



Town of Hilton Head Island

Community Services and Public Safety Committee Meeting

Monday, May 19, 2025, 10:00 AM

**1 Town Center Court, Hilton Head Island, SC
Benjamin M. Racusin Council Chambers**

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

- 1. Call to Order**
- 2. Pledge to the Flag**
- 3. Adoption of the Agenda**
- 4. Approval of the Minutes**
 - a. Regular Meeting Minutes of April 21, 2025
- 5. New Business**
 - a. 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 Land Management Ordinance Sections 16-2-103, 16-5-106 and Appendix D, and Providing for Severability and an Effective Date - Missy Luick, Director of Planning
 - b. Consideration of a Resolution Adopting the Program for Public Information 5-Year Update and Federal Emergency Management Agency (FEMA) Community Rating System Updates - Missy Luick, Director of Planning
 - c. Consideration of an Ordinance of the Town Council of the Town of Hilton Head Island, Amending Municipal Code Section 12-6-111, Definitions, and Section 12-6-115, Resident Beach Parking Pass Parking, to Authorize Beach Parking Permits for Qualified Residents in Beaufort County, South Carolina, South Carolina - Shawn Colin, Assistant Town Manager
 - d. Consideration of a Resolution of the Town Council of the Town of Hilton Head Island, Establishing the Fee for a County Resident Beach Parking Pass in Accordance with Section 12-6-115(B)(2) of the Municipal Code of the Town of Hilton Head Island and Modify Fees for Saturday and Sundays Beach Parking - Shawn Colin, Assistant Town Manager

- e. Consideration of a Resolution Amending the Adopted Integrated Pest Management Policy - Shawn Leininger, Assistant Town Manager

6. Public Comment - Non Agenda Items

7. Adjournment

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

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

Municipal Association of South Carolina (MASC) Civility Pledge:

"I pledge to build a stronger and more prosperous community by advocating for civil engagement, respecting others and their viewpoints, and finding solutions for the betterment of my city or town."



Town of Hilton Head Island
**COMMUNITY SERVICES AND PUBLIC SAFETY
COMMITTEE MEETING**
Monday, April 21, 2025, 9:00 AM
Minutes

Call to Order

Chair Becker called the meeting to order at: 9:00 a.m.

Committee Members Present: Tamara Becker, Chair; Steve Alfred; and Steve DeSimone

Other Members of Town Council Present: Alex Brown, Mayor Pro-Tem

Adoption of the Agenda

Mr. Alfred made a motion to amend the agenda to move the item Presentation of the Annual Fire Rescue Report to after the approval of the minutes. Mr. DeSimone seconded. Motion carried 3-0.

Approval of the Minutes

Regular Meeting Minutes of March 17, 2025

Mr. Alfred moved to approve. Mr. DeSimone seconded. Motion carried 3-0.

Presentations

Presentation of the Annual Fire Rescue Report - Chris Blankenship, Fire Chief

Chris Blankenship made a presentation to the Committee. Highlights of the presentation are as follows:

- 10,015 Total Incident and 14,005 Total Unit Responses with 27 Average Incidents per day
 - EMS - 7,267
 - Fire - 2,533
 - HazMat - 63
 - Rescue – 162
- 10th Busiest Department in South Carolina
- 30% Increase in Call Volume since 2020
- Structure Fires
 - \$3,46,335,109 Total Property Saved
 - \$3,162,191 Total Property Lost
- Frequently Responded Locations
 - 421 Squire Pope Road, 300 Woodhaven Drive, 110 Gardner Drive, 801 Lemon

Grass Court, 120 Lamotte Drive

- New Pumpers
 - 8 New pumpers custom built to replace the 2008 pumpers
 - Cost of 1 pumper \$631,391.88
 - Fully funded by Hospitality Tax
 - All Forward Facing Seats
 - 1500 Gallon per minute pumps
 - Tank Capacities: 500 Gallons of water & 60 Gallons of Foam
- Emergency Medical Service
 - Top 3 Primary Impressions; General weakness, injury of head and syncope/fainting
 - Male 48% vs Female 52%
 - 5,997 Total Patients
 - 4,811 Patients from South Carolina
 - \$2,457,105 EMS Revenue Collected
 - \$440.63 Average cost per trip
 - 7 Cardiac Arrest Survivors
 - 70% Save Rate
 - 26 National Average Save Rate
- Safety & Professional Development
 - 34,849 Training Hours
 - 15 Line Personnel Hired
 - 3 Attended Fire Academy
 - 12 Hired Certified
- Special Operations
 - Technical Rescue Team
 - 11 Monthly Training Sessions
 - 49 Current Members
 - Attended 4 State Rescue Events
 - Hazardous Materials Team
 - 11 Monthly Training Sessions
 - 1,013 Hours of Training
 - 54 Current Members
- 911 Communications
 - 59,915 Total incoming calls
 - 911 Calls – 29,047
 - 10:00 – 11:00 Busiest Time of Day
 - June- Busiest Month
 - 9,926 Calls Transferred to other 911 Centers
 - Friday – Busiest Day of the Week
- Community Outreach & Recruitment
 - 2,982 Total Community Connections
- Emergency Management
 - 15 Presentations with 500 participants
 - 1,756 Emergency Preparedness Guides distributed

- Accomplishments
 - 2024 Silver Mission Lifeline EMS Award
 - Replacement of Town AEDs at Town parks and public facilities
 - Welcomed two new Medical Control Physicians
- Staffing Updates
 - Promoted internally for EMS Lieutenant
 - Hired the following: Community Risk Reduction Specialist, 15 Firefighters and 1 Dispatcher
 - Operations – Two Vacancies
 - Administration – Fully Staffed
- Challenges
 - Headquarters – No additional room for growth, increased use of classroom for multiple events, and there is a need to bring headquarters and EOC into one Town-Owned location

Committee Members had questions, comments and discussion regarding: the traffic and timing impacts getting to calls; the life of firetrucks; what are the AED requirements for businesses; the use of helicopter transportation and the cost; the awareness of CPR/AED classes and a general thank you from the committee members for what Fire Rescue does for the Town.

Executive Session

Discussion of Appointment to Boards, Commissions, and Committees [Pursuant to the South Carolina Freedom of Information Act Section 30-4-70 (a)(1)] related to:

1. Accommodations Tax Advisory Committee
2. Beaufort Jasper Housing Trust
3. Board of Zoning Appeals
4. Construction Board of Adjustments and Appeals
5. Design Review Board
6. Gullah Geechee Historic Neighborhood Community Development Corporation
7. Gullah Geechee Task Force
8. Housing Action Plan
9. Parks and Recreation Commission
10. Planning Commission

At 9:28 a.m., Mr. Alfred moved to enter into Executive Session for the reasons as stated by Chair Becker. Mr. DeSimone seconded. Motion carried 3-0.

At 11:14 a.m., Mr. Alfred moved to end Executive Session and return to the regular meeting. Mr. DeSimone seconded. Motion carried 3-0.

Action from Executive Session

There was no action.

New Business

Consideration of an Ordinance of the Town Council of the Town of Hilton Head Island to amend Municipal Code Section 8-11-211(8) to Restrict Dogs from an Area of the Town's Defined Beach near Fish Haul Creek - Shawn Colin, Assistant Town Manager

Shawn Colin addressed the Committee regarding the following information.

The Town of Hilton Head Island has a longstanding policy of periodic nourishment and renourishment of its Atlantic Ocean beaches to maintain beach width, provide a stable recreational area, and protect the critical coastal flora and fauna. Since 1990, the Town has completed three major beach nourishment projects, and a fourth is scheduled for 2025 (the "2025 Project").

As part of the 2025 Project, the Town must obtain permits from the United States Army Corps of Engineers and the South Carolina Department of Environmental Services. These permits, which are essential to commence and complete the beach nourishment efforts, impose specific requirements, including the prohibition of dogs in certain areas of the beach year-round to prevent disturbances to shorebirds and other wildlife.

Currently, Hilton Head Island Code Section 8-1-211(8) regulates the presence of dogs on the beaches, specifying times and locations where dogs are allowed, as well as handling requirements. In order to comply with the conditions of the permits, an amendment to this section of the Code, as outlined below and in the attached Ordinance, is necessary to prohibit dogs from certain defined beach areas year-round.

To move forward with the 2025 Beach Nourishment Project, the Town must secure the necessary permits from the United States Army Corps of Engineers and the South Carolina Department of Environmental Services. These permits require specific modifications to the Town's regulations on the presence of dogs on the beaches to protect shorebirds and other wildlife from disturbances.

The proposed amendment to Hilton Head Island Code Section 8-1-211(8) will prohibit dogs from certain beach areas year-round. This amendment is critical for compliance with the permitting requirements and for the protection of the natural environment during the upcoming beach nourishment project. The Town Council's approval of this amendment will ensure that the Town remains in compliance with state and federal regulations and continues to support the health and stability of its beach ecosystem.

Mr. Alfred made a motion to forward to Town Council for consideration of approval and Ordinance of the Town Council of the Town of Hilton Head Island to amend Municipal Code Section 8-11-211(8) to Restrict Dogs from an Area of the Town's Defined Beach near Fish Haul Creek. Mr. DeSimone seconded.

Chair Becker asked for public comment.
There was no public comment.

Committee Members had questions, comments and discussion regarding: restricting animals; clarification of the restricted areas; the use of the word “dog” and not animals; and the seizure of animals from owners.

Curtis Coltrane, Town Attorney, clarified the original ordinance and informed the Committee that there was language that spoke to animals being seized by the appropriate authority if necessary.

Ms. Becker made a motion to remove Section 8-2-211 (8) (e) from the proposed ordinance. Mr. DeSimone seconded. Motion failed 1-2 (Alfred and DeSimone opposed)

Consideration of an Ordinance of the Town of Hilton Head Island to Amend Title 16 of the Municipal Code, the Land Management Ordinance, to Amend Sections 16-3-104.G and 16-4-102.A.6 to Add Workforce Housing as a Permitted Conditional Use in the Moderate to High Density Residential (RM-12) District, to Amend Section 16-4-102.B.1 to Include Property Size and Location Requirements for Workforce Housing in RM-12, to Amend Section 16-4-105.A to Provide for a Workforce Housing Density Bonus and Impervious Surface Increase in RM-12, to Amend Section 16-4-105.B to Clarify Workforce Housing Agreement Requirements, and to Provide for Severability and an Effective Date - Missy Luick, Director of Planning

Ben Brown addressed the Committee regarding the following information.

Mr. Brown provided background to date from the inception of the Workforce Housing Strategic Plan in 2019. He further discussed the project details.

Project Scope:

1. 11 acres of Town-owned property located close to HHI schools, the Island Rec Center, and the Boys and Girls Club
2. Energy efficient sustainable neighborhood with high-quality architecture and construction
3. Approximately 160 rental units, consisting of one-, two- and three-bedroom apartments
4. Amenities and programming that prioritize the well-being and quality of life of residents

Workforce Affordability:

1. HHI essential workforce, such as teachers, first responders, health care providers, and hospitality workers
2. 60% to 150% of Area Median Income (AMI), with at least 50% of households earning 60% to 80% AMI
3. Affordability Covenants

OneStreet Residential's Role:

1. Financing
2. Design and permitting
4. Project management
5. Construction
6. Lease-up
7. Long-term programming
8. Property management

Town's Role:

1. Project vision
2. 11 acres of land through a 65-year ground lease
3. \$1 million grant with contributions secured from ARPA
4. Zoning entitlements
5. Long-term monitoring and programming support

Zoning Timeline:

- **Planning Commission** – March 19, 2025
 - ✓ Text Amendments & Zoning Map Amendment
 - RM-12, 25% density bonus for Workforce Housing for up to 15 units per acre
 - RM-12, 45% maximum impervious surface coverage
 - RM-12, Major Arterial and a minimum lot size of 5 acres
- **Community Services and Public Safety Committee** – April 21, 2025
- **Town Council 1st Reading** – May 20, 2025
- **Town Council 2nd Reading** – June 3, 2025

Missy Luick addressed the Committee regarding the following information.

Revitalize and Modernize the Economy is a focus area in the adopted Town Council 2023-2025 Strategic Action Plan. 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.

In September 2024, Town Council Workshop, Town staff received comments and direction regarding this proposed amendment to the Moderate to High - Density Residential (RM-12) district and workforce housing regulations.

In January 2025, the Planning Commission introduced the Workforce Housing Density Bonus Priority Amendment. During the meeting, Town staff made a presentation to the Planning Commission and, at the request of the Planning Commission, provided clarification on the following items:

1. Clarified short-term rentals are not allowed in the workforce housing program, including the proposed density bonus for the RM-12 zoning district.
2. Analyzed the impervious coverage increase from 35% to 45%. Provided a table of impervious coverage allowances throughout the LMO and identified best practices across South Carolina for multifamily districts.
3. Provided a map of all RM-12 properties that meet the criteria for this density bonus program.

In June 2024, the Town Council authorized the Town Manager to execute the Northpoint Workforce Housing Development Agreement. As outlined in the Development Agreement, the Town is responsible for preparing and processing an application for a zoning map and text

amendment that will allow the necessary use, density, and development standards to support the creation of a sustainable and energy-efficient workforce housing neighborhood at Northpoint.

The Town intends to rezone the subject property to the RM-12 District and concurrently amend the LMO to allow workforce housing in the RM-12 District. The LMO will also include incentives for increasing the number of workforce housing units. Additionally, project qualification standards are proposed to ensure that developments processed under this new provision will be at least five acres in size and located on a major arterial street. The proposed LMO amendments and rezoning are proposed to accommodate the project's scope and expand workforce housing opportunities. The priority amendment and rezoning are integral to the Northpoint Workforce Housing Development Agreement, which is dedicated to advancing the Workforce Housing Framework on Hilton Head Island.

Lastly Mrs. Lucik went through the proposed amendments, provided comparative research and nonconformities.

Mr. Alfred made a motion to forward to Town Council for consideration an ordinance of the Town of Hilton Head Island to Amend Title 16 of the Municipal Code, the Land management Ordinance, to Amend Sections 16-3-104.G and 16-4- 102.A.6 to Add Workforce Housing as a Permitted Conditional Use in the Moderate to High Density Residential (RM-12) District, to Amend Section 16-4-102.B.1 to Include Property Size and Location Requirements for Workforce Housing in RM-12, to Amend Section 16-4-105.A to Provide for a Workforce Housing Density Bonus and Impervious Surface Increase in RM-12, to Amend Section 16-4-105.B to Clarify Workforce Housing Agreement Requirements, and to Provide for Severability and an Effective Date. Mr. DeSimone seconded.

Chair Becker opened the floor to public comment.

Katie Henderson addressed the Committee regarding how dangerous the area is now with traffic and something needs to be done.

Ashleigh Phillips addressed the Committee regarding that the project looks good, however, the traffic on Gumtree Road is dangerous turning left and she is unsure how it will work adding road in front of the current post office as that area is tight already.

Members of the committee had questions, comments and discussion regarding: the amount of green space utilized in the project; the type of proposed pavers that will be used; will the Town look at other available land that this proposed rezoning could affect; and if the current United States Postal Service Property has been acquired for the proposed improvements.

Motion Carried 3-0.

Consideration of an Ordinance of the Town of Hilton Head Island 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 to Provide for Severability and an Effective Date. - Missy Luick, Director of Planning

Missy Luick addressed the Committee regarding the following information.

In June 2024, the Town Council authorized the Town Manager to execute the Northpoint Workforce Housing Development Agreement. As outlined in the Development Agreement, the Town is responsible for preparing and processing an application for a zoning map and text amendment that will allow the necessary use, density, and development standards to support the creation of a sustainable and energy-efficient workforce housing neighborhood at Northpoint.

The development is planned for 11.337 acres of Town-owned property located on William Hilton Parkway near the Cross Island Parkway and key community amenities, including Hilton Head Island schools, the Island Recreation Center, and the Boys and Girls Club. The public-private partnership and workforce housing initiative aligns with the Town's 2023-2025 Strategic Plan, specifically Strategy #2 (Workforce Housing Framework).

The Town of Hilton Head Island proposes to rezone 16 parcels on Beaufort County's Tax Map 7. The parcel numbers are 121, 219, 230, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, and 265, which are also known as the Northpoint property. In total, the property is 11.337 acres.

The Town proposes a related priority Land Management Ordinance (LMO) amendment to include Workforce Housing as an allowable principal land use, permitted subject to use-specific conditions, in the Moderate to High Density Residential (RM-12) District. The proposed amendment incorporates qualification standards, including minimum acreage (five acres) and location along a major arterial road.

Mr. Alfred made a motion to forward to Town Council for consideration an Ordinance of the Town of Hilton Head Island 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 to Provide for Severability and an Effective Date. Mr. DeSimone seconded.

Chair Becker opened the floor to public comment.

There was no public comment.

Members of the committee had questions, comments and discussion regarding: being in favor of housing but not wanting to loose the natural environment and wanting to protect the island.

Motion carried 3-0.

Consideration of an Ordinance of the Town of Hilton Head Island 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 a new Section 16-5-117 Construction Management Standards for the Town of Hilton Island, South Carolina and Providing for Severability and an Effective Date - Missy Luick, Director of Planning

Missy Luick addressed the Committee regarding the following information.

Revitalize and Modernize the Economy is a focus area in the adopted Town Council 2023-2025 Strategic Action Plan. 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.

In September 2024, Town Council Workshop, Town staff received the following comments and direction regarding construction management standards.

1. Require refuse disposal plan.
2. Require a construction vehicle parking plan.
3. Require a site management plan.
4. Require an access management plan.
5. Require secure construction sites during named storm events.

In March 2025, the Planning Commission held a public hearing and voted unanimously to forward the amendment to Town Council with a recommendation of approval.

Construction projects often have impacts extending beyond the immediate site, affecting commercial and residential areas. These disruptions - such as noise, vibrations, dust, traffic congestion, limited parking, and restricted property access—can significantly disrupt daily routines and operations. Residents have voiced frustration over these issues, highlighting the need for stronger management measures to minimize the negative impacts of construction activities.

The Town has proposed updates to the LMO to address construction management concerns and better regulate these impacts. Additionally, this proposed ordinance does reference weather conditions during which sites must be secured. For the purpose of this ordinance, tropical cyclones include tropical depressions, tropical storms, and hurricanes, as determined by the National Hurricane Center.

The proposed amendment adds a new section to the LMO for Construction Management Standards, Sec. 16-5-117, which has associated regulations for the following:

- A. Noise and Hours of Operation
- B. Stormwater Discharge
- C. Refuse and Site Cleanliness
- D. Traffic and Parking

- E. Site Management
- F. Enforcement

The proposed priority amendments introduce requirements to improve site management and safety during construction activities and certain severe weather events. These amendments will also ensure organized, safe, consistent, and community-conscious construction practices.

Mr. Alfred made a motion to forward to Town Council for consideration an Ordinance of the Town of Hilton Head Island 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 a new Section 16-5-117 Construction Management Standards for the Town of Hilton Island, South Carolina and Providing for Severability and an Effective Date. Ms. Becker seconded.

Chair Becker opened the floor to public comment.

There was no public comment at this time.

Members of the committee had questions, comments and discussion regarding: what prompted the change; some of these amendments are already in place; the Town should be business friendly; the overall process should be easier; rules should apply to everyone; these amendments ensure that the contractor has a plan to manage job sites; clarification of the refuse plan; this ensures clarity for better enforcement; the Town struggles getting qualified contractors; and the Town should be sensitive to the construction industry.

Motion carried 2-1 (DeSimone opposed).

Consideration of an Ordinance of the Town of Hilton Head Island to Amend Title 16 of the Municipal Code, the Land Management Ordinance, to Amend the Current Design Regulations and Requirements for Open Space and Pathways in Major Subdivisions to Include 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 for the Town of Hilton Head Island, South Carolina and Providing for Severability and an Effective Date - Missy Luick, Director of Planning

Missy Luick addressed the Committee regarding the following information.

Revitalize and Modernize the Economy is a focus area in the adopted Town Council 2023- 2025 Strategic Action Plan. 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.

In September 2024, Town Council Workshop, Town staff received comments and direction regarding this proposed amendment design regulations and requirements for open space and pathways in Major Subdivisions.

In February 2025, the Planning Commission held a public hearing and requested several modifications to the proposed text amendment.

In March 2025, the Planning Commission reviewed the modified amendment and voted unanimously to recommend approval to Town Council.

Updates to the Town's subdivision requirements are driven by public concerns arising from recent developments that do not fully align with the desired community standards. Issues such as excessive tree clearing, overly linear street layouts, architectural monotony, and inadequate open space and connectivity within and beyond subdivisions have led to concerns that the current subdivision regulations are not providing the desired outcomes. Currently, subdivision regulations are scattered across multiple sections of the LMO, creating a complex and interconnected regulatory framework.

Due to the intricate nature of these regulations, changes to subdivision requirements are best addressed as part of a comprehensive overhaul of the full LMO. However, the proposed priority amendments address specific, urgent concerns while providing a foundation for future, broader LMO revisions. The priority amendments for subdivision regulations focus on targeted improvements, specifically:

1. Improving common open space regulations to better preserve the Island's character and ensure new developments align with community expectations; and
2. Enhancing pedestrian and cyclist connectivity in new subdivisions

The proposed amendments focus on ensuring that common open spaces are well-planned, functional, and contribute positively to the overall development. These changes aim to balance the need for regulatory compliance with the creation of spaces that are accessible, connected, and environmentally sustainable, all while preserving the unique character of Hilton Head Island.

Mr. Alfred made a motion to forward to Town Council for consideration an Ordinance of the Town of Hilton Head Island to Amend Title 16 of the Municipal Code, the Land Management Ordinance, to Amend the Current Design Regulations and Requirements for Open Space and Pathways in Major Subdivisions to Include 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 for the Town of Hilton Head Island, South Carolina and Providing for Severability and an Effective Date. Mr. DeSimone seconded.

Chair Becker opened the floor to public comment.

Chester Williams addressed the Committee on his concerns of the way the changes are presented and is substantially new language, impossible to read and uses suggestive language and the use of “may vs shall” of the LMO Official shall be removed.

Members of the committee had questions, comments and discussion regarding: clarification of what is acceptable and may vs shall.

Motion carried 3-0.

Consideration of a Resolution of the Town Council of the Town of Hilton Head Island Authorizing the execution of a Non-Exclusive Drainage and Utility Easement Agreement from Beaufort County for Property Located at 55 Gardner Drive - Shawn Colin, Assistant Town Manager

Shawn Colin addressed the Committee reading the following information.

The Town of Hilton Head Island has requested that Beaufort County convey to the Town a drainage easement located at 55 Gardner Drive. The easement is necessary to support the Town's ongoing stormwater management program. The legal basis for the easement dates back to an agreement made in 1980 between Beaufort County and the property owner at 55 Gardner Drive. This agreement granted the County drainage and utility easement rights, which were subsequently amended in 1980. A plat describing the easement area was also recorded at that time.

Beaufort County has agreed to convey this easement to the Town to further its stormwater management efforts, which are critical to maintaining and improving the Island's infrastructure and environmental health. The proposed resolution authorizes the Town Council to accept the conveyance of the drainage easement from Beaufort County. The Resolution will acknowledge the easement's history and its intended use for stormwater management and utility purposes.

Mr. Alfred made a motion to forward to Town Council for consideration a Resolution of the Town Council of the Town of Hilton Head Island Authorizing the execution of a Non-Exclusive Drainage and Utility Easement Agreement from Beaufort County for Property Located at 55 Gardner Drive. Mr. DeSimone seconded.

Motion carried 3-0.

Public Comment - Non Agenda Items

There was no public comment during this time.

Adjournment

Chair Becker adjourned the meeting at 1:31 p.m.

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



TOWN OF HILTON HEAD ISLAND

Community Services and Public Safety Committee

TO: Community Services and Public Safety Committee
FROM: Missy Luick, Director of Planning
CC: Shawn Leininger, Assistant Town Manager
CC: Marc Orlando, Town Manager
DATE: May 19, 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 Land Management Ordinance Sections 16-2-103, 16-5-106 and Appendix D, and Providing for Severability and an Effective Date

RECOMMENDATION:

Community Services and Public Safety Committee review 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., and to provide for severability and an effective date, and forward a recommendation to Town Council.

The Planning Commission held a public hearing on April 16, 2025, and, after consideration of the criteria set forth in Land Management Ordinance (LMO) Section 16-2-103, voted unanimously to recommend that Town Council approve 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 (ie: car, bicycle, pedestrian, public transit, plane, etc.)
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 and adequately mitigate transportation impacts resulting from new development and redevelopment. 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.

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" (TIAP) 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. Traffic<u>Transportation</u> Impact Analysis Plan Review 1. <u>Applicability</u> a. The <u>A</u> Traffic <u>Transportation</u> Impact Analysis Plan, monitoring and mitigation requirements, and procedures set forth in this section are applicable to <u>all development</u> as defined in this Title <u>that would generate 50 or more peak hour trips</u>, except for that <u>as specifically exempted in paragraph 4 below of this subsection.</u>
Add unsignalized intersections level of service standard including mitigation requirements.	Chapter 16-5-106: C. Traffic Impact Analysis Plan <u>Service Level Standards</u> 3. The average total day <u>delay</u> on any approach to a traffic circle or roundabout <u>the Sea Pines Circle</u> does not exceed 150 seconds per vehicle during the peak hour for an average July weekday, <u>and</u>

	<u>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</u> 4. <u>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</u> 5. <u>The development causes safety issues or delays that require mitigation as determined by the Town Engineer.</u>
Include multimodal infrastructure (such as bike paths, sidewalks, transit) in the analysis.	Appendix D: Application Submittal Requirements D-11. Traffic<u>Transportation</u> Impact Analysis Plan Review <u>B. Submittal Requirements</u> <u>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:</u> <u>a. Improvements to pedestrian crossings;</u> <u>b. Additional pedestrian or bicycle crossings;</u> <u>c. Improvements to pedestrian signals, pedestrian signal intervals, signs, and pavement markings;</u> <u>d. Construction of additional sidewalks or non-motorized pathways;</u> <u>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</u> <u>f. Other similar improvements to transportation facilities.</u>

Remove the discounting of impacts due to "background traffic." i.e. the trips generated by previously existing development.	4. Exemptions The following types of development shall be exempt from the Traffic <u>Transportation</u> Impact Analysis Plan and mitigation requirements of this section: b. 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 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.
Include more impact mitigation options.	Appendix D: Application Submittal Requirements D-11. Traffic <u>Transportation</u> Impact Analysis Plan Review B. Submittal Requirements <u>8. 10.</u> 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 <u>shall</u> be responsible to mitigate the <u>traffic transportation</u> impacts of their proposed development. Acceptable roadway mitigation measures are limited to the following:

	a. <u>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;</u> b. <u>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;</u> c. <u>Pavement marking revisions;</u> d. <u>Adding additional intersection turn lanes not to exceed 4 lanes on minor arterial approaches and 5 lanes on major arterial approaches; and</u> e. <u>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;</u> f. <u>Road widening;</u> g. <u>Adding a traffic signal at a location that is warranted per the Manual of Uniform Traffic Control (MUTCD);</u> h. <u>Replacing a traffic signal or uncontrolled intersection with a roundabout that meets the Town's operational and design standards;</u> i. <u>Changes to locations or design of median crossovers to reduce congestion and mitigate accidents;</u> j. <u>Removal of changes to the number and location, or design of access points to reduce congestion and mitigate accidents;</u> k. <u>Additional signage;</u> l. <u>Other transportation-related safety improvements identified and/or recommended by the Town Engineer.</u>
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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.

COMMUNITY SERVICES AND PUBLIC SAFETY COMMITTEE ACTION:

LMO Sec.16-2-103-B.2.d states that the Community Services and Public Safety Committee’s recommendation shall be based on the standards in Sec. 16-2-103.B.3, Ordinance Text Amendment Review Standards.

The Committee 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

TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

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 unanimously to recommend that Town Council adopt the amendments Land Management Ordinance Traffic Impact Analysis Plan Requirements and Traffic Analysis Standards; and,

WHEREAS, on May 19, 2025, 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.~~
- e.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**.

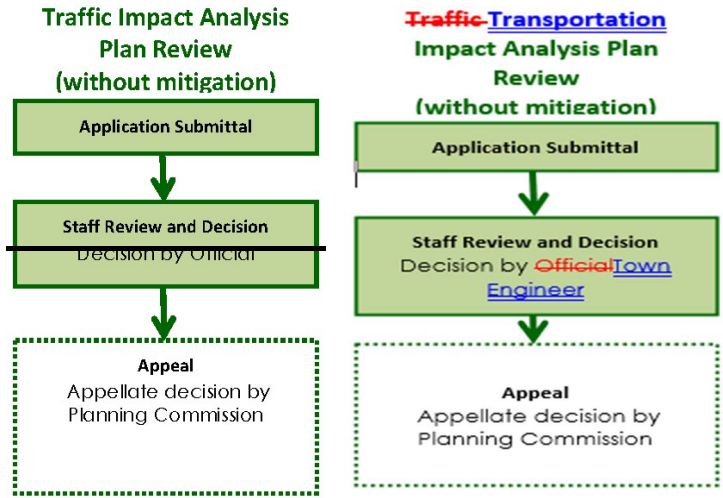
5. Traffic Transportation Impact Analysis Plan Review Procedure

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

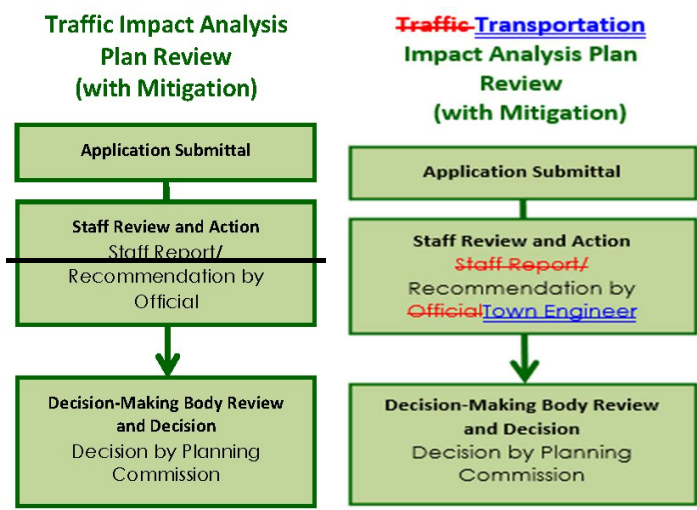
I. No or Minor Mitigation Required



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's **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 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 (origin 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.

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- 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.

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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 AASHTO 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;

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- 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

Community Services & Public Safety Committee

TO: Community Services and Public Safety Committee
FROM: Shari Mendrick, Floodplain Administrator
VIA: Shawn Leininger, Assistant Town Manager
VIA: Missy Luick, Director of Planning, LMO Official
VIA: Chris Lewis, Building Official
CC: Marc Orlando, Town Manager
DATE: May 19, 2025
SUBJECT: Federal Emergency Management Agency (FEMA) Community Rating System Updates and Consideration of a Resolution Adopting the Program for Public Information 5-Year Update

RECOMMENDATION:

Community Services and Public Safety Committee review and consider the 2020 Lowcountry Natural Hazard Mitigation Plan Annual Update and Repetitive Loss Area Analysis Annual Update and forward these documents to Town Council for informational purposes as required for participation in the Community Rating System.

Additionally, Community Services and Public Safety Committee review and consider a Resolution adopting the 2025 Program for Public Information and forward a recommendation to Town Council.

BACKGROUND:

The Town of Hilton Head Island has actively participated in the Federal Emergency Management Agency's (FEMA's) Community Rating System (CRS) program since October 1, 1991. The Town is currently a Class 5 Community, which gives its residents in the Special Flood Hazard Area (SFHA) a 25% discount on their flood insurance premiums.

Hazard Mitigation Plan:

The Lowcountry Council of Governments, on behalf of Beaufort, Colleton, Hampton and Jasper Counties and municipalities within each county, prepared the 2020 Lowcountry Natural Hazard Mitigation Plan. The 2020 Lowcountry Natural Hazard Mitigation Plan, adopted by Town Council in October 2021, replaced the Beaufort County Hazard Mitigation Plan as an appendix to the Town of Hilton Head Island Comprehensive Plan. This Plan assesses the communities' vulnerabilities to natural hazards and includes long-term strategies to address these hazards and to prevent future damage and loss of life.

The adoption of the Plan fulfills the continuing requirements that qualify the Town of Hilton Head Island for FEMA pre-disaster mitigation grants, post-disaster reconstruction assistance and continued participation in the Community Rating System (CRS).

The Annual Evaluation Report of the 2020 Lowcountry Natural Hazard Mitigation Plan is prepared by Town staff to ensure there is a continuing and responsive planning process. The report is presented to Town Council, released to the media and made available to the public prior to recertification of the Town's CRS status. The report is available to the public for review via the Town's website, or by contacting Town staff in the Planning Department for copies.

Repetitive Loss Area Analysis:

Town Council adopted the Repetitive Loss Area Analysis (RLAA) in 2024 as a credited activity in CRS program. The purpose of the RLAA is to assess the potential causes of flooding in areas that have historically flooded and properties with repeated flood losses and maintain reduced FEMA flood insurance premium costs to residents.

To maintain CRS credit for the RLAA, the RLAA document must be evaluated annually to maintain site-specific detail for each property, such as structure's finish floor height, exterior a/c units, grades, plus nearby storm water inlets, catch basins and drainage waterway features. The results of the assessment are used to update recommendations for appropriate mitigation strategies to reduce or eliminate future flood losses. There is no mandate for property owners to mitigate flood risk; however, the RLAA provides a guide and available resources to property owners to make improvements and protect their property. An annual report of this evaluation must be prepared and submitted to Town Council and the document must be updated every 5 years.

Program for Public Information:

Town Council adopted the original Program for Public Information (PPI) in 2015 and the required five-year update in 2020 as a credited activity in the CRS program. The purpose of the PPI is to maintain reduced FEMA flood insurance premium costs to residents and to provide flood-related information to property owners through a robust outreach program.

To maintain CRS credit for the PPI, the PPI Committee must meet annually to monitor, evaluate and revise, as needed, the outreach projects and flood insurance coverage assessment that are included in the program. The PPI Committee consists of eleven (11) members of the members including four (4) members of Town staff and seven (7) volunteers from the community that together have a wealth of knowledge regarding flood hazards and flood risk. The community members represent real estate, flood insurance, mortgage lender, property management, property owners' association and home builders. An annual report of this evaluation must be prepared and submitted to Town Council and the document must be updated every 5 years. The PPI Committee determined that the PPI should be updated this year due to additional data that has been provided by FEMA to receive additional CRS credit.

SUMMARY:

The 2025 Annual Evaluation Report of the 2020 Lowcountry Natural Hazard Mitigation Plan is attached (Attachments 1). The activities identified in the Plan are ongoing and the progress for each mitigation action, has been provided and no new major initiatives have been identified at this time. The annual update is presented to Town Council as part of the recertification of the Town's Community Rating System (CRS) status. No official action is required.

The 2025 Annual Evaluation Report of Repetitive Loss Area Analysis is attached (Attachment 2). One repetitive loss property identified in the plan has been mitigated during the reporting period. The annual update is presented to Town Council as part of the recertification of the Town's Community Rating System (CRS) status. No official action is required.

The 2025 update of the outreach projects and flood insurance coverage assessment that are part of the Program for Public Information (PPI) is attached (Attachment 3). No new outreach initiatives have been in the update plan. To maintain credit in the FEMA CRS Program, it is recommended that Town Council adopt a resolution (Attachment 4) to accept the 5-year update.

ATTACHMENTS:

1. 2025 Annual Evaluation Report of the 2020 Lowcountry Natural Hazard Mitigation Plan
2. 2025 Annual Evaluation Report of the Repetitive Loss Area Analysis
3. 2025 Program for Public Information
4. Resolution adopting the 2025 Program for Public Information.

TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA



Lowcountry Natural Hazard Mitigation Plan Annual Evaluation Report

Prepared April 2025 by:
Town of Hilton Head Island
Shari Mendrick, P.G., CFM,
Floodplain Administrator and Community Rating System Coordinator

Background

The 2020 Lowcountry Natural Hazard Mitigation Plan is a regional, multi-jurisdictional plan that assesses the communities' vulnerabilities to natural hazards and includes long-term strategies to address these hazards and to prevent future damage and loss of life. The plan was adopted by Town Council on October 5, 2021, as an appendix to the Town of Hilton Head Island Our Plan. Adoption of the plan fulfills the continuing requirements that qualify the Town of Hilton Head Island for FEMA pre-disaster mitigation grants, post-disaster reconstruction assistance and continued participation in the Community Rating System (CRS).

Summary

In response to the annual recertification requirements to continue to be eligible for Community Rating System (CRS) Credits, in accordance with Activity 510, Floodplain Management Planning, the Town of Hilton Head Island must prepare the annual evaluation report describing progress made in the implementation of the mitigation actions stated in the 2020 Lowcountry Natural Hazard Mitigation Plan. Annual evaluation of mitigation actions gives the community a framework for monitoring the plan's effectiveness and a mechanism to track progress in the implementation of the community's mitigation actions.

In accordance with the CRS requirements for Activity 510 Floodplain Management Planning, the following questions are addressed:

1. How can a copy of the original plan be obtained?

2020 Lowcountry Natural Hazard Mitigation Plan can be viewed on the Town's website at: <https://www.hiltonheadislandsc.gov/plans/HazardMitigationPlan.pdf>

2. Describe how this progress report was prepared and how it was submitted to the governing body, released to the media, and made available to the public:

This report was prepared by Town staff in the Emergency Management, Engineering & Stormwater, Finance, and Inspections/Compliance Departments. The report was presented to Town Council on June 17, 2025, released to the media, and made available to the public. The report is available to the public for review via the Town's website, or by contacting Town staff in the Planning Department for copies.

3. Provide a description of the implementation of each recommendation or action item in the action plan or area analysis report, including a statement on how the project was implemented or not implemented during the previous year:

Mitigation Action	Status	Milestones
1. Evaluate need to harden critical facilities (Town Hall, Fire and Rescue Headquarters and other critical facilities as listed in this plan) to reduce vulnerability to hazards	Ongoing	In 2019 Town staff submitted a Hazard Mitigation Grant Program grant application to SC-EMD/FEMA for a generator to be located at the soon to be constructed Fire Station 2 in Sea Pines. In March 2020 Town staff was notified the Hazard Mitigation Grant Program (HMGP) application for the generator at Fire Station 2 in Sea Pines was not selected by SC-EMD/FEMA for funding. In November 2020, the Fire Station 2 generator application was re-submitted to SC-EMD/FEMA for consideration. The application was withdrawn in August 2021 due to expenditures occurring prior to an executed grant agreement. The rebuild of Fire Station 2 was completed in 2021 and the generator was included in the overall project budget. In January 2020 Town staff submitted a Pre-Disaster Mitigation (PDM) grant application to SC-EMD/FEMA for a generator to be located at the Town's 911 Tower. The application was selected for award and the project was completed and closed out in February 2022. In November 2021 two BRIC grant applications were submitted for stormwater infrastructure projects. The two applications were not selected for funding. In September 2022 one application for a stormwater infrastructure project was submitted to the SC Rural Infrastructure Authority. Notification was received in May 2023 stating this application was not selected for funding. In 2025, the Town will be submitting a Letter of Interest for the HMGP Hurricane Helene and Tropical Storm Debby to help fund a generator replacement at Fire Rescue Headquarters.
2. Educate HH staff and public on HM grant programs and funding opportunities	Ongoing	Staff continues to advise Hilton Head Island residents when grant opportunities for flood mitigation assistance become available.
3. Work with regional media to promote public awareness of disaster preparedness	Ongoing	Emergency Management continues to work with the media through interviews on hurricane preparedness, including flooding. The Town's Emergency Manager conducts several interviews on the local cable station, WHHI, and the show "843" to promote public awareness of disaster preparedness. Annual hurricane presentations have been expanded to include Floodplain Manager and Stormwater to provide additional information on flooding and the Town's Stormwater program.
4. Distribute "Flood Awareness Guide" brochure and the "Guide to Emergency Preparedness," regularly	Ongoing	The "Flood Awareness Guide Are you flood ready?" is mailed to each household within Town limits on an annual basis. Also, the postcard is distributed at flood hazard public presentations and provided to local area Realtors for distribution to new homeowners on the island. Approximately 25,000 were distributed in 2024.

Mitigation Action	Status	Milestones
		Emergency Management staff continues to engage the public through multiple presentations throughout the year. Emergency Management provides information to the public through distribution of preparedness guides and presentations. We completed 15 preparedness presentations in 2025 with 300 people attending those presentations. Additionally, we provided 1,756 English Preparedness Guides and 315 Spanish Guides. The guides are posted to the Town's website and were viewed 5,672 times in English and 1,325 times in Spanish. The guides were downloaded 1,903 times in English and 426 times in Spanish from the Town's website.
5. Continue to implement structural drainage projects	Ongoing	The following projects are completed or underway: • Jarvis Creek Pump Station – Major rehabilitation project completed June 2020 - including electrical system upgrades, monitoring system upgrades, rehabilitation of the emergency generator, and elevating the emergency cutoff switches above flood stage. January 2025 the channel directly upstream of pump chamber was excavated to restore capacity and prevent obstruction of flow to pump station. Debris screens are in the process of being cleaned and upgraded. • Main Street Weir - Major overhaul including both operational and safety improvements; completed in 2019 • Wexford Channel Levee at Long Cove – 300 linear feet of levee raised and reinforced just upstream of the Wexford Pump Station to protect facility from extreme storm surge breach and recirculation of flow; completed in June 2019 • Ashmore Channel Mathews Drive Outfall - Replaced the failed neoprene tide valves with stainless steel flap gates; completed in July 2018 • Lawton Creek Pump Station – Major rehabilitation project completed June 2021 - including a new control building, electrical system upgrades, monitoring system upgrades, replacing the emergency generator, and elevating the emergency cutoff switches above flood stage. November 2023 all external flood control gates were replaced. March 2024 2 of the 3 original pumps were replaced with new pumps. September 2024 the 3rd original pump was replaced with a new pump. • Arrow Road/Haig Point Outfall System Improvements - 2 of 3 phases complete as of March 2024; Phase 3 completed as of January 2025; work included pipe capacity upgrades, pipe replacements with lowered inverts, installation of backflow prevention devices, and re-excavation of the overall channel to provide positive conveyance and restore capacity. • Central Island (Wexford) Pump Station - By April 2025 wet well was for pump station was rehabilitated, ladders were replaced, and fencing around wet well was replaced. Preliminary engineering and survey work ongoing for proposed debris screen for pump station. • Palmetto Hall Pump Station - One of two pumps to be replaced by June 2025 • Sea Pines Flood Control Gates - Replacement of several flood control gates in Sea Pines underway and planned to be installed by December 2025

Mitigation Action	Status	Milestones
		- Spanish Wells Pipe Replacement - As of April 2025, a 600 LF run of 42" HDPE pipe - Ongoing annually at various locations: stormwater conduits are lined, replaced, repaired, and/or upsized, and stormwater channels are improved by increasing capacity and implementing bank stabilization measures at numerous locations.
6. Continue to support Beaufort County's SWM Utility/plan for future SWM project	Ongoing	Beaufort County completed a county-wide Storm Water Master Plan 2018, but with only very limited, macro-scale analysis on Hilton Head Island systems. The Town continues to develop watershed master plans through detailed inventory and modeling projects to identify and mitigate flood hazards. Island-wide inventory and modeling program is currently 60% complete; at current funding level, programmed for completion in 2027. As each watershed is modeled, feasible mitigation projects are sometimes identified, evaluated, budgeted and programmed for implementation as CIP projects. Mitchelville/Palmetto Hall Watershed Study was completed in July 2019, and the Lower Jarvis Creek, Gum Tree and Jonesville Watershed studies were completed in 2020. The Wexford-Shipyard-North Forest Beach Study was completed in 2022, and the Lawton Canal study will be completed by December 2025.
7. Hilton Head will continue to perform periodic nourishment of its beaches	Ongoing	The last beach renourishment project was completed in December 2016. This project placed approximately 2 million cubic yards of sand along the Atlantic Ocean-front and Port Royal Sound-front shorelines. Annual monitoring has occurred since 2016. Preliminary design/permitting work began in 2022 for the next project. The USFWS Biological Opinion was issued in August 2024 and Permit 1 was issued in February 2025 by the State and USACE. The preconstruction process has commenced and the contract for Phase 1 is anticipated to be awarded in May 2025. The 2025 proposed project represents the fourth major renourishment since 1990, which are planned approximately every 8-10 years, and is anticipated to place on the order of 2 million cubic yards of sand from up to four offshore borrow areas.
8. Conduct periodic surveys of the equipment used by emergency personnel and write the appropriations into their budget	Ongoing	The Emergency Manager annually reviews and checks equipment assigned to emergency management, which includes the EOC equipment and base camp deployment package. Air conditioning and other upgrades were added to Western Shelter to provide sleeping or workspace for staff if a facility is not available. Emergency Management has completed improvements for new work space for IC, Ops, PIO, and LEO and added additional seating to the EOC. The EOC is at max capacity with no showers on the second floor and limited restrooms.
9. Continue to work with SCDNR to update maps based on newer topography data	Ongoing	Updated Digital Flood Insurance Rate Maps (DFRIMs) were adopted by the Town effective March 23, 2021. The Beaufort County Flood Risk Products were delivered in January 2023.

Mitigation Action	Status	Milestones
10. Scan and store elevation certificates for convenience and ease of access on Town of Hilton Head Island website (although all written documents will be maintained)	Ongoing	Finished construction elevation certificates for all new construction, substantial improvements, residential renovations, accessory structures, etc. are received daily. These are reviewed, signed and scanned into the appropriate building permit in the Energov system.
11. Continue to enforce Floodplain regulations to ensure proper development in compliance with all building codes, FEMA regulations and any other pertinent ordinances	Ongoing	Town staff revised and Town Council adopted the Flood Damage Controls Ordinance effective March 23, 2021. In conjunction with the map adoption, the Town adopted higher regulatory standards to include regulating the lowest floor elevation of all development town-wide, regardless of flood zone and a higher freeboard than the minimum Building Code requirement. The 2021 International Building Code and International Residential Code with State Modifications were adopted and went into effect January 1, 2023.
12. Continue to Train Building Officials on most up to date code requirements for hazard resistant construction	Ongoing	The Town of Hilton Head Island hired a new Building Official in June 2024. The Building Official is in the process of obtaining his Certified Floodplain Manager credential.
13. Study vulnerable bridges to determine which ones should be hardened and conduct maintenance of these bridges and HHI Causeways	Complete	This mitigation action was carried over from the previous hazard mitigation plan and completed as a partnership with Beaufort County in 2012. The causeway leading from the mainland to the Mackay Creek bridge was hardened (rip rap) after Mathew (2017) by the SCDOT. The Town, County and SCDOT have been engaged in a project to replace the bridges connecting the mainland to HHI. The Town and County continue to work with SCDOT to finalize a master plan for repair, replacement and redesign of the US 278 Corridor with final design anticipated to be completed in 2025.
14. Assist private home and business owners to obtain funding for retrofitting hazard prone buildings	Ongoing	In January 2021, two FMA grant applications were submitted to SCDNR by the Town on behalf of eligible property owners for residential elevation projects. One grant application was selected for funding and the Town is currently working on executing the sub-recipient agreement. In January 2022, one FMA grant application was submitted to SCDNR by the Town on behalf of an eligible property owner for a residential elevation project. This application was not selected for funding. In January 2023, one FMA grant application was submitted to SCDNR by the Town on behalf of an eligible property owner for a residential elevation project. This application continues to be pending selection.
15. Continue to develop the use of social media/smart phone technology to inform citizens of Hazard threats	Ongoing	Staff continues to use social media to educate and provide citizens with disaster related information. Staff currently uses Facebook, Twitter, Flickr, E-subscription and YouTube to disseminate information to the public. During events, the Emergency Operation Center updates are recorded and posted on social media and YouTube.

Mitigation Action	Status	Milestones
		The Town has significantly increased our PIO Staff to support education and real-time updates during EOC activations.
16. Append this to all comprehensive plans as they are updated, or at earliest date available	Ongoing	The 2020 Lowcountry Natural Hazard Mitigation Plan was adopted as an appendix to the Town of Hilton Head Island "Our Plan" on October 5, 2021.
17. Maintain or improve the Town's CRS rating	Ongoing	The Town received the latest recertification in December 2021. The Town remained a Class 5 in the CRS program, although there are enough program points to become a Class 4, the required prerequisites to become a Class 4 or lower community are not met.
18. Hilton Head will continue to maintain open space related to storm water management	Ongoing	Through the Town's land acquisition program strategic properties are purchased, some designated to preserve land and prevent further development and consequently lessen environmental and storm water impacts. This helps to maintain water quality and prevent degradation or pollution from development in those watersheds. The Town maintains the natural or engineered waterways on these Town lands to ensure adequate conveyance.
19. The Town will support ongoing efforts educate the public on the threat of Sea Level Rise and associated hazards, exploring best practices for adaptation to this threat	Ongoing	The Town website lists resources which help educate the public about sea level rise and associated coastal hazards. In 2021 and 2022, the Town submitted HMGP and BRIC grant applications to develop a Climate Adaptation Study. The HMGP grant application for the Climate Adaptation Study was withdrawn at the request of FEMA due to the BRIC grant award. In 2023 the BRIC grant application for a Flood Resiliency Strengths, Weaknesses, Opportunities and Threats Assessment was selected by FEMA for funding. The procurement process to select a consultant to draft the study began in 2023. The HMGP grant application for the Climate Adaptation Study was withdrawn at the request of FEMA due to the BRIC grant award. The consultant contract was executed on February 11, 2024. Hazard and vulnerability assessment, public outreach meetings, stakeholder engagement, SWOT assessment and policy review were completed in April 2025; however, due to the discontinuation of the BRIC Grant program, FEMA/SC EMD will not be reimbursing the Town for the awarded funding.
20. Continue to conduct engineering inspections of fire stations as necessary to determine mitigation retrofitting measures necessary	Complete	Inspections have been completed. Shutters able to withstand a Category 5 hurricane and fire sprinklers have been installed at fire station facilities, Fire Rescue Headquarters & Facilities Management buildings.

4. Discuss why any objectives were not reached or why implementation is behind schedule:

All applicable mitigation strategies were either in progress or ongoing. When possible, the Town takes advantage of federal grants which can be slow to obtain and fund.

5. What are the recommendations for new projects or revised recommendations?

The Town will continue with ongoing efforts and will take advantage of funding opportunities as they arise to move the action items forward. It should be noted that most of the items are continuing but will remain on the list due to ongoing maintenance requirements.

The Town is in the process of researching and developing additional mitigation strategies for human cause hazards. The information is proposed to be incorporated into the 2025 multi-jurisdictional update.

DRAFT

TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA



Repetitive Loss Area Analysis Annual Evaluation Report

Prepared April 2025 by:
Town of Hilton Head Island
Shari Mendrick, P.G., CFM,
Floodplain Administrator and Community Rating System Coordinator

Background

In 2024, The Town of Hilton Head Island, South Carolina, completed a Repetitive Loss Area Analysis (RLAA) to identify and evaluate repetitive loss properties throughout the Town. The plan was adopted by Town Council on October 15, 2024.

The RLAA identified 25 repetitive loss areas within the Town. Within the 25 Repetitive Loss Areas, there are 87 unmitigated properties and 942 properties that have the same or similar flooding conditions but have either been mitigated, constructed to higher standards, or do not have repetitive claims paid against the NFIP. The RLAA suggests methods to mitigate or reduce flood loss potential for each property including flood insurance promotion and flood awareness, property protection information, floodproofing and site-specific drainage improvements, drainage system maintenance, and elevation of structures and equipment.

Summary

In response to the annual recertification requirements to continue to be eligible for Community Rating System (CRS) Credits, the Town of Hilton Head Island must prepare the annual evaluation report describing progress made in the implementation of the mitigation actions stated in the Repetitive Loss Area Analysis. Annual evaluation of mitigation actions gives the community a framework for monitoring the plan's effectiveness and a mechanism to track progress in the implementation of the community's mitigation actions.

In accordance with the CRS requirements for Activity 510 Floodplain Management Planning, the following questions are addressed:

1. How can a copy of the original plan be obtained?

The Repetitive Loss Area Analysis can be viewed on the Town's website at: <https://hiltonheadislandsc.gov/reports/RepetitiveLossAreaAnalysis.pdf>

2. Describe how this progress report was prepared and how it was submitted to the governing body, released to the media, and made available to the public:

This report was prepared by the Town's Floodplain Administrator. The report was presented to Town Council on June 17, 2025, released to the media, and made available to the public. The report is available to the public for review via the Town's website, or by contacting Town staff in the Community Development Department for copies.

3. Provide a description of the implementation of each recommendation or action item in the action plan or area analysis report, including a statement on how the project was implemented or not implemented during the previous year:

Mitigation Action	Status	Milestones
1. Flood Insurance Promotion and Flood Awareness	Ongoing	The Town's Floodplain Administrator continues to provide the most relevant up-to-date flood insurance information to all property owners within the repetitive loss areas through annual outreach. The Town's Floodplain Administrator and Emergency Manager continue to host neighborhood meetings to promote flood awareness and flood preparedness.
2. Property Protection Information	Ongoing	The Town's Floodplain Administrator provides the most relevant up-to-date information to all property owners within the repetitive loss areas.
3. Floodproofing and Site-Specific Drainage Improvements	Ongoing	The Floodplain Administrator and Stormwater Department are available to meet with property owners to provide property protection advice and assistance to property owners who may wish to implement such measures. This service is publicized within the repetitive loss areas through annual outreach.
4. Drainage System Maintenance	Ongoing	For infrastructure that is maintained by the Town, the Town has implemented a comprehensive drainage system maintenance program that includes a biannual schedule for inspection and maintenance. The Town continues to work closely with the neighborhood associations to develop and implement maintenance agreements, such that the neighborhood associations are bound by similar maintenance programs. The Town is currently working with Beaufort County and SCDOT to strengthen their obligation to maintain infrastructure to reduce the risk of flooding for the Town's property owners.
5. Elevate Structures and Equipment	Ongoing	The Town's Floodplain Administrator continues to promote effective flood protection measures and provide advice and assistance to property owners who may wish to implement such measures in an on-going program. During this reporting period, one repetitive loss property has been mitigated. The damaged structure has been demolished and replaced with a new structure constructed to higher regulatory standards.

4. Discuss why any objectives were not reached or why implementation is behind schedule:

All applicable mitigation strategies are ongoing. When possible, the Town recommends that property owners take advantage of federal grants which can be slow to obtain and fund.

5. What are the recommendations for new projects or revised recommendations?

The Town will continue with ongoing efforts and will take advantage of funding opportunities as they arise to move the action items forward.

**TOWN OF HILTON HEAD ISLAND,
SOUTH CAROLINA**



**PROGRAM FOR
PUBLIC INFORMATION**

Prepared April 2025 by:
Town of Hilton Head Island
Shari Mendrick, P.G., CFM,
Floodplain Administrator and CRS Coordinator

Background

The Town of Hilton Head Island is a barrier island located along the Atlantic Coast in Beaufort County, South Carolina. It occupies a land area of approximately 23,000 acres or 54 square miles and is approximately 12 miles long and 5 miles wide.

The Island is bound on the northeast by Port Royal Sound, Calibogue Sound to the southwest, and Skull Creek, part of the Atlantic Intracoastal Waterway, to the north. A seven-mile tidal inlet, Broad Creek, runs diagonally across the Island and opens into Calibogue Sound. The Island's southeast shoreline faces the Atlantic Ocean and has a beach that stretches 13 miles from Braddock Cove in the south to Fish Haul Creek in the north. The beach runs uninterrupted except for a small inlet located mid-island, called the Folly.

Hilton Head Island is a distinguished resort and retirement community that is known for the incredible natural beauty of the beaches, extensive wetlands, diverse wildlife and natural landscape, with a sense of harmony between the natural and built environment. The Island's natural habitats and resources are recognized for the benefits that they provide. The beach provides critical nesting habitat for several species of birds and other animals, particularly the threatened loggerhead sea turtle. As a coastal community, the accessible ocean beach is a predominant factor in the local tourism and vacation rental economy.

The Town takes a very proactive approach to flood awareness and mitigation and pursues a variety of activities for credit under the Community Rating System (CRS) program. The activities include: preventive measures such as open space preservation, storm water management, property protection measures such as building elevation, flood proofing, promotion of flood insurance, and adoption and enforcement of all ICC building codes, natural resources protection, structural protection such as beach nourishment and drainage improvements and emergency management services. Over the years the Town has developed several educational and outreach projects to promote flood awareness. The Town's commitment to the CRS program enhances public safety, protects property, preserves the natural functions of floodplains, and reduces flood insurance premiums.

The Town has been actively participating in the CRS program since October 1, 1991. The Town is currently a Class 5 Community, which gives all residents a 25% discount on their flood insurance premiums. As of April 15, 2024, there were 23,697 flood insurance policies on Hilton Head Island. The total savings, as a result of the Town's participation in the CRS program, is more than \$3.0 million per year or approximately \$130 to the average policy holder.

To maintain the reduced flood insurance premium costs to residents and to provide flood-related information to property owners through a more aggressive outreach program, the Town has developed the Program for Public Information (PPI). Through the public information program, people at risk can learn about the hazards they face, prepare for flooding and take steps to reduce their exposure to flood damage.

The Town incorporated a Flood Insurance Coverage Assessment and Coverage Improvement Plan into the PPI because there are property owners who are not aware of flood insurance requirements or may not see a need to insure their property. By having an outreach program and flood insurance coverage improvement plan, with all the activities and educational opportunities assembled in a coordinated document, the Town hopes property owners will have the information they need to protect themselves and their property.

The goal of the PPI is to better inform the public about their flood risks, how to improve their flood hazard preparedness, identify what they can do to decrease future damage and the benefits of having flood insurance coverage for both the structure and contents. All the public information activities have the same objective: to get people to protect themselves and their property, whether it's to take flood protection steps, such as buying flood insurance, developing a family emergency plan, retrofitting a building, or complying with floodplain management regulations.

The Town's PPI Program is based on specific information discussed further in this document. The messages dispersed will educate the public, through outreach materials such as publications and brochures, will provide flood response preparation and disaster recovery information when needed, and will help other organizations on getting the word out about flood awareness, educate contractors, builders, realtors, insurance agencies and mortgage brokers on the importance of flood awareness and promoting flood insurance and assist the stakeholders in their outreach efforts.

Program for Public Information Committee Members

The Town of Hilton Head Island Town Council adopted the PPI on August 4, 2015. The PPI Committee consists of eleven members. Four of the members are Town staff and seven are volunteers from the community that together have a wealth of knowledge regarding flood hazards and flood risk. The community members, or stakeholders, represent real estate, flood insurance, mortgage lender, property management, property owners' association and home builders. Some of the members of the committee are Hilton Head Island floodplain residents.

- Shari Mendrick, CFM, Floodplain Administrator and CRS Coordinator
- Brian Eber, CFM, Development Services Manager of Hilton Head Island
- Tom Dunn, SC CEM, Emergency Manager, Town of Hilton Head Island
- Carolyn Grant, Communications Director, Town of Hilton Head Island
- Kim Smith, Business Development Banker, Coastal States Mortgage
- Kristin Hayrinen, Senior Vice President, Hub International Southeast
- Jean Beck, RCE, Chief Executive Officer, Hilton Head Area Realtors
- Brian Kinard, Sales Executive, Dunes Real Estate
- Cliff McMackin, Director of Resort Development, Sea Pines Resort
- Brandon Arendt, Director Owner Relations, Coastal Home and Villa (tentative)
- Michelle Edwards, Hilton Head Area Home Builders Association

The member's role is to assist in implementing the PPI by providing feedback from their perspective regarding the areas best targeted for outreach, groups to target, messages to be delivered, and the best method, by whom and how often, to deliver these messages.

Community Needs Assessment

The Town is located along the southeast coast of South Carolina and is subject to many different hazards to include storm surge and drainage system flooding, coastal erosion, tropical storms and hurricanes.

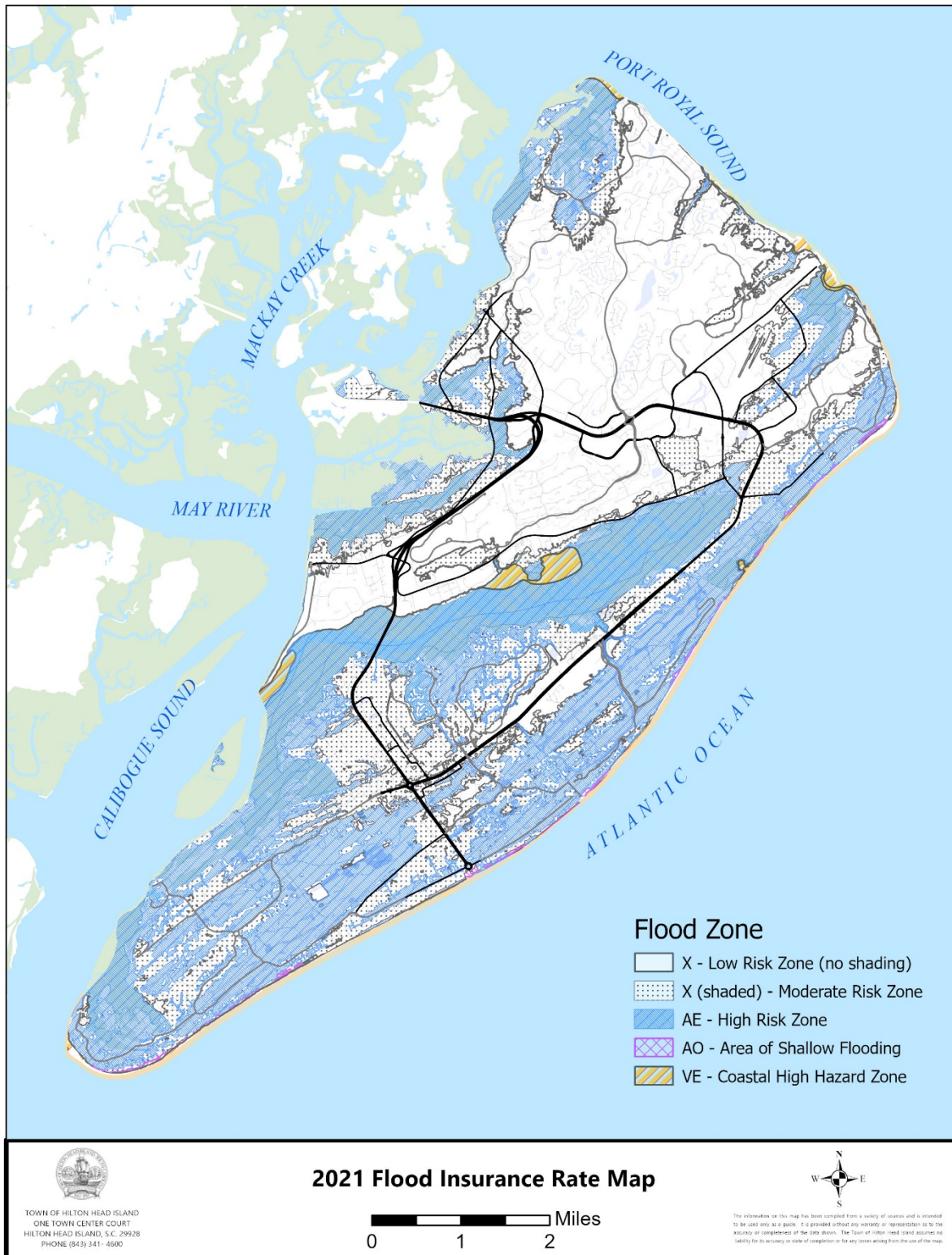
The Town has an estimated total population of 37,661 with a median age of 59.8 years and a median household income of \$93,694 according to United States Census Bureau online database.

The Town is potentially vulnerable to losses as a result of a hazardous event to a relatively high degree, particularly considering the increasing median age of residents, new residents not familiar with the types of hazards facing the region and how best to prepare and protect themselves from these hazards. Since tourism plays such a predominant role in the local economy and is often negatively affected by large-scale hazard events with national media coverage, the potential economic losses associated with a hazard event are potentially high. Advance preparation and planning for a flood can be critical in emergency situations.

Flood Hazards

The Town of Hilton Head Island is relatively flat with a maximum elevation of twenty-four feet in limited places. Most areas of the Island are subject to base flood elevations of 7 to 9 feet, although the flood elevations along the shoreline range from 13 to 14 feet. Much of the Island is subject to flooding of about 1 to 3 feet. There are some areas of the Island with properties located further towards the shoreline with higher base flood depths. The Island is incapable of handling storm surge from the Atlantic Ocean. Heavy rainfalls can sometimes result in flooding in low lying areas and streets.

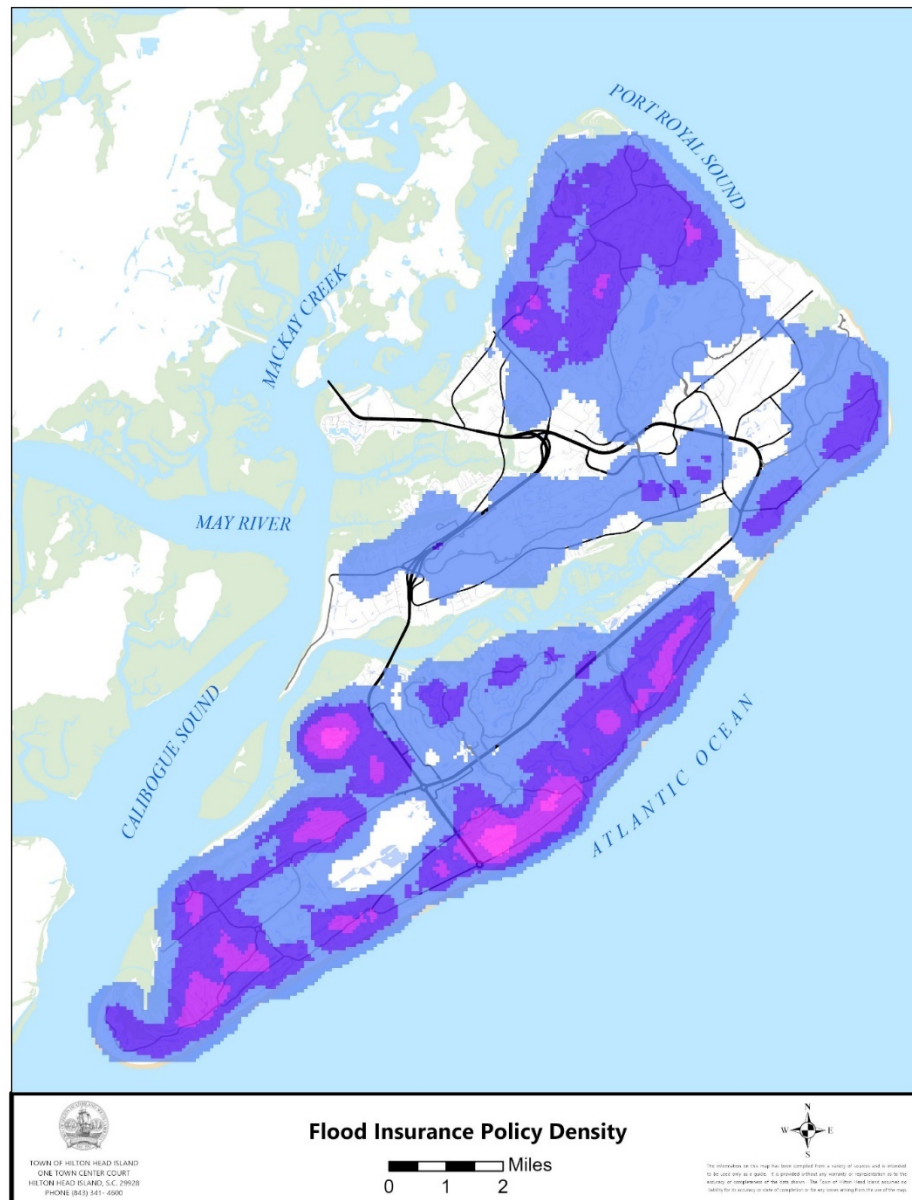
There are a total of 41,446 parcels in the Town. Approximately 58% (24,194) of the Town's parcels have some portion of the parcel, within a mapped high-risk or coastal high hazard zone (Zones AE and VE). The remainder of the Island, 17,254 parcels, are wholly located in the low- to moderate-risk zones (zones X or X-Shaded).



Flood Insurance Coverage Assessment

The flood insurance coverage assessment allows the PPI committee to identify what areas have flood insurance policies and what areas are lacking in policies. In order to determine the level of flood insurance coverage, both general data and the most recent flood insurance policy data was obtained from FEMA. The policy data was aggregated using the Town's GIS to generate summary data, which means there was no identifying information regarding the property address or policy holder's name. This is compliant with the Privacy Act of 1974.

The map below displays the aggregate flood insurance policy area based on the density of insurance policies. The areas in purple have a high density of policies, whereas the areas in blue have a lower density of policies. The areas with no shading depict the areas where flood insurance coverage is lacking.



General and aggregated policy data were used to create the tables in this section. The data includes flood insurance policy data as of January 30, 2024 and policy counts broken down by occupancy type and flood zone as of May 14, 2024. A policy encompasses any type of flood insurance policy. It could represent a renter's contents policy, an owner's building policy, or an owner's combined building and contents policy. One other thing to note is that there could be some miscoded data in the policy dataset which may have some properties located within the Town's jurisdiction when it should be located within unincorporated Beaufort County or vice versa. These observations could explain why policy data, specifically policy counts, may not match the structure count.

In addition to the policy data, the PPI Committee needed to get a count of total structures so that the number of structures exposed to flooding could be compared to the number of structures with flood insurance policies. The Town's GIS was used to obtain structure counts broken down by occupancy type and flood zone.

There are several ways to assess flood insurance coverage, as shown in the tables below:

Table 1. Percentage of Buildings Insured by Flood Zone

Flood Zone	# of Policies	% of total policies	# of structures	% of structures with policies
VE	0	0%	51	0%
AE and AO	15,126	64%	7,215	210%
X and X-Shaded	8,420	36%	13,772	61%
Total	23,546	100%	21,038	271%

The majority of the 23,546 policies (64%) are currently in the AE and AO Zones. 36% percent are in the X Zone and none are in the VE Zone. Table 1 shows that the highest percentage of structures with policies are in the AE Zone. This could be because flood insurance is mandated in the Special Flood Hazard Area (SFHA).

It is apparent that VE zone properties are lacking flood insurance coverage. The value of homes in VE zones is extremely higher than the minimum \$250,000 NFIP coverage, so these owners are likely self-insured through other types of policies. Because the VE zone is vulnerable to flooding, erosion and other hazards, the committee agreed the promotion of flood insurance in this area is critical.

Also, the use of general data for flood insurance coverage is grossly skewed as the Town has 2,381 multi-family buildings, which accounts for approximately 17,328 multi-family dwelling units. Of the 23,546 flood insurance policies, approximately 55% (13,865) of the policies are condominium policies. Therefore, the tables below provide a better analysis of flood insurance coverage based on building type and number of occupant units.

Table 2. Level of Coverage by Occupancy

Occupancy	# of Policies	% of Total policies	# of structures	% of structures with policies	Total Coverage	Average Coverage
Single-Family	9,033	38%	17,042	57%	\$3,042,231,000	\$336,791
Multi-Family (2-4 family and all other residential)	13,865	59%	17,328 units (2,381 structures)	80%	\$2,846,711,000	\$205,316
Non-residential	648	3%	1,615	40%	\$308,683,000	\$476,363
Total	23,546	100%	21,038		\$6,197,625,000	\$254,617

The committee hopes that with the flood insurance promotion outreach being provided to the property owners through the PPI that there will be an increase in policy coverage for the areas that are lacking coverage. There will be specific outreach messages through mailings, brochures and the website that will educate the property owners of the importance of having a flood insurance policy, not only for the structure itself but for the contents as well. The PPI Committee recommends that the VE zone, multi-family residential and non-residential properties be targeted in the coverage improvement plan. The specific campaign projects to encourage the purchase of flood insurance as well as contents coverage are listed in the “PPI Projects and Initiatives Table” at the end of this document.

Target Audiences

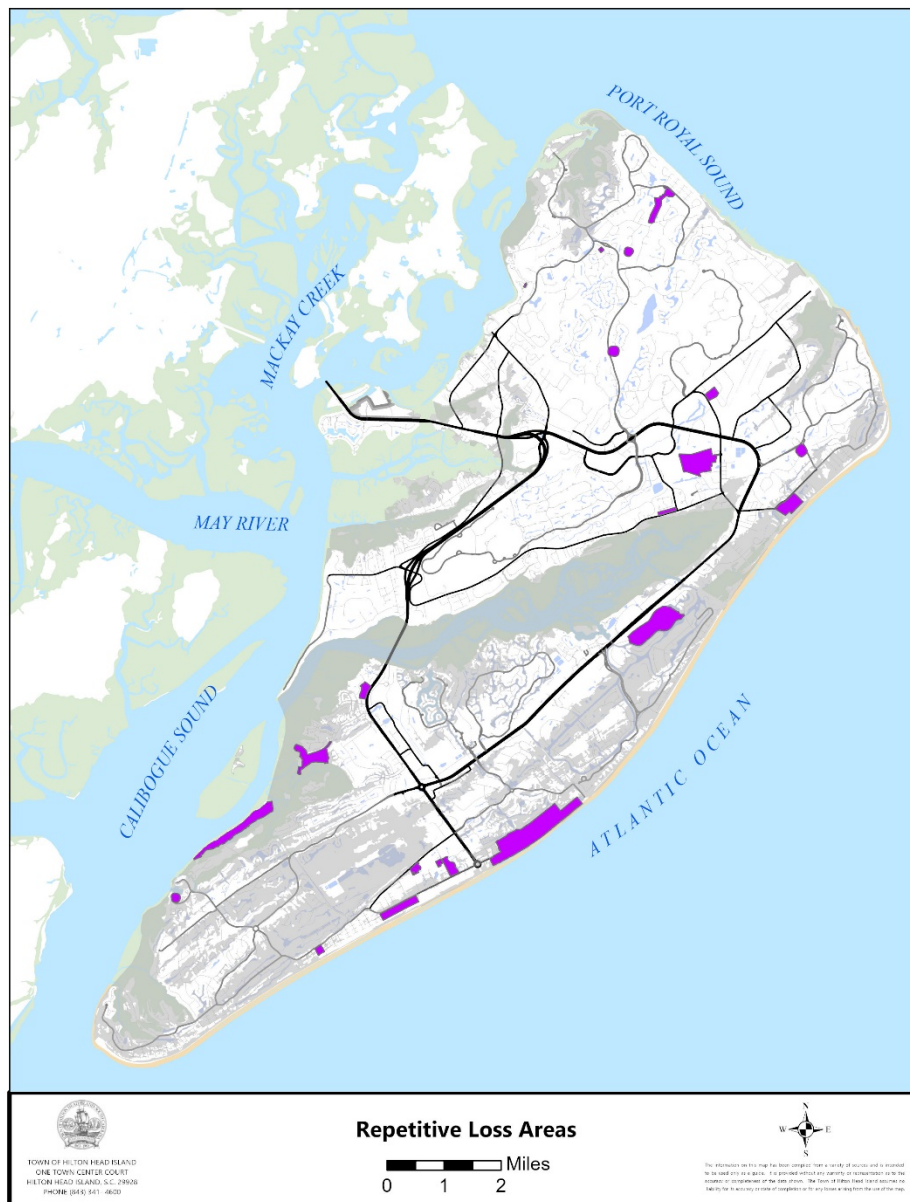
After assessing the Town’s existing flood hazards, the PPI Committee agreed on nine target audiences that would benefit most from public information outreach. The overall goal of this program is to make information more readily available to the target audiences in a manner that will encourage each target audience to adopt behaviors to improve preparedness and decrease future flood damage or loss.

1. **Entire Island** - Because the entire Island is located within the floodplain, with a majority of it in the SFHA, the PPI committee determined that the entire Island should be included as a target area. Many flood related issues such as not driving through a flooded road, dumping in drainage ways that lead to water, lacking flood insurance coverage, not being aware of building permit requirements, and not knowing what to do in the event of a hurricane are all issues that anyone on the Island may experience.

According to the United States Census Bureau online database, of the owner-occupied housing units, there are an estimated 7,101 with a mortgage and about 6,727 that do not hold a mortgage. The purchase of flood insurance is not required if you do not have a mortgage, but the PPI Committee thought it would be important to promote the protection that flood insurance brings regardless of having a mortgage on the property.

2. **V Zone Properties** – There are a total of 370 parcels located in the V zone. There are 51 buildings within the V zone. The V zone is in the SFHA and is subject to coastal high hazard flooding. Property owners in this zone are especially vulnerable to flood hazards because of the proximity to the ocean. The PPI Committee determined that the V zone properties should be a separate target area so that they can be informed of important issues that pertain specifically to them such as coastal erosion, the vulnerability of a structure in this zone, flooding, dangers of standing water, evacuation plans, building permit requirements and protection of wildlife and habitat such as sea turtles and piping plovers. Out of the 240 buildings in this zone, only 18% have FEMA flood insurance coverage, which is another reason the committee decided that stressing the importance of flood insurance to this target area is especially important.
3. **Hispanic Population** - According to the United States Census Bureau online database, the Town's Hispanic population of approximately 5,190 which makes up about 13.8% of the population of the Island. Because of potential language barriers, the Hispanic population may not be receiving flood awareness information. The PPI Committee determined that the Hispanic population should be included as a target area for outreach so that messages could be distributed in Spanish.
4. **Gullah-Geechee Historic Neighborhoods** - Gullah-Geechee neighborhoods on Hilton Head Island were established in the late 1860's and are one of the most culturally distinctive African American populations. Hilton Head Island is home to historic Gullah-Geechee neighborhoods where generations of native Islanders live and strive to preserve their culture. Protecting valuable heirs' property, developing land, and preserving their neighborhoods and the ways of life passed down to their heirs are paramount to Native Islanders. The PPI Committee determined that the Gullah-Geechee communities should be included as a target area because the property owners and occupants of heirs property need to be aware of the resources available to protect their property and recover from flood damage.
5. **Rental Community** - According to 2018 Census Data, there are approximately 34,514 total housing units in the Town, with about 50% of them being occupied and the other 50% being vacant (either for sale, for rent, or occasional or seasonal use). Of the 50% being occupied, about one forth of them are renters. The PPI Committee determined that the rental community should be included as a target area as the renters in the area need to know what to do in case of a flood. The Committee would also like to promote flood insurance for contents coverage to the rental community. Outreach materials will be created and provided to rental management companies to distribute to their renters.
6. **Repetitive Loss Areas** - The Town's participation in the CRS program has required a continuous review of the community's repetitive loss structures. A repetitive loss structure defined by FEMA is an insurable building for which two or more claims of more than \$1,000 were paid by the National Flood Insurance Program (NFIP) within any rolling ten year period. Per data received by FEMA on January 30, 2024, the Town has 90

repetitive loss properties. Based on these 90 properties, along with historical claims data for other properties on the Island that have had one claim, and an examination of GIS data including existing elevations and topography, staff mapped repetitive loss areas. These areas include buildings on FEMA's list as well as nearby buildings that were subject to the same flood hazard. Staff conducted site visits to the identified repetitive loss areas to determine the accuracy of the boundaries. There are 21 repetitive loss areas on the Island. Within these 21 areas, there are a total of 1756 properties. Because of the number of repetitive loss properties in the community, the PPI Committee determined the repetitive loss areas should be included as a target area. The map below illustrates the repetitive loss areas.



7. **Real Estate, Mortgage and Insurance Companies** – With representatives from each of these types of organizations on the PPI Committee as stakeholders, the committee decided these companies are key in providing information about flood hazards and promoting the purchase of flood insurance. These companies speak first-hand to potential buyers and even renters and can be utilized as a great source of information if they are well educated on the subject. The PPI committee determined that these companies should be included as a target area and will work with them to ensure they have all the information and education they need in order to inform potential property owners of the dangers of flooding and the importance of purchasing flood insurance.
8. **Prospective Buyers** – People interested in purchasing property on the Island need to be made aware of the flood hazard zones and what their flood risk is up front so that they can incorporate it into their decision making process when selecting a property. This information may not be consistently provided by a real estate agent. It is the buyers' responsibility to research land use designations and development regulations for property they are interested in buying. The PPI Committee determined that prospective buyers should be included as a target area and will work on increasing the ease of obtaining this information so that they are more informed when making a decision to purchase.
9. **Builders, Contractors, Engineers, Architects, Surveyors and Landscapers** – In order to help their customers, these types of companies need to be aware of flood hazards, know the construction rules and how to obtain proper permits, know post-disaster repair rules and rules for activities in flood prone areas. The PPI Committee determined these companies should be included as a target area and will work with them on making sure they receive all the information and education they need in order to help their customers protect their homes from flooding.
10. **Property Owner Associations** – POA's typically have several different methods of communicating with the homeowners and residents in their community, usually via monthly, quarterly or annual meetings, newsletters, magazines, or their website. The PPI Committee determined the POA's on the Island should be included as a target area. The Committee will educate them on flood awareness and will use them as another way for getting the information out to their property owners.
11. **Private Sector Partners** – The Town's utility companies, medical facilities and security companies need to be aware of the Town's procedures regarding hurricane and disaster operations, damage assessment, debris management, etc. The PPI Committee determined the private sector partners should be included as a target area and will work with them to ensure they receive all the information they need in order for us to work together in an emergency situation.

Topics and Messages

The PPI Committee established six priority topics as identified in the CRS manual and four additional topics based on their appropriateness for the target audiences. Below is a listing of each topic and associated message:

1. Know your flood hazard
 - Know the flood zone for your property by calling (843) 341-4757 or visiting www.hiltonheadislandsc.gov.
 - Be informed of your risk of flooding and the hazards associated with flooding.
 - Check for historical flooding records in your area with the Town.
 - Check for existing elevation certificates with the Town or insurance agent.
 - Contact a local land surveyor if an elevation certificate is not available.
2. Insure your property for your flood hazard
 - Everyone should purchase flood insurance.
 - To purchase flood insurance, talk to a local agent to get the best rate.
 - Standard homeowner or commercial policies will not cover damage to structures or contents caused by flooding.
 - You do not have to hold a mortgage in order to purchase flood insurance.
 - If you have a flood insurance policy, make sure you carry contents coverage.
 - There is a 30-day waiting period required for flood insurance to take effect. Do not wait until a storm is imminent to purchase flood insurance.
3. Protect people from the hazard
 - Stay clear of standing water, it may be deeper than you think.
 - Turn around, don't drown – Do not drive through flooded roadways.
 - Have an emergency plan established in advance to keep your family safe.
 - Avoid contact with flood waters as it may contain raw sewage or dangerous objects.
 - Avoid downed power lines.
 - After a flood, follow proper safety precautions before using your food, water supply and septic system.
4. Protect your property from the hazard
 - Retrofit or elevate your home to reduce future drainage problems and flood damage.
 - Store irreplaceable items and valuables in an area safe from flooding.
 - Contact staff at 843-341-4757 to find out if grant assistance is available to help raise your house above the flood level.
 - Contact staff to find out what steps should be taken to protect your property.
 - Raising your furnace and utilities can save you a lot of money the next time it floods.
 - Keep debris and trash out of streams and ditches.

5. Build responsibly

- Get a permit from the Town before you build, retrofit or repair your home or business.
- Please call the permit office at 843-341-4757 with any permitting questions.
- Know the rules on substantial damage and improvement.
- Follow Ordinance and Building Code requirements for construction and water quality standards.
- Use appropriate erosion and sediment control measures during construction.

6. Protect natural floodplain functions

- Keep water clean, don't dump in storm drains and ditches as they lead to waterways.
- Do not drain pools directly to streams or lagoons.
- Limit use of fertilizers and pesticides.
- Scoop the poop- keep pet waste off the beach and from entering waterways.
- Improve water quality with Green infrastructure.
- Use appropriate erosion and sediment control measures during construction.
- Maintain natural buffers along wetlands and the beach.
- Know the benefits of planting more trees.
- Sea oats and other beach plants help stabilize our sand dunes; enjoy them but don't pick them!
- Protect the habitat of critical wildlife species.
- Observe our waterfront wildlife from a distance.
- Avoid marked turtle nesting areas and leave bird eggs and nests on the beach.

7. Disaster preparedness

- Know your evacuation route.
- Develop a safety plan for your family in case of evacuation.
- Assemble a survival kit in advance that has items such as first-aid kit, bottled water, flashlights, batteries, etc.
- Inventory and photograph your home and its contents and put important papers and insurance policies in a safe place away from potential flooding.

8. Coastal erosion

- Call the Town at 843-341-4757 to find out the hazards of purchasing or building on a beachfront property.
- Protect the dunes - don't build so close to the beach.
Make sure you abide by the beachfront setbacks and buffers.

9. Flood warning

- Know what processes are in place to inform you of a flood or hurricane warning.

10. What happens after the storm?

- Find out if it is safe to enter a building after a disaster or major flooding event.
- Get permits before you build back.

Outreach Projects

After reviewing the existing public information efforts that are done by the Town, the committee decided which efforts should be continued as an outreach project but determined that they should be publicized more through the PPI program. In addition to the Town's outreach activities already documented above, new and enhanced projects, developed through discussions at the committee meetings, are listed below. These projects are identified in the "PPI Projects and Initiatives Table" as OP#1, OP#2, OP#3, etc. at the end of this document.

Related CRS Activities

Aside from outreach projects, the PPI will ensure various other related activities that inform people and motivate them to protect life and property, purchase flood insurance and protect natural floodplain functions are being done.

The Town's PPI program will involve the following CRS activities:

Activity 320 – Map Information Service

Town staff answers inquiries for map information in person, via email and telephone. The map information service greatly helps the Town's residents, real estate agents, insurance agents, banks, and anyone else who needs flood hazard information. Staff provides inquirers with information from the Town's FIRM and GIS data with information about the flood hazard and natural floodplain functions. Staff advises inquirers about flood problems other than those shown on the FIRM. Staff advises inquirers of flood depth data by using the Town's storm surge map to provide information about how deep flood waters can be anticipated in certain areas during various flood events. Staff advises inquirers about historical flood information, whether an area in question has been flooded in the past or if a property is located in a mapped repetitive loss area. Staff advises inquirers about areas that should be protected because of their natural floodplain functions. As a coastal community, protecting the shoreline, wetlands and other special flood related hazard areas are a major concern of the PPI Committee. Staff advises inquirers of the location of wetlands by using either plats or the wetlands mapped in the National Wetlands Inventory. The Town has its own beachfront line and mapped Coastal Protection Area and Transition Area that limits construction and certain activities along the beach. Staff advises about coastal erosion areas, and discusses the regulations pertaining to wetlands and beachfront properties. Staff also advises inquirers of areas mapped for critical habitat protection, such as the piping plover resting areas and the sea turtle nesting protection areas.

Activity 340 – Hazard Disclosure

The Town's Floodplain Administrator works with realtors to review their hazard disclosure methods and materials. Staff has and will continue to meet with area real estate agents and the Hilton Head Island Association of Realtors to provide training on current flood related topics and will stress the importance of realtors disclosing flood hazards to their clients and the importance of promoting of flood insurance. Staff provides flood disclosure materials and brochures to the

area realtors for their clients. Staff is available to answer any inquiries from real estate agents regarding flood awareness, whether a property is in the floodplain and the flood hazards and flood insurance. Real estate agents can also obtain this information via the town's website. The town will continue to publicize the flood determination service through the annual outreach brochure. The Hilton Head Association of Realtors as well as area real estate agents have agreed to post articles and links on their websites and newsletters to the Town's flood homepage and to other websites containing important flood hazard information. The Hilton Head Association of Realtors as well as area real estate agents have agreed to advise house hunters about the flood hazards.

Activity 350 – Flood Protection Information

The Town's website provides flood protection and flood warning information. The website includes information on all ten of the priority topics listed in this document, which includes all six CRS priority topics, plus the four additional topics selected by the PPI Committee. The website provides a wealth of information on flood and hurricane warning and safety procedures, including the five required topics: flood warning signals, where the flood will or is likely to go (as shown on the storm surge map), evacuation routes, shelter locations and flood safety precautions, as well as other topics of immediate concern when a flood threatens. The website includes online access to post-FIRM Elevation Certificates.

Activity 360 – Flood Protection Assistance

There are three types of flood protection assistance that are provided by town staff. Staff provides property protection advice, financial assistance advice and property protection advice that is provided after a site visit. The town will continue to publicize this assistance through the annual outreach brochure, the website, events such as the Home and Garden Show, and via e-subscription messages and other types of announcements. This service will also be made available to real estate agents, insurance agents and contractors. The Town's Floodplain Administrator and Senior Grants Administrator both conduct the research required in order to provide financial assistance advice to the community when needed.

Activity 370 – Flood Insurance Promotion

As part of the PPI program, the PPI Committee prepared a flood insurance coverage assessment. Staff received the flood insurance policy data from FEMA and turned the data into general data so that a summary of the data could be shared with the rest of the committee. The town's current level of coverage was assessed and some small areas where coverage was lacking were identified. The PPI Committee includes representatives from a local insurance company and a mortgage lender, so the committee was able to come up with a coverage improvement plan, per CRS guidelines. The coverage improvement plan is implemented through projects identified in this document. Staff also provides advice about flood insurance and promotes flood insurance coverage.

Activity 420 – Open Space Preservation

The Town has many properties that are credited for Natural Functions Open Space. Several of these properties have educational signs posted throughout the property providing information on the site's natural floodplain functions.

Activity 540 – Drainage System Maintenance

The Town has regulations that prohibit disposal of debris in the drainage system, which is enforced throughout the community. The regulations that prohibit dumping in streams and ditches are publicized in the annual outreach brochure and are posted on the website. "No Dumping, Protect Our Waterways" signs are posted in key locations in the Town's drainage system, such as at Town parks and other areas with ditches that drain to waterways. Also, a storm drain marker program has been implemented to install "No Dumping, Drains to Waterway" discs on curb inlets and grate inlets in high traffic areas such as parks, walking districts, schools, etc.

Activity 610 – Flood Warning and Response

The Town has and will continue to implement several outreach projects that tell the residents and businesses how they will be warned and the safety measures they should take during a flood or hurricane. These flood warning and safety response measures will be publicized in the annual outreach brochure and will be posted on the website. As a coastal community subject to tropical storms and hurricanes, the Town has the opportunity to provide repeated watches, warnings and safety information up to three days in advance through various outlets, such as the website, e-subscription messages, the media and twitter.

Flood Response Preparations

In addition to the annual outreach projects listed in the "PPI Projects and Initiatives Table", the PPI Committee identified flood response activities that will be delivered to the community prior to, during and after a storm or flood event. The messages tell people to take short term precautions to prepare for and recover from an event.

Annual Evaluation

The PPI Committee will meet annually to monitor the implementation of the outreach projects and to reassess the flood insurance coverage. The committee will assess whether the outcomes desired were achieved and what, if anything, should be changed. An evaluation report will be prepared each year and will be presented to Town Council and included as part of the annual CRS recertification. Every five years, the entire PPI will be updated and insurance coverage re-evaluated.

PPI Projects and Initiatives Table

OUTREACH PROJECTS (OP)							
Topics: 1. Know your flood hazard 2. Insure your property for your flood hazard 3. Protect people from the hazard 4. Protect your property from the hazard 5. Build responsibly 6. Protect natural floodplain functions 7. Disaster preparedness 8. Coastal erosion 9. Flood warning 10. What happens after the storm?				Target Audiences: 1. Entire Island 2. V Zone Properties 3. Hispanic Population 4. Gullah-Geehee Historic Neighborhoods 5. Rental Community 6. Repetitive Loss Areas 7. Real Estate, Mortgage, and Insurance Companies 8. Prospective Buyers 9. Builders, Contractors, Architects, Surveyors and Landscapers 10. Property Owner Associations 11. Private Sector Partners			
OP#	PPI Project Information/Description	Topic #s	Target Audience	Outcome	Assignment	Schedule/Distribution	Stakeholder
OP #1	Town-wide mailer: “Flood Awareness Guide. Are you flood ready?”	1-10	1	Increased understanding of flood risks in our community	Floodplain Administrator	Available year round; Mailed every June at the beginning of hurricane season, available at Town Hall and taken to offsite public outreach	N/A
OP #2	WHHI Television Interviews: The Town’s Floodplain Administrator and Emergency Manager conduct interviews with the local television station to discuss various floodplain management and hazard preparation topics	1-10	1	Inform people about their exposure to flooding	Floodplain Administrator and Emergency Manager	Annually before hurricane Season	
OP #3	Hurricane Guide: Annual edition dedicated fully to flood and hurricane topics.	2,7	1	Inform residents about preparing for a disaster and to have no injuries or fatalities related to flooding	Floodplain Administrator	On display in Town Hall and published in the Island Packet annually in the spring prior to hurricane season	Island Packet Newspaper
OP #4	A Message from the Mayor: The Mayor provides an editorial column for the Hilton Head Sun that encourages residents to purchase flood insurance or increase their flood insurance coverage. The information is provided on the Town’s homepage and social media.	2	1	Increase the number of flood insurance policies	Communications Director	Published before hurricane season in the Hilton Head Sun, mailed to all residents of Hilton Head Island	The Hilton Head Sun
OP #5	“No Dumping. Protect Our Waterways” signs: The Town’s Stormwater Division installed 37 signs at key locations in the drainage system, parks and schools. Drainage system maintenance and regulations that prohibit dumping are publicized in OP#1.	6	1	Reduction in the amount of dumping and water pollution to improve water quality	Stormwater Manager	Year Round	N/A
OP #6	Video Series on Flood Hazards: Town staff, to include the Senior Environment Planner, Stormwater Maintenance Program Administrator and Floodplain Administrator are developing a video series covering various stormwater, natural functions and topics. The video series will be periodically posted on social media.	1-6, 8	1	Inform people about their exposure to flooding and the importance of protection natural floodplain functions and promote sound stormwater practices.	Stormwater Maintenance Program Manager, Environmental Planner and Floodplain Administrator	Year Round	N/A

OP #7	Juneteenth Festival at Mitchelville Freedom Park: The Floodplain Administrator and other Town Staff set up a booth and are available to answer questions regarding protecting themselves and their property from flood hazards and building responsibly. Brochures provided: OP#13, OP#14, OP #15, OP#16, OP#20, OP#21, OP#22, OP#23, OP#24, OP#25, OP#26, OP#27, OP#29, OP#32, OP#33, OP#34, OP#35, OP#36, OP#37, OP#38.	1-10	1,4	Increase the number of flood insurance policies and reduce the number of flood losses	Floodplain Administrator	Annually in June	N/A
OP #8	Repetitive Loss Properties Outreach: The Town's Floodplain Administrator sends a letter to all properties in the repetitive loss areas annually. The letter includes OP#1 and OP#29.	1-10	6	Reduce the number of repeated flood losses and repeated insurance claims; Decrease the number of structures below the BFE	Floodplain Administrator	Annually in May	N/A
OP #9	V Zone Properties Outreach: The Town's Floodplain Administrator sends a letter to all properties located in zone V annually. The letter includes OP#3, OP#21, OP#20, and Sea Turtle brochure.	2,3,6,8	2	Increase the number of flood insurance policies and reduce the number of flood losses	Floodplain Administrator	Annually in May	N/A
OP #10	Property Owner Associations Outreach: Provide each Property Owner Association with flood related topics to be posted to their community website or included in community newsletters. Conduct annual education presentations on flood insurance, flood hazards, flood awareness and building responsibly.	1-10	10	Educate the Property Owner Associations so that they can assist in distribution of information on flood hazards, flood insurance and disaster preparedness	Floodplain Administrator	Annually meeting with each Property Owner Association	Area Property Owner Associations
OP #11	Rental Property Outreach: Letter to Property Management Companies with package for new renters that includes: OP#1, OP#13, OP#14, OP#15, Flood Smart Contents Coverage Brochure, and Sea Turtle Brochure.	2,3,6,7	5	Increase number of contents coverage policies, increase awareness of local hazards, and protect the natural habitats on the Island	Property Manager and Insurance Representative	Delivered to Property Management companies annually and as needed	Property Management Companies
OP #12	Real Estate Companies Outreach: Package for new and prospective buyers for local real estate agencies that includes: OP#1, OP#13, OP#14 OP#15, OP#17, OP#18, OP#30, OP#31, and Sea Turtle Brochure.	1,2,4,5,7	7,8	Increase the number of people getting flood information assistance from Town Staff, Real Estate Agents, Mortgage Lenders, and Insurance Companies	Hilton Head Area Association of Realtors and Floodplain Administrator	Delivered to Real Estate Agencies annually and as needed	Hilton Head Area Realtors
OP #13	Flood Information Contacts Business Cards: Business card containing contact information for Floodplain Administrator, FEMA, Flood Smart, Library, SCDNR, OCRM and USACE. E-subscription sign-up information.	1,2	1	Increase the number of map information inquires and number of flood insurance policies	Floodplain Administrator	On display year-round at Town Hall and distributed to Property Management Companies and Real Estate Agencies annually and as needed	Hilton Head Area Realtors and Property Management Companies
OP #14	Refrigerator Magnets: "Turn Around Don't Drown"	3	1	People will not drive in flooded streets	Floodplain Administrator	Available at Town Hall and distributed as part of various outreach projects	N/A
OP #15	Brochure: "Guide to Emergency Preparedness" (English and Spanish)	3,4,5,7,9,10	1,3	Inform residents about preparing for a disaster	Emergency Manager	On display year-round at Town Hall and Fire Rescue Headquarters, distributed at events and on the Town's website	N/A
OP #16	Brochure: "Emergency Permitting"	5,7	1	Increase the number of structures being repaired or rebuilt with permits	Floodplain Administrator	On display year-round at Town Hall and distributed in field after a flood event	N/A
OP #17	Brochure: "About the Mandatory Purchase of Flood Insurance"	2	7,8	Increase the number of flood insurance policies	Floodplain Administrator	On display year-round at Town Hall distributed to Local Real Estate Agencies	Hilton Head Area Realtors
OP #18	Brochure: "Flood Hazard: Check Before You Buy"	2	7,8	Increase the number of flood insurance policies	Floodplain Administrator	On display year-round at Town Hall distributed to Local Real Estate Agencies	Hilton Head Area Realtors
OP #19	Brochure: "Substantially Improved or Damaged Buildings and the National Flood Insurance Program"	5	1	Decrease the amount of structures below the BFE	Floodplain Administrator	On display year-round at Town Hall and Hilton Head Library and delivered to Hilton Head Area Home Builders Association	Hilton Head Library and Hilton Head Area Home Builders Association
OP #20	Brochure: "Coastal Erosion Hazards"	8	1	Reduction in number of flood losses and keep the dunes intact so they function as protection against damage	Floodplain Administrator	On display year-round at Town Hall, Fire Rescue Headquarters and Hilton Head Library and distributed at events	N/A

OP #21	Brochure: “Why Do I Need Flood Insurance” (English and Spanish)	1,2	1,3	Increase the number of flood insurance policies	Floodplain Administrator	On display year-round at Town Hall, Fire Rescue Headquarters and Hilton Head Library and distributed at events	FEMA Hilton Head Library
OP #22	Brochure: “Cheaper Flood Insurance”	2	1	Increase the number of flood insurance policies	Floodplain Administrator	On display year-round at Town Hall, Fire Rescue Headquarters and Hilton Head Library and distributed at events	FEMA Hilton Head Library
OP #23	Brochure: “Benefits of Flood Insurance Versus Disaster Assistance”	2	1	Increase the number of flood insurance policies	Floodplain Administrator	On display year-round at Town Hall, Fire Rescue Headquarters and Hilton Head Library and distributed at events	FEMA Hilton Head Library
OP #24	Brochure: “What You Need to Know About Federal Disaster Assistance”	2	1	Increase the number of flood insurance policies	Floodplain Administrator	On display year-round at Town Hall, Fire Rescue Headquarters and Hilton Head Library and distributed at events	FEMA Hilton Head Library
OP #25	Brochure: “Flood Insurance Requirements for Recipients of Federal Disaster Assistance” (English and Spanish)	2	1,3	Increase the number of flood insurance policies	Floodplain Administrator	On display year-round at Town Hall, Fire Rescue Headquarters and Hilton Head Library and distributed at events	FEMA Hilton Head Library
OP #26	Brochure: “Flood Preparation and Safety” (English and Spanish)	1-4	1,3	Increased knowledge of flood hazards and ways to mitigate them	Floodplain Administrator	On display year-round at Town Hall, Fire Rescue Headquarters and Hilton Head Library and distributed at events	FEMA Hilton Head Library
OP #27	Brochure: “Build Back Safer and Stronger” (English and Spanish)	1,4,5	1,3	Decrease the amount of structures below the BFE	Floodplain Administrator	On display year-round at Town Hall, Fire Rescue Headquarters and Hilton Head Library and distributed at events	FEMA Hilton Head Library
OP #28	Brochure: “Filing your Flood Insurance Claim”	10	1	Be prepared to file claims after a disaster	Floodplain Administrator	On display year-round at Town Hall and distributed in field after a flood event	FEMA
OP #29	Brochure: “Homeowners Guide To Retrofitting”	1,2,3,4,5,9	1	People will retrofit their homes to protect them from flooding	Floodplain Administrator	On display year-round at Town Hall, Fire Rescue Headquarters and Hilton Head Library and distributed at events	FEMA Hilton Head Library
OP #30	Brochure: “Questions and Answers About Flood Insurance for Real Estate Professionals”	2	1,7	Increase the number of flood insurance policies	Floodplain Administrator	On display year-round at Town Hall and distributed to Local Real Estate Agencies	FEMA Hilton Head Area Realtors
OP #31	Brochure: “Help Protect Your Customers New Home”	2	1,7	Increase the number of flood insurance policies	Floodplain Administrator	On display year-round at Town Hall and distributed to Local Real Estate Agencies	FEMA Hilton Head Area Realtors
OP #32	Brochure: “Safety First-Disaster Preparedness”	3,4,7	1	Residents will prepare their home for disasters and stay safe during a storm	Building Division Staff	On display year-round at Town Hall and distributed at events	International Code Council
OP #33	Brochure: “Flood Cleanup”	10	1	Maintain public health throughout the cleanup period after a flood event	Building Division Staff	On display year-round at Town Hall and distributed at events	International Code Council
OP #34	Brochure: “Benefits of Building Permits”	4,5	1	Property Owners will apply for a permit before they start building	Building Division Staff	On display year-round at Town Hall and distributed at events	International Code Council
OP #35	Brochure: “Building Green – Living Better”	4,5,6	1	Inform the public of the benefits of building green and living with your environment	Building Division Staff	On display year-round at Town Hall and distributed at events	International Code Council
OP #36	Project “Wet” Activity Booklet: “Floods”	3,6,7,9	1	Inform children about flood risks and staying safe in an event	Floodplain Administrator	On display year-round at Town Hall and distributed at events	Project “Wet”
OP #37	Brochure: “FEMA Expands Options for Homeowners”	4	1	Inform residents of documentation required for Federal Disaster Assistance	Floodplain Administrator	On display year-round at Town Hall and distributed at events	FEMA
OP #38	Brochure: “FEMA Assistance Requires Proof of Occupancy”	4	1	Inform residents of documentation required for Federal Disaster Assistance	Floodplain Administrator	On display year-round at Town Hall and distributed at events	FEMA

FLOOD RESPONSE PREPARATION (FRP)							
Topics: 1. Know your flood hazard 2. Insure your property for your flood hazard 3. Protect people from the hazard 4. Protect your property from the hazard 5. Build responsibly 6. Protect natural floodplain functions 7. Disaster preparedness 8. Coastal erosion 9. Flood warning 10. What happens after the storm?				Target Audiences: 1. Entire Island 2. V Zone Properties 3. Hispanic Population 4. Gullah-Geechee Historic Neighborhoods 5. Rental Community 6. Repetitive Loss Areas 7. Real Estate, Mortgage, and Insurance Companies 8. Prospective Buyers 9. Builders, Contractors, Architects, Surveyors and Landscapers 10. Property Owner Associations 11. Private Sector Partners			
OP#	PPI Project Information/Description	Topic #s	Target Audience	Outcome	Assignment	Schedule/Distribution	Stakeholder
FRP #1	Town of Hilton Head Island Emergency Management Division E-Subscription Service	1,3,4,9	1	To have no injuries or fatalities related to a flooding event	Emergency Manager	Released at first flood/hurricane notice and as needed during a storm event	N/A
FRP #2	Press Releases (Town Website, Facebook, Twitter, Flickr, YouTube)	2,3,4,6,9	1	To have no injuries or fatalities related to a flooding event	Emergency Manager	Released at first flood/hurricane notice and as needed during a storm event	N/A
FRP #3	Fact Sheet: "Increased Cost of Compliance"	2,4	1	More complaint structures and increase the number of flood mitigation projects. Increase the number of flood insurance policies and reduce flood claims	Floodplain Administrator	On display year-round at Town Hall and distributed at events	FEMA
FRP #5	Private Sector Partners Outreach: The Town's Emergency Manager hosts meeting with local utility companies, medical facilities, security companies and other companies to provide information on hurricane operations, debris management, damage assessment, etc.	7	10	To have no injuries or fatalities related to a flood or disastrous event; More families will be prepared for a disaster; Reduce the number of rescues and calls to 911 for non-threatening emergencies	Emergency Manager and Floodplain Administrator	Once a year prior to hurricane season	N/A

TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

A RESOLUTION BY THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, TO APPROVE THE TOWN OF HILTON HEAD ISLAND COMMUNITY RATING SYSTEM PROGRAM FOR PUBLIC INFORMATION 2025 UPDATE

WHEREAS, the National Flood Insurance Program's (NFIP) Community Rating System (CRS) is a voluntary incentive program that recognizes and encourages community floodplain management activities that exceed the minimum NFIP requirements; and

WHEREAS, as a result of these activities, flood insurance premium rates are discounted to reflect the reduced flood risk resulting from the community actions meeting the three goals of the CRS:

1. Reduce flood damage to insurable property;
2. Strengthen and support the insurance aspects of the NFIP, and
3. Encourage a comprehensive approach to floodplain management; and

WHEREAS, the Town of Hilton Head Island has been actively participating in the CRS program since October 1, 1991; and

WHEREAS, the Town's commitment to the CRS program enhances public safety, protects property, preserves the natural functions of floodplains, and reduces flood insurance premiums; and

WHEREAS, the Town is currently a Class 5 Community, which gives its residents in the Special Flood Hazard Area (SFHA) a 25% discount on their flood insurance premiums; and

WHEREAS, a major component of the CRS program is promoting, through outreach projects, public awareness of flood hazards, protecting yourself and your property from the flood hazard, emergency preparedness and the importance of purchasing flood insurance; and

WHEREAS, the CRS program highly recommends that communities create a public information program and a more comprehensive approach for public outreach that will have all of the activities, materials and educational opportunities assembled in a coordinated document, so that people at risk can learn about the hazards they face, protect themselves and their property, know the benefits of having flood insurance coverage, prepare for flooding and take steps to reduce their exposure to flood damage; and

WHEREAS, in an effort to maintain the reduced flood insurance premium costs to Town residents and property owners, and to provide flood hazard, flood insurance and emergency preparedness information to Town residents and property owners through a more aggressive outreach program, the Town has developed the Program for Public Information (PPI); and

WHEREAS, since there are people who are not aware of flood insurance requirements or may not see a need to insure their property, a Flood Insurance Coverage Assessment and Coverage

Improvement Plan are also incorporated into the PPI; and

WHEREAS, Town Council adopted the original PPI on August 4, 2015.

WHEREAS, the Community Services and Public Safety Committee, after consideration of the staff presentation, voted X-X-X to recommend that Town Council approve the required update of the PPI to continue to receive credit in the CRS program; and

WHEREAS, after due consideration of said program and the recommendation of the Public Planning Committee, the Town Council, upon further review, finds it is in the best interests of the Town and that the health, safety and welfare of its citizens, residents and property owners will be improved by the approval of the proposed PPI.

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

- (a) The 2025 *Community Rating System Program for Public Information* has been approved.
- (b) The Town Manager is authorized to take all necessary actions to implement the *Community Rating System for Public Information*.

MOVED, APPROVED, AND ADOPTED ON THIS ____ DAY OF _____, 20__.
TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

Alan R. Perry, Mayor

ATTEST:

Kimberly Gammon, Town Clerk

APPROVED AS TO FORM:

Curtis L. Coltrane, Town Attorney

Ordinance 2025-_____

**AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND
AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND AMEND, § 12-6-
111, DEFINITIONS, and § 12-6-115, RESIDENT BEACH PARKING PASS,
MUNICIPAL CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH
CAROLINA (1983), AND PROVIDING FOR SEVERABILITY AND AN
EFFECTIVE DATE.**

WHEREAS, the Town Council for the Town of Hilton Head Island, South Carolina, amended § 12-6-111, *Municipal Code of the Town of Hilton Head Island, South Carolina* (1983), related to Definitions, and § 12-6-115, *Municipal Code of the Town of Hilton Head Island, South Carolina* (1983), related to “Resident Beach Parking Passes”; and,

WHEREAS, the Town Council for the Town of Hilton Head Island, South Carolina, finds that it is in the best interests of the Town to further amend § 12-6-111 and § 12-6-115, *Municipal Code of the Town of Hilton Head Island, South Carolina* (1983), to add a definition for “County Resident” and to establish requirements and limitations for a County Resident to apply for and receive a Resident Beach Parking Pass; and,

WHEREAS, the Town Council finds that the text of Town to further amend § 12-6-111 and § 12-6-115, *Municipal Code of the Town of Hilton Head Island, South Carolina* (1983), will be improved by revisions and corrections to the text for the purpose of clarity; and,

WHEREAS, the Town Council for the Town of Hilton Head Island, South Carolina, finds that the best interests of the Town, and the health, safety and welfare of its citizens, residents and property owners will benefit from further amendments to § 12-6-111 and § 12-6-115, *Municipal Code of the Town of Hilton Head Island, South Carolina* (1983).

NOW, THEREFORE, IT IS 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. § 12-6-111 and § 12-6-115, *Municipal Code of the Town of Hilton Head Island, South Carolina* (1983), are amended as shown on Exhibit “A” to this Ordinance. New language is indicated with underline and deleted language is indicated 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 on the date of its adoption by the Town Council for the Town of Hilton Head Island, South Carolina.

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

THE TOWN OF HILTON HEAD ISLAND, SOUTH
CAROLINA

Alan R. Perry, Mayor

ATTEST:

Kimberly Gammon, Town Clerk

APPROVED AS TO FORM:

Curtis L. Coltrane

First Reading: _____

Second Reading: _____

Introduced by Council Member: _____

12-6-111. Definitions.

County Resident. For purposes of this Article, County Resident shall mean a person who:

- (a) owns a single family or multi-family residence within the boundary limits of Beaufort County, but outside the municipal limits of the Town, irrespective of whether the person qualifies for the 4% Special Assessment Ratio; except if the owner of the premises leases the residence for more than 183 days in any calendar year, then said owner shall not qualify as a County Resident; or,
- (b) is a long-term tenant under and valid lease of any residential property in the boundary limits of Beaufort County, but outside the municipal limits of the Town, for a period of more than 183 days in any one calendar year, then the tenant qualifies as a County Resident; or,
- (c) owns ~~a~~ time-share interests in boundary limits of Beaufort County, but outside the municipal limits of the Town, totaling more than 183 days in any one calendar year.

Paid Parking Area. Any area designated by the ~~T~~town requiring payment to park therein.

Parking Contractor. The ~~T~~town or its designated vendor ~~that to~~ manages the beach parking areas. ~~program~~

Resident Beach Parking Pass(es). A parking pass issued by the Town to either a Town Resident or County Resident which allows the pass holder to park within certain paid parking areas located on Hilton Head Island without paying the daily parking fees as designed by the Town Council.

Town Resident. For purposes of this Article, ~~Town R~~resident shall mean:

- (a) Any person who owns any single family or multi-family residence in the municipal limits of the Town, irrespective of whether the person qualifies for the 4% special assessment ratio except:
 - 1. The owner of the property in the municipal limits of the Town that is offered for leases of any term of more than 183 days in any calendar year is not deemed a "~~Town R~~resident" eligible for Resident Bbeach Parking Pass. ~~based on the ownership of that property.~~
- (b) Any person who is a tenant under a lease for a single or multi-family residence for a period of 183 days or more in any calendar year.
- (c) Any person who owns time-share interests in the municipal limits of the Town totaling more than 183 days per year.

Sec. 12-6-115. Resident beach parking pass.

(a) Town Resident.

- 1. Applicability. On receipt of an application from a Town Resident, the Town shall issue a Resident Beach Parking Pass to the Town Resident which allows

the Town Resident to park during the established hours of operation without paying the daily parking fees as designated by the Town Council in the following Paid Parking Areas: ~~The town shall issue Resident Bbeach Pparking Ppasses to Town Rresidents who can prove primary residency within the Town of Hilton Head Island as defined in Section 12-6-111. Rresident Bbeach Pparking Ppasses will allow Town Rresidents to park within the paid parking areas during the established hours of operation without paying the daily parking fees as designated by the town council. Town Rresidents with a Resident Beach Parking Pass are permitted to park in the following Paid Parking Areas:~~

- i. Alder Lane Beach Park
- ii. Chaplin Community Park
- iii. Dreissen Beach Park;
- iv. Fish Haul Beach Park;
- v. Folly Field Beach Park; and,
- vi. Islanders Beach Park.

2. Limitations and Fee. ~~Qualified Town Rresidents of Hilton Head Island are limited to shall be entitled to receive~~ a maximum of two Rresident Bbeach Pparking Ppasses ~~per household~~. Beginning in calendar year 2025, the Rresident Bbeach Pparking Ppasses provided for in this section shall be issued without charge. However, the town council shall have the right to assess a fee for these passes in the future and shall be authorized to set such fee by the adoption of a corresponding resolution setting forth this amount.
3. Town Rresidents who receive a Rresident Bbeach Pparking Ppass are subject to the parking regulations of this Article Chapter.
4. The town may revoke or refuse to issue Rresident Bbeach Pparking Ppasses for individuals who violate this Chapter Article or due to non-payment of any fees issued by the Town in violation of the Hilton Head Island Code.

(b) County Resident.

1. Applicability. On receipt of an application from a County Resident, t~~The Town shall issue a Resident Beach Parking Pass to the any~~ County Resident which allows ~~for~~ the County Resident to park during the established hours of operation without paying the daily parking fees as designated by the Town Council in the following Paid Parking Areas:

- i. Alder Lane Beach Park
- ii. Chaplin Community Park
- iii. Dreissen Beach Park;
- iv. Fish Haul Beach Park; and,
- v. Folly Field Beach Park.

2. Limitations and Fee. ~~Qualified~~ County Residents ~~are limited to~~ ~~shall be entitled to receive~~ a maximum of one (1) Resident Beach Parking Pass ~~per property~~. Each Resident Beach Parking Pass shall be issued for a fee established by the Town Council through the adoption of a resolution setting forth the amount of the fee.
3. County Residents who receive a beach parking pass are subject to the parking regulations of this Chapter.
4. The ~~town~~ may revoke or refuse to issue a Resident Beach Pass for any individual who violates this Chapter, or due to non-payment of any fees issued by the Town in violation of this ~~Municipal e Hilton Head Island~~ Code.

TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA ESTABLISHING PARKING FEES IN ACCORDANCE WITH SECTIONS 12-6-111 THROUGH 12-6-120, MUNICIPAL CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA (1983).

WHEREAS, the Town Council of the Town of Hilton Head Island has authority to establish parking fees within paid parking areas pursuant to § 12-6-112, *Municipal Code of the Town of Hilton Head Island, South Carolina* (1983); and

WHEREAS, the recommendations from the Town's Community Services and Public Safety Committee are reflected as alternative options for the Town Council to consider and are stated as such below; and

WHEREAS, after determining which option(s) the Town Council wishes to adopt, this Resolution will be amended to reflect these selections prior to its execution.

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

Section 1: Parking Fees. The fee for parking within any Town paid parking areas as set out in § 12-6-112, *Municipal Code of the Town of Hilton Head Island, South Carolina* (1983), shall be \$3.00 per hour; provided, however:

- (a) Parking at Town paid parking areas located within the Pope Avenue business corridor, shall be free of charge; and,
- (b) Parking at Chaplin Beach Park shall be free of charge during all seasons for youth recreational sports.

Section 2: Daily Maximum Fee. Regardless of the hourly rate charged, any individual parking a vehicle shall be given the option to pay a maximum daily rate of \$15.00 for all-day parking within any individually designated paid space on any single calendar day Monday – Friday, and a flat rate of \$20.00 per day per vehicle on Saturdays and Sundays for those paid parking areas as set out in § 12-6-112, *Municipal Code of the Town of Hilton Head Island, South Carolina* (1983); provided, however, that paid parking areas located within the Pope Avenue Business Corridor shall be free of charge.

Section 3: Resident Beach Parking Passes. Residents of the Town of Hilton Head Island as identified in § 12-6-111, *Municipal Code of The Town of Hilton Head*

Island, South Carolina (1983), shall be authorized to register two (2) vehicles per household free of charge upon the submission of appropriate documentation to the Town, or to the Town's parking management contractor, demonstrating compliance the required residency qualifications. The registration of such vehicle will entitle such vehicle to park for free within any parking space in any Town paid parking area that is not otherwise reserved for handicapped individuals (unless also displaying an approved handicapped placard) or are otherwise restricted by posted signage.

Section 4: Hours of Operations. The Town's Beach Parks designated in the Municipal Code of the Town of Hilton Head Island as consisting of Alder Lane Beach Park, Chaplin Beach Park, Coligny Beach Park, Driessen Beach Park, Fish Haul Beach Park, Folly Field Beach Park, and Islanders Beach Park shall be open from 6:00 o'clock, A.M., to 10:00 o'clock P.M. daily unless the hours of operation are modified or the park or parks are closed by action of the Town Council or Town Manager.

Section 5: Hours for Collection of Parking Fees. Unless exempted in this Resolution, parking fees will be charged and collected in all Town paid parking areas from 7:00 o'clock A.M. to 5:00 o'clock P.M., daily, during those periods specified in Section 6 below.

Section 6: Dates for Collection of Parking Fees. Unless exempted in this Resolution, parking fees will be charged and collected within the Town's paid parking areas beginning on March 1st and continuing through September 7th of each year.

Section 7: Special Event Parking. The Town Manager, or his designee, is hereby authorized to approve the suspension of parking fees at Town paid parking areas to support any activity which has received a special event permit as set forth in Title 17, Chapter 12, *Municipal Code of The Town of Hilton Head Island, South Carolina* (1983).

Section 8: Implementation and Collection. The Town Manager, or his designee, shall take all necessary steps to implement and collect the parking fees provided for in this Resolution, consistent with the procedures and provisions of the Town's Municipal Code.

Section 9: Effective Date. This Resolution shall take effect on January 1, 2025.

MOVED, APPROVED, AND ADOPTED THIS 17th DAY OF SEPTEMBER, 2024.

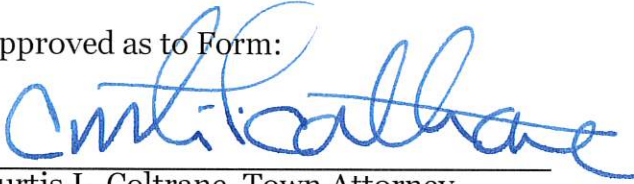

Alan R. Perry, Mayor

Attest:

A handwritten signature in blue ink, appearing to read 'K. Gammon', written over a horizontal line.

Kimberly Gammon, Town Clerk

Approved as to Form:

A handwritten signature in blue ink, appearing to read 'C. Coltrane', written over a horizontal line.

Curtis L. Coltrane, Town Attorney

THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

A RESOLUTION OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, REVISING THE FEES FOR PAID PARKING AREAS IN ACCORDANCE WITH § 12-6-113(a), *MUNICIPAL CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA* (1983), AND ESTABLISHING THE FEE FOR A COUNTY RESIDENT BEACH PARKING PASS IN ACCORDANCE WITH § 12-6-115(B)(2), *MUNICIPAL CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA* (1983).

WHEREAS, the Town Council for the Town of Hilton Head Island, South Carolina, has amended § 12-6-111 and § 12-5-115, *Municipal Code of the Town of Hilton Head Island, South Carolina* (1983), to authorize individuals defined as County Residents to apply for and be issued a Resident Parking Pass; and,

WHEREAS, the amended § 12-5-11(b)(2), *Municipal Code of the Town of Hilton Head Island, South Carolina* (1983), states that the fee for a Resident Beach Parking Pass issued to a County Resident shall be set by Resolution of the Town Council for the Town of Hilton Head Island, South Carolina; and,

WHEREAS, the Town desires to amend the fees for paid parking areas for Saturdays and Sunday in accordance with § 12-6-113(a), *Municipal Code of the Town of Hilton Head Island, South Carolina* (1983), which states that the parking fees for any paid parking area shall be established by a resolution of the Town Council for the Town of Hilton Head Island, South Carolina.

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

1. The fee for an annual Resident Beach Parking Pass for an individual identified as a County Resident in § 12-6-111, *Municipal Code of the Town of Hilton Head*

Island, South Carolina (1983), is set at One Hundred and no/100 (\$100.00) Dollars.

2. Maximum Daily Rate. Regardless of the hourly rate charged, any individual parking a vehicle shall be given the option to pay a maximum daily rate of \$15.00 for all day parking in any individual space on any single calendar day that is a Monday through Friday, and a maximum daily rate of \$20.00 for all day parking in any individual space on any single calendar day that is a Saturday or Sunday in the paid parking areas identified in § 12-6-112, *Municipal Code of the Town of Hilton Head Island, South Carolina* (1983); provided, however, that paid parking areas located within the Pope Avenue Business Corridor shall be free of charge.
3. The Town Manager is hereby authorized to take such actions as may be necessary to implement this policy.

**MOVED, APPROVED, AND ADOPTED ON THIS ____ DAY OF JUNE,
2025.**

**TOWN OF HILTON HEAD ISLAND, SOUTH
CAROLINA**

By: _____
Alan R. Perry, Mayor
Town of Hilton Head Island

ATTEST:

Kimberly Gammon, Town Clerk

APPROVED AS TO FORM

Curtis L. Coltrane, Town Attorney

Introduced by Council Member: _____



TOWN OF HILTON HEAD ISLAND

Town Council

TO: Community Services & Public Safety Committee
FROM: Shawn Leininger, AICP, Assistant Town Manager
CC: Marc Orlando, ICMA-CM, Town Manager
DATE: May 19, 2025
SUBJECT: Consideration of a Resolution of the Town of Hilton Head Island, South Carolina Amending the Adopted Integrated Pest Management Policy for Use Within Town Parks and Properties

RECOMMENDATION:

Community Services & Public Safety Committee review and consider a Resolution amending the adopted Integrated Pest Management Policy for use within Town parks and properties (Attachment 1) and provide a recommendation to Town Council.

BACKGROUND:

Town Council 2023-2025 Strategic Action Plan

Environmental Sustainability is identified as a focus area in the Town Council approved 2023-2025 Strategic Action Plan and includes the Assessment and Implementation of an Environmentally Friendly Landscape and Grounds Maintenance Best Practices Program as an additional strategy.

The development of an Integrated Pest Management (IPM) policy is a best practice for management of grounds and facilities. In general terms, an IPM policy is a decision-making strategy that combines biological, cultural, physical, and chemical tools aimed on the long-term prevention of pests (plants and animals) or their damage. Following this strategy, pest control materials are selected and applied in a manner that minimizes risks to human health and nontarget organisms, is beneficial, and helps protect the environment.

Adopted IPM Policy

On October 15, 2024, Town Council adopted an IPM Policy. This Policy was developed through the assessment of current Town practices along with other environmentally conscious landscaping practices relating to pest and weed control management practices and products. Additionally, Town Staff met with certified professionals; other municipalities; local, state and national leaders in this field; representatives of the Non-

Toxic Neighborhoods organization; as well as Town landscaping contractors to review these strategies and best practices. This resulted in the following three goals guiding the adoption of the Policy:

1. Reduce / eliminate pesticide use.
2. Provide notice to the public when pesticides are used in public spaces.
3. Ensure the Town is responsible for making pest management decisions.

More specifically, the adopted Policy prioritizes preventative measures (i.e., selection of appropriate plant materials, physical removal of the pest, etc.) before pesticide controls are implemented. When pesticide controls are necessary, organic pesticides are prioritized before considering synthetics. Pesticides that are registered with the United States Environmental Protection Agency (EPA) will be used in a least toxic approach. This results in EPA Level III (caution) pesticides, the lowest EPA toxicity level, being utilized first before considering more toxic pesticides as identified by the EPA.

The IPM Policy further establishes the following:

1. Makes clear that existing service contracts that are not compliant with the IPM Policy will either be amended or terminated, and a new contract will be issued within twelve (12) months following adoption of the IPM Policy.
2. Prioritizes pest prevention beginning at the design stage and continues with the use of non-pesticide controls first.
3. Establishes that the Town is the approval authority of all pest control measures and institutes a written approval process.
4. Prohibits the use of any pesticide containing a substance known to be a human carcinogen as listed on the United States Department of Health and Human Services, Public Health Service, Report on Carcinogens Section.
5. Prohibits the use of Glyphosate products (Roundup, Ranger Pro, etc.).
6. Prohibits the use of EPA Level I (danger) pesticides unless it is deemed necessary to protect public health and prevent economic loss when other methods do not adequately control the pest.
7. Requires pesticide applications to be appropriate for the target pest and must be applied by those persons possessing a valid South Carolina commercial applicator license; or supervised by a person possessing such license.
8. When pesticide controls are necessary, identifies which pesticides, following the defined organic first, least toxic approach, can be applied on Town properties (park, field, playground, dog park, right-of-way, facilities/ buildings, and other Town property).
9. Requires notice be posted forty-eight (48) hours prior to pesticide application and the notice remain in place for at least twenty-four (24) hours after the application, unless the product label requires a longer re-entry period.
10. Requires all pesticide application records be provided to the Town by the contractor.

11. Requires the Town to develop and implement public education and outreach programs about the Town's IPM Policy, including collaborating with community organizations.
12. Requires the IPM Policy to be reviewed and evaluated periodically by Town Staff to assess its effectiveness, to identify opportunities for improvement, and make changes as necessary.

SUMMARY:

Since the adoption of the Integrated Pest Management Policy the Town has implemented processes and procedures to ensure the effective delivery of the policy, continued to have dialogue and receive feedback on the policy with interested community members and organizations, and, as a result, have identified policy amendments that support its continued effective implementation. As such, Town are proposing the following amendments that must be approved by Town Council:

1. Remove the phrase "least toxic" in describing the organic first policy.

As defined in the adopted Policy, the level of toxicity is determined by the EPA level or signal word (caution, warning, or danger). This is not an appropriate measure of toxicity and should be removed. While EPA levels can provide assistance in making pesticide decisions, they do not fully assess toxicity, particularly chronic (long-term) toxicity. Instead, it is the intent of the Policy to select and utilize the correct organic pesticide to manage the target pest before considering synthetic alternatives. These organic selections are based on industry knowledge and other considerations identified in the adopted policy and not simply an EPA level.

2. Emphasize non-pesticide controls, an organic first approach, and establish when EPA level pesticides are permitted.

Added language to make clear the EPA level pesticides are only permitted if deemed necessary to protect public health and economic loss, when other measures (non-pesticide controls and organic pesticides) do not adequately control the pest.

3. Modified the approval authority for determining when EPA level pesticides are permitted.

As proposed in the FY2026 budget, referenced the Integrated Pest Management Specialist, that is appropriately licensed in the State of South Carolina, and Town staff as the decision authority to determine if EPA level pesticides are to be used.

4. Provided for third-party annual review of any use of EPA level pesticides.

This review is a fundamental tenant of any IPM policy. It provides for accountability and education by either confirming the actions taken to manage pests in accordance with the Policy or helps educate Town decision-makers for future actions.

5. Amended the pesticide control requirements to provide consistent pesticide applications to all Town owned and managed properties.

The adopted Policy provided for different EPA level pesticide applications depending on the type of property (park, athletic field, right-of-way, etc.). A singular organic first approach provides a simple, consistent standard for implementation in accordance with the other amendments that are proposed.

6. Recognized that the State of South Carolina offers multiple licenses that are appropriate for the application of pesticides on Town owned and managed properties.

As currently adopted, a commercial applicator license is required to be issued by the State of South Carolina for decision-making and application. State licensing also allows non-commercial applicator license holders to apply pesticides on governmental properties. Additionally, licenses are issued for specific categories like Agricultural Pest Control, Forest Pest Control, and Ornamental & Turf Pest Control. The modified language references an appropriate State license rather than a specific license.

7. Swapped the use of the EPA signal word (level) with the EPA registration number on required notifications regarding the application of pesticides.

Given the other changes noted, use of the signal word was no longer necessary. Additionally, making the public aware of the registration number provides greater access to information regarding the pesticide and is more transparent.

8. In recognition of the annual third-party review of any EPA level pesticide use, an annual report required is posted on the Town website.

Provision of an annual report is necessary for compliance with this review.

As stated in the Policy, periodic review is necessary to ensure effectiveness in implementation and meeting the stated goals.

ATTACHMENTS:

1. Resolution
2. Amended Integrated Pest Management Policy

TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

**A RESOLUTION OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA,
AMENDING THE ADOPTED AN INTEGRATED PEST MANAGEMENT POLICY FOR
USE WITHIN TOWN PARKS AND PROPERTIES**

WHEREAS, the Town considers the protection of its natural environment to be one of its highest priorities and is a core value for all Town landscaping and grounds maintenance practices; and

WHEREAS, the Town's Strategic Action Plan includes a strategy for developing an environmental sustainability initiative that proposes to assess and implement an Environmentally Friendly Landscape and Grounds Maintenance Best Practices Program; and

WHEREAS, Town Staff has gathered data from other similarly situated communities who are implementing these best practices and has utilized this data to craft a proposed policy for Town Council's consideration; and

WHEREAS, on October 15, 2024, Town Council adopted an Integrated Pest Management Policy that provided a framework for immediate and future adjustments to the Town's landscaping practices while ensuring that it is upholding our goals of protecting our natural environment; and

WHEREAS, since the adoption of the Integrated Pest Management Policy the Town has implemented processes and procedures to ensure the effective delivery of the policy, continued to have dialogue and receive feedback on the policy with interested community members and organizations, and, as a result, have identified amendments to the policy that support its continued effective implementation; and

WHEREAS, the proposed amended Integrated Pest Management Policy as described in Exhibit A provides an improved framework for immediate and future adjustments to the Town's landscaping practices while ensuring that it is upholding our goals of protecting our natural environment.

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

1. The Town Council for the Town of Hilton Head Island hereby endorses and adopts the proposed amended Integrated Pest Management Policy for Hilton Head Island attached hereto as Exhibit A and incorporated herein by reference.
2. This adopted amended Integrated Pest Management Policy supersedes any previous or conflicting policies that relate to Integrated Pest Management taking place on property owned by the Town.
3. The Town Manager is hereby authorized to take such actions as may be necessary to implement this adopted amended Integrated Pest Management Policy.

MOVED, APPROVED, AND ADOPTED ON THIS ____ DAY OF June, 2025.

TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

Alan R. Perry, Mayor
Town of Hilton Head Island

ATTEST:

Kimberly Gammon, Town Clerk

APPROVED AS TO FORM

Curtis L. Coltrane, Town Attorney

Town of Hilton Head Island INTEGRATED PEST MANAGEMENT POLICY

Adopted October 15, 2024

Amended [Pending Approval], 2025

Purpose

The purpose of this Integrated Pest Management (IPM) Policy is to minimize risks associated with pest control measures to human and animal health, the environment, and non-target organisms by outlining a sustainable, effective, and environmentally responsible approach to managing pests and maintaining facilities in the Town of Hilton Head Island.

Policy

The Town of Hilton Head Island will implement an organic first, ~~least-toxic~~ IPM Policy to manage pests on its properties and facilities in a manner that is environmentally responsible, protective of human and animal health, minimizes impact on non-target organisms, is economically viable, and is aesthetically accepted as determined by the Town. This policy applies to all properties, road rights-of-way, and facilities owned, operated, or managed by the Town of Hilton Head Island. This policy does not apply to residential or commercial properties within the Town which are not owned or managed by the Town.

Pest Management Guiding Principles

1. Pest management decisions shall be made by Town staff and will be based on monitoring data, pest population thresholds, potential risks to human and animal health, the environment, and benefits and risks of available control methods.
2. Pest management actions shall be based on an organic first, ~~least-toxic~~ approach by prioritizing preventative measures and the use of cultural, physical, and/or biological controls before pesticide controls are employed. Pest thresholds are site and pest specific. Pest thresholds shall be established in an IPM Plan for Town owned and managed properties and approved by the Town's Facilities Director, or qualified designee.
3. Use organic pesticides on all Town owned and managed properties and limit exposure to synthetic pesticides, as defined in this policy, in areas where children and the general public congregate and in environmentally sensitive locations. by prioritizing non-pesticide control methods and by using an organic first, least toxic approach when pesticide controls have been deemed necessary. Use EPA level pesticides in a targeted manner and only if deemed necessary to protect public health and prevent economic loss by the Town Integrated Pest Management Specialist that is appropriately licensed in the State of South Carolina for such applications, in conjunction with Town Staff, when other methods do not adequately control the pest. Such uses shall be reviewed at least annually with a third-party advisor appropriately licensed in the State of South Carolina for such applications or certified in organic land management.

4. The Town will partner with all landscape and pest control contractors that work with the Town of Hilton Head Island to maintain its properties. The Town will ensure contractors are educated and capable of compliance with the Town's policy.

Applicability to Town Service Contracts

1. Any contracted services for the Town are required to comply with this policy as part of the contracted work on Town managed properties or facilities.
2. Upon adoption of this policy, this IPM Policy shall be in effect and apply to all new contracts. Any existing contract that is in effect upon adoption of this policy, shall be evaluated to determine if compliance with this policy is required. If compliance is required and the contract does not already require compliance with this policy, the contract shall either be amended to require compliance or be terminated per the terms of the contract and a new contract executed so as to require compliance with this policy. All existing contracts will be required to be compliant as soon as reasonably possible and no later than within twelve (12) months from the adoption of this policy.

Procedures

Prevention

1. Prevention begins in the design phase of projects, where Staff shall review all new development and rehabilitation Town project plans to verify compatibility with the site's environment.
2. Preventative measures include utilizing available science, research, and techniques based on the Town's ecosystem and environment to reduce the need for pesticide control on Town owned or managed property. This includes, but is not limited to, proper plant selection, proper watering schedules, proper maintenance heights of plants, solid waste removal and control, and following a preventative maintenance schedule for buildings.

Monitoring

1. Town staff and contractors shall provide regular monitoring services for all the Town's properties and report pest concerns to the Town's Facilities Director, or qualified designee.
2. Town staff and contractors shall report if pest populations are increasing, decreasing, or staying the same and, through collaboration, recommend the type of control, consistent with this IPM Policy, to manage the pest.
3. Town staff shall have final approval of all pest control measures.

Non-Pesticide Control Measures

1. The Landscape or maintenance staff and contractors shall utilize cultural controls, which are modifications of normal plant care activities that reduce or prevent pests. These methods include adjusting the frequency and amount of irrigation, fertilization, and mowing height.

2. Landscape or maintenance staff and contractors shall utilize mechanical control tactics involving the use of manual labor and machinery to reduce or eliminate pest problems using methods such as handpicking, physical barriers, or machinery to reduce pest abundance indirectly.
3. Landscape or maintenance staff and contractors shall consider a biological control practice that uses living organisms to reduce pest populations. These organisms, also referred to as beneficials, natural enemies, or bio-controls, act to keep pest populations low enough to prevent significant economic damage. Bio-controls include pathogens, parasites, predators, competitive species, and antagonistic organisms. Beneficial organisms can occur naturally or can be purchased and released. The most common organisms used for biological control in landscapes are predators, parasites, pathogens, and herbivores.

Pesticide Control Measures

1. Synthetic pesticides are to be utilized only after other control methods have been determined by Town staff to be ineffective in the acceptable control of the pest problem.
2. The use of any pesticide containing a substance known to be a human carcinogen is prohibited on any Town owned or managed property. Substances known to be human carcinogens are those listed in the most recent U.S. Department of Health and Human Services, Public Health Service, Report on Carcinogens Section as required by 301(b)(4) of the Public Health Service Act, 42 USC 241(b)(4), as amended.
3. Glyphosate (i.e. Roundup TM) is prohibited on Town owned or managed properties.
4. Non-organic pesticides shall not be applied within twenty-five (25) feet of the mean high-water line of any water or marsh edge.
5. The Town and its contractors will apply only EPA labeled pesticides, appropriate for the target pest, and as such pesticide application must strictly follow the label of the product as required by "South Carolina Pesticide Control Act," [S.C. Code Ann. § 46-13-10, et seq. (Supp. 2024)] and S.C. Code of Regulations R. Ch. 27, Art. 17, including restrictions on use in environmentally sensitive areas as identified by the label of the product.
6. Selection of pesticide control shall be based on the following:
 - a. Prioritize use of organic pesticides.
 - b. Use EPA Level pesticides in a targeted manner and only if deemed necessary to protect public health and prevent economic loss by the Town Integrated Pest Management Specialist that is appropriately licensed in the State of South Carolina for such applications, in conjunction with Town Staff, when other methods do not adequately control the pest. Such uses shall be reviewed at least annually with a third-party advisor appropriately licensed in the State of South Carolina for such applications or certified in organic land management. EPA level is identified on the product label with the following signal words Level III "Caution", Level II "Warning", Level I "Danger".
 - c. EPA level I "Danger" pesticides shall not be used on Town owned or managed properties unless it is deemed necessary to protect public health and prevent economic loss by the Town Integrated Pest Management Specialist that is appropriately licensed in the State

of South Carolina for such applications, in conjunction with Town Staff, when other methods do not adequately control the pest.

7. In accordance with the pesticide control requirements set forth above, pesticides are to be utilized as approved by Town staff, in a prioritized approach on all Town owned and operated properties as follows:

a. Parks, Athletic Fields, Beaches, Playgrounds, and Dog Parks:

- a. Organic pesticides
- b. EPA Level III "caution" label pesticides only when deemed necessary to protect public health and prevent economic loss by the Town Integrated Pest Management Specialist that is appropriately licensed in the State of South Carolina for such applications, in conjunction with Town Staff, when other methods do not adequately control the pest
- c. EPA Level II "warning" label pesticides only when deemed necessary to protect public health and prevent economic loss, by the Town Integrated Pest Management Specialist that is appropriately licensed in the State of South Carolina for such applications, in conjunction with Town Staff, when other methods do not adequately control the pest

b. Rights of Way (Street medians/parkways):

- i. Organic pesticides
- ii. EPA Level III "caution" label pesticides
- iii. EPA Level II "warning" label pesticides

c. Facilities/Buildings:

- i. Organic pesticides
- ii. Bait formulations of insecticides will be used where appropriate
- iii. EPA Level III "caution" label pesticides
- iv. EPA Level II "warning" label pesticides

d. Other Town Properties:

- i. Organic pesticides
- ii. EPA Level III "caution" label pesticides
- iii. EPA Level II "warning" label pesticides

Approvals and Application of Pesticides

1. A written recommendation of proposed pesticide, including commercial name, concentrations, allocation rates, usage and reentry time shall be prepared by an appropriately licensed South Carolina ~~commercial~~ applicator and site-specific schedule submitted for approval by the Town's Facilities Director, or qualified designee. Copies of Safety Data Sheets and specimen labels shall be given to the Town prior to pesticide use on Town property. Any pesticide use must be approved in writing by the Town's Facilities Director, or qualified designee, prior to its use.
2. For Facilities and Building Maintenance, the referenced responsibilities of a licensed pest control applicator presented throughout this policy are to be performed by an appropriately licensed South Carolina ~~commercial~~ applicator.

3. Pesticides shall only be applied by those persons possessing an appropriate, valid South Carolina ~~commercial~~ applicator license; or supervised by a person possessing an appropriate, valid South Carolina ~~commercial~~ applicator license as required by South Carolina regulation. Application shall be in strict accordance with all governing regulations.
4. Pesticides shall be applied in a manner that avoids any contamination of non-target areas.

Notification Requirements

1. Precautionary measures shall be employed to keep the public from entering the area where any Pesticide has been applied until it is safe through the posting of signage. Posting of signs shall be required at all park facilities when any application of pesticides is performed. Specific requirements for posting are as follows:
 - a. All signs shall be posted forty-eight (48) hours prior to spraying pesticide applications.
 - b. For spot-spraying and all other non-broadcast pesticide applications, signs will be posted in conspicuous locations at area of application. Along walkways and trails, signs will be placed at regular intervals facing the pedestrian walkway and park kiosks.
 - c. For broadcast pesticide applications, including spot-spraying pesticide applications over a large area or field, signs will be posted in conspicuous locations at the area of application and at high traffic areas, including defined and undefined entrances and at park kiosks.
 - d. Signage shall include a URL and/ or QR code linking to the Town's IPM Policy and a list of all approved pesticides. Signage, at a minimum, must contain the chemical name of the active ingredients, product name, date of the application, target pest, EPA ~~signal~~ word registration number as specified on the product label, and re-entry Interval of the product as specified on the product label.
 - e. Signs shall be a minimum of three (3) square feet in area, per side if double sided, and shall be weatherproof.
 - f. Signs will remain in place for a minimum of twenty-four (24) hours after the applications are completed and not less than the re-entry interval of the product as specified on the product label.
 - g. Emergency pesticide application may be required for pest control. In this rare event, there may not be adequate time to post signage within forty-eight (48) hours prior to the application. Town staff must be notified immediately prior to pesticide application. In the event of an emergency pesticide application, signs notifying the application of pesticides shall be posted prior to the pesticide application.

Records and Reporting

Records of all pesticides used by contractors on Town property shall be retained by the contractors in accordance with the SC Department of Pesticide Regulations, as defined in the Rules and Regulations for the Enforcement of S.C. Regs. 27-1083 and provided to the Town. Records shall include information such as the quantity of each pesticide used, the common chemical name of the active ingredient(s), the product name, the pest or purpose for which the pesticide was applied, and the date and place of application and any other information required by "South Carolina Pesticide Control Act," [S.C. Code Ann. § 46-13-10, et seq. (Supp. 2024)] and S.C. Code of Regulations R. Ch. 27, Art. 17.

Public Education and Outreach

1. The Town of Hilton Head Island will develop and implement public education and outreach programs to inform residents, businesses, and visitors about the Town's IPM principles, practices, and benefits. This includes posting at least annually on the Town's website a report providing information related to pesticide applications on Town owned and managed properties.
- ~~1.~~2. Uses of EPA level pesticides shall be reviewed at least annually with a third-party advisor appropriately licensed in the State of South Carolina for such applications or certified in organic land management.
- ~~2.~~3. Collaboration with community organizations, schools, and other stakeholders will be encouraged to promote IPM adoption and awareness throughout the community.

Review and Evaluation

1. This policy will be reviewed and evaluated periodically by Town Staff to assess its effectiveness in achieving the desired pest management outcomes and to identify opportunities for improvement.
2. Updates or revisions to the policy may be made as necessary to address changing conditions, new information, or advancements in pest management technologies.

Definitions

1. The following terms shall have the same meaning as the "South Carolina Pesticide Control Act," [S.C. Code Ann. § 46-13-10, et seq. (Supp. 2024)]:
 - a. **Insecticides:** Any substance or mixture of substances intended for preventing, destroying, repelling, or mitigating any insects which may be present in any environment whatsoever.
 - b. **Pest:** (a) Any insect, snail, slug, rodent, nematode, fungus, weed, or (b) any other form of terrestrial or aquatic plant or animal life or virus, bacteria, or other microorganism (except viruses, bacteria, or other microorganisms on or in living man or other living animals) which the Director declares to be a pest.
 - c. **Pesticides:** (a) any substance or mixture of substances intended for preventing, destroying, repelling, or mitigating any pest, (b) any substance or mixture of substances intended for use as a plant regulator, defoliant, or desiccant.
2. **Biological control:** The use of active manipulation of living natural enemies to control pest population densities.
3. **Chemical control:** The use of pesticides to control pest populations. Pesticides include synthetic or organic formulations of the chemical.

4. **Cultural control:** Practices that reduce pest establishment, reproduction, and dispersal. Practices can include but not limited to, the use of selecting pest resistant variety of plants, selecting native plant species, or optimizing irrigation practices.
5. **Integrated Pest Management (IPM):** A comprehensive, science-based approach to managing pests by integrating biological, cultural, physical, and chemical control methods to reduce pest populations to acceptable levels while minimizing risks to human health, the environment, and non-target organisms.
6. **Physical control:** Also referred to as mechanical control can include methods such as sanitation, use of physical barriers or traps, hand destruction, or spraying water to remove pests.