4:15 to 5:15 p.m. – Tue. 7/9/24)

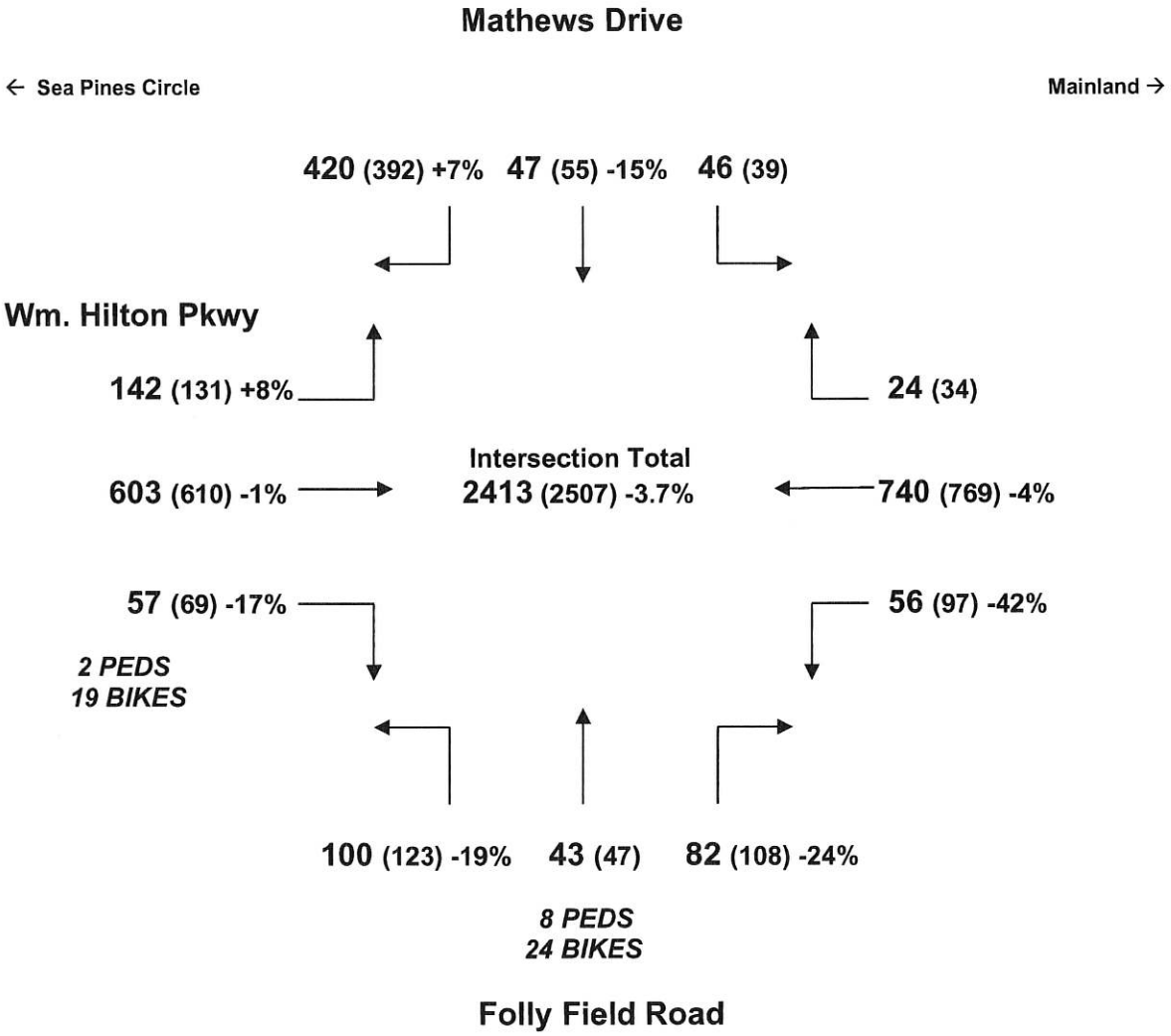


2024 (2023) %chg

A-23

William Hilton Parkway with Mathews Drive and Folly Field Road

A.M. PEAK HOUR - (8:00 to 9:00 a.m. – Tue. 7/9/24)



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A-24

William Hilton Parkway with Mathews Drive and Folly Field Road

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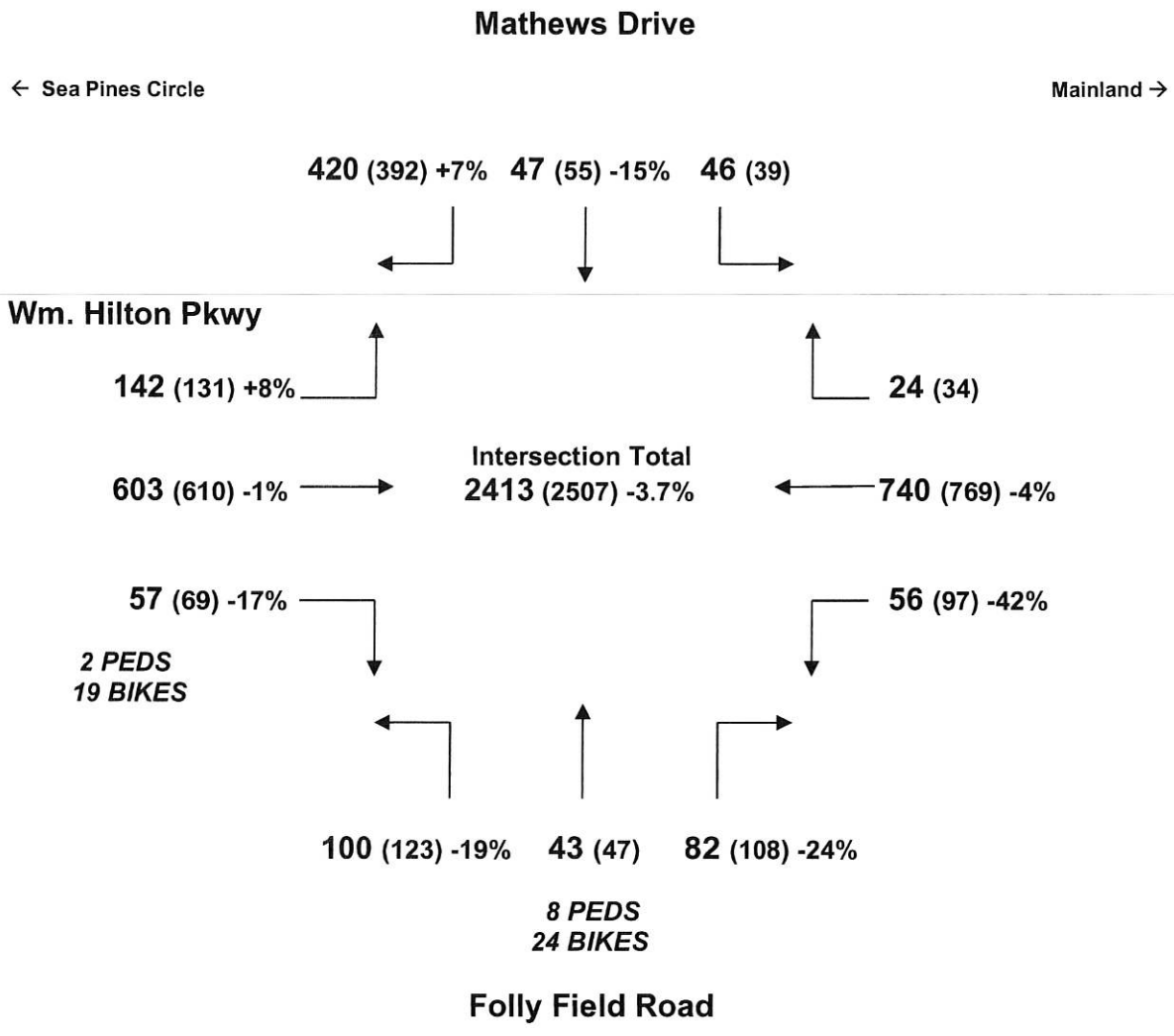
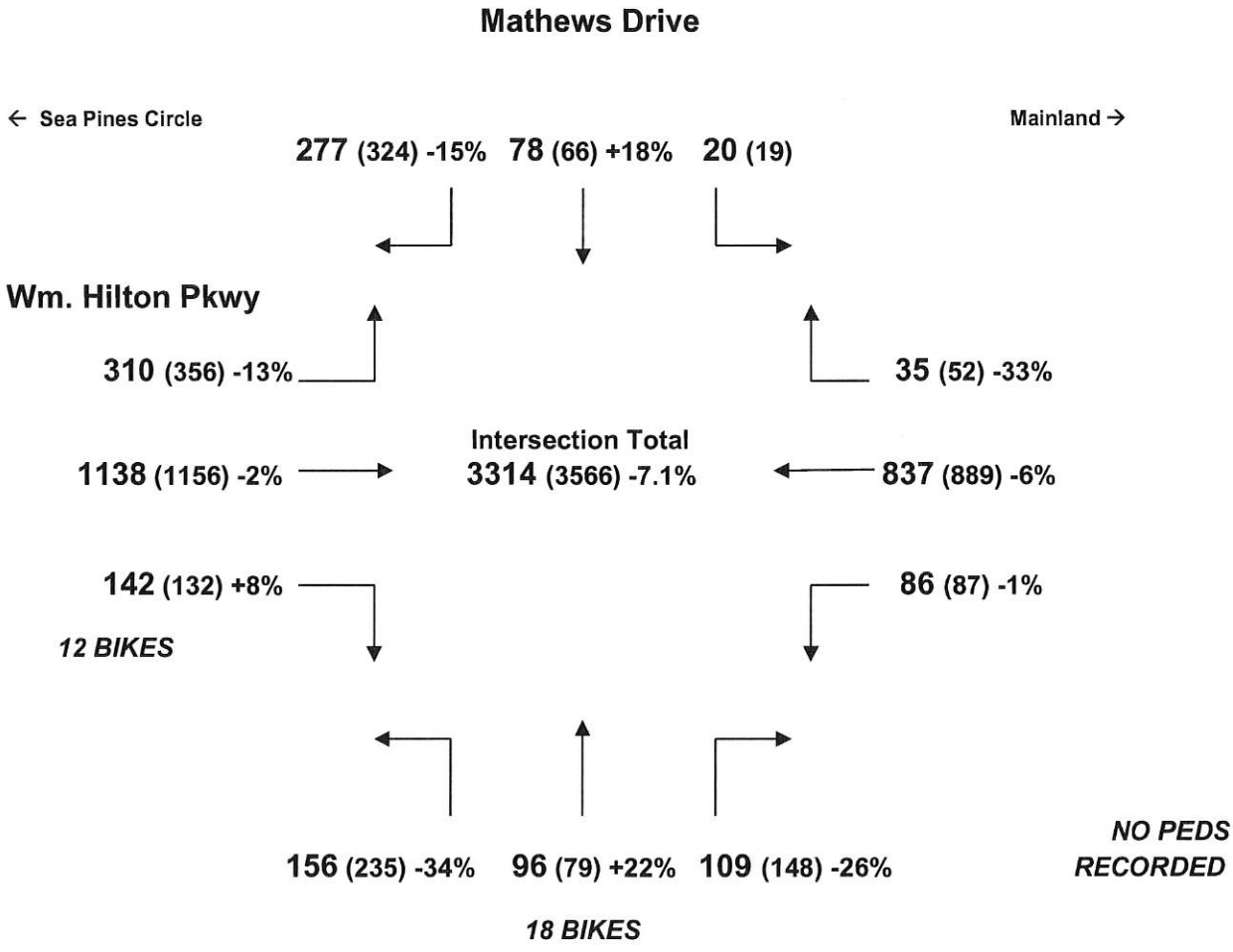


2024 (2023) %chg

A-24

William Hilton Parkway with Mathews Drive and Folly Field Road

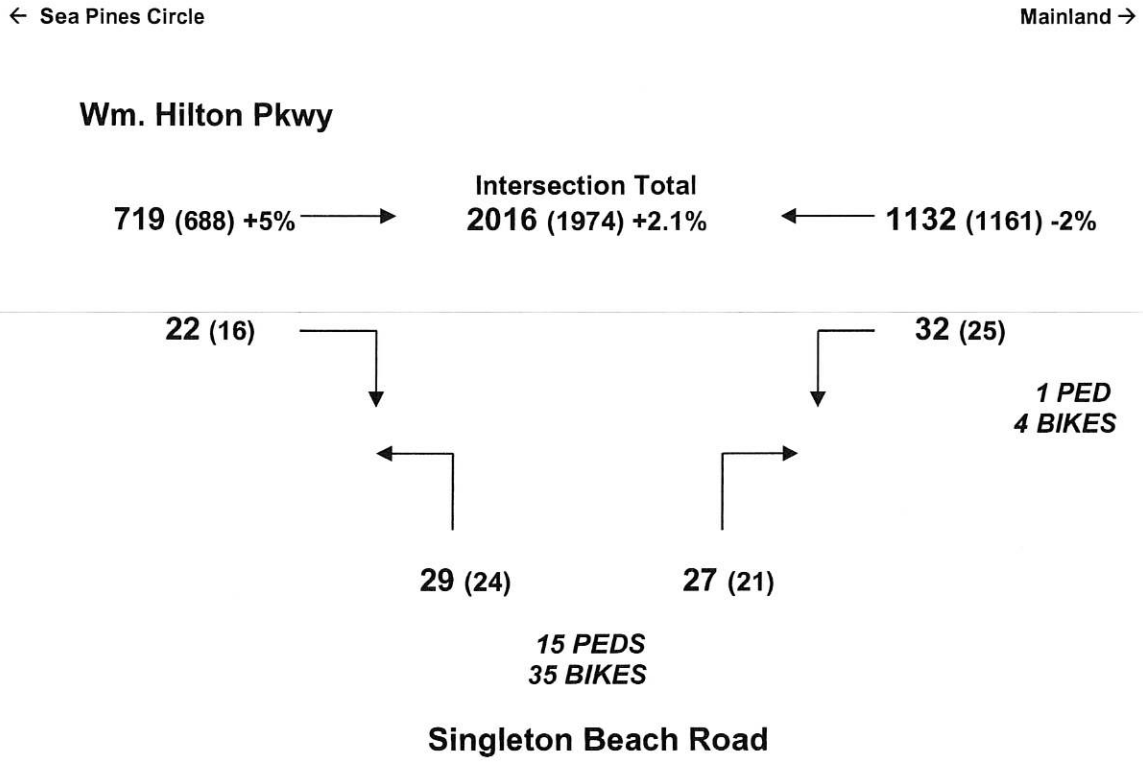
P.M. PEAK HOUR - (4:15 to 5:15 p.m. – Tue. 7/9/24)



A-25

William Hilton Parkway with Singleton Beach Road

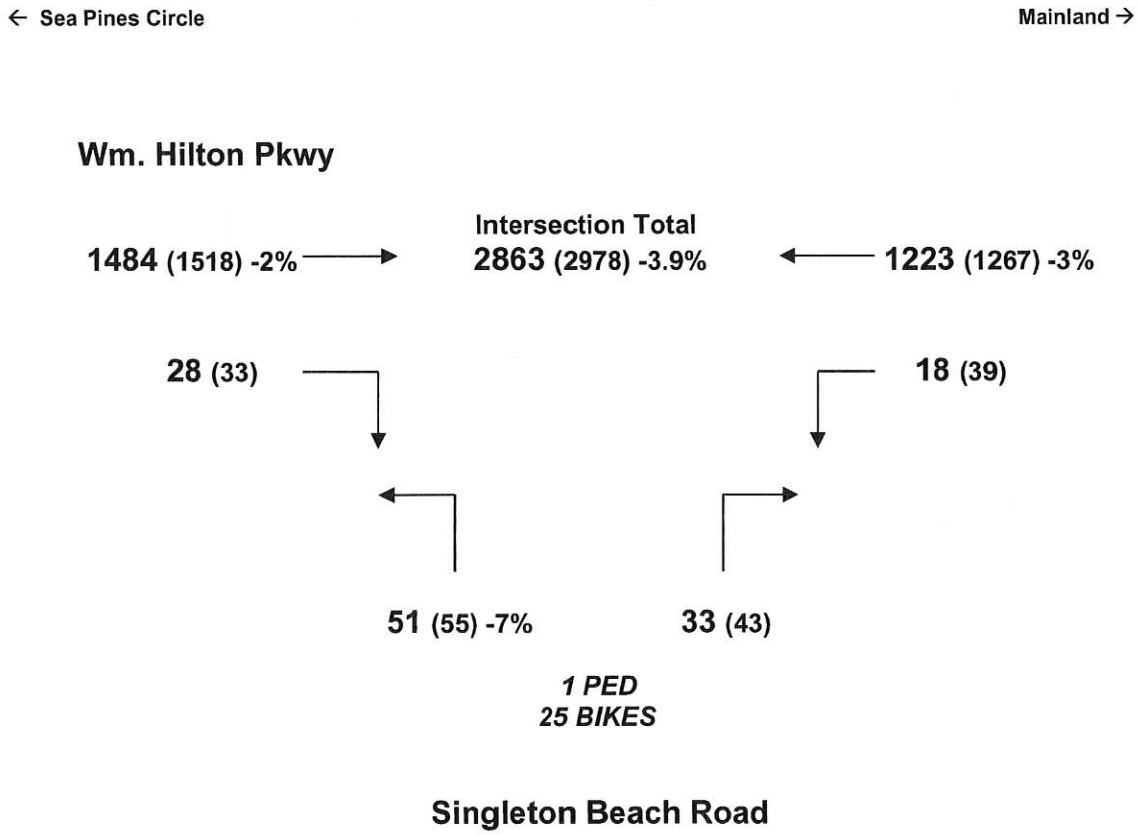
A.M. PEAK HOUR - (8:00 to 9:00 a.m. – Tue. 7/9/24)



2024 (2023) %chg

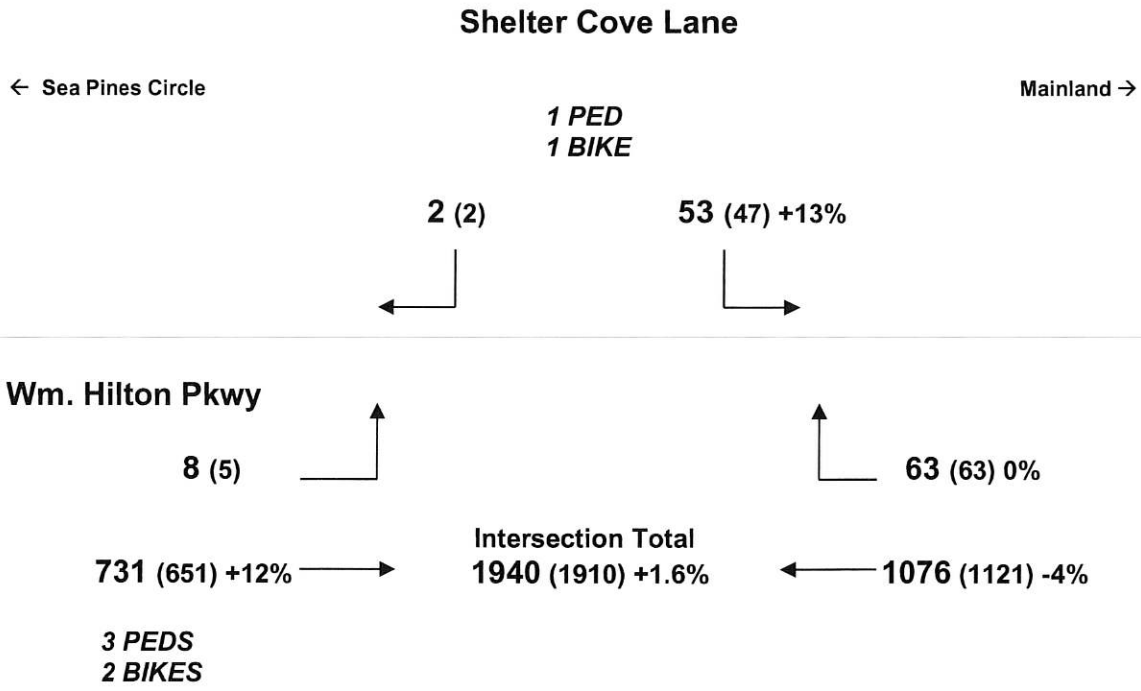
A-26

William Hilton Parkway with Singleton Beach Road
P.M. PEAK HOUR - (4:30 to 5:30 p.m. – Tue. 7/9/24)



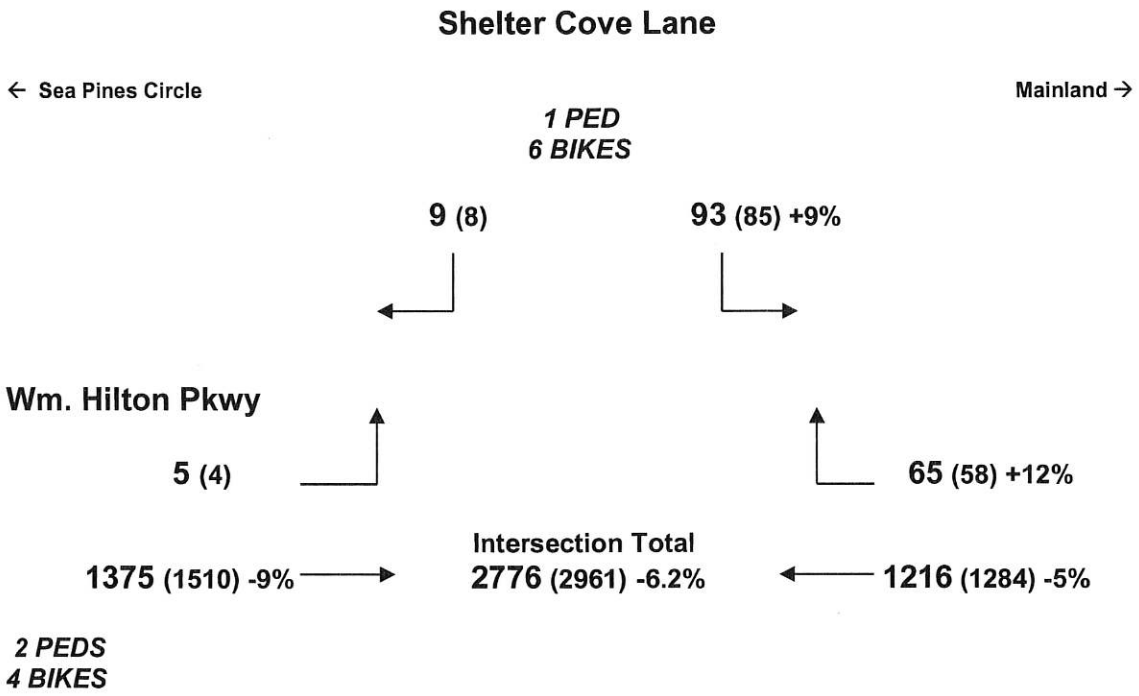
2024 (2023) %chg

William Hilton Parkway with Shelter Cove Lane
(off-island intersection near BCSO)
A.M. PEAK HOUR - (8:00 to 9:00 a.m. – Tue. 7/9/24)



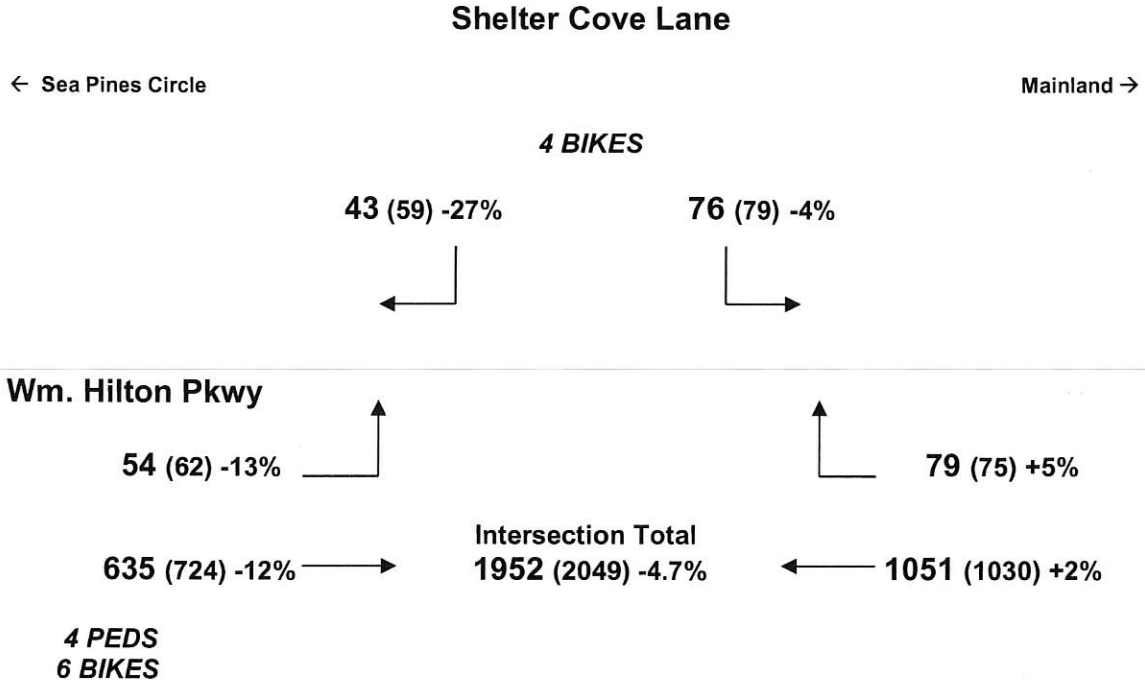
2024 (2023) %chg

William Hilton Parkway with Shelter Cove Lane
(off-island intersection near BCSO)
P.M. PEAK HOUR - (4:30 to 5:30 p.m. – Tue. 7/9/24)



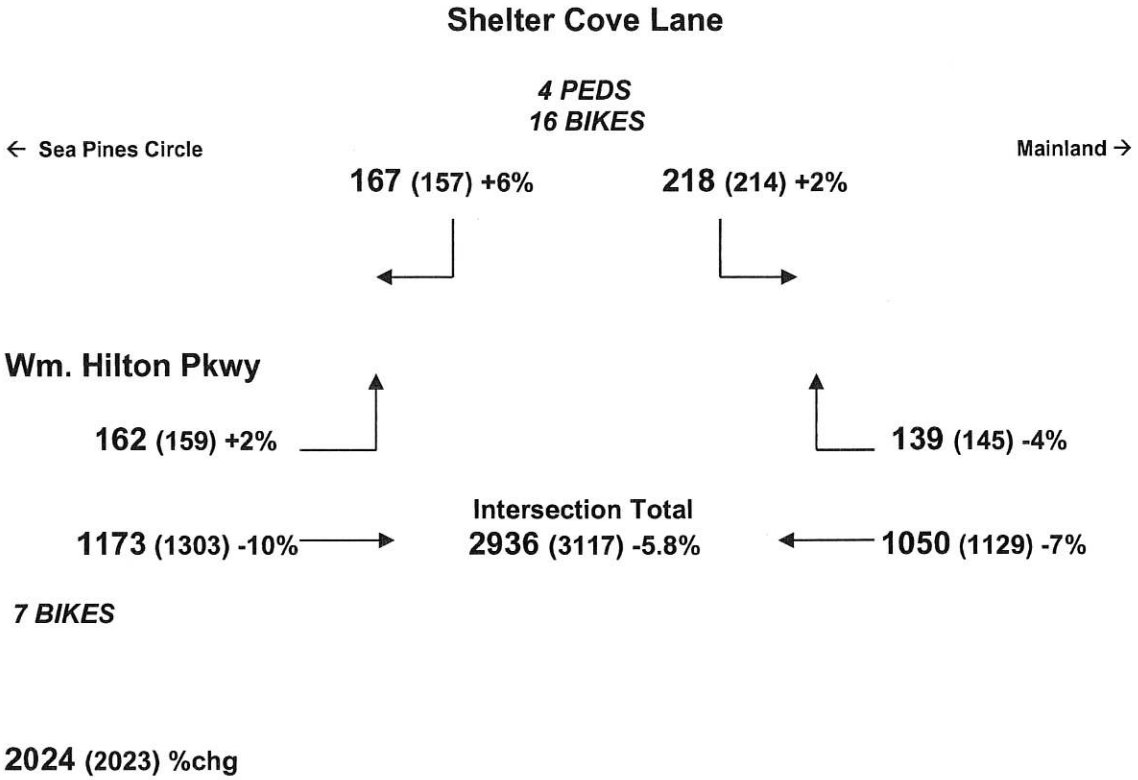
2024 (2023) %chg

William Hilton Parkway with Shelter Cove Lane
(central intersection near Hilton Head Tavern)
A.M. PEAK HOUR - (8:00 to 9:00 a.m. – Tue. 7/9/24)



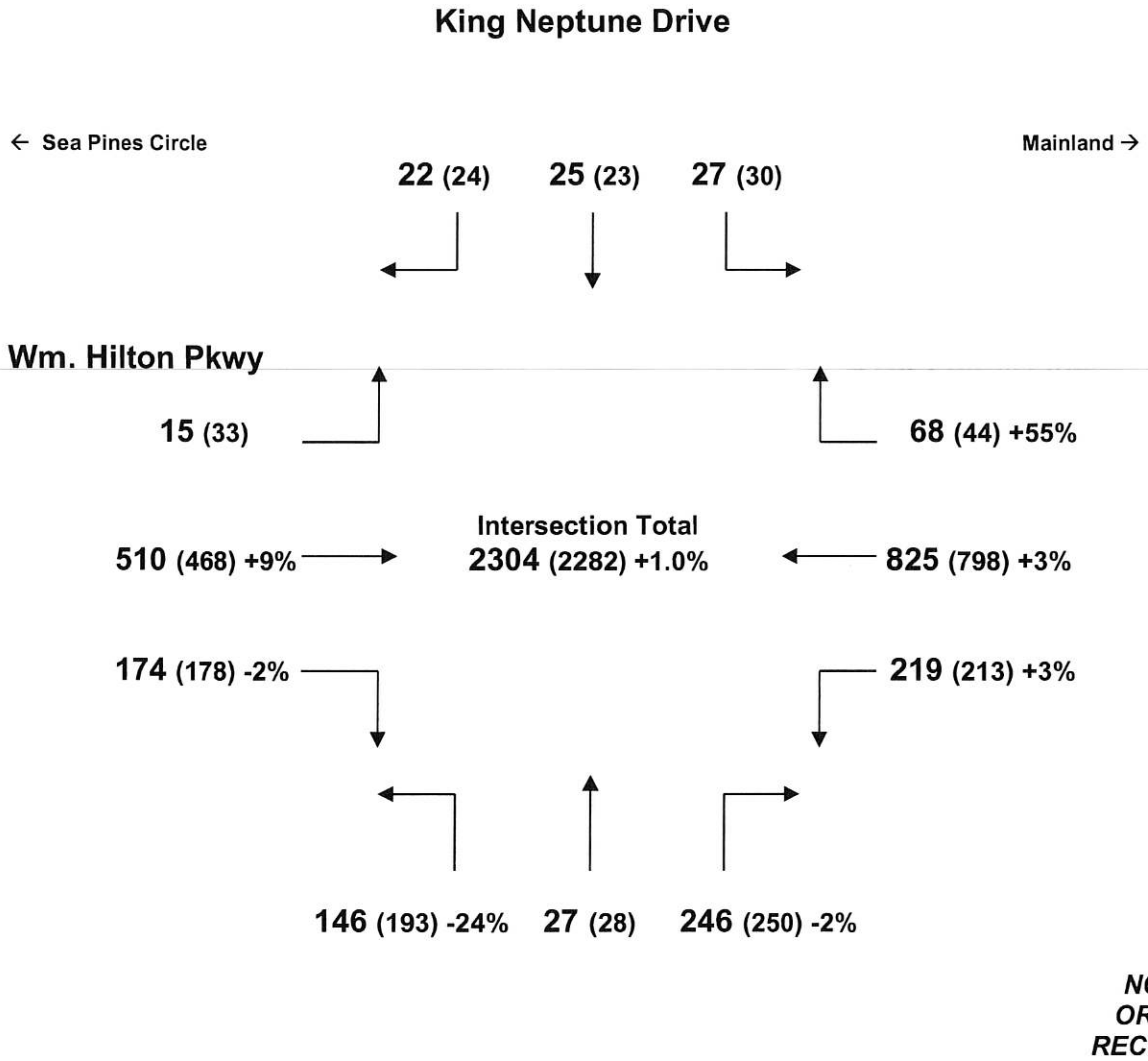
2024 (2023) %chg

William Hilton Parkway with Shelter Cove Lane
(central intersection near Hilton Head Tavern)
P.M. PEAK HOUR - (4:30 to 5:30 p.m. – Tue. 7/9/24)



William Hilton Parkway with Queens Folly Road and King Neptune Drive

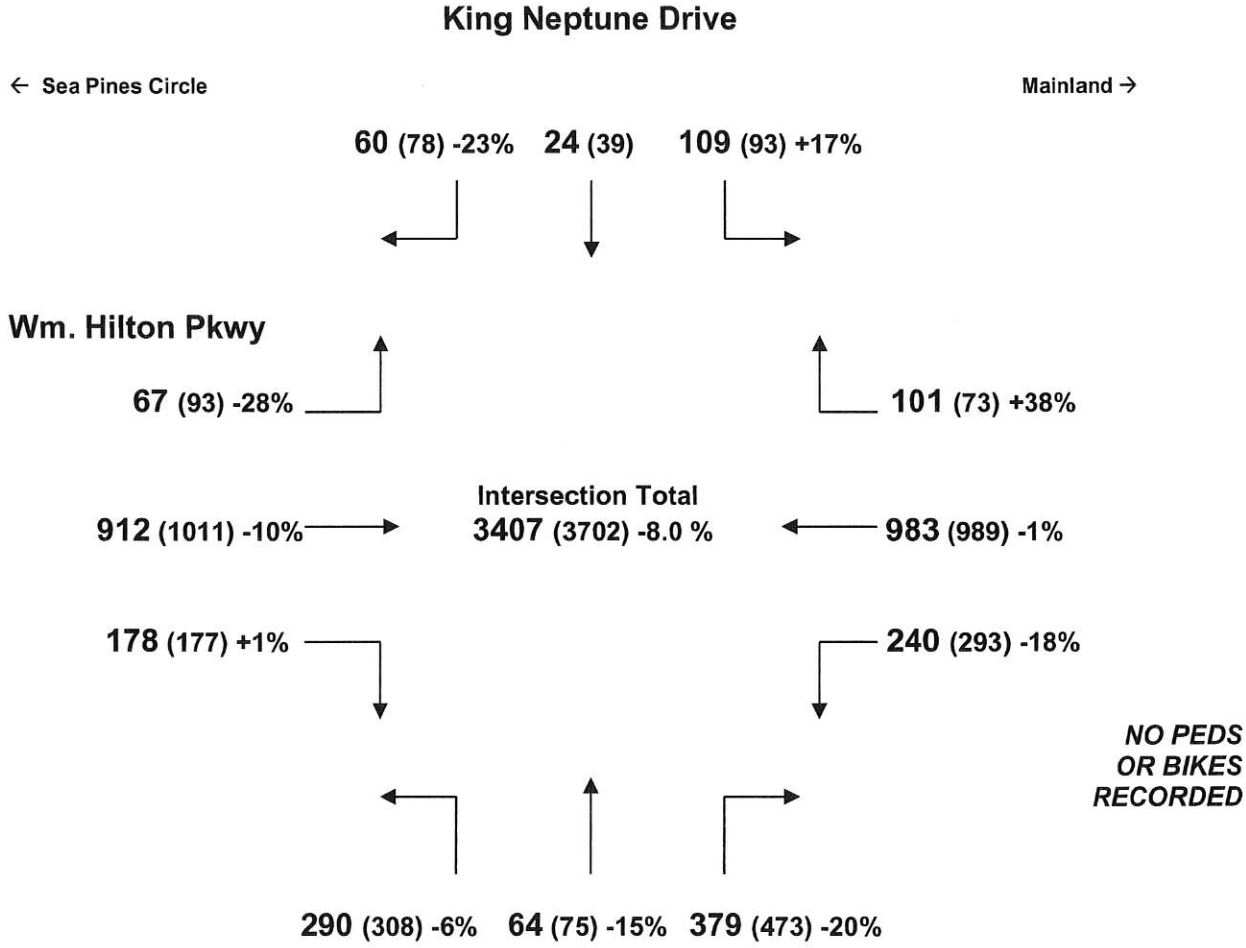
A.M. PEAK HOUR - (8:00 to 9:00 a.m. – Tue. 7/9/24)



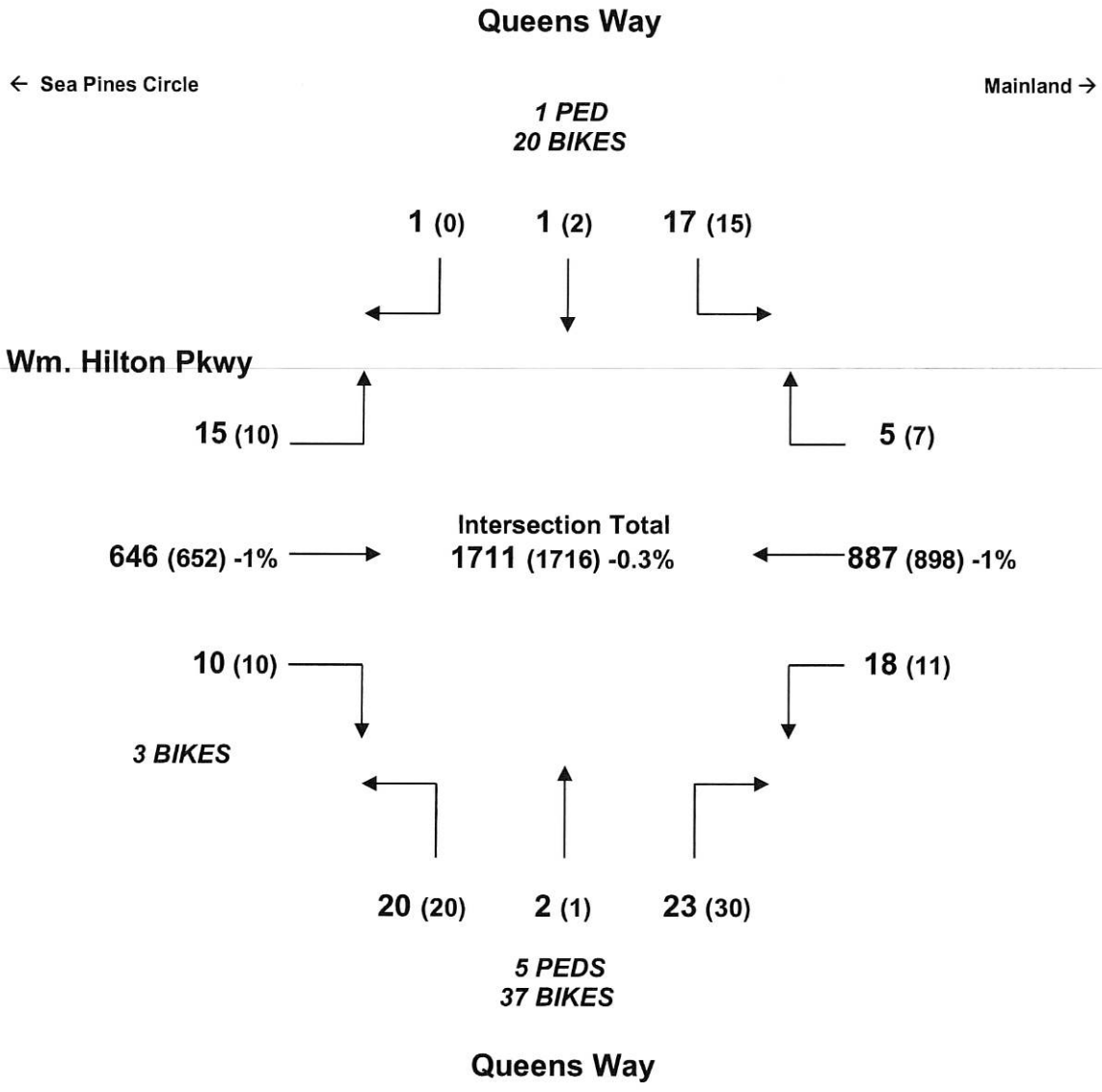
2024 (2023) %chg

William Hilton Parkway with Queens Folly Road and King Neptune Drive

P.M. PEAK HOUR - (5:00 to 6:00 p.m. – Tue. 7/9/24)

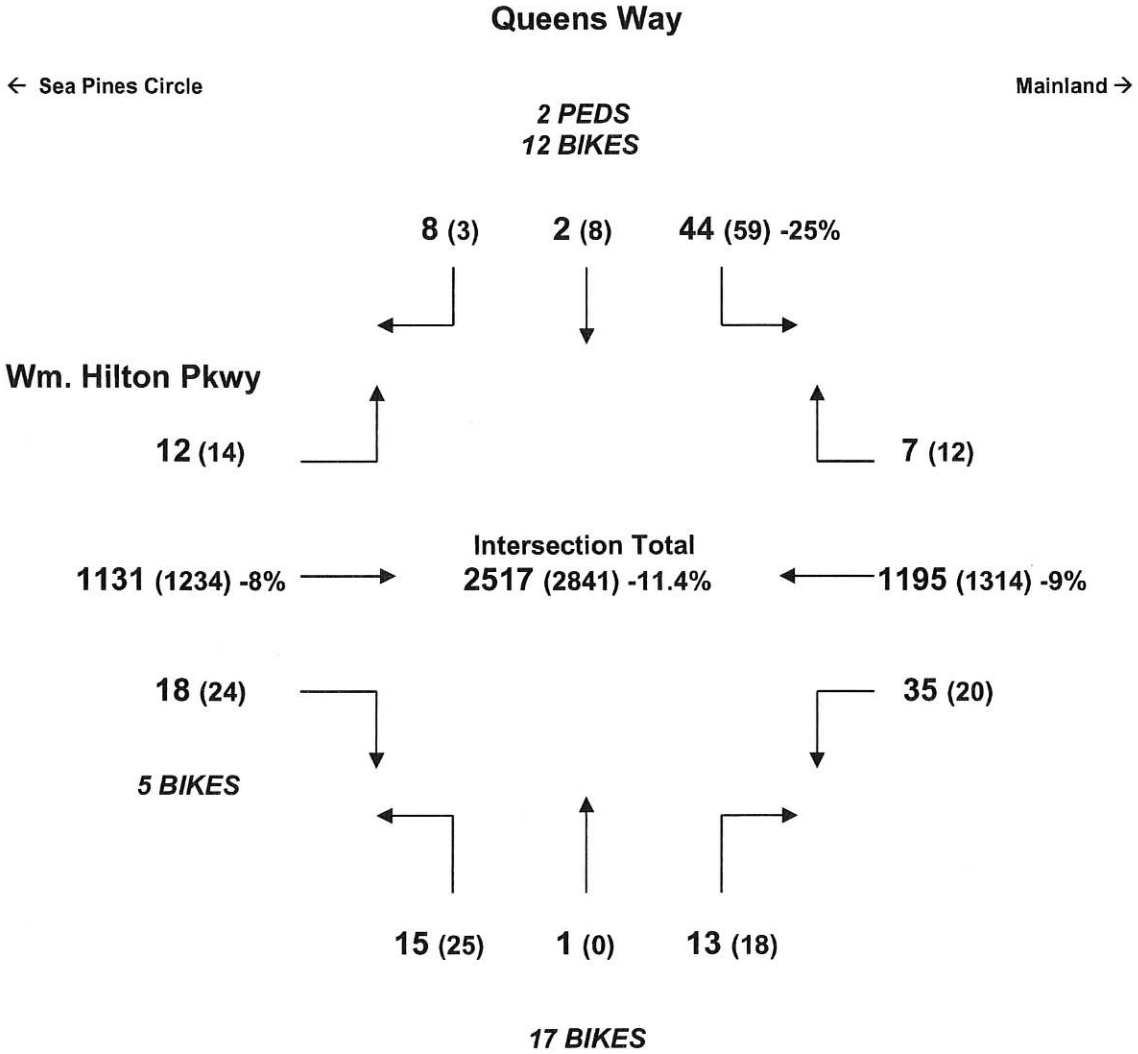


William Hilton Parkway with Queens Way
A.M. PEAK HOUR - (8:00 to 9:00 a.m. – Tue. 7/9/24)



William Hilton Parkway with Queens Way

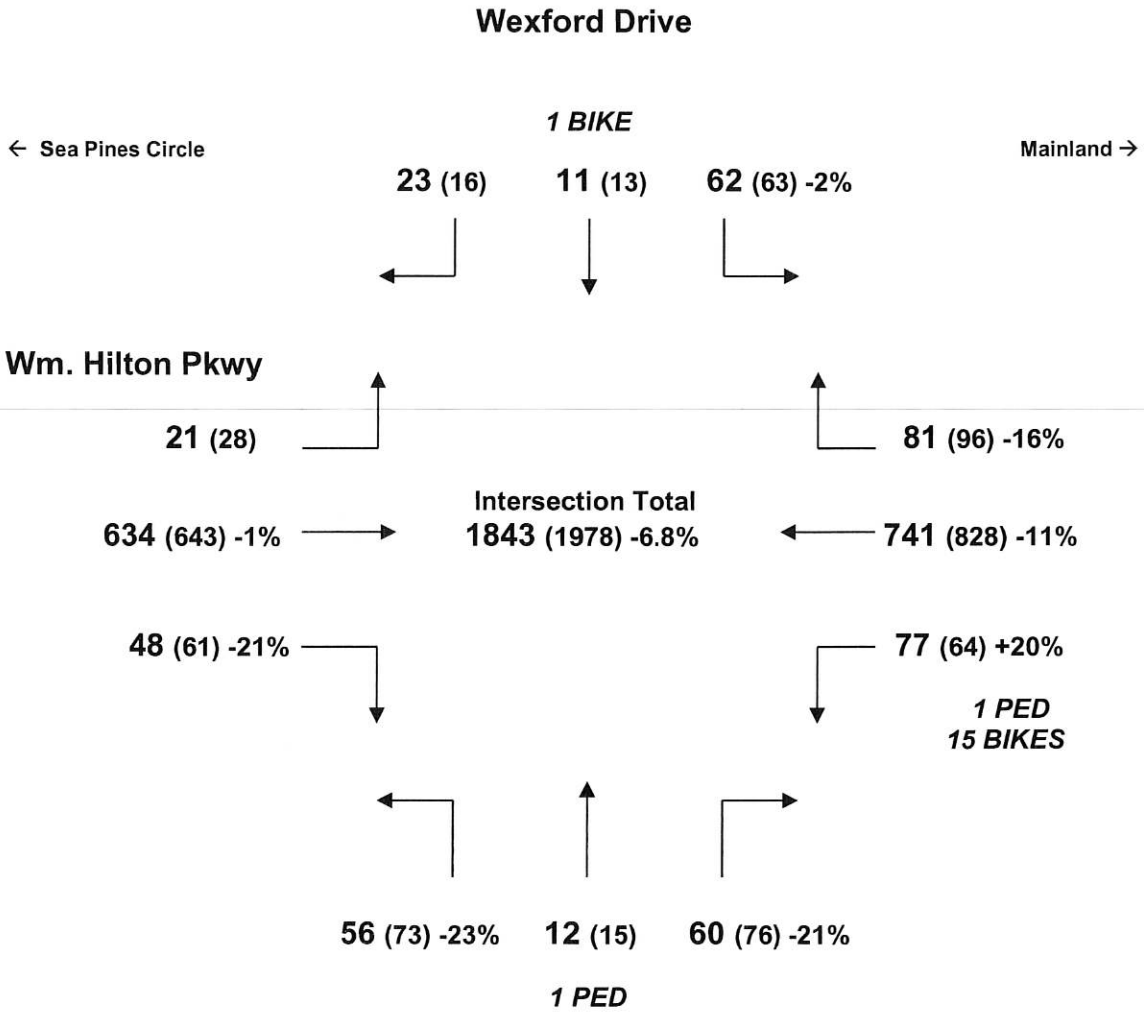
P.M. PEAK HOUR - (5:00 to 6:00 p.m. – Tue. 7/9/24)



2024 (2023) %chg

William Hilton Parkway with Shipyard Drive and Wexford Drive

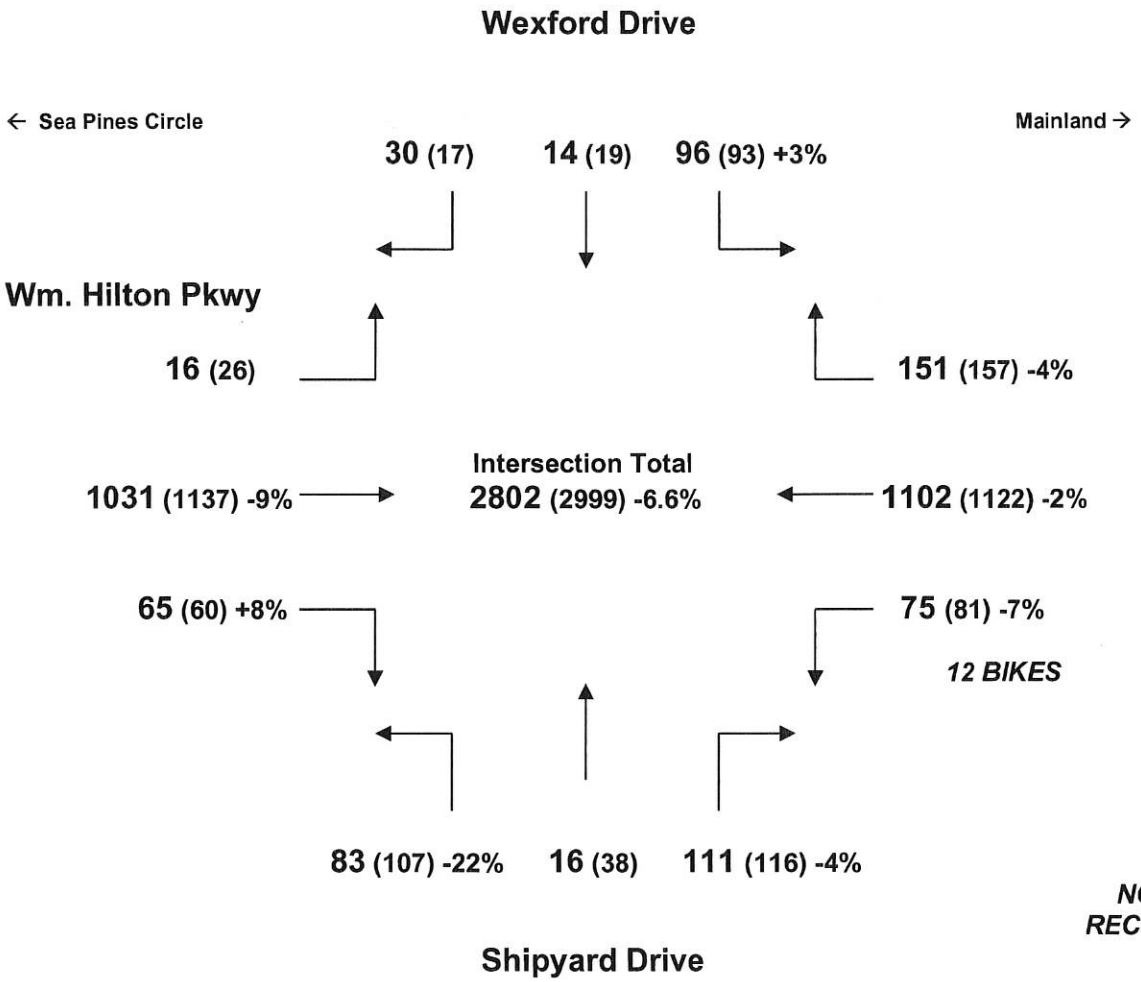
A.M. PEAK HOUR - (8:00 to 9:00 a.m. – Tue. 7/9/24)



2024 (2023) %chg

William Hilton Parkway with Shipyard Drive and Wexford Drive

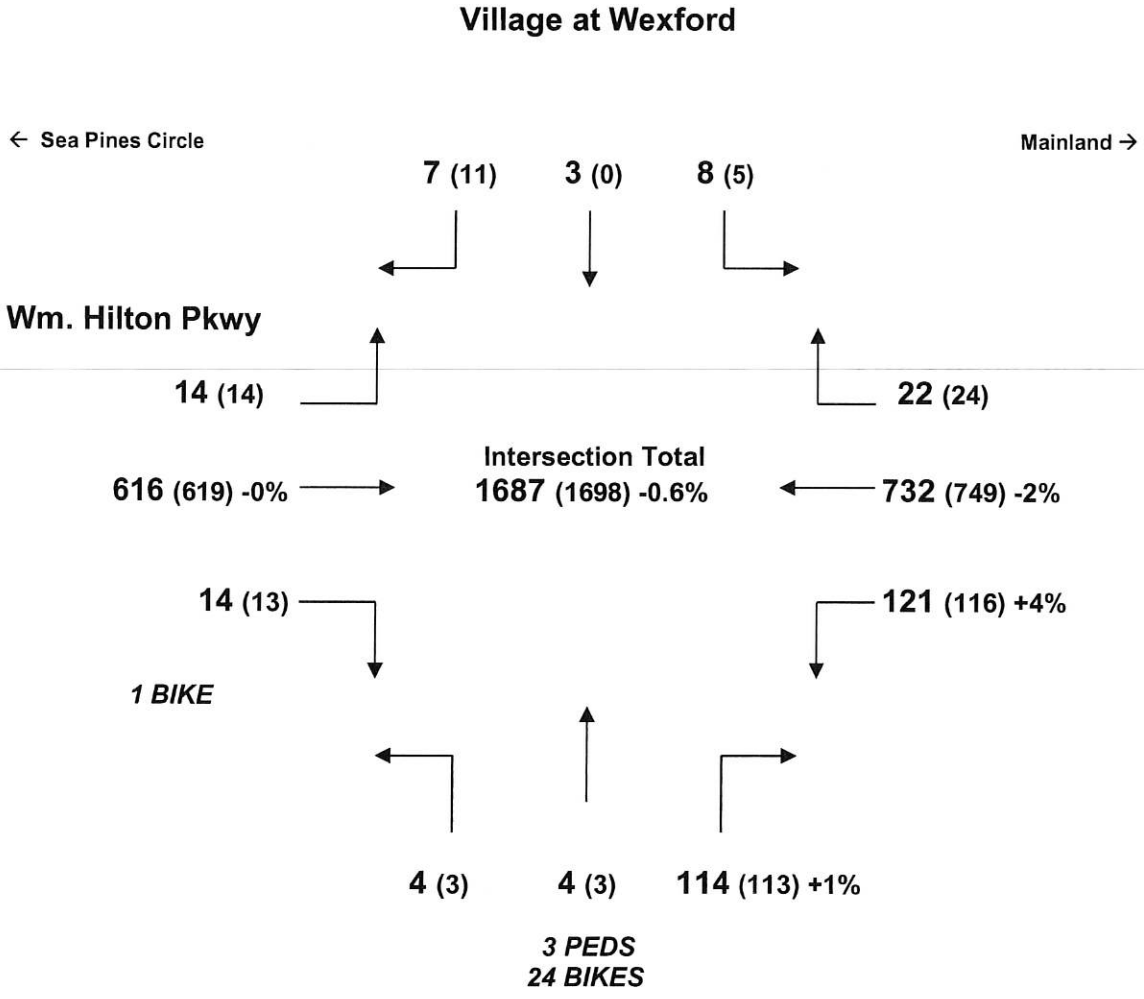
P.M. PEAK HOUR - (5:00 to 6:00 p.m. – Tue. 7/9/24)



2024 (2023) %chg

William Hilton Parkway with New Orleans Road and Village at Wexford

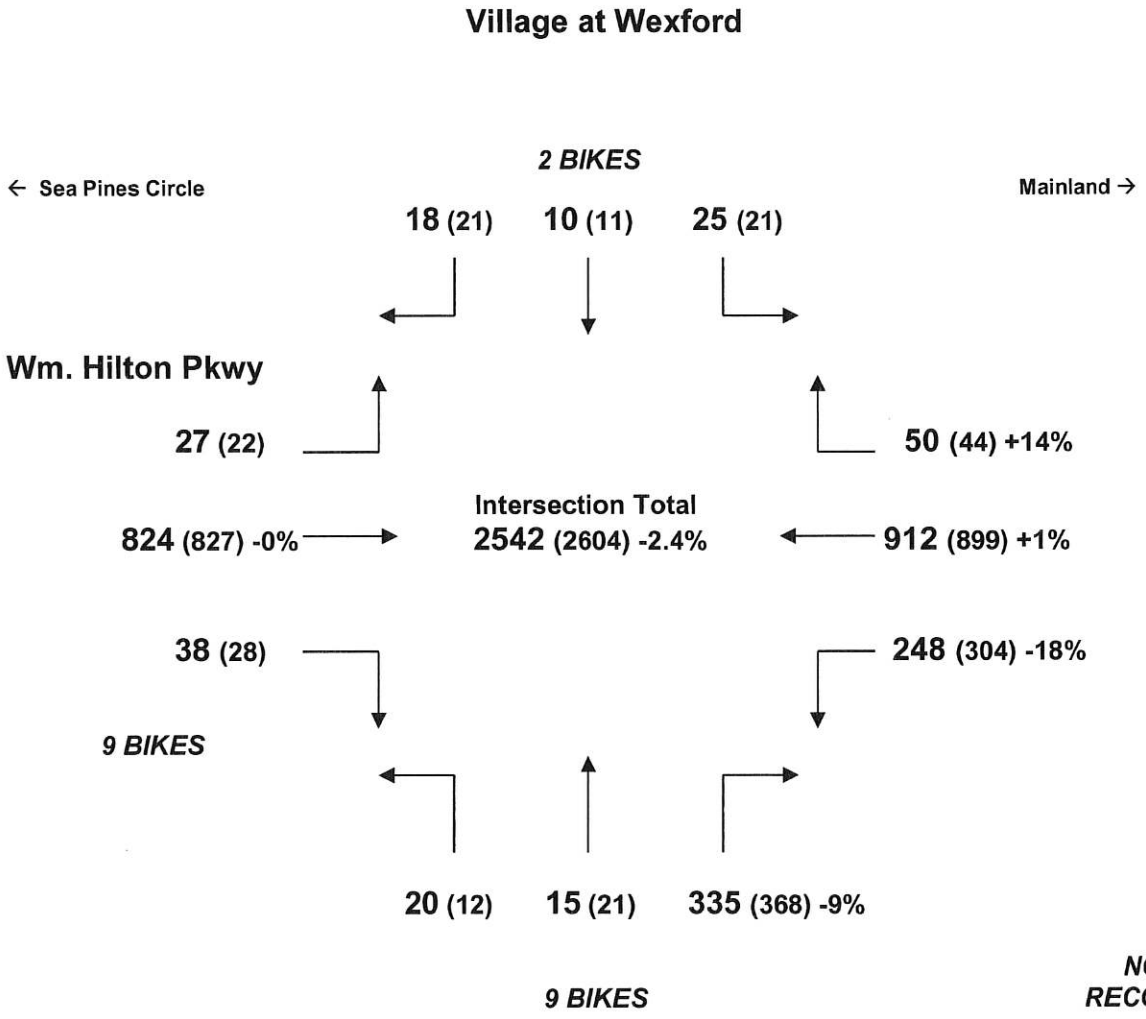
A.M. PEAK HOUR - (8:00 to 9:00 a.m. – Tue. 7/9/24)



2024 (2023) %chg

William Hilton Parkway with New Orleans Road and Village at Wexford

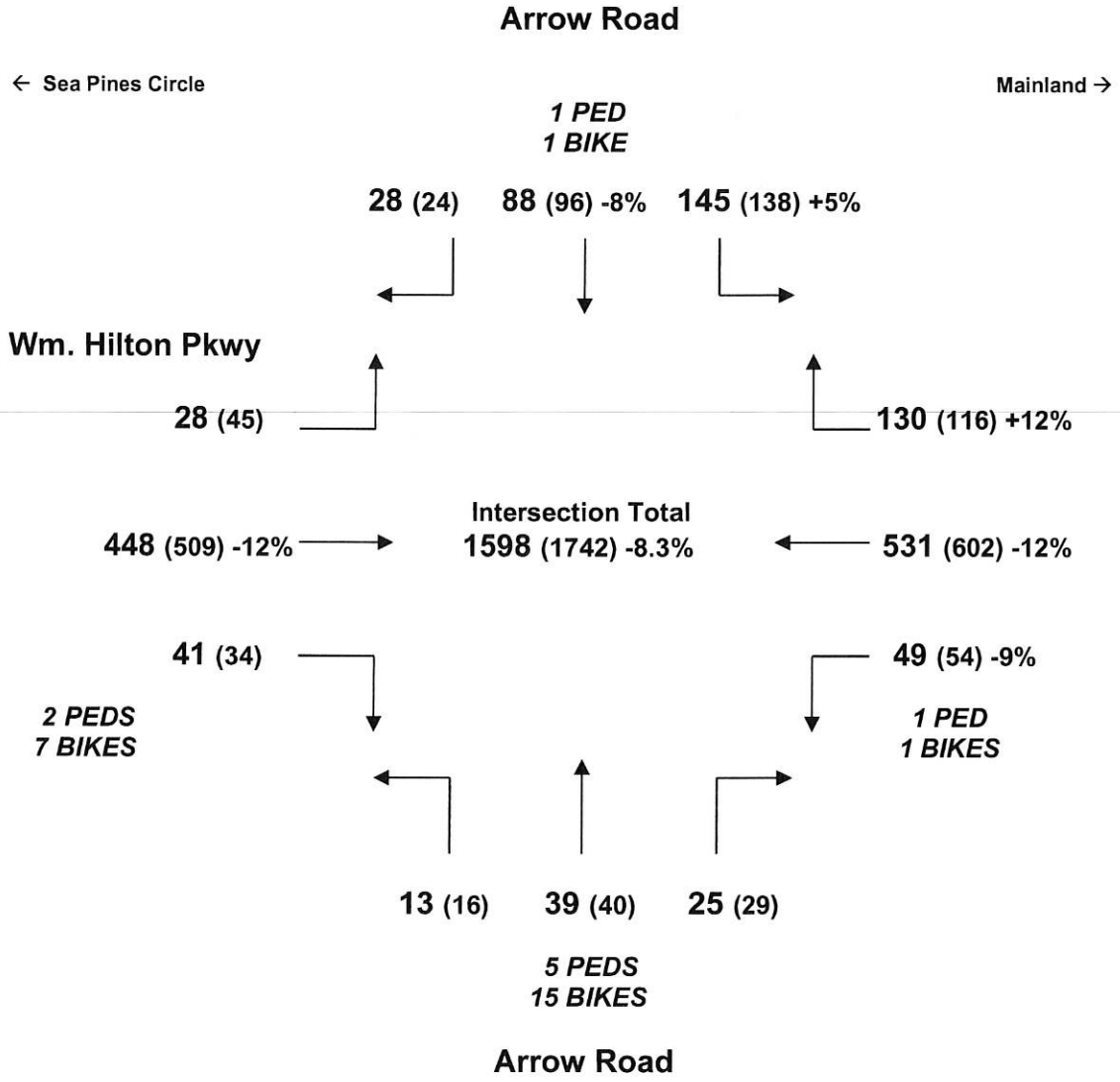
P.M. PEAK HOUR - (5:00 to 6:00 p.m. – Tue. 7/9/24)



2024 (2023) %chg

William Hilton Parkway with Arrow Road

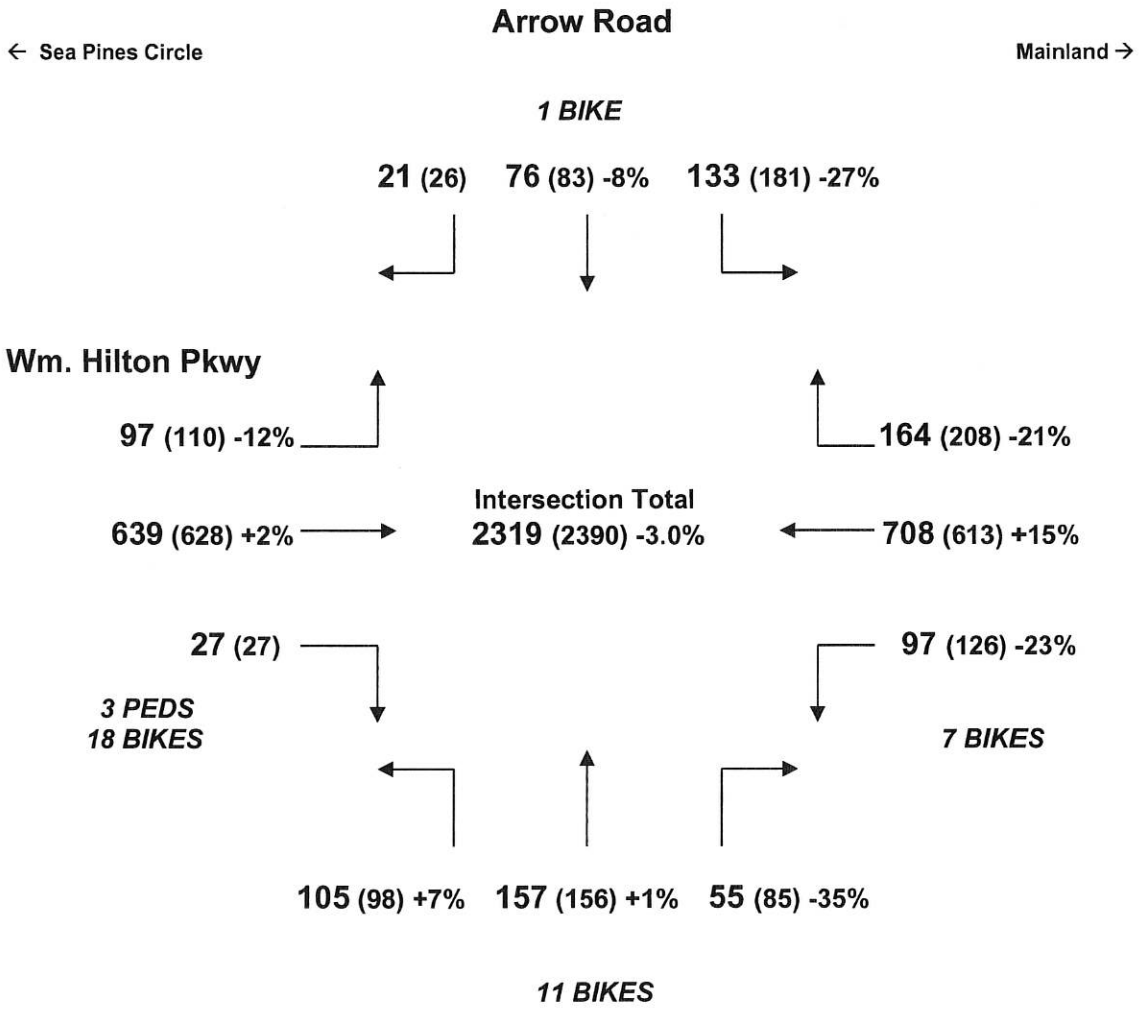
A.M. PEAK HOUR - (8:00 to 9:00 a.m. – Tue. 7/9/24)



2024 (2023) %chg

William Hilton Parkway with Arrow Road

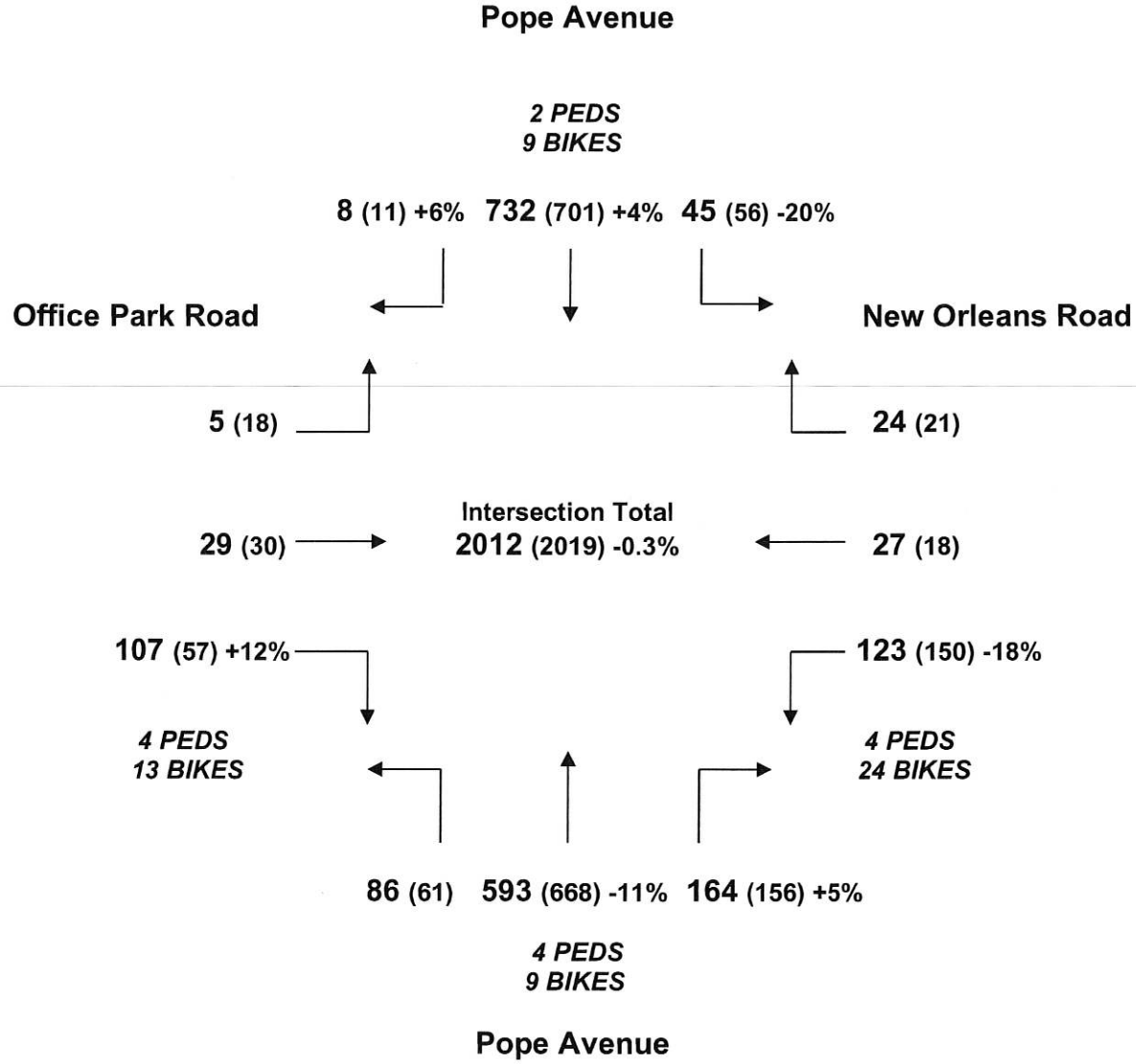
P.M. PEAK HOUR - (4:45 to 5:45 p.m. – Tue. 7/9/24)



2024 (2023) %chg

Pope Avenue with New Orleans Road and Office Park Road

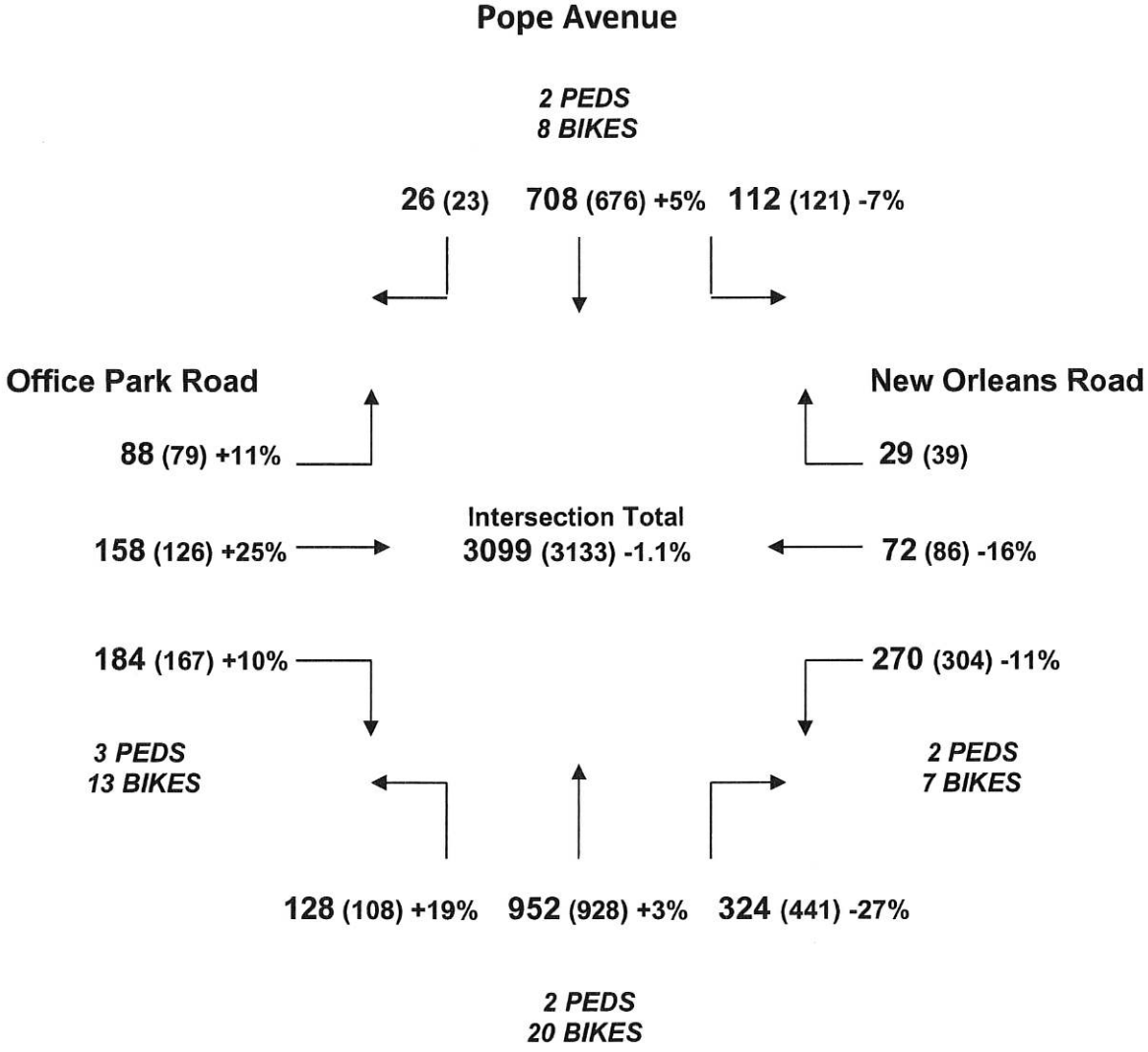
A.M. PEAK HOUR - (8:00 to 9:00 a.m. – Tue. 7/9/24)



2024 (2023) %chg

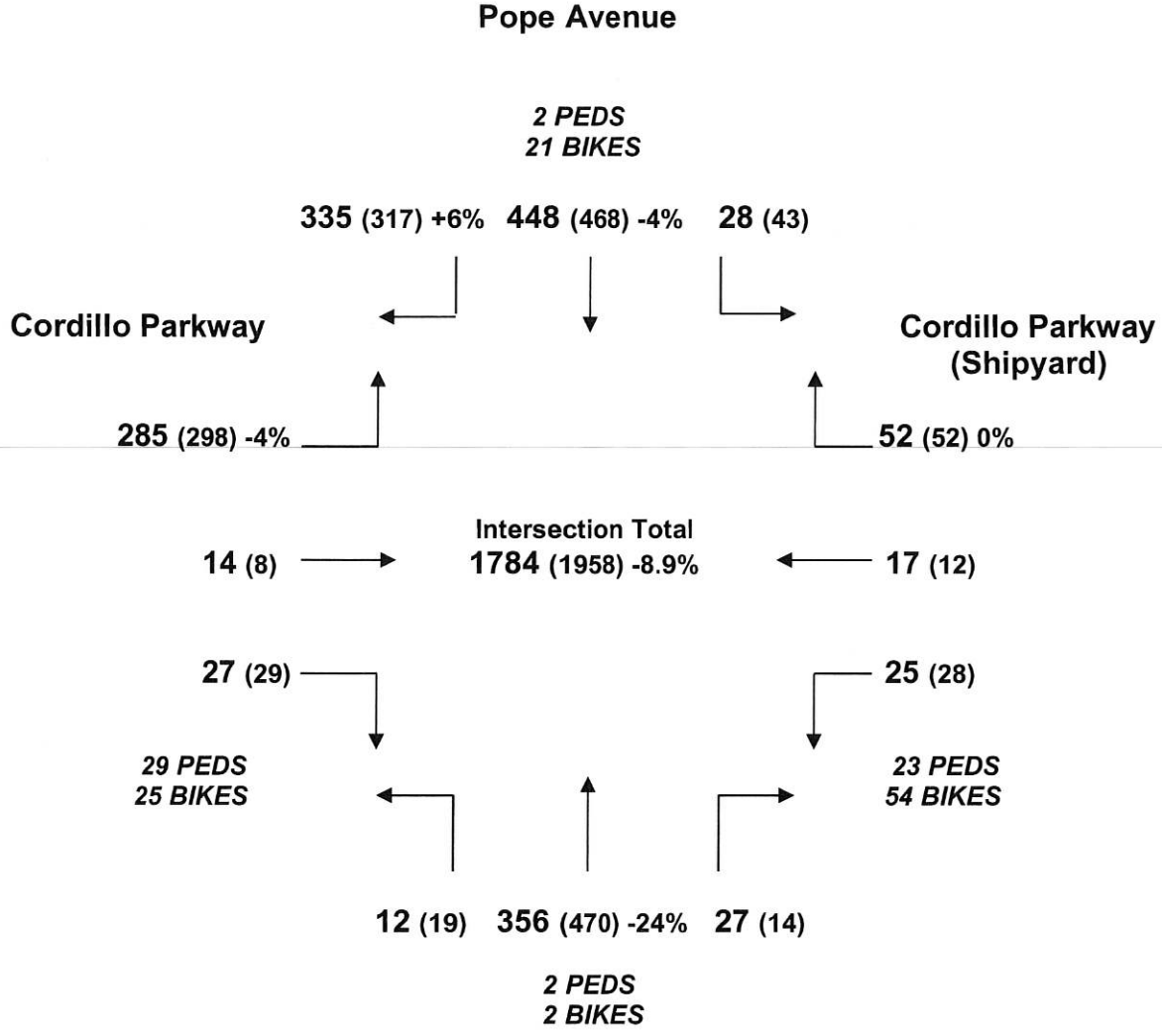
Pope Avenue with New Orleans Road and Office Park Road

P.M. PEAK HOUR - (5:00 to 6:00 p.m. – Tue. 7/9/24)



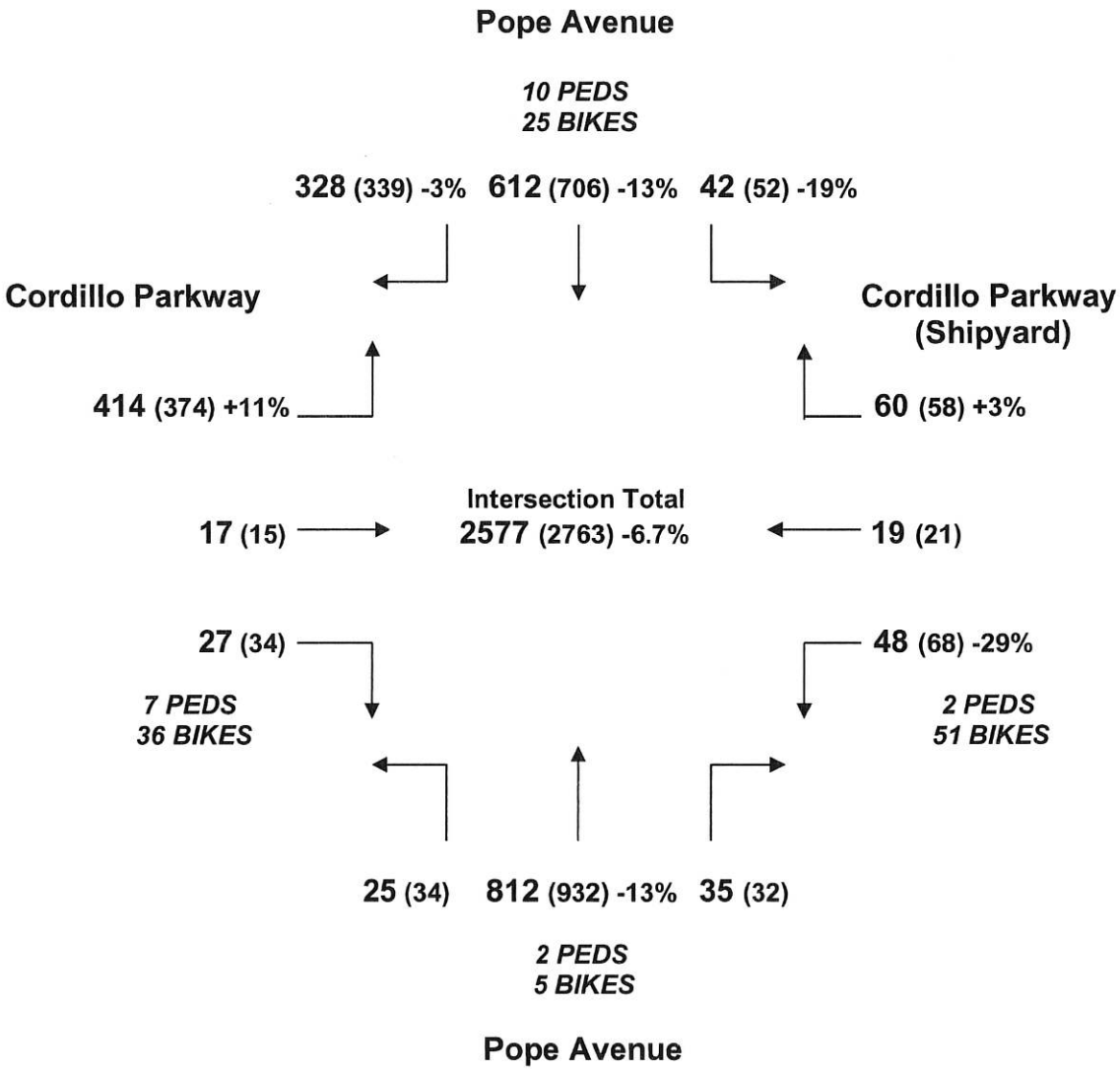
2024 (2023) %chg

Pope Avenue with Cordillo Parkway
A.M. PEAK HOUR - (8:00 to 9:00 a.m. – Tue. 7/9/24)



2024 (2023) %chg

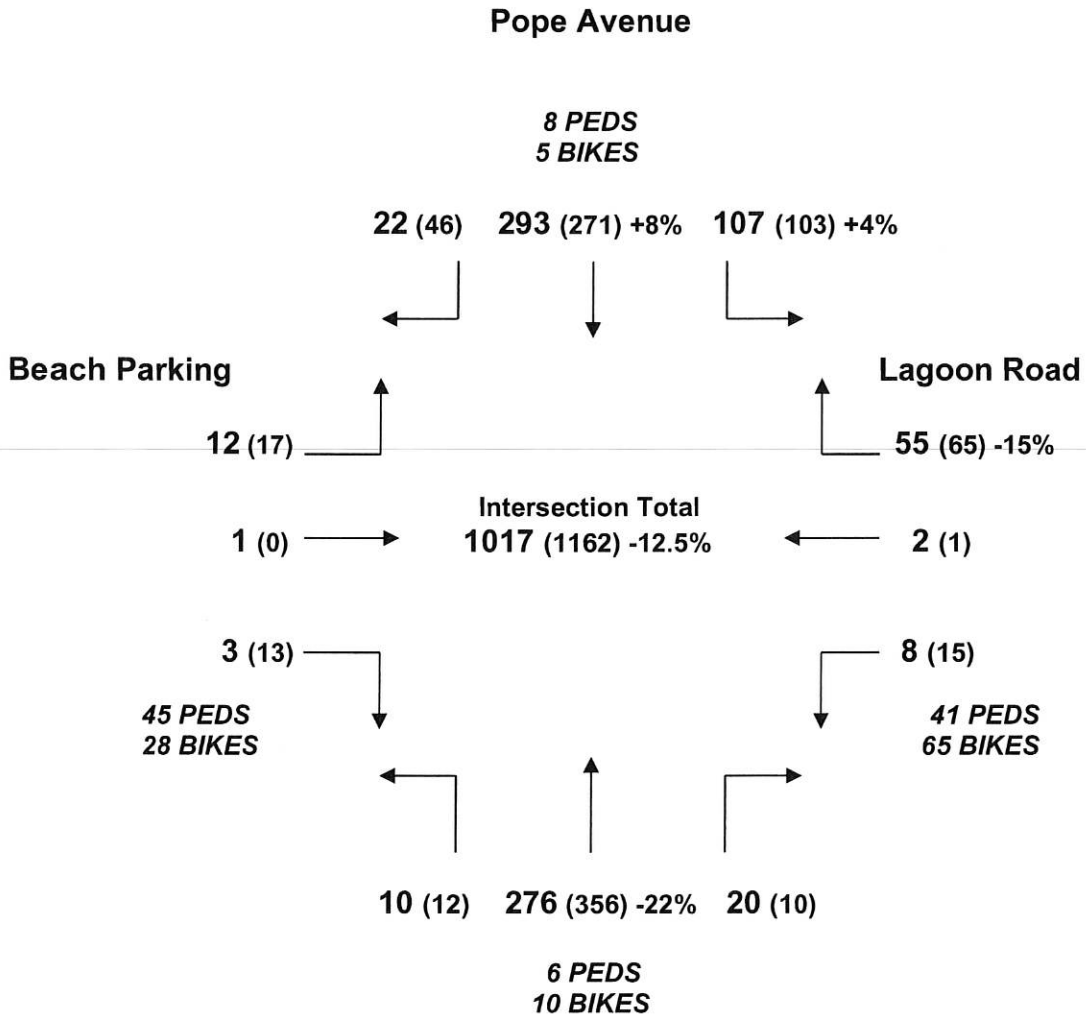
Pope Avenue with Cordillo Parkway
P.M. PEAK HOUR - (5:00 to 6:00 p.m. – Tue. 7/9/24)



2024 (2023) %chg

Pope Avenue with Lagoon Road

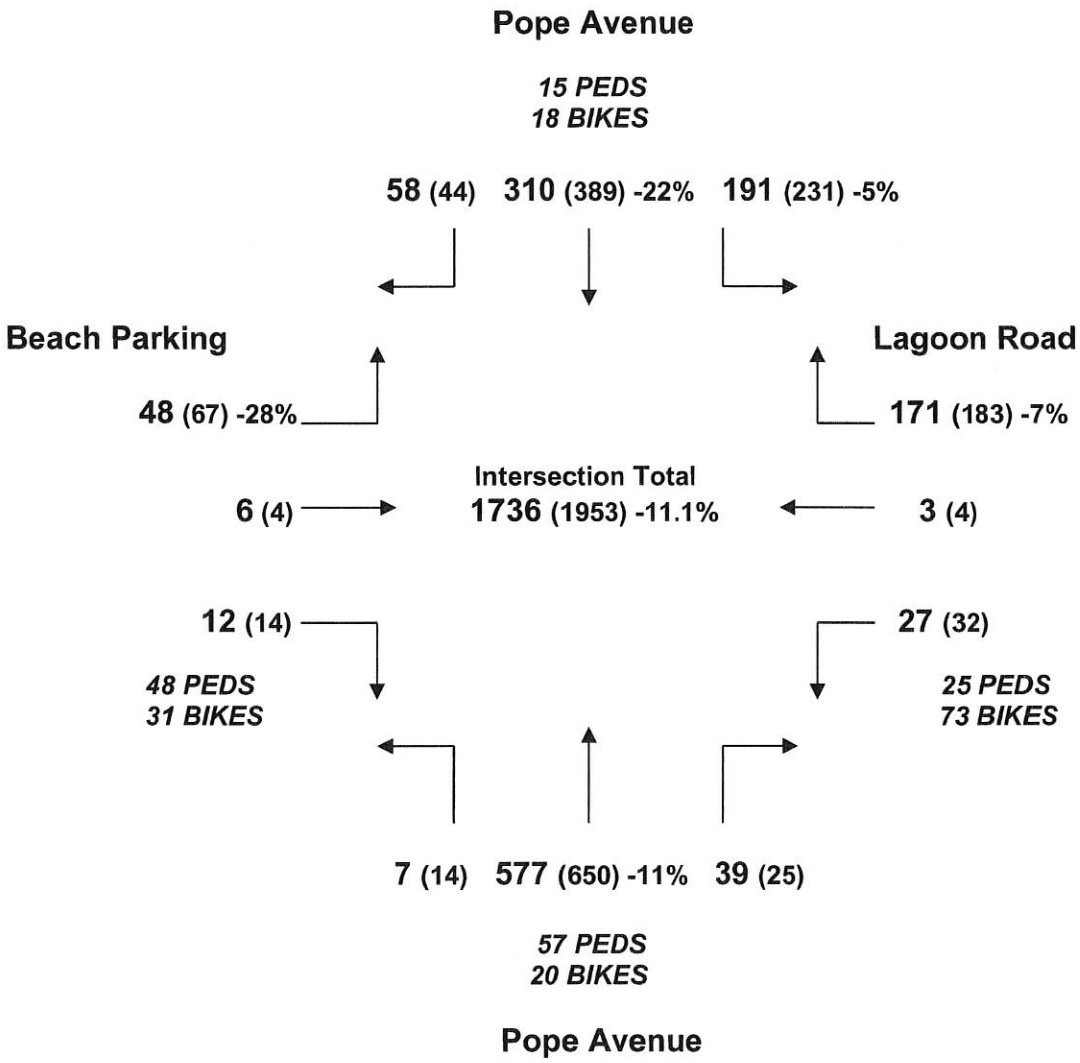
A.M. PEAK HOUR - (8:00 to 9:00 a.m. – Tue. 7/9/24)



2024 (2023) %chg

Pope Avenue with Lagoon Road

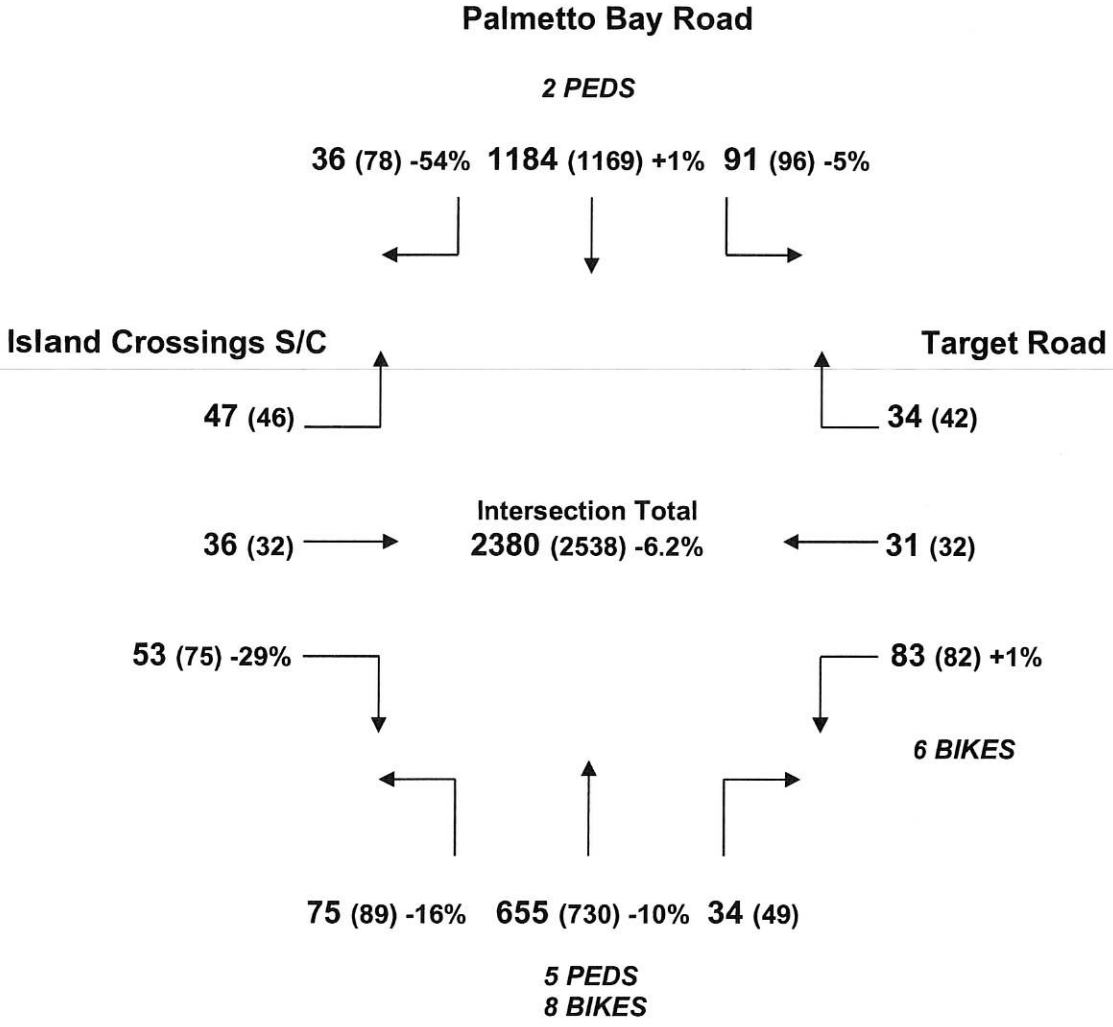
P.M. PEAK HOUR - (4:45 to 5:45 p.m. – Tue. 7/9/24)



2024 (2023) %chg

Palmetto Bay Road with Target Road and Entrance to Island Crossings S/C

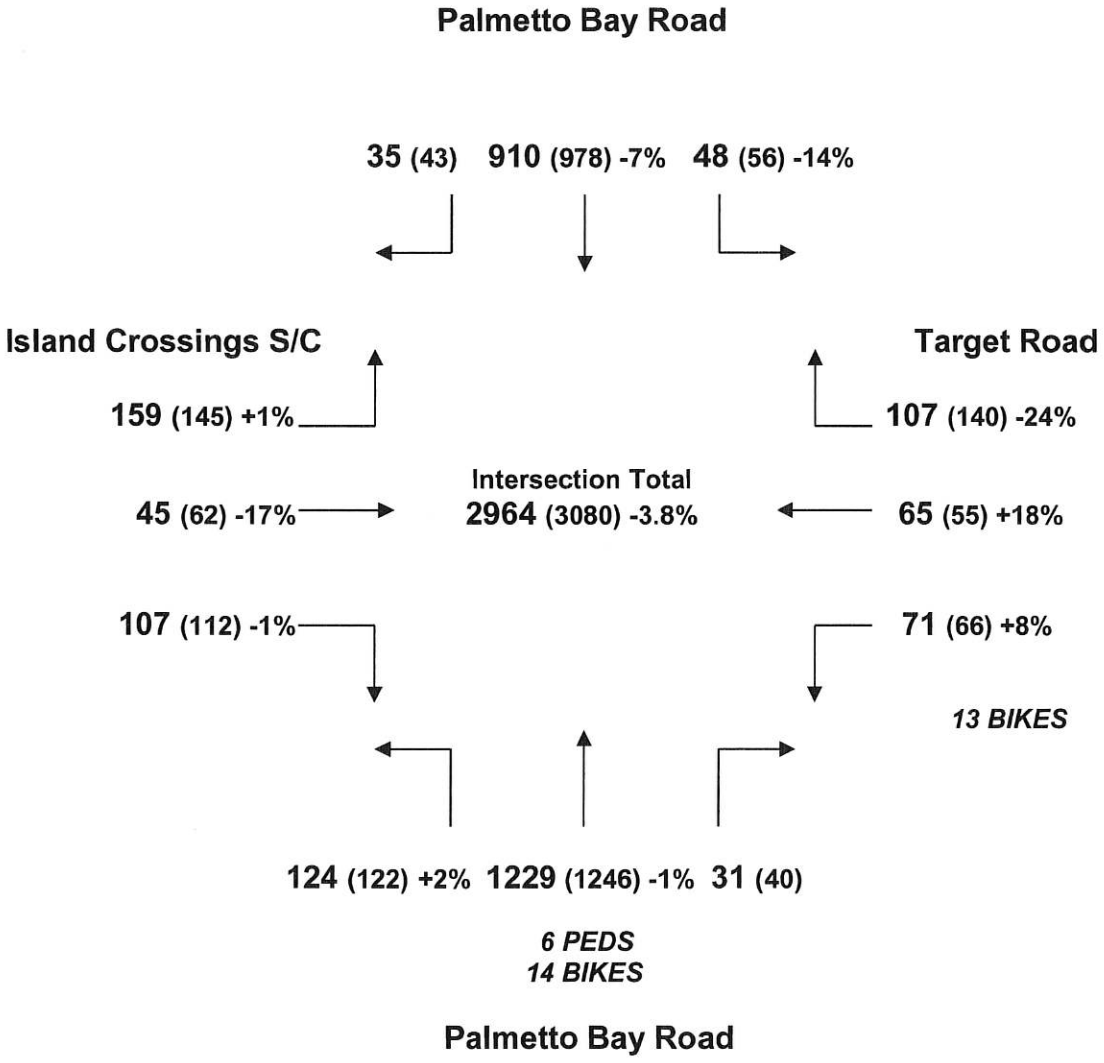
A.M. PEAK HOUR - (8:00 to 9:00 a.m. – Tue. 7/9/24)



2024 (2023) %chg

Palmetto Bay Road with Target Road and Entrance to Island Crossings S/C

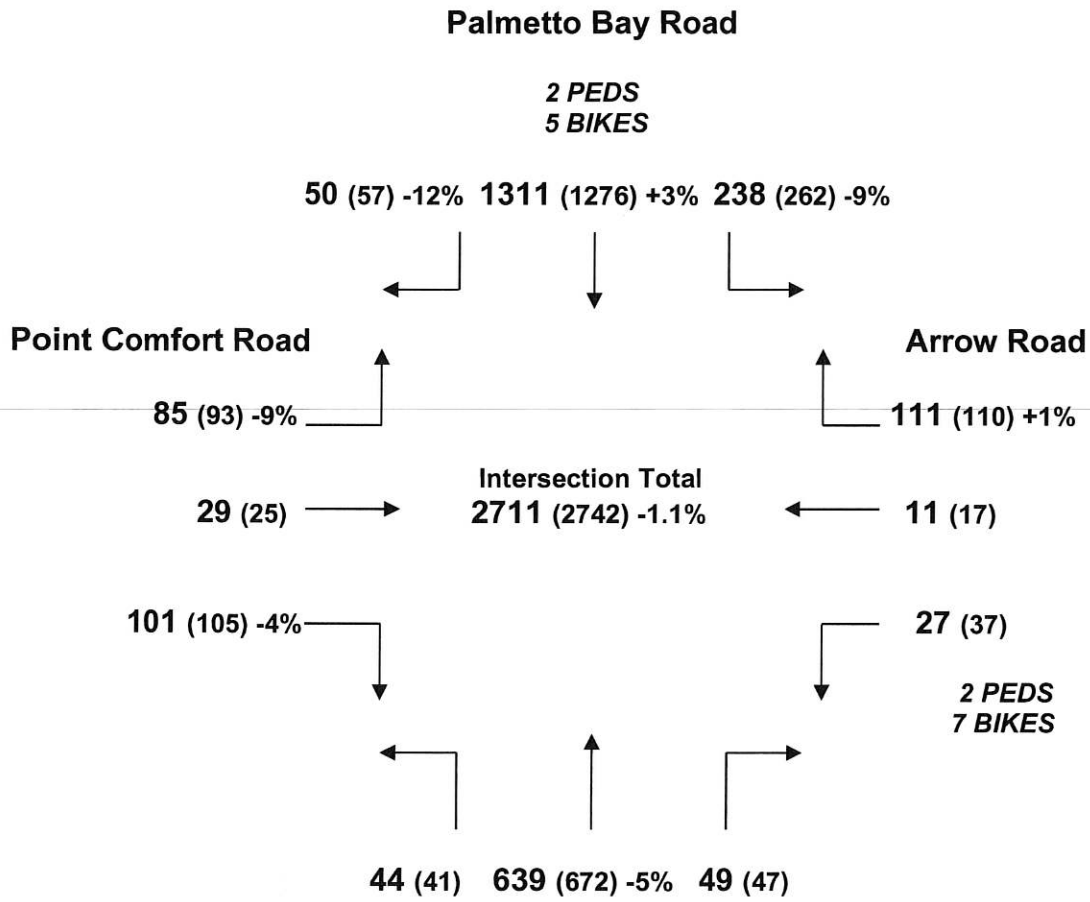
P.M. PEAK HOUR - (4:30 to 5:30 p.m. – Tue. 7/9/24)



2024 (2023) %chg

Palmetto Bay Road with Arrow Road and Point Comfort Road

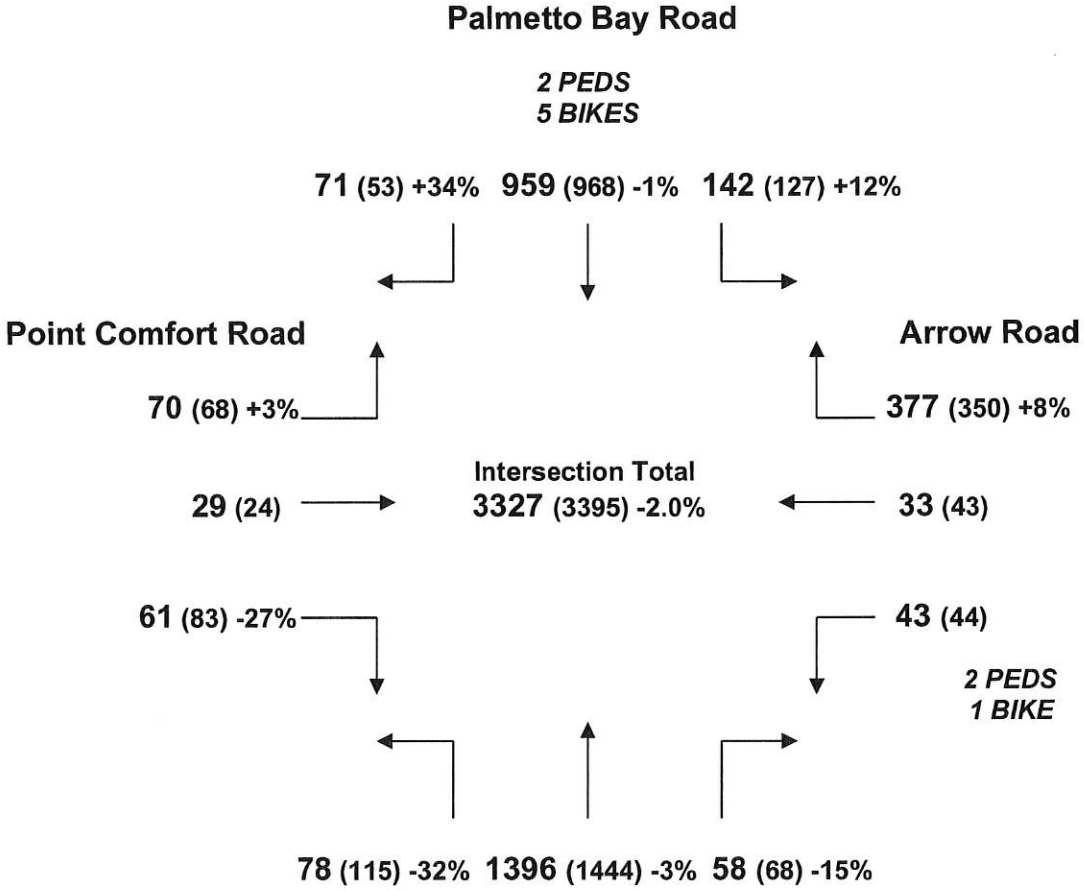
A.M. PEAK HOUR - (8:00 to 9:00 a.m. – Tue. 7/9/24)



2024 (2023) %chg

Palmetto Bay Road with Arrow Road and Point Comfort Road

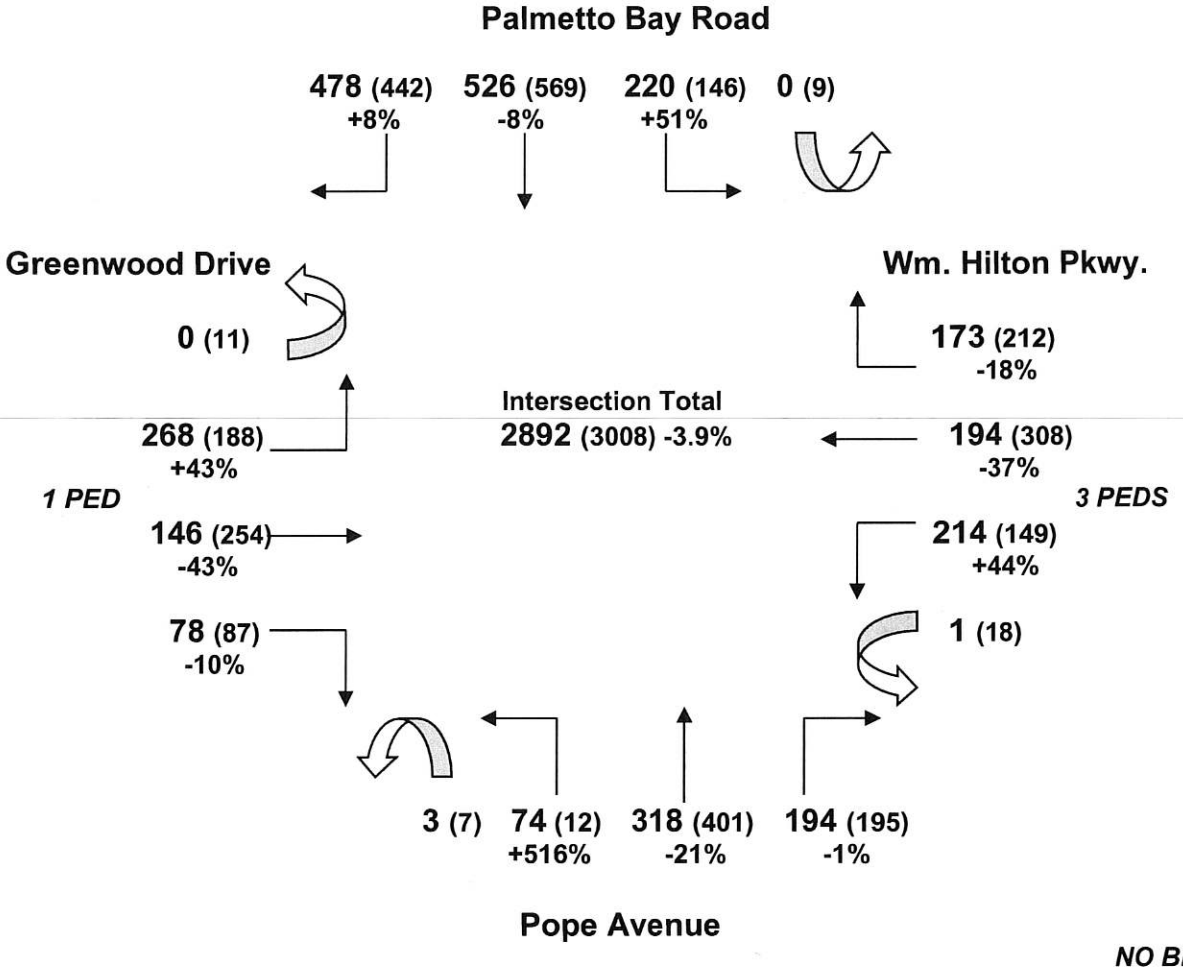
P.M. PEAK HOUR - (4:00 to 5:00 p.m. – Tue. 7/9/24)



2024 (2023) %chg

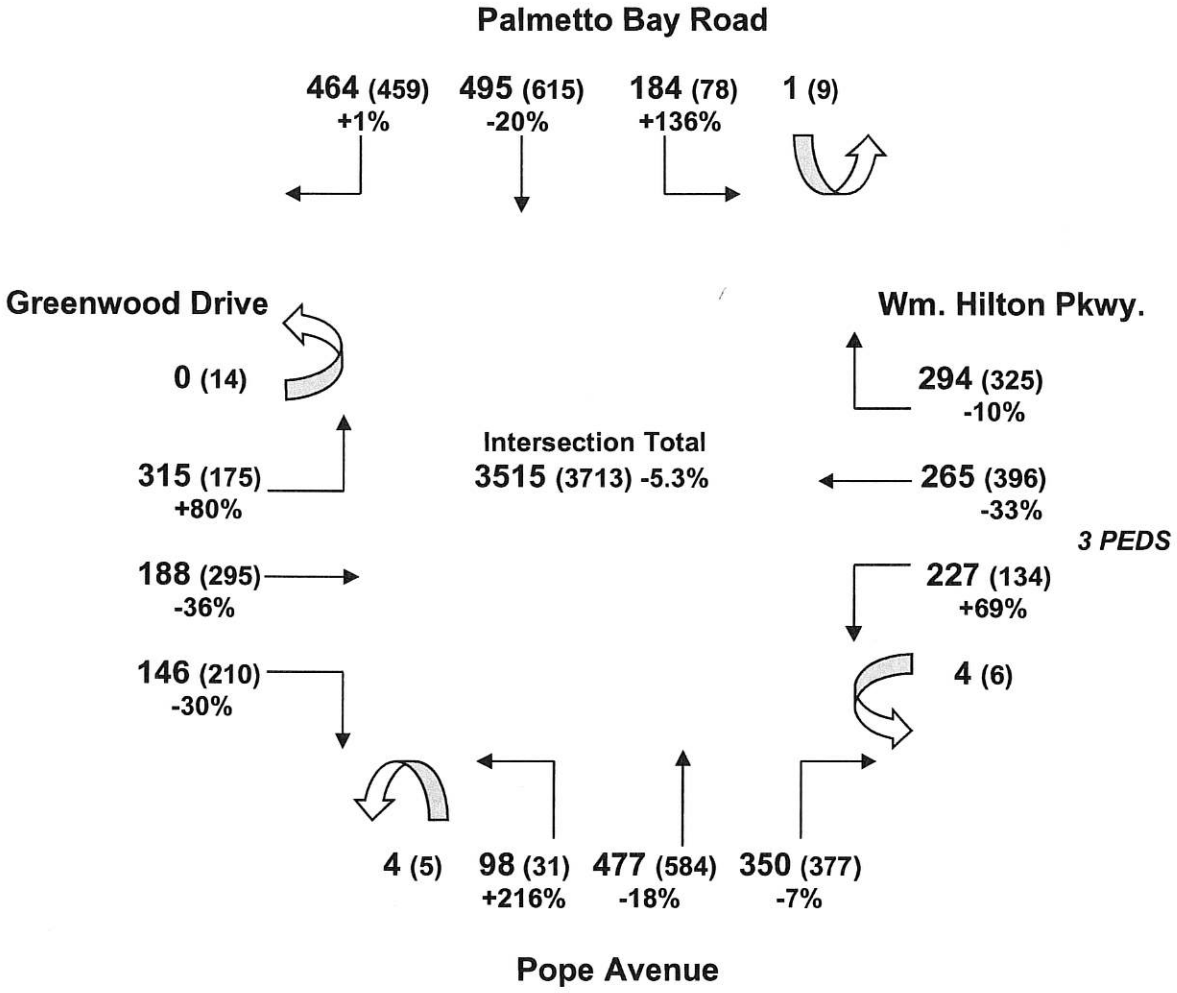
Sea Pines Circle

A.M. PEAK HOUR (8:00 to 9:00 a.m. – Tue. 7/9/24)



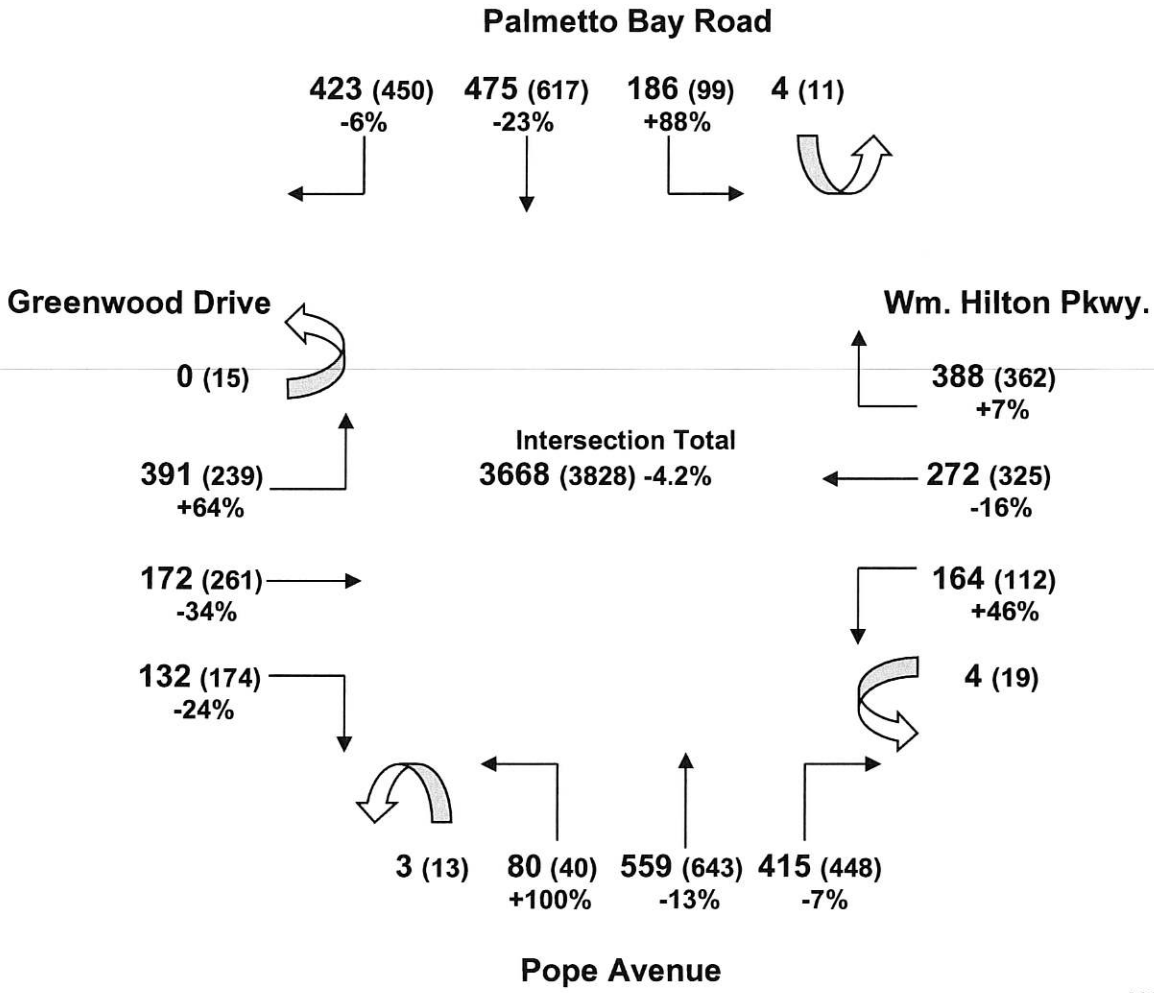
Sea Pines Circle

MIDDAY PEAK HOUR (11:30 a.m. to 12:30 p.m. – Tue. 7/9/24)



Sea Pines Circle

P.M. PEAK HOUR (4:30 p.m. to 5:30 p.m. – Tue. 7/9/24)



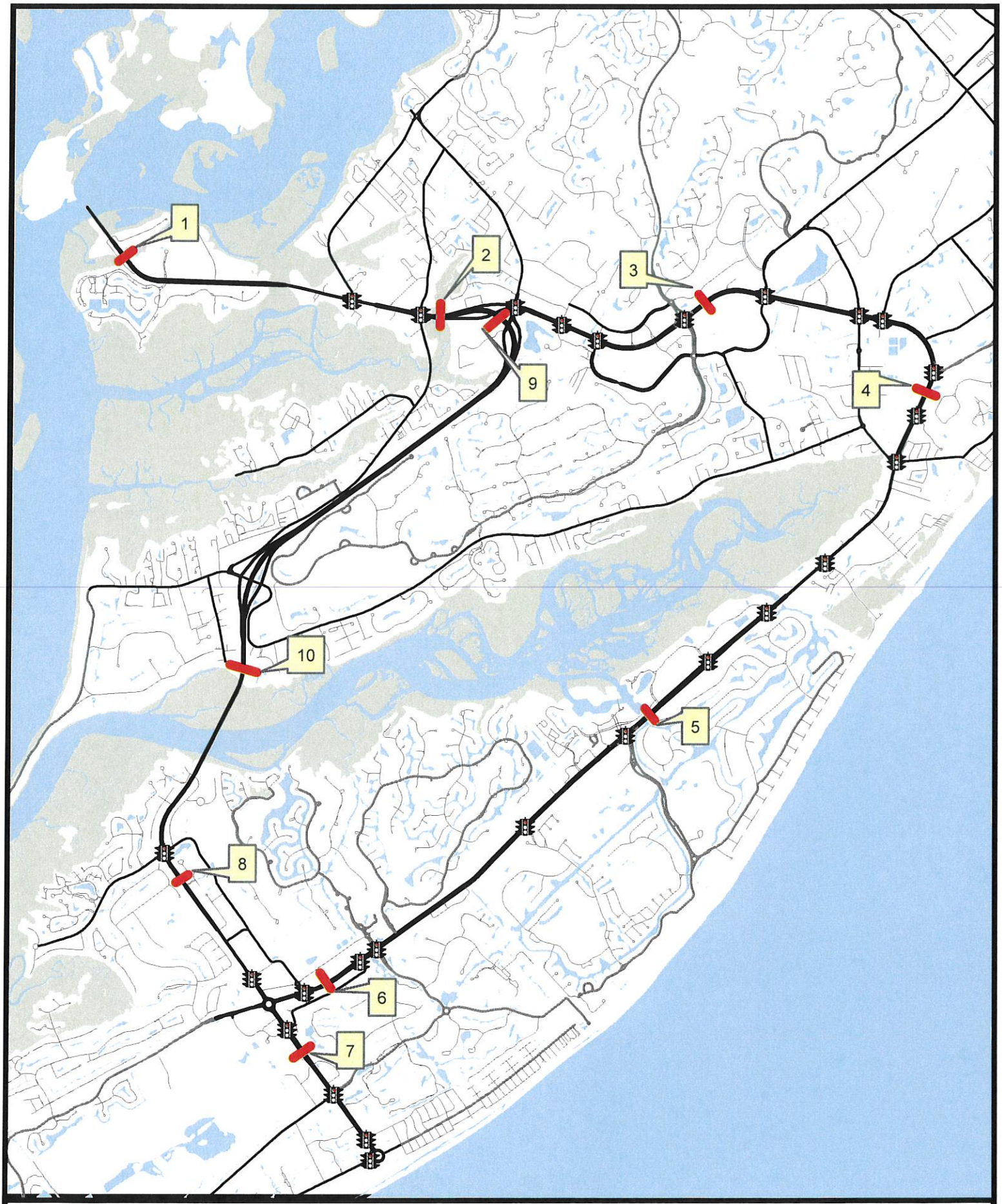
NO PEDS OR BIKES RECORDED

2024 (2022) %chg

APPENDIX B

MAP SHOWING
LOCATIONS OF 24-HOUR BI-DIRECTIONAL COUNTS
SUMMARIZED IN TABLE ONE

JULY 2024



Town of Hilton Head Island

24-Hour Traffic Count Locations

July 2024

TOWN OF HILTON HEAD ISLAND
ONE TOWN CENTER COURT
HILTON HEAD ISLAND, S.C. 29928
PHONE (843) 341- 4600

Date Created

Project - map.mxd

PAGE B-2

1,900 950 0 1,900 3,800 5,700 Feet

1 inch = 3,904 feet

N W E S

APPENDIX C

DAILY BI-DIRECTIONAL TRAFFIC DEMAND
CROSSING JENKINS ISLAND
FOR EACH DAY
IN CALENDAR YEAR 2024

Volume	February	Volume	March	Volume	April	Volume	May	Volume	June	Volume	July	Volume	August	Volume	September	Volume	October	Volume	November	Volume	December	Volume
34810	1	59216	1	58587	1	48752	1	62286	1	63259	1	62447	1	64110	1	50206	1	61012	1	62441	1	40381
54192	2	59842	2	50024	2	65985	2	64045	2	50611	2	65886	2	64657	2	47865	2	61876	2	51101	2	55462
54547	3	48383	3	41728	3	66470	3	65136	3	61161	3	68013	3	64564	3	59735	3	62946	3	42930	3	56821
55286	4	35966	4	59382	4	69392	4	55529	4	63165	4	49674	4	47858	4	58686	4	63306	4	56218	4	56543
57053	5	53659	5	58230	5	67794	5	48099	5	63939	5	66975	5	45672	5	59497	5	54663	5	56107	5	57518
40865	6	56535	6	59988	6	60188	6	59889	6	66256	6	68495	6	22443	6	59364	6	44957	6	56885	6	58409
34891	7	58052	7	64155	7	48090	7	62140	7	67271	7	52282	7	40641	7	49850	7	59451	7	54840	7	45309
53163	8	60023	8	64470	8	57537	8	63635	8	65953	8	60098	8	55617	8	39402	8	62585	8	62357	8	37849
32461	9	62263	9	48934	9	61125	9	59816	9	52447	9	61565	9	61361	9	56169	9	63301	9	51402	9	53929
56743	10	51852	10	45698	10	62919	10	65486	10	59401	10	63616	10	57544	10	58513	10	62128	10	41223	10	56332
58096	11	38010	11	61339	11	57283	11	62056	11	61600	11	66109	11	45767	11	59877	11	65842	11	55482	11	53762
57105	12	52108	12	62484	12	66157	12	52521	12	64631	12	67600	12	58708	12	60776	12	57613	12	58731	12	58024
46752	13	58715	13	64872	13	55579	13	58513	13	64452	13	64868	13	60498	13	61281	13	48671	13	58977	13	58511
37594	14	61985	14	65820	14	48460	14	60053	14	67482	14	50057	14	61914	14	53153	14	60136	14	58623	14	45948
52502	15	61646	15	67629	15	61116	15	62942	15	66164	15	60990	15	61690	15	42997	15	61697	15	61383	15	37473
54260	16	62335	16	58142	16	61741	16	65542	16	52125	16	62172	16	64642	16	56517	16	64178	16	48780	16	54726
55311	17	51256	17	47928	17	64548	17	65677	17	60564	17	63325	17	58735	17	59054	17	64174	17	40562	17	28476
57225	18	42240	18	61355	18	65969	18	57170	18	63664	18	63621	18	46753	18	60100	18	64006	18	56049	18	28771
57154	19	56837	19	63065	19	68180	19	45347	19	65020	19	64745	19	57615	19	61540	19	55355	19	57790	19	57814
43482	20	59763	20	63871	20	60327	20	61305	20	66137	20	64687	20	59329	20	63569	20	45877	20	57525	20	59145
33584	21	60902	21	64231	21	51520	21	62017	21	67587	21	49753	21	59686	21	55636	21	58280	21	59324	21	46865
52916	22	61999	22	62663	22	65053	22	64416	22	64808	22	60209	22	61244	22	46156	22	60074	22	60695	22	40620
54385	23	62087	23	57283	23	62186	23	66724	23	50866	23	62186	23	61650	23	59057	23	61095	23	51723	23	56851
54600	24	53336	24	48442	24	63730	24	68201	24	61120	24	63975	24	55541	24	59512	24	63322	24	42608	24	44640
57552	25	42830	25	62788	25	64664	25	63890	25	63054	25	65249	25	43665	25	61722	25	63394	25	59372	25	22653
59138	26	57679	26	63005	26	66960	26	55756	26	64897	26	64856	26	56286	26	50327	26	52005	26	62958	26	49620
48839	27	59723	27	64547	27	57976	27	51859	27	65066	27	63338	27	57711	27	46049	27	43394	27	61329	27	55764
37382	28	60104	28	65423	28	49879	28	63954	28	66870	28	50925	28	58919	28	55251	28	57069	28	31310	28	47985
54266	29	62045	29	68057	29	60003	29	65220	29	67199	29	59936	29	62444	29	47164	29	59031	29	53560	29	37663
56254			30	62514	30	61499	30	65714	30	52172	30	61229	30	67341	30	58782	30	60619	30	49545	30	58508
56977			31	48752			31	67614			31	63040	31	56592			31	59638			31	54026
50303		55565		59207		60703		61050		62298		61675		56168		55260		58764		54061		48916
-9.08%		0.43%		7.02%		9.72%		10.35%		12.60%		11.48%		1.52%		-0.12%		6.22%		-2.29%		-11.58%

Week-Average	
63331	
60672	
59485	
58026	+1
56999	-1
55544	
45195	

Busiest Months-Avg.		Chg. From '23
June	62298	
July	61675	
May	61050	+1
April	60703	-1
March	59207	
October	58764	+1
August	61675	-1
February	55565	+1
September	55260	-1
November	54061	
January	50303	
December	48916	

Busiest Days		
1	4-Apr	69392
2	6-Jul	68495
3	24-May	68201
4	19-Apr	68180
5	29-Mar	68057
6	3-Jul	68013
7	5-Apr	67794
8	15-Mar	67629
9	31-May	67614
10	12-Jul	67600
11	21-Jun	67587
12	14-Jun	67482
13	30-Aug	67341
14	7-Jun	67271
15	29-Jun	67199
16	5-Jul	66975
17	26-Apr	66960
18	28-Jun	66870
19	23-May	66724
20	3-Apr	66470
21	06-Jun	66256
22	15-Jun	66164
23	12-Apr	66157
24	20-Jun	66137
25	11-Jul	66109
26	2-Apr	65985
27	18-Apr	65969
28	8-Jun	65953
29	2-Jul	65886
30	11-Oct	65842
31	14-Mar	65820
32	30-May	65714

More than 10% over calendar year average
More than 15% over calendar year average
More than 20% over calendar year average

45th Highest Volume Day -->

Busiest Days (Cont'd)		
33	17-May	65677
34	16-May	65542
35	10-May	65486
36	28-Mar	65423
37	25-Jul	65249
38	29-May	65220
39	3-May	65136
40	27-Jun	65066
41	22-Apr	65053
42	19-Jun	65020
43	26-Jun	64897
44	13-Mar	64872
45	13-Jul	64868
46	26-Jul	64856
47	22-Jun	64808
48	19-Jul	64745
49	20-Jul	64687
50	25-Apr	64664
51	2-Aug	64657
52	16-Aug	64642
53	12-Jun	64631
54	3-Aug	64564
55	17-Apr	64548

Busiest Days (Cont'd)		
56	27-Mar	64547
57	8-Mar	64470
58	13-Jun	64452
59	22-May	64416
60	12-Mar	64231
61	16-Oct	64178
62	17-Oct	64174
63	7-Mar	64155
64	1-Aug	64110
65	2-May	64045
66	18-Oct	64006
67	24-Jul	63975
68	28-May	63954
69	05-Jun	63939
70	25-May	63890

YEAR AVERAGE **55325**

Change from 2022 **-1.38%**

PAGE C-2

APPENDIX D

FEDERAL HIGHWAY ADMINISTRATION REPORT

"TRAFFIC VOLUME TRENDS"

JULY 2024

U. S. Department
of Transportation

Federal Highway Administration

Office of Highway
Policy Information

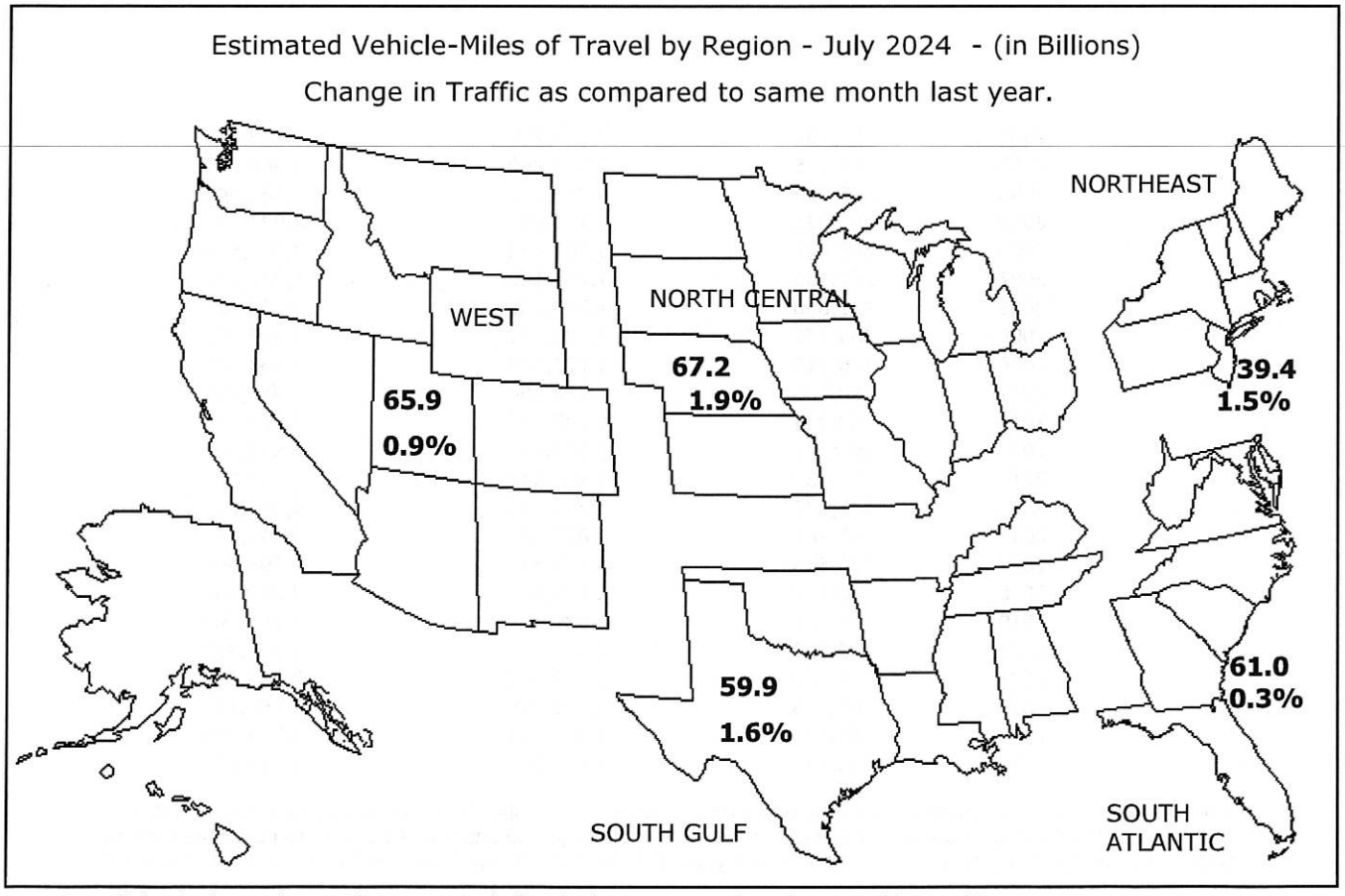
TRAFFIC VOLUME TRENDS

July 2024

Travel on all roads and streets changed by **+1.2%** (+3.5 billion vehicle miles) for July 2024 as compared with July 2023. Travel for the month is estimated to be 293.3 billion vehicle miles.

The seasonally adjusted vehicle miles traveled for July 2024 is 274.3 billion miles, a **+0.6%** (+1.6 billion vehicle miles) change over July 2023. It also represents a **+0.04%** change (+0.1 billion vehicle miles) compared with June 2024.

Cumulative Travel for 2024 changed by **+0.9%** (+16.6 billion vehicle miles). The cumulative estimate for the year is 1,898.0 billion vehicle miles of travel.



Note: All data for this month are preliminary. Revised values for the previous month are shown in Tables 1 and 2.
All vehicle-miles of travel computed with Highway Statistics 2022 Table VM-2 as a base.

Compiled with data on hand as of August 28, 2024.

Some historical data were revised based on HPMS and amended TVT data as of December 2022.
For information on total licensed drivers in the U.S. visit http://www.fhwa.dot.gov/policy/ohpi/hss/hsspubs.htm.
Select the year of interest then Section 6 (Driver Licensing).
For information on total registered motor vehicles in the U.S., visit http://www.fhwa.dot.gov/policy/ohpi/hss/hsspubs.htm
Select the year of interest and Section 7 (Motor Vehicles).
To facilitate historic analysis, the VMT values for the seasonally adjusted series have been updated for the 12 months prior to the current month and in all other months, held at the value from last month's release.

Traffic Volume Trends - July 2024

Based on preliminary reports from the State Highway Agencies, travel during July 2024 on all roads and streets in the nation changed by **+1.2%** (+3.5 billion vehicle miles) resulting in estimated travel for the month at **293.3**** billion vehicle-miles.

This total includes **98.1** billion vehicle-miles on rural roads and **195.3** billion vehicle-miles on urban roads and streets.

Cumulative Travel changed by **+0.9%** (+16.6 billion vehicle miles).

The larger changes to rural and urban travel are primarily because of the expansion in urban boundaries reflected in the 2010 census. Travel estimates for 2014 and beyond will also reflect this adjustment.

Travel for the current month, the cumulative yearly total, as well as the moving 12-month total on all roads and streets is shown below. Similar totals for each year since 1999 are also included.

Travel in Millions of Vehicle Miles

All Roads and Streets

Year	July	Year to Date	Moving 12-Month
1999	243,116	1,536,698	2,649,305
2000	245,140	1,593,494	2,736,255
2001	250,363	1,614,880	2,768,312
2002	256,392	1,652,755	2,833,486
2003	262,105	1,665,799	2,868,554
2004	265,969	1,719,117	2,943,540
2005	267,025	1,741,605	2,987,277
2006	263,421	1,751,833	2,999,658
2007	267,106	1,765,140	3,027,424
2008	261,600	1,739,238	3,003,919
2009	264,472	1,725,431	2,959,702
2010	265,315	1,721,972	2,953,305
2011	260,175	1,712,564	2,957,858
2012	260,244	1,732,679	2,970,517
2013	263,946	1,737,644	2,973,535
2014	270,053	1,750,419	3,001,055
2015	278,372	1,791,338	3,066,723
2016	285,160	1,837,614	3,141,649
2017	288,566	1,859,571	3,196,366
2018	290,989	1,875,678	3,228,454
2019	291,520	1,889,100	3,253,748
2020	265,550	1,634,683	3,007,355
2021	288,443	1,790,693	3,059,632
2022	281,976	1,838,776	3,188,171
2023	289,796	1,881,351	3,238,766
2024	293,344	1,897,967	3,279,693

Traffic Volume Trends is a monthly report based on hourly traffic count data. These data, collected at over 5,000 continuous traffic counting locations nationwide, are used to determine the percent change in traffic for the current month compared to the same month in the previous year. This percent change is applied to the travel for the same month of the previous year to obtain an estimate of travel for the current month. Because of the limited sample sizes, caution should be used with these estimates. The Highway Performance Monitoring System provides more accurate information on an annual basis.

** System entries may not add to give "All Systems" total due to rounding for Page 2 to 8.

Table - 1. Estimated Individual Monthly Motor Vehicle Travel in the United States**

System	Month											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2023 Individual Monthly Vehicle-Miles of Travel in Billions												
Rural Interstate	20.4	18.9	23.3	21.4	25.0	25.6	26.5	25.2	23.7	24.3	23.2	22.8
Rural Other Arterial	29.4	27.8	32.6	31.0	35.2	35.5	36.4	36.0	34.2	34.7	32.1	31.6
Other Rural	27.3	25.9	30.1	29.3	33.8	33.3	34.5	34.0	32.4	32.7	29.4	28.5
Urban Interstate	44.2	41.8	49.2	45.3	49.9	49.6	50.0	49.9	48.1	49.6	46.8	46.6
Urban Other Arterial	86.7	82.4	93.9	88.7	98.2	96.4	97.2	99.8	94.4	97.4	90.7	90.9
Other Urban	40.8	38.6	44.6	42.5	47.6	45.2	45.2	46.0	45.2	45.3	42.9	43.2
All Systems	248.9	235.4	273.7	258.2	289.6	285.6	289.8	290.9	278.0	284.0	265.1	263.6
2024 Individual Monthly Vehicle-Miles of Travel in Billions												
Rural Interstate	19.8	19.3	23.7	21.6	25.5	25.5	26.4					
Rural Other Arterial	29.1	28.5	33.1	31.7	35.6	35.3	36.8					
Other Rural	26.8	26.5	30.4	30.0	34.0	33.2	34.9					
Urban Interstate	44.0	42.5	49.6	46.4	50.5	49.6	50.6					
Urban Other Arterial	86.8	83.9	94.0	90.8	99.6	95.8	98.6					
Other Urban	40.5	39.4	44.7	43.4	48.2	45.0	46.0					
All Systems	247.0	240.2	275.5	263.9	293.5	284.5	293.3					
* Percent Change In Individual Monthly Travel 2023 vs. 2024												
Rural Interstate	-2.9	1.8	2.0	0.9	2.0	-0.4	-0.1					
Rural Other Arterial	-1.1	2.8	1.4	2.3	1.2	-0.5	0.8					
Other Rural	-1.8	2.4	0.9	2.4	0.8	-0.3	1.3					
Urban Interstate	-0.5	1.6	0.8	2.3	1.3	0.0	1.3					
Urban Other Arterial	0.1	1.9	0.1	2.4	1.4	-0.6	1.4					
Other Urban	-0.9	1.9	0.3	2.2	1.2	-0.4	1.7					
All Systems	-0.8	2.0	0.7	2.2	1.3	-0.4	1.2					

Table - 2. Estimated Cumulative Monthly Motor Vehicle Travel in the United States**

System	Month											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2023 Cumulative Monthly Vehicle-Miles of Travel in Billions												
Rural Interstate	20.4	39.3	62.6	84.0	109.0	134.6	161.0	186.2	209.9	234.2	257.4	280.1
Rural Other Arterial	29.4	57.2	89.8	120.8	155.9	191.4	227.9	263.9	298.1	332.8	365.0	396.5
Other Rural	27.3	53.3	83.4	112.7	146.5	179.8	214.2	248.3	280.7	313.4	342.8	371.2
Urban Interstate	44.2	86.1	135.2	180.6	230.5	280.1	330.0	380.0	428.0	477.6	524.4	571.1
Urban Other Arterial	86.7	169.1	263.0	351.7	449.9	546.3	643.5	743.3	837.7	935.2	1025.9	1116.8
Other Urban	40.8	79.5	124.1	166.6	214.2	259.4	304.6	350.6	395.8	441.2	484.1	527.3
All Systems	248.9	484.4	758.1	1016.3	1306.0	1591.6	1881.4	2172.3	2450.3	2734.4	2999.5	3263.1
2024 Cumulative Monthly Vehicle-Miles of Travel in Billions												
Rural Interstate	19.8	39.1	62.8	84.4	109.9	135.4	161.8					
Rural Other Arterial	29.1	57.6	90.7	122.4	158.0	193.3	230.1					
Other Rural	26.8	53.4	83.8	113.8	147.8	181.0	216.0					
Urban Interstate	44.0	86.5	136.1	182.5	233.0	282.6	333.2					
Urban Other Arterial	86.8	170.7	264.7	355.5	455.2	551.0	649.6					
Other Urban	40.5	79.9	124.6	168.1	216.2	261.3	307.3					
All Systems	247.0	487.2	762.7	1026.7	1320.1	1604.6	1898.0					
* Percent Change In Cumulative Monthly Travel 2023 vs. 2024												
Rural Interstate	-2.9	-0.6	0.3	0.5	0.8	0.6	0.5					
Rural Other Arterial	-1.1	0.8	1.0	1.3	1.3	1.0	1.0					
Other Rural	-1.8	0.3	0.5	1.0	0.9	0.7	0.8					
Urban Interstate	-0.5	0.5	0.6	1.0	1.1	0.9	1.0					
Urban Other Arterial	0.1	1.0	0.7	1.1	1.2	0.9	0.9					
Other Urban	-0.9	0.5	0.4	0.9	1.0	0.7	0.9					
All Systems	-0.8	0.6	0.6	1.0	1.1	0.8	0.9					

* Percent change is based on vehicle travel in millions of miles.

Table - 3. Changes on Rural Arterial Roads by Region and State**

Region and State	July				June			
	Number of Stations	Vehicle-Miles (Millions)		Percent Change	Number of Stations	Vehicle-Miles (Millions)		Percent Change
		2024 (Preliminary)	2023			2024 (Revised)	2023	
Northeast								
Connecticut	3	153	154	-1.0	2	148	145	2.6
Maine	71	615	607	1.2	72	562	557	0.8
Massachusetts	15	154	151	2.6	13	140	139	0.9
New Hampshire	45	352	353	-0.3	44	323	327	-1.4
New Jersey	5	283	284	-0.2	5	277	270	2.6
New York	39	1,466	1,474	-0.5	38	1,323	1,320	0.3
Pennsylvania	50	2,213	2,189	1.1	49	2,105	2,129	-1.1
Rhode Island	4	69	69	0.6	4	64	62	3.1
Vermont	5	292	292	-0.2	10	256	261	-2.1
Subtotal		**5,597**	**5,573**	**0.4**		**5,198**	**5,210**	**-0.2**
South Atlantic								
Delaware	4	100	102	-1.2	5	136	132	3.3
District of Columbia	-	0	0	0.0	-	0	0	0.0
Florida	94	2,527	2,511	0.6	95	2,456	2,456	0.0
Georgia	57	1,835	1,821	0.8	57	1,792	1,782	0.6
Maryland	6	619	612	1.2	6	575	567	1.5
North Carolina	38	2,032	2,073	-2.0	40	2,039	2,008	1.5
South Carolina	57	1,650	1,642	0.5	56	1,622	1,619	0.2
Virginia	326	2,026	2,037	-0.5	331	2,005	2,000	0.2
West Virginia	16	448	447	0.2	16	443	453	-2.2
Subtotal		**11,237**	**11,245**	**-0.1**		**11,068**	**11,017**	**0.5**
North Central								
Illinois	31	1,564	1,578	-0.9	29	1,597	1,641	-2.7
Indiana	23	2,681	2,631	1.9	22	2,675	2,716	-1.5
Iowa	65	1,334	1,313	1.6	66	1,308	1,323	-1.2
Kansas	17	1,054	1,054	0.0	17	988	989	-0.1
Michigan	59	1,952	1,936	0.8	59	1,809	1,832	-1.3
Minnesota	46	1,576	1,568	0.5	50	1,535	1,573	-2.4
Missouri	86	1,901	1,897	0.2	86	1,853	1,877	-1.3
Nebraska	29	886	850	4.3	31	830	808	2.8
North Dakota	49	455	438	3.9	45	430	429	0.2
Ohio	48	1,847	1,825	1.2	49	1,793	1,789	0.2
South Dakota	33	552	558	-1.0	34	510	524	-2.8
Wisconsin	114	2,020	1,999	1.0	120	1,814	1,832	-1.0
Subtotal		**17,822**	**17,647**	**1.0**		**17,142**	**17,333**	**-1.1**
South Gulf								
Alabama	76	1,594	1,609	-1.0	80	1,579	1,581	-0.2
Arkansas	7	1,108	1,085	2.1	6	1,070	1,072	-0.2
Kentucky	27	1,607	1,580	1.7	27	1,568	1,589	-1.3
Louisiana	21	1,147	1,159	-1.0	21	1,133	1,166	-2.8
Mississippi	46	1,260	1,254	0.5	45	1,225	1,232	-0.5
Oklahoma	35	1,272	1,249	1.8	37	1,266	1,261	0.4
Tennessee	31	1,809	1,780	1.7	31	1,755	1,739	0.9
Texas	111	5,342	5,293	0.9	116	5,259	5,280	-0.4
Subtotal		**15,139**	**15,009**	**0.9**		**14,855**	**14,920**	**-0.4**
West								
Alaska	34	155	150	2.8	39	131	128	2.4
Arizona	74	1,291	1,282	0.7	73	1,237	1,246	-0.7
California	57	4,066	4,123	-1.4	31	3,926	3,951	-0.7
Colorado	73	1,288	1,288	0.0	72	1,183	1,170	1.1
Hawaii	13	74	75	-1.8	13	68	71	-4.7
Idaho	103	733	722	1.4	111	687	683	0.6
Montana	56	810	807	0.3	55	703	704	-0.1
Nevada	38	454	453	0.0	37	447	448	-0.3
New Mexico	14	913	936	-2.4	16	894	912	-2.0
Oregon	100	1,063	1,060	0.3	97	1,011	1,018	-0.7
Utah	-	764	764	0.0	-	680	678	0.3
Washington	71	1,167	1,165	0.2	72	1,028	1,040	-1.2
Wyoming	77	598	602	-0.6	77	543	544	0.0
Subtotal		**13,376**	**13,427**	**-0.4**		**12,538**	**12,593**	**-0.4**
TOTALS	**2,499**	**63,169**	**62,900**	**0.4**	**2,507**	**60,801**	**61,076**	**-0.5**

Note: Where Number of Stations are shown as dashes, the values for the Vehicle-Miles and Percent Change are derived from the estimated VMT based on data from surrounding States or the nationwide average VMT.

Table - 4. Changes on Urban Arterial Roads by Region and State**

Region and State	July				June			
	Number of Stations	Vehicle-Miles (Millions)		Percent Change	Number of Stations	Vehicle-Miles (Millions)		Percent Change
		2024 (Preliminary)	2023			2024 (Revised)	2023	
Northeast								
Connecticut	10	2,007	1,979	1.4	16	2,015	1,959	2.9
Maine	27	299	295	1.4	27	285	285	0.2
Massachusetts	186	3,782	3,691	2.5	195	3,708	3,705	0.1
New Hampshire	29	618	607	1.8	33	567	571	-0.7
New Jersey	59	5,099	5,070	0.6	58	5,024	4,958	1.3
New York	63	6,414	6,327	1.4	62	6,436	6,438	0.0
Pennsylvania	46	4,618	4,533	1.9	44	4,507	4,521	-0.3
Rhode Island	24	463	467	-0.9	24	496	483	2.7
Vermont	6	140	139	0.5	15	135	136	-0.8
Subtotal		**23,440**	**23,108**	**1.4**		**23,173**	**23,056**	**0.5**
South Atlantic								
Delaware	17	402	401	0.2	17	465	458	1.6
District of Columbia	6	204	206	-1.1	6	198	201	-1.9
Florida	148	10,705	10,518	1.8	146	10,305	10,387	-0.8
Georgia	115	5,376	5,389	-0.2	114	5,315	5,329	-0.3
Maryland	33	3,311	3,320	-0.3	32	3,288	3,289	0.0
North Carolina	36	4,810	4,909	-2.0	39	4,803	4,785	0.4
South Carolina	50	2,234	2,222	0.5	46	2,176	2,186	-0.5
Virginia	360	3,835	3,826	0.2	360	3,829	3,849	-0.5
West Virginia	7	540	524	3.1	10	553	556	-0.5
Subtotal		**31,417**	**31,315**	**0.3**		**30,932**	**31,040**	**-0.3**
North Central								
Illinois	45	5,153	5,061	1.8	46	4,909	4,928	-0.4
Indiana	31	1,839	1,788	2.8	30	1,727	1,742	-0.8
Iowa	22	941	922	2.1	24	898	932	-3.6
Kansas	14	1,016	986	3.0	12	986	1,002	-1.6
Michigan	49	4,890	4,772	2.5	50	4,783	4,836	-1.1
Minnesota	46	2,396	2,363	1.4	48	2,384	2,438	-2.2
Missouri	61	2,867	2,801	2.4	61	2,779	2,815	-1.3
Nebraska	21	670	653	2.6	19	680	677	0.5
North Dakota	9	174	174	0.3	8	170	176	-3.2
Ohio	91	5,170	4,990	3.6	93	4,983	5,000	-0.3
South Dakota	3	212	214	-0.9	3	208	221	-5.9
Wisconsin	132	2,456	2,420	1.5	132	2,352	2,415	-2.6
Subtotal		**27,784**	**27,144**	**2.4**		**26,859**	**27,182**	**-1.2**
South Gulf								
Alabama	163	2,329	2,333	-0.2	161	2,288	2,313	-1.1
Arkansas	1	1,469	1,395	5.2	1	1,458	1,413	3.2
Kentucky	23	1,539	1,529	0.6	24	1,501	1,524	-1.5
Louisiana	19	2,387	2,368	0.8	19	2,261	2,255	0.3
Mississippi	26	1,065	1,068	-0.2	28	1,033	1,045	-1.2
Oklahoma	28	1,667	1,631	2.2	26	1,617	1,646	-1.8
Tennessee	35	3,489	3,415	2.2	28	3,576	3,602	-0.7
Texas	87	14,943	14,718	1.5	88	14,575	14,571	0.0
Subtotal		**28,888**	**28,457**	**1.5**		**28,309**	**28,369**	**-0.2**
West								
Alaska	44	201	197	1.9	47	196	197	-0.2
Arizona	130	3,753	3,617	3.8	149	3,627	3,623	0.1
California	70	20,904	20,635	1.3	53	19,839	19,991	-0.8
Colorado	41	2,763	2,743	0.7	42	2,791	2,782	0.3
Hawaii	49	437	441	-1.0	50	428	434	-1.4
Idaho	60	578	557	3.7	63	559	562	-0.6
Montana	12	245	241	2.0	12	236	238	-0.7
Nevada	31	1,303	1,282	1.6	33	1,275	1,269	0.5
New Mexico	28	809	805	0.6	26	788	795	-0.9
Oregon	45	1,583	1,582	0.1	45	1,523	1,537	-0.9
Utah	-	1,597	1,574	1.4	-	1,589	1,583	0.4
Washington	90	3,367	3,317	1.5	90	3,161	3,182	-0.7
Wyoming	26	181	182	-0.5	27	170	173	-1.6
Subtotal		**37,721**	**37,173**	**1.5**		**36,182**	**36,366**	**-0.5**
TOTALS	**2,754**	**149,253**	**147,197**	**1.4**	**2,782**	**145,454**	**146,011**	**-0.4**

Note: Where Number of Stations are shown as dashes, the values for the Vehicle-Miles and Percent Change are derived from the estimated VMT based on data from surrounding States or the nationwide average VMT.

Table - 5. Changes on ALL* Estimated Roads by Region and State**

Region and State	July				June			
	Number of Stations	Vehicle-Miles (Millions)		Percent Change	Number of Stations	Vehicle-Miles (Millions)		Percent Change
		2024 (Preliminary)	2023			2024 (Revised)	2023	
Northeast								
Connecticut	13	2,752	2,717	1.3	20	2,763	2,693	2.6
Maine	126	1,452	1,438	1.0	128	1,399	1,389	0.7
Massachusetts	213	5,154	5,018	2.7	219	5,013	5,004	0.2
New Hampshire	80	1,314	1,297	1.3	83	1,215	1,227	-0.9
New Jersey	68	7,019	6,973	0.7	67	6,957	6,868	1.3
New York	119	11,130	11,016	1.0	116	10,893	10,846	0.4
Pennsylvania	112	9,211	8,992	2.4	107	8,926	8,886	0.5
Rhode Island	28	656	661	-0.7	28	677	659	2.8
Vermont	15	670	677	-1.0	36	622	635	-1.9
Subtotal		**39,358**	**38,789**	**1.5**		**38,465**	**38,207**	**0.7**
South Atlantic								
Delaware	24	722	722	0.0	24	892	871	2.4
District of Columbia	6	290	293	-1.0	6	282	288	-1.8
Florida	248	19,405	19,093	1.6	246	18,924	19,074	-0.8
Georgia	199	11,028	11,009	0.2	197	10,965	10,957	0.1
Maryland	48	5,013	5,004	0.2	47	4,856	4,834	0.4
North Carolina	88	10,663	10,888	-2.1	93	10,512	10,545	-0.3
South Carolina	127	5,185	5,140	0.9	122	5,052	5,049	0.1
Virginia	699	7,341	7,367	-0.4	704	7,224	7,238	-0.2
West Virginia	28	1,402	1,374	2.1	31	1,403	1,422	-1.4
Subtotal		**61,049**	**60,890**	**0.3**		**60,110**	**60,278**	**-0.3**
North Central								
Illinois	81	9,201	9,056	1.6	80	9,146	9,232	-0.9
Indiana	60	9,175	8,831	3.9	60	8,736	8,837	-1.1
Iowa	107	3,045	3,016	1.0	111	2,952	3,017	-2.2
Kansas	38	2,933	2,871	2.2	36	2,775	2,787	-0.4
Michigan	108	9,138	8,959	2.0	109	8,789	8,888	-1.1
Minnesota	96	5,625	5,541	1.5	103	5,594	5,704	-1.9
Missouri	160	7,423	7,357	0.9	160	7,084	7,227	-2.0
Nebraska	58	2,010	1,962	2.5	59	1,959	1,940	1.0
North Dakota	67	932	899	3.7	61	887	896	-1.0
Ohio	154	10,059	9,859	2.0	157	9,757	9,887	-1.3
South Dakota	39	974	971	0.3	40	929	952	-2.4
Wisconsin	253	6,640	6,578	0.9	261	6,152	6,283	-2.1
Subtotal		**67,155**	**65,900**	**1.9**		**64,760**	**65,650**	**-1.4**
South Gulf								
Alabama	248	6,242	6,258	-0.3	250	6,213	6,307	-1.5
Arkansas	13	3,647	3,522	3.6	10	3,522	3,473	1.4
Kentucky	68	4,339	4,290	1.2	68	4,254	4,300	-1.1
Louisiana	43	4,914	4,873	0.8	44	4,630	4,648	-0.4
Mississippi	82	3,538	3,535	0.1	83	3,409	3,441	-0.9
Oklahoma	72	3,923	3,838	2.2	72	3,870	3,901	-0.8
Tennessee	74	7,381	7,221	2.2	66	7,290	7,306	-0.2
Texas	218	25,921	25,407	2.0	223	25,451	25,255	0.8
Subtotal		**59,905**	**58,944**	**1.6**		**58,639**	**58,631**	**0.0**
West								
Alaska	96	577	568	1.6	102	549	541	1.5
Arizona	229	7,008	6,824	2.7	247	6,653	6,682	-0.4
California	127	30,281	30,019	0.9	84	28,661	28,875	-0.7
Colorado	117	5,071	5,051	0.4	117	4,985	4,944	0.8
Hawaii	71	847	856	-1.1	72	816	834	-2.2
Idaho	174	1,895	1,845	2.7	184	1,810	1,809	0.1
Montana	77	1,420	1,447	-1.8	75	1,324	1,330	-0.4
Nevada	82	2,492	2,464	1.1	83	2,430	2,426	0.1
New Mexico	44	2,446	2,466	-0.8	45	2,406	2,441	-1.5
Oregon	152	3,555	3,553	0.1	150	3,394	3,411	-0.5
Utah	-	3,175	3,150	0.8	-	3,019	3,007	0.4
Washington	165	6,098	6,028	1.2	166	5,562	5,611	-0.9
Wyoming	125	1,011	1,004	0.8	127	929	929	0.0
Subtotal		**65,876**	**65,275**	**0.9**		**62,538**	**62,840**	**-0.5**
TOTALS	**5,739**	**293,344**	**289,796**	**1.2**	**5,779**	**284,514**	**285,605**	**-0.4**

Note: Where Number of Stations are shown as dashes, the values for the Vehicle-Miles and Percent Change are derived from the estimated VMT based on data from surrounding States or the nationwide average VMT.
*** All Estimated roads include travel from Table 3 and 4 plus remaining roads.**

Table - 6. Estimated Rural Vehicle Miles (Millions) and Percent Change from Same Period Previous Year**

Year - 2023

	Rural Interstate	%		Rural Other Arter	%		Other Rural	%		Total Rural	%		All Systems	%
Jan	20,399	5.1	Jan	29,392	5.5	Jan	27,341	5.5	Jan	77,132	5.4	Jan	248,927	5.5
Feb	18,920	1.5	Feb	27,768	1.9	Feb	25,911	2.4	Feb	72,600	2.0	Feb	235,447	1.9
Mar	23,280	0.6	Mar	32,642	0.8	Mar	30,111	0.6	Mar	86,034	0.7	Mar	273,712	0.7
Q1	*62,600*	*2.3*	Q1	*89,803*	*2.6*	Q1	*83,363*	*2.7*	Q1	*235,766*	*2.6*	Q1	*758,086*	*2.6*
Apr	21,398	0.2	Apr	30,966	0.2	Apr	29,337	0.5	Apr	81,701	0.3	Apr	258,225	0.1
May	24,981	2.0	May	35,177	2.8	May	33,753	2.7	May	93,911	2.6	May	289,640	2.5
Jun	25,578	3.9	Jun	35,498	4.1	Jun	33,307	3.3	Jun	94,383	3.8	Jun	285,605	3.1
Q2	*71,956*	*2.1*	Q2	*101,642*	*2.5*	Q2	*96,397*	*2.2*	Q2	*269,994*	*2.3*	Q2	*833,469*	*1.9*
1st Half	134,556	2.2	1st Half	191,445	2.5	1st Half	179,760	2.5	1st Half	505,760	2.4	1st Half	1,591,555	2.2
Jul	26,455	2.3	Jul	36,445	3.4	Jul	34,477	2.5	Jul	97,377	2.8	Jul	289,796	2.8
Aug	25,208	2.1	Aug	35,980	2.7	Aug	34,038	1.8	Aug	95,227	2.2	Aug	290,916	2.3
Sep	23,660	0.7	Sep	34,246	1.1	Sep	32,444	0.5	Sep	90,349	0.8	Sep	278,035	0.9
Q3	*75,322*	*1.7*	Q3	*106,671*	*2.4*	Q3	*100,959*	*1.6*	Q3	*282,953*	*1.9*	Q3	*858,746*	*2.0*
Oct	24,341	0.4	Oct	34,723	1.3	Oct	32,652	0.6	Oct	91,716	0.8	Oct	284,049	1.2
Nov	23,169	2.1	Nov	32,135	3.2	Nov	29,402	2.1	Nov	84,705	2.5	Nov	265,139	2.5
Dec	22,760	1.8	Dec	31,573	3.0	Dec	28,475	2.5	Dec	82,808	2.5	Dec	263,587	2.2
Q4	*70,270*	*1.4*	Q4	*98,431*	*2.5*	Q4	*90,528*	*1.7*	Q4	*259,229*	*1.9*	Q4	*812,776*	*1.9*
2nd Half	145,592	1.6	2nd Half	205,102	2.4	2nd Half	191,488	1.6	2nd Half	542,182	1.9	2nd Half	1,671,522	2.0
Year	***280,148***	***1.9***	***Year***	***396,547***	***2.5***	**Year**	***371,247***	***2.0***	***Year***	***1,047,942***	***2.2***	***Year***	***3,263,077***	***2.1***

Year - 2024

	Rural Interstate	%		Rural Other Arter	%		Other Rural	%		Total Rural	%		All Systems	%
Jan	19,798	-2.9	Jan	29,071	-1.1	Jan	26,844	-1.8	Jan	75,713	-1.8	Jan	246,991	-0.8
Feb	19,266	1.8	Feb	28,546	2.8	Feb	26,543	2.4	Feb	74,355	2.4	Feb	240,194	2.0
Mar	23,740	2.0	Mar	33,108	1.4	Mar	30,393	0.9	Mar	87,240	1.4	Mar	275,524	0.7
Q1	*62,804*	*0.3*	Q1	*90,725*	*1.0*	Q1	*83,779*	*0.5*	Q1	*237,308*	*0.7*	Q1	*762,709*	*0.6*
Apr	21,593	0.9	Apr	31,675	2.3	Apr	30,038	2.4	Apr	83,306	2.0	Apr	263,941	2.2
May	25,486	2.0	May	35,611	1.2	May	34,016	0.8	May	95,113	1.3	May	293,459	1.3
Jun	25,473	-0.4	Jun	35,328	-0.5	Jun	33,212	-0.3	Jun	94,013	-0.4	Jun	284,514	-0.4
Q2	*72,552*	*0.8*	Q2	*102,614*	*1.0*	Q2	*97,266*	*0.9*	Q2	*272,432*	*0.9*	Q2	*841,914*	*1.0*
1st Half	135,356	0.6	1st Half	193,339	1.0	1st Half	181,046	0.7	1st Half	509,741	0.8	1st Half	1,604,623	0.8
Jul	26,417	-0.1	Jul	36,752	0.8	Jul	34,920	1.3	Jul	98,089	0.7	Jul	293,344	1.2
Aug			Aug			Aug			Aug			Aug		
Sep			Sep			Sep			Sep			Sep		
Q3	*26,417*	*-0.1*	Q3	*36,752*	*0.8*	Q3	*34,920*	*1.3*	Q3	*98,089*	*0.7*	Q3	*293,344*	*1.2*
Oct			Oct			Oct			Oct			Oct		
Nov			Nov			Nov			Nov			Nov		
Dec			Dec			Dec			Dec			Dec		
Q4		0.0	Q4		0.0	Q4		0.0	Q4		0.0	Q4		0.0
2nd Half	26,417	-0.1	2nd Half	36,752	0.8	2nd Half	34,920	1.3	2nd Half	98,089	0.7	2nd Half	293,344	1.2
Year	***161,773***	***0.5***	***Year***	***230,091***	***1.0***	**Year**	***215,966***	***0.8***	***Year***	***607,830***	***0.8***	***Year***	***1,897,967***	***0.9***

Table - 7. Estimated Urban Vehicle Miles (Millions) and Percent Change from Same Period Previous Year**

Year - 2023

	Urban Interstate	%		Urban Other Arte	%		Other Urban	%		Total Urban	%		All Systems	%
Jan	44,227	6.1	Jan	86,723	5.6	Jan	40,845	4.6	Jan	171,795	5.5	Jan	248,927	5.5
Feb	41,837	2.2	Feb	82,363	1.7	Feb	38,647	1.8	Feb	162,847	1.8	Feb	235,447	1.9
Mar	49,166	1.1	Mar	93,902	0.4	Mar	44,610	0.7	Mar	187,678	0.7	Mar	273,712	0.7
Q1	*135,230*	*3.0*	Q1	*262,988*	*2.5*	Q1	*124,103*	*2.3*	Q1	*522,320*	*2.6*	Q1	*758,086*	*2.6*
Apr	45,338	-0.2	Apr	88,695	0.1	Apr	42,492	-0.2	Apr	176,524	0.0	Apr	258,225	0.1
May	49,895	2.0	May	98,243	2.5	May	47,590	2.6	May	195,729	2.4	May	289,640	2.5
Jun	49,619	2.3	Jun	96,393	2.9	Jun	45,210	2.8	Jun	191,222	2.7	Jun	285,605	3.1
Q2	*144,852*	*1.4*	Q2	*283,331*	*1.9*	Q2	*135,292*	*1.8*	Q2	*563,475*	*1.7*	Q2	*833,469*	*1.9*
1st Half	280,081	2.2	1st Half	546,319	2.2	1st Half	259,395	2.0	1st Half	1,085,795	2.1	1st Half	1,591,555	2.2
Jul	49,968	2.7	Jul	97,229	2.9	Jul	45,221	2.6	Jul	192,418	2.8	Jul	289,796	2.8
Aug	49,907	2.6	Aug	99,793	2.2	Aug	45,990	2.5	Aug	195,689	2.3	Aug	290,916	2.3
Sep	48,090	0.9	Sep	94,386	0.9	Sep	45,210	1.0	Sep	187,686	0.9	Sep	278,035	0.9
Q3	*147,965*	*2.1*	Q3	*291,407*	*2.0*	Q3	*136,421*	*2.0*	Q3	*575,793*	*2.0*	Q3	*858,746*	*2.0*
Oct	49,555	1.4	Oct	97,431	1.5	Oct	45,347	1.1	Oct	192,333	1.4	Oct	284,049	1.2
Nov	46,812	2.6	Nov	90,697	2.5	Nov	42,926	2.3	Nov	180,434	2.5	Nov	265,139	2.5
Dec	46,640	2.1	Dec	90,905	2.0	Dec	43,235	1.8	Dec	180,779	2.0	Dec	263,587	2.2
Q4	*143,007*	*2.0*	Q4	*279,033*	*2.0*	Q4	*131,507*	*1.7*	Q4	*553,547*	*1.9*	Q4	*812,776*	*1.9*
2nd Half	290,972	2.0	2nd Half	570,440	2.0	2nd Half	267,928	1.9	2nd Half	1,129,340	2.0	2nd Half	1,671,522	2.0
Year	***571,053***	***2.1***	***Year***	***1,116,759***	***2.1***	**Year**	***527,323***	***1.9***	***Year***	***2,215,135***	***2.1***	***Year***	***3,263,077***	***2.1***

Year - 2024

	Urban Interstate	%		Urban Other Arte	%		Other Urban	%		Total Urban	%		All Systems	%
Jan	43,987	-0.5	Jan	86,803	0.1	Jan	40,488	-0.9	Jan	171,278	-0.3	Jan	246,991	-0.8
Feb	42,523	1.6	Feb	83,924	1.9	Feb	39,392	1.9	Feb	165,839	1.8	Feb	240,194	2.0
Mar	49,560	0.8	Mar	93,986	0.1	Mar	44,738	0.3	Mar	188,284	0.3	Mar	275,524	0.7
Q1	*136,070*	*0.6*	Q1	*264,713*	*0.7*	Q1	*124,618*	*0.4*	Q1	*525,401*	*0.6*	Q1	*762,709*	*0.6*
Apr	46,385	2.3	Apr	90,810	2.4	Apr	43,441	2.2	Apr	180,635	2.3	Apr	263,941	2.2
May	50,548	1.3	May	99,633	1.4	May	48,164	1.2	May	198,346	1.3	May	293,459	1.3
Jun	49,608	0.0	Jun	95,846	-0.6	Jun	45,046	-0.4	Jun	190,501	-0.4	Jun	284,514	-0.4
Q2	*146,541*	*1.2*	Q2	*286,290*	*1.0*	Q2	*136,651*	*1.0*	Q2	*569,482*	*1.1*	Q2	*841,914*	*1.0*
1st Half	282,611	0.9	1st Half	551,003	0.9	1st Half	261,269	0.7	1st Half	1,094,882	0.8	1st Half	1,604,623	0.8
Jul	50,624	1.3	Jul	98,629	1.4	Jul	46,001	1.7	Jul	195,254	1.5	Jul	293,344	1.2
Aug			Aug			Aug			Aug			Aug		
Sep			Sep			Sep			Sep			Sep		
Q3	*50,624*	*1.3*	Q3	*98,629*	*1.4*	Q3	*46,001*	*1.7*	Q3	*195,254*	*1.5*	Q3	*293,344*	*1.2*
Oct			Oct			Oct			Oct			Oct		
Nov			Nov			Nov			Nov			Nov		
Dec			Dec			Dec			Dec			Dec		
Q4		0.0	Q4		0.0	Q4		0.0	Q4		0.0	Q4		0.0
2nd Half	50,624	1.3	2nd Half	98,629	1.4	2nd Half	46,001	1.7	2nd Half	195,254	1.5	2nd Half	293,344	1.2
Year	***333,235***	***1.0***	***Year***	***649,632***	***0.9***	**Year**	***307,270***	***0.9***	***Year***	***1,290,137***	***0.9***	***Year***	***1,897,967***	***0.9***

Figure - 1. Moving 12-Month Total on ALL Roads

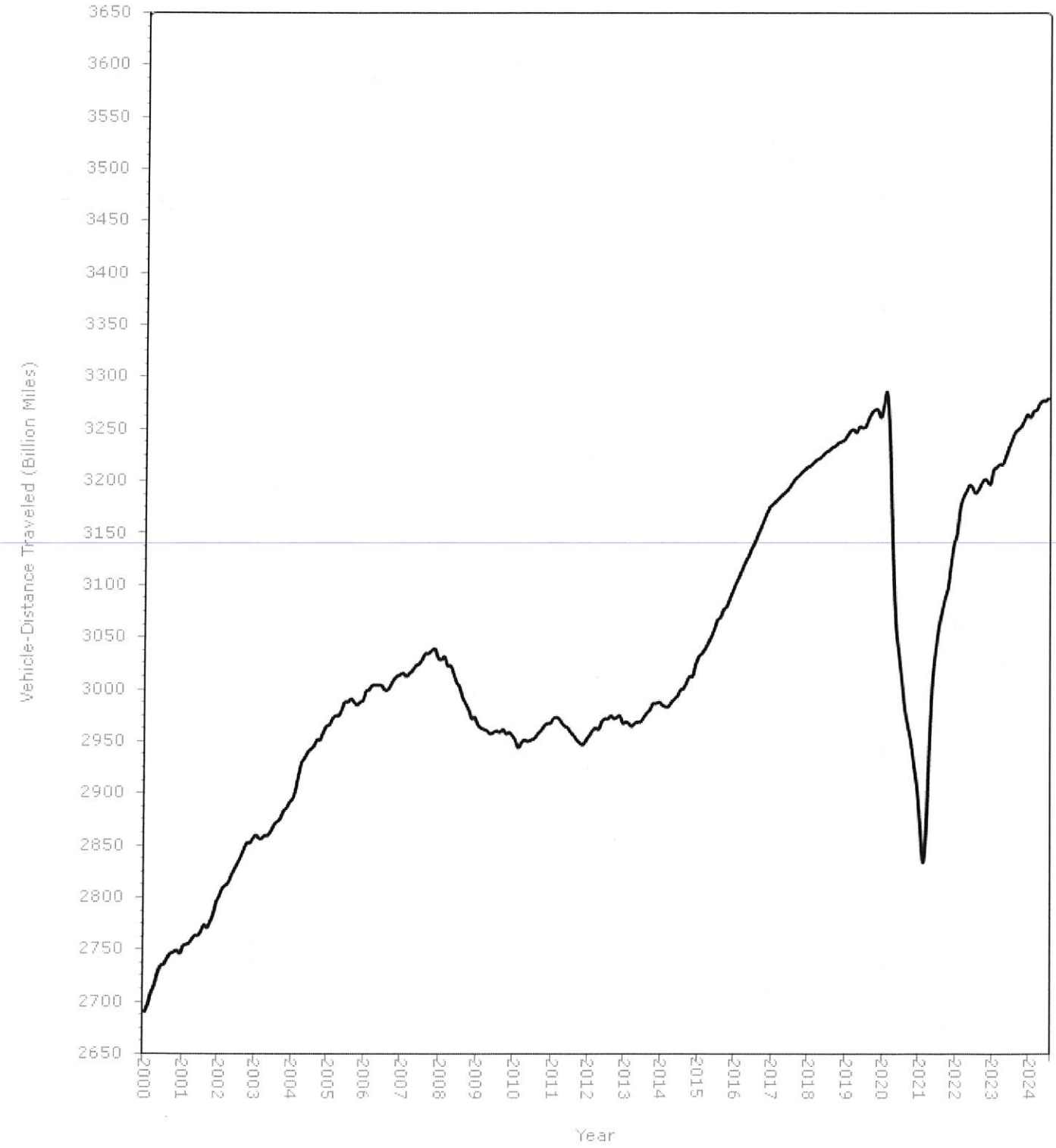
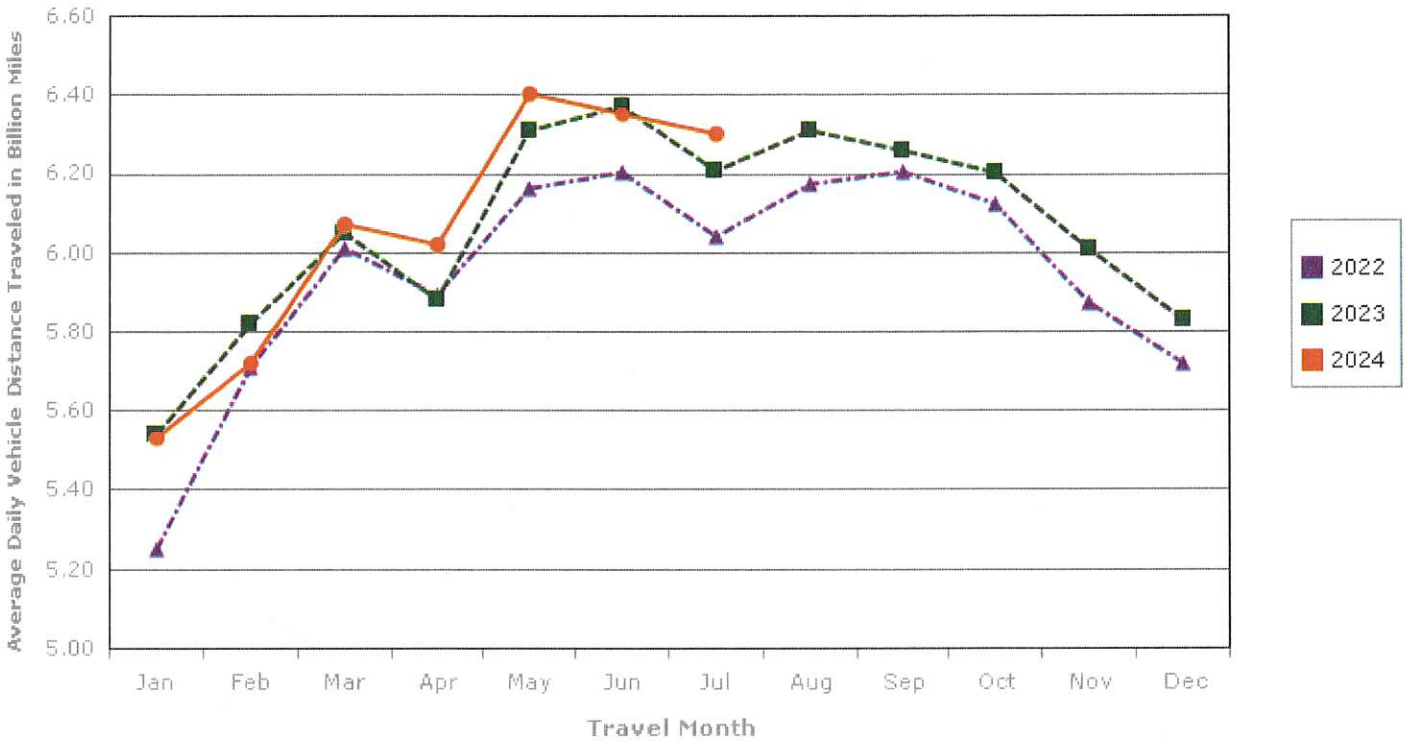


Figure - 2. Average Daily Travel on U.S. Highways by Month

Urban Highways



Rural Highways

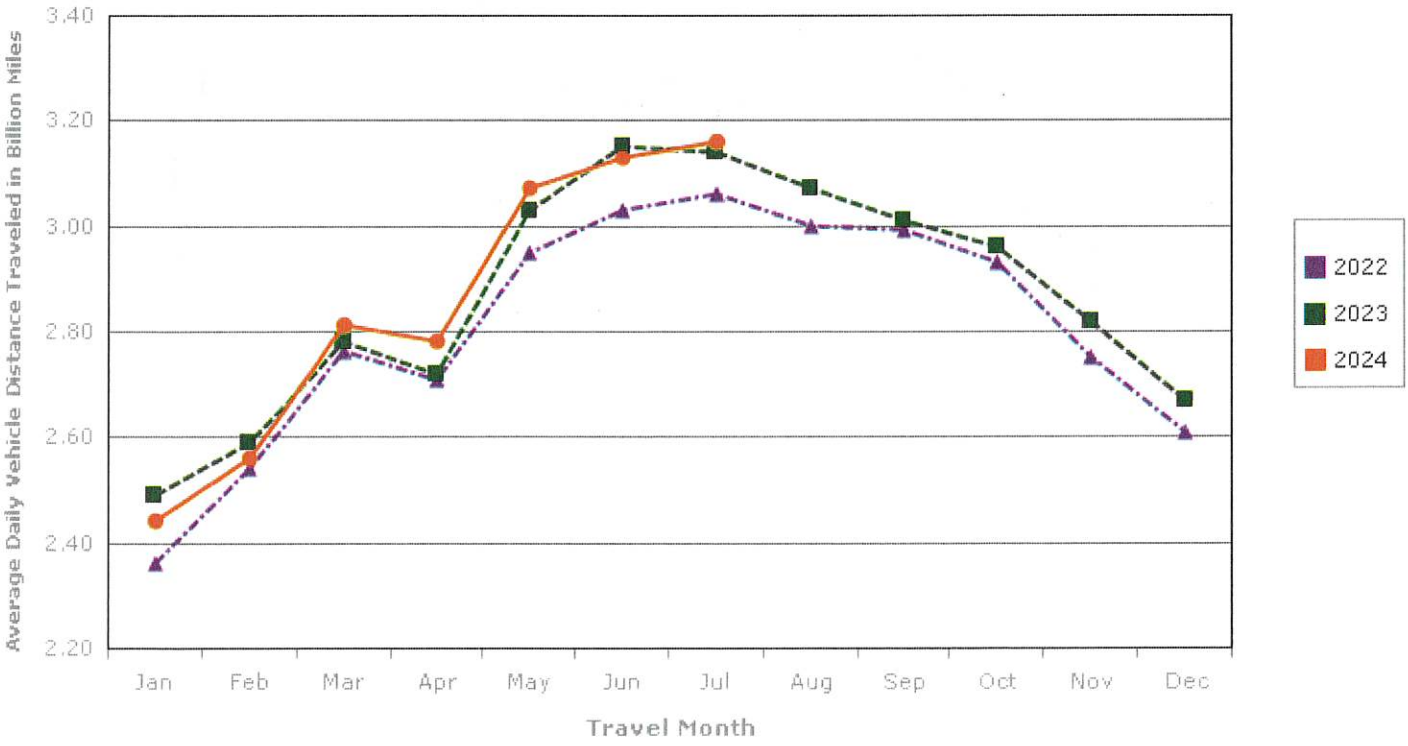


Figure - 3. Seasonally Adjusted Vehicle Miles Traveled by Month

Seasonally adjusted data are modeled by the Bureau of Transportation Statistics, Office of the Assistant S and Technology, U.S. Department of Transportation. See http://www.transtats.bts.gov/OSEA/SeasonalAd additional seasonally adjusted travel data and information.

TOWN OF HILTON HEAD ISLAND

Planning Commission

TO:	Planning Commission
FROM:	Missy Luick, Director of Planning
CC:	Shawn Leininger, Assistant Town Manager
CC:	Marc Orlando, Town Manager
DATE:	April 16, 2025
SUBJECT:	Consideration of an Ordinance of the Town of Hilton Head Island to Amend Chapter 16 of the Municipal Code, the Land Management Ordinance, to Amend the Current Regulations for the Measurement of Height and Setback Encroachments for Residential and Nonresidential Development to Include Sections: 16-5-102 & 16-10-102

RECOMMENDATION:

Planning Commission postpone the hearing and consideration of this amendment be to the May 21, 2025, Planning Commission meeting. Additional public notice is needed to include the Character Overlay Zoning Districts in LMO Section 16-3-106 in the proposed amendments. The information in this report will serve as a preview of the materials to be provided next month.

BACKGROUND:

Revitalize and Modernize the Economy is a focus area in the adopted Town Council 2023-2025 Strategic Action Plan. In fulfillment of this focus area, Strategy #1 Establish a Growth Management Strategy states the Town will:

> "Successfully manage increasing and evolving future growth patterns in a manner that will ensure sustainability of Hilton Head Island's unique character. Additionally, the Town must monitor economic and demographic trends, undertaking a comprehensive list of future planning activities, and proactively protecting the Island's rich natural resources through appropriate design, regulation, and capital investment practices."

In this regard, Town Council directed Town Staff to advance amendments to the Land Management Ordinance (LMO) in the 2024 Strategic Action Work Plan. The effort has been divided into two separate projects, the full LMO Overhaul and the priority amendments. The priority amendments include incremental changes to both the LMO

and portions of the Municipal Code related to land management that address important and urgent issues in advance of the full LMO Overhaul. These priority amendments address pressing community development issues with the best short-term solution while minimizing unintended outcomes. Issues that require additional analysis and research or are more complex are recommended to be further explored during the full LMO Overhaul.

At the September 16, 2024, Town Council Workshop, Town staff received the following comments and direction regarding amendments related to the measurement of height and setback encroachments for residential and commercial development

Residential:

1. Changes need to apply to existing subdivisions where possible. Current building heights are too high.
2. There needs to be more lighting, air, and separation between units.
3. Need to increase setbacks.
4. Need to establish minimum lot sizes (*to be addressed during the full LMO update*).

Commercial:

1. Current building heights are too high.
2. There needs to be more light, air, and separation between units. Need to increase setbacks.
3. Need to establish minimum lot sizes (*to be addressed during the full LMO update*).
4. There should be a relationship between height and proximity to the street and boundaries (lower closer to the street and boundaries of property).

SUMMARY OF AMENDMENT:

The mass and scale of recent developments have been of concern for both residential and commercial developments. New buildings are often larger and out of character with the existing surroundings. This Priority Amendment will modify how height is measured and reduce the allowable setback encroachments.

Current regulations require that building heights be measured relative to flood zone elevations, which effectively increases the allowable height of the building. This amendment would change this to measure height from the pre-development grade elevation. This will provide a more accurate representation of the building's scale relative to the surrounding landscape by adjusting the building height measurement. Current regulations also permit significant projections/ encroachments into setback areas. This amendment will provide more separation between buildings. Both of these changes will help to reduce the overall mass and scale of development in single-family and commercial building types.

As part of the final review of the proposed amendments, Town Staff identified three additional paragraphs in the LMO that referenced measuring the setback angle from 20 feet above a point 13 feet above mean sea level. These three references are located within the Forest Beach Neighborhood Character Overlay (FB-NC O) District, Folly Field

Neighborhood Character Overlay (FF-NC-O) District, and the Holiday Homes Neighborhood Character Overlay (HH-NC-O) District. Since the public notice did not reference Section 16-3-106, where the subject overlay districts are located additional public notice is needed resulting in the request to introduce these proposed amendments, collect any initial feedback, and postpone the public hearing.

ANALYSIS:

Proposed Amendments

The following table demonstrates how the proposed amendments address demonstrated issues.

Issue	**Proposed Amendment**
There needs to be more lighting, air, and separation between units. There should be a relationship between height and proximity to the street and boundaries (lower closer to the street and boundaries of property).	**Sec.16-3-106. Overlay Zoning Districts** **H. Forest Beach Neighborhood Character Overlay (FB-NC O) District** **4. District Regulations** a. Setbacks ii. Setbacks shall comply with the standards of Sec. 16-5-102, Setback Standards, except that the 65 degree setback angle shall be measured from 20 feet above ~~thirteen feet (13') above mean sea level using the NAVD 88 vertical datum or~~ ***pre-development grade***~~,~~ ~~whichever is higher~~.
There needs to be more lighting, air, and separation between units. There should be a relationship between height and proximity to the street and boundaries (lower closer to the street and boundaries of property).	**Sec.16-3-106. Overlay Zoning Districts** **I. Folly Field Neighborhood Character Overlay (FF-NC-O) District** **4. District Regulations** a. Setbacks iii. Maximum setback angle of 65 degrees shall be measured from 20 feet above ~~thirteen feet (13') above mean sea level using the NAVD 88 vertical datum or~~ ***pre-development grade***~~, whichever is higher~~.
There needs to be more lighting, air, and separation between units.	**Sec.16-3-106. Overlay Zoning Districts**

There should be a relationship between height and proximity to the street and boundaries (lower closer to the street and boundaries of property).	**J. Holiday Homes Neighborhood Character Overlay (HH-NC-O) District** **4. District Regulations** a. Setbacks ii. 03.Side yard setback angles shall be a minimum of 65 degrees measured from 20 feet above ~~thirteen feet (13') above mean sea level using the NAVD 88 vertical datum or~~ ***pre-development grade***~~, whichever is higher,~~ at the setback line. The illustration in Sec. 16-5-102.D, Adjacent Use Setback Requirements, can be referenced for an example of a setback angle.
There needs to be more lighting, air, and separation between units. There should be a relationship between height and proximity to the street and boundaries (lower closer to the street and boundaries of property).	**Sec.16-5-102. Setback Standards** **C. Adjacent Street Setback Requirements** **Table 16-5-102.C** Notes: 2. Measured within the upper inward quadrant of the intersection of a horizontal plane at a height of 20 feet above ~~13 feet above Mean Sea Level for residential use or 11 feet above Mean Sea Level for nonresidential use, or~~ pre-development grade~~, whichever is higher,~~ and a vertical plane extending upward at the minimum setback distance (see Figure 16-5-102.C, Street Setback Angle).
There needs to be more lighting, air, and separation between units. There should be a relationship between height and proximity to the street and boundaries (lower closer to the street and boundaries of property).	**Sec.16-5-102. Setback Standards** **D. Adjacent Use Setback Requirements** **Table 16-5-102.D** Notes: 2. Measured within the upper inward quadrant of the intersection of a horizontal plane at a height of 20 feet above ~~13 feet above Mean Sea Level for residential use or 11 feet above Mean Sea Level for nonresidential use, or~~ pre-development grade~~, whichever is higher,~~ and a vertical plane extending upward at the minimum setback distance (see Figure 16-5-102.D, Use Setback Angle).

Need to increase setbacks.	**Sec.16-5-102. Setback Standards** **E. Allowable Setback Encroachments** **TABLE 16-5-102.E: ALLOWABLE SETBACK ENCROACHMENTS**	
	Fences or walls	• Allowed in adjacent use setbacks if located along common property lines and no more than 7 feet high • Allowed in adjacent street setbacks if less than 4 feet high
	~~Open balconies, fire escapes, or exterior stairways~~	~~May extend up to 5 feet into any setback~~
	Chimneys or fireplaces[1]	May extend up to 3 feet into any setback if no more than 5 feet higher than the highest point of ***building*** to which it is attached
	Roof eaves and overhangs[1]	May extend up to 3 feet into any setback
	Awnings[1]	May extend up to 5 feet into any setback
	Bay windows[1]	May extend up to 3 feet into any setback if no more than 9 feet wide
	Sills or entablatures[1]	May extend up to 1 foot into any setback
	~~Uncovered porches, stoops, decks, patios or terraces~~	~~May extend up to 5 feet into any setback~~
	~~Lighting fixtures~~	~~May be located in any setback if no more than 20 feet high~~
	Roof dormers[1]	May extend up to 5 feet beyond the setback angle plane (horizontally or vertically)
	~~Spires, cupolas, domes, skylights, and similar rooftop architectural features~~	~~May extend up above the setback angle plane if they occupy no more than 25% of the roof area of the ***structure*** to which they are attached and~~

		~~extend no more than 25% more than the ***height*** limit defined by the setback angle plane at the point(s) of penetration~~
	~~Solar collection devices~~	~~See Sec. 16-4-103.E.8~~
	Television or radio antennas[1]	May extend up to 10 feet above the setback angle plane if they are attached to a side or rear elevation of a ***structure***
	~~Small wind energy conversion systems~~	~~See Sec. 16-4-103.E.7~~
	~~Amateur radio antenna~~	~~See Sec. 16-4-103.E.1~~
	Bike racks, bollards and other ***site*** furnishings (such as tables and chairs)	Allowed in adjacent use and adjacent street setbacks
	~~Other architectural features not listed above (parts of a ***structure*** that provide visual interest to the ***structure*** and are nonhabitable and decorative in nature)~~	~~May be allowed to penetrate the plane of the setback angle if the ***Official*** makes the following determinations:~~ ~~• The required setback angle cannot be met for the architectural elements using alternate site layouts without major modifications to an otherwise acceptable **application**;~~ ~~• The excepted architectural elements will not be major or dominant features of the ***structure***;~~ ~~• The excepted architectural elements will not penetrate the vertical plane of the minimum required setback distance;~~ ~~• The exception is the minimum reasonably required to achieve the architectural goal; and~~ ~~• If applicable, the placement of the~~

		~~***structure*** provides protection of prominent natural features on the site, such as ***trees***, wetlands, or historic ***sites***.~~
	Flagpoles/Flags	Unless they constitute a "sign" and thus subject to Sec. 16-5-114.E, Flagpoles no more than 20 feet high and flags no greater than 20 square feet in area may be located in setbacks
	Signs	See Sec. 16-5-114.E
	[1]In no case shall an allowable encroachment for a listed feature extend into a setback to a point that is less than 10 feet from a lot line.	
Current building heights are too high.	**Chapter 16-10:** **Definitions, Interpretation, and Measurement** **Sec.16-10-102. Rules of Measurement** **C. Height** ***1. Calculation of Height*** a. Maximum ***structure height*** ~~for ***development*** in each zoning district~~ shall be measured ~~from~~ ***pre-development grade*** immediately adjacent to the structure to a point level with the highest point of the structure. ~~as follows:~~	

Nonconformities

Changes to building height calculations and allowable setback encroachments may result in the creation of nonconforming structures (structures that do not comply with current dimensional standards). Such structures are permitted to exist and to be maintained. They are impacted when they are expanded, relocated, altered, or damaged.

Chapter 16-7 provides standards for nonconformities. The purpose statement of the Nonconformities Chapter reads as follows:

“The zoning regulations and development standards established by this Ordinance are designed to guide the future development and redevelopment of land within the Town by

encouraging and regulating site development and appropriate groupings of compatible and related uses that promote and protect the public health, safety, and general welfare. While the Town recognizes the continued existence of nonconformities is generally inconsistent with the purpose and intent of this Ordinance, it also recognizes this Ordinance needs to provide flexibility to encourage redevelopment of nonconforming development if it lessens the degree of the nonconformity and if redevelopment is consistent with the goals of the Comprehensive Plan and the district in which the development is located. This Chapter provides for the regulation of nonconforming uses, structures, signs, and site features, and specifies those circumstances and conditions under which such nonconformities are allowed to continue and redevelop."

Legally nonconforming structures that are damaged or destroyed by means not covered by Chapter 16-9: Disaster Recovery (including intentional human destruction), may be repaired, reconstructed, or rebuilt only in accordance with the following requirements.

In the case of damaged structures:

The LMO also provides an exception for single-family structures that are damaged or destroyed that states, "A single-family dwelling unit existing within the Town that is damaged or destroyed, and is either permitted in the district in which it is located, or is a legally established nonconforming use in that district, may be rebuilt, restored or repaired consistent with the requirements of Title 15 of the Municipal Code." Title 15 of the Municipal Code refers to building code standards.

For other structures, the degree of damage is considered in two scenarios:

A building permit may be issued to rebuild, restore, or repair a legal nonconforming structure within 18 months of damage or destruction of not more than 50 percent of its appraised fair market value immediately prior to the damage.

A legal nonconforming structure damaged or destroyed to the extent of 50 percent or more of its appraised fair market value immediately prior to the damage shall not be repaired or replaced except in accordance with the requirements of this Ordinance.

In the case of redevelopment:

To provide flexibility and encourage redevelopment of sites with nonconforming features or structures, the Town adopted a process in Sec. 16-7-101.F, Substitution of Nonconformities for Redevelopment, that allows for more flexibility with nonnormalities. The Official is authorized to approve a Development Plan for such sites if the proposed development:

1. Will not include any new development that increases the amount of encroachment into any required buffer or setback;
2. Will not increase the impervious cover on the site over the maximum allowed for the district or the existing impervious cover, whichever is greater;
3. Will not result in a density in excess of what is allowed under this Ordinance, or the existing density, whichever is greater;

4. Will lessen the extent of existing nonconforming site features to the greatest extent possible;
5. Will not have an adverse impact on the public health, safety or welfare; and
6. Will lessen the extent of nonconformities related to any existing nonconforming structure on the site to the greatest extent possible.

In addition, the footprint of any existing nonconforming site feature or structure may be maintained or expanded as long as the applicant receives an approval as provided in Sec. 16-7-101.F, Substitution of Nonconformities for Redevelopment, unless one of the following is involved:

1. Expansion, enlargement, or extension associated with a nonconforming use; and
2. Replacement of a nonconforming site feature with a nonconforming structure; and
3. The demolition or modification of an existing nonconforming structure with the intent to rebuild or remodel the structure in accordance with an approved Zoning Map Amendment for the Redevelopment Overlay (R-O) District (see Sec. 16-3-106.K); and4.Nonconforming signs.
4. Nonconforming signs.

ATTACHMENTS:

1. Ordinance
2. Text Amendment

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND

ORDINANCE NO. 2025-_____

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND TO AMEND CHAPTER 16 OF THE MUNICIPAL CODE, THE LAND MANAGEMENT ORDINANCE, TO AMEND THE CURRENT REGULATIONS FOR THE MEASURE OF HEIGHT AND SETBACK ENCROACHMENTS FOR RESIDENTIAL AND NONRESIDENTIAL DEVELOPMENT TO INCLUDE LAND MANAGEMENT ORDINANCE SECTIONS: 16-3-106, 16-5-102 & 16-10-102, AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.

WHEREAS, The Town Council previously adopted a Strategic Action Plan for 2023-2025, and Strategy Number 1 states that the Town will:

> Successfully manage increasing and evolving future growth patterns in a manner that will ensure sustainability of Hilton Head Island's unique character. Additionally, the Town must monitor economic and demographic trends, undertaking a comprehensive list of future planning activities, and proactively protecting the Island's rich natural resources through appropriate design, regulation, and capital investment practices; and,

WHEREAS, at its September 16, 2024, Town Council Workshop, Town staff received the following comments and direction regarding amendments to the Land Management Ordinance related to the measurement of height and setback encroachments for residential and commercial development:

Residential:

1. Changes need to apply to existing subdivisions where possible. Current building heights are too high.
2. There needs to be more lighting, air, and separation between units.
3. Need to increase setbacks.
4. Need to establish minimum lot sizes (*to be addressed during the full LMO update*)

Commercial

1. Current building heights are too high.
2. There needs to be more light, air, and separation between units. Need to increase setbacks.
3. Need to establish minimum lot sizes (*to be addressed during the full LMO update*).
4. There should be a relationship between height and proximity to the street and boundaries (lower closer to the street and boundaries of property); and,

WHEREAS, the Town Council finds that the mass and scale of recent developments

have been of concern for both residential and commercial developments, and the Town Council finds that the best interests of the Town, and the health, safety and welfare of its citizens, property owners, residents and visitors will be furthered by an amendment to the Land Management Ordinance to address development and design standards for residential and nonresidential development by improving the definition and regulations related to the measurement of height and to identify a maximum for setback encroachments to promote the design and development of more appropriately scaled development in the Town; and,

WHEREAS, the Town Council finds that the best interests of the Town, and the health, safety and welfare of its citizens, property owners, residents and visitors will be furthered by an amendment to the Land Management Ordinance to require the height of structures be measured from the pre-development grade of the property on which the structure is built, and by amending the Land Management Ordinance to measure the setback angles at twenty (20) feet above the pre-development grade as this will ensure adequate separation between structures, provide for adequate light, air, and open space; prevent the overcrowding of land and facilitate the creation of a convenient, attractive and harmonious community; and,

WHEREAS, the Town Council finds that the best interests of the Town, and the health, safety and welfare of its citizens, property owners, residents and visitors will be furthered by an amendment to the Land Management Ordinance to limit the types and extent of projections and encroachments that are allowed in the area of the setbacks as this will also ensure adequate separation between structures, provide for adequate light, air, and open space; prevent the overcrowding of land and facilitate the creation of a convenient, attractive and harmonious community; and,

WHEREAS, on April 16, 2025, the Planning Commission held a Public Hearing to consider the proposed amendments related to the definition and regulations for the measure of height and setback encroachments, and the public had an opportunity to comment on the proposed amendments, and the Planning Commission voted ____ to recommend that Town Council adopt the amendments to the definition and regulations for height and setback encroachments; and,

WHEREAS, on _____, the Community Services and Public Safety Committee discussed the proposed amendments related to the regulations for the measure of height and setback encroachments, and voted ____ to recommend that Town Council adopt the amendments the regulations for the measure of height and setback encroachments; and,

WHEREAS, the Town Council finds that the best interests of the Town, and the health, safety and welfare of its citizens, property owners, residents and visitors will be furthered by these amendments which will ensure adequate separation between structures, provide for adequate light, air, and open space; prevent the overcrowding of land and facilitate the creation of a convenient, attractive, and harmonious community.

NOW, THEREFORE, BE IT ORDERED AND ORDAINED BY THE TOWN

COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, AND IT IS HEREBY ORDERED AND ORDAINED BY AND UNDER AUTHORITY OF SAID TOWN COUNCIL, AS FOLLOWS:

Section 1. Amendment. That the Land Management Ordinance is amended as shown on Exhibit "A" to this Ordinance. Newly added language is illustrated with double underline and deleted language is illustrated with ~~strikethrough~~.

Section 2. Severability. If any section, phrase, sentence, or portion of this Ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct, and independent provision, and such holding shall not affect the validity of the remaining portions thereof.

Section 3. Effective Date. This Ordinance shall be effective upon its adoption by the Town Council of the Town of Hilton Head Island, South Carolina.

PASSED, APPROVED, AND ADOPTED BY THE COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND ON THIS _____ DAY OF ___, 2025.

THE TOWN OF HILTON HEAD ISLAND,
SOUTH CAROLINA

_____
Alan R. Perry, Mayor

ATTEST:

_____
Kimberly Gammon, Town Clerk

First Reading:
Second Reading:

APPROVED AS TO FORM:

_____
Curtis L. Coltrane, Town Attorney

Chapter 16-3:
Zoning Districts

Sec.16-3-106. Overlay Zoning Districts

H. Forest Beach Neighborhood Character Overlay (FB-NC-O) District

4. District Regulations

a. Setbacks

i. In addition to the ***single-family*** setback requirements of Sec. 16-5-102, Setback Standards, a side, and rear adjacent use setback shall be required.

ii. Setbacks shall comply with the standards of Sec. 16-5-102, Setback Standards, except that the 65 degree setback angle shall be measured from 20 feet above ~~thirteen feet (13') above mean sea level using the NAVD 88 vertical datum or~~ ***pre-development grade*** ~~, whichever is higher~~.

iii. Side adjacent use setbacks shall be 10 feet for ***lots*** with a width of 70 feet and above. For ***lot*** widths less than 70 feet, the side adjacent use setback shall be equal to 12 percent of the ***lot*** width rounded to the closest whole number. However, to preserve significant ***trees*** or stands of ***trees*** any one side setback may be reduced to five feet, provided the sum of the required side setbacks is not reduced.

iv. Rear adjacent use setbacks shall equal 10 percent of the ***lot*** depth or 10 feet, whichever is greater. However, to preserve significant ***trees*** or stands of ***trees***, the rear setback may be reduced to five feet provided the sum of the required street and rear setbacks is not reduced.

v. To preserve significant ***trees*** or stands of ***trees*** in the rear of the lot, the street setback may be reduced to 15 feet provided the sum of the required street and rear setback is not reduced.

I. Folly Field Neighborhood Character Overlay (FF-NC-O) District

4. District Regulations

a. Setbacks

In addition to the ***single-family*** setback requirements of Sec. 16-5-102, Setback Standards, with the exception that ***structures*** greater than 24 inches in ***height*** along minor arterials are required to have a minimum adjacent street setback of 20 feet, the following setbacks shall be required.

i. Rear yard setbacks shall be a minimum of ten percent of ***lot*** depth or ten feet, whichever is greater.

ii. Side yard setbacks shall each contain a minimum of ten percent of the total ***lot*** width.

iii. Maximum setback angle of 65 degrees shall be measured from 20 feet above ~~thirteen feet (13') above mean sea level using the NAVD 88 vertical datum or~~ ***pre-development grade*** ~~, whichever is higher~~.

J. Holiday Homes Neighborhood Character Overlay (HH-NC-O) District

4. District Regulations

a. Setbacks

In addition to the ***single-family*** setback requirements of Sec. 16-5-102, Setback Standards, the following setbacks shall be required:

i. Rear yard setbacks shall be a minimum of ten feet.

ii. Side yard setbacks shall be a minimum of ten feet; however, to preserve existing ***trees***, any one side yard setback may be reduced to five feet provided the sum of the required side yard setbacks equals at least 20 feet.

01. A ***lot*** with less than 50 feet of ***street frontage*** or less than 0.15 acres in area shall be permitted to reduce side yard setbacks to a minimum of five feet.

02. Dwelling units that are nonconforming as to the side yard setbacks identified above are permitted to be expanded along the subject boundary line; however, ***expansions*** shall be constructed no closer than five feet from the side property line.

03. Side yard setback angles shall be a minimum of 65 degrees measured from 20 feet above ~~thirteen feet (13') above mean sea level using the NAVD 88 vertical datum or~~ ***pre-development grade***~~, whichever is higher,~~ at the setback line. The illustration in Sec. 16-5-102.D, Adjacent Use Setback Requirements, can be referenced for an example of a setback angle.

iii. In the case of a ***corner lot***, the required 20-foot adjacent street setback may be reduced to ten feet for the ***street*** with the lower average daily trips (ADT).

iv. ***Lots*** directly ***adjacent*** to Folly Field Road shall have a minimum adjacent street setback of 20 feet.

Chapter 16-5:
Development and Design Standards

Sec.16-5-102. Setback Standards

C. Adjacent Street Setback Requirements

Unless expressly exempted or modified in this subsection or for the CR, S, and IL Districts in Chapter 16-3: Zoning Districts, all portions of a ***structure*** shall be located to the interior of the vertical and angled planes established by the applicable minimum setback distance from an adjacent street and maximum setback angle shown in Table 16-5-102.C, Adjacent Street Setback Requirements, based on the proposed ***use*** and the classification of the ***adjacent street***. (See Figure 16-5-102.C, Street Setback Angle.)

TABLE 16-5-102.C: ADJACENT STREET SETBACK REQUIREMENTS

PROPOSED USE		MINIMUM SETBACK DISTANCE[1]/ MAXIMUM SETBACK ANGLE[2]		
		ADJACENT STREET (BY CLASSIFICATION)		
		MAJOR ARTERIAL	MINOR ARTERIAL	ALL OTHER STREETS
Single-Family	Structure > 24 in high	50 ft^4 /75°	40 ft^4 / 70°	20 ft^4 /60°
	Structure ≤ 24 in high	50 ft^4 /n/a	30 ft^4 /n/a	10 ft^4 /n/a
All Other ***Uses***		50 ft^4 /75°	40 ft^4 /70°	20 ft^4 /60°

NOTES: in = inches ft = feet ° = degrees

1. Measured from the ***adjacent street right-of-way*** or ***easement*** line to the closest portion of a ***structure***. A 5' setback is required from an access easement for Family Compounds and Family Subdivisions. A street setback from an easement line is not required for non-single-family properties.
2. Measured within the upper inward quadrant of the intersection of a horizontal plane at a ***height*** of 20 feet above ~~13 feet above Mean Sea Level for residential use or 11 feet above Mean Sea Level for nonresidential use, or *pre-development grade*, whichever is higher,~~ and a vertical plane extending upward at the minimum setback distance (see Figure 16-5-102.C, Street Setback Angle).
3. The adjacent street setback shall be a minimum of five (5) feet on any parcel abutting a Town right-of-way acquired under the Town's Dirt Road Paving Program. See Section 16-5-105.D for additional details.
4. For ***corner lots***, reduced to 10 feet from the ***right-of-way*** of the ***street*** with the lowest average daily vehicle traffic count (ADT). If both ***streets*** have equal ADT, the ***lot*** owner may choose which ***street*** shall be subject to the reduced setback distance.
5. For ***Family Compounds*** and ***Family Subdivisions***, the minimum setback from a minor arterial shall be 25' and the minimum setback from all other streets shall be 10'.
6. Any further reductions to the adjacent street setbacks for Family Compounds and Family Subdivisions will require a ***variance*** from the BZA.

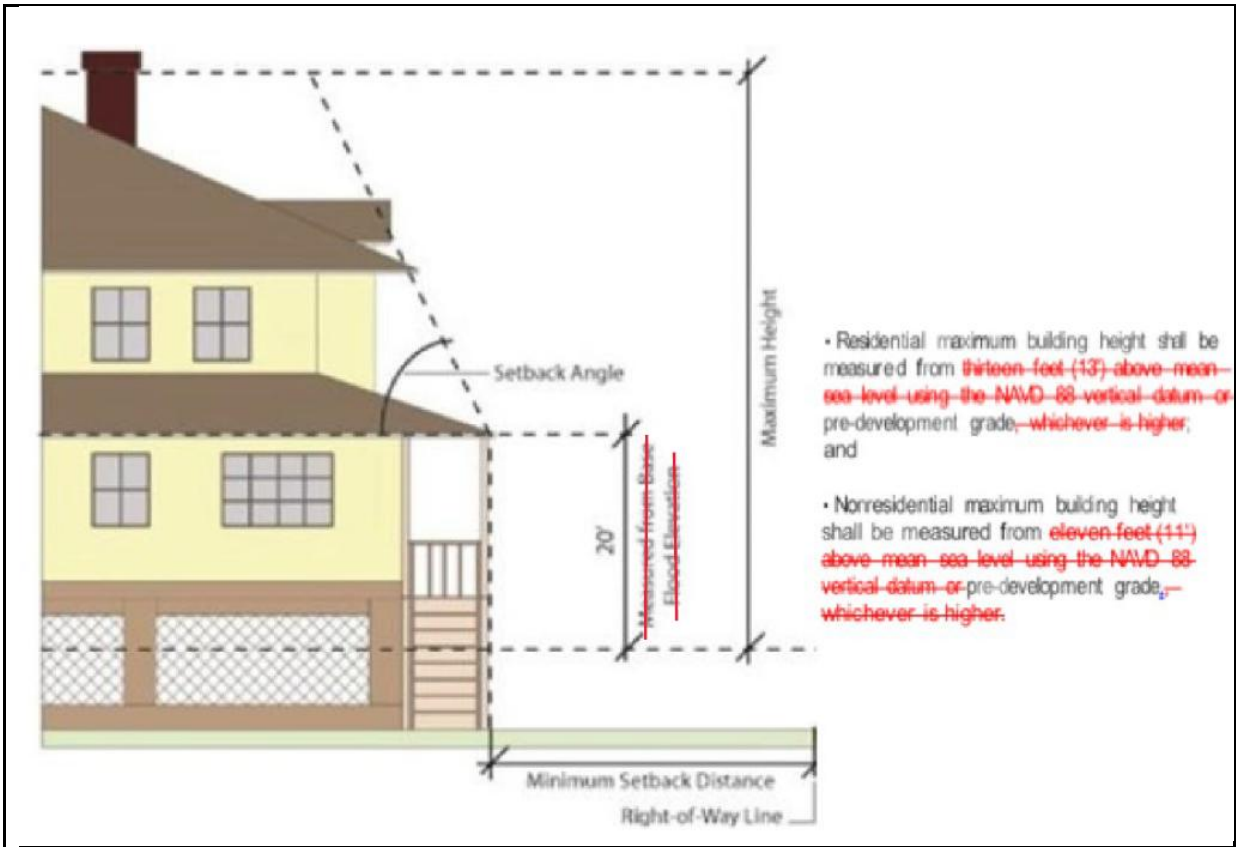


Figure 16-5-102.C, Street Setback Angle

(Revised 12-5-2017 - Ordinance 2017-19; revised 8-18-2020 - Ordinance 2020-19; revised 11-18-2020 - Ordinance 2020-27; revised 7-20-2021 - Ordinance 2021-15; revised 3-7-2023 - Ordinance 2023-04)

D. Adjacent Use Setback Requirements

1. Unless expressly exempted or modified in this subsection or for the CR and S Districts in Chapter 16-3: Zoning Districts, all portions of a ***structure*** shall be located to the interior of the vertical and angled planes established by the applicable minimum setback distance from ***adjacent*** properties and maximum setback angle shown in Table 16-5-102.D, Adjacent Use Setback Requirements, based on the proposed ***use*** and the existing ***use*** of the ***adjacent*** property (or zoning of a vacant ***adjacent*** property). (See Figure 16-5-102.D, Use Setback Angle.)

TABLE 16-5-102.D: ADJACENT USE SETBACK REQUIREMENTS[1]				
PROPOSED USE[3]	***MINIMUM SETBACK DISTANCE[1]/MAXIMUM SETBACK ANGLE[2]***			
	USE OF ADJACENT DEVELOPMENT PROPERTY[3]			
	SINGLE-FAMILY DWELLING	***ALL OTHER RESIDENTIAL USES; COMMERCIAL RECREATION***	***PUBLIC, CIVIC, INSTITUTIONAL, AND EDUCATION; RESORT ACCOMMODATION; OFFICES; COMMERCIAL SERVICES; VEHICLE SALES AND SERVICES; BOAT RAMPS, DOCKING FACILITIES, AND MARINAS***	***INDUSTRIAL USES***
	ZONING OF ADJACENT VACANT PROPERTY			
	CON, PR, RSF-3, RSF-5, RSF-6, RM-4	***RM-8, RM-12***	***CR, CC, WMU, S, RD, SPC, LC, MF, MV, MS, NC, MED***	***IL***
Single-Family[6]	20 ft[4,5] /75°	20 ft[4,5] /75°	30 ft[4,5] /60°	40 ft[4,5] /45°
• Any Other Residential ***Uses*** • Commercial Recreation	20 ft/75°	20 ft/75°	25 ft/75°	30 ft/60°
• Public, Civic, Institutional, and Education • Resort Accommodation • Offices • Commercial Services • Vehicle Sales and Services • ***Boat Ramps***, ***Docking Facilities***, or ***Marinas***	30 ft/60°	25 ft/75°	20 ft/75°	20 ft/75°
Industrial ***Uses***	40 ft[4,5] /45°	30 ft/60°	20 ft/75°	20 ft/75°

1. Measured from the common property line to the closest portion of a ***structure***.
2. Measured within the upper inward quadrant of the intersection of a horizontal plane at a ***height*** of 20 feet above ~~13 feet above Mean Sea Level for residential use or 11 feet above Mean Sea Level for nonresidential use, or~~ ***pre-development grade***~~, whichever is higher,~~ and a vertical plane extending upward at the minimum setback distance (see Figure 16-5-102.D, Use Setback Angle).
3. See Sec. 16-10-103 for a description or definition of the listed ***use*** classification and types.
4. Single family subdivision exterior boundary only.
5. For all Minor Subdivisions and Small Residential Developments, the entire single family exterior boundary setback may be reduced by 50% in area. The setback area shall not be reduced to less than 5 feet wide at any point; it may be reduced to 5 feet where adjoining another ***single-family dwelling lot*** in the same ***subdivision***; may be reduced to less than 5 feet if it, when combined with the platted setback distance for the adjoining ***lot***, is at least 10 feet.
6. For ***Family Compounds*** and ***Family Subdivisions***, the minimum setback from an adjacent property shall be reduced by 10' from what is required in Table 16-5-102.D except that an adjacent use setback of 5' shall be required between single-family uses.

7. Any further reductions to the adjacent use setbacks for Family Compounds and Family Subdivisions will require a ***variance*** from the BZA.

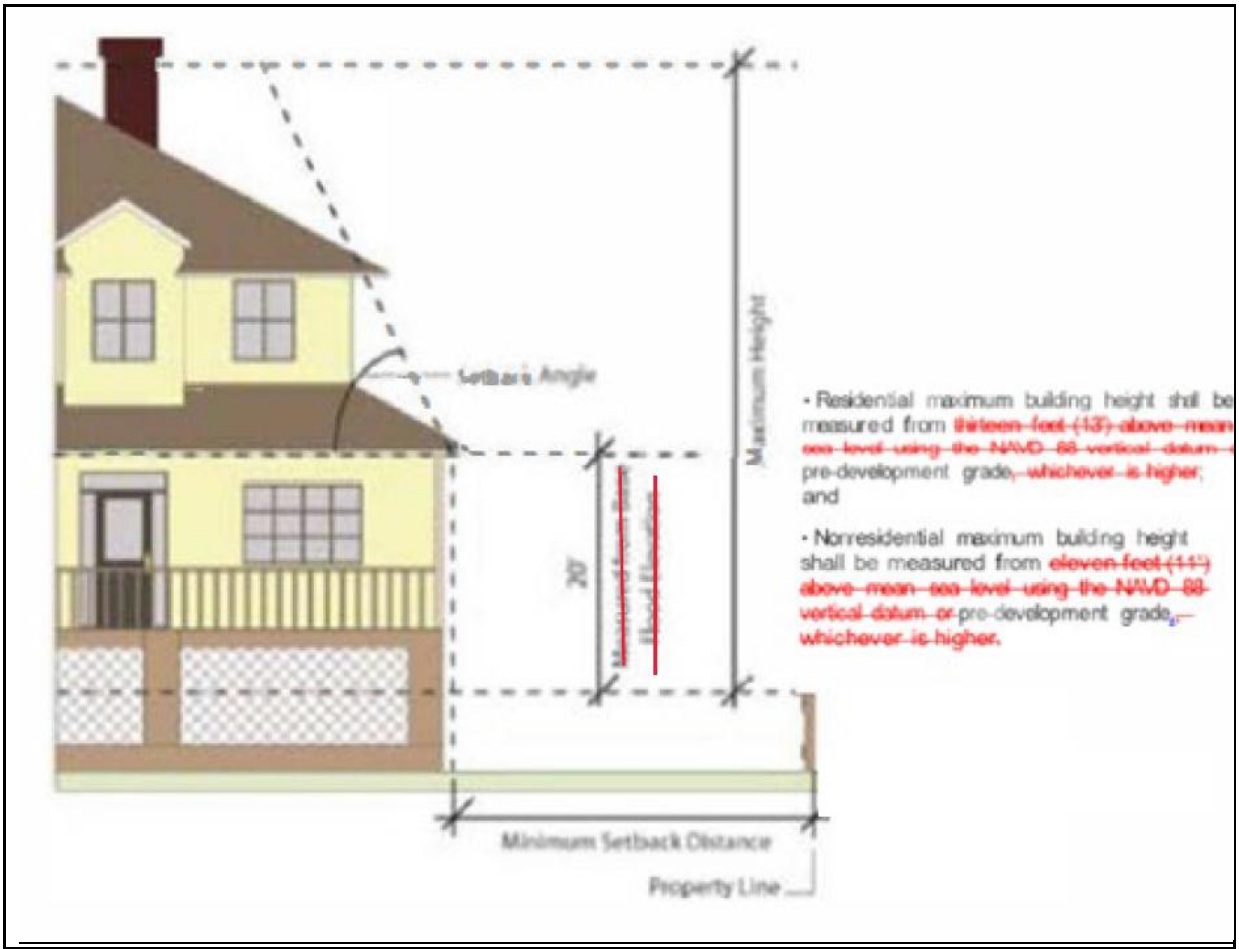


Figure 16-5-102.D, Use Setback Angle

2. Where the ***adjacent*** property includes ***uses*** from more than one listed ***use*** classification/***use*** type (including ***mixed-use*** developments), the adjacent ***use*** setback required shall be that for the ***use*** classification/***use*** type to which the greatest percentage of the ***development's gross floor area*** is devoted.

3. The adjacent use setback distance applicable to ***lots*** along the perimeter of ***development*** subject to Small Residential Development Review may be reduced by up to 50 percent, down to no less than five feet. The ***Official*** may allow further reduction as necessary to ensure that the total area within such perimeter setbacks does not exceed 20 percent of the total area of the site of the Small Residential Development.

4. There is no adjacent use setback requirement for non-single-family properties when the proposed ***development*** and the ***adjacent development*** function as a single ***development*** due to having either shared parking, connecting vehicular access or shared stormwater facilities. The recording of a cross access easement agreement between the two properties is required.

E. Allowable Setback Encroachments

Table 16-5-102.E, Allowable Setback Encroachments, identifies features that are allowed to encroach beyond the vertical and angled planes defined by minimum adjacent street and use setback requirements.

TABLE 16-5-102.E: ALLOWABLE SETBACK ENCROACHMENTS	
FEATURE	**EXTENT AND LIMITATIONS**
Fences or walls	• Allowed in adjacent use setbacks if located along common property lines and no more than 7 feet high • Allowed in adjacent street setbacks if less than 4 feet high
~~Open balconies, fire escapes, or exterior stairways~~	~~May extend up to 5 feet into any setback~~
Chimneys or fireplaces [1]	May extend up to 3 feet into any setback if no more than 5 feet higher than the highest point of ***building*** to which it is attached
Roof eaves and overhangs [1]	May extend up to 3 feet into any setback
Awnings [1]	May extend up to 5 feet into any setback
Bay windows [1]	May extend up to 3 feet into any setback if no more than 9 feet wide
Sills or entablatures [1]	May extend up to 1 foot into any setback
~~Uncovered porches, stoops, decks, patios or terraces~~	~~May extend up to 5 feet into any setback~~
~~Lighting fixtures~~	~~May be located in any setback if no more than 20 feet high~~
Roof dormers [1]	May extend up to 5 feet beyond the setback angle plane (horizontally or vertically)
~~Spires, cupolas, domes, skylights, and similar rooftop architectural features~~	~~May extend up above the setback angle plane if they occupy no more than 25% of the roof area of the ***structure*** to which they are attached and extend no more than 25% more than the ***height*** limit defined by the setback angle plane at the point(s) of penetration~~
~~Solar collection devices~~	~~See Sec. 16-4-103.E.8~~
Television or radio antennas [1]	May extend up to 10 feet above the setback angle plane if they are attached to a side or rear elevation of a ***structure***
~~Small wind energy conversion systems~~	~~See Sec. 16-4-103.E.7~~
~~Amateur radio antenna~~	~~See Sec. 16-4-103.E.1~~
Bike racks, bollards and other ***site*** furnishings (such as tables and chairs) [1]	Allowed in adjacent use and adjacent street setbacks
~~Other architectural features not listed above (parts of a ***structure*** that provide visual interest to the ***structure*** and are nonhabitable and decorative in nature)~~	~~May be allowed to penetrate the plane of the setback angle if the ***Official*** makes the following determinations: • The required setback angle cannot be met for the architectural elements using alternate site layouts without major modifications to an otherwise acceptable **application**; • The excepted architectural elements will not be major or dominant features of the ***structure***; • The excepted architectural elements will not penetrate the vertical plane of the minimum required setback distance; • The exception is the minimum reasonably required to achieve the architectural goal; and • If applicable, the placement of the ***structure*** provides protection of prominent natural features on the site, such as ***trees***, wetlands, or historic ***sites***.~~

Flagpoles/Flags [1]	Unless they constitute a "sign" and thus subject to Sec. 16-5-114.E, Flagpoles no more than 20 feet high and flags no greater than 20 square feet in area may be located in setbacks
Signs [1]	See Sec. 16-5-114.E
[1]In no case shall an allowable encroachment for a listed feature extend into a setback to a point that is less than 10 feet from a lot line.	

Chapter 16-10:
Definitions, Interpretation, and Measurement

Sec.16-10-102. Rules of Measurement

C. Height

1. Calculation of Height

a. Maximum ***structure height*** ~~for ***development*** in each zoning district~~ shall be ~~calculated~~ measured from ***pre-development grade*** immediately adjacent to the structure to a point level with the highest point of the structure~~. as follows:~~

~~i. Residential maximum building height shall be measured from thirteen feet (13') above mean sea level using the NAVD 88 vertical datum or ***pre-development grade***, whichever is higher; and~~

~~ii. Nonresidential maximum building height shall be measured from eleven feet (11') above mean sea level using the NAVD 88 vertical datum or ***pre-development grade***, whichever is higher.~~

~~b. The measurement of the ***height*** of a ***structure*** shall be the distance from the height as determined by 16-10-102.C.a immediately ***adjacent*** to the ***structure*** to a point level with the highest point of the ***structure***.~~

c. Equipment such as ***satellite dishes*** and heating and air conditioning equipment installed on top of ***buildings*** are excluded from the measurement of ***height*** provided they are screened from view.

d. The ***height*** of fences shall be measured from ~~preconstruction grade~~***pre-development grade***.