



REVISED AGENDA
- added item 11.c.6.

Town of Hilton Head Island

Town Council Meeting

Tuesday, July 15, 2025, 3:00 PM

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

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

- 1. Call to Order**
- 2. Pledge to the Flag**
- 3. Invocation – Reverend Jacob A. Rogers, St. Luke's Anglican Church**
- 4. Adoption of the Agenda**
- 5. Approval of the Minutes**
 - a. Budget Workshop Meeting Minutes of May 13, 2025
 - b. Regular Meeting Minutes of May 20, 2025
 - c. Regular Meeting Minutes of June 3, 2025
 - d. Regular Meeting Minutes of June 17, 2025
 - e. Strategic Plan Workshop Meeting Minutes of June 24, 2025
- 6. Presentations and Recognitions**
 - a. Report of the Town Manager
 - b. Parks and Recreation Month Proclamation - Mayor Alan Perry
 - c. Gullah Geechee Land & Cultural Preservation Task Force Annual Report - Lavon Stevens, Board Chair
 - d. Gullah Geechee Historic Neighborhoods Community Development Corporation Annual Report - Shirley Peterson, Board Chair
 - e. Office of Cultural Affairs Update - Natalie Harvey, Director of Cultural Affairs

7. Reports from Members of Town Council

- a. General Reports from Town Council
- b. Report of the Lowcountry Area Transportation Study – Councilmember Tamara Becker
- c. Report of the Lowcountry Council of Governments – Councilmember Steve Alfred
- d. Report of the Beaufort County Airports Board – Councilmember Melinda Turner
- e. Report of the Southern Lowcountry Regional Board – Councilmember Patsy Brison
- f. Report of the Island Recreation Association Board – Mayor ProTempore Alex Brown
- g. Report of the Beaufort County Economic Development Corporation - Mayor Alan Perry
- h. Report of the Gullah Geechee Historic Neighborhoods Community Development Corporation - Mayor ProTempore Alex Brown
- i. Report of the Community Services and Public Safety Committee – Councilmember Tamara Becker
- j. Report of the Finance and Administrative Committee – Mayor ProTempore Alex Brown

8. Unfinished Business

- a. Consideration of an Ordinance of the Town Council of the Town of Hilton Head Island amending Municipal Code Section 2-5-60 Committees of Council - Second Reading - Shawn Colin, Assistant Town Manager

9. New Business

- a. Consideration of a Resolution of the Town Council of the Town of Hilton Head Island to Adopt the Fiscal Year 2026 - Fiscal Year 2028 Strategic Action Plan for the Town of Hilton Head Island - Shawn Colin, Assistant Town Manager
- b. Consideration of a Resolution to Adopt an Accommodations Tax (ATAX) Grant Policy, Process Update, and Allocation of Funds Procedures - Shawn Colin, Assistant Town Manager
- c. Consideration of an Ordinance of the Town of Hilton Head Island to Amend Chapter 16 of the Municipal Code, the Land Management Ordinance, to Amend the Current Regulations for Tree Protection to Include Sections: 16-5-115, 16-6-104 and Appendix C for the Town of Hilton Head Island, South Carolina and Providing for Severability and an Effective Date - First Reading - Shawn Leininger, Assistant Town Manager

- d. 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 - First Reading - Shawn Leininger, Assistant Town Manager
- e. 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 Procedures for Development Plan Reviews and Major Subdivision Plan Reviews to Include the Following Sections: 16-2-101, 16-2-102, and 16-2-103 for the Town of Hilton Head Island, South Carolina and Providing for Severability and an Effective Date - First Reading - Shawn Leininger, Assistant Town Manager
- f. 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 Chapter 16-5, Development and Design Standards, to Add a New Section 16-5-117 Construction Management Standards for the Town of Hilton Head Island, South Carolina and Providing for Severability and an Effective Date - First Reading - Shawn Leininger, Assistant Town Manager
- g. Consideration of a Resolution of the Town Council of the Town of Hilton Head Island to Oppose the Inclusion of South Carolina in the Proposed Bureau of Ocean Energy Management 11th National Outer Continental Shelf Oil and Gas Leasing Program - Angie Stone, Assistant Town Manager

10. Public Comment - Non Agenda Items

11. Executive Session

- a. Discussion Incident to Proposed Contractual Arrangements (Pursuant to the South Carolina Freedom of Information Act Section 30-4-70 [a][2]) related to:
 - 1. Town of Hilton Head Island Destination Marketing Organization Request for Qualifications
- b. Discussion of Legal Updates from the Town Attorney on Matters Covered Under the Attorney-Client Privilege [Pursuant to the South Carolina Freedom of Information Act Section 30-4-70(a)(2)]
- c. Discussion of Negotiations Incident to Proposed Contractual Arrangements and Discussion for the Proposed Sale or Purchase of Property [Pursuant to South Carolina Freedom of Information Act Section 30-4-70 (a)(2)] related to:
 - 1. Main Street
 - 2. Pope Avenue
 - 3. Marshland Road
 - 4. Union Cemetery Road
 - 5. Bradley Circle
 - 6. William Hilton Parkway/Stoney Area

- d. 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 County Stormwater Management Utility Board
3. Beaufort Jasper Housing Trust
4. Board of Zoning Appeals
5. Construction Board of Adjustments and Appeals
6. Design Review Board
7. Greenspace Advisory Committee
8. Gullah Geechee Historic Neighborhood Community
Development Corporation
9. Gullah Geechee Task Force
10. Housing Action Committee
11. Island Recreation Board of Directors
12. Parks and Recreation Commission
13. Planning Commission

- e. Discussion of the Employment, Appointment, Compensation, Promotion,
Demotion, Discipline, or Release of a Person Regulated by a Public Body
(Pursuant to South Carolina Freedom of Information Act 30-4-70(a)(1)) related
to:

1. Discussion of the Annual Performance Review of the Town Attorney and
Contractual Matters Related Thereto

12. Action from Executive Session

13. 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

TOWN COUNCIL BUDGET WORKSHOP

Tuesday, May 13, 2025, 5:00 PM

Minutes

Call to Order

Mayor Perry called the meeting to order at 5:00 p.m.

Council Members present: Alan Perry, Mayor, Alex Brown, Ward 1, Mayor Pro-Tempore Patsy Brison, Ward 2; Steve DeSimone, Ward 3, Tammy Becker, Ward 4; Steve Alfred, Ward 5; Melinda Tunner, Ward 6

Also present: Marc Orlando, Town Manager; Shawn Leininger, Assistant Town Manager – Operations; Kim Gammon, Town Clerk

Adoption of the Agenda

Mr. Alfred moved to approve. Ms. Becker seconded. Motion carried 7-0.

Mayor Perry asked Shawn Colin, Assistant Town Manager – Strategic Initiatives to provide Town Council with a belief overview regarding a meeting that the South Carolina Transportation Infrastructure Bank (SCTIB) held regarding the joint resolution between Beaufort County and the Town of Hilton Head. Mr. Colin stated that the joint resolution of the revised scope of the project and funding allocation plan was denied by SCTIB and leaves a 60–90-day window to determine and address the next steps. The comments from the SCTIB were that the joint resolution was in violation of the Intergovernmental Agreement (IGA) that they have with Beaufort County. It was intended that if there was support from the SCTIB of the joint resolution, Beaufort County would work with them to amend the IGA and their agreement with the South Carolina Department of Transportation. Mr. Colin stated that Senator Tom Davis stressed the urgency of Beaufort County drafting a revised IGA to submit to the SCTIB for consideration. The SCTIB did not want to set precedence to approve a revised scope and funding plan that was in violation of the current IGA with Beaufort County that funding was previously pledged. Marc Orlando, Town Manager, stated that once he speaks with the Beaufort County Administrator and Senator Davis, he will provide an update. Lastly, Mayor Perry encouraged citizens to watch the previous Beaufort County meeting to be informed.

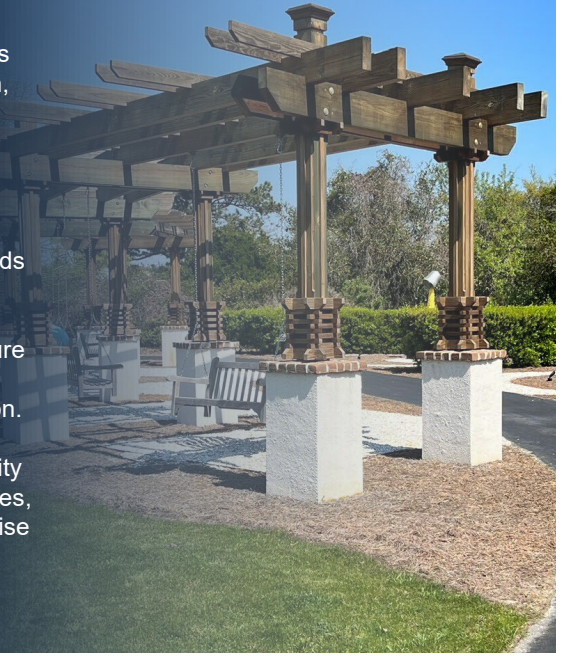
Review and Discussion of the Proposed Fiscal Year 2026 Consolidated Budget – CIP Fund

Mr. Orlando explained that the workshop would serve as a follow-up to the previous day's workshop that covered the six funds within the Municipal Budget. He further explained that he will discuss the Capital Improvements Program Fund and conducted a Power Point presentation regarding the following information.

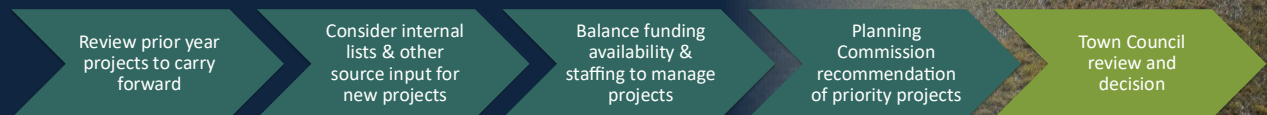


CAPITAL IMPROVEMENTS PROGRAM FUND

- ✓ This fund is used to account for and report financial resources that are restricted, committed or assigned for the acquisition, construction, or renovation of major capital facilities; ongoing major improvement projects; and major equipment or other capital asset acquisitions which are not financed by another fund.
- ✓ A capital expenditure is the disbursement of appropriated funds to pay for land, buildings, machinery, equipment, and infrastructure with an original cost of \$5,000 or more; and software licenses and other intangibles of a consumable nature the value of which is \$50,000 or more and has an estimated useful life of at least two years following the date of acquisition.
- ✓ Primary sources of revenue include bond proceeds, hospitality tax fees, beach preservation fees, state accommodations taxes, TIF proceeds, road usage fees (now paused), electric franchise fees, and road/park impact fees. Capital Projects are primarily non-recurring in nature.



5-Year CIP PROGRAM SELECTION PROCESS





FY 2026 PROPOSED CIP USES OF FUNDS

Use of Funds	FY 2023 Actual	FY 2024 Actual	FY 2025 Revised Budget	FY 2026 Proposed Budget	FY26 to FY25 Budget \$ Change	FY26 to FY25 Budget % Change	% of Budget
Beach Program	\$ 1,153,510	\$ 2,404,079	\$ 21,599,000	\$ 48,820,000	\$ 27,221,000	126.03%	62.84%
Pathway Program	312,853	1,527,321	5,500,000	1,650,000	(3,850,000)	-70.00%	2.12%
Roadway Program	4,361,824	2,770,550	10,317,218	5,079,500	(5,237,718)	-50.77%	6.54%
Park Program	1,396,152	2,323,598	19,815,273	10,636,000	(9,179,273)	-46.32%	13.69%
Facility & Equipment Program	5,036,029	3,623,957	8,402,291	4,721,000	(3,681,291)	-43.81%	6.08%
Stormwater Program	133,993	1,088,427	2,193,310	6,350,880	4,157,570	189.56%	8.17%
Fleet Program	480,489	1,071,075	11,750,707	180,000	(11,570,707)	-98.47%	0.23%
Land Acquisition & Administration	7,826,584	12,019,174	3,225,000	250,000	(2,975,000)	-92.25%	0.32%
Housing	120,851	-	-	-	-	0.00%	0.00%
Transfers Out to Housing	-	350,000	-	-	-	0.00%	0.00%
Debt Service	-	220,558	-	-	-	0.00%	0.00%
Total Use of Funds	\$ 20,822,285	\$ 27,398,738	\$ 82,802,799	\$ 77,687,380	\$ (5,115,419)	-6.18%	100.00%



FY 2026 PROPOSED CIP SOURCES OF FUNDS

Funding Sources	FY 2023 Actual	FY 2024 Actual	FY 2025 Revised Budget	FY 2026 Proposed Budget	FY26 to FY25 Budget \$ Change	FY26 to FY25 Budget % Change	% of Budget
Traffic & Park Impact Fees	\$ 164,741	\$ 236,672	\$ 947,601	\$ 1,100,000	\$ 152,399	16.08%	1.42%
Sunday Liquor Permit Fees	319,600	279,950	1,455,811	1,000,000	(455,811)	-31.31%	1.29%
HTAX Supported Lease	-	-	11,384,707	-	(11,384,707)	-100.00%	0.00%
Prior Bond Proceeds	31,236	1,534	-	66,197	66,197	100.00%	0.09%
Capital	54,740	252,419	554,702	3,279,803	2,725,101	491.27%	4.22%
Investment Income	261,735	490,345	-	-	-	0.00%	0.00%
Sale of Land	-	200	1,283,020	-	(1,283,020)	-100.00%	0.00%
Grants	213,166	3,692,991	500,000	7,365,538	6,865,538	1373.11%	9.48%
SBITA Asset Revenue	1,188,451	122,418	-	-	-	0.00%	0.00%
Transfers In:							
Beach Preservation Fees	1,029,037	2,916,722	21,275,174	41,220,000	19,944,826	93.75%	53.06%
Hospitality Tax	1,323,918	2,654,133	18,601,126	9,934,462	(8,666,664)	-46.59%	12.79%
Tax Increment Financing (TIF)	959,641	453,719	11,260,717	2,242,934	(9,017,783)	-80.08%	2.89%
General Fund	-	1,000,000	-	-	-	0.00%	0.00%
State ATAX	232,592	2,014,294	3,200,000	2,832,066	(367,934)	-11.50%	3.65%
Road Usage Fee	1,240,183	(137,533)	762,871	1,354,500	591,629	77.55%	1.74%
Electric Franchise Fee	-	9,596,675	8,497,848	511,000	(7,986,848)	-93.99%	0.66%
Real Estate Transfer Fee	7,717,100	7,236,901	885,912	250,000	(635,912)	-71.78%	0.32%
Short Term Rental Permit Fee	692,309	-	-	180,000	180,000	100.00%	0.23%
Stormwater Utility Fee	-	860,000	2,193,310	6,350,880	4,157,570	189.56%	8.17%
Total Funding Sources	\$15,428,449	\$31,671,440	\$82,802,799	\$77,687,380	\$ (5,115,419)	-6.18%	100.00%



CAPITAL IMPROVEMENTS PROGRAM FUND HIGHLIGHTS

- ✓ Provides capital project status transparency through a CIP web - based project life cycle dashboard (effective July 1, 2026), and Town Council CIP workshops
- ✓ Supports several existing projects currently under way, as well as funding for new projects, for a full, impactful, and attainable CIP program
- ✓ Schedules project timelines to balance stages and create coordination between projects – planning / design / permitting / construction
- ✓ Utilizes diverse sources of funds such as HTAX, Beach Fees, and SC ATAX to help fund our tourism-related Pathway, Park, Facility and Equipment projects
- ✓ Staff continues to expand efforts to explore alternate public revenue sources at the federal, state and county levels, as well as private funding

Shawn Lenninger, Assistant Town Manager – Operations, presented the following information:

Members of Council had questions, comments and discussion regarding: the estimated live date for the Capital Improvements Program Dashboard as it is a needed benefit to the community.



CAPITAL IMPROVEMENTS PROGRAM FUND HIGHLIGHTS

- ✓ Beaches (\$48.8m)
- ✓ Pathways (\$1.6m)
- ✓ Roadways (\$5.1m)
- ✓ Parks (\$10.6m)
- ✓ Facility & Equipment (\$4.7m)
- ✓ Stormwater (\$6.4m)
- ✓ Fleet (\$180k)
- ✓ Land Acquisition & Administration (\$250k)



2016 Beach Renourishment



CAPITAL IMPROVEMENTS PROGRAM FUND HIGHLIGHTS

- ✓ Beach Program (\$48.8m)
 - Maintenance and general improvements to seven beach parks such as paving, landscaping, lighting, signage, upgrades to recycling and waste collection, and site furnishings
 - Ongoing activities to manage the beach including Island-wide beach survey and monitoring, and endangered species monitoring
 - Activities related to Beach Renourishment Project, including permitting, bidding, and construction in FY26

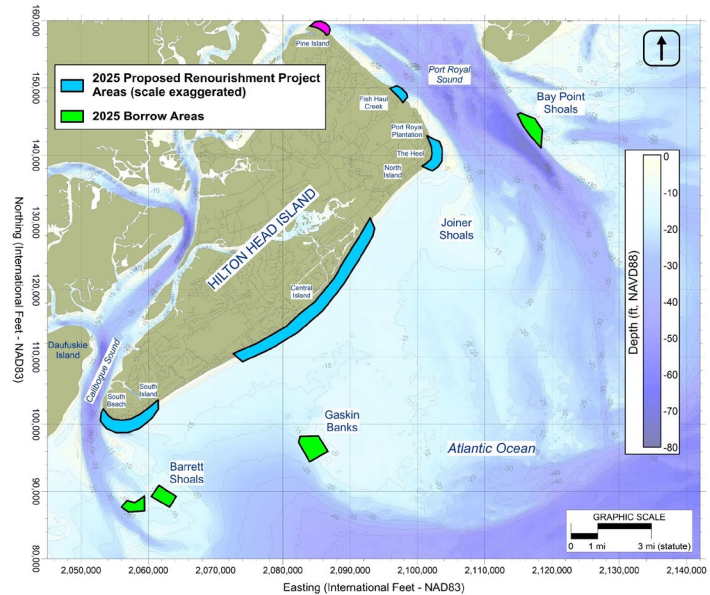




FY2026 BEACH RENOURISHMENT

✓ Highlights include:

- The proposed project represents the fourth major renourishment since 1990; projects are planned approximately every 8-10 years
- Anticipated to place over 2 million cubic yards of sand from up to four offshore borrow areas
- Permits approved for Fish Haul Creek, The Heel, Central Beach, and South Beach
- Permit pending for Pine Island
- Project is bid with contract and detailed schedule currently under review
- Construction in FY26



olsen associates, inc.

Members of Council had questions, comments and discussion regarding: thanked Mr. Leininger for attending a community meeting to answer citizen questions regarding the beach, bridge and budget; when the Town anticipates a contract will be awarded regarding the bid process for the FY 2026 Beach Renourishment; the potential impacts of the parking at Islander Beach Park and how the Town plans to communicate that to the public; commending Staff for postponing improvements to Islanders Beach Park until after the renourishment is completed as it will be the staging site for the project; a request to Staff to share how the project will flow after the completion of the Port Royal Sound area; and explanation of the contingency funds that are being held in the case a storm arises.

CAPITAL IMPROVEMENTS PROGRAM FUND HIGHLIGHTS

✓ Pathway Program (\$1.6m)

- Improvements to the Town's 65+ miles of public pathways toward managing, improving, and enhancing our pathway network
- Maintenance and improvements to existing pathways including repair, rejuvenation, and striping plus safety enhancements aimed at improving consistency and uniformity of all pathways, including ADA compliance
- Construction of new pathways and preliminary planning, design, and permitting of future pathways
- Projects identified based on collaboration with Bike Walk HHI, Bicycle Ambassadors, and Capital Projects Division staff's bi-annual Pathway Assessments



JONESVILLE ROAD PATHWAY

✓ Highlights include:

- Construction of new pedestrian pathway off Spanish Wells Road into and through the Jonesville neighborhood including signage and historic marker (+/-6,500 LF)
- Design is underway and Permitting & Land Acquisition in FY26 (~\$500k)
- Construction in FY27 (~\$3.9m)



Members of Council had questions, comments and discussion regarding: the availability of funding to engage with consultants for the construction of historical markers for the Jonesville

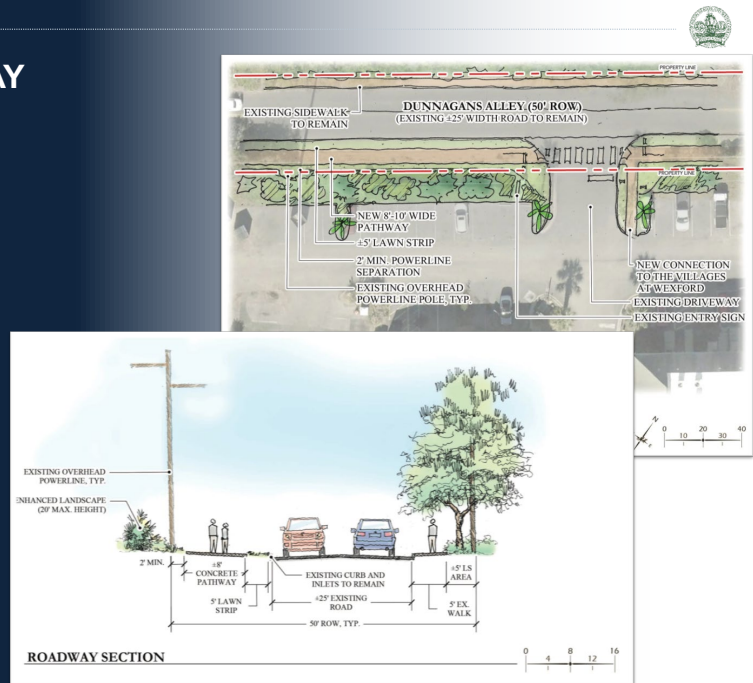
Road pathway.

TOWN OF HILTON HEAD ISLAND

DUNNAGAN'S ALLEY PATHWAY

✓ Highlights include:

- Construction of new concrete sidewalk / pathway that will allow separation from traffic by adding green space and trees along Dunnagan's Alley from Wexford Drive to Arrow Road and improve driveway intersection safety (+/-2,500 LF)
- Design is underway and Permitting in FY26 (~\$250k)
- Construction in FY27 (~\$2m)



Members of Council had questions, comments and discussion regarding: the reduction of funding for pathway improvements is due to the Town becoming focused on what realistically can be done in a fiscal year and including them in out years as needed; and an ask to Staff to not only define discretionary and maintenance but also priority to allow Council to become more organized and focused as they move forward.



CAPITAL IMPROVEMENTS PROGRAM FUND HIGHLIGHTS

✓ Roadway Program (\$5.1m)

- Improvements conducted to Island roadways to maintain, improve and enhance drive lanes, curb & gutter, pedestrian crosswalks, and corridor function
- Dirt Road Paving Program to accept dedications of private, unpaved roads to become public rights-of-way including pavement, installation of storm drainage infrastructure, and maintenance
- Improvements based on the draft Major Thoroughfares Corridors Plan targeting safety, beautification, and consistency to include landscaping, signage, and pavement markings
- Maintenance of Adaptive Traffic Signals at all signalized intersections including maintenance of signal mast arms



Members of Council had questions, comments and discussion regarding: the traffic impacts from development on Jonesville Road as they are downstream from other impacts – it was suggested that a revision in the language in Town’s Land Management Ordinance amendments would be beneficial; comments regarding no landscaping or street scaping on highway 278 between Matthews Drive and Shelter Cove and the need for it to be done; the outcome of the traffic impact study that is being done from Folly Field Road as pedestrian safety will be higher during the rental season and should be considered when looking at this study; and roadway signage added to the Folly Field Road area to assist at the traffic light to inform drivers they can turn in multiple directions. though there is a reduction in pathway funding compared to the previous fiscal year, it was clarified that this change does not reflect a shift in priorities, instead, that the Town is transitioning from allocating the full funding in one year to phasing the work and associated costs over time as projects can be implemented; Council members noted the close connection between roadway improvements and pathway projects, particularly due to the importance of pedestrian and bicycle crossings; there was support expressed for the inclusion of many safety improvements in the plans, acknowledging the growing need for such enhancements across the Island; emphasis that roadway programs should not only address pavement for vehicular traffic but must also prioritize safe access for pedestrians and cyclists; the discussion also included the road usage fee, which was initially established to supplement road-related funding but is currently paused due to legal reasons; Council inquired whether the Town Manager felt confident in continuing to present a robust roadway portion of the Capital Improvement Budget without the revenue from that fee; and it was noted that public safety has historically been compromised due to funding limitations, and as the Town looks ahead, Council members suggested that alternative funding solutions should be explored more aggressively to ensure adequate support for critical infrastructure and safety needs.



CAPITAL IMPROVEMENTS PROGRAM FUND HIGHLIGHTS

✓ Park Program (\$10.6m)

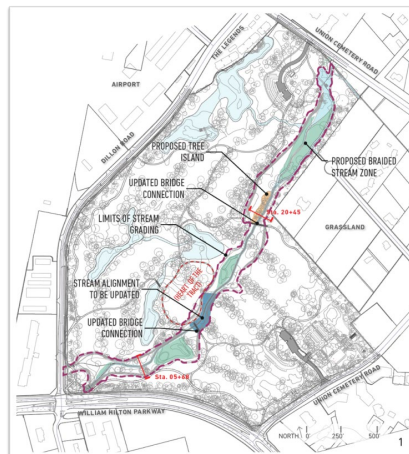
- Maintenance and general park improvements to existing parks such as playground equipment replacement, landscaping, lighting, and site furnishings
- Design & permitting of improvements at Mid-Island Tract Park, Crossings Park Phase 1: Pickleball Complex, Crossings Park Renovation Phase 2: Bristol Sports Arena, Skate Park, and Pump Track, Crossings Park Renovation Phase 3: Baseball Complex
- Old Schoolhouse Park Improvements, Coligny Circle Pocket Park, Patterson Family Park and Taylor Family Park
- Island Recreation Association Capital Projects including improvement to the building, pool & grounds, and special events



MID-ISLAND PARK – PHASE 1

✓ Highlights include:

- Ecological and resilience improvements to stormwater / lagoon systems; improvements to pathways; and, near Union Cemetery Road and William Hilton Parkway, construction of new parking lot with 36 spaces and renovation of existing restroom
- Design in progress & Permitting in FY26 (~\$750k)
- Construction in FY27



Mid-Island Park: Phase 1



Members of Council had questions, comments and discussion regarding: there have been significant investments on the South End and Mainstreet on our pump stations to deal with stormwater, adopted a Mid-Island Master Plan, and we should take a strong look at that area, as several areas that rely on significant outfall back into Broad Creek; and the draft Strategic

Plan looks for stormwater improvements and the Mid-Island Park is significant for that area and they are glad to see it returning to more of its natural environment and concerns regarding the turning radius coming off of highway 278 to Old Schoolhouse Park.

TOWN OF HILTON HEAD ISLAND

CAPITAL IMPROVEMENTS PROGRAM FUND HIGHLIGHTS

✓ Facility & Equipment Program (\$4.7m)

- Improvements, maintenance, and security of Town-owned or facilities, buildings, property, and programs
- Replacement and upgrades to Public Safety Systems equipment and software
- Replacement and upgrades to IT equipment and software
- Public safety cameras and security cameras
- Coastal Discovery Museum Capital Projects to buildings and grounds
- Historic Mitchelville Freedom Park Capital Projects



TOWN OF HILTON HEAD ISLAND

CAPITAL IMPROVEMENTS PROGRAM FUND HIGHLIGHTS

✓ Stormwater Program (\$6.4m)

- Improve and sustain the stormwater infrastructure, water quality, and watersheds within the Town of Hilton Head Island
- Enhance Island resiliency as it relates to flood protection
- Maintenance, repair, and replacement of major outfall stormwater pump stations
- Drainage improvements to address various deficiencies and improve efficiency and reduce long-term maintenance costs of existing stormwater infrastructure
- Improve operation and effectiveness of pump stations and critical outfalls during extreme events by mitigating the impacts of tidal storm surge on upland stormwater systems





CAPITAL IMPROVEMENTS PROGRAM FUND HIGHLIGHTS

✓ Stormwater – Major projects include:

- Gum Tree Road Drainage Improvements (\$120k)
 - Improvements to address various deficiencies along Gum Tree Road between Katie Miller Drive and Georgianna Drive, including regrading of ditches, installation of new inlets, new pipe, and repairs along the outfall system
 - Design & Permitting in progress, Construction in FY26
- Jarvis Creek Outfall (\$50k)
 - Installation of flap gates on the outfall end of two 84-inch diameter concrete pipes that discharge stormwater from the Jarvis Creek Pump Station
 - Design in FY26, Permitting FY27
 - Construction in FY28



CAPITAL IMPROVEMENTS PROGRAM FUND HIGHLIGHTS

✓ Stormwater – Major projects include:

- Jarvis Creek Pump Station (\$300k)
 - Purchase and installation of one new pump
- Moonshell Road / Folly Field Neighborhood Drainage Improvements (\$60k)
 - Installation of 1,500 linear feet of pipe, new inlets, a control structure to improve functionality and reduce long-term maintenance costs
 - Design in progress, Permitting & Construction in FY26
- Palmetto Hall Outfall (\$150k)
 - Addition of hydraulic capacity at the system outfall and addition of backflow prevention devices supporting capacity and resilience improvements
 - Design in FY26, Permitting in FY27
 - Construction in FY28





CAPITAL IMPROVEMENTS PROGRAM FUND HIGHLIGHTS

✓ Land Acquisition & Administration Program (\$250k)

- Support for acquisition of Town property
 - Survey
 - Appraisals
 - Legal Fees



Shawn Leininger reviewed the details of the Land Acquisition and Administration Program and there were no questions or comments from Council.

As a recap of the Workshop, members of Council held discussion regarding: commended staff on an excellent presentation and expressed anticipation for the upcoming Capital Improvements Workshop; Mr. Orlando and his team were thanked for their creativity in identifying ways the Town can reinvest in the community through the Capital Improvements Program, which now represents 45% of the overall budget; Council members appreciated the transition to a five-year outlook, noting it provides a clearer and more accessible understanding of priorities and investments; there was strong support for the diversity of projects and the alignment with the Town's adopted master plans, encouraging continued emphasis on these plans to help the public recognize the progress being made; Council highlighted the importance of transparency, realistic projections, and improved processes, particularly with regard to setting clear expectations on spending and project timelines; the inclusion of maintenance, discretionary funding, and contingency planning was seen as a step forward in presenting a comprehensive financial picture; overall, the budget was described as well-constructed, transparent, and reflective of collaboration among Council members; the phasing of projects was praised for being more practical and achievable; tying capital investments back to the draft strategic plan particularly in areas like major corridors and streets, Island resilience, beach renourishment, and stormwater infrastructure was viewed as a smart, intentional strategy; Council members viewed this budget as purpose-driven, focusing on quality of life, economic development, sustainability, and thoughtful reinvestment; It was noted that the Town is taking significant steps to remain a strong and vibrant community; and this year's budget was described as a complete turnaround in terms of transparency and detail, setting a new standard for community engagement and clarity.

Public Comment - Non Agenda Items

Richard Bisi stated that he felt there are amendments to the budget proposed by administration to reflect their desire of changed priorities; he also stated that he feels that a private company can do a better job for the Town than the Hilton Head Island-Bluffton Chamber of Commerce; and spoke about funding for the Gullah Geechee Historic Neighborhoods Community Development Corporation.

Frank Babel offered congratulations to the Town for making pathways a priority on the island; stated that staff is amending the Land Management Ordinance from a vehicle traffic prospective to a transportation system multimodal perspective; also stated that he would like to see the Town's focus include safety and maintenance of pathways.

Eugene Zepfel stated that the Town did a great job on the budget; stated that Squire Pope Road from Hilton Head Plantation needs maintenance; feels that no money should be spent on dredging at Harbor Town Marina; also stated that the Town should provide more clarity on projects.

Adjournment

At 7:06 p.m. Mr. Alfred moved to adjourn. Ms. Becker seconded. Motioned carried 7-0.

Kimberly Gammon, Town Clerk

Alan R. Perry, Mayor

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



Town of Hilton Head Island TOWN COUNCIL MEETING Tuesday, May 20, 2025, 3:00 PM Minutes

Call to Order

Mayor Perry called the meeting to order at 3:00 p.m.

Council Members present: Alan Perry, Mayor; Alex Brown, Ward 1, Mayor Pro-Tempore; Patsy Brison, Ward 2; Steve DeSimone, Ward 3; Tammy Becker, Ward 4; Steve Alfred, Ward 5; Melinda Tunner, Ward 6

Others Present: Marc Orlando, Town Manager; Curtis Coltrane, Town Attorney; Kim Gammon, Town Clerk

Invocation – Reverend Bill McCutchen, Hilton Head Presbyterian Church

Reverend McCutcheon delivered the invocation.

Adoption of the Agenda

Mr. Alfred moved to approve. Ms. Brison seconded. Motion carried 7-0.

Approval of the Minutes

Regular Meeting Minutes of May 6, 2025

Budget Workshop Meeting Minutes of May 12, 2025

Mr. Alfred moved to approve the minutes listed above. Ms. Becker seconded. Motion carried 7-0.

Presentations and Recognitions

Amyotrophic Lateral Sclerosis Awareness Month Proclamation - Mayor Perry

Bob Scannell and Connie Pratt were present to accept the proclamation.

General Reports from Town Council

Ms. Brison stated that in conjunction with Bike Month, there will be a Ride of Silence held tomorrow, May 21 at 6:30p.m. The ride will begin at Port Royal Plaza and proceed to US278 with a Beaufort County Sheriff escort.

Report of the Lowcountry Area Transportation Study – Councilmember Tamara Becker

No report.

Report of the Lowcountry Council of Governments – Councilmember Steve Alfred

No report.

Report of the Beaufort County Airports Board – Councilmember Melinda Tunner

Ms. Tunner reported the construction continues at the airport with roadway improvements scheduled to begin at the end of the month. She stated an RFP has been issued for concession and there is now a new parking vendor which will improve operations. She stated the lot will be gated with a 24/7 call center. She added that fees have not yet been determined. Ms. Tunner added that Real ID's have been implemented and are doing well. There are three airlines in full operation now which include American Airlines, United Airlines and Delta Airlines and commercial passenger arrivals are up 4%.

Report of the Southern Lowcountry Regional Board – Councilmember Patsy Brison

Ms. Brison reported the Board met Tuesday, April 22 in Bluffton. They received a report regarding the plastic bag survey, which is completed, and data analysis is now being prepared by the working group and a presentation will be forthcoming in the near future. She added that a representative from the Town of Bluffton revised their recent ordinance on buffer for wetlands. She asked that the Town Attorney be requested to provide a briefing as to whether Hilton Head Island needs to review and consider the same change. Ms. Brison added that a Growth Planning Workshop was being held to look at regional impact and how to put together plans for the future. She stated the next meeting of the Board is Tuesday, May 27.

Report of the Island Recreation Association Board – Mayor Pro Tempore Alex Brown

Mr. Brown reported the Rec center held Family Fun Day on Saturday, May 3 with over 500 in attendance. He added that they are gearing up for the summer months and reported the Rec Center submitted a request to Beaufort County for \$225,000 for pool operations and scholarships. He encouraged his colleagues reach out to Beaufort County representatives in support of the request.

Report of the Beaufort County Economic Development Corporation - Mayor Alan Perry

Mayor Perry reported a meeting was held on May 8 with a grant request in the amount of \$115,000 for Project Sun along with approval of a memorandum of agreement to purchase 120 acres in the Whale Branch area.

Report of the Gullah Geechee Historic Neighborhoods Community Development Corporation - Mayor Pro Tempore Alex Brown

Mr. Brown reported the CDC will meet on May 21 and the Executive Director will update them on the FY2026 Budget request, and they will hold an Executive Session to discuss recommendations to Town Council or appointments to the CDC along with a proposed sale of property in the Stoney area.

Report of the Community Services and Public Safety Committee – Councilmember Tamara Becker

Ms. Becker noted the Committee will meet on June 2 to consider the following items: a proposed amendment to regulations for tree protections; a proposed ordinance regarding sign standards; and a proposed ordinance to amend height and setback encroachment for residential and nonresidential development. She encouraged all to attend.

Report of the Finance and Administrative Committee – Mayor Pro Tempore Alex Brown

Mr. Brown stated the Committee will meet on May 29, to discuss the following: FY2025 financial update; a consideration of distribution of opioid funds to include an agreement with the Town and Low County Alliance of Healthy Youth, Inc, and ratify and authorize funding associated with TIF projects.

Unfinished Business

Update on William Hilton Parkway Gateway Corridor Project - Shawn Colin, Assistant Town Manager

Mr. Colin provided a detailed update with the following information:



Plans from SCDOT at 2/12/25 Joint Council Meeting

US 278 Corridor Improvements

OPTIONS	BRIDGE	ROADWAY	RIGHT OF WAY	ENVIRONMENTAL MITIGATION	UTILITY RELOCATIONS	SUBTOTAL	CONSTRUCTION ENGINEERING INSPECTION	TOTAL
Lifeline Bridge without Multiuse Path (roadway only to tie in) Option 1	185.0	14.7	1.5	9.8	23.3	234.3	23.4	257.7
Lifeline Bridge with Multiuse Path (roadway only to tie in)	240.0	15.7	1.5	9.8	23.3	290.3	29.0	319.3
Lifeline Bridge without Multiuse Path (roadway with 3-lanes from Moss Creek to Spanish Wells)	185.0	22.8	2.9	11.2	26.9	248.8	24.9	273.7
Lifeline Bridge with Multiuse Path (roadway with 3-lanes from Moss Creek to Spanish Wells)	240.0	24.4	4.0	12.6	28.8	309.8	31.0	340.8
2024 Anticipated costs for full project	331.3	43.8	5.8	14.0	29.5	424.4	42.4	466.8
Replace only the Mackay Creek Eastbound Bridge Option 6	45.0	14.7	0.8	7.5	12.5	80.5	8.1	88.6

*Costs shown are in millions

May 12, 2025

Rejection of County's Revised Proposal The SIB Board voted to reject the County's revised proposal based on the following concerns:

- **Funding Sequence Conflict:** The revised funding plan contradicted the Intergovernmental Agreement (IGA), which required SIB funds to be used last, not first.
- **Town Contribution Misalignment:** Hilton Head Island's contribution was in the form of land (right-of-way), not cash
- **Reduced Bridge Scope:** The scaled-back design reduced the number of lanes from the original agreement. The SIB did not believe it should still contribute the full **\$120 million**.

- **Unclear Cost Overrun Strategy:** The County did not provide a clear plan to cover potential cost overruns. The SIB suggested pledging County bonding capacity (up to **\$87 million**)—**not recommended by staff**.
- **Missing Timeline:** A detailed construction and completion schedule was not included.
- **Expected Local Commitment:** The SIB expected increased financial participation from both **SCDOT and the County** to lessen reliance on SIB funds.
- **IGA Violation:** The agreement was violated as construction did not commence in **2024**.

Mayor Perry asked for public comment.

Skip Hoagland addressed Council stating he feels the proposed bridge will adversely affect the residents.

Christopher Cliffe addressed Council stating the SIB did not give preferential treatment to Beaufort County with the exception of Hardeeville. He reviewed the timeline of this project with the opinion it has been mishandled.

Members of Council had questions, comments and discussion regarding: the plan to have a special meeting with the SIB and submit a new plan to the SIB with the need to save the \$120 million plus \$30 to \$50 million; an opinion for the need to listen to the 12,000 people that signed a petition and build the bridge they requested; confirmation the entire Beaufort County Council was not in favor or reapproaching the SIB; an opinion/impression that it was clear that Hilton Head Island is not part of the discussion; the need to consider going forward with SCDOT repairing the Mackey Bridge /span and not adding the 3rd lane due to safety and traffic congestion problems; the need to spend the dollars on intersection on Hilton Head Island; the need to consider letting SCDOT do their project of replacing/repairing the bridge and Hilton Head Island reclaiming the \$80 million to work on the corridor and go with Option 1; a consensus that staff communicate in real time as new information becomes available; and a confirmation there was not a vote held by Hilton Head Island Town Council at the Beaufort County meeting held on May 19.

Consideration of an Ordinance to Amend the Town of Hilton Head Island Budget for the Fiscal Year ending June 30, 2025; to Provide for the Budgeted Appropriations of the Land Acquisitions and Certain Other Appropriations and Commitments and the Expenditures of Certain Funds; to Allocate the Sources of Revenue for the Said Funds; and to Provide for Severability and an Effective Date - Second Reading - Adriana Burnett, Director of Finance

Ms. Burnett conducted a presentation with the following information:

The Town Council consider proposed budget amendments for Fiscal Year 2025 to the Capital Improvements Program (CIP). These proposed amendments address approval of funding for land acquisitions previously authorized by the Town Council. There have been no changes since the First Reading.

Funding considerations are as follows: a) Land Acquisition Funding - \$5,917,904

1. Town Council previously authorized the purchase of real estate located at 69 Pope Avenue in an amount totaling \$2,900,000. An appropriation of funds from available Tax Increment Financing (TIF) fund balance is therefore requested in this amount to the CIP budget. This transfer will also ensure that the Town complies with applicable timing criteria set forth under South Carolina law requiring utilization of such funds.

2. Town Council previously authorized the purchase of 26 acres of real estate located in the Mitchelville area in an amount totaling \$1,827,904. An appropriation of funds from available Real Estate Transfer Fee fund balance is therefore requested in this amount to the CIP budget. Beaufort County approved an additional contribution of \$993,000 for this property. The Town received these funds on May 6, 2025, and reimbursed the Real Estate Transfer Fee fund.

3. The Town Council previously authorized the purchase of 1.98 acres of real estate located in the Beach City Road area in an amount totaling \$1,190,000. An appropriation of funds from available Real Estate Transfer Fee fund balance is therefore requested in this amount to the CIP budget.

The Town Council consider proposed budget amendments for Fiscal Year 2025 to the Capital Improvements Program Fund. These proposed amendments address funding for land acquisitions previously authorized by the Town Council.

Mayor Perry asked for public comment.

Skip Hoagland addressed Council requesting an independent DOGE forensic audit be conducted on the Town's annual budget and year end audit.

Ms. Brison moved to approve. Mr. Alfred seconded. Motion carried 7-0.

Consideration of an Ordinance of the Town of Hilton Head Authorizing the Execution of a Lease Purchase Agreement for Fire Trucks - Second Reading - Adriana Burnett, Director of Finance

Consideration of an Ordinance of the Town Council of the Town of Hilton Head Island approving and authorizing the Town to enter into a tax-exempt lease agreement with a financial institution to finance both past and future fire truck purchases. Upon execution of the lease purchase agreement, the Town will receive from the financial institution, not to exceed, \$8,000,000 in lease proceeds, which will be distributed to the Hospitality Tax Fund for the following purposes:

1. Reimbursement – To reimburse the Town for fire trucks already purchased in FY2024 and FY2025 (eight “pumpers” totaling \$5,051,135).

2. Future Funding – To provide funds for fire trucks currently under contract and scheduled for delivery in FY2026 and FY2027 (two “quints” totaling \$2,398,853). The Town will then repay the financial institution in fixed annual payments over a 10-year term, which aligns with the anticipated useful life of the fire trucks. This lease agreement will be subject to annual appropriation by Town Council.

Town Fire Rescue Staff proposed the replacement of 10 fire trucks as part of the FY2022 Budget. This recommendation was based on the fire trucks exceeding their standard useful

life of 10 years, along with increasing repair costs and downtime associated with maintaining the aging fleet.

During the budget approval process, it was agreed that funding for these fire trucks would be pursued through an equipment lease. Funding for the associated lease payments has since been carried forward into the FY2023, FY2024, and FY2025 budgets. Following the FY2022 budget approval, the Town entered into an agreement (“the 2021 Purchase Agreement”) with Safe Industries on December 1, 2021, which was later updated and extended on November 14, 2023. The agreement provides for the purchase of 10 new fire trucks—eight pumpers and two quints. Due to production delays and supply chain disruptions, delivery of the Trucks has been postponed multiple times. Pumper Delivery and Purchase Timing – The Town received delivery of the eight pumpers between June and October 2024. Payment for each vehicle was due within 30 days of delivery. These payments were initially made using cash from the Town’s Hospitality Tax revenues. Quint Delivery and Purchase Timing – The remaining two fire Trucks (quints) have not yet been delivered due to ongoing production delays. The Town anticipates their arrival in late FY2026 or early FY2027.

Authorizing the Fire Truck Lease Ordinance would allow the Town to enter into a tax exempt lease financing agreement, increasing the balance of the Hospitality Tax Fund by the actual paid or to be paid amounts. This infusion of funds would benefit the town by:

- a. Maintaining a strong Hospitality Tax fund balance
- b. Enabling the Town to pay for other approved capital projects
- c. Providing financial flexibility in the event of a natural disaster
- d. Supporting compliance with proposed minimum fund balance policies
- e. The lease financing structure will align the Town’s annual lease payments with the fire trucks’ anticipated 10-year useful life, offering a more equitable and financially sustainable approach.
- f. The proposed tax-exempt equipment lease will not count against the Town’s 8% General Obligation Bond capacity. It will remain as a long-term financial obligation of the Town until fully repaid.

Mr. Alfred moved to approve. Ms. Becker seconded.

Mayor Perry asked for public comment. There was none.

Motion carried 7-0.

New Business

Consideration of a Resolution of the Town of Hilton Head Island, South Carolina Adopting a Housing Displacement Mitigation Support Plan – Shawn Leininger, Assistant Town Manager

Mr. Leininger conducted a presentation with the following information:

Town Council review and consider First Reading an Ordinance of the Town of Hilton Head Island to Amend the Official Zoning Map, to include 16 Parcels located on Northpoint Circle 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, and forward a recommendation to Town Council. The Planning Commission held a public hearing on March 19, 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 zoning map amendment, ZA-000023-2025. On April 21, 2025, the Community Services and Public Safety Committee voted 3-0 to recommend approval to Town Council.

On June 18, 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 strategically 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).

Members of Council had questions, comments and discussion regarding: the need to get back to basics; the need for any Council member that feels its not a top priority to come forward and say so; inquiry as to where the plan lies if adopted; confirmation the plan would be on the website; and a statement that the Town should not and must not step back from its key role with valued community partners.

Ms. Brison moved for adoption of the original Displacement Mitigation Support Plan recommended by the Housing Action Committee as now shown on the screen. Mr. Alfred seconded.

Mayor Perry asked for public comment:

Risa Prince addressed Council in support of Workforce Housing and the Displacement Plan.

June Wilkins addressed Council encouraging the development of the Displacement Strategy.

Renee Roth addressed Council expressing her disappointment in certain Council members concern regarding the number of questions for the developers.

Sandy West addressed Council stating the March 17 Community Services and Public Safety Committee meeting was an insult to Town Staff, the Town Attorney was dismissed and was an insult to the Housing Action Committee. She added that the Committee requested the Town insignia and symbols be removed from the document which was a show of no support.

Kim Likins addressed Council in support of Workforce Housing and reminded them of their commitment to such reflected in the Four Pillars under Community. She encouraged them to become a real partner in the Displacement Mitigation Plan created by the Housing Action Committee.

Kenneth Campbell addressed Council encouraging a partnership regarding the Displacement Mitigation Plan. He noted that branding is very important for the document.

Sandy Gillis addressed Council encouraging them to approve the Displacement Mitigation Plan presented to the community services and Public Safety Committee on March 17, 2025.

John Casey addressed Council regarding stating his opposition to the March 17 plan and the revised plan stating the private sector and the non-profits need to work in their own best interest in the most efficient manner to get it done without government funds or perhaps in some instances on an ad hoc basis.

Morris Campbell addressed Council commending them for addressing the issue. He encouraged them to continue to work on the process.

Skip Hoagland addressed Council stating if they had not overdeveloped in so many tourists we wouldn't need Workforce Housing. He encouraged working with the private sector to handle this.

Members of Council had questions, comments and discussion regarding: acknowledgment for the need for Workforce Housing and a need to move forward with the original proposal by the Housing Action Committee; having a displacement strategy is important; the need for an approach of leveraging non-profits who are experts at what they do; and the need to have responsibility to all residents of the Island.

Ms. Becker called the question with a second.

Motion denied 2-5 (Tunner, Brown, Perry, Becker and DeSimone opposed).

Mr. Brown moved to adopt the original Housing Displacement Mitigation Support Plan that was presented at the Housing Action Committee Meeting on May 14, 2025, with the following revisions; Town of Hilton Head Island is mentioned in the Executive Summary of the document, the Town of Hilton Head Island is shown in the Organizational Chart included in the document, includes notification to key partners, and that the document live on the Town's website. Ms. Brison seconded the motion.

Members of Council had questions, comments and discussion regarding: confirmation this is not just workforce Housing, it is a Displacement Mitigation Plan stating that the Town and the non-profits agree to work together to notify each other about what is going on; confirmation the Town will be a part of the plan as it will be a resolution signed by the Mayor and recorded; and inquiry as to who qualifies for displacement.

Mr. Brown called the question with a second.

The motion passed 4-3 (Becker, Tunner 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 - First Reading

Shaw Colin conducted a presentation with the following information:

Town Council consider First Reading 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. The Planning Commission held a public hearing on March 19, 2025, and, after consideration of the criteria set forth in Section 16-2-103.B.3, voted unanimously to recommend that Town Council approve the proposed text amendment. On April 21, 2025 the Community Services and Public Safety Committee voted 3-0 to recommend approval to Town Council.

On June 18, 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 acres of Town-owned property strategically 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). As part of this effort, 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. Workforce affordability is central to the project's mission, which serves households earning between 60% and 150% of the Area Median Income (AMI), with at least half of the units reserved for those earning between 60% and 80% AMI. Affordability covenants will be recorded to preserve long-term access to workforce housing. The development will feature approximately 160 rental units, offering a mix of one-, two-, and three-bedroom apartments. None of these units will be allowed

to operate as short-term rentals due to the Workforce Housing (WFH) Program requiring rental units not to be occupied for a period less than 90 days (section 16-4-105.B.4.c).

Mr. Alfred moved to approve. Ms. Brison seconded.

Mayor Perry asked for public comment.

Sonya Grant addressed Council regarding her concerns regarding housing and encouraged them to act to establish conditions that will support the development of affordable housing.

Andy Twisdale addressed Council stating Hilton Head Island needs to be in the housing business and to provide enough resources and incentives for people to build more apartments.

Members of Council had questions, comments and discussion regarding: inquiry as to the location of RM Districts where the ordinance would be applicable; confirmation the conditions would be that the minimum lot size for development would be 5 acres and that it be located near a major arterial; the need to look at incentives for developers to encourage workforce housing; and that it aligns with the incentive the Town has in other districts.

Motion carried 7-0.

Consideration of an Ordinance of the Town of Hilton Head Island to Amend the Official Zoning Map with Respect to the Real Property Located on Northpoint Circle to Rezone the Parcels from Parks and Recreation (PR) to Moderate to High Density Residential (RM-12) District; and to provide for Severability and an Effective Date- First Reading

Town Council review and consider First Reading an Ordinance of the Town of Hilton Head Island to Amend the Official Zoning Map, to include 16 Parcels located on Northpoint Circle 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, and forward a recommendation to Town Council. The Planning Commission held a public hearing on March 19, 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 zoning map amendment, ZA-000023-2025. On April 21, 2025 the Community Services and Public Safety Committee voted 3-0 to recommend approval to Town Council. BACKGROUND: On June 18, 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 strategically 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. As a concurrent effort, 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.

Ms. Brison moved to approve. Mr. Alfred seconded.

Mayor Perry asked for public comment. There was none.

Motion carried 7-0.

Ben Brown provided an overview of the project.

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 - First Reading - Shawn Colin, Assistant Town Manager

Mr. Colin conducted a presentation with the following information:

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 Animals from an Area of the Town's Defined Beach near Fish Haul Creek

The Community Services and Public Safety Committee recommended the Ordinance be advanced as drafted by a vote of 3-0 to Town Council for adoption.

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.

On February 4, 2025, the Town Council adopted a resolution authorizing the following:

1. The Town Manager is hereby authorized to execute and accept the permits issued by the United States Army Corps of Engineers and the South Carolina Department of Environmental Services.
2. The Town Manager is hereby authorized to take all actions as may be necessary to comply with any conditions set out in the permits issued by the United States

Army Corps of Engineers and the South Carolina Department of Environmental Services.

3. The Town Manager is directed to bring forward a text amendment to Section 8-1-211 of the Municipal Code of the Town of Hilton Head Island for the purpose of implementing a year-round ban on dogs in areas along the outfall of Fish Haul Creek.

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. Text with underline is additions and text with strikethrough are deletions.

Sec. 8-2-211. Unlawful activities enumerated. Prohibited and Regulated Activities on the Beach.

~~8) — *Animals.* Except as provided herein, no person shall bring or allow any dog, or any other animal on the beach that is not at all times on a leash between the hours of 10:00 a.m. and 5:00 p.m. from April 1st through the Thursday before Memorial Day weekend and from the Tuesday after Labor Day weekend through September 30th. No person shall bring or allow any dog, or any other animal, on the beach between the hours of 10:00 a.m. and 5:00 p.m. from the Friday before Memorial Day weekend through the Monday of Labor Day weekend. No person shall bring or allow any dog or any other animal on the beach that is not on a leash or under positive voice control of the responsible person between 5:00 p.m. and 10:00 a.m. from April 1st through September 30th. No person shall bring or allow any dog or any other animal on the beach that is not on a leash or under positive voice control at any hour from October 1st through March 31st. Any violation of the provisions hereof may result in the owner of the animal being charged with a misdemeanor and the animal being seized by the appropriate animal control officer or law enforcement officer.~~

~~No person shall permit any excrement from any animal under that person's control to remain on the beach but shall dispose of same in a sanitary manner.~~

~~From April 1st through the Thursday before Memorial Day weekend and from the Tuesday after Labor Day weekend through September 30th of each year, dogs or any other animal, other than seeing-eye dogs, shall not be allowed in any designated swimming area unless on a leash and walking through the area between 10:00 a.m. and 5:00 p.m.~~

(8) Animals on the Beach.

- (a) Except in the Prohibited Areas described in Subsection (2) below, animals are allowed on the Beach only as stated below:

- (i) From October 1 through the following March 31, animals that are either on a leash or under the positive voice control of the person responsible for the animal are allowed on the Beach;
 - (ii) From April 1 through the Thursday before Memorial Day, animals that are leashed are allowed on the Beach between the hours of 10:00, A. M., and 5:00, P. M., and at all other times, animals, other than seeing-eye dogs are allowed on the Beach that are either on a leash or under the positive voice control of the person responsible for the animal;
 - (iii) From the Friday before Memorial Day weekend through the Monday of Labor Day weekend, animals are prohibited on the Beach between the hours of 10:00, A. M., and 5:00, P. M., and at all other times, animals are allowed on the Beach that are either on a leash or under the positive voice control of the person responsible for the animal;
 - (iv) From the Tuesday following Labor Day through October 31, animals that are leashed are allowed on the Beach between the hours of 1:00, A. M., and 5:00, P. M., and at all other times, animals are allowed on the Beach that are either on a leash or under the positive voice control of the person responsible for the animal.
- (b) Prohibited Areas.
- (i) Animal Prohibited Areas. No person shall bring or allow any dog or any other animal on the designated Animal Prohibited area of the Beach. Dogs and other animals are prohibited year-round at all times from entering or being brought into or on any Animal Prohibited Area. The boundaries of Animal Prohibited Areas shall be identified by signage stating, "Animals Prohibited Area".
 - (1) The area of the Beach shown and described on the drawing in Subsection (c) below is designated as an Animal Prohibited Area.
 - (2) The Town Manager is hereby authorized to take all actions as may be necessary to comply with the Hilton Head Island Code of Ordinances to designate the aforementioned area a Animal
 - (3) Prohibited Area, including the erection of the required signage.

(c) Map of Animal Prohibited Area.



- (d) Animal Excrement. No person who is responsible for an animal on the beach shall permit any excrement from the animal to remain on the beach, and that person shall immediately remove and dispose of the same in a sanitary manner.
- e) Penalty for Violation. Any owner or person responsible for an animal who violates any provision of this ordinance, shall, upon conviction, be subject to the penalty set out in § 1-5-10. In addition, the animal may be seized by the appropriate, code enforcement officers, animal control officer or law enforcement officer.

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.

Ms. Brison moved to approve. Mr. Alfred seconded.

Mayor Perry asked for public comment. There was none.

Members of Council had questions, comments and discussion regarding: after outreach into the community, there was disappointment by a few, but they understand the need: confirmation this is necessary in order to receive the permitting for beach renourishment in that area; and confirmation that without beach renourishment that area would cease to exist.

Motion carried 7-0.

Consideration of an Ordinance of the Town of Hilton Head Island, Amending the Municipal Code by Adding New Sections 1-5-11 and 1-5-12, Authorizing the Issuance of Administrative Citations and Fines; Amending Section 10-2-60 to Authorize Administrative Citations and Fines for Violations of Article 10, Chapter 2 of the Municipal Code; Amending Section 10-2-70 of the Municipal Code to Add Issuance of More Than 3 Administrative Citations in Twelve Months as Grounds for Suspension or Revocation of Short Term Rental Permit; to Add Section 12-3-101 to Authorize Administrative Citations and Fines for Violations of Article 12, Chapters 3 and 6; to Amend Section 12-3-117; to Amend Section 2-3-213; to Add Sections 12-6-100 and 12-6-101 to Authorize Administrative Citations and Fines for Violations of Article 12, Chapter 6; to Amend Section 12-6-111 to Add a Definition for Resident Beach Pass; to Amend Sections 12-6-113, 12-6-114, 12-6-115, 12-6-117 to Make Grammatical Changes; to Repeal Sections 12-6-119 and 12-6-120; and to Provide for Severability and Effective Date - First Reading - Shawn Colin, Assistant Town Manager

Shawn Colin presented and stated that the Finance and Administrative Committee recommended the Ordinance be advanced as drafted by a vote of 2-0 to Town Council for adoption.

The Town of Hilton Head Island is proposing amendments to the Municipal Code to introduce Administrative Citations and Fines as a more efficient, proportionate, and flexible enforcement mechanism for code violations. Currently, most enforcement actions rely on criminal penalties, which may not always be appropriate, especially for minor or repeat infractions that could be better resolved through civil means.

By establishing an administrative enforcement process, the Town seeks to:

- Reduce dependency on criminal proceedings for non-compliance.
- Improve timely resolution of code violations.
- Provide due process while promoting voluntary correction.
- Ensure greater consistency and clarity in enforcement efforts.

The adoption of this alternative enforcement tool will improve regulatory compliance while preserving the Town's ability to pursue criminal or other remedies when necessary. With this tool in place, amendments to Title 10 and Title 12 will include

application of Administrative Citations and Fines to Short Term Rental Operations and Parking and Beach Parking Operations, respectively.

The proposed amendments to Sections 1-5-11 and 1-5-12 establish and clarify procedures for issuing Administrative Citations for violations of the Town Code where such authority is specifically provided. These amendment provisions are summarized below:

Amendment Provisions:

1. General Authority
 - a. Establishes that where specifically authorized, officials may issue an Administrative Citation as an alternative enforcement option.
2. Violations
 - a. Allows issuance of Administrative Citations for any ongoing or observed violations of applicable code sections.
 - b. Does not restrict the Town from pursuing other enforcement options concurrently.
3. Warning Notices
 - a. At the discretion of the enforcement officer, a warning notice may be issued prior to a citation, identifying the violation, steps for correction, and a deadline.
 - b. A warning is not a required step before citation issuance.
4. Administrative Citation Process
 - a. Citation Content Requirements:
 - i. Date, time, and location of violation.
 - ii. Code section violated and description.
 - iii. Penalty amount and payment instructions.
 - iv. Appeal procedures and officer identification.
 - b. Service of Citation:
 - i. May be delivered in person, posted on the property, mailed to the last known address within the Town, or sent via authorized email.
 - c. Penalties:
 - i. Fine amounts will be defined within the applicable code section.
 - ii. Daily citations may be issued if violations persist beyond 24 hours of the first citation.
 - d. Appeal Process (Administrative Protest):
 - i. Must be filed in writing within 30 calendar days.
 - ii. The Town Manager or his designee will review the case and issue a written final determination.
5. Supplementary Nature
 - a. Clarifies that Administrative Citations are not exclusive and may be used in addition to any other legal or equitable remedies available to the Town.

The proposed amendments to 10-2-60 and 10-2-70 establish specific violations, penalties, and enforcement mechanisms related to short-term rental (STR) operations.

These amendment provisions are summarized below:

Amendment Provisions:

1. Violations Defined
 - a. Leasing or advertising a STR property without meeting Chapter requirements.
 - b. Failing to comply with any provision of the Chapter.
2. Administrative Citations:
 - a. Violations are subject to Administrative Citations under Section 1-5-11 of the Town Code.
3. Fines Structure:
 - a. \$250 for the first violation.
 - b. \$500 for a second violation within one year.
 - c. \$1,000 for a third violation within one year of the second.
 - d. \$25 late fee applies to fines unpaid after 30 days.
4. Vehicle Enforcement:
 - a. Vehicles violating this Chapter may be towed or immobilized at the owner's expense if deemed necessary for public safety by Town officials or the Sheriff's Office.
5. Additional Remedies:
 - a. Violators may also face penalties under other sections of the Town Code, including business license suspension and other cumulative remedies allowed by law.
6. Grounds for Suspension:
 - a. More than three Administrative Citations issued in connection with the STR property within 12 months.

The proposed amendments to Title 12, Chapters 3 and 6 establish specific violations, penalties, and enforcement mechanisms related to parking and beach parking operations. These amendment provisions are summarized below:

Amendment Provisions

1. Authority:
 - a. Section 12-3-101 (New): Adds authority to issue Administrative Citations for violations of parking regulations under Article 12, Chapters 3 and 6.
 - b. Sections 12-6-100 and 12-6-101 (New): Further reinforce the authority to issue fines for parking violations.
2. Fines Structure:
 - a. \$50 for the first violation.
 - b. \$100 for a second violation within one year.
 - c. \$250 for a third violation within one year of the second infraction, and possible towing or immobilization of the vehicle parked in violation of this Article. Any and all charges or fees associated with towing or immobilization shall be the expense of the owner of the vehicle

- d. \$500 for any subsequent infraction within one (1) year of the third infraction, and possible towing or immobilization of the vehicle parked in violation of this Article. Any and all charges or fees associated with towing or immobilization shall be the expense of the owner of the vehicle.
 - e. \$25 late fee applies to fines unpaid after 30 days.
- 3. Definitions:
 - a. Definition Added to Section 12-6-111 that introduces a new definition for "Resident Beach Parking Pass" to clarify eligibility.
- 4. Grammatical Changes:
 - a. Grammatical Revisions (proposed to Sections 12-6-113 to 12-6-117 to improve clarity and consistency in code language.
- 5. Repeal of Obsolete Sections:
 - a. Sections 12-6-119 and 12-6-120 have been repealed to remove outdated provisions to streamline the parking enforcement framework.

The proposed amendments introduce an Administrative Citation process, which allows Town officials or Code Enforcement Officers to issue fines and compel compliance through civil means. This process emphasizes corrective action, preserves due process, and helps reduce reliance on criminal proceedings for code violations.

These amendments introduce a comprehensive set of amendments to the Municipal Code that establishes a framework for the issuance of administrative citations and fines for specific code violations. These changes are designed to improve compliance through a non-criminal, streamlined enforcement process and provide flexibility in addressing infractions related to short-term rental permits, beach parking regulations, and other municipal code provisions.

Ms. Brison moved to approve. Ms. Becker seconded.

Mayor Perry asked for public comment. There was none.

Members of Council had questions, comments and discussion regarding: clarification on the fine structure; clarification that notification would be via USPS and email if the owner has selected email notifications; confirmation the owner would be responsible for the violation as they are the one that agreed to the terms; **the need to include parking in the ordinance for authorized citations; the need to clarify exclusions**; confirmation from the Town Attorney that email is constituted as adequate service or process; and the need to address trash violation fines.

Ms. Brison, as the maker of the motion and Ms. Becker, the seconder agreed to the suggested changes for second reading and noted above in bold.

Motion carried 7-0.

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

Mr. Colin stated that the Community Services and Public Safety Committee recommended the Resolution be advanced as drafted by a vote of 3-0 to Town Council for adoption.

The Town of Hilton Head Island has requested that Beaufort County convey to the Town a drainage easement located at 55 Gardner Drive as shown on Attachment 2. 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, included as Attachment A, 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.

The following points outline the relevant history of the easement and conveyance:

- On June 27, 1980, Beaufort County was granted easement rights for drainage and utility purposes over the property at 55 Gardner Drive. This was recorded in the Office of the Register of Deeds for Beaufort County in Official Record Book 303 at Page 122 (Exhibit "A").
- On August 22, 1980, the original easement was amended, and the amendment was recorded in Official Record Book 305 at Page 2056 (Exhibit "B").
- The easement area is shown on a plat recorded in Plat Book 28 at Page 107 (Exhibit "C").
- The Town of Hilton Head Island has requested that Beaufort County convey this easement to support the Town's stormwater management program.

The proposed Resolution authorizes the Town Council to accept the conveyance of the drainage easement from Beaufort County. This conveyance will facilitate the Town's stormwater management and utility efforts on Gardner Drive and surrounding area.

- Easement History: The easement was granted to Beaufort County in 1980 for drainage and utility purposes, with an amendment made the same year. The easement is recorded and is described in the attached exhibits.
- Purpose: The conveyance of the easement to the Town will enable the Town to better manage stormwater and maintain essential drainage infrastructure in the area, supporting public safety and environmental health.

Mr. Alfred moved to approve. Ms. Brison seconded.

Mayor Perry asked for public comment. There was none.

Members of Council had questions, comments and discussion regarding: confirmation

the Old Woodlands Neighborhood is in agreement with the solution.

Motion carried 7-0.

Public Comment - Non Agenda Items

Skip Hoagland addressed Council stating the need for a forensic audit regarding the use of tax funds and the Designated Marketing Organization.

Sandy West address Council stating workforce housing is a crisis that threatens stability in the future of the community. She urged Council to answer three questions. Where are we? Where are we going? How do we get there?

Jack Alderman addressed Council on the need to be a “can do” community and the need to create solutions for workforce housing.

Alan Wolf addressed Council urging them to support the priority amendment to allow the conversions of hotel properties to multi-family housing.

Tom Reitz addressed Council and spoke on the importance of stormwater management and the need for Beaufort County and the Town of Hilton Head Island to work together in correcting any drainage problems on Hilton Head Island.

Mayor Perry invited Senator Davis to make comments.

Senator Davis stated that in the event the State Infrastructure Bank (SIB) doesn’t address the revised submission regarding the bridge, then the default will be Option 1. He stated that his personal opinion is that \$80 million, if Option 1 is chosen, ought to come to Hilton Head Island. He said in looking at the referendum the \$80 million is allocated to Hilton Head Island for improvements. He added he will certainly be advocating for that amount to be allocated to the Town if that becomes the position.

He said that if the County would want to use some of those funds to try and make the bridge three lanes instead of two he would go to Secretary Powell and try to make that case that the State absorb it as part of their cost.

Members of Council expressed their appreciation to Senator Davis for his commitment to the Town of Hilton Head Island.

Executive Session

Discussion of Negotiations Incident to Proposed Contractual Arrangements for William Hilton Parkway [Pursuant to South Carolina Freedom of Information Act Section 30-4-70 (a)(2)]

Discussion of Negotiations Incident to Proposed Contractual Arrangements and Discussions for responses to the Town of Hilton Head Island Destination Marketing Organization Request for Qualifications [Pursuant to South Carolina Freedom of Information Act Section 30-4-70 (a)(2)]

Discussion of Negotiations Incident to Proposed Contractual Arrangements and Discussion for the Proposed Sale or Purchase of Property [Pursuant to South Carolina Freedom of Information Act Section 30-4-70 (a)(2)] related to:

1. Main Street

2. Beach City Road

3. Cedar Woods

4. Jonesville Road

Discussion of Legal Advice from the Town Attorney on Matters Covered Under the Attorney- Client Privilege [Pursuant to the South Carolina Freedom of Information Act Section 30-4-70 (a)(2)]related to:

1. Workforce Housing Agreement for a Project located on Main Street, also known as Diamond Cove

2. Workforce Housing Agreement and Covenants Template

Mr. Orlando stated the need for an Executive Session for the reasons listed above.

At 6:58 p.m. Ms. Brison moved to enter Executive Session for reasons cited by the Town Manager. Ms. Becker seconded. Motion carried 7-0.

At 8:19 p.m. Ms. Brison moved to end Executive Session and return to Regular Session. Mr. Alfred seconded. Motion carried 7-0.

Action from Executive Session

Mr. Brown moved Town Council adopt a resolution authorizing the execution and delivery of a contract for the purchase of 6.58 acres more or less of real property on Jonesville Road Hilton Head Island, South Carolina and authorizing the Mayor and Town Manager to execute the contract and take all actions needed to complete the transaction described in the contract. Ms. Brison seconded. Motion carried 7-0.

Mr. Brown moved Town Council adopt a resolution authorizing the Mayor and Town Manager to execute and deliver a Workforce Housing Agreement between the Town and Diamond Cove Elite HHI, South Carolina LLC and to accept the declaration of covenants and restrictions for Workforce Housing from Diamond Cove Elite SC LLC under the authority of 16-4-105 of the Municipal Code and authorizing the Mayor and Town Manager to take all actions needed to comply with the Town's obligations under the proposed Workforce Housing Agreement and declaration of covenants. Ms. Brison seconded. Motion carried 7-0.

Mr. Brown moved Town Council adopt a resolution approving forms of Workforce Housing agreements and declarations of covenants and restrictions in connection with applications for projects submitted under 16-4-105 of the Municipal Code, authorizing the LMO Official to accept the forms of Workforce Housing Agreements and declarations of covenants for projects submitted under 16-4-105 of the Municipal Code authorizing the Mayor and Town Manager to execute the forms and authorizing the Town Manager and LMO Official to take all actions needed to enforce any Workforce Housing Agreements and declarations of covenants. Ms. Brison seconded Motion carried 7-0.

Adjournment

At 8:24 p.m., Ms. Brison moved to adjourn. Mr. Alfred seconded. Motion carried 7-0.

Kimberly Gammon, Town Clerk

Alan R. Perry, Mayor

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



Town of Hilton Head Island TOWN COUNCIL MEETING Tuesday, June 3, 2025, 3:00 PM Minutes

Call to Order

Mayor Perry called the meeting to order at 3:00 p.m.

Council Members present: Alan Perry, Mayor; Alex Brown, Ward 1, Mayor Pro-Tempore; Patsy Brison, Ward 2; Steve DeSimone, Ward 3; Tammy Becker, Ward 4; Steve Alfred, Ward 5; Melinda Tunner, Ward 6

Others Present: Marc Orlando, Town Manager; Curtis Coltrane, Town Attorney; Kim Gammon, Town Clerk

Invocation – Reverend Therese Donlan Lee, Unity of Hilton Head

Reverend Donlan delivered the invocation.

Adoption of the Agenda

Mr. Alfred moved to approve. Ms. Brison seconded. Motion carried 7-0

Presentations and Recognitions

Beaufort Jasper Housing Trust Program Overview- Claude Hicks, Executive Director, Beaufort Jasper Housing Trust

Claude Hicks provided an overview and update regarding the Trust. He reviewed the membership of the Trust as well as the Board of Directors. He noted that two additional seats were added to the Board of Directors to include real estate law and government entities. He noted that the Trust is one of the only entities that concludes that eight regions can come together and get things done. He reviewed data regarding housing affordability, the number of people earning below area median income and housing affordability in the area.

Mr. Hicks stated workforce and affordable housing must be intentional with public and private partnerships. He reviewed the organizations that have been awarded grants from the Trust. He also updated council of what the Trust has accomplished to date.

Mr. Hicks concluded with reviewing upcoming initiatives and projects to be addressed by the Trust along with working with State policy initiatives.

Members of Council had questions, comments and discussion regarding: inquiry into what Council could to assist the Trust with the needs of Hilton Head Island; confirmation of the need for dialogue with Council and Staff regarding the needs of Hilton Head

Island.

Town of Hilton Head Island Destination Marketing Organization (DMO) FY25 Quarterly (Q3) Metrics Report - Ariana Pernice, Vice President of the Visitor & Convention Bureau

Ms. Pernice conducted a presentation and overview of the Destination Valus. She review American's Favorite Escapes Campaign noting its success and intention to revisit it in the fall. She explained media focus noting the focus on the international market along with a focus on public relations.

Ms. Pernice referenced the destination guide and the distribution of such. She explained the reduction in social media and destination website numbers were due to three things: new administration, weather events and the late Easter dates and stated April's numbers have increased.

Website performance was also reviewed noting users within the 55-64 age range visited the website most frequently.

Members of Council had questions, comments and discussion regarding: a comment this is the 2nd quarter of declines; inquiry into an explanation of the Google algorithms; inquiry into the type of metrics the Town should be measuring; inquiry into how we track compared to our competitions; inquiry a to decline in international visitors as compared to domestic; inquiry into June and July bookings; inquiry as to electronic searches as compared to print media; inquiry into how to track if someone actually booked a trip after inquiring about the Island; inquiry as to the length of stays; confirmation most stays are a little over 5 days; and a request to get the check-in day of visitors.

Report of the Town Manager

Mr. Orlando provided an update on the William Hilton Parkway Gateway Corridor Project. He emphasized the need to receive guidance from Council as to how to move forward. He asked Shawn Coli to assist with some proposed next steps.

Mr. Colin stated the need for a corridor master plan; policy goals to reaction to engineering assumptions; and the need to prepare engineering opinions and probable costs which will support funding strategies.

He stated the need to identify first phase improvements, especially in the Squire Pope Road Intersection to begin addressing safety, throughput and quality of life needs. He noted the importance of this to coordinate with the SCDOT, Beaufort County leadership and staff, the Lowcountry Area Transportation Study and our legislative delegation. He suggested a resolution of support would be beneficial and stated he will be working on a resolution in the coming weeks to bring to council for consideration.

Members of Council had questions, comments and discussion regarding: the need to include Spanish Wels road; the need to have an ongoing discussion with Beaufort County regarding where the \$80 million is spent; inquiry as to where we stand with the SIB; confirmation the SIB has not yet set a date for the review; the need to clarify when the SCDOT will be making the request for how funding is to be spent; a suggestion to have timelines or standards to move forward; the need for public comment throughout

the process; the need to focus on traffic flow on our side of the bridge; this provides us with an opportunity to define our approach here on the Island; this provides us with an opportunity to be more creative and have more options; and the need to explore all options regarding funding;

General Reports from Town Council

Ms. Bryson recognized Mr. Tom Barnwell, Jr., on his 90th birthday.

Mr. Brown congratulated Mayor Perry and his wife on their anniversary.

Mayor Perry reported that over 500 students graduated high school here on Hilton Head Island in the past couple weeks. He noted many of the students will be attending a number of schools out of the area along with international studies, internships and entering the military. He expressed hope that they would return to Hilton Head Island to live.

Public Hearing and Final Reading

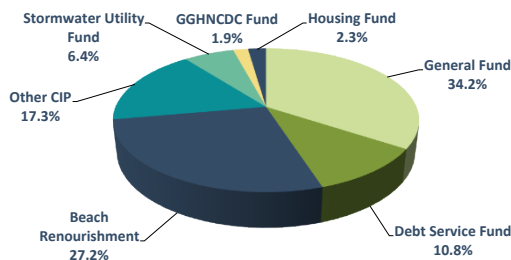
Consideration of an Ordinance Adopting the Consolidated Municipal Budget for the Town of Hilton Head Island for Fiscal Year 2026 Ending June 30, 2026 - Public Hearing and Final Reading - Marc Orlando, Town Manager

Mr. Orlando conducted a presentation regarding the FY26 Annual Budget in the amount of \$174,711,000.

TOWN OF HILTON HEAD ISLAND



FY 2026 PROPOSED CONSOLIDATED BUDGET



	FY 2023 Actual	FY 2024 Actual	FY 2025 Revised Budget	FY 2026 Proposed Budget	FY26 to FY25 Budget \$ Change	FY26 to FY25 Budget % Change
Expenditures						
General Fund	\$ 48,108,322	\$ 57,822,970	\$ 62,546,927	\$ 59,754,870	\$ (2,792,057)	-4.46%
Debt Service Fund	19,362,930	15,820,581	16,700,000	18,864,083	2,164,083	12.96%
Capital Improvements Program Fund						
Beach Renourishment	-	-	16,500,000	47,500,000	31,000,000	187.88%
Other CIP	20,822,285	27,398,738	72,220,703	30,187,380	(42,033,323)	-58.20%
Stormwater Utility Fund	3,088,497	5,150,208	9,082,691	11,140,277	2,057,586	22.65%
GGHNCDC Fund	156,815	129,142	3,405,501	3,286,603	(118,898)	-3.49%
Housing Fund	-	201,523	4,000,000	3,978,137	(21,863)	-0.55%
Consolidated Budget	\$ 91,538,849	\$ 106,523,162	\$ 184,455,822	\$ 174,711,350	\$ (9,744,472)	-5.28%

Ms. Becker moved to approve. Mr. Alfred seconded.

Mayor Perry opened the Public Hearing at 4:13 p.m.

Mayor Perry asked for public comment.

Skip Hoagland addressed Council stating the need to replace the Finance Administrative Committee and replace them with five local CPA's to serve as the DOGE Finance Committee. He added that Melinda Tunner and Tammy Becker should also be on the Committee.

Richard Bisi address Council regarding the millage reduction stating he doesn't feel there will be a reduction as taxes are calculated by the millage rate times the value of your home and home values are going up; the \$600,000 allocated for dredging stating the Town should not allocate funds for such; and the meeting times for Town Council meetings stating times should be alternated with one meeting at 3:00 p.m. and another at 6:00 p.m..

Christopher Cliffe addressed Council stating this is a terrific budget and applauded the Town Manager for his efforts in presenting the budget with transparency and detail.

Mayor Perry closed the public hearing at 4:21 p.m.

Motion carried 7-0.

New Business

Consideration of a Resolution Authorizing Naming the Multipurpose Pathway and Boardwalk Extending from the Northeast Corner of Shelter Cove Community Park Running Along the Marshes of Broad Creek and Ending at the Trailhead located at 69 Shelter Cove Lane in Honor of Frank Babel - Shawn Colin, Assistant Town Manager

Mr. Colin stated it was his privilege to have been involved in drafting the resolution. He said that with Mr. Babel's encouragement and support, Hilton Head Island became a Bicycle Friendly Community and thanked him for his efforts. Mr. Colin stated there will be a public dedication at the site in the near future.

Mr. Alfred moved to approve. Ms. Brison seconded.

Mayor Perry asked for Public Comment. There was none.

Various Council members spoke in support of the resolution in honor of Mr. Babel.

Motion carried 7-0.

Unfinished 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 - Second Reading - Shawn Colin, Assistant Town Manager

Town Council approved unanimously at First Reading. No changes have been made since First Reading.

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.

On February 4, 2025, the Town Council adopted a resolution authorizing the following:

1. The Town Manager is hereby authorized to execute and accept the permits issued by the United States Army Corps of Engineers and the South Carolina Department of Environmental Services.
2. The Town Manager is hereby authorized to take all actions as may be necessary to comply with any conditions set out in the permits issued by the United States Army Corps of Engineers and the South Carolina Department of Environmental Services.
3. The Town Manager is directed to bring forward a text amendment to Section 8-1-211 of the Municipal Code of the Town of Hilton Head Island for the purpose of implementing a year-round ban on dogs in areas along the outfall of Fish Haul Creek, as shown as the "Animal Prohibited Area" a copy of which is attached as Exhibit "A" to the Ordinance.

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.

Mr. Brown moved to approve. Ms. Brison seconded.

Mayor Perry asked for public comment. There was none.

Members of Council had questions, comments and discussion regarding: inquiry into the timeline for signs to be posted with the change; confirmation temporary signs will be installed the morning of June 4 with permanent ones to follow as soon as they are complete; a request that it be stated for the record that this restriction is for the requirement for the beach renourishment permit; inquiry as to whether the signage will state dogs or animals and confirmation signage will state "animals".

Motion carried 7-0.

Consideration of an Ordinance of the Town of Hilton Head Island, Amending the Municipal Code by Adding New Sections 1-5-11 and 1-5-12, Authorizing the Issuance of Administrative Citations and Fines; Amending Section 10-2-60 to Authorize Administrative Citations and Fines for Violations of Article 10, Chapter 2 of the Municipal Code; Amending Section 10-2-70 of the Municipal Code to Add Issuance of More Than 5 Administrative Citations in Twelve Months as Grounds for Suspension or Revocation of Short Term Rental Permit; to Add Section 12-3-101 to

Authorize Administrative Citations and Fines for Violations of Article 12, Chapters 3 and 6; to Amend Section 12-3-117; to Amend Section 2-3-213; to Add Sections 12-6-100 and 12-6-101 to Authorize Administrative Citations and Fines for Violations of Article 12, Chapter 6; to Amend Section 12-6-111 to Add a Definition for Resident Beach Pass; to Amend Sections 12- 6-113, 12-6,114, 12-6-115,12-6-117 to Make Grammatical Changes; to Repeal Sections 12-6- 119 and 12-6-120; and to Provide for Severability and Effective Date - Second Reading - Shawn Colin, Assistant Town Manager

The Town of Hilton Head Island is proposing amendments to the Municipal Code to introduce Administrative Citations and Fines as a more efficient, proportionate, and flexible enforcement mechanism for code violations. Currently, most enforcement actions rely on criminal penalties, which may not always be appropriate, especially for minor or repeat infractions that could be better resolved through civil means.

By establishing an administrative enforcement process, the Town seeks to:

- Reduce dependency on criminal proceedings for non-compliance.
- Improve timely resolution of code violations.
- Provide due process while promoting voluntary correction.
- Ensure greater consistency and clarity in enforcement efforts.

The adoption of this alternative enforcement tool will improve regulatory compliance while preserving the Town's ability to pursue criminal or other remedies when necessary. With this tool in place, amendments to Title 10 and Title 12 will include application of Administrative Citations and Fines to Short Term Rental Operations and Parking and Beach Parking Operations, respectively.

The proposed amendments to Sections 1-5-11 and 1-5-12 establish and clarify procedures for issuing Administrative Citations for violations of the Town Code where such authority is specifically provided. These amendment provisions are summarized below:

Amendment Provisions:

1. General Authority
 - a. Establishes that where specifically authorized, officials may issue an Administrative Citation as an alternative enforcement option.
2. Violations
 - a. Allows issuance of Administrative Citations for any ongoing or observed violations of applicable code sections.
 - b. Does not restrict the Town from pursuing other enforcement options concurrently.
3. Warning Notices
 - a. At the discretion of the enforcement officer, a warning notice may be issued prior to a citation, identifying the violation, steps for correction, and a deadline.
 - b. A warning is not a required step before citation issuance.
4. Administrative Citation Process

- a. Citation Content Requirements:
 - i. Date, time, and location of violation.
 - ii. Code section violated and description.
 - iii. Penalty amount and payment instructions.
 - iv. Appeal procedures and officer identification.
- b. Service of Citation:
 - i. May be delivered in person, posted on the property, mailed to the last known address within the Town, or sent via authorized email.
- c. Penalties:
 - i. Fine amounts will be defined within the applicable code section.
 - ii. Daily citations may be issued if violations persist beyond 24 hours of the first citation.
- d. Appeal Process (Administrative Protest):
 - i. Must be filed in writing within 30 calendar days.
 - ii. The Town Manager or his designee will review the case and issue a written final determination.
- 5. Supplementary Nature
 - a. Clarifies that Administrative Citations are not exclusive and may be used in addition to any other legal or equitable remedies available to the Town.

The proposed amendments to 10-2-60 and 10-2-70 establish specific violations, penalties, and enforcement mechanisms related to short-term rental (STR) operations. These amendment provisions are summarized below:

Amendment Provisions:

- 1. Violations Defined
 - a. Leasing or advertising a STR property without meeting Chapter requirements.
 - b. Failing to comply with any provision of the Chapter.
- 2. Administrative Citations:
 - a. Violations are subject to Administrative Citations under Section 1-5-11 of the Town Code.
- 3. Fines Structure:
 - a. \$250 for the first violation.
 - b. \$500 for a second violation within one year.
 - c. \$1,000 for a third violation within one year of the second.
 - d. \$25 late fee applies to fines unpaid after 30 days.
- 4. Vehicle Enforcement:
 - a. Vehicles violating this Chapter may be towed or immobilized at the owner's expense if deemed necessary for public safety by Town officials or the Sheriff's Office.
- 5. Additional Remedies:

- a. Violators may also face penalties under other sections of the Town Code, including business license suspension and other cumulative remedies allowed by law.
- 6. Grounds for Suspension:
 - a. More than three Administrative Citations issued in connection with the STR property within 12 months.

The proposed amendments to Title 12, Chapters 3 and 6 establish specific violations, penalties, and enforcement mechanisms related to parking and beach parking operations. These amendment provisions are summarized below:

Amendment Provisions

1. Authority:
 - a. Section 12-3-101 (New): Adds authority to issue Administrative Citations for violations of parking regulations under Article 12, Chapters 3 and 6.
 - b. Sections 12-6-100 and 12-6-101 (New): Further reinforce the authority to issue fines for parking violations.
2. Fines Structure:
 - a. \$50 for the first violation.
 - b. \$100 for a second violation within one year.
 - c. \$250 for a third violation within one year of the second infraction, and possible towing or immobilization of the vehicle parked in violation of this Article. Any and all charges or fees associated with towing or immobilization shall be the expense of the owner of the vehicle
 - d. \$500 for any subsequent infraction within one (1) year of the third infraction, and possible towing or immobilization of the vehicle parked in violation of this Article. Any and all charges or fees associated with towing or immobilization shall be the expense of the owner of the vehicle.
 - e. \$25 late fee applies to fines unpaid after 30 days.
3. Definitions:
 - a. Definition Added to Section 12-6-111 that introduces a new definition for "Resident Beach Parking Pass" to clarify eligibility.
4. Grammatical Changes:
 - a. Grammatical Revisions (proposed to Sections 12-6-113 to 12-6-117 to improve clarity and consistency in code language.
5. Repeal of Obsolete Sections:
 - a. Sections 12-6-119 and 12-6-120 have been repealed to remove outdated provisions to streamline the parking enforcement framework.

The proposed amendments introduce an Administrative Citation process, which allows Town officials or Code Enforcement Officers to issue fines and compel compliance through civil means. This process emphasizes corrective action, preserves due process, and helps reduce reliance on criminal proceedings for code violations.

These amendments introduce a comprehensive set of amendments to the Municipal

Code that establish a framework for the issuance of administrative citations and fines for specific code violations. These changes are designed to improve compliance through a non-criminal, streamlined enforcement process and provide flexibility in addressing infractions related to short-term rental permits, beach parking regulations, and other municipal code provisions.

Ms. Brison moved to approve. Mr. Alfred seconded.

Mayor Perry asked for public comment. There was none.

Motion carried 7-0.

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 - Second Reading - Missy Luick, Director of Planning

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

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

In this regard, Town Council directed Town Staff to advance amendments to the Land Management Ordinance (LMO) in the 2024 Strategic Action Work Plan. The effort has been divided into two separate projects, the full LMO Overhaul and the priority amendments. The priority amendments include incremental changes to both the LMO and portions of the Municipal Code related to land management that address important and urgent issues in advance of the full LMO Overhaul. These priority amendments address pressing community development issues with the best short-term solution while minimizing unintended outcomes. Issues that require additional analysis and research or are more complex are recommended to be further explored during the full LMO Overhaul.

At the September 16, 2024, Town Council Workshop, Town staff received the following comments and direction regarding this proposed amendment to the Moderate to HighDensity Residential (RM-12) district and workforce housing regulations.

1. Allow workforce housing in the RM-12 District.
2. Allow 25% density bonus for up to 15 dwelling units per acre.
3. Allow an impervious cover increase with the understanding that staff will

continue to study this; a maximum of 50% was discussed at the workshop.

4. Require location on a major arterial.
5. Require a minimum lot size (5 acres).

On January 15, 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.

The Planning Commission held a public hearing on March 19, 2025, and, after consideration of the criteria set forth in Section 16-2-103.B.3, voted unanimously to recommend that Town Council approve the proposed text amendment. On April 21, 2025 the Community Services and Public Safety Committee voted 3-0 to recommend approval to Town Council. Page 3 of 8 On May 20, 2025, Town Council unanimously approved First Reading of the proposed amendments.

Ms. Brison moved to approve. Mr. Alfred seconded.

Mayor Perry asked for public comment. There was none.

Motion carried 7-0.

Consideration of an Ordinance of the Town of Hilton Head Island to Amend the Official Zoning Map with Respect to the Real Property Located on Northpoint Circle to Rezone the Parcels from Parks and Recreation (PR) to Moderate to High Density Residential (RM-12) District; and to provide for Severability and an Effective Date - Second Reading - Missy Luick, Director of Planning

On June 18, 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 strategically 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 Planning Commission held a public hearing on March 19, 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 zoning map amendment, ZA-000023-2025.

On April 21, 2025 the Community Services and Public Safety Committee voted 3-0 to recommend approval to Town Council.

On May 20, 2025, Town Council unanimously approved First Reading of the proposed zoning map amendment, ZA-000023-2025.

Ms. Brison moved to approve. Mr. Brown seconded.

Mayor Perry asked for public comment. There was none.

Motion carried 7-0.

Public Comment - Non Agenda Items

Skip Hoagland addressed Council suggesting hiring and independent audit firm to review Town funds and replacing the Finance Committee with a DOGE Finance Committee and report to Council.

Richard Bisi addressed Council inquiring as to why the Beach Parking and recommendations from the Community Services and Public Safety Committee were not on the agenda today.

Executive Session

Discussion of Negotiations Incident to Proposed Contractual Arrangements and Discussion for the Proposed Sale or Purchase of Property [Pursuant to South Carolina Freedom of Information Act Section 30-4-70 (a)(2)] related to:

1. Beach City Road
2. Mitchelville Road William Hilton Parkway - Stoney Area
3. Spanish Wells Road
4. Bradley Circle

Discussion of Legal Advice from the Town Attorney on Matters Covered Under the Attorney- Client Privilege (Pursuant to the South Carolina Freedom of Information Act Section 30-4-70 [a][2]) related to:

1. Beaufort Jasper Housing Trust Intergovernmental Agreement
2. Dillon Road Area

At 4:41 p.m. Mr. Alfred moved to enter Executive Session for reasons cited by the Town Manager. Mr.. Brown seconded. Motion carried 7-0.

At 6:53 p.m. Ms. Brison moved to end Executive Session and return to Regular Session. Mr. Alfred seconded. Motion carried 7-0.

Action from Executive Session

Mr. Brown moved to approve a resolution of the Town Council of the Town of Hilton Head Island, SC authorizing the execution and delivery of an amendment to the Intergovernmental Agreement between Beaufort County, Jasper County, the City of Beaufort, the City of Hardeeville, the Town of Port Royal, the Town of Bluffton and the Town of Hilton Head Island regarding the Beaufort Jasper Housing Trust. Ms. Brison seconded. Motion carried 7-0.

Mr. Brown moved Town Council authorize the Mayor and Town Manager to execute and deliver a proposed contract for the purchase and sale of 1.03 acres, more or less, on U.S. Highway 278, on Hilton Head Island, South Carolina, by and between and the Heirs of Benjamin Driessen, and to take such other and further actions as may be necessary to complete the transaction described in the contract. Ms. Brison seconded. Motion carried. 7-0.

Mr. Brown moved Town Council authorize the Mayor and Town Manager to execute and deliver a proposed contract for the purchase and sale of .20 acres, more or less, on U.S. Highway 278, on Hilton Head Island, South Carolina, by and between the Town of Hilton Head Island and Sylvia J. Wampler, and to take such other and further actions as may be necessary to complete the transaction described in the contract. Ms. Becker seconded. Motion carried. 7-0.

Mr. Brown moved Town Council authorize the Mayor and Town Manager to execute and deliver a proposed contract for the purchase and sale of .40 acres, more or less, on U.S. Highway 278, on Hilton Head Island, South Carolina, by and between the Town of Hilton Head Island and the heirs of Benjamin Driessen, and to take such other and further actions as may be necessary to complete the transaction described in the contract. Ms. Becker seconded. Motion carried 7-0.

Mr. Brown moved Town Council authorize the Mayor and Town Manager to execute and deliver a proposed contract for the purchase and sale of .22 acres, more or less, on U.S. Highway 278, on Hilton Head Island, South Carolina, by and between the Town of Hilton Head Island and Palmer E. Simmons, Trustee of the Charles E. Simmons and Rosa G. Simmons Revocable Trust dated May 5, 2016, and to take such other and further actions as may be necessary to complete the transaction described in the contract. Ms. Becker seconded. Motion carried 7-0.

Mr. Brown moved Town Council authorize the Mayor and Town Manager to execute and deliver a proposed contract by and between the Town of Hilton Head Island, South Carolina, and Delores Driessen, for the purchase and sale of .83 acres, more or less, on U.S. Highway 278, on Hilton Head Island, and to take such other and further actions as may be necessary to complete the transaction described in the contract. Ms. Becker seconded. Motion carried 7-0.

Mr. Brown moved Town Council authorize the Mayor and Town Manager to execute and deliver a proposed contract by and between the Town of Hilton Head Island, South Carolina, and Benjamin H. Driessen, Jr., and Edna J. Driessen for the purchase and sale of .58 acres, more or less, on U.S. Highway 278, on Hilton

Head Island, and to take such other and further actions as may be necessary to complete the transaction described in the contract. Ms. Becker seconded. Motion carried 7-0.

Adjournment

At 6:58 p.m. Mr. Alfred moved to adjourn. Ms. Becker seconded.

Kimberly Gammon, Town Clerk

Alan R. Perry, Mayor

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



Town of Hilton Head Island TOWN COUNCIL MEETING Tuesday, June 17, 2025, 3:00 PM Minutes

Call to Order

Mayor Perry called the meeting to order at 3:00 p.m.

Council Members present: Alan Perry, Mayor; Alex Brown, Ward 1, Mayor Pro-Tempore; Patsy Brison, Ward 2; Steve DeSimone, Ward 3; Tammy Becker, Ward 4; Steve Alfred, Ward 5; Melinda Tunner, Ward 6

Others Present: Marc Orlando, Town Manager; Curtis Coltrane, Town Attorney; Kim Gammon, Town Clerk

Invocation – Pastor Steve Salvas, Grace Community Church

Pastor Salvas delivered the invocation.

Adoption of the Agenda

Mr. Alfred moved to approve. Ms. Becker seconded. Motion passed 7-0.

Recognition of Jeffrey Hartberger, Line Battalion Chief, for his Upcoming Retirement and Years of Service to the Town of Hilton Head Island

Mayor Perry delivered remarks in appreciation of Chief Hartberger's dedicated service to the Town. Chief Hartberger was presented with a gift of appreciation from the Town.

Report of the Town Manager

Mr. Orlando provide updates on various projects throughout the Town. In addition, he recognized Missy Luick noting this was her last day of work. He expressed appreciation for her work while employed with the Town.

In May, Tommy Sunday was nominated and elected to the Board of Directors for the South Carolina GMIS chapter. He will serve a three-year term, during which he will help lead the state chapter, support strategic initiatives, and represent South Carolina in the broader national GMIS community.

The Office of Cultural Affairs partnered with Beaufort County TV to live stream the 2024 Lantern Parade to provide spectators with the ability to watch the parade from their homes or see it in real time as it moved toward the Lowcountry Celebration Park to join those gathered for the more accessible portion of the event. The video produced by our partners at BCTV has just been awarded a Telly Award. They received the BRONZE Award in the

General-Social Video category. Kudos to BCTV and OCA Director Natalie Harvey for this creative way to provide even greater accessibility to this hallmark event.

General Reports from Town Council

Ms. Becker acknowledged the professionalism and quick response from Fire Rescue regarding an emergency call for one of our citizens.

Mayor Perry requested the Town Manager ask staff to get with Beaufort County and the Beaufort County Sheriff's Office regarding the status of the dilapidated gas station over the bridge. He also asked that Mr. Orland have staff meet with the Beaufort County Sheriff's Office to find out what they are providing the Town with as far as coverage.

Report of the Lowcountry Area Transportation Study – Councilmember Tamara Becker

Ms. Becker reported the Committee met on June 6 and received an update on US278 noting there has been no formal decision yet. She stated the Committee was informed that Palmetto Breeze is looking for assistance with their budget.

Report of the Lowcountry Council of Governments – Councilmember Steve Alfred

No report.

Report of the Beaufort County Airports Board – Councilmember Melinda Tunner

Ms. Tunner reported there are two calls to action which include an RFP for retail, food & beverage, and special services concession for the airport which is open until July 23. She added that the airport is seeking submission from local artists for display in the new terminal. Artists can submit up to four works by August 1. There is additional information on the Beaufort County website.

Ms. Tunner reviewed the business items from the meeting which included the airport administrative offices being relocated to a building at 26 Hunter Road as well as a contract is going through the approval process to develop the conceptual design policy for the restoration and expansion of the building on that property; a contract for legal services to support Project Cloud on Hilton Head Island; and legal assistance is required for drafting and negotiating an agreement or lease between Long Palmetto and Beaufort County for a new fixed base operation.

Report of the Southern Lowcountry Regional Board – Councilmember Patsy Brison

Ms. Brison reported the Committee met on May 27 and are still working on regional planning ideas and looking towards a Growth Planning Workshop. She stated a proposal was presented by the County Planning Director and it is estimated costs for a facilitator would be \$75,000 with all jurisdictions being requested to share in the cost.

She added that the City of Hardeeville and a couple other jurisdiction are looking at the Childcare Subcommittee's report and suggested Hilton Head Island look at it at some time in the future.

Report of the Island Recreation Association Board – Mayor ProTempore Alex Brown

Mr. Brown provided an update on camps, basketball, cheering, volleyball, swimming lessons, tennis lesson and Summer Jams. He encouraged all to continue reaching out to

Beaufort County to increase their allotted funds to the Island Recreation Center.

Report of the Beaufort County Economic Development Corporation - Mayor Alan Perry

No report.

Report of the Gullah Geechee Historic Neighborhoods Community Development Corporation - Mayor ProTempore Alex Brown

No report.

Report of the Community Services and Public Safety Committee – Councilmember Tamara Becker

Ms. Becker stated the Committee met on June 16 to review a number of items and have moved them along to Town Council with several comments, questions and concerns. She added that after several meetings and interviews, the Committee will be making recommendations for appointments and reappointments to Boards, Committees and Commissions to Town Council during today's Executive Session.

Report of the Finance and Administrative Committee – Mayor ProTempore Alex Brown

Mr. Brown reported the Committee will meet on June 26 to discuss an Accommodations Tax policy for allocations of tax dollars.

New Business

Consideration of an Ordinance of the Town Council of the Town of Hilton Head Island amending Municipal Code Section 2-5-60 Committees of Council - First Reading - Shawn Colin, Assistant Town Manager

Mr. Colin presented and explained that the proposed ordinance would update Section 2-5-60 of the Municipal Code to provide a clear and standardized process for how Town Council committees are formed and operate. He stated that under the amendment, the Mayor would appoint at least two Council committees, each with three members and one alternate, with the Chair also appointed by the Mayor. The ordinance outlines how committees consider agenda items, make recommendations, and can send items back to staff for additional work or forward items to Council with conditions. Mr. Colin noted this would improve transparency, clarify roles, and provide flexibility for complex topics that need further staff research or conditions before final Council action.

Council Discussion: Council discussed the need for clearer committee structure, consistency in recommendations, and ensuring committee actions remain transparent to the public. Several Councilmembers asked questions about how staff reports would come back to the committee and confirmed the Mayor's discretion for placing items on future agendas.

Ms. Becker moved to Council approve an Ordinance that establishes two or more council committees to be appointed at the mayor's discretion with three members and one alternate and with the chair being appointed by the mayor that establish a clear process for how committees conduct business including the ability to recommend approval, deny, or offer no recommendation to the agenda

item and that would include two additional options – one to send back to staff for further questions to be answered and work to be done or to move to town council with conditions. If it were to move back to staff for the additional work that it be represented to the committee at the next committee meeting. At that point the committee would receive it and make the recommendation to send forward to town council with approval or denial or no recommendation or with approval with conditions. The town council would then receive a presentation and have the opportunity to make their suggestions for recommendations and if no additional work is to be done the mayor can put it on an agenda for a first reading at his discretion. Mr. DeSimone seconded for discussion. The motion passed with a 6-1 vote with Ms. Brison opposed.

Consideration of Federal Emergency Management Agency (FEMA) Community Rating System Updates to the Lowcountry Natural Hazard Mitigation Plan and the Repetitive Loss Area Analysis, and Consideration of a Resolution Adopting the Program for Public Information Five- Year Update - Missy Luick, Director of Planning

Ms. Luick explained that the Town is required to maintain an up-to-date Lowcountry Natural Hazard Mitigation Plan and Repetitive Loss Area Analysis to remain in good standing with the FEMA Community Rating System (CRS) program. She noted that this program directly affects the flood insurance premium discounts available to Hilton Head Island property owners. Ms. Luick summarized the plan updates, including recent hazard data, community outreach, and mitigation projects. She also described the Program for Public Information Five-Year Update, which outlines how the Town educates residents about flood risks, insurance, and preparation. These updates are part of the Town's ongoing efforts to protect property, improve resilience, and maintain the highest CRS rating possible.

Council Discussion: Council members asked about the impact of the plan updates on residents' flood insurance rates and confirmed that the five-year update maintains the Town's high CRS rating. Council thanked staff for proactive hazard mitigation work

Mr. Alfred moved to approve the Federal Emergency Management Agency (FEMA) Community Rating System Updates to the Lowcountry Natural Hazard Mitigation Plan and the Repetitive Loss Area Analysis, and adopt the Resolution for the Program for Public Information Five-Year Update. Ms. Becker seconded. The motion passed unanimously with a vote of 7-0.

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

Mr. Leininger presented an update to the Town's Integrated Pest Management (IPM) Policy, explaining that the changes strengthen the Town's commitment to environmentally sound pest control methods. He highlighted that the revisions expand the list of approved treatments, clarify best practices for pest management in Town parks and public areas, and add new requirements for contractors and Town staff to minimize chemical use and prioritize natural or mechanical controls where feasible. Mr. Leininger emphasized that the update was guided by public input and feedback from local environmental groups.

Council Discussion: Councilmembers discussed balancing pest management needs with environmental protection. Some members raised questions about contractor compliance and monitoring. Council agreed that the updated policy reflects community input and best practices.

Public Comments:

Kim Konte urged Council to adopt stricter measures to further reduce pesticide use.

Pamela Martin Ovens thanked Council for considering community health impacts.

Ms. Becker moved to approve the Resolution Amending the Adopted Integrated Pest Management Policy. Mr. Alfred seconded. The motion passed unanimously with a vote of 7-0.

Consideration of a Resolution of the Town Council of the Town of Hilton Head Island requesting South Carolina Opioid Recovery Funds from the Guaranteed Political Government Subfund, and authorizing the Town Manager to Execute an Intergovernmental Agreement with the Lowcountry Alliance for Healthy Youth to Utilize some or all of said Funds - Chris Blankenship, Fire Chief

Chief Blankenship explained that the Town is eligible to request opioid settlement funds through the state's Guaranteed Political Government Subfund. He said the resolution authorizes the Town Manager to execute an intergovernmental agreement with the Lowcountry Alliance for Healthy Youth, which will use the funds for local prevention, education, and treatment programs. Chief Blankenship described the Town's growing partnership with local schools and health agencies to address the impact of opioid addiction and noted that these funds will help support training, community outreach, and recovery services.

Council Discussion: Council members expressed support for the partnership with the Lowcountry Alliance for Healthy Youth. They discussed how the funds would help strengthen education and outreach, and asked about reporting requirements for tracking results.

Ms. Becker moved to approve the Resolution of the Town Council of the Town of Hilton Head Island Requesting South Carolina Opioid Recovery Funds from the Guaranteed Political Government Subfund and Authorizing the Town Manager to Execute an Intergovernmental Agreement with the Lowcountry Alliance for Healthy Youth to Utilize Some or All of Said Funds. Ms. Brison seconded. The motion passed unanimously with a vote of 7-0.

Consideration of a Resolution of the Town Council of the Town of Hilton Head Island, Authorizing and Ratifying the Execution of Certain Redevelopment Projects Undertaken Pursuant to the Town's Tax Increment Financing (TIF) Redevelopment Plan, Including Projects in Adjacent Areas that Directly Benefit the Redevelopment Area, and Provide Notice to the Taxing Entities in Accordance with State Law - Shawn Colin, Assistant Town Manager

Mr. Colin provided an overview of how the Town's Tax Increment Financing (TIF) Redevelopment Plan supports infrastructure improvements and economic development in

targeted areas. He explained that the resolution ratifies several redevelopment projects that directly benefit the TIF district and surrounding areas, such as roadway improvements, stormwater upgrades, and public space enhancements. Mr. Colin emphasized that this action complies with state law by notifying taxing entities about the planned projects.

Council Discussion: Council discussed the types of projects supported by the TIF funds and confirmed that adjacent improvements directly benefit the redevelopment area. Members asked about timelines and coordination with other local governments.

Ms. Becker moved to approve the Resolution of the Town Council of the Town of Hilton Head Island, Authorizing and Ratifying the Execution of Certain Redevelopment Projects Undertaken Pursuant to the Town's Tax Increment Financing (TIF) Redevelopment Plan, Including Projects in Adjacent Areas that Directly Benefit the Redevelopment Area, and Provide Notice to the Taxing Entities in Accordance with State Law. Mr. Alfred seconded. The motion passed unanimously with a vote of 7-0.

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 - First Reading - Shawn Colin, Assistant Town Manager

Mr. Colin described the proposed ordinance to amend the Town's Municipal Code to extend resident beach parking passes to qualified residents of Beaufort County. He explained that the intention was to provide broader access for regional residents who also support the Island's tourism economy. However, he noted that staff and Council had received concerns from Island residents about increased beach congestion and enforcement challenges if the pass program were expanded.

Council Discussion: Council members raised concerns about potential overcrowding at Island beaches if eligibility were expanded countywide. They discussed enforcement challenges and feedback received from residents opposing the change

Public Comments:

Richard Bisi stated that extending passes would unfairly burden Island residents and supported Council's decision to deny.

Lee Lucier emphasized protecting local beach access and supported keeping the current eligibility as is.

Ms. Becker moved to deny the 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 — First Reading. Ms. Tunner seconded. The motion to deny passed unanimously with a vote of 7-0.

Consideration of a Resolution of the Town Council of the Town of Hilton Head Island, Establishing the Parking Fees in Accordance with Section 12-6-113(A) of the Municipal Code of the Town of Hilton Head Island - Shawn Colin, Assistant Town Manager

Mr. Colin presented the resolution establishing updated parking fees for Town-managed beach parking lots. He explained that the proposed changes included removing the daily maximum and flat weekend rates in favor of a consistent hourly rate structure. He noted that the revisions would help manage peak-season demand, ensure fair cost recovery, and keep Coligny Beach lot free of charge. Mr. Colin said staff analyzed usage data, community feedback, and cost comparisons with similar coastal areas.

Council Discussion: Councilmembers debated the proposed hourly rates, daily maximums, and the impact on residents versus visitors. Several members discussed balancing revenue generation with maintaining reasonable public access to beaches.

Public Comments:

Richard Bisi spoke about the impact of the revised parking fees on local families.

Ashleigh Phillips addressed the need for clear signage and consistent enforcement.

Lee Lucier expressed concerns about weekend congestion and fairness for residents.

Lyn Bullard commented on balancing access with neighborhood impacts.

Jack Daily discussed visitor access and fair rates.

Pamela Martin Ovens spoke about the history of parking fees and urged thoughtful long-term policy.

Becker moved to approve the motion that was made by the Community Services and Public Safety Committee meeting on May 19, 2025 which stated that the committee recommended approval of the Resolution Setting Fees for Parking in Paid Parking Areas as Authorized by Section 12-6-112 and Section 12-6-113(a), Municipal Code of the Town of Hilton Head Island, South Carolina (1983) with the following revisions: Change the hourly rate to \$5 for all days, hours, and locations the fee is required, and eliminate the daily maximum fee for all days; and to charge for paid parking at the Coligny Beach Parking Lot to include the \$5 per hour and no daily maximum consistent with the provisions above. Mr. DeSimone seconded the motion.

Ms. Becker requested to amend her original motion to include that the Resolution incorporate that parking is \$3 on weekdays, \$5 on weekends with no cap, no flat fee, and for further discussion, no charge at Coligny. Mr. DeSimone seconded.

Ms. Becker withdrew her motion. Mr. Desimone agreed.

Ms. Becker moved to eliminate the daily maximum fee of \$15 currently charged on Mondays and Fridays, remove the \$20 flat fee for current charges on Saturdays and Sundays, change the hourly rate to \$3 per hour on the weekends, change the hourly rate to \$3 Monday through Friday, change the hourly rate on Saturdays and Sundays to \$5 per hour, continue to not charge at Coligny Beach parking lot. Mr. DeSimone seconded. The motion passed with a vote of 6-1 with Ms. Brison opposed.

Consideration of a Resolution of the Town Council of the Town of Hilton Head Island Authorizing the Execution of a Temporary Right of Entry to the Regimes of Hilton Head Beach and Tennis Granting Ingress and Egress to the Existing Beach Access at

Islanders Beach Park - Shawn Leininger, Assistant Town Manager

Mr. Leininger presented and stated that the resolution authorizes the Town to execute a temporary right of entry agreement with the Regimes of Hilton Head Beach and Tennis. He noted that this access is needed to allow the public to safely enter and exit the existing beach access at Islanders Beach Park while easement improvements are under review. Mr. Leininger said the agreement ensures uninterrupted public access and aligns with the Town's ongoing commitment to maintain open beach entry points.

Council Discussion: Council discussed the temporary nature of the right of entry and confirmed it maintains public access during necessary easement work. Members emphasized the importance of coordinating with the affected regimes to avoid disruptions.

Mr. DeSimone moved to approve the Resolution of the Town Council of the Town of Hilton Head Island Authorizing the Execution of a Temporary Right of Entry to the Regimes of Hilton Head Beach and Tennis Granting Ingress and Egress to the Existing Beach Access at Islanders Beach Park. Ms. Becker seconded. The motion passed unanimously with a vote of 7-0.

Public Comment - Non Agenda Items

None.

Executive Session

Ms. Becker moved to enter Executive Session. Mr. Alfred seconded. The motion passed unanimously with a vote of 7-0.

Executive Session began at 7:10 p.m.

Discussion of Legal Advice from the Town Attorney on Matters Covered Under the Attorney- Client Privilege [Pursuant to the South Carolina Freedom of Information Act Section 30-4-70 (a)(2)] related to:

1. Beaufort County Lawsuit

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 County Stormwater Management Utility Board
3. Beaufort Jasper Housing Trust
4. Board of Zoning Appeals
5. Construction Board of Adjustments and Appeals
6. Design Review Board
7. Greenspace Advisory Committee
8. Gullah Geechee Historic Neighborhood Community Development Corporation
9. Gullah Geechee Task Force
10. Housing Action Committee
11. Island Recreation Board of Directors
12. Parks and Recreation Commission

13. Planning Commission

Discussion of Negotiations Incident to Proposed Contractual Arrangements and Discussion for the Proposed Sale or Purchase of Property [Pursuant to South Carolina Freedom of Information Act Section 30-4-70 (a)(2)] related to:

1. Dunnagans Alley
2. Dillon Road Area

Council exited from Executive Session at 8:24 p.m.

Action from Executive Session

Ms. Becker moved to approve the following appointments and reappointments to Boards, Commissions, and Committees:

- **Appoint Dave Ferguson to the Accommodations Tax Advisory Committee to fill the Hospitality Seat for a term ending June 30, 2028.**
- **Appoint Jeffery Greene to the Board of Zoning Appeals to fill an At-Large Seat for a term ending June 30, 2027.**
- **Appoint Peter Kristian to the Board of Zoning Appeals to fill an At-Large Seat for a term ending June 30, 2028.**
- **Appoint Angelina Carper to the Construction Board of Adjustments & Appeals to fill the General Contractor Seat for a term ending June 30, 2029.**
- **Appoint Charles Fauer to the Construction Board of Adjustments & Appeals to fill the Building Industry-At Large Seat for a term ending June 30, 2029.**
- **Appoint Cathy Foss to the Design Review Board to fill the At-Large Seat for a term ending June 30, 2027.**
- **Appoint David Ames to the Gullah Geechee Historic Neighborhoods Community Development Corporation to fill the Board Member Seat for a term ending June 30, 2028.**
- **Appoint Sarah Eisner to the Gullah Geechee Historic Neighborhoods Community Development Corporation to fill the Board Member Seat for a term ending June 30, 2028.**
- **Appoint Margaret Hewitt to the Planning Commission to fill the At-large Seat for a term ending June 30, 2026.**
- **Appoint William Redman to the Planning Commission to fill the At-Large Seat for a term ending June 30, 2028.**
- **Appoint Jeff Turnbull to the Planning Commission to fill the At-Large Seat for a term ending June 30, 2028.**
- **Reappoint Robert Johnson to the Board of Zoning Appeals to fill the Architect Seat for a term ending June 30, 2028.**

- Reappoint Kathryn Bayless to the Board of Zoning Appeals to fill the At-Large Seat for a term ending June 30, 2028.
- Reappoint Neil Gordan to the Construction Board of Adjustments & Appeals to fill the Architect Seat for a term ending June 30, 2028.
- Reappoint Megan Fitzpatrick to the Design Review Board to fill the At-Large Seat for a term ending June 30, 2028.
- Reappoint John Parsons to the Parks & Recreation Commission to fill the Board Member Seat for a term ending June 30, 2028.
- Reappoint Charles Quigg to the Parks & Recreation Commission to fill the Board Member Seat for a term ending June 30, 2028.
- Reappoint Jeff Netzing to the Beaufort County Stormwater Utility Board to fill the Ex-Officio Member Seat for a term ending June 30, 2029.
- Reappoint Ray Kisiah to the Hilton Head Island Recreation Board of Directors to fill the Board Member Seat for a term ending January 31, 2029.

Mr. DeSimone seconded. The motion passed 6-0. (Ms. Brison was not present for the vote.)

Meeting adjourned at 8:25 p.m.

Kimberly Gammon, Town Clerk

Alan R. Perry, Mayor

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



Town of Hilton Head Island TOWN COUNCIL WORKSHOP Tuesday, June 24, 2025, 9:00 AM Minutes

Call to Order

Mayor Perry called the workshop to order at 9:00 a.m.

Council Members present: Alan Perry, Mayor, Alex Brown, Ward 1, Mayor Pro-Tempore Patsy Brison, Ward 2; Steve DeSimone, Ward 3, Tammy Becker, Ward 4; Steve Alfred, Ward 5; Melinda Tunner Ward 6

Also present: Marc Orlando, Town Manager; Kim Gammon; Town Clerk, Curtis Coltrane, Town Attorney, Matt Horn, Strategic Growth & Business Development National Director of the MRB Group and Heather Simmons Jones, Principal, Southeast Operations of the MRB Group.

Adoption of the Agenda

Mr. Alfred moved to approve. Ms. Becker seconded. Motion carried 7-0.

Review and Discussion of Draft Fiscal Year 2026 - Fiscal Year 2028 Strategic Action Plan

Mayor Perry began with opening remarks. He stated that while prioritizing these plans he would like Council to think about two different things. Foremost is staff's capacity to execute that which is expected to be done over the next 12, 24 and 36 months. He also asked that Council take a look at Council capacity to move forward some of the items with decisions for staff so that they can act on the direction of Council.

Mr. Orlando began by thanking Shawn Colin for working closely with him in putting this plan together and made the following remarks:

He commented that staff have collaborated extensively with department heads, and they leaned on Matt and Hether from MRB. He acknowledged the time and effort everyone has contributed to shaping this strategic plan—not just defining the "why," which he thinks has been solidified, but also beginning to lay out the "what," the "how," and the "when," which will evolve over time.

Mr. Orlando stated that from his perspective, this is the strongest strategic plan the Town has had since he's been here, and staff is proud of it. He noted there's still work to do today—specifically around refining the priority goals and determining the appropriate timeline for each action item. Initial feedback will be valued.

He stated he often uses this analogy: *We all come to the table like we go to the grocery store when we're hungry.* As a senior team, we bring an entrepreneurial spirit—we want to do more, and we want to do it faster. But we also recognize the importance of quality over

speed, especially right now on Hilton Head Island.

What you'll see today is a strategic plan rich in content. It's not perfect—no plan ever is—but that's the point. We revisit it every year. We can add to it, subtract from it, report on what's working, explain what's not, and celebrate our wins. We'll come back to this plan a couple of times a year to continue refining and improving it together.

What you'll see today is still in year one. There's still a heavy lift and it's because we're trying to figure out all the good things that there are to accomplish. But today's reality test should be can we do it all at once?

Mr. Orlando, Mr. Horn and Ms. Simmons Jones reviewed the priorities in detail and conducted a presentation with the following information:



CORE VALUES

ALIGNING THE COMPREHENSIVE PLAN WITH THE STRATEGIC ACTION PLAN



DEFINING STRATEGIC

Strategic projects / goals:

- Align and accelerate us toward our vision
- Are catalytic – resulting in momentum across a range of partners
- Are intentional – responding to a comprehensive look at our current environment and our desired state
- Likely mean accepting short-term, immediate discomfort in exchange for long-term gains



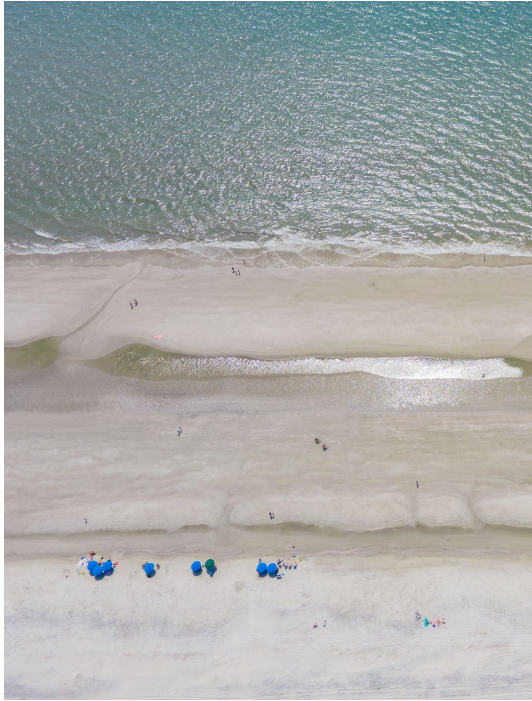
STRATEGIC VS. OPERATIONAL

- Council and staff are flooded with the day-to-day demands of managing a community of choice.
- Time and resources must be allocated to a few catalytic projects/initiatives that will most quickly and effectively drive us toward our vision.
- Strategic planning runs on two rules:
 - Get the BIG things right
 - Not everything is a BIG thing

NOT EVERYTHING IS A BIG THING

Prioritization Rubric – Does/is this project/initiative:

- Defined by consensus of Town Council
- Specifically listed in the comprehensive plan
- Address one or more core values/focus areas
- Have identified funding / resources needed to advance
- Attainable within the planning horizon
- Addressed via any preliminary design or feasibility work



TOWN COUNCIL'S PLANNING DIRECTIVES

- Alignment with Foundational Plans – Specifically the Comprehensive Plan
- Prioritize to Ensure Focus
- Design Action Items to Align with Desired Outcomes
- Tie Planning Horizon to Budgets and Resource Plan Priorities





PROPOSED STRATEGIC GOALS

- | | |
|--|--|
|  Protect Island Character Through Managing Growth |  Support Economic Development and Business Recruitment and Retention |
|  Enhance Major Corridors and Streets |  Advance Workforce Housing Opportunities |
|  Reinforce Island Resilience |  Preserve, Protect, and Celebrate Gullah Geechee Culture and Heritage |
|  Invest in Stormwater Management Infrastructure |  Protect and Enhance Environmental Sustainability |
|  Assess and Enhance Public Safety Readiness and Facilities |  Implement the Parks and Recreation Master Plan and Support Program Enhancements |

14

Members of Council had questions, comments and discussion regarding: the need to reduce the number of priorities; realize there is an opportunity to collapse some into each other (for example Stormwater Management could be placed under Reinforce Island Resilience); acknowledgement that some action items need reviewed within different groups and see how they align with priorities; concern that the priorities are environment light; a word of caution in reducing the items as some are ongoing and will take more time than others; and the need to balanced priorities with staff capacity and Council capacity.

Protect Island Character Through Managing Growth

Members of Council had questions, comments and discussion regarding: acknowledgment of the significant change in direction and approach within this priority and the need to bring it forward as an action item; a suggestion to add an action item entitled “Consider a Limited Moratorium on Time Shares, Short-Term Rentals, and Subdivisions, excluding family subdivisions; a suggestion for Hilton Head Island to remove Time Shares as a land use for future development; the need to protect neighborhoods outside the gates; the importance for all to know this is a living document due to revisions and refinements; the need to update the Land Acquisition Manual and create policy regarding such; a suggestion to change the title regarding collaboration with partners to manage growth; and a discussion regarding the need to speed up the application process to provide better customer service.

Mayor Perry asked for public comment.

Katie Henderson addressed Council speaking in support of a moratorium to enforce growth

management and the need to encourage development in dilapidated and blighted areas.

Linda Harrington spoke in support of a moratorium on development.

Enhance Major Corridors and Streets

Members of Council had questions, comments and discussion regarding: clarification as to where the Beaufort County project funding is ending on US278 and confirmation it will go to the Windmill Harbour signal; clarification as to where Town limits start on the north side of Jenkins Island; a comment in support of multimodal transportation and accomplishing it through our pathways; a suggestion to include the State in the level of investment in corridor projects; and a request for additional information regarding the definition of Complete Streets.

Mayor Perry asked for public comment

Frank Babel addressed Council regarding the Beaufort County Bike/Pedestrian Master Plan and encouraged Council to take advantage of it and the need to enforce speed limits throughout the Town,

Reinforce Island Resilience

Members of Council had questions, comments and discussion regarding: the need to be able to do something cost effective regarding beach renourishment by retaining our beach; clarification that 3.4 should read Municipal Code; a suggestion to collapse Stormwater Management into the resilience plan; and the need to maintain ratings with an increase in reserves.

Mayor Perry asked for public comment.

Frank Babel addressed Council regarding the need for the community to be resilient.

Invest in Stormwater Management Infrastructure

Members of Council had questions, comments and discussion regarding: the need to give attribution to Town staff regarding the rating system utilized for evaluating systems; the need to be prepared for stormwater recovery as much as managing the infrastructure up front; the need to look at all roads and communities to have stormwater protection; the need to consider pervious and impervious effects on properties; to add Recovery After a Storm to 4.2; and a consensus of Council this priority needs to be moved to Reinforce Island Resilience.

Mayor Perry asked for public comment. There was none.

Assess and Enhance Public Safety Readiness and Facilities

Members of Council had questions, comments and discussion regarding: clarification an outside consultant would be needed; a suggestion to move 5.1 for FY27 to FY26 to improve our public safety capacity; clarification it could begin in FY26; concern that Beaufort County Sheriff's Department is not handling public safety as expected; the need to have a conversation with the Sheriff's office; and the need to add and action item to evaluate the performance of the Sheriff's office and to add a KPI to determine the success of the Sheriff's

office in the quarterly reports.

Mayor Perry asked for public comment. There was none.

Support Economic Development and Business Recruitment and Retention

Members of Council had questions, comments and discussion regarding: the; the need for the Town to further the objective of redevelopment in the area off of Sea Pines Circle; a suggestion for staff to communicate with property owners regarding redevelopment; the need to be mindful in attracting businesses; the need to utilize new tools to gather information to understand how visitors spend by various categories; a suggestion to add a step to evaluate commercial areas for redevelopment via the District Plans and offering incentives; a suggestion to move the Cultural District Guide to FY26; a suggestion to include what is taking place educationally within the community and the need to measure students who remain or return to work on the Island; and the need to work on economic development as a Town rather than rely on Beaufort County.

Mayor Perry asked for public comment.

A woman that did not identify herself addressed Council. Due to audible difficulties these comments were not captured.

Richard Bisi addressed Council regarding the need for additional Town sponsored events and the process of selecting the Designated Marketing Organization.

A woman that did not identify herself addressed Council thanking them for pursuing economic development as a priority.

Advance Workforce Housing Opportunities

Members of Council had questions, comments and discussion regarding: concern over going in the direction of being a housing authority; the need to utilize Town-owned land that is properly covenanted to be used for workforce housing; and the need to look at short-term rentals and acknowledge the impact on housing availability and then decide whether or not there is anything that can be done to benefit housing for workers.

Mayor Perry asked for public comment.

A woman that did not identify herself addressed Council in support of workforce housing.

Preserve, Protect, and Celebrate Gullah Geechee Culture and Heritage

Members of Council had questions, comments and discussion regarding: the need for more specificity; a concern regarding funding and future costs to the Town; clarification that the Gullah Geechee Historical Neighborhoods Community Development Corporation (GGHNCD) is an opportunity for preservation of the people; and a suggestion to look at this in regarding to housing as well.

Mayor Perry asked for public comment.

Thomas Boxley, Executive Director, GGHNCD addressed Council clarifying that their funding is State based and explained the workings of the GGHNCD.

Protect and Enhance Environmental Sustainability

Members of Council had questions, comments and discussion regarding: concern expressed for recycling not being done on the entire Island; concern over the lack of education programs for recycling; and a consensus of Council this priority needs to be moved to Reinforce Island Resilience.

Mayor Perry asked for public comment. There was none.

Implement the Parks and Recreation Master Plan and Support Program Enhancements

Members of Council had questions, comments and discussion regarding: after lengthy discussion there was a consensus of Council to keep this as a priority, to provide clarity as to what is being done.

Mayor Perry asked for public comment. There was none.

Public Comment - Non Agenda Items

None,

Adjournment

Mayor Perry adjourned the workshop at 3:02 p.m.

Kimberly Gammon, Town Clerk

Alan R. Perry, Mayor

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

The Town of Hilton Head Island



Parks and Recreation Month Proclamation

WHEREAS, parks and recreation is an integral part of communities throughout this country, including the Town of Hilton Head Island; and

WHEREAS, parks and recreation promotes health and wellness, improving physical and mental health by increasing cognitive performance and well-being and alleviating illness such as depression, attention deficit disorders, and Alzheimer's; and

WHEREAS, parks and recreation encourages physical activities by providing space for sports, hiking trails, swimming pools and other activities that promote a healthy lifestyle; and

WHEREAS, parks and recreation programming and education activities, such as out of school time programming, youth sports and environmental education are critical to childhood development; and

WHEREAS, parks and recreation increases a community's economic prosperity through increased property values, expansion of the local tax base, increased tourism, the attraction and retention of businesses and is fundamental to the environmental well-being of our community and;

WHEREAS, the U.S. House of Representatives has designated July as Parks and Recreation Month and that the Town of Hilton Head Island recognizes the benefits derived from parks and recreation resources.

NOW THEREFORE, I Alan R. Perry, Mayor of the Town of Hilton Head Island, South Carolina, do hereby proclaim July as Parks and Recreation Month in the Town of Hilton Head Island.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused this seal of the Town of Hilton Head Island to be affixed on this 15th day of July, in the year of our Lord, Two Thousand and Twenty Five.



Alan R. Perry, Mayor

Attest:

Kimberly Gammon, Town Clerk



TOWN OF HILTON HEAD ISLAND

Town Council

TO: Town Council
FROM: Lavon Stevens, Chair of the Gullah Geechee Land and Cultural Preservation Task Force
VIA: Shawn Leininger, Assistant Town Manager
Thomas Boxley, Executive Director, Gullah Geechee Historic Neighborhoods Community Development Corporation
CC: Marc Orlando, Town Manager
DATE: July 15, 2025
SUBJECT: Gullah Geechee Land and Cultural Preservation Task Force Annual Report: January 1, 2024 – December 31, 2024

BACKGROUND: In the calendar year of 2024, January 1 – December 31, the Gullah Geechee Land and Cultural Preservation Task Force held six meetings. The following is a summary of those meetings.

GULLAH GEECHEE CULTURE PRESERVATION PROJECT REPORT:

The Gullah Geechee Cultural Preservation Project Report outlines 37 recommendations, with 16 identified as priorities aligned with the Town Council's 2023–2025 strategic plan. The Report provides recommendations in the following categories:

1. Cultural Preservation - Focuses on preserving the Gullah Geechee identity through education, storytelling, historic site interpretation, cultural events, youth engagement, and creative heritage tourism efforts.
2. Public Policy - Supports systemic changes that protect Gullah-owned land and empower residents—includes updates to zoning, land use regulations, application fee structures, and economic development incentives.
3. Heirs Property - Addresses generational land ownership challenges by promoting legal education, supporting title clearance, encouraging family planning, and advocating for resources to prevent land loss.

A majority of the recommendations have been activated and or currently in progress. The remaining recommendations, which have not yet been activated, will transition to the Gullah Geechee Historic Neighborhoods Community Development Corporation for future implementation. Notable achievements in 2024 include launching the Gullah History and

Cultural Awareness Program, implementing expedited permitting and flexible land-use provisions, and advancing heirs' property support efforts.

STAFF REPORTING (NO ACTION):

The following reports and discussions were led by Town Staff with the Task Force:

- Land Management Ordinance (LMO) – Planning staff provided periodic updates on the status of the LMO project, including the priority amendments.
- District Planning – Planning staff provided periodic updates on the status of the District Planning project, including ongoing engagement efforts, draft plan development, and alignment with community priorities identified in previous outreach.
- Home Safety and Repair Program - The Home Safety and Repair Program was successfully relaunched in July 2024 with updated processes and procedures designed to improve efficiency for staff, applicants, and contractors. With approximately \$899,000 in available funding, the program identified and assisted 68 households in addressing critical home repair needs.
- Lateral Sewer Connection Program - With approximately \$69,000 in funding provided in 2024, the Lateral Sewer Connection Program successfully connected additional properties to the public sewer system.

SPECIAL MEETING:

On July 1, 2024 a special meeting was held for a presentation of the Gullah History and Cultural Awareness Program for employees, was delivered to the Task Force, led by Sankofa Communications.



TOWN OF HILTON HEAD ISLAND

Town Council

TO: Town Council
FROM: Shirley Peterson, Board Chair ,Gullah Geechee Historic
Neighborhoods Community Development Corporation
VIA: Thomas Boxley, Executive Director
CC: Marc Orlando, Town Manager
DATE: July 15, 2025
SUBJECT: Gullah Geechee Historic Neighborhoods Community Development
Corporation Annual Report

BACKGROUND:

The Gullah Geechee Historic Neighborhood Community Development Corporation (CDC) commenced operations in November of 2023. Over the course of the 2025 fiscal year the Gullah Geechee Historic Neighborhoods Community Development Corporation held 9 board meetings. The following is a summary of our work during that time.

GULLAH GEECHEE HISTORIC NEIGHBORHOODS COMMUNITY DEVELOPMENT CORPORATION STRATEGIC PLAN

During the fall of 2023, the CDC hosted a series of meetings with the goal of the development of a strategic plan for the organization, **Attachment 1**. This process was a two-day, public meeting. The community was encouraged to actively participate. This meeting series was an important first step in the development of trust with the Gullah community of Hilton Head Island.

WILLIAM HILTON PARKWAY GATEWAY CORRIDOR PROJECT

Almost immediately upon arrival, the CDC was thrust into the conversation regarding the expansion of US Highway 278. Of critical importance: the long term and future impacts that the development of the highway has created in the historic Gullah Geechee neighborhood of Stoney. As a direct result of our involvement in the project, the CDC and Mr. Boxley personally hosted and facilitated 51 private meetings with property owners and community members and attended or participated in 21 public meetings totaling approximately 120 hours. As a result of this deep level of community involvement, the CDC developed a policy position regarding the highway development, in collaboration with the community and approved by the board of directors. Please refer to the 2024 Mitigation Strategy, **Attachment 2**.

MONEY TALKS FINANCIAL EDUCATION SERIES

In alignment with our strategic goal of access to capital and increased financial education opportunities, the CDC created the Money Talks Financial Education seminar series, **Attachment 3**. This series launched in August of 2024, hosting monthly sessions through November. The following topics were covered during this series:

- Applying for Financing
- Day to Day Business Operations
- Access to Capital
- Small Business Lines of Credit vs. Term Loans
- Commercial Lending for Large Projects

The CDC partnered with the Island Recreation Center as the host site, and TD Bank as presenters to deliver content during the 2024 seminar series. As a direct result of these efforts:

- 3 new business checking accounts opened
- 2 new personal accounts opened
- 1 - \$50,000 Small Business Line of Credit opened
- 2 Merchant Services point of sale processing opened
- 1 pending \$50,000 Small Business Line of Credit

The CDC plans to offer this series in 2025, running July through November. The long-term goal is to continue to offer financial education for small businesses and consumers on an annual basis with an eventual offering of financial education for those interested in real estate development.

WAYFINDING APPLICATION

In alignment with our strategic goal, “to ensure the stabilization and preservation of Gullah Geechee neighborhoods, cultural sites and history,” the CDC has contracted to develop a wayfinding application and accompanying website that will deploy the resource of technology to assist in the preservation of the Gullah Geechee culture of Hilton Head Island. Phase one will include eight stops that have historic significance to the community. Phase two will include the Historic Churches and cemeteries. The online component will feature a website dedicated to further memorializing the history of the Gullah Geechee culture and also provide a centralized location for Gullah Geechee businesses to be highlighted.

STAFFING

Beginning July 1, 2025, the Principal Planner, Historic Neighborhoods and Mrs. Sharonica Stewart will transition to the CDC in the role of Project Manager. This transition will solidify the continued efforts on the part of the Town of Hilton Head Island to support the Historic Gullah Geechee Neighborhoods. This will include the functions of the Design

Studio, and the continued implementation of the priority recommendations of the Gullah-Geechee Land & Cultural Preservation Task Force.

SUMMARY:

As the CDC moves into year two of full-scale operations, it is poised to continue and complete the work outlined in the strategic plan, to provide a high level of support for residents of the Gullah Geechee community and continue to implement the remainder of the recommendations of the Gullah-Geechee Land & Cultural Preservation Task Force; all in alignment with the identified goals and objectives of Our Plan 2020-2040.

ATTACHMENTS:

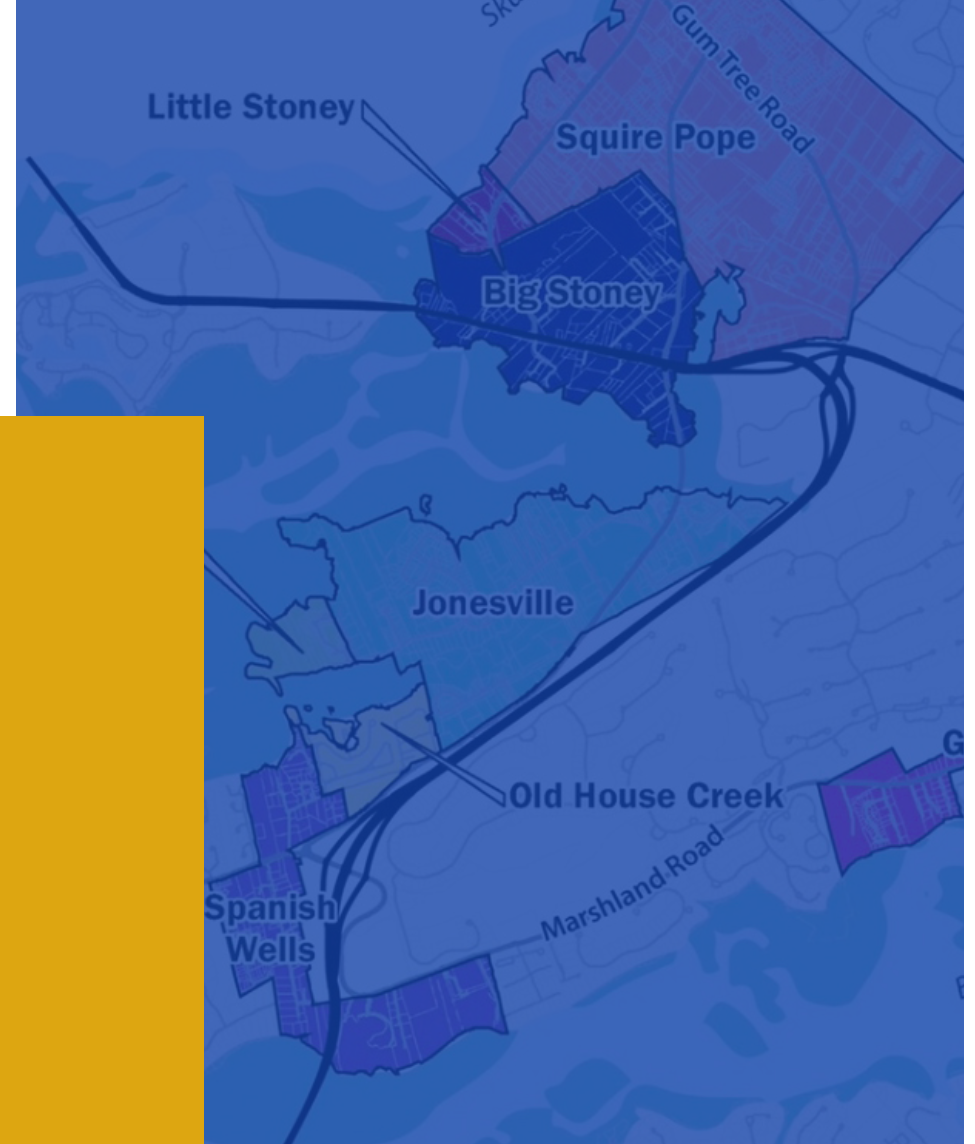
1. 2024- 2026 Gullah Geechee Historic Neighborhoods Community Development Corporation Strategic Plan
2. 2024 Mitigation Plan, as Adopted by the Gullah Geechee Historic Neighborhoods Community Development Corporation Board
3. Money Talks Financial Education Series Flyer

2024-2026



— Town of Hilton Head Island
*Gullah Geechee Historic Neighborhoods
Community Development Corporation*

Strategic Plan



PHONE

Thomas Boxley
Executive Director
843-341-3097



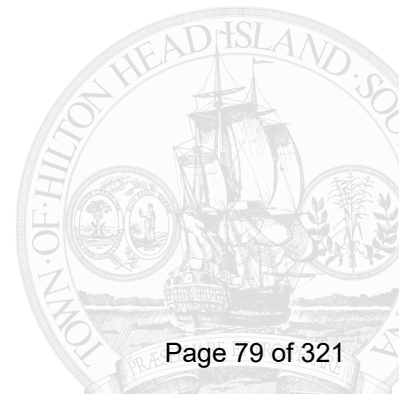
ADDRESS

1 Town Center Court
Hilton Head Island, SC
29928



WEB

hiltonheadislandsc.gov



Town of Hilton Head Island

*Gullah Geechee Historic Neighborhoods
Community Development Corporation*

Strategic Plan



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Chairwoman

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Executive Director

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A MESSAGE FROM THE CHAIRWOMAN



Shirley Peterson

Chairwoman

It is an exciting time to live in the Lowcountry. It is even a more exciting time to be of Gullah Geechee descent.

The Gullah Geechee community is characterized by a deep connection to the eastern seaboard of the United States and a direct lineage to West Africa. South Carolina represents the embarkation point for over 45% of all enslaved Africans globally. The history of the Gullah Geechee people is American history. Through efforts that have been underway in this region and specifically with the Town of Hilton Head Island, we are now well positioned to shed light on the history and triumphs of the Gullah Geechee community.

The establishment of the Gullah Historic Neighborhood Community Development Corporation represents an effort by the Town of Hilton Head Island to support its Gullah Geechee community in a unique and sustainable way. This investment represents renewed growth for our most vulnerable population, one that has sacrificed immensely for the development of Hilton Head Island. Our work is complex yet simple: protect, serve, empower and grow the culture.

We invite your active participation in learning and supporting the rich Gullah Geechee culture of Hilton Head Island. Your continued interest will ensure that the culture continues to survive and thrive.

A MESSAGE FROM THE EXECUTIVE DIRECTOR



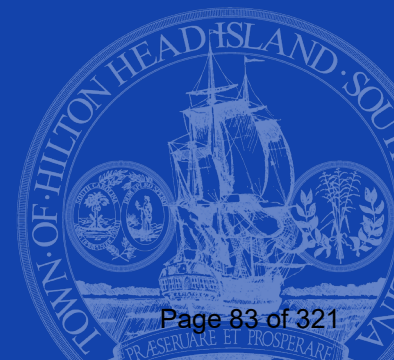
Thomas Boxley

Executive Director
843-341-3097

I extend my sincere gratitude to the Gullah Geechee community of Hilton Head Island, the Board of Directors of the Gullah Geechee Historic Neighborhood Community Development Corporation, the Hilton Head Island Town Council, the Mayor, and the Town Manager for entrusting me with the historic role of serving as the first Executive Director of the Community Development Corporation. The journey ahead promises to be fulfilling and will contribute to the Island's overall strength.

The Gullah people boast a profound history in the Lowcountry region—a narrative deserving of celebration and global sharing. Through the Community Development Corporation, our collective efforts will strive for economic sustainability, community stabilization and development, and crucial opportunities for Gullah Geechee youth to establish themselves on the Island amid economic challenges.

I invite you to explore the rich tapestry of Gullah Geechee culture on Hilton Head Island if you haven't already done so. It is a narrative encompassing the core elements of Americana—inequality, resistance, resilience, and triumph. I am confident that immersing yourself in the diverse stories of the Gullah Geechee will foster a newfound love and appreciation for Hilton Head Island.



MEET THE TEAM



Thomas Boxley

Executive Director



Cindaia Ervin

Assistant Town Clerk



Marc Orlando

Town Manager



Alan Perry

Mayor



BOARD OF DIRECTORS

Shirley Peterson

Chairwoman

Terry Brubaker

Community Representative

David Ames

Town Councilman

Louis Johnson

Community Representative

Alex Brown

Town Councilman

Andre White

Community Representative

CORPORATE OBJECTIVE



The Gullah Geechee Historic Neighborhood Community Development Corporation was established in 2023 as a South Carolina not-for-profit corporation to support the advancement and sustainability of the historic and culturally sensitive Gullah Geechee communities of Hilton Head Island, South Carolina.





CORPORATE MISSION

In tribute to the Gullah Geechee ancestors, whose roots on Hilton Head Island trace back to pre-Civil War times, and whose resilient descendants endure and flourish, we pledge to amplify their voices, preserve their culture, honor their way of life, and uphold their legacy. Looking forward, we are committed to fostering collaboration across the Hilton Head Island community, working to establish, cultivate, and endorse fair financial, business, educational, training, and developmental opportunities. This commitment aims to empower present-day Gullah Geechee descendants and ensure that future generations actively engage in and benefit from the economic opportunities of the present and beyond.

SWOT ANALYSIS

A SWOT analysis is a tool utilized in planning that identifies strengths, weaknesses, opportunities, and threats about specific study areas. The SWOT Analysis aims to identify the positive and negative forces that can impact desired outcomes. Our approach for gathering this information was a community-centric approach involving community members.

Two strategic planning sessions hosted in 2023 allowed community members to share information. The question posed to the board of directors and approximately 50 community members in attendance was, *"When considering the historic Gullah communities on Hilton Head Island, what do you identify as strengths, weaknesses, opportunities, and threats?"* A summary of the responses from both the board and the community members who chose to speak publicly is captured in the following narrative.

01

Strengths

- The people - the people give the neighborhoods character, the people are resilient. The people are the keepers of the heritage, are talented and are landowners.
- Connection – Gullah Heritage Corridor – nationally recognized
- The uniqueness of the culture – oral history, language
- Cultural Tourism Sites – Mitchelville, Fort Howell, cemeteries
- Financial position – ATAX funding

02

Weaknesses

- Communication across groups – breaking down the "silos"
- Barriers to political groups, public agencies, private groups and large businesses – some of which carry biases towards the Gullah people
- Trust – Gullah Community and the historic distrust of town government
- The negative impact of Planned Unit Developments on the Gullah community - gentrification and creation of a class and caste system among the broader Island community
- Lack of youth involvement and succession planning
- Education regarding Gullah history
- Administrative process for cultural awareness

03

Opportunities

- Town's current willingness to invest human, financial, and land resources
- Adjustment of town meeting times to create opportunities for broader community participation
- Civic engagement in the political process
- Public/private/institutional partnerships
- Entrepreneurial joint ventures in the areas of tourism, business formation, property stabilization, neighborhood infrastructure, contracting with the town
- Education – development of Gullah curriculum for youth and adult learners
- Collaboration with other Gullah Geechee corridor communities
- Further protection of the environment and mitigation of climate change
- Business development
- Tourism District Development

04

Threats

- Lack of affordable housing
- Territorial mentality of those living in the gated communities
- Gentrification – loss of land ownership for the Gullah people
- Controlling the narrative of Gullah history
- Political change

STRATEGIC GOALS

During November and December 2023, the Gullah Geechee Historic Neighborhoods Community Development Corporation hosted a series of meetings, engaging both the board of directors and community members. The primary objective of these gatherings was to collect information to inform and shape our strategic plan. Additionally, a survey was disseminated electronically and in hard copy among Gullah community members through diverse networks. The insights gathered from these meetings and surveys guided the development of our strategic plan.

1

Ensure the stabilization and preservation of Gullah Geechee neighborhoods, cultural sites, and history.

2

Develop and maintain strategic partnerships that will support the work of the Community Development Corporation.

3

Educate the Island community regarding the Community Development Corporation and the opportunities the organization presents.

4

Increase access to capital and financial education.

5

Support training and employment opportunities for Gullah Geechee youth.



Looking forward, we are committed to fostering collaboration across the Hilton Head Island community, working to establish, cultivate, and endorse fair financial, business, educational, training, and developmental opportunities.

Goal #1:

Ensure the stabilization and preservation of Gullah Geechee neighborhoods, cultural sites, and history.

- STONEY NEIGHBORHOOD

The proposed expansion of William Hilton Parkway (Highway 278) will significantly impact the historic Stoney neighborhood within the Gullah Geechee community as well as the broader Hilton Head Island community. The ramifications will be realized disproportionately in the historic Stoney neighborhood. The following summary represents input gathered from Gullah Geechee community members who own property or businesses in the Stoney community that will be directly impacted by the proposed expansion and the CDC's suggested mitigation recommendations:

1. Gullah Geechee people and communities have historically shouldered the disproportionate burdens of previous expansion projects, and they deserve comprehensive support to reap the benefits of their sacrifices. Property owners within the proposed expanded right-of-way should receive fair and mutually agreed-upon compensation for the land they are asked to relinquish. Compensation options may include an equitable financial settlement, a land swap, or a combination of both.
2. Funding to ensure appropriate access for property owners in the corridor (both residential and commercial), safe turning lanes, signage, safe access to and parking at the Jenkins Cemetery—a significant Gullah Geechee Heritage site.
3. All impacted land sites should receive infrastructure development support, encompassing water/sewer line connections, safe streets and roads, sidewalks, curb cuts, and drainage. This infrastructure should adhere to maximum Floor Area Ratio (FAR) standards to facilitate future development on sites owned by affected families and businesses.
4. Funding to support the further land planning and establishment of a business corridor in the Stoney neighborhood. This corridor should feature

safe ingress/egress, parking facilities, and water/sewer infrastructure, ensuring seamless access to the proposed expanded highway and fostering the development of a thriving commerce center. This should include funding in support of strategic land acquisition, land swaps with the Town of Hilton Head Island, and support of business growth and development.

5. Prominent public art displays showcasing Gullah Geechee heritage and culture should be installed at entry and exit points of the Stoney neighborhood.
6. Town Council crafts a formal statement requiring that Beaufort County, and South Carolina Department of Transportation (SCDOT) refrain from impacting Stoney when considering future expansion concepts. Options should include a comprehensive study of other transit modes and an alternate bridge location.
7. Revision of proposed right of way acquisition plan to include safer design strategy, minimization, and elimination of property acquisition requirements.
8. Funding in support of professional services and legal counsel for impacted property owners along the William Hilton Parkway corridor.

Goal #1: *Continued*



Ensure the stabilization and preservation of Gullah Geechee neighborhoods, cultural sites, and history.

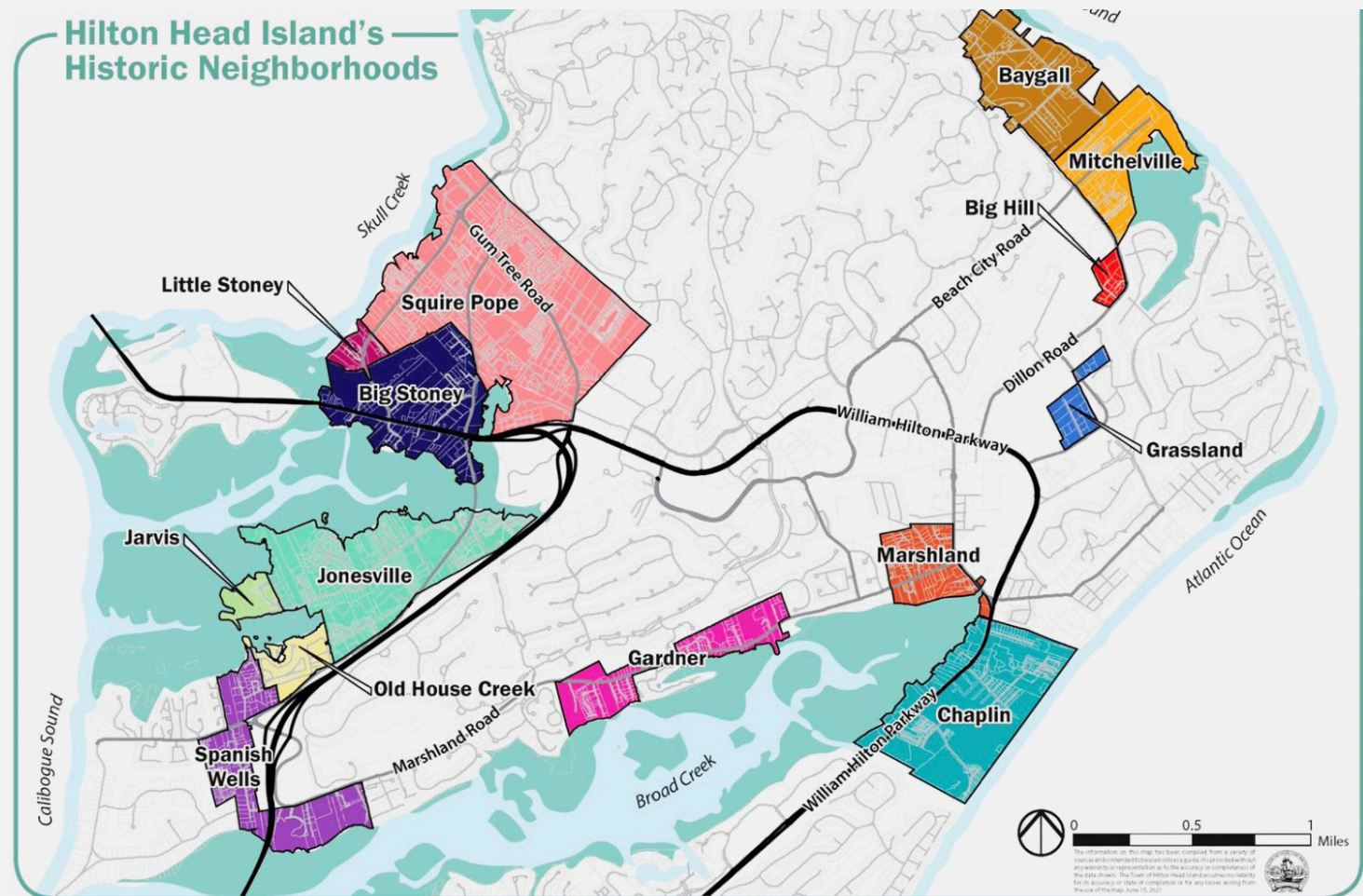


- Support the preservation of Gullah cemeteries
 1. Support the clearing of ownership and title related issues as needed.
 2. Establish right of way agreements with PUD communities for access to cemeteries that impedes future encroachment.
- Support increased tourism to Gullah landmarks and cultural sites through marketing and outreach efforts
 1. In collaboration with and support from the Destination Marketing Organization, develop a Gullah-centric advertising package that supports the growth and development of Gullah businesses.
 2. Secure prominent placement of Gullah-centric advertisements in the Hilton Head Island Airport.
 3. In collaboration with the Destination Marketing Organization, establish Gullah-centric marketing strategies for tourists point of origin.
 4. Develop wayfinding tools, including technology applications, to highlight Gullah historic sites and landmarks.

Goal #2:

Develop and maintain strategic partnerships that will support the work of the Community Development Corporation.

- Establish strategic alliances with business, community, and organization leaders on Hilton Head Island, Beaufort County, and the coastal region in support of the historic Gullah neighborhoods.
- Continue to grow and develop strategic alliances with federal and state congressional representatives.
- Create joint venture opportunities for partnership in the development of residential and commercial properties with property owners in the historic neighborhoods.



Goal #3:

Educate the Island community regarding the Community Development Corporation and the opportunities the organization presents.



- Host community meetings based on topics of interest identified via the community survey.
- Presentations to organizations across the region that introduce our organization and the role that we play.

- Support the Gullah Geechee Land and Cultural Preservation Task Force's recommendations regarding education and outreach including but not limited to:
 1. Development of on boarding training regarding Gullah heritage for new Town employees
 2. Property tax education
 3. Land Management Ordinance updates
 4. Support of landowners through development processes



Goal #4:

Increase access to capital and financial education.

- Secure funding to support the launch of a business loan program.
- Secure funding to support the launch of a real estate development loan program.
- Support and facilitate financial education and technical support for:
 1. Business development, growth and expansion
 2. Home ownership
 3. Commercial real estate development



Goal #5: Support training and employment opportunities for Gullah Geechee youth.

- Support the development of internship opportunities for youth with various departments at the Town of Hilton Head Island.
- Identify other community-based businesses, anchor institutions and employers that are willing to support youth employment opportunities.

Strategic Plan

CONTACT US



Thomas Boxley
Executive Director
843-341-3097



1 Town Center Court
Hilton Head Island, SC
29928



hiltonheadislandsc.gov



Gullah Geechee Historic Neighborhoods Community Development Corporation William Hilton Parkway Gateway Corridor Project Mitigation Plan

The following narrative represents initial findings based on conversations with property owners in the William Hilton Parkway Corridor. This information is based on preliminary conversations and is not a final plan or strategy. The purpose is to outline some of the concerns that were raised regarding the expansion of the highway. Furthermore, this information was compiled over a six (6) month period, interviewing approximately forty (40) individuals and family members with direct relationship (son, daughter grandchild, niece, nephew, uncle, aunt) to property owners in the Stoney community.

Safety Considerations

- Speed limit of 30mph – residential district and pedestrian points between Jenkins Island and Spanish Wells Road
- Additional enforcement to include technology upgrades
- Pursue the development and construction of a land bridge (possible aesthetically pleasing solution to pedestrian and bike traffic)

Cost: TBD

Right of Way Acquisition

Right of way acquisition will be required to expand the current roadway by one lane in each direction. The current proposal requires approximately ten acres of total acquisition to complete as designed. There is a proposal that has been presented by the CDC and Town leadership, in partnership with Beaufort County, that would require minimal to no additional right-of-way.

- **Cost: TBD – based on negotiated amount per property owner and final design requirements.**

Property Owners Mitigation and Improvements

There are property owners that are impacted by different forms of pollution. Needs include sound/noise mitigation, weatherization, tree planting, building of sound mitigating structures.

- **Cost: TBD. Individual needs will vary.**

Individual Property Owner's Mitigation Strategies

The widening of the highway presents access safety issues for some residents. In these areas we propose the development of alternative routes of access.

Cost

- Road construction: \$400/foot (22' width)
 - Driveway construction: \$200/foot (14' width)
 - New structure construction: \$540-\$580/sf – individual needs may vary.
- Commercial vs. residential construction costs differ.

Economic Sustainability

Mitigation should be considered not in terms of immediate impacts but rather what can be done that positively impacts property owners from both the financial and the quality-of-life perspective for generations. As one component of a comprehensive funding package, we propose the implementation of a tax increment finance district for a defined area in the

Stoney neighborhood. This localized tool would provide a 25-year financing model in support of specific development in a defined area. Utilizing the cost model, we propose an infusion of \$2.5 million per year of state funding over an 8-year period as part of a comprehensive funding package to support economic development, growth, and sustainability. We also propose funding equal to 5% of the project budget contributed by SCDOT in support of ongoing mitigation efforts.

It is also recommended that land in inventory that was previously owned by Gullah people in the Stoney community be conveyed to the CDC for development, improvement, preservation and conservation purposes on behalf of the Gullah community .

We recognize that this funding request is substantial. We are confident that it is necessary and justified to support a robust economic and cultural sustainability plan for the Stoney community, which that has been disproportionately impacted over the life of the highway development.

**This mitigation strategy was presented approved by the board of directors on May 15, 2024.
Board members present:**

**Alex Brown
Shirley Peterson
David Ames (motion made)
Louis Johnson (motion seconded)
Andre White (virtual)**

Unanimous approval, Andre White was virtual and not responsive during the vote.

MONEY TALKS:

FINANCING YOUR SMALL BUSINESS

Presented by the Gullah Geechee
Historic Neighborhoods CDC
and TD Bank

JULY 25 Applying for Financing

What potential borrowers should know and do about financial opportunities.



For More Information Contact:

Thomas Boxley

Executive Director

Gullah Geechee Historic Neighborhoods
Community Development Cooperation (CDC)

 (843) 341 - 3097

 ThomasB@hiltonheadislandsc.gov

 hiltonheadislandsc.gov/calendar/

2024 Upcoming Schedule

Join us each month for informative sessions on financing your business, accessing capital and managing day-to-day operations.

Each Session:

Time: 5:00 - 7:00 P.M.

Location: Hilton Head Island
Recreation Center, 20 Wilborn Rd.,

AUG. 13 Day-to-Day Business Operations

SEP. 10 Access to Capital

OCT. 8 Small Business Lines of Credit vs Term Loans

NOV. 12 Commercial Lending for Large Projects

Sponsors:



**Gullah Geechee
Historic Neighborhoods
CDC**



Office of Cultural Affairs

Natalie Harvey - Director

HILTON HEAD ISLAND TOWN COUNCIL
JULY 15, 2025



Promote Hilton Head Island's Art, Culture, and History

- Increased listings on CultureHHI.org event calendar
- New Culturehhi.org website in FY26
- Sponsored content with Georgia Public Broadcasting
- Distribution of 5,000 + Cultural Trail Map to visitors and residents
- Social Media followers (10,100 FB – up 3%, 2025 IG – up 10%)
- E-Newsletter subscribers (5,793) up 10% in FY25 with 50-60% open rate


A photograph of a night event where people are holding up large, illuminated fish-shaped lanterns.

SPONSORED CONTENT: THE TOWN OF HILTON HEAD ISLAND OFFICE OF CULTURAL AFFAIRS ANNUAL CRESCENDO CELEBRATION ON HILTON HEAD ISLAND IN OCTOBER AND NOVEMBER

Spotlight on the area's art, culture, and history with more than 100 events scheduled!

Celebrate the rich tapestry of arts, culture and history on Hilton Head Island. Events include concerts by Grammy Award-winning visiting musical performers, theatrical productions of Pulitzer Prize and Tony Award-nominated plays, unique museum and gallery exhibitions, enlightening lectures, inspiring poetry readings, captivating dance performances, historical tours, hands-on arts experiences, educational offerings and cultural festivals.

Visit culturehhi.org for a list of events.

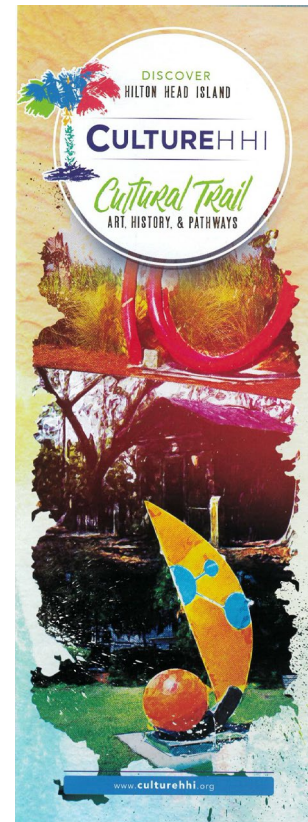

A graphic titled 'DISCOVER LOCAL...' featuring a stylized palm tree made of colorful paint strokes. To the right, it lists activities: 'exhibits, live music, art workshops, historical tours, theater, and more at culturehhi.org'. Below this is the 'OFFICE OF CULTURAL AFFAIRS Town of Hilton Head Island' logo. At the bottom, there's a QR code and a photo of people at an event.

DISCOVER LOCAL...

exhibits, live music, art workshops, historical tours, theater, and more at culturehhi.org

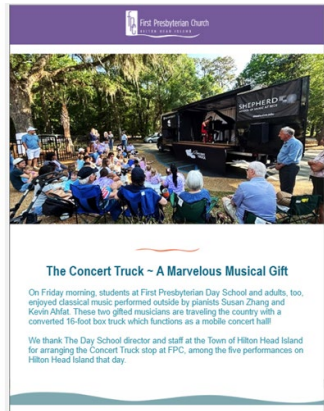
OFFICE OF CULTURAL AFFAIRS
Town of Hilton Head Island

For a calendar of arts and culture events, scan here.



Increase the community’s access to cultural, historical, and artistic experiences.

- 2 artist exhibits each month at Island Rec Center
- Assisted with Community Art Jams at Beautiful Island Square, Concert Truck Performances at schools, and workshops for organizations
- Poetry Trail expanded to 26 locations, poems change frequently



Create and implement community-oriented programs, events, and experiences connected to arts and culture.

- Rock painting activity at Island Rec Center's Party in the Park in cooperation with The Breeze Trolley
- Lantern workshops and materials provided to schools, organizations, clubs, and staff
- Pursuing a Cultural District application with SC Arts Commission in FY26



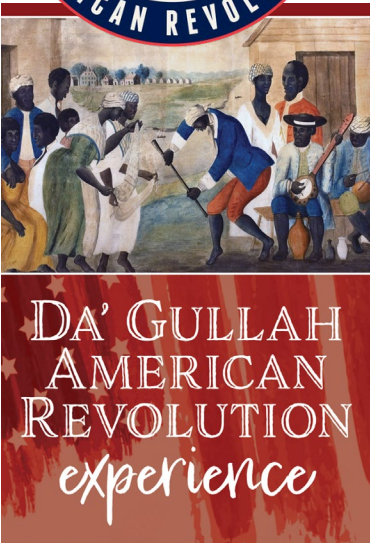
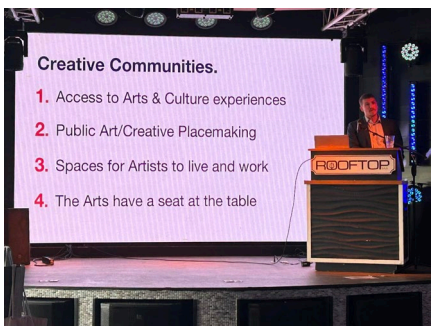
Public Art Projects

- Shelter Cove Sculpture Trail installation by Dana Montlack
- Co-sponsored Harriet Tubman “Journey to Freedom” exhibit at Historic Mitchelville Freedom Park
- Installation of replacement piano and “Flower Box” recycled art at Shelter Cove Community Park.
- New environmentally themed wrap for Breeze Trolley with Poetry “On the Move”
- Assisting HHI Airport with image selection for new terminal



Outreach, Community Engagement, and Special Events

- OCA tents at community events (Gullah Celebration, Wingfest, Juneteenth, Fish & Grits, Oyster Festival, HHI Fire and Rescue events)
- Presentations at 9 resort properties weekly – with over 10,000 in attendance in FY25.
- Co-hosted “State of the Arts” with Arts Council, inviting guests from the South Carolina Arts Commission and SC Arts Alliance to Hilton Head Island in March
- Representing the Town on the Beaufort County 250th Revolutionary War Committee





Coming soon!



September 18 – 21

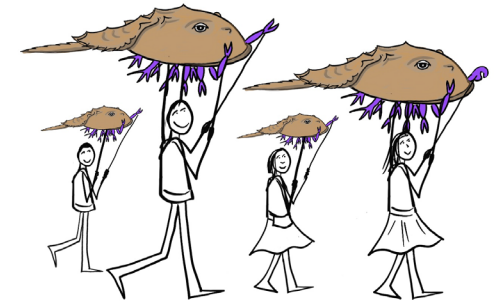


October 14 – November 22

- *Weekly Songwriters Concerts at LCP - Thursdays*
- *Kickoff – Shelter Cove Community Park – 10/14*
- *100+ arts, culture, and history events scheduled*



Hilton Head Lantern Parade
November 22nd



Community Tree Lighting
& Program December 5



Community Menorah Lighting - TBD





TOWN OF HILTON HEAD ISLAND

Town Council

TO: Town Council
FROM: Shawn Colin, Assistant Town Manager
CC: Marc Orlando, Town Manager
Shawn Leininger, Assistant Town Manager
Kim Gammon, Town Clerk
DATE: July 15, 2025
SUBJECT: Consideration of an Ordinance of the Town Council of the Town of Hilton Head Island amending Municipal Code Section 2-5-60 Committees of Council

RECOMMENDATION:

Consideration of an Ordinance of the Town Council of the Town of Hilton Head Island amending Municipal Code Section 2-5-60 Committees of Council.

On June 17, 2025, Town Council approved First Reading of the Ordinance with the following changes:

Add the following options for Town Council Committee Action:

- (a) Forward the item to Town Council with a recommendation for approval of the item provided certain conditions are met.
- (b) Return the item to Town Staff with direction for revisions to the item, which revisions shall be presented to the Standing Committee at its next regularly scheduled meeting.

BACKGROUND:

The current Municipal Code provision governing Committees of Council, Section 2-5-60, establishes standing committees and authorizes the formation of non-standing committees. The Town Council has utilized these committees to conduct detailed work in specific policy areas and advise the full Town Council. However, to enhance clarity, consistency, and flexibility in how committees are formed and function, updates to the code are recommended.

On April 29, 2025, the Finance and Administrative Committee reviewed Section 2-5-60 and provided direction to staff regarding a proposed amendment. Specifically, the Committee recommended:

- (a) Establishing two or more standing committees to conduct the business of Town Council;
- (b) Defining the composition of each committee to include three (3) members and one (1) alternate, all of whom must be members of Town Council;
- (c) Maintaining the current process for appointment of members and designation of committee chairs by the Mayor;
- (d) Establishing clear procedures for how committees conduct business, including the ability to recommend approval, denial, or offer no recommendation on agenda items;
- (e) Defining the process by which committee items proceed to the full Town Council agenda, regardless of committee recommendation, with approval of the Mayor.

In addition, the Committee advised that the naming of standing committees and their policy focus areas should be adopted by separate resolution once the FY2026–FY2028 Strategic Action Plan is formally adopted by Town Council, to ensure alignment between Town Council priorities and committee structure.

To ensure consistency and address any previous procedural variances, any actions previously taken by the Town Council and its Standing Committees that have varied from the text of § 2-5-60, Municipal Code of the Town of Hilton Head Island, South Carolina (1983), are hereby acknowledged and will be ratified upon approval of the Ordinance.

Based upon the direction of the committee, the current municipal code language, as well as the proposed language, for Section 2-5-60 Committees of Council, is provided below and in the **draft Ordinance attached as Attachment 1** for consideration:

Current Code Language:

Sec. 2-5-60. - Committees of council.

- (a) The town council shall have standing committees to assist in the efficient operation of the town council, namely the finance and administrative committee, community services and public safety committee, and public planning committee. Each committee shall be composed of four (4) town council members and an alternate, who shall also be a member of council. The mayor shall appoint the members and the alternate and shall designate a chairman.
- (b) The town council may appoint, by resolution, such other committees i.e. non-standing committees, composed exclusively of council members as it shall deem necessary and appropriate for the efficient operation of the town council. To assist such council committees, the town council may appoint town resident citizens to serve as committee members. The term of the committee membership of any town

resident citizen shall be as prescribed by resolution, but in no event shall the term of any committee extend beyond the term of the then sitting council.

- (c) The town council may, by resolution, adopt rules and procedures to guide the operation of standing committees. The town council may, at the time of the creation of any other committees of council, as part of the resolution creating the committee, or separately, adopt rules and procedures to guide the conduct of such committees.

Proposed Code Language

Sec. 2-5-60. - Committees of Council.

- (a) The Town Council shall establish two or more standing committees to assist in the efficient operation of Town government. The names and responsibilities of standing committees shall be established by resolution of the Town Council. Each standing committee shall be composed of three (3) Town Council members and one (1) alternate, all of whom shall be members of Town Council. The Mayor shall appoint the members and the alternate and shall designate a chairman.
- (b) The Town Council may establish, by resolution, other committees, non-standing or ad hoc, composed exclusively of Council members, as it deems necessary and appropriate to support the effective operation of the Town Council. The Town Council may also appoint resident citizens of the Town to serve as members of such non-standing committees. The term of any citizen committee member shall be as prescribed in the resolution but shall not extend beyond the term of the current seated Council.
- (c) The Town Council may adopt, by resolution, rules and procedures governing the operation of standing and non-standing committees; provided, however, that the following procedures shall be followed by the Standing Committees:
 - (1) On any item that comes before a Standing Committee for consideration and a vote of the Standing Committee, the Standing Committee shall take action to:
 - (a) Forward the item to Town Council with a recommendation for approval of the item; or,
 - (b) Forward the item to Town Council with a recommendation for approval of the item provided certain conditions are met: or,
 - (c) Forward the item to Town Council with a recommendation for disapproval of the item; or
 - (d) Forward the item to Town Council with no recommendation on the item.
 - (e) Return the item to Town Staff with direction for revisions to the item, which revisions shall be presented to the Standing Committee at its next regularly scheduled meeting. Following the Standing Committee's review of the revised item, the Standing Committee shall forward the item to Town Council under any of subitems (c)(1)(a) through (d) above.

(2) Following Committee action and recommendation on any item, the Standing Committee, Town Staff shall present a Staff report provided to Town Council summarizing the Standing Committees action and recommendation. Following receipt of the Staff Report, Town Council may request additional changes prior to the item being placed on an agenda for Town Council action.

ATTACHMENTS:

1. Draft Ordinance Amending Section 2-5-60

TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

AN ORDINANCE OF THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, TO AMEND § 2-5-60, *MUNICIPAL CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA* (1983), TO RATIFY THE ACTIONS OF THE TOWN COUNCIL AND ITS STANDING COMMITTEES AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.

WHEREAS, S. C. Code Ann. § 5-13-30 (Supp. 2024) and § 2-3-30, *Municipal Code of the Town of Hilton Head Island, South Carolina* (1983), authorize the Town Council to adopt ordinances of any kind and nature, not prohibited by the law or constitution of the State of South Carolina or the United States; and,

WHEREAS, the Town Council finds that § 2-5-60, *Municipal Code of the Town of Hilton Head Island, South Carolina* (1983), must be amended to conform to the current policies of the Town Council regarding the Standing Committees; and,

WHEREAS, to the extent that any previous practice of the Town Council with respect to the Standing Committees and any previous practice of the Standing Committees of the Town Council have varied from the text of § 2-5-60, *Municipal Code of the Town of Hilton Head Island, South Carolina* (1983), such actions have been with the knowledge and consent of the Town Council; and,

WHEREAS, the Town Council finds that an amendment to § 2-5-60, *Municipal Code of the Town of Hilton Head Island, South Carolina* (1983), to update the terms of the ordinance to better align with the policies of the Town Council with regard to the Standing Committees is in the best interest of the Town and promotes the health, safety and welfare of its citizens, residents, property owners and visitors; and,

WHEREAS, the Town Council finds that ratification of any actions of the Town Council with respect to the Standing Committees of Town Council and any actions taken

by the Standing Committees of the Town Council that have varied from the text of § 2-5-60, *Municipal Code of the Town of Hilton Head Island, South Carolina* (1983), is in the best interest of the Town and promotes the health, safety and welfare of its citizens, residents, property owners and visitors.

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. That § 2-5-60, *Municipal Code of the Town of Hilton Head Island, South Carolina* (1983) is amended as shown on Exhibit “A” to this Ordinance. New language is indicated with double underline and deleted language is indicated with ~~strikethrough~~.

Section 2. Ratification. Any actions previously taken by the Town Council and its Standing Committees that have varied from the text of § 2-5-60, *Municipal Code of the Town of Hilton Head Island, South Carolina* (1983), are hereby acknowledged and ratified.

Section 3. 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 4. Effective Date. This Ordinance shall become effective on the date of its adoption.

**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, Town Attorney

First Reading: _____

Second Reading: _____

Introduced by Council Member: _____

EXHIBIT "A" TO ORDINANCE AMENDING § 2-5-60, *MUNICIPAL CODE OF THE
TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA* (1983)

Sec. 2-5-60. - Committees of council.

(a) ~~The town council shall have standing committees to assist in the efficient operation of the town council, namely the finance and administrative committee, community services and public safety committee, and public planning committee. Each committee shall be composed of four (4) town council members and an alternate, who shall also be a member of council.~~ The Town Council shall establish two or more standing committees to assist in the efficient operation of Town government. The names and responsibilities of standing committees shall be established by resolution of the Town Council. Each standing committee shall be composed of three (3) Town Council members and one (1) alternate, all of whom shall be members of Town Council. The Mayor shall appoint the members and the alternate and shall designate a chairman.

(b) ~~The town council may appoint, by resolution, such other committees i.e. non-standing committees, composed exclusively of council members as it shall deem necessary and appropriate for the efficient operation of the town council. To assist such council committees, the town council may appoint town resident citizens to serve as committee members. The term of the committee membership of any town resident citizen shall be as prescribed by resolution, but in no event shall the term of any committee extend beyond the term of the then sitting council.~~ The Town Council may establish, by resolution, other committees, non-standing or ad hoc, composed exclusively of Council members, as it deems necessary and appropriate to support the effective operation of the Town Council. The Town Council may also appoint resident citizens of the Town to serve as members of such non-standing committees. The term of any citizen committee member shall be as prescribed in the resolution but shall not extend beyond the term of the current seated Council.

(c) ~~The town council may, by resolution, adopt rules and procedures to guide the operation of standing committees. The town council may, at the time of the creation of any other committees of council, as part of the resolution creating the committee, or separately, adopt rules and procedures to guide the conduct of such committees.~~ The Town Council may adopt, by resolution, rules and procedures governing the operation of standing and non-standing committees; provided, however, that the following procedures shall be followed by the Standing Committees:

(1) On each item that comes before a Standing Committee for consideration and a vote of the Standing Committee, the Standing Committee shall take action and vote to:

(a) Forward the item to Town Council with a recommendation for approval of the item; or,

(b) Forward the item to Town Council with a recommendation for approval of the item provided certain conditions are met; or,

- (c) Forward the item to Town Council with a recommendation for disapproval of the item; or
- (d) Forward the item to Town Council with no recommendation on the item; or
- (e) Return the item to Town Staff with direction for revisions to the item, which revisions shall be presented to the Standing Committee at its next regularly scheduled meeting. Following the Standing Committee's review of the revised item, the Standing Committee shall forward the item to Town Council under any of subitems (c)(1)(a) through (d) above.

(2) Following Committee action and recommendation on any item, the Standing Committee, Town Staff shall present a Staff report provided to Town Council summarizing the Standing Committees action and recommendation. Following receipt of the Staff Report, Town Council may request additional changes prior to the item being placed on an agenda for Town Council action.



TOWN OF HILTON HEAD ISLAND

Town Council

TO: Town Council
FROM: Shawn Colin, *Assistant Town Manager*
VIA: Marc Orlando, *ICMA-CM, Town Manager*
DATE: July 15, 2025
SUBJECT: Consideration of Resolution of the Town Council of the Town of Hilton Head Island Approving the Town of Hilton Head Island Fiscal Year 2026-2028 Strategic Action Plan

RECOMMENDATION:

Consideration of Resolution of the Town Council of the Town of Hilton Head Island Approving the Town of Hilton Head Island Fiscal Year 2026-2028 Strategic Action Plan.

BACKGROUND:

On February 26th and 27th, the Town Council held a Strategic Plan Workshop to discuss and review the results of its Fiscal Year 2023-2025 Strategic Action Plan along with providing an overview of the strategic planning process. Based on the information that it received, the Town Council provided guidance on the ongoing initiatives that it intended to pursue to completion as well as developing a series of new initiatives that it planned to pursue within an updated strategic action plan.

Another Town Council Strategic Plan Workshop was held on June 24th to confirm direction and draft content for inclusion in the Strategic Action Plan. The Town Council stated its desire to utilize this updated Strategic Action Plan to communicate the urgency with which it was identifying certain initiatives. Those comments and suggestions were incorporated into the proposed Fiscal Year 2026-2028 Strategic Action Plan document which included 10 Goals for implementation. A copy of this updated document has been attached as an Exhibit to the draft Resolution that is enclosed.

Staff is already working to accomplish many of the strategic initiatives contained within the proposed Plan. However, formal adoption by the Town Council is necessary in order to solidify the Town's commitment to achieving these objectives and will be utilized in developing the annual budgets that are both complimentary to the Plan and crucial to accomplishing its goals.

Once approved, an electronic copy of the Fiscal Year 2026-2028 Strategic Action Plan will be posted on the Town's website along with an updated copy of the Strategic Action Plan Dashboard. This dashboard will be utilized as one of the primary means of communication to update the public on the progress that is being made within each of the strategic goals.

SUMMARY:

Based upon the comments and feedback that Town Council provided at its February and June 2025 Strategic Action Plan Workshops, a draft Town of Hilton Head Island Fiscal Year 2026-2028 Strategic Action Plan has been created for Town Council's review and approval.

ATTACHMENTS:

1. Resolution Approving the Town of Hilton Head Island Fiscal Year 2026-2028 Strategic Action Plan
2. Draft Town of Hilton Head Island Fiscal Year 2026-2028 Strategic Action Plan

HILTON HEAD ISLAND, SOUTH CAROLINA

RESOLUTION NO. _____

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, ADOPTING OF THE TOWN OF HILTON HEAD ISLAND FISCAL YEAR 2026-2028 STRATEGIC ACTION PLAN

WHEREAS, the Hilton Head Island Town Council (the “Town Council”) finds that it is essential for the Town Council and Town Staff to have a clear plan and initiatives designed to enhance the quality of life for our residents, property owners, businesses, and visitors alike; and

WHEREAS, the Town Council finds it is vital to develop specific goals and objectives to promote safe and healthy neighborhoods, foster a strong sense of community, and facilitate a thriving business climate; and

WHEREAS, in order to define these goals and objectives, the Town conducted a Strategic Plan Workshop on February 26 and 27, 2025 and another on June 24, 2025, to discuss and define the goals, strategies, and action items for the years 2026 - 2028; and

WHEREAS, the proposed Fiscal Year 2026-2028 Strategic Action Plan (the Strategic Action Plan”) has been drafted following the Strategic Plan Workshops; and

WHEREAS, the Town Council Finds that the Strategic Action Plan identifies the specific actions that the Town Council and Town Staff will undertake to achieve the Town Council’s goals and objectives and advance the interests of the Town set out in the Comprehensive Plan; and,

WHEREAS, the Town Council finds that adoption and implementation of the Strategic Action Plan is in the best interests of the Town, and that it promotes the health, safety and welfare of its citizens, residents, property owners, businesses and visitors.

NOW THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA AS FOLLOWS:

1. The Strategic Action Plan attached to this Resolution as Exhibit “A” is hereby adopted by the Town Council.
2. The Strategic Action Plan shall be used as a guiding document for Town Council in

making decisions on Town-related policy matters.

3. The Town Manager is authorized to take those actions necessary to implement the strategic initiatives as outlined within the Strategic Action Plan and shall provide regular updates to Town Council and the community on the fulfillment of these strategic objectives.

MOVED, APPROVED, AND ADOPTED ON THIS 15th DAY OF JULY, 2025.

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

Introduced by Council Member: _____



**TOWN OF HILTON HEAD ISLAND
STRATEGIC ACTION PLAN
FISCAL YEARS 2026 - 2028**

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Acknowledgments

Community members and leaders of the Town of Hilton Head Island already have much to be proud of within the community. Your forward-looking approach to creating a destination for discerning residents, investors, and visitors has created a brand that's recognized around the world and is synonymous with a high quality-of-life, unmatched vistas and ecological assets, and a strongly connected community.

The community as a whole embraces the successes of the past several decades. Your investment in time, expertise, and effort in this planning process, and the ensuing work toward implementation will help ensure that you continue to build on this success.

Town Council

As they prepared for and participated in plan development, the Mayor and Town Council gave generously of their time and insight – showing the true nature of their servant-leader approach toward governance. The process not only yielded a set of actionable strategies, it reinforced bonds of decorum and productivity necessary to lead the Town into its next chapter.

Town Staff

The Town Manager and the senior staff team served as a critical resource to the planning effort, ensuring that the end product aligns strongly with the intent of the Town leadership, the capacity of Town staff to execute the plan, and the spirit of Island residents and stakeholders. Their continued dedication to plan execution will help reinforce the quality of life expectations celebrated by Hilton Head Island's community.

Special Thanks

Special thanks are owed to the Municipal Association of South Carolina, and specifically to Charlie Barrineau for his contributions to this effort. Additionally, thanks are due to Beaufort County TV for providing video coverage and accessibility to the decision making process to all residents of Hilton Head Island and the County.

Facilitation services were provided by MRB Group, a local government services and place making firm, with offices in Charleston and Columbia, South Carolina. MRB Group is proud to support Town leadership and the residents of Hilton Head Island in advancement of the community vision for sustained success.



Municipal Association
of South Carolina



MRB
Group



A Word from the Mayor



As a Town, it is essential that we move in the right direction to enhance our quality of life.

In February, the Town Council, Town staff, and other critical partners convened for a two-day strategic planning session to set the agenda for Town government in the years ahead. We emerged with a list of 10 priorities around which we are building action plans and formulating strategies. This Strategic Action Plan represents our work to promote safe and healthy neighborhoods that foster a strong sense of community and facilitate a thriving business climate. It also reflects our desire to achieve operational excellence in Town government, from the day-to-day services we provide for our residents to fiscal responsibility.

As we move this plan forward, we hope it will be the foundation for us to engage with our constituents and build a connected community with properly maintained infrastructure, facilities, parks, and pathways. Our Town Council and Town Staff are committed to addressing our challenges and delivering quality municipal services to our residents, but we always need your support.

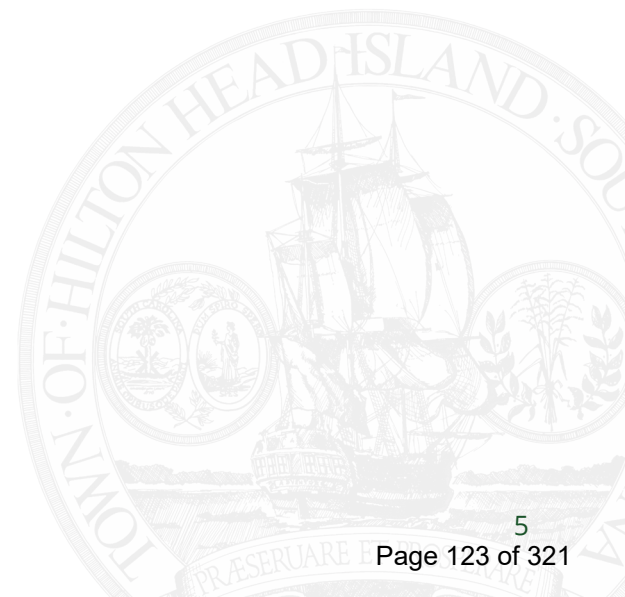
We are proud of this Strategic Action Plan and the breadth of projects that will enhance the quality of life for our residents, now and into the future. We encourage you to stay engaged with us and follow the progress of our priorities.

Thank you for allowing us the opportunity to serve you.

A handwritten signature in black ink that reads "Alan Perry". The signature is fluid and cursive, with the first letters of "Alan" and "Perry" being capitalized and prominent.

Alan Perry
Mayor

Town of Hilton Head Island



Town Council



Alan Perry
Mayor



Alex Brown
Mayor Pro-Tempore
Ward 1



Patsy Brison
Ward 2



Steve DeSimone
Ward 3



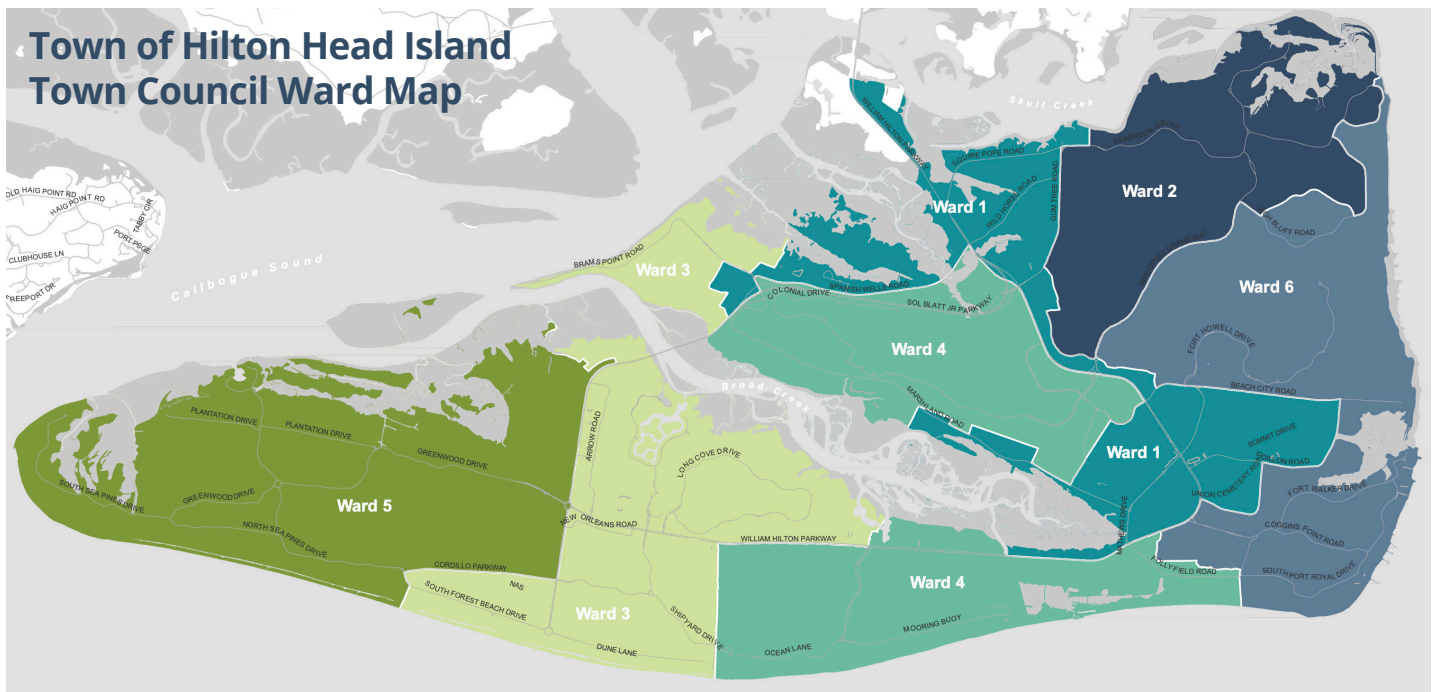
Tamara Becker
Ward 4



Steve Alfred
Ward 5



Melinda Tunner
Ward 6





A Word from the Town Manager



It is my pleasure to present the Town of Hilton Head Island's Strategic Action Plan for Fiscal Year 2026 through Fiscal Year 2028. This three-year guide is a unified vision crafted by Town Council, staff, and our community to preserve what makes Hilton Head Island exceptional while advancing our shared goals for the future.

I want to begin by expressing my deepest gratitude to the Town Council for their leadership and unwavering guidance, and to community members for their trust and continued engagement. A sincere thank you is also owed to the senior staff and Town employees whose dedication and commitment to public service make this work possible. I would especially like to recognize Assistant Town Manager Shawn Colin for his exceptional work in strengthening and refining this plan and for clearly communicating the goals, strategies, and actions you will find in the pages that follow.

This Strategic Action Plan outlines our priorities in growth management, major corridors and infrastructure, resilience, environmental sustainability, housing, economic development, the protection of Gullah Geechee culture, public safety, and parks and recreation. It builds directly upon our comprehensive plan, Our Plan, and reinforces our mission to sustain and improve the quality of life for all who live, work, and visit here.

Importantly, this plan will serve as a companion to our annual consolidated budget, providing the framework for aligning resources, setting priorities, and delivering measurable outcomes. Together, these tools ensure that we remain focused, responsive, and accountable.

While I believe we have achieved a great deal in a relatively short time, our real work is just beginning. The momentum we have built must now carry us through the hard, necessary, and strategic work ahead. This plan sets the course—and we will deliver on it with discipline, integrity, and a long-term commitment to excellence.

Thank you for the opportunity to serve. It is an honor to lead this organization and to work alongside so many dedicated individuals in service to our community.

With appreciation,

Marc Orlando

Marc Orlando, ICMA-CM
Town Manager
Town of Hilton Head Island

Town of Hilton Head Island Organization Chart

CITIZENS OF HILTON HEAD ISLAND

TOWN COUNCIL



Marc Orlando
Town Manager



Curtis Coltrane
Town Attorney



Shawn Colin
Assistant Town Manager –
Strategic Initiatives



Kimberly Gammon
Town Council Clerk



Bob Bromage
Public Safety Director



Heather Woolwine
Communications Director



Vacant
Finance Director



Shawn Leininger
Assistant Town Manager –
Operations



Chris Blankenship
Fire Chief



Lisa Stauffer
Human Resources Director



Angie Stone
Assistant Town Manager –
Community Engagement



Thomas Boxley
Executive Director
Gullah Geechee
Historic
Neighborhoods
Community
Development Corp



Vacant
Planning Director



Derrick Coaxum
Facilities Director



Tommy Sunday
Technology &
Innovation Director



Zenos Morris
Built Environment
Director



Jeff Netzing
Engineering &
Projects Director



Natalie Harvey
Cultural Affairs
Director

Introduction & Executive Summary

Great places are the result of deliberate, cumulative choices, not by chance. This guiding belief shaped the Town of Hilton Head Island's strategic planning efforts from the very beginning.



Celebrated for its natural beauty, cultural richness, and distinctive island character, Hilton Head Island has long embraced intentional, vision-led growth. The Town's early leaders established a thoughtful framework for development—one that prioritized quality of life, stewardship of natural resources, and a strong sense of place. That foundation helped transform the Island into the thriving, vibrant community it is today.

During the past four decades, Hilton Head Island has experienced rapid growth, much of it consistent with the original vision. Today, the Island stands at a pivotal crossroads. The very qualities that have long defined and attracted people to Hilton Head island—

its livability, charm, and opportunity—are now challenged by increasing development pressures, changing demographics, and environmental and economic forces.

In response, the Town has recognized the need to reaffirm its vision, mission and core values, based on the Town's Comprehensive Plan and to realign its strategic direction. This Strategic Action Plan renews the community's commitment to intentional planning and outlines clear goals, strategies, and actions to guide the Island's next chapter. It is a road map for preserving what makes Hilton Head Island exceptional—while positioning the Town to thrive in a dynamic and evolving future.

Town of Hilton Head Island Vision & Mission

Our 2020-2040 **vision**: To reinvent sustainability...again. To focus on revitalization and modernization, and to build an inclusive and diverse community.

The Town of Hilton Head Island adopted Our Plan, the 2020 to 2040 Comprehensive Plan, as a dynamic policy development tool that reflects many integral components of the Island's community fabric. It is intended to be used as a guide book for the Town and community leaders as they seek to strengthen and preserve

the Island character while effectively overseeing the Island's growth and development. In developing Our Plan's goals, emphasis was placed on revitalizing and modernizing the Island's economy and infrastructure while at the same time building an inclusive and diverse community.



The Town of Hilton Head Island's **mission** is to promote the health and vitality of the community we serve through ethical and inclusive programs, policies and actions.

Achieving these goals will result in a community that is balanced in the areas of viable economic development, a resilient built environment, and balanced and fair social conditions. In order to achieve many

of the goals identified within Our Plan, it is necessary to develop an effective Strategic Action Plan that will clearly engage and communicate to both internal and external stakeholders.

Core Values

The Town of Hilton Head Island's Comprehensive Plan, Our Plan, established a set of Core Values that define the character of the community, shape its culture, and inform how it responds to opportunities and challenges over time. These Core Values reflect what the community holds most important and serve as the foundation to guide behavior, decision-making, strategic planning and day-to-day interactions among residents, visitors, local government, and other organizations.

The Town's Strategic Action Plan builds upon this foundation by identifying strategic goals that align with and are rooted in these Core Values. These goals provide clear direction for implementation and decision-making across Town operations and initiatives.

To ensure that these goals are actionable and measurable, the Strategic Action Plan is organized around a structured framework. This framework defines the purpose of the plan, articulates the strategic goals, outlines the strategies to achieve them, identifies specific action items, and establishes key performance indicators (KPIs) to track progress and ensure accountability.

The Core Values from the Town's Comprehensive Plan: Our Plan 2020 are as follows:





Purpose of the Strategic Action Plan

The Town of Hilton Head Island Town Council Strategic Action Plan serves as a foundational document that charts the course for the Town's future. It is a forward-thinking, community-informed guide that aligns the vision, mission, core values, and priorities of the Town Council with the needs and aspirations of the Island's residents, businesses, and stakeholders. By identifying goals, strategies and action items, and establishing measurable key performance indicators, the plan enables effective governance, responsible stewardship of resources, and long-term resilience for Hilton Head Island to facilitate the following:





Defining Goals, Strategies, Action Items & Key Performance Indicators

The pages that follow present the foundation of the Town of Hilton Head Island's Strategic Action Plan. Organized around the ten priority goals identified by Town Council, this section outlines a focused path to achieving the community's vision through targeted investments, programs, and policies.

Each goal area includes the following components to promote clarity, alignment, and accountability:

Goal Statement

These articulate an end result or outcome and provide a clear expression of the community's vision as it relates to a specific area of importance.

Strategy Statement

These narrative descriptions provide a high-level approach for how we will achieve each goal and explain how the Town will pursue its objectives and describe what success will look like when fully realized.

Action Items

These are specific, actionable steps the Town will take to advance each strategy. Action items are intended to move the vision from planning into execution. They reflect work that can be implemented through Town policies, programs, operations, or capital projects.

Prioritization

Each action item is labeled with a visual timing indicator using check marks  to signify when the action is scheduled to begin and/or be completed during the three-year planning horizon as follows:

-    Year 1 (FY2026)
-    Years 1–2 (FY2026–FY2027)
-    Years 1–3 (FY2026–FY2028)

For example, an item marked with one  is prioritized for that Fiscal Year, while an item with more than one  will span multiple years.

Key Performance Indicators

A Key Performance Indicator (KPI) is a measurable value used to track progress toward achieving a strategic goal by evaluating the effectiveness of strategies and the implementation of specific action items. KPIs provide quantifiable evidence of success, accountability, and areas for improvement in delivering outcomes that align with the Town's vision, priorities, and service to the community.

This approach allows Town Council, Town leadership, and staff to track implementation progress and maintain a balanced approach to workload and financial planning. It also ensures that the Town responds to present-day needs while planning proactively for future growth, development, and preservation of quality of life.

Together, the goals, strategies, and action items should serve as a road map for creating annual work plans, allocating resources, and making decisions that reflect the Town's values and long-term vision. Future policy, programmatic, and capital investment decisions should be measured against both the vision of the Town's Comprehensive Plan and the specific direction provided in this Strategic Action Plan.

Strategic Action Plan Goals



1. Protect Island Character Through Managing Growth

Preserve Hilton Head Island's unique environmental, cultural, and community character through thoughtful and intentional management of growth. Align land use policies, regulatory tools, community design standards, and preservation strategies to guide future development — ensuring it reflects the values and expectations of the Island's residents while enhancing long-term quality of life.



2. Invest in Stormwater Management Infrastructure

Protect the Island's environmental quality, community resilience, and public safety by upgrading and maintaining a high-performing, island-wide stormwater system that adapts to changing conditions, leverages regional coordination, and aligns with Town priorities.



3. Enhance Major Corridors and Streets

Enhance major corridors and streets to improve safety, mobility, aesthetics, and overall quality of life for residents, businesses, and visitors. Address critical infrastructure needs, improve quality of life, and support economic vitality by investing in coordinated improvements to Hilton Head Island's corridors and transportation network.



4. Enhance Public Safety Readiness and Facilities

Ensure a comprehensive, modern, and community-driven public safety system for Hilton Head Island that proactively addresses emergency response, code enforcement, public space management, and law enforcement needs.



5. Support Economic Development and Business Recruitment and Retention

Foster a thriving economy recruiting high-quality jobs, retaining local businesses, supporting entrepreneurship and small businesses, and enhancing tourism and cultural assets. Align investments and partnerships to strengthen economic resilience and sustain the Island's unique character and community vibrancy.



6. Reinforce Island Resilience

Reinforce Hilton Head Island's environmental, economic, and community resilience to prepare for and recover from future shocks and stressors, including weather events, environmental pressures, and natural disasters.



7. Preserve, Protect, and Celebrate Gullah Geechee Culture and Heritage

Preserve, protect, and celebrate the cultural heritage, historic neighborhoods, and contributions of the Gullah Geechee community through intentional policy development, targeted investment, intergovernmental collaboration, and community-driven planning and implementation.



8. Advance Workforce Housing Opportunities

Enhance workforce housing opportunities through a balanced and long-term approach that supports economic vitality and community well-being.



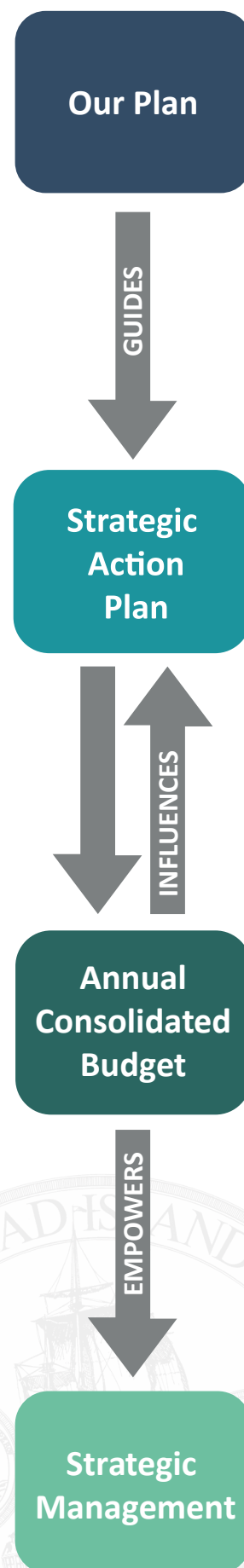
9. Protect and Enhance Environmental Sustainability

Protect and enhance Hilton Head Island's natural environment through resilient, responsible, and innovative practices that preserve our unique ecosystem and ensure long-term sustainability for future generations.



10. Enhance Community Well-being Through Implementation of the Parks and Recreation Master Plan and Program Enhancements

Enhance the Town's park system, program, and recreational amenities to promote health, connectivity, environmental sustainability, and a high quality of life for all Hilton Head Island residents and visitors, through a community-driven, resilient, and environmentally responsible approach.







Strategic Action Plan Goals, Strategies, Action Items & Key Performance Indicators



GOAL #1

Protect Island Character Through Managing Growth

Preserve Hilton Head Island's unique environmental, cultural, and community character through thoughtful and intentional management of growth. Align land use policies, regulatory tools, community design standards, and preservation strategies to guide future development — ensuring it reflects the values and expectations of the Island's residents while enhancing long-term quality of life.

Strategy

Advance a coordinated, long-term approach to managing growth by implementing a comprehensive growth management framework. This strategy will align land use regulations, planning tools, land acquisition efforts, and capital improvement program investments to preserve Hilton Head Island's distinctive identity — while supporting sustainable development and protecting the Island's natural and cultural resources.

Action Items

		FY26	FY27	FY28
1.1	Assess adoption of a moratorium limited in time and limited to the following uses: • Timeshares/Interval Occupancy • Short-term Rentals • Major Subdivisions			
1.2	Update the Land Use Element of the Comprehensive Plan to address development trends, community values, and strategic growth priorities by incorporating the following: • A Growth Framework Map to guide where and how development should occur • A Future Land Use Map to guide zoning and infrastructure investments • A Greenprint Map to guide preservation of open space, protect natural resources, and balance environmental conservation with development needs			
1.3	Adopt District Plans as an Amendment to the Comprehensive Plan for the following districts: • Skull Creek District • Main Street District • Mid-Island District • Parkway Arts District • Marshes District • Bridge to Beach District • Chaplin District • Forest Beach District			
1.4	Update the Land Acquisition Manual to align with the Comprehensive Plan and provide more descriptive title to the manual and elements			
1.5	Update the Design Guide and align with the updated Land Management Ordinance			
1.6	Update the Land Management Ordinance (LMO) to align with District Plans and Comprehensive Plan			



GOAL #1

Protect Island Character Through Managing Growth

Action Items

		FY26	FY27	FY28
1.7	Update Town Municipal Code to address the following: • Beach Parking • Beach Park Rules • Park Rules • Short-Term Rental Rules • Administrative Citations • Fireworks • Noise • Special Events • Abandoned Boats • Refuse and Recycling			
1.8	Advance Land Acquisitions to support Comprehensive Plan and Strategic Action Plan objectives			
1.9	Collaborate with Beaufort County, regional agencies, and state partners to protect and manage growth			
1.10	Complete the 5-year review of the Town's Comprehensive Plan			
1.11	Enhance coordination among Town Staff and Town Council Board, Commission, and Committee appointments to improve efficiency, consistency, and quality assurance of the Development Plan Review Program			

Key Performance Indicators

- ☐ Adoption of the Comprehensive Plan Amendments
- ☐ Adoption of the District Plans
- ☐ Adoption of the Land Management Ordinance
- ☐ Adoption of Town Municipal Code Amendments
- ☐ Number of acres acquired, peak hour trips reduced, and development units reduced annually, that support Comprehensive Plan priorities (e.g., open space, parks, housing, resilience, transportation, or public facilities)
- ☐ Percentage of applicable Town staff and appointed board members who completed annual training related to development review, land use, and design standards
- ☐ Percentage of applications reviewed within the defined target customer service time frame
- ☐ Survey-based satisfaction rating (e.g., % of residents who agree that new development reflects Hilton Head Island's character)



GOAL #2

Invest in Stormwater Management Infrastructure

Protect the Island's environmental quality, community resilience, and public safety by upgrading and maintaining a high-performing, island-wide stormwater system that adapts to changing conditions, leverages regional coordination, and aligns with Town priorities.

Strategy

Modernize stormwater infrastructure through capital investments, strategic program evaluation, funding partnerships, and improved system management. Ensure the Stormwater Utility (SWU) Program is sustainable, fair, and effective in mitigating flood risk, enhancing water quality, and supporting resilient growth.

Action Items

		FY26	FY27	FY28
2.1	Conduct a comprehensive Stormwater Utility Program assessment of Town, County, State and private systems infrastructure to improve operations, system management, and storm preparedness and recovery			
2.2	Prioritize capital project investment in stormwater infrastructure			
2.3	Prepare an Island Wide Stormwater Master Plan			
2.4	Assess the SWU reserves, revenues and stormwater utility rate and revenue model to support Town funding priorities			
2.5	Develop a funding strategy with local, regional, state, and federal agencies			

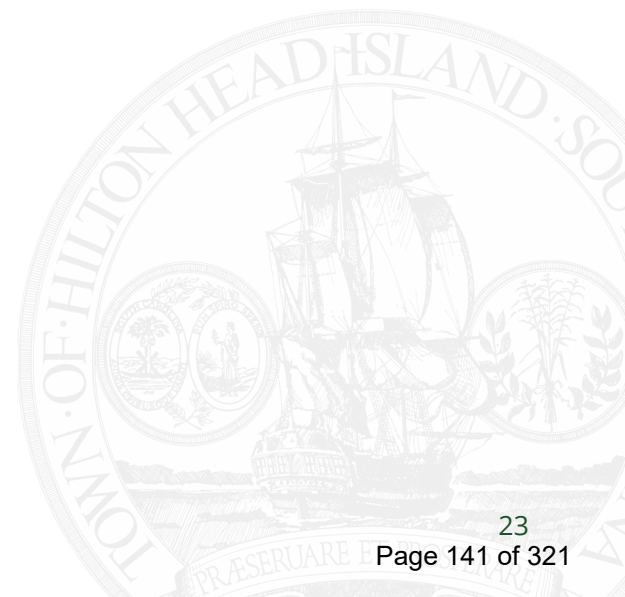


GOAL #2

Invest in Stormwater Management Infrastructure

Key Performance Indicators

- ☐ Number and total value of stormwater capital projects implemented annually
- ☐ Completion of SWU program assessment and prioritization framework
- ☐ Completion of updated SWU rate model adopted and aligned with capital needs
- ☐ Amount of external funding secured from federal, state, or regional sources
- ☐ Frequency and coverage of stormwater system inspections and maintenance
- ☐ Reduction in flood events or drainage complaints in targeted areas





GOAL #3

Enhance Major Corridors and Streets

Enhance major corridors and streets to improve safety, mobility, aesthetics, and overall quality of life for residents, businesses, and visitors. Address critical infrastructure needs, improve quality of life, and support economic vitality by investing in coordinated improvements to Hilton Head Island's corridors and transportation network.

Strategy

Develop and implement a coordinated corridor improvement framework that guides investment and enhances safety, mobility, and aesthetics. This strategy will integrate community input, environmental resilience, and smart infrastructure to create safe, vibrant, accessible, and connected corridors throughout the Island.

Action Items

		FY26	FY27	FY28
3.1	Adopt the Major Thoroughfares Corridor Plan to establish a unified, long-term vision that promotes context-sensitive design and complete streets principles, ensuring safe, accessible, and multimodal transportation while preserving the unique character and environmental quality of the Island's key corridors			
3.2	Advance the William Hilton Parkway Gateway Corridor, with a focus within Town limits, through intergovernmental collaboration that prioritizes safety, mobility, aesthetics, and the preservation of the Stoney Historic Neighborhood in alignment with the Town's core values			
3.3	Align the Town's Capital Improvements Program to reflect the phased implementation of the Major Thoroughfares Corridors Plan, and other primary and secondary corridors, and provide cost estimates, funding strategies through state and regional partners South Carolina Department of Transportation, Lowcountry Area Transportation Study, Beaufort County, etc. Priority projects include: Sea Pines Circle, Gum Tree Road, William Hilton Parkway – Chaplin Historic Neighborhood, Main Street, and other corridors			



GOAL #3

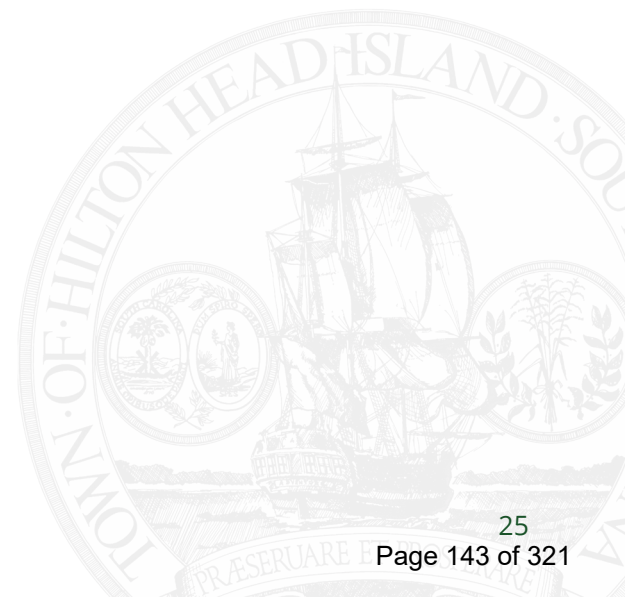
Enhance Major Corridors and Streets

Action Items

		FY26	FY27	FY28
3.4	Assess public and private right-of-way ownership and coordinate with Beaufort County, SCDOT, and private property owners to consider jurisdictional transfers of priority corridors where appropriate			
3.5	Prepare a feasibility study and cost-benefit analysis of the Island trolley and beach shuttle system			

Key Performance Indicators

- ☐ Adoption of the Major Corridors Plan and alignment with CIP and budget processes
- ☐ Miles of corridors improved
- ☐ Number of corridor beautification projects completed annually
- ☐ Level of intergovernmental investment in corridor projects
- ☐ Resident and business owner satisfaction with safety, aesthetics, and mobility in key corridors





GOAL #4

Enhance Public Safety Readiness and Facilities

Ensure a comprehensive, modern, and community-driven public safety system for Hilton Head Island that proactively addresses emergency response, code enforcement, public space management, and law enforcement needs.

Strategy

Conduct a comprehensive evaluation and integration of all public safety-related programs and assets, aligned with best practices, community expectations, and future growth. Use this data to determine service gaps, optimize resources, and explore the feasibility and implications of providing comprehensive public safety services.

Action Items

		FY26	FY27	FY28
4.1	Conduct a feasibility study and subsequent cost-benefit analysis for providing comprehensive public safety services			
4.2	Prepare a facility plan to design and develop a new Fire Rescue Headquarters, Emergency Operations Center, and Dispatch Center, addressing space, technology, and funding needs			
4.3	Expand proactive public safety enforcement in neighborhoods, commercial corridors, and resort areas			
4.4	Strengthen storm and hurricane readiness			
4.5	Develop and implement a comprehensive beach safety system for Hilton Head Island, emphasizing enhanced signage, lifeguard stations, warning systems, and public education			

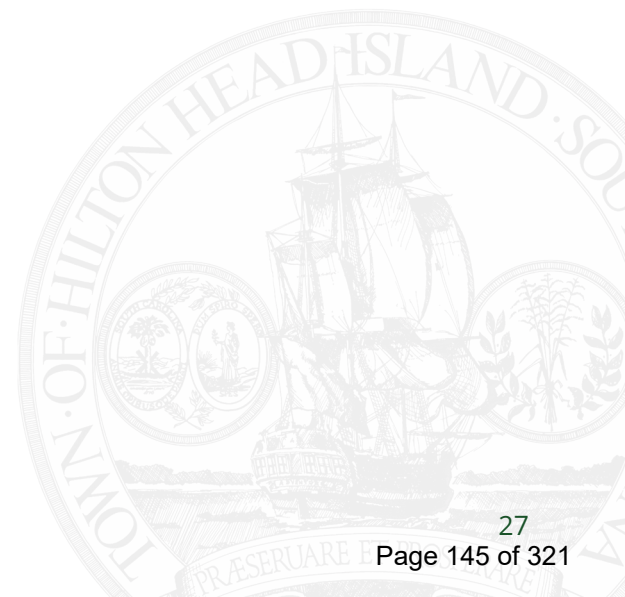


GOAL #4

Enhance Public Safety Readiness and Facilities

Key Performance Indicators

- ☐ Completion of comprehensive Public Safety Services Feasibility Study
- ☐ Beaufort County Sheriff's Office data including trends, service levels and response
- ☐ Number of proactive code enforcement inspections per month
- ☐ Code violation compliance and resolution rate
- ☐ Response time to public complaints and violations
- ☐ Insurance Services Office community risk rating and change over time
- ☐ Emergency Operations Center (EOC) readiness rating
- ☐ Fire Rescue response times and staffing coverage benchmarks
- ☐ Beach-related emergency incident response times
- ☐ Customer satisfaction rating for beach operations and parking systems





GOAL #5

Support Economic Development and Business Recruitment and Retention

Foster a thriving economy recruiting high-quality jobs, retaining local businesses, supporting entrepreneurship and small businesses, and enhancing tourism and cultural assets. Align investments and partnerships to strengthen economic resilience and sustain the Island's unique character and community vibrancy.

Strategy

Implement a coordinated economic development strategy that supports the local and regional economy, leverages local assets, enhances tourism and hospitality infrastructure, supports the workforce, promotes business participation, and maximizes public-private and intergovernmental investment to catalyze job retention, creation and sustainable growth.

Action Items

		FY26	FY27	FY28
5.1	Improve South Carolina Accommodations Tax Grant Awards Application Process			
5.2	Improve Affiliate Agency Awards Application Process			
5.3	Establish a South Carolina Arts Commission designated Cultural District and explore grant and marketing opportunities			
5.4	Establish updated Destination Marketing Organization Contract and Marketing Plan			
5.5	Support a local business utilization program that expands access to procurement opportunities for Hilton Head Island-based businesses, including small and minority-owned businesses, to foster a competitive and robust local economy			
5.6	Support Town-sponsored signature community events including sporting events, recurring festivals, concerts, and heritage events that support small businesses and attract visitors			



GOAL #5

Support Economic Development and Business Recruitment and Retention

Action Items

		FY26	FY27	FY28
5.7	Expand and diversify business sector recruitment and retention including healthcare, technology and other primary job sectors			
5.8	Identify corridors, commercial nodes, and sites including privately-owned and eligible town-owned parcels for targeted investments			

Key Performance Indicators

- ☐ Number of new businesses and jobs created in healthcare, technology, cultural, and other applicable primary job sectors
- ☐ Growth in local business utilization program
- ☐ Percentage of local businesses retained and operating in the Town that remain active year-over-year
- ☐ Visitor spending and engagement
- ☐ Town-owned parcels activated for economic use
- ☐ Economic return from Town signature events such as:
 1. RBC Heritage
 2. Crescendo
 3. Lantern Parade
 4. Hilton Head Island Jam Songwriter Festival
 5. Concours d'Elegance
- ☐ South Carolina Arts Commission designated Cultural District established
- ☐ Annual student population in public and private schools, including higher education facilities such as Technical College of the Lowcountry and University of South Carolina - Beaufort



GOAL #6

Reinforce Island Resilience

Reinforce Hilton Head Island's environmental, economic, and community resilience to prepare for and recover from future shocks and stressors, including weather events, environmental pressures, and natural disasters.

Strategy

Implement an integrated resilience framework that protects the Island's natural resources, infrastructure, and community wellbeing by leveraging public investment, regulatory tools, operational enhancements, and regional partnerships.

Action Items

		FY26	FY27	FY28
6.1	Adopt the Resilience Plan as the Island's guiding document			
6.2	Ensure long-term sustainability, funding, and operational readiness for periodic beach renourishment efforts, as well as disaster recovery operations, including alternative methods to offshore sand borrow sites, that protect public assets, natural resources, and quality of life for residents, while preserving the economic value of the shoreline			
6.3	Maintain and improve Community Rating System (CRS) rating through updated floodplain management to include communication of flood risk and insurance savings to residents and businesses			
6.4	Align the Town Municipal Code, including building and flood code provisions, and Land Management Ordinance (LMO) to reflect resilience objectives including setbacks, flood risk reduction, abandoned boat removal, and tree protection			
6.5	Align the Town's Capital Improvements Program with resilience scoring criteria that prioritizes capital projects that improve stormwater systems, transportation, and public facilities with resilient design standards			

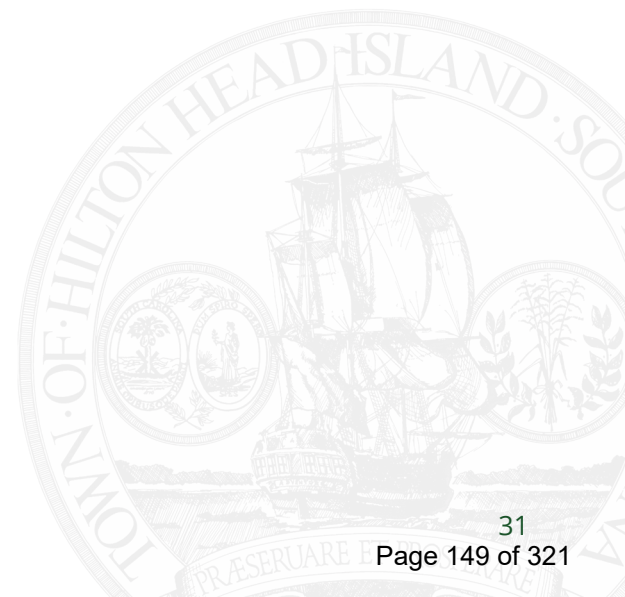


GOAL #6

Reinforce Island Resilience

Key Performance Indicators

- ☐ Adopt the Resilience Plan
- ☐ Resilience scoring system adopted for CIP prioritization by FY2028
- ☐ Number of viable alternative sand sources identified and available for permitting
- ☐ Total capital investment directed to stormwater, transportation, and public facility projects with resilience features
- ☐ Number of updated ordinances adopted supporting resilience (e.g., flood risk, setbacks, tree protection, abandoned vessels)
- ☐ CRS class rating maintained or improved annually
- ☐ Number of public outreach activities completed annually on flood risk and mitigation





GOAL #7

Preserve, Protect, and Celebrate Gullah Geechee Culture and Heritage

Preserve, protect, and celebrate the cultural heritage, historic neighborhoods, and contributions of the Gullah Geechee community through intentional policy development, targeted investment, intergovernmental collaboration, and community-driven planning and implementation.

Strategy

Implement a coordinated, community-led approach to safeguard the cultural and heritage identity and improve the quality of life in Gullah Geechee Historic Neighborhoods through planning, capital investment, policy reforms, and strategic partnerships to include local, state, and federal agencies.

Action Items

		FY26	FY27	FY28
7.1	Facilitate the work of the Gullah Geechee Land and Cultural Preservation Task Force to prioritize implementation of land use tools and zoning strategies that preserve community character			
7.2	Align the Gullah Geechee Land and Cultural Preservation Task Force with the Gullah Geechee Historic Neighborhoods Community Development Corporation to ensure a unified vision, coordination, and delivery of community priorities			
7.3	Establish a Muddy Creek Neighborhood Stabilization Plan combining zoning policy updates, and public infrastructure improvements			
7.4	Prepare a relocation and mitigation agreement to preserve the St. James Baptist Church and Cherry Hill School			
7.5	Support the Gullah Geechee Historic Neighborhoods Community Development Corporation Strategic Plan to implement neighborhood revitalization, land retention, and business incubation strategies in alignment with the Town's Programs and in coordination with the Housing Committee where appropriate			



GOAL #7

Preserve, Protect, and Celebrate Gullah Geechee Culture and Heritage

Action Items

		FY26	FY27	FY28
7.6	Prioritize public infrastructure investments (roads, parks, stormwater drainage, fire hydrants, water/sewer, sidewalks, and other utilities) in Gullah Geechee Historic Neighborhoods through the Town's Capital Improvements Program (CIP)			
7.7	Facilitate the creation of a stable funding model and support long-term organizational sustainability of the Gullah Geechee Historic Neighborhoods Community Development Corporation			
7.8	Establish a Cultural Asset Mapping Landmark Recognition Program that identifies historic resources, community landmarks, Gullah-owned businesses, archaeological, and heritage sites			

Key Performance Indicators

- ☐ Completion of action items from the Gullah Geechee Task Force Work Plan
- ☐ Completion of action items from the Gullah Geechee Historic Neighborhoods Community Development Corporation Strategic Plan
- ☐ Completion of the relocation and mitigation of the St. James Baptist Church and Cherry Hill School
- ☐ Improved access to historic resources and landmarks including Gullah Geechee historic cemeteries
- ☐ Community satisfaction and engagement measured through neighborhood feedback and participation in planning initiatives



GOAL #8

Advance Workforce Housing Opportunities

Enhance workforce housing opportunities through a balanced and long-term approach that supports economic vitality and community well-being.

Strategy

Advance a multi-pronged, sustained approach to workforce housing by implementing strategic projects, policy reforms, and programmatic investments. This strategy will leverage public-private partnerships, planning tools, regional coordination, and funding opportunities to improve the quality, accessibility, and diversity of housing options for Hilton Head Island's workforce.

Action Items		FY26	FY27	FY28
8.1	Review the "Finding Home" Plan to establish a unified position and to strengthen workforce housing tools, partnerships, and services			
8.2	Align the Housing Committee with Town Council direction to ensure policy alignment, project prioritization, and community engagement			
8.3	Establish a Workforce Housing Index to track programmed and naturally occurring workforce housing to categorize affordability and attainability trends and guide Town Council decisions			
8.4	Deliver the Northpoint Workforce Housing Neighborhood through the coordinated Public-Private Partnership			
8.5	Establish a Public-Private Partnership to Advance the Bryant Road Workforce Housing Initiatives			
8.6	Assess Housing Fund sustainability and a multi-year investment strategy by identifying diverse recurring funding sources to implement Town Workforce Housing priorities			

Advance Workforce Housing Opportunities

Action Items

		FY26	FY27	FY28
8.7	Secure grant funding for the Lateral Sewer Connection Grant Program to support infill housing, preserve legacy neighborhoods, improve water quality, and promote environmental health			
8.8	Secure grant funding for the Home Repair Grant Program for income-qualified households to improve safety, accessibility, and housing preservation			
8.9	Participate in an Annual Housing Summit to report progress, promote innovation, and align regional, nonprofit, and employer contributions			

Key Performance Indicators

- | | |
|--|---|
| <ul style="list-style-type: none"> ☐ Number of new, preserved, or converted workforce housing units delivered annually by public and private sectors ☐ Reduction in the share of workforce commuting from off-island ☐ Measurement of all housing types by price vs. wage ☐ Utilization of employer-supported housing and transit programs | <ul style="list-style-type: none"> ☐ Percentage of Housing Fund allocation committed to Island-specific projects ☐ Beaufort Jasper Housing Trust assessment of Hilton Head Island Housing Program elements ☐ Satisfaction levels from Island employers and housing program participants |
|--|---|



GOAL #9

Protect and Enhance Environmental Sustainability

Protect and enhance Hilton Head Island's natural environment through resilient, responsible, and innovative practices that preserve our unique ecosystem and ensure long-term sustainability for future generations.

Strategy

Implement an island-wide environmental sustainability program that advances conservation, reduces environmental impact, and promotes a culture of stewardship among residents, businesses, and visitors.

Action Items

		FY26	FY27	FY28
9.1	Amend Town Municipal Code to strengthen business license requirements for solid waste haulers to ensure compliance with solid waste and recycling goals			
9.2	Fully implement the organic-first Integrated Pest Management Policy			
9.3	Expand recycling programs across all Town-managed parks and public facilities			
9.4	Protect environmentally sensitive lands through acquisition and conservation easements			
9.5	Coordinate with Beaufort County to assess a long-term materials recovery facility for consideration			
9.6	Establish town-wide composting programs for yard and food waste in collaboration with local businesses			
9.7	Develop an awareness campaign with local schools for coastal ecology and conservation education			
9.8	Assess feasibility of transitioning town facilities to solar or other renewable energy sources and adopt green building practices in all new capital projects			

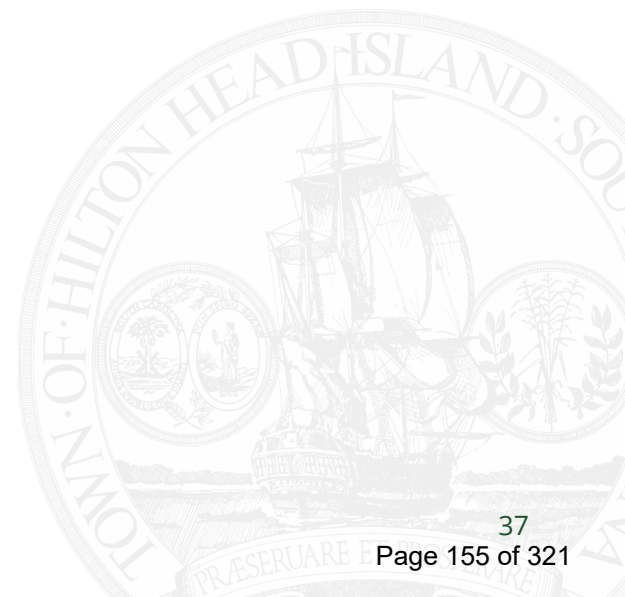


GOAL #9

Protect and Enhance Environmental Sustainability

Key Performance Indicators

- ☐ Record the number of residents, businesses, and visitors who actively participate in the Town's environmental programs, workshops, and volunteer events
- ☐ Business license ordinance amended to improve waste hauler reporting requirements
- ☐ Percent of licensed haulers in compliance with recycling and solid waste requirements
- ☐ Acres of environmentally sensitive land protected
- ☐ Completion of composting pilot program
- ☐ Monitor the percentage of Town facilities that are powered by solar or other renewable energy sources
- ☐ Measure the number of tons of waste diverted from landfills through recycling and composting initiatives





GOAL #10

Enhance Community Well-being Through Implementation of the Parks and Recreation Master Plan and Program Enhancements

Enhance the Town's park system, program, and recreational amenities to promote health, connectivity, environmental sustainability, and a high quality of life for all Hilton Head Island residents and visitors, through a community-driven, resilient, and environmentally responsible approach.

Strategy

Systematically implement the Parks and Recreation Master Plan through coordinated capital investments, land acquisition, facility improvements, program enhancements, and operational planning that align with community needs, environmental standards, and financial sustainability.

Action Items

		FY26	FY27	FY28
10.1	Align Capital Improvements Program for community parks with approved Master Plans with the following prioritization: • Mid-Island Park – Phase 1 • Crossings Park • Chaplin Park • Patterson Family Park • Taylor Family Park • Islanders Beach Park • Shelter Cove Park • Coligny Circle Pocket Park • Old School House Park • Barker Field • Chaplin Linear Park			
10.2	Provide renovation of existing parks with phased upgrades tied to user demand, safety, and barrier-free design principles			
10.3	Integrate best management practices in park design to include: • Green infrastructure integration • Barrier-free design principles • Low impact development • Resilience planning • Public-private partnerships • Adaptive management			

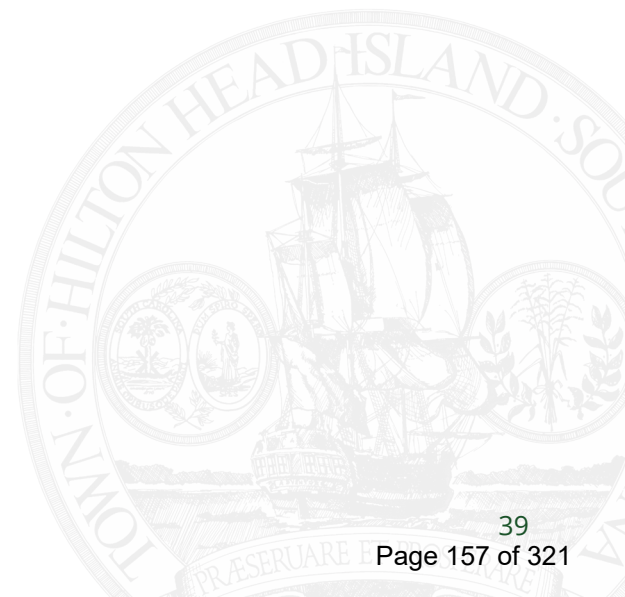


GOAL #10

Enhance Community Well-being Through Implementation of the Parks and Recreation Master Plan and Program Enhancements

Key Performance Indicators

- ☐ A measurable increase in the percentage of projects initiated from the Parks and Recreation Master Plan
- ☐ Improvement in ADA compliance and inclusive features across all renovated and newly developed parks, aiming for 100% compliance
- ☐ The integration of green infrastructure (e.g., stormwater features, native landscaping) in 100% of eligible new capital park projects
- ☐ An increase in resident satisfaction levels with parks and recreational programs and facilities





1 Town Center Court, Hilton Head Island, SC 29928
843.341.4600 | hiltonheadislandsc.gov



TOWN OF HILTON HEAD ISLAND

Town Council

TO: Town Council
FROM: Michele Bunce, Senior Grants Administrator
VIA: Shawn Colin, Assistant Town Manager
CC: Marc Orlando, Town Manager
DATE: July 15, 2025
SUBJECT: Consideration of a Resolution of the Town Council of the Town of Hilton Head Island to approve a Comprehensive South Carolina Accommodations Tax Program to include Application Process and Fund Distribution Policy

RECOMMENDATION:

Consideration of a Resolution of the Town Council of the Town of Hilton Head Island to approve a Comprehensive South Carolina Accommodations Tax Program to include Application Process and Fund Distribution Policy, shown as Attachment 1.

On June 26, 2025, the Finance and Administrative Committee voted to forward the Resolution to Town Council with a recommendation for approval.

BACKGROUND:

At the January 14, 2025 meeting, Town Council directed staff to develop an South Carolina State Accommodations Tax (ATAX) Funds Distribution Policy to help ensure the process of allocating these public funds is transparent, consistent, and aligned with SC State law requirements and the Town's Strategic Plan. In support of this request, the following information is provided:

I. Purpose:

This memorandum provides a comprehensive overview of the Town of Hilton Head Island's policy and process for accepting, reviewing, and awarding grants funded by ATAX revenues. It includes relevant South Carolina Code provisions, outlines the application and review process, and proposes decision-making and voting protocols followed by the Accommodations Tax Advisory Committee (ATAC), the Town Council's Finance and Administrative Committee, and the full Town Council. In addition, the process provides direction for the Town Council regarding the distribution of SC ATAX funds.

By establishing clear guidelines, policy, and procedures, these measures ensure that funds are allocated appropriately, promoting tourism and related activities in accordance with state laws. This structured approach fosters accountability and public trust in the management of ATAX resources.

This policy framework shown in Exhibit A of the Resolution and outlined thoroughly below, will improve consistency, transparency, and alignment with the Town of Hilton Head's Strategic Plan.

II. Overview of the South Carolina Accommodations Tax (ATAX)

The South Carolina Accommodations Tax (ATAX) is imposed under the authority of S.C. Code Ann. § 12-36-920(A)(Supp. 2024) and has three parts, one of which is a two-percent local ATAX on all transient lodging rentals, including hotels, motels, inns, and short-term vacation rentals, which is credited to the county or municipality where the tax was paid under the authority of S.C. Code Ann. § 12-36-2630(3)(Supp. 2024). The use of the 2% local ATAX is governed by S.C. Code Ann. § 6-4-10, et seq. (Supp. 2024). The information below provides additional details to overview the South Carolina Code of Laws related to ATAX.

A. Statutory Reference

The following from Title 6, Chapter 4 of the South Carolina Code of Laws govern the collection, use, and oversight of ATAX revenues:

- Establishes the 2% state accommodations tax.
- Defines "tourism-related expenditures."
- Requires municipalities receiving more than \$50,000 in annual revenue to appoint an Accommodations Tax Advisory Committee (ATAC).
- Outlines eligible uses and restrictions for ATAX funds.
- Requires local governments to prepare a housing impact analysis prior to giving second reading to the ordinance authorizing use of ATAX funds toward the development of workforce housing.
- States that the Tourism Expenditure Review Committee (TERC) shall serve as the oversight authority on all questionable tourism-related expenditures and has statutory authority to impose fines and withhold funds.

B. Permitted Uses of Funds

ATAX revenues must be spent within two years of receipt on eligible tourism-related expenditures which include:

- Advertising and promotion of tourism
- Cultural, recreational, or historic facilities
- Beach access and renourishment
- Highways, roads, and transportation systems serving tourists
- Tourist-related public safety services (police, fire, EMS)
- Operation of visitor information centers
- Workforce housing (see Section VII)

III. ATAX Grant Program – Town of Hilton Head Island

The Town of Hilton Head Island administers an annual ATAX Grant Program to support organizations and projects that enhance tourism and benefit the local economy. This program includes a public application process, committee and staff review, and Town Council approval.

A. Application Requirements

Applicants must submit:

- Completed ATAX application form
- Detailed project description
- Budget and specific funding request
- Projected tourism impact and visitor metrics
- Marketing and outreach strategy
- Past ATAX funding history (if applicable)
- Proof of nonprofit status or qualifying entity structure

B. Submission Timeline

Generally, the submission timeline is as follows:

- Applications typically open in August with deadlines in early September
- Review and recommendation process occurs September through October
- Town Council approval occurs November, before start of the new fiscal year

The Fiscal Year 2026 ATAX calendar, as shown in Attachment 2, is as follows:

- August 4 – September 5, 2025: Application window
- September – October: Staff and ATAC review
- November 6, 2025: ATAC recommendations to Finance and Administrative Committee
- November 18, 2025: Finance and Administrative Committee recommendations to Town Council
- December 9, 2025: Town Council final approval
- December 12, 2025: Award letters distributed

IV. Grant Review and Recommendation Process

A. Staff and Technical Review

Town staff perform the initial screening for:

- Application completeness and eligibility
- Compliance with S. C. Code Ann. § 6-4-10, *et seq.* (Supp. 2024)
- Duplication of Town services or existing efforts
- Alignment with the Town's Strategic Action Plan

B. Accommodations Tax Advisory Committee (ATAC) Review

- Appointed per SC Code § 6-4-25 (Supp. 2024)
- Includes stakeholders from hospitality, lodging, and tourism sectors
- Reviews applications, may request presentations
- Scores and ranks projects based on evaluation criteria

C. Finance & Administrative Committee Review

- Reviews ATAC recommendations and evaluates fiscal implications
- Ensures alignment with Town budget policies and goals
- May adjust or seek clarification on recommendations

D. Town Council Review and Final Decision

- Reviews staff and committee recommendations
- Holds meeting for deliberation and action
- Final grant awards approved by majority vote

V. Evaluation Criteria Used in Funding Decisions

Projects are evaluated for consistency with S.C. Code Ann. § 6-4-10, *et seq.* (Supp. 2024) using the following criteria:

- Tourism impact: Expected visitor volume
- Overnight stays: Influence on lodging demand
- Marketing: Strategy effectiveness and target market reach
- Economic impact: Benefit to local businesses and tax base
- Project readiness: Timeline, leadership, and deliverability
- Matching funds: Leveraging other funding sources
- Accountability: Performance on prior grants

VI. Post-Award Requirements

Town staff:

- Distributes award letters
- Initiates grant agreements
- Processes disbursement requests

Grantees must:

- Enter into a formal agreement with the Town
- Submit regular progress and final outcome reports
- Maintain documentation of all expenditures
- Submit documentation to request reimbursements
- Return unused or misused funds

VII. Town Council Voting and Approval Process

Following staff and committee review, Town Council formally votes on grant awards at a scheduled meeting.

A. Agenda Item Placement

- Grant recommendations appear on the agenda as an action item
- Includes award list, committee summaries, and supporting documentation

B. Deliberation Procedures

- ATAC Chair presents ATAX grant funding recommendations to Town Council with Finance Director or designee support
- Town Council members may ask questions of staff, the ATAC Chair, or applicants (if present).
- Discussion may include priorities, potential funding adjustments, or requests for additional information.

C. Motions and Amendments (Standard Operating Procedure)

1. Approval as submitted:

- Motion to approve full list as presented.
- No amendments needed; proceeds to vote.

2. Partial approval with amendments:

- Motion to approve parts of the list.
- Amendments to add, reduce, or defer specific awards are voted on individually.

3. Rejection or deferral:

- Town Council may reject and request a revised recommendation from the ATAC.
- May also defer decision to a later meeting.

D. Voting Procedure

- Roll call vote conducted by the Town Clerk
- Majority vote required for passage
- Results recorded in the official meeting minutes, to include list of final awards.

VIII. Use of ATAX for Workforce Housing

A. Legislative Background

In 2024, the South Carolina General Assembly amended the ATAX statute to allow a temporary use of ATAX funds for workforce housing. This was authorized to provide a funding tool for local jurisdictions to address the challenge of providing housing options for employees.

B. Authorized Use and Limitations

- Permitted Use: Support, subsidy, or development of workforce housing

C. Sunset Provision

- This provision expires on December 30, 2030, unless extended
- All commitments must be executed within this timeframe
- Staff must track expenditures and ensure compliance

D. Implementation Considerations for Hilton Head Island

- Ensure legal compliance, reporting, and documentation

IX. FY26 Projected Revenues and Distribution Policy

A. Overview of FY26 Revenue Projections

For Fiscal Year 2026, the Town of Hilton Head Island has projected SC Accommodations Tax (ATAX) revenues totaling \$12,354,522

This estimate is based on historical revenue trends and reviewed in Attachment 3.

B. Recommended Distribution Policy

To ensure consistency, fiscal responsibility, and alignment with the Town's Strategic Plan, staff propose a SC ATAX Fund Distribution Policy outlined below, and has provided details on funding distributions proposed in FY19 – FY25 in Attachment 4.

Distribution Category	Required Distribution	Proposed Distribution	Proposed \$ Distribution
First \$25,000 to General Fund	\$25,000	\$25,000	\$25,000
5% to General Fund	5%	5%	\$616,476
30% to DMO	30%	30%	\$3,698,857
ATAX Grant Awards	—	33%	\$4,076,992
General Fund (Tourism Operating Expenses)	—	20%	\$2,454,654
Capital Improvement Program (CIP)	—	7%	\$864,817
Tourism-Serving Housing Program	—	*5%	*\$617,726
Total	35%	100%	\$12,354,522

* Finance and Administrative Committee member recommendations ranged from 0 to 8% toward Housing with full committee recommending that Town Council determine appropriate distribution of ATAX toward Housing.

C. Policy Intent

This distribution policy is designed to:

- Meet statutory obligations under SC Code Title 6, Chapter 4
- Ensure a balanced and transparent allocation between grants, operational needs, capital projects, and strategic housing investment
- Reinforce alignment with the Town of Hilton Head Island Strategic Plan goals, particularly in the areas of economic development, tourism sustainability, infrastructure investment, and workforce housing

D. Strategic Outcomes

By adopting this structured distribution framework, the Town aims to:

- Provide predictable funding for eligible tourism initiatives
- Maintain strong oversight and evaluation of grant-funded projects
- Support Town-managed tourism operations through the General Fund
- Invest in tourism-related infrastructure and long-term capital needs
- Pilot and sustain targeted housing initiatives to support the tourism workforce

ATTACHMENTS:

1. South Carolina Accommodations Tax Resolution
2. FY2026 South Carolina Accommodations Tax Calendar
3. South Carolina Accommodations Tax Historical Funding Distribution FY19-FY25
4. South Carolina Accommodations Tax Proposed Funding Distribution FY19-FY25
5. Town of Hilton Head Island FY2026 Accommodations Tax Application
6. Town of Hilton Head Island Application Evaluation and Scoring Rubric Guide

THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF
HILTON HEAD ISLAND, SOUTH CAROLINA, ADOPTING AND
AUTHORIZING THE IMPLEMENTATION OF THE “TOWN OF HILTON
HEAD ISLAND COMPREHENSIVE SOUTH CAROLINA
ACCOMMODATIONS TAX (ATAX) PROGRAM, APPLICATION PROCESS
AND FUND DISTRIBUTION POLICY.”**

WHEREAS, sales taxes on accommodations for transients are imposed under the authority of S. C. Code Ann. § 12-36-920(A)(Supp. 2024); and,

WHEREAS, the tax imposed by S. C. Code Ann. § 12-36-920(A)(Supp. 2024), has three parts, one of which is a two-percent local accommodations tax which is credited to the county or municipality where the tax was paid under the authority of S. C. Code Ann. § 12-36-2630(3)(Supp. 2024) (herein, “ATAX”); and,

WHEREAS, the use of ATAX by counties and municipalities is governed by S. C. Code Ann. § 6-4-10, *et seq.* (Supp. 2024); and,

WHEREAS, a county or municipality that receives more than fifty thousand dollars in ATAX must appoint a local Accommodations Tax Advisory Committee (herein, “ATAC”) with the membership and duties described in S. C. Code Ann. § 6-4-25(A)(Supp. 2024); and,

WHEREAS, the Town receives more than fifty thousand dollars in ATAX; and,

WHEREAS, S. C. Code Ann. § 6-4-25(B)(Supp. 2024) requires the Town to adopt guidelines for its ATAC that include the requirements for applications for funds from the special fund used for tourism-related expenditures; and,

WHEREAS, at its January 14, 2025, meeting, the Town Council of the Town of Hilton Head Island directed the Town Manager to develop a formal policy for the

application, review, and allocation of ATAX funds to ensure transparency, consistency, and alignment with both state law and the Town’s Strategic Plan; and

WHEREAS, the proposed “Town Of Hilton Head Island Comprehensive South Carolina Accommodations Tax (ATAX) Program, Application Process And Fund Distribution Policy,” attached hereto as “Exhibit A,” establishes a clear and comprehensive process for accepting applications, evaluating proposals, and awarding funds in a manner that reinforces public trust and accountability; and

WHEREAS, the proposed “Town Of Hilton Head Island Accommodations Tax Grant Program,” outlines roles and responsibilities for the Accommodations Tax Advisory Committee (ATAC), the Finance and Administrative Committee of Town Council, and Town Council itself in the review and decision-making process related to Accommodations Tax funds; and

WHEREAS, the Town Council finds that the proposed “Town Of Hilton Head Island Comprehensive South Carolina Accommodations Tax (ATAX) Program, Application Process And Fund Distribution Policy,” is a structured and consistent approach to the administration of ATAX funds that supports tourism promotion, community priorities, and sound fiscal stewardship; and,

WHEREAS, the Town Council for Town of Hilton Head Island, South Carolina, has determined that the proposed “Town Of Hilton Head Island Comprehensive South Carolina Accommodations Tax (ATAX) Program, Application Process And Fund Distribution Policy” is in the best interest of the Town and promotes the health, safety and welfare of the Town and its citizens, property owners and residents.

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

- (a) The “Town Of Hilton Head Island Comprehensive South Carolina Accommodations Tax (ATAX) Program, Application Process And Fund Distribution Policy,” attached hereto as Exhibit “A” is hereby adopted.
- (b) The Town Manager is authorized to take all actions as are necessary to implement the “Town Of Hilton Head Island Comprehensive South Carolina Accommodations Tax (ATAX) Program, Application Process And Fund Distribution Policy,” attached hereto as Exhibit “A”
- (c) This Resolution is effective as of the date of its adoption by the Town Council.

MOVED, APPROVED, AND ADOPTED THIS ____ DAY OF JULY, 2025.

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

By: _____
Alan R. Perry, Mayor

ATTEST:

Kimberly Gammon, Town Clerk

APPROVED AS TO FORM:

Curtis L. Coltrane, Town Attorney

Introduced by Council Member: _____

EXHIBIT “A” TO RESOLUTION ADOPTING ATAC GUIDELINES



Town of Hilton Head Island Comprehensive South Carolina Accommodations Tax (ATAX) Program, Application Process, and Fund Distribution Policy

I. Purpose

This policy provides a comprehensive policy for the Town of Hilton Head Island's program and process for accepting applications for grants, reviewing applications for grants, and awarding grants funded by South Carolina State Accommodations Tax (ATAX) revenues. It includes relevant South Carolina Code provisions, outlines the application and review process, and proposes decision-making and voting protocols to be followed by the Accommodations Tax Advisory Committee (ATAC), the Town Council's Finance and Administrative Committee, and the Town Council. In addition, the process provides direction for the Town Council regarding the distribution of SC ATAX funds.

By establishing clear guidelines, policy, and procedures, these measures ensure that funds are allocated appropriately, promoting tourism and related activities in accordance with State laws. This structured approach fosters accountability and public trust in the management of ATAX funds.

This policy will improve consistency, transparency, and alignment with the Town of Hilton Head Island's Strategic Plan.

II. Overview of the South Carolina Accommodations Tax (ATAX)

The South Carolina Accommodations Tax (ATAX) is imposed under the authority of S. C. Code Ann. § 12-36-920(A)(Supp. 2024) has three parts, one of which is a two-percent local ATAX on all transient lodging rentals, including hotels, motels, inns, and short-term vacation rentals, which is credited to the county or municipality where the tax was paid under the authority of S. C. Code Ann. § 12-36-2630(3)(Supp. 2024). The use of the 2% local ATAX is governed by S. C. Code Ann. § 6-4-10, *et seq.* (Supp. 2024). The information below provides additional details to overview the South Carolina Code of Laws related to ATAX.

A. Statutory Reference

S. C. Code Ann. § 6-4-10, *et seq.* (Supp. 2024) governs the collection, use, and oversight of ATAX revenues, and:

- Defines "tourism-related expenditures."
- Requires municipalities receiving more than \$50,000 in annual revenue to appoint an Accommodations Tax Advisory Committee (ATAC).

- Outlines eligible uses and restrictions on uses for ATAX funds.
- Requires local governments to prepare a housing impact analysis prior to giving second reading to the ordinance authorizing use of ATAX funds toward the development of workforce housing.
- States that the Tourism Expenditure Review Committee (TERC) shall serve as the oversight authority on all questionable tourism-related expenditures and has statutory authority to impose fines and withhold funds.

B. Permitted Uses of Funds

ATAX revenues must be spent within two years of receipt on eligible tourism-related expenditures which include:

- Advertising and promotion of tourism
- Construction, maintenance and operation of cultural, recreational, or historic facilities
- Beach access and renourishment
- Highways, roads, and transportation systems serving tourists
- Tourist-related public safety services (police, fire, EMS)
- Operation of visitor information centers
- Workforce housing (see Section VIII, below)

III. ATAX Grant Program – Town of Hilton Head Island

The Town of Hilton Head Island administers an annual ATAX Grant Program to support organizations and projects that enhance tourism and benefit the local economy. This program includes a public application process, committee and staff review, and Town Council approval.

A. Application Requirements

Applicants must submit:

- Completed ATAX application form
- Detailed project description
- Budget and specific funding request
- Projected tourism impact and visitor metrics
- Marketing and outreach strategy
- Past ATAX funding history (if applicable)
- Proof of nonprofit status or qualifying entity structure

B. Submission Timeline

Generally, the submission timeline is as follows:

- Applications typically open in August with deadlines in early September
- Review and recommendation process occurs September through October

- Town Council approval occurs in November, before start of the new fiscal year

IV. Grant Review and Recommendation Process

A. Staff and Technical Review

Town staff perform the initial screening for:

- Application completeness and eligibility
- Compliance with S. C. Code Ann. § 6-4-10, *et seq.* (Supp. 2024)
- Duplication of Town services or existing efforts
- Alignment with the Town's Strategic Action Plan

B. Accommodations Tax Advisory Committee (ATAC) Review

- Appointed per SC Code § 6-4-25 (Supp. 2024)
- Includes stakeholders from hospitality, lodging and cultural sectors
- Reviews applications, may request presentations
- Scores and ranks projects based on evaluation criteria

C. Finance & Administrative Committee Review

- Reviews ATAC recommendations and evaluates fiscal implications
- Ensures alignment with Town budget policies and goals
- May adjust or seek clarification on recommendations

D. Town Council Review and Final Decision

- Reviews staff and committee recommendations
- Holds meeting for deliberation and action
- Final grant awards approved by majority vote

V. Evaluation Criteria Used in Funding Decisions

Projects are evaluated for consistency with S. C. Code Ann. § 6-4-10, *et seq.* (Supp. 2024) using the following criteria:

- Tourism impact: Expected visitor volume
- Overnight stays: Influence on lodging demand
- Marketing: Strategy effectiveness and target market reach
- Economic impact: Benefit to local businesses and tax base
- Project readiness: Timeline, leadership, and deliverability
- Matching funds: Leveraging other funding sources
- Accountability: Performance on prior grants

VI. Post-Award Requirements

Town staff:

- Distributes award letters
- Initiates grant agreements
- Processes disbursement requests

Grantees must:

- Enter into a formal agreement with the Town
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VII. Town Council Voting and Approval Process

Following staff and committee review, Town Council formally votes on grant awards at a scheduled meeting.

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B. Deliberation Procedures

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- May also defer decision to a later meeting.

D. Voting Procedure

- Roll call vote conducted by the Town Clerk.
- Majority vote required for passage.
- Results recorded in the official meeting minutes, to include list of final awards.

VIII. Use of ATAX for Workforce Housing

A. Legislative Background

In 2024, the South Carolina General Assembly amended the ATAX statute to allow a temporary use of ATAX funds for workforce housing. This was authorized to provide a funding tool for local jurisdictions to address the challenge of providing housing options for employees.

B. Authorized Use

- Permitted Use: Support, subsidy, or development of workforce housing.

C. Sunset Provision

- This provision expires on December 30, 2030, unless extended
- All commitments must be executed within this timeframe
- Staff must track expenditures and ensure compliance

D. Implementation Considerations for Hilton Head Island

- Ensure legal compliance, reporting, and documentation

IX. FY26 Projected Revenues and Distribution Policy

A. Overview of FY26 Revenue Projections

For Fiscal Year 2026, the Town of Hilton Head Island has projected SC Accommodations Tax (ATAX) revenues totaling \$12,354,522.

This estimate is based on historical revenue trends and is included to illustrate the implementation of the fund distribution policy below.

B. Recommended Distribution Policy

To ensure consistency, fiscal responsibility, and alignment with the Town's Strategic Plan, the Finance and Administrative Committee propose a SC ATAX Fund Distribution Policy as outlined below as it is applied to the FY26 proposed distributions:

Distribution Category	Required Distribution	Proposed Distribution	Proposed \$ Distribution
First \$25,000 to General Fund	\$25,000	\$25,000	\$25,000
5% to General Fund	5%	5%	\$616,476
30% to DMO	30%	30%	\$3,698,857
ATAX Grant Awards	—	33%	\$4,076,992
General Fund (Tourism Operating Expenses)	—	20%	\$2,454,654
Capital Improvement Program (CIP)	—	7%	\$864,817
Tourism-Serving Housing Program	—	*5%	*\$617,726
Total	35%	100%	\$12,354,522

* Finance and Administrative Committee member recommendations ranged from 0 to 8% toward Housing with full committee recommending that Town Council determine appropriate distribution of ATAX toward Housing.

C. Policy Intent

This distribution policy is designed to:

- Meet statutory obligations under S. C. Code Ann. § 6-4-10, *et seq.* (Supp. 2024)
- Ensure a balanced and transparent allocation between grants, operational needs, capital projects, and strategic housing investment
- Reinforce alignment with the Town of Hilton Head Island Strategic Plan goals, particularly in the areas of economic development, tourism sustainability, infrastructure investment, and workforce housing

D. Strategic Outcomes

By utilizing this structured distribution framework, the Town aims to:

- Provide predictable funding for eligible tourism initiatives
- Maintain strong oversight and evaluation of grant-funded projects
- Support Town-managed tourism operations through the General Fund
- Invest in tourism-related infrastructure and long-term capital needs
- Pilot and sustain targeted housing initiatives to support the tourism workforce



**Town of Hilton Head Island
FY26 South Carolina Accommodations
Tax Calendar**

June 2025

June 12

- Preliminary Meeting with F & A Committee Chairman to discuss ATAX Grant cycle schedule, strategic priorities, and proposed SC ATAX Grant Fund Distribution Policy.

June 13 – 20

- Individual one-on-one meetings with F & A Committee members to gather feedback on proposed ATAX Grant program changes and process improvements.

June 26

- Finance and Administrative Committee Meeting
 - SC ATAX Fund Distribution Policy presented and considered.
-

July 2025

July 15

- Town Council Meeting
 - SC ATAX Fund Distribution Policy presented and considered.

July 17

- Town announces SC ATAX Grant cycle via website, media release, email outreach, and social media.

July 24

Attachment 2 – FY2026 South Carolina Accommodation Tax Calendar

- Accommodations Tax Advisory Committee Meeting
 - Election of new ATAC Chair
 - Onboarding session for new and returning members to review roles, responsibilities, and the updated grant process.

July 30

- Mandatory training workshop for potential ATAX applicants to understand eligibility, application requirements, and portal navigation. (PM Workshop)

July 31

- Mandatory training workshop for potential ATAX applicants to understand eligibility, application requirements, and portal navigation. (AM Workshop)
-

August 2025

August 4

- SC ATAX Grant Application opens; online portal open for submissions.

August 4 – September 5

- Staff available to applicants for technical assistance and process questions.
-

September 2025

September 5

- SC ATAX Grant Application closes; online portal closes for submissions.

September 6 – 16

- Staff review and verify SC ATAX Grant submissions for completeness of application, eligibility, and documentation compliance.

September 18

- Accommodations Tax Advisory Committee Meeting
 - Align committee members on evaluation rubric, ensure fairness, and clarify scoring criteria.

September 22

- Staff notifies ATAX applicants of their application status – approved for advancement or not proceeding.

September 25

- Accommodations Tax Advisory Committee Meeting
 - Review ATAX applicant list.
 - Review scoring process and discuss evaluation procedures.
-

October 2025

October 16

- Accommodations Tax Advisory Committee Meeting
 - ATAX Applicant Presentations.

October 23

- Accommodations Tax Advisory Committee Meeting
 - ATAX Applicant Presentations.
-

November 2025

November 6

- Accommodations Tax Advisory Committee Meeting
 - Recommend SC ATAX Grant awards for F & A Committee consideration.

November 18

- Finance and Administrative Committee Meeting
 - Review ATAC recommendations for SC ATAX Grant awards.
 - Make recommendation to Town Council for consideration.
-

December 2025

December 4

- Public Notice of Town Council consideration of SC ATAX Grant awards.

Attachment 2 – FY2026 South Carolina Accommodation Tax Calendar

December 9

- Town Council Meeting
 - Consideration of SC ATAX Grant awards.

December 12

- SC ATAX Grant award letters and next-step instructions issued to all SC ATAX Grant recipients.

Attachment 3 - South Carolina Accommodations Tax Historical Funding Distribution

	2019	2020	2021	2022	2023	2024	2025 Projection	2026 Projection
REVENUES - FISCAL YEAR	6,880,027	6,490,407	10,183,479	13,569,288	13,344,903	12,790,329	12,811,107	12,354,522
	2019	2020	2021	2022	2023	2024	Approved FY2025 Revenue Estimate	Proposed FY2026 Funding Distribution
Required Expenditures:								
First \$25,000 to General Fund	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000
5% to General Fund	342,751	323,270	507,924	677,214	665,995	638,266	639,305	616,476
Required DMO 30%	2,056,508	1,939,622	3,047,544	4,063,286	3,995,971	3,829,597	3,835,832	3,698,857
Required Expenditures	2,424,259	2,287,892	3,580,468	4,765,501	4,686,966	4,492,863	4,500,137	4,340,333
ATAX Distribution as a % of Revenues	35%	35%	35%	35%	35%	35%	35%	35%
Remaining - Available for other purposes	4,455,768	4,202,515	6,603,011	8,803,787	8,657,937	8,297,466	8,310,970	8,014,189
Town Appropriations - Historical/Projections:								
Supplemental Grant DMO	596,218	541,150	234,085	419,458	437,090	215,608	-	-
ATAX Distribution as a % of Revenues	9%	8%	2%	3%	3%	2%	0%	0%
Approved Town Grants	2,122,802	2,530,408	1,629,223	4,032,501	3,559,779	4,573,538	4,180,077	3,706,357
ATAX Distribution as a % of Revenues	31%	39%	16%	30%	27%	36%	33%	30%
Operating Expenses (GF)	1,389,630	1,346,941	1,173,470	992,997	1,754,216	2,851,755	2,850,716	2,454,654
ATAX Distribution as a % of Revenues	20%	21%	12%	7%	13%	22%	22%	20%
Capital Improvements Plan (CIP)			-	-	232,592	14,294	3,200,000	1,235,452
ATAX Distribution as a % of Revenues	0%	0%	0%	0%	2%	0%	25%	10%
Stormwater (CIP)			-	-	490,000	-	-	-
ATAX Distribution as a % of Revenues	0%	0%	0%	0%	4%	0%	0%	0%
Land Purchases			-	-	-	2,000,000	-	-
ATAX Distribution as a % of Revenues	0%	0%	0%	0%	0%	16%	0%	0%
Housing			-	-	-	1,100,000	1,000,000	617,726
ATAX Distribution as a % of Revenues	0%	0%	0%	0%	0%	9%	8%	5%
Town Appropriations - Historical/Projections:	4,108,650	4,418,499	3,036,778	5,444,956	6,473,677	10,755,195	11,230,793	8,014,189
ATAX Distribution as a % of Revenues	60%	68%	30%	40%	49%	84%	88%	65%
Total Remaining - Unallocated/Overspent	347,118	(215,984)	3,566,233	3,358,832	2,184,260	(2,457,729)	(2,919,823)	0
ATAX Distribution as a % of Revenues	95%	103%	65%	75%	84%	119%	123%	100%
Cumulative Current ATAX Fund Balance *	3,636,820	3,443,421	7,015,838	10,387,797	12,943,692	10,985,197	8,065,374	8,689,350

ATTACHMENT 4 - South Carolina Accommodations Tax Proposed Funding Distribution

	2019	2020	2021	2022	2023	2024	2025 Projection	2026 Projection		
REVENUES - FISCAL YEAR	6,880,027	6,490,407	10,183,479	13,569,288	13,344,903	12,790,329	12,811,107	12,354,522		
	2019	2020	2021	2022	2023	2024	2025 Projection	2026 Projection	Proposed % Distribution	Proposed \$ Distribution
<u>Required Expenditures:</u>										
State Required Distributions	35%	35%	35%	35%	35%	35%	35%	35%	35%	\$ 4,340,333
										\$ -
										\$ -
<u>Town Appropriations - Historical/Projections:</u>										
Supplemental Grant DMO	9%	8%	2%	3%	3%	2%	0%	0%	0%	\$ -
ATAX Grants	31%	39%	16%	30%	27%	36%	33%	30%	33%	\$ 4,076,992
Operating Expenses - General Fund	20%	21%	12%	7%	13%	22%	22%	20%	20%	\$ 2,454,654
Capital Improvement Program - CIP	0%	0%	0%	0%	2%	0%	25%	10%	7%	\$ 864,817
Stormwater - CIP	0%	0%	0%	0%	4%	0%	0%	0%	0%	\$ -
Land Purchases - CIP	0%	0%	0%	0%	0%	16%	0%	0%	0%	\$ -
Housing Program	0%	0%	0%	0%	0%	9%	8%	5%	*5%	\$ *617,726
Total Town Distribution %	60%	68%	30%	40%	49%	84%	88%	65%	65%	\$ 8,014,189
Total Distribution %	95%	103%	65%	75%	84%	119%	123%	100%	100%	\$ 12,354,522

* To be determined by Town Council



ACCOMMODATIONS TAX ADVISORY COMMITTEE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

2026 Accommodations Tax Grant Application

All applications must be fully completed and submitted electronically to the Town of Hilton Head Island no later than 4:00 p.m. on Friday, September 5, 2025.

This complete application package includes the following:

1. Application Guidelines
2. Accommodations Tax Funds Application
3. Accommodations Tax Advisory Committee (ATAC) Members
4. Application Training Workshops (Mandatory)
5. ATAC Meeting Schedule
6. SC Accommodations Tax Laws

Applications will first be subject to Town Staff and ATAC review for compliance with the law as to eligibility. For those applications passing the initial review, the applicants will be asked to make personal presentations at ATAC hearings. These presentations are scheduled for **October 16 and October 23, 2025**. Each applicant will be notified using the email provided on the application of their scheduled presentation time.

The ATAC Committee requests each applicant to adhere strictly to the guidelines and requirements provided herein.

Failure to correctly complete the application in its entirety, including the necessary board resolution and financial data, may disqualify what may be an otherwise qualifying application.

GUIDELINES FOR APPLICATIONS FOR ACCOMMODATIONS TAX FUNDS

A. INTRODUCTION

1. As applicable to Hilton Head Island, the State law (See copy attached and section 6-4-10 in particular.) specifies three groups, in general, which are entitled to receive bed tax funds after other mandated distributions have been made from the total funds available:

- a. Town government: *"Based on the estimated percentage of costs directly attributed to tourists," Town expenditures for "the criminal justice system, law enforcement, fire protection, solid waste collection and health facilities when required to serve tourists and tourist facilities." See 6-4-10(b) and (b.4).*
 - b. Qualified groups advertising and promoting tourism *in order to develop and increase tourism. See 6-4-10(b.1).*
 - c. Qualified sponsors of arts and cultural events *and for construction, maintenance, and operation of facilities for civic and cultural activities. See 6-4-10(b.2 and b.3).*
2. The law requires that the funds be used for **tourism-related expenditures** "primarily in the geographical area ... (of Hilton Head Island)." See 6-4-10(d). Therefore, the committee will not look with favor on applications for funds to be spent outside the Town or for activities or enterprises conducted outside the Town. The Committee will consider how applications either drive tourism to the Town or enhance our visitors' experience.
 3. Applications must be filed by the publicly announced filing deadline. The Committee may, for extraordinary reasons which prevent timely filing, extend the filing deadline.

B. NOTES REGARDING THE APPLICATION

1. Summary of Grant Request

- a. Provide the organization's name and the name of the project/event.
- b. Provide preferred contact information for the organization and primary contact.
- c. List the organization's total annual budget and 2026 grant request amount.
- d. Provide a brief description of the intended use of the grant and outline how the money would be used. *The Committee uses this as a cover page summary; applicants will have an opportunity to provide more detail in the application.*
- e. Describe how the organization either drives tourism to the Island or enhances the visitor experience. Show how this is currently being measured. *This provides the Committee with the necessary insight as to how the organization/event impacts the general tourism industry on the Island.*
- f. Provide the annual number of patrons served by the organization/event. Also, provide the total number of tourists served. *This provides the Committee with an estimated tourist ratio which may be used to determine grant award allocation based off TERC recommended practices.*

2. Description of Operations

- a. Describe the organization/event purpose and overall operation.
- b. The description must state what is intended to be accomplished by Accommodation Tax funds, and the source and amount of other funds to be committed to the operations.
- c. Describe the impact to the organization should it not be fully funded for the 2026 grant request.

- d. The "Impact on or Benefit to Tourism" statement should be supported by data and other records or history insofar as possible. All applicants must be able to provide the number of visitors served on an annual basis, or at the event for which funds are requested, and state how this number is calculated. Whenever possible, applicants should provide additional data on how their attendance numbers drive tourism. *(The State's legal definition of a "visitor" is someone who travels from beyond the government's limits, i.e., outside the Town of Hilton Head Island; however, strong consideration will be given to the State's Tourism Expenditure Review Committee (TERC) preferred definition that a "tourist" is someone who travels from outside a 50-mile radius.)*
- e. Per State requirements, please show how the grant request would be classified (as a percentage) by the categories listed. The total amount must equal 100%.
- f. To qualify for an award, all planned expenditures must fall into the categories described in Section B.5 of this application (Section 6-4-10 of State Law). Please ensure that the entire grant request is eligible and adequately described in Sections B.1-4 of this application. All details described must reconcile with the total request.

3. Funding

- a. Provide a brief description on how the organization is currently funded.
- b. As a percentage, show how the current funding is categorized.
- c. Please list the top 3 sources of public funding applied for, or received, for 2025 and 2026.

4. Financial Guarantees and Procedures

- a. Applicants must include a copy of their organization's official minutes wherein the organization approves the application and commits the organization to financial responsibility for carrying it out to the stage of completion contemplated in the application, should funding be approved.

5. Measuring Effectiveness:

- a. Provide a description of how the prior ATAX funds were used, and to what extent the organization's objectives were achieved. Numerics are encouraged. Bullets or an outline format may be used.
- b. Describe how the organization plans to reduce its dependency on ATAX funds in the future or increase its impact on tourism.

6. Executive Summary:

- a. Please use the link in the application portal to access and complete the "ATAX Effectiveness" form to report uses of the organization's prior ATAX grant, if applicable. When completing the form, reference the Categories in Section B.5 of this application, and report on the specifics of each Category awarded to your organization in its most recent ATAX grant. If you choose to create your own format for the Executive Summary instead of using the ATAX Effectiveness form, please reference the form and use the criteria as a guideline.

7. Application Submission

- a. Requests for funding must be submitted by a non-profit organization. Applications cannot be accepted from individuals, for-profit entities, or ad-hoc committees. Proof of non-profit status must accompany applications, e.g., IRS 501 (c) (3) letter. Non-profits are defined pursuant to SC Code of Laws.
- b. The full name, postal mailing address, email address and telephone number of a primary contact person, given the authority and responsibility to represent the application before the Committee, must be included in this section.

2026

ACCOMMODATIONS TAX FUNDS REQUEST APPLICATION

For Office Use Only	Time Received:	By:
Date Received:		

Applications will not be accepted if submitted after 4:00 P.M. on September 5, 2025

A. Summary of Grant Request:

ORGANIZATION NAME: _____

Project/Event Name: _____

Contact Name: _____ Title: _____

Address: _____

Email Address: _____ Contact Phone: _____

Event Date: _____ Event Location: _____

Total Budget: _____ Grant Amount Requested: _____

Provide a brief summary on the intended use of the grant and how the money would be used.
(100 words or less)

How does the organization/event either drive tourism to Hilton Head Island or enhance the visitor experience on Hilton Head Island? How is this impact being measured? (100 words or less)

- A. Total Number of Physical Tourists Served:** _____
(A Tourist is considered a non-resident, traveling more than 50 miles to the Town of Hilton Head Island)
- B. Total Number of Physical Visitors Served:** _____
(A Visitor is considered a non-resident, who travels 50 miles or less to visit the Town of Hilton Head Island)
- C. Total Number of Physical Residents Served:** _____
(A Resident is considered any person who claims their property address within the limits of the Town of Hilton Head Island as their primary residence.)
- D. Total Number of Physical Patrons Served (A+B+C=D)** _____

How was the Number of Visitors Documented? (250 words or less)

(Please explain if you had virtual events and approximately how many visitors attended).

B. DESCRIPTION OF OPERATIONS:

1. For state reporting purposes, give a brief description of the organization. (250 words or less)

2. Describe in detail how the requested grant funding would be used. (250 words or less)

3. **What impact would partial funding have on the activities if full funding were not received? What would the organization change to account for partial funding?** (100 words or less)

4. **What is the expected economic impact and benefit to the Island's tourism?** (100 words or less)

5. In order to comply with the State's *Tourism Expenditure Review Committee* annual reporting requirements, **please classify the current grant request into the following authorized categories:**

1 – Destination Advertising/Promotion _____ %

Advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity

2 – Tourism-Related Events _____ %

Promotion of the arts and cultural events

3 – Tourism-Related Facilities _____ %

Construction, maintenance and operation of facilities for civic and cultural activities including construction and maintenance of access and other nearby roads and utilities for the facilities

4 – Tourism-Related Public Services _____ %

The criminal justice system, law enforcement, fire protection, solid waste collection and health facilities when required to serve tourists and tourist facilities (This is based on the estimated percentage of costs directly attributed to tourists. It also includes public facilities such as restrooms, dressing rooms, parks and parking lots)

5 – Tourist Public Transportation _____ %

Tourist shuttle transportation

6 – Waterfront Erosion/Control/Repair _____ %

Control and repair of waterfront erosion

7 – Operation of Visitor Information Centers _____ %

Operating visitor information centers

Total: 100 %

6. If not covered elsewhere in the application, please describe measures the organization has already taken, is currently taking, and/or will be taking with other like tourism service providers to (a) explore opportunities for collaborative promotional or operational efforts to collectively enhance tourism, (b) better leverage spending to drive tourism, and/or (c) to provide a venue of service not otherwise available to tourists and visitors to the Town of Hilton Head Island.

7. Additional comments

C. FUNDING:

- 1. Please describe how the organization is currently funded. (100 words or less)**

- 2. Please also estimate, as a percentage, the source of the organization's total annual funding.**

_____ Government Sources	_____ Private Contributions, Donations & Grants
_____ Corporate Support, Sponsors	_____ Membership Dues, Subscriptions
_____ Ticket Sales, or Sales & Services	_____ Other

- 3. Has the organization requested other ATAX or any other funding from other public sources or organizations? If so, please list top 3 sources and amounts.**

D. FINANCIAL INFORMATION:

Fiscal year disclosure: Start Month: _____ End Month: _____

Financial Statement Requirements:

1. The upcoming fiscal year's operating budget for the organization.
2. The previous two fiscal years and current year-to-date profit and loss reports for the organization.
3. The previous two fiscal years and current year-to-date balance sheets.
4. The previous two years and current year IRS Form 990 or 990T.

E. FINANCIAL GUARANTEES AND PROCEDURES:

1. Provide a copy of the official minutes wherein the organization approves the submission of this application.
2. Indicate whether or not your organization has its own procurement guidelines, which are utilized and followed in the expenditure of ATAX grant funds.
 - ☐ Our organization utilizes and follow our own procurement guidelines.
 - ☐ Our organization does not have or follow procurement guidelines.

F. MEASURING EFFECTIVENESS:

If you received 2024 or 2025 HHI ATAX funds

1. **List any ATAX award amounts received in 2024 and/or 2025. How were the ATAX funds used? To what extent were your objectives achieved? The ATAX Effectiveness Measurement spreadsheet available in the application portal will show the numerics. Use the space below for verbal comments. (200 words or less)**

2. **What impact did this have on the success of the organization/event and how did it benefit the community? (200 words or less)**

3. **How does the organization measure the effectiveness of both the overall activity and of individual programs?** (200 words or less)

G. Executive Summary:

Provide an executive summary using the ATAX Effectiveness Measurement spreadsheet provided via a link in the application portal, or your own format. If creating your own format, please refer to the ATAX Effectiveness Measurement spreadsheet and use the criteria as a guideline. (1300 words or less)



2026 Accommodations Tax Grant

APPLICATION FINAL CHECKLIST

(Complete and return this list with the application.)

- ☐ The application is being submitted by September 5, 2025, 4:00 PM deadline.
- ☐ We have reviewed and followed the application guidelines.
- ☐ We have provided a Board Resolution approving this application.
- ☐ We have supplied all Financial Data required for a complete application.
- ☐ We will be prepared to make a verbal presentation to the Committee and answer questions at the appropriate time scheduled.
- ☐ We will have attended one of the two mandatory applicant training workshops.



**Town of Hilton Head Island
Accommodations Tax (ATAX) Grant Program**

Application Evaluation & Scoring Guide

This guide provides the Accommodations Tax Advisory Committee with standardized tools and criteria to assess ATAX grant applications and ensure alignment with State guidelines and the Town's Strategic Plan Priorities.

Evaluation and Funding Scoring Instructions

Instructions for ATAC Members

1. **Review each application thoroughly**, focusing on the following criteria:
 - Alignment with the Town's Strategic Plan priorities
 - Community and Economic Impact
 - Potential for growth and Tourism Expansion
 - Application Quality and Clarity
 - Long-Term Sustainability and Fiscal Responsibility
 2. **Score each of the five evaluation criteria on a scale from 1 to 5** using the guide below:
 - 1 = Poor – Does not meet the criteria
 - 2 = Fair – Partially meets the criteria
 - 3 = Good – Meets the criteria
 - 4 = Very Good – Meets most or all criteria well
 - 5 = Excellent – Fully meets or exceeds the criteria
 3. **Provide brief comments for each criterion to justify your score.** These notes are essential for maintaining transparency and supporting meaningful feedback to applicants.
 4. **Assess the applicant's tourism data using the Tourism Metrics-Based Funding Tier (see on pg. 2).** Use this to determine a Suggested Tourism Percentage. This percentage determines the eligible reimbursement rate for all expense categories except Category 1: Advertising and Promotion, which is reimbursed at 100%.
 5. **Record the "Suggested Tourism Percentage"** based on the quality, source, and reliability of the tourism metrics provided by the applicant.
 6. **Record your "Suggested Funding Total"** based on your overall evaluation of the application.
 7. **Prepare to discuss your scoring and Suggested Tourism Percentage** during the ATAC review meetings. These tools assist in deliberation and do not constitute a final funding recommendation to Town Council.
-

Tourism Metrics-Based Funding Tier

Tier	Description	Guidance
High	Clear, verifiable tourism data (see examples below)	Support the applicants full estimated tourism percentage (recommend up to 100% as provided)
Moderate	Partial or inconsistent tourism data	Recommend a moderated tourism percentage that reflects the data quality, generally up to 75% of the applicant's original estimate
Low/Absent	No reliable tourism data or questionable methodology	Recommend a reduced tourism percentage, typically 50% or less of the applicant's original estimate, depending on data limitation and justification

Note: New applicants without historical data may still receive funding consideration if they provide:

- A clear and realistic plan to collect tourism data during their first event
- Evidence of tourism-focused outreach or partnerships
- Demonstrated regional marketing strategies or potential tourism appeal

In such cases, ATAC may apply a default Suggested Tourism Percentage with potential for future increases contingent on post-event reporting.

Tourism Impact Documentation Guidance

All applicants must demonstrate a measurable connection between their project or operations and tourism activity on Hilton Head Island. This applies to both ticketed and non-ticketed events (e.g., festivals, parades, exhibits).

Acceptable documentation includes, but is not limited to:

- Surveys or interviews asking where attendees are from
- Zip code or geolocation data from RSVPs, mailing lists, social media followers, or contest entries
- Hotel partner feedback or booking data linked to the event date
- Website or social media analytics showing non-local engagement
- Press coverage in regional, statewide, or national outlets
- Photographic or drone evidence of crowd size, supported by estimated attendance
- Letters of support from tourism partners or local businesses
- Third-party tourism impact reports, if available

Special Guidance for Parades and Open-Access Events Acceptable documentation may include:

- Estimates or rosters of out-of-area event vendors and entertainers
 - Reserved hotel room blocks or special rates for out-of-town attendees
 - Post-event surveys from spectators and attendants indicating travel origin
 - Traffic, shuttle, or parking data demonstrating visitor inflow
 - Copies of outreach materials distributed outside Hilton Head (e.g., Savannah, Charleston)
-

Evaluation Criteria: Scoring Rubric

Area	Evaluation Focus	Key Considerations
1. Alignment with Strategic Plan	Supports the Town's Strategic Plan priorities	• Relevance to strategic goals • Contribution to both local and visitor communities
2. Community & Economic Impact	Drives local tourism and supports the economy	• Benefits to local businesses • Off-peak timing • Cultural or educational value
3. Growth Potential	Potential to expand tourism impact	• Targeted marketing strategy • Visitor engagement • Innovation and reach
4. Application Quality	Clarity and professionalism	• Defined goals and outcomes • Project readiness Clear projected budget outline
5. Long-Term Sustainability	Progress toward financial independence	• Effective use of previous ATAX grants • Matching funds • Evidence of planning

Total Score: _____ / 25

Final Summary

- **Suggested Tourism %:** _____%
- **Be prepared to discuss** your scoring and tourism percentage assignments in ATAC review meetings.
- These scores will assist in group deliberations and development of formal funding recommendations.

ATAX Grant Evaluation Packet: Sample Scoring Sheets

Sample 1: High-Impact Organization with Questionable Tourism Metrics

Applicant Name: Heritage Food & Music Festival

Categories Requested:

- Category 1 – Advertising & Promotion: \$15,000
- Category 2 – Tourism-Related Events: \$25,000
- Category 3 – Tourism-Related Facilities: \$10,000

Total Request: \$50,000

Evaluator: [ATAC Member Name]

Date: [Insert Date]

Scoring Rubric (1–5 scale)

Evaluation Area	Score	Evaluator Comments
1. Alignment with Strategic Plan	4	Aligns with cultural tourism and community engagement objectives.
2. Community & Economic Impact	5	Longstanding event with strong local and regional attendance.
3. Growth Potential	4	Clear plans for vendor and regional growth, but marketing appears locally focused.
4. Application Quality	4	Well-prepared and clear. Popular local event but lacking depth in describing tourism data.
5. Fiscal Responsibility	4	Budget appears balanced, but ATAX dependency remains.

Total Score: 21 / 25

Tourism Metrics Submitted:

Claimed 99% tourism rate based on 85 license plates. No surveys, hotel reports, or outreach analytics. Marketing primarily in local channels.

Tourism Tier: Low to Moderate

Suggested Tourism Percentage: 50%

Suggested Funding Total: \$50,000

(\$15,000 for Category 1; \$25,000 for Category 2, \$10,000 for Category 3)

Final Recommendation:

High-impact event, but limited tourism data supports a reimbursement rate of 50% for non-advertising categories.

Sample 2: Strong Applicant with Questionable Budget Detail

Applicant Name: Island Arts Festival

Categories Requested:

- Category 1 – Advertising & Promotion: \$100,000
- Category 2 – Tourism-Related Events: \$50,000

Total Request: \$150,000

Evaluator: [ATAC Member Name]

Date: [Insert Date]

Scoring Rubric (1–5 scale)

Evaluation Area	Score	Evaluator Comments
1. Alignment with Strategic Plan	5	Strong support for strategic goals around arts, culture, and off-season tourism.
2. Community & Economic Impact	4	Known draw with multi-day programming. Opportunities to expand beyond region.
3. Growth Potential	4	Potential is evident, but budget doesn't show where growth will be targeted.
4. Application Quality	3	Proposal is organized, but vague budget: "\$100,000 to marketing" lacks specifics.
5. Fiscal Responsibility	3	Needs a clearer, line-item financial plan for such a large request.

Total Score: 19 / 25

Tourism Metrics Submitted:

Strong metrics including zip code data, website analytics, hotel partner feedback, regional press coverage.

Tourism Tier: High

Suggested Tourism Percentage: 90%

Suggested Funding Total: \$120,000

(\$70,000 for Category 1 and \$50,000 for Category 2)

Final Recommendation:

Tourism documentation supports funding, but lack of detail on marketing expenses warrants partial funding for Category 1.



TOWN OF HILTON HEAD ISLAND

Town Council

TO: Town Council
FROM: Shawn Leininger, Assistant Town Manager
CC: Marc Orlando, Town Manager
DATE: July 15, 2025
SUBJECT: 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 regulations for Tree Protection to include sections: 16-5-115, 16-6-104 and Appendix C, and Providing for Severability and an Effective Date

RECOMMENDATION:

Consideration an Ordinance of the Town of Hilton Head Island to amend Chapter 16 of the Municipal Code, the Land Management Ordinance, to amend current regulations for tree protection to include Section 16-5-115, Section 16-6-104, and Appendix C for the Town of Hilton Head Island, South Carolina and providing for severability and an effective date, and forward a recommendation to Town Council.

The Planning Commission reviewed this Ordinance on May 21, 2025, and unanimously recommended approval to Town Council.

The Community Services Public Safety Committee reviewed this Ordinance on June 16, 2025, and unanimously recommended approval to Town Council.

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 will be further implemented during the full LMO Overhaul.

At the September 24, 2024, Town Council Workshop, Town staff reviewed the proposed priority amendments with Town Council and received the following comments and direction regarding amendments related to tree protection:

1. Increase requirements for Live Oak and Laurel Oak tree preservation by reducing the diameter breast height (DBH):
 - a. Live Oak single trunk from 35 to 30 DBH
 - b. Live Oak multiple trunk from 60 to 55 DBH
 - c. Laurel Oak from 35 to 30 DBH
2. Update mitigation requirements by increasing the plant back tree size requirements (i.e., minimum height from 10 to 12 feet and diameter from 2 inches to 4 inches)
3. Update the list of native plants.
4. Remove the exception of specimen trees on single-family lots to reduce unnecessary removal of specimen trees.

The Planning Commission held a public hearing on May 21, 2025, and, after consideration of the criteria set forth in Section 16-2-103.B.3 voted unanimously to recommend that Town Council approve the proposed text amendment.

On June 16, 2025, the Community Services and Public Safety Committee voted unanimously to recommend approval to Town Council.

SUMMARY:

Priority updates are proposed to strengthen tree protection during development and ensure that new projects align with the community's environmental values. These changes aim to improve tree preservation, enhance ecological outcomes, and promote sustainable development.

More specifically, these changes strengthen protections for specimen and significant trees and promote the use of native vegetation. Key updates include:

1. Lowering the diameter breast height (DBH) thresholds for preserving Live Oak and Laurel Oak trees for specimen and significant classifications, resulting in more trees receiving protection;

2. Increasing mitigation requirements for tree removal by increasing the minimum size standards for replacement trees, ensuring greater immediate environmental impact and maturity;
3. Expanding the list of approved native plants to support ecological diversity; and,
4. Protecting specimen trees on single-family lots by eliminating an exception to such requirements.

ANALYSIS:

Proposed Amendments

1. Enhanced preservation requirements for Live Oak and Laurel Oak Trees.
 - a. The diameter breast height (DBH) threshold for preservation of “specimen” trees is reduced five inches, increasing the number of protected “specimen” Live Oak and Laurel Oak trees.
 - b. The DBH threshold for protection of “significant” trees is reduced four inches for single-trunk Live Oak and Laurel Oak trees and seven inches for multi-trunk Live Oak trees.
2. Updated Mitigation Provisions Require Larger Replacement Trees.
 - a. Increased the minimum installation height by two feet for all tree categories (I-IV).
 - b. Increased the minimum trunk diameter by two inches for categories I-II.
 - c. Increased the minimum trunk diameter by one inch for categories III-IV.
3. Expanded Native Plant List.
 - a. The list of approved native plants is updated to reflect current ecological priorities and promote biodiversity.
4. Specimen Tree Protections and Single-Family Lot Exceptions.
 - a. Specimen tree protections are extended to include all single-family lots, reducing unnecessary removal of significant trees.

The priority amendment changes aim to strengthen tree preservation, promote ecological health, and maintain the aesthetic and environmental character of the area.

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

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Issue	Proposed Amendment		
1. Increase requirements for Live Oak and Laurel Oak tree preservation by reducing the diameter breast height (DBH): a. Live Oak single trunk from 35 to 30 DBH b. Live Oak multiple trunk from 60 to 55 DBH c. Laurel Oak from 35 to 30 DBH	Table 16-6-104.F.1: Specimen and Significant Trees		
	Tree Type		Specimen DBH (Inches)
	Live oak	Single trunk	35 <u>30</u>
		Multiple trunks	60 <u>55</u> (sum of all trunks)
2. Update mitigation requirements by increasing the plant back tree size requirements (i.e., minimum height from 10 to 12 feet and diameter from 2 inches to 4 inches)	Laurel oak		35 <u>30</u>
			28 <u>24</u>
	Table 16-6-104.I.3: Minimum Planting Size for Supplemental and Replacement Trees		
	Tree Category	Minimum Height (Feet)	Minimum Trunk Diameter (Inches) (Using ANSI Standards)
	Category I	10 <u>12</u>	2 <u>4</u>
3. Update list of native plants.	Category II	10 <u>12</u>	2 <u>4</u>
	Category III	6 <u>8</u>	1 <u>2</u>
	Category IV	6 <u>8</u>	1 <u>2</u>
	See Appendix C of proposed text amendment for new list of native plants.		
4. Remove exception of specimen trees on single-family lots to reduce unnecessary removal of specimen trees.	Sec.16-6-104. Tree Protection F. Specimen and Significant Tree Preservation 2. General Requirements a. No <i>specimen tree</i> may be removed except in accordance with paragraph b below. In addition, all <i>specimen trees</i> shall have the following protections, whether located on public or private <i>land</i> . with the exception of <i>specimen trees</i> located on <i>single-family lots</i>: <i>(Revised 5-17-2016 - Ordinance 2016-07)</i>		

	i. Any activities performed within the drip line of a specimen tree shall have the prior approval of the Official. ii. Specimen trees shall not be cut, removed, pushed over, killed, or otherwise harmed. iii. No more than 20 percent of the total area within the drip line of any specimen tree shall be subject to paving or soil compaction, and no paving or soil compaction is allowed within 15 feet of the tree trunk. (See Figure 16-6-104.F.2: Limits of Paving or Compaction near Specimen Trees.) The Official may allow paving or soil compaction beyond the 20 percent limit if low impact development techniques (e.g., pervious pavers, materials placed at or above grade, no use of mechanical machinery) are used as an alternative means of protecting the specimen tree. b. If preservation of a specimen tree causes unnecessary hardship, the applicant may apply for a variance from this subsection (see Sec. 16-2-103.S, Variance) once any required State or federal government agency approval, if applicable, to remove the tree is received in writing.
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Nonconformities

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

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’s goals concerning natural resource preservation and tree protection.
- 2. Is required due to continuing concerns with tree cutting and the loss of specimen and significant trees.
- 3. Addresses a demonstrated and vocalized community need to strengthen tree preservation, promote ecological health, and maintain the aesthetic and environmental character of the area.
- 4. Is consistent with the intent of the Ordinance and the Town’s efforts to preserve tree cover and habitat.
- 5. Results in more attractive and sustainable development, ensuring a logical and orderly development pattern.
- 6. Minimizes the impact of development on the natural environment by protecting trees and strengthening mitigation for the removal of trees.

TOWN COUNCIL REVIEW AND DECISION:

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

The Town Council shall review the application, staff report, and Planning Commission recommendation and make a final decision on the application. The Town Council's decision shall be one of the following:

- 1. Adopt an ordinance approving the Text Amendment; or
- 2. Adopt a resolution denying the Text Amendment.

ATTACHMENTS:

- 1. Ordinance
- 2. Text Amendment

TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

ORDINANCE NO. _____

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND TO AMEND CHAPTER 16 OF THE MUNICIPAL CODE, THE LAND MANAGEMENT ORDINANCE, TO AMEND CURRENT REGULATIONS FOR TREE PROTECTION TO INCLUDE SECTIONS: 16-5-115, 16-6-104 AND APPENDIX C FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.

WHEREAS, the Town Council for the Town of Hilton Head Island, South Carolina, has identified a continued need for the adoption of LMO Amendments to address needs and issues in the Town as such arise; and,

WHEREAS, the Town Council seeks to amend the Land Management Ordinance to increase tree protection requirements for development to enhance ecological outcomes, and promote sustainable development; and,

WHEREAS, on May 21, 2025, the Planning Commission held a Public Hearing to consider the proposed amendments to increase tree protection requirements for development, and the public had an opportunity to comment on the proposed amendments, and the Planning Commission voted unanimously to recommend adoption of the amendments to increase tree protection requirements for development; and,

WHEREAS, on June 16, 2025, the Community Services & Public Safety Committee voted unanimously to recommend approval of the proposed amendments to increase tree protection requirements for development; and,

WHEREAS, the Town Council finds it is in the best interest of the Town and its citizens, residents and visitors to amend Land Management Ordinance by amending the current regulations for tree protection.

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 16-5: Development and Design Standards

Sec.16-5-115. Subdivision Standards

A. Purpose and Intent

The purpose of **subdivision** layout is to create a functional and attractive **development** with infrastructure and **lots** appropriately sized and located to minimize adverse impacts. The intent of this section is to provide clear requirements and guidelines for **subdivision** design for both Major and Minor Subdivisions.

Subdivisions should promote the health, safety, convenience, order, prosperity and welfare of the present and future residents of the **Town** by:

- a. Providing for the orderly growth and **development** of the **Town**;
- b. Coordinating with the existing **street** system, transportation plans, and public facilities;
- c. Providing **right-of-way** for **street** and vehicular **easements**;
- d. Avoiding congestion and overcrowding and encouraging proper arrangement of **streets** in relation to existing planned **streets**;
- e. [Preservation of the natural tree canopy and preservation of protected tree species](#);
- e.f. Ensuring there is adequate **open space** and recreation facilities; and
- f.g. Ensuring there is proper recordation of **land** ownership.

C. General Requirements

1. Layout of the **subdivision** shall be based on complete **site** analysis. **Streets** and **lots** shall be designed to preserve significant trees, stands of trees and understory vegetation and situated to minimize alteration of natural and historic **site** features to be preserved.
2. The **subdivision** layout shall consider the practicality and economic feasibility of **development** of individual **lots** including the environmental characteristics, size of the **site**, and the requirements of [this the Ordinance](#).
3. The applicant is required to demonstrate that they have made all reasonable efforts to preserve unique and fragile elements on site, including but not limited to wetlands, [significant stands of significant stands of trees](#) and individual **trees** of significant size, with **development** reserved for environmentally stable areas.

(Revised 1-7-2020 - Ordinance 2020-02; revised 3-7-2023 - Ordinance 2023-04)

4. **Open space** and recreational areas shall be planned in accordance with Sec. 16-5-104, Open Space Standards.
5. **Lots** shall be situated so that stormwater may be easily directed away from **buildings** in subsequent **site-specific development**. **Lots** shall be configured so that **buildings** and general **flood** sensitive **site** facilities can be located out of drainageways. **Subdivisions** shall be designed so as to comply with Sec. 16-5-109, Stormwater Management and Erosion and Sedimentation Control Standards.
6. All **lots** shall have the **access** required by Sec. 16-5-105.I, Access to Streets.

Chapter 16-6: Natural Resource Protection

Sec.16-6-104. Tree Protection

B. Applicability

2. Exemptions

- a. The following activities are exempt from the standards in this section and the requirement for a Natural Resources Permit:
 - i. Removal of damaged protected **trees** during an emergency such as a hurricane, tornado, ice or wind storm, **flood**, wildfire or any other such act of nature;
 - ii. The removal of invasive species;
 - iii. Removal of a **hazardous tree**, provided such removal is reported to the **Official** within five days after removal. Removal of a **hazardous tree** may require mitigation at the discretion of the ~~Official~~ [Official](#);
(Revised 1-7-2020 - Ordinance 2020-02)
 - iv. The selective and limited pruning and removal of **trees** or vegetation within **sight triangles** (see Sec. 16-5-105.H.4, Sight Triangles) as necessary to obtain clear visibility at **street** and **driveway** intersections;
 - v. Necessary **tree** removal by a utility company consistent with plans submitted periodically to the **Official** for approval in accordance with Sec. 16-5-110, Utility Standards, provided such plans include appropriate provision for removal of any felled **trees**;
 - vi. Topping of healthy **trees** is only permitted on **land** of the Hilton Head Island Airport, and only for the **maintenance** of the slope approaches to the airport as referenced in Sec. 16-3-106.E, Airport Overlay (A-O) District;
 - vii. **Tree** removal associated with forestry activities shielded from local **development** regulation in accordance with S.C. Code Ann. § 48-23-205, subject to the limitations on subsequent **development** in Sec. 16-6-104.E, Limitations on Development Applications Subsequent to Exempt Forestry Activity; and
 - viii. Routine or seasonal pruning (see Sec. 16-5-103.H, Existing Vegetation, for restrictions on limbing **trees** in adjacent street and use buffers), subject to the following requirements and conditions:
 - 01.** Pruning shall be done according to the guidelines of the International Society of Arboriculture, as published in the *Arborist Certification Guide*.
 - 02.** No more than ten percent of the **tree's** leaf surface shall be removed.
 - 03.** Climbing spikes shall not be used on **trees** that are not being removed.
 - 04.** **Property owners** bear the burden of proving that they have met the above requirements.
 - ix. Removal or pruning of trees in the PD-1 zoning district under the following conditions:

01. On the Common Property owned by a Property Owners Association, to which all landowners of property located behind the security gate must belong, that is behind any security gate or access point that is manned a minimum of eight (8) hours per day, or at any point within the Spanish Wells PD-1, where the **tree** or **trees** to be removed or pruned are:

- a) Damaged, dead or dying or a fall hazard; or,
 - b) Causing an actual, imminent hazard to pedestrian, bicycle or vehicular travel because roots of any **tree** or **trees** have uplifted pavement, or because branches and foliage are impeding travel sight lines, or because branches and foliage impede travel areas for pedestrians, bicycles and vehicles, and no feasible alternative to removing or pruning the **tree** or **trees** exists.
- b. No Natural Resources Permit is required where the proposed **tree** removal or alteration is reviewed and authorized in accordance with an approved Subdivision Plan (see Sec. 16-2-103.F), Development Plan (Minor or Major) (see Sec. 16-2-103.G), Small Residential Development (see Sec. 16-2-103.H) or Public Project (see Sec. 16-2-103.Q)—though compliance with the standards in this section is required.

C. Tree Protection Information in Applications

2. Tree Survey

- a. The **tree survey** shall be in the form of a map or a **site plan** prepared and sealed by a registered **land** surveyor within two years of the date of **application**. The **tree survey** shall be at the same scale as the required **site development** plan and shall include the following information:
 - i. The location of all Category I, II and IV **trees** with a **DBH** of 6 inches or greater, Category III **trees** (other than cedar and palmetto **trees**) with a **DBH** of 12 inches or greater and cedar and palmetto **trees** with a **DBH** of 8 inches or greater within the areas to be developed and within areas 25 feet beyond such area in each direction, or extending to the property line, whichever is less;
(Revised 5-17-2016 - Ordinance 2016-07)
 - ii. The location of any **trees** with a **DBH** less than 6 inches (Category I, II and IV), less than 8 inches (cedar and palmetto **trees**), and less than 12 inches (Category III other than cedar and palmetto **trees**) that the **applicant** wishes to count toward the minimum standard of **tree** coverage on the **site**; and
(Revised 5-17-2016 - Ordinance 2016-07)
 - iii. The species and **DBH** of all **trees**.
- b. In conjunction with the **tree survey**, **trees** shall be marked with color ribbons, using blue ribbons to mark **trees** to be preserved, red ribbons for **trees** to be removed, and orange ribbons for hazardous **trees** that are proposed to be removed (hazardous **trees** will not count towards the overall required **tree** replacement). In heavily wooded areas, the **Official** may allow **large groups of a significant stand of trees** to be preserved or removed to be marked with the appropriately colored ribbon extending around the perimeter of the group of **trees**.

F. Specimen and Significant Tree Preservation

1. Specimen and Significant Tree Defined

For purposes of this section, a specimen tree is any tree of a species designated by the State or federal government as an endangered, threatened, or rare species, or any tree of a type and with a DBH equal or greater than that indicated in Table 16-6-104.F.1, Specimen Trees, for the tree type. A tree that is within 20% of the size classified as a specimen, is considered a significant tree.

(Revised 5-17-2016 - Ordinance 2016-07; revised 1-7-2020 - Ordinance 2020-02)

TABLE 16-6-104.F.1: SPECIMEN AND SIGNIFICANT TREES			
TREE TYPE		SPECIMEN DBH (INCHES)	SIGNIFICANT DBH (INCHES)
Live oak	Single trunk	35-30	28-24
	Multiple trunks	60-55 (sum of all trunks)	48-41
Laurel oak		35-30	28-24
Water oak		30	24
Red oak		25	20
White oak		20	16
All hickories		20	16
American elm		15	12
Loblolly and slash pines		35	28
Longleaf and pond pines		25	20
Red bay		10	8
Southern magnolia		30	24
Bald cypress and pond cypress		15	12
Black gum and sweet gum		30	24
Red maple		30	24
Spruce pine		Any size	Any size
Red cedar		10	8
Sycamore		30	24
Black cherry		25	20
Sassafras		6	5

(Revised 1-7-2020 - Ordinance 2020-02)

2. General Requirements

- a. No **specimen tree** may be removed except in accordance with paragraph b below. In addition, all **specimen trees** shall have the following protections, whether located on public or private **land**.
~~with the exception of specimen trees located on single-family lots:~~

(Revised 5-17-2016 - Ordinance 2016-07)

- i. Any activities performed within the drip line of a **specimen tree** shall have the prior approval of the **Official**.
- ii. **Specimen trees** shall not be cut, removed, pushed over, killed, or otherwise harmed.

- iii. No more than 20 percent of the total area within the drip line of any **specimen tree** shall be subject to paving or soil compaction, and no paving or soil compaction is allowed within 15 feet of the **tree** trunk. (See Figure 16-6-104.F.2: Limits of Paving or Compaction near Specimen Trees.) The **Official** may allow paving or soil compaction beyond the 20 percent limit if low impact **development** techniques (e.g., **pervious** pavers, materials placed at or above **grade**, no use of mechanical machinery) are used as an alternative means of protecting the **specimen tree**.

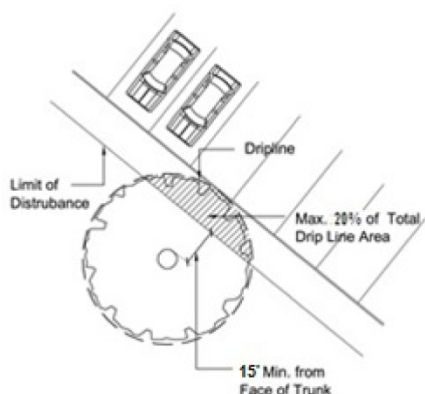


Figure 16-6-104.F.2: Limits of Paving or Compaction near Specimen Trees

- b. If preservation of a **specimen tree** causes unnecessary hardship, the **applicant** may apply for a variance from this subsection (see Sec. 16-2-103.S, Variance) once any required **State** or federal government agency approval, if applicable, to remove the **tree** is received in writing.

(Revised 4-18-2017 - Ordinance 2017-05)

I. Standards for Supplemental and Replacement Trees

3. Replacement Rate, Tree Category, Planting Size

- a. **Trees** that are removed shall be replaced at the rate of one **tree** for every ten **tree** inches removed per **tree** category.
- b. Supplemental and replacement **trees** shall be within the same or lower-numbered **tree** category (see Sec. 16-6-104.H, Tree Equivalency Table) as the **trees** being replaced.
- c. At the time of planting, supplemental and replacement **trees** shall have the minimum **height** and trunk diameter shown in Table 16-6-104.I.3 for the category of the **tree**.

TABLE 16-6-104.I.3: MINIMUM PLANTING SIZE FOR SUPPLEMENTAL AND REPLACEMENT TREES		
TREE CATEGORY	MINIMUM HEIGHT (FEET)	MINIMUM TRUNK DIAMETER (INCHES) (USING ANSI STANDARDS)
Category I	10-12	2-4
Category II	10-12	2-4
Category III	6-8	1-2

Category IV	6-8	1-2
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(Revised 4-18-2017 - Ordinance 2017-05)

Appendix C: Recommended Native Plants

RECOMMENDED NATIVE PLANTS FOR BUFFERS AND WETLANDS		
This list is meant to be used as a guide, and is not all inclusive. Buffer and <i>wetland</i> plants are intended to supply a year-round filtering and habitat function. Therefore, using a diverse selection of flora is highly encouraged.		
COMMON NAME	LATIN NAME	LOCATION
GRASSES, VINES, AND GROUND COVER		
Black Needle Rush	<i>Juncus roemerianus</i>	Tidal <i>wetland</i>
Blue Flag Iris	<i>Iris virginica</i>	Freshwater <i>wetland</i>
Lizard's Tail	<i>Saururus cernuus</i>	Freshwater <i>wetland</i>
Maidencane	<i>Panicum hemitoman</i>	Freshwater <i>wetland</i>
Muhley Grass	<i>Muhlenbergia capillaris</i>	<i>Upland</i>
Passion Flower	<i>Passiflora incarnata</i>	<i>Upland</i>
Pickerselweed	<i>Pontederia cordata</i>	Freshwater <i>wetland</i>
Saltmeadow Cordgrass	<i>Spartina patens</i>	<i>Upland</i>
Sand Cordgrass	<i>Spartina bakeri</i>	<i>Upland</i>
Smooth Cordgrass	<i>Spartina alterniflora</i>	Tidal <i>wetland</i>
Soft Rush	<i>Juncus effusus</i>	Tidal <i>wetland</i>
Wild Ginger	<i>Asarum canadense</i>	<i>Upland</i>
Yellow Jasmine	<i>Gelsemium sempervirens</i>	<i>Upland</i>
SHRUBS AND SMALL TREES		
Beautyberry	<i>Callicarpa Americana</i>	<i>Upland</i>
Coral Bean	<i>Erythrina herbacea</i>	<i>Upland</i>
Dahoon Holly	<i>Ilex cassine</i>	<i>Upland</i>
Fetterbush	<i>Lyonia lucida</i>	Freshwater <i>wetland/Upland</i>
Inkberry	<i>Ilex glabra</i>	Freshwater <i>wetland/Upland</i>
Loblolly Bay	<i>Gordonia lasianthus</i>	<i>Upland</i>
Salt Myrtle	<i>Baccharis halimifolia</i>	<i>Upland</i>
Saw Palmetto	<i>Serena repens</i>	<i>Upland</i>
Sparkleberry	<i>Vaccinium arboreum</i>	<i>Upland</i>
Star Anise	<i>Illicium floridanum</i>	<i>Upland</i>
Wax Myrtle	<i>Myrica ceriflora</i>	<i>Upland</i>
Witch Hazel	<i>Hamamelis virginiana</i>	<i>Upland</i>
Yaupon Holly	<i>Ilex vomitoria</i>	<i>Upland</i>
MEDIUM AND LARGE TREES		
American Holly	<i>Ilex opaca</i>	<i>Upland</i>

Bald Cypress	<i>Taxodium distichum</i>	Freshwater <i>wetland/Upland</i>
Black Gum	<i>Nyssa sylvatica</i>	Freshwater <i>wetland/Upland</i>
Laurel Oak	<i>Quercus laurifolia</i>	<i>Upland</i>
Little Gem Magnolia	<i>Magnolia grandiflora</i> "Little Gem"	<i>Upland</i>
Live Oak	<i>Quercus virginiana</i>	<i>Upland</i>
Red Maple	<i>Acer rubrum</i>	Freshwater <i>wetland/Upland</i>
Sabal palmetto	<i>Sabal palmetto</i>	<i>Upland</i>
Southern Magnolia	<i>Magnolia grandiflora</i>	<i>Upland</i>
Southern Red Cedar	<i>Juniperis silicicola</i>	<i>Upland</i>
Sweet Gum	<i>Liquidamber styraciflua</i>	Freshwater <i>wetland/Upland</i>

RECOMMENDED NATIVE PLANTS FOR BUFFERS AND WETLANDS

This list is meant to be used as a guide, and is not all inclusive. **Buffer** and **wetland** plants are intended to supply a year-round filtering and habitat function. Therefore, using a diverse selection of flora is highly encouraged.

COMMON NAME	LATIN NAME	LOCATION
NATIVE PLANTS FOR DUNES		
<u>Beach evening primrose</u>	<u>Oenothera drummondii</u>	<u>Primary Dune</u>
<u>Beach morning glory</u>	<u>Ipomoea imperati</u>	<u>Primary Dune</u>
<u>Bear-grass (yucca)</u>	<u>Yucca filamentosa</u>	<u>Primary Dune</u>
<u>Camphor weed</u>	<u>Heterotheca subaxillaris</u>	<u>Primary Dune</u>
<u>Climbing Butterfly pea</u>	<u>Centrosema virginianum</u>	<u>Primary Dune</u>
<u>Devil-joint cactus</u>	<u>Opuntia drummondii</u>	<u>Primary Dune</u>
<u>Dune sunflower</u>	<u>Helianthus debilis</u>	<u>Primary Dune</u>
<u>Dwarf palmetto</u>	<u>Sabal minor</u>	<u>Primary Dune</u>
<u>Moundlily yucca</u>	<u>Yucca gloriosa</u>	<u>Primary Dune</u>
<u>Prickly pear cactus</u>	<u>Opuntia compressa</u>	<u>Primary Dune</u>
<u>Purple passion flower (vine)</u>	<u>Passiflora incarnata</u>	<u>Primary Dune</u>
<u>Railroad vine</u>	<u>Ipomea pes-caprae</u>	<u>Primary Dune</u>
<u>Salt myrtle</u>	<u>Baccharus halimifolia</u>	<u>Primary Dune</u>
<u>Saw palm</u>	<u>Serenoa repens</u>	<u>Primary Dune</u>
<u>Sea oats</u>	<u>Uniola paniculata</u>	<u>Primary Dune</u>
<u>Seaside panicum</u>	<u>Panicum amarum</u>	<u>Primary Dune</u>
<u>Spanish bayonet</u>	<u>Yucca aloifolia</u>	<u>Primary Dune</u>
<u>Wax myrtle</u>	<u>Myrica cerifera</u>	<u>Primary Dune</u>
<u>Yaupon holly</u>	<u>Ilex vomitoria</u>	<u>Primary Dune</u>
<u>Yellow passion flower (vine)</u>	<u>Passiflora lutea</u>	<u>Primary Dune</u>
*Dune fields can contain several dune rows that have mostly grasses and other non-woody plants in them. Look at dune areas adjacent to yours to determine which plants are best to use in similar areas. NEVER plant a non-native plant in dune areas; they may become invasive.		
GRASSES, VINES, AND GROUND COVER		

Arrow Arum	<i>Peltandra virginica</i>	Lower Bank/Shallow Water
Black Needle Rush	<i>Juncus roemerianus</i>	Tidal wetland , Salt marsh buffer
Blue Flag Iris	<i>Iris virginica</i>	Freshwater wetland
Bur-marigolds	<i>Bidens sp. (yellow flower, blooms in fall)</i>	Lower Bank/Shallow Water
Buttonbush	<i>Cephalanthus occidentalis</i>	Lower Bank/Shallow Water
Duck potato	<i>Sagittaria latifolia</i>	Lower Bank/Shallow Water
Floating hearts	<i>Nymphoides aquatica</i>	Floating Plants
Fragrant water lily	<i>Nymphaea odorata</i>	Floating Plants
Golden club	<i>Orontium aquaticum</i>	Lower Bank/Shallow Water
Hooded pitcher plant	<i>Sarracenia minor</i>	Lower Bank/Shallow Water
Jack-in-the-pulpit	<i>Arisaema triphyllum</i>	Lower Bank/Shallow Water
Large marsh pink	<i>Sabatia dodecandra</i>	Lower Bank/Shallow Water
Lizard's Tail	<i>Saururus cernuus</i>	Freshwater wetland
Maidencane	<i>Panicum hemitoman</i>	Freshwater wetland
Muhley Grass	<i>Muhlenbergia capillaris</i>	Upland
Passion Flower	<i>Passiflora incarnata</i>	Upland
Pickrelweed	<i>Pontederia cordata</i>	Freshwater wetland
Rushes	<i>Juncus sp.</i>	Lower Bank/Shallow Water
Saltmeadow Cordgrass	<i>Spartina patens</i>	Upland
Salthay	<i>Spartina patens</i>	Salt marsh buffer
Sand Cordgrass	<i>Spartina bakeri</i>	Upland
Sea ox-eye	<i>Borrichia frutescens</i>	Salt marsh buffer
Smooth Cordgrass	<i>Spartina alterniflora</i>	Tidal wetland
Soft Rush	<i>Juncus effuses</i>	Tidal wetland
Spikerushes	<i>Eleocharis sp.</i>	Lower Bank/Shallow Water
Swamp rose mallow	<i>Hibiscus moscheutos</i>	Lower Bank/Shallow Water
Watershield	<i>Brasenia schreberi</i>	Floating Plants
Wild Rice	<i>Zizania aquatica</i>	Lower Bank/Shallow Water
Wild Ginger	<i>Asarum canadense</i>	Upland
Woolgrass bulrush	<i>Scirpus cyperinus</i>	Lower Bank/Shallow Water
Yellow canna	<i>Canna flaccida</i>	Lower Bank/Shallow Water
Yellow Jassamine	<i>Gelsemium sempervirens</i>	Upland
Yellow fringed orchid	<i>Habenaria ciliaris</i>	Lower Bank/Shallow Water
SHRUBS AND SMALL TREES		
American holly	<i>Ilex opaca</i>	Upland
Beautyberry	<i>Callicarpa Americana</i>	Upland
Cabbage palmetto	<i>Sabal palmetto</i>	Upland, salt marsh buffer
Carolina cherry laurel	<i>Prunus caroliniana</i>	Upland
Chickasaw plum	<i>Prunus angustifolia</i>	Upland
Cinnamon fern	<i>Osmunda cinnamomea</i>	Upland
Common persimmon	<i>Diospyros virginiana</i>	Upland
Coral Bean	<i>Erythrina herbacea</i>	Upland
Coral honeysuckle	<i>Lonicera sempervirens</i>	Upland
Cross vine	<i>Anisostichus capreolata</i>	Upland
Dahoon Holly	<i>Ilex cassine</i>	Upland
Fetterbush	<i>Lyonia lucida</i>	Freshwater wetland/Upland
Hercules' Club	<i>Zanthoxylum clava-herculis</i>	Upland, salt marsh buffer

<u>Horse sugar</u>	<u><i>Symplocos tinctoria</i></u>	<u>Upland</u>
<u>Inkberry</u>	<u><i>Ilex glabra</i></u>	Freshwater <u>wetland/Upland</u>
<u>Loblolly Bay</u>	<u><i>Gordonia lasianthus</i></u>	<u>Upland</u>
<u>Redbay</u>	<u><i>Persea borbonia</i></u>	<u>Upland</u>
<u>Salt Myrtle</u>	<u><i>Baccharis halimifolia</i></u>	<u>Upland</u>
<u>Sassafras</u>	<u><i>Sassafras albidum</i></u>	<u>Upland</u>
<u>Saw Palmetto</u>	<u><i>Serona repens</i></u>	<u>Upland</u>
<u>Southern Red Cedar</u>	<u><i>Juniperus silicicola</i></u>	<u>Upland, salt marsh buffer</u>
<u>Sparkleberry</u>	<u><i>Vaccinium arboreum</i></u>	<u>Upland</u>
<u>Star Anise</u>	<u><i>Illicium floridanum</i></u>	<u>Upland</u>
<u>Sugarberry</u>	<u><i>Celtis laevigata</i></u>	<u>Upland</u>
<u>Tough bumelia</u>	<u><i>Bumelia tenax</i></u>	<u>Upland, salt marsh buffer</u>
<u>Trumpet vine</u>	<u><i>Campsis radicans</i></u>	<u>Upland</u>
<u>Wax Myrtle</u>	<u><i>Myrica ceriflora</i></u>	<u>Upland</u>
<u>Winged sumac</u>	<u><i>Rhus copallina</i></u>	<u>Upland</u>
<u>Witch Hazel</u>	<u><i>Hamamelis virginiana</i></u>	<u>Upland</u>
<u>Yaupon Holly</u>	<u><i>Ilex vomitoria</i></u>	<u>Upland</u>
<u>MEDIUM AND LARGE TREES</u>		
<u>American Holly</u>	<u><i>Ilex opaca</i></u>	<u>Upland</u>
<u>Bald Cypress</u>	<u><i>Taxodium distichum</i></u>	Freshwater <u>wetland/Upland</u>
<u>Black Gum</u>	<u><i>Nyssa sylvatica</i></u>	Freshwater <u>wetland/Upland</u>
<u>Florida Maple</u>	<u><i>Acer barbatum</i></u>	<u>Upland</u>
<u>Hickories, various species</u>	<u><i>Carya spp.</i></u>	<u>Upland</u>
<u>Laurel Oak</u>	<u><i>Quercus laurifolia</i></u>	<u>Upland</u>
<u>Little Gem Magnolia</u>	<u><i>Magnolia grandiflora</i> "Little Gem"</u>	<u>Upland</u>
<u>Live Oak</u>	<u><i>Quercus virginiana</i></u>	<u>Upland</u>
<u>Loblolly pine</u>	<u><i>Pinus taeda</i></u>	<u>Upland</u>
<u>Long leaf pine</u>	<u><i>Pinus Palustris</i></u>	<u>Upland</u>
<u>Red Maple</u>	<u><i>Acer rubrum</i></u>	Freshwater <u>wetland/Upland</u>
<u>Sabal palmetto</u>	<u><i>Sabal palmetto</i></u>	<u>Upland</u>
<u>Slash pine</u>	<u><i>Pinus elliotii</i></u>	<u>Upland</u>
<u>Southern Magnolia</u>	<u><i>Magnolia grandiflora</i></u>	<u>Upland</u>
<u>Southern Red Cedar</u>	<u><i>Juniperis silicicola</i></u>	<u>Upland</u>
<u>Southern Red Oak</u>	<u><i>Quercus falcata</i></u>	<u>Upland</u>
<u>Sweet Gum</u>	<u><i>Liquidamber styraciflua</i></u>	Freshwater <u>wetland/Upland</u>
<u>Water Oak</u>	<u><i>Quercus nigra</i></u>	<u>Upland</u>

RECOMMENDED INVASIVE TREES AND PLANTS FOR REMOVAL

The following is a list of common Invasive Trees and Plants in the Lowcountry. The list contains plants and trees that negatively impact native plants and trees and are recommended for removal. Therefore, using a recommended native plant list is encouraged.

- Autumn-Olive Tree
- Bamboo
- Beach Vitex ground cover
- Bradford Pear Tree
- Chinese Privet Shrub
- Chinese Silvergrass grass
- Chinese Tallow Tree
- Chinese Wisteria vine
- Cogongrass grass
- Common Reed (Phragmites) grass
- English Ivy vine
- Japanese Honeysuckle shrub
- Japanese Stiltgrass grass
- Kudzu Vine
- Multiflora Rose Shrub
- Non-Native Milkweed



TOWN OF HILTON HEAD ISLAND

Town Council

TO: Town Council
FROM: Shawn Leininger, Assistant Town Manager
CC: Marc Orlando, Town Manager
DATE: July 15, 2025
SUBJECT: 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

RECOMMENDATION:

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.

The Planning Commission reviewed this Ordinance on March 19, 2025, and unanimously recommended approval to Town Council.

The Community Services Public Safety Committee reviewed this Ordinance on April 21, 2025, and unanimously recommended approval to Town Council.

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 will be further implemented during the full LMO Overhaul.

At the September 24, 2024, Town Council Workshop, Town staff received the following comments and direction regarding this proposed amendment design regulations and requirements for open space and pathways in Major Subdivisions.

1. Clarify the definition of common open space.
2. Remove detention facilities and natural water bodies from the definition. Add docks and boardwalks to the definition.
3. Remove the calculation of remnant open space that provides no value.
4. Add clarifying language and additional design standards for common open spaces to require higher quality design and improved functional access via pathways and other means.
5. Remove adjacent street and use buffer credit from open space calculations.
6. Require pedestrian connectivity within subdivisions and require connections to the Town's Multi-use Pathway system if such connectivity is located within reasonable proximity to the development.

On February 19, 2025, the Planning Commission held a public hearing and requested several modifications to the proposed text amendment, including:

1. Removal of Section 16-5-104.B.2, which addressed the applicability of open space standards to Minor Subdivisions that expand beyond five lots. This provision was duplicative as it was already included in the definition of Major Subdivisions.
2. Modify Section 16-5-104.C.3 to specify the use of visual markers like signs, fencing, and landscaping to ensure open space is clearly identifiable, addressing concerns over vague, discretionary language.
3. Clarify Section 16-5-104.D.2 to ensure open spaces remain accessible to all residents.

On March 19, 2025, the Planning Commission reviewed the modified amendment and, after consideration of the criteria set forth in Section 16-2-103.B.3, and voted unanimously to forward the proposed amendment to Town Council with a recommendation of approval.

On April 21, 2025, the Community Services and Public Safety Committee voted unanimously to recommend approval to Town Council.

SUMMARY:

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.

Current regulations often allow poorly planned or underutilized open spaces, such as lagoons, wetlands, and small, fragmented areas that do not serve residents' needs. In newer subdivisions, open spaces tend to be isolated, inaccessible, or disconnected from key features like pathways or recreational areas. These limitations highlight the need for more thoughtful planning that ensures open spaces are usable and well-integrated into the neighborhood's overall design.

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.

Further, the LMO does not mandate pathways or connections to existing transportation networks outside of subdivisions. This amendment seeks to rectify these gaps, ensuring safer and more accessible connections for pedestrians and cyclists in new developments.

ANALYSIS:

Proposed Amendments

The proposed priority amendments refine the definition, calculation, and design standards for open space within development, emphasizing connectivity and design consistency. These amendments prioritize functional, connected, and accessible common open space, enhancing the quality of life for residents. It enhances walkability, improves community integration, and ensures a cohesive aesthetic within the Town's subdivisions.

The common open space and pathway connectivity requirements will only apply to major residential subdivisions outside of PD-1 that are platted after the effective date of this ordinance. They do not apply to minor subdivisions or family subdivisions.

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

Issue	Proposed Amendment
Clarify the definition of common open space. Remove detention facilities and natural water bodies from definition. Add docks and boardwalks to the definition.	Sec.16-10-105. General Definitions. Common Open Space. Any part of a development site, meeting the requirements of Section 16-5-104, that is not utilized for single-family lots, rights-of-way, streets, commercial structures, multifamily structures, parking and loading areas, detention/retention ponds, and natural water bodies. The following are included in the definition of common open space: golf courses, tennis courts, areas for other court games, swimming pools, pedestrian and bicycle paths, equestrian trails, play fields, picnic areas, horse paddocks, docks and boardwalks located entirely within the development parcel, places for people to gather, and passive recreation areas.
Add clarifying language and additional design standards for common open spaces to require higher quality design and improved functional access via pathways and other means. Remove calculation of remnant open space that provides no value.	Sec.16-5-104. Common Open Space Standards C. Common Open Space Requirement 3. Common open space must be visually identifiable, distinguished by elements including but not limited to signs, fencing, landscape buffers, trail systems, pools, sport facilities, or grass lawns. Sec.16-5-104. Common Open Space Standards D. Common Open Space Location and Configuration 1. Common open space shall be connected to all lots within the subdivision by pathways in accordance with Section 16-5-115 D.5.

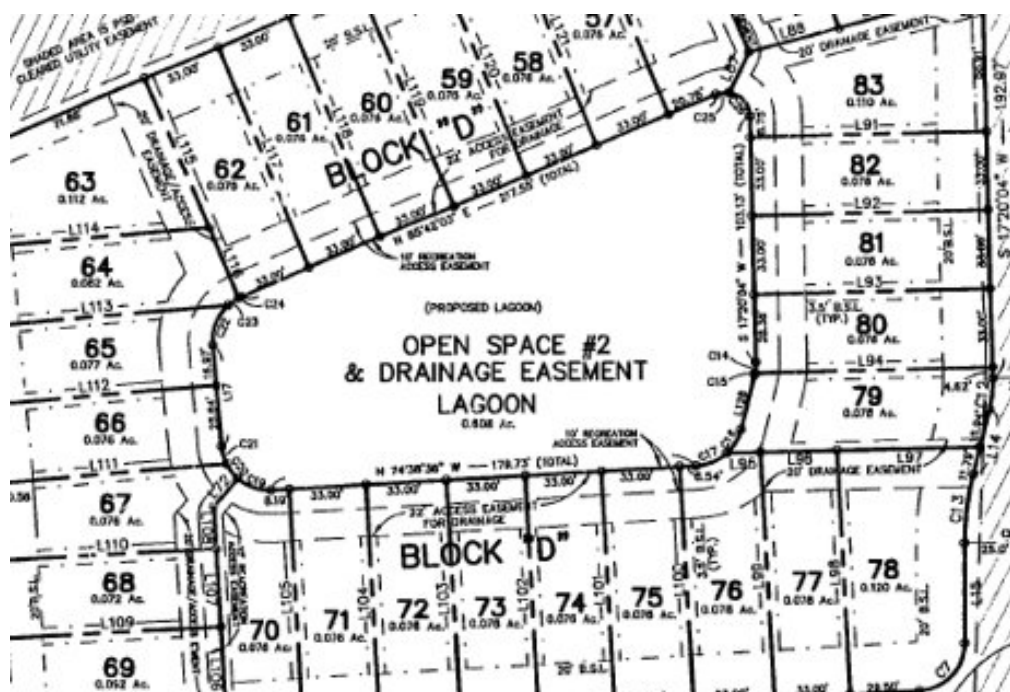
	2. The common open space shall be accessible to all residents of the subdivision development, subject to reasonable rules and regulations. Common open space may be dedicated for general public use; however, such dedication is not mandatory. 3. The design and establishment of common open space shall meet the following standards: a. An area or multiple areas of common open space shall be planned for active or passive recreational use. b. At least 75 percent of the common open space area shall be arranged in dimensions no less than 15 feet across in any direction. c. At least 50 percent of the common open space shall be arranged in one contiguous area. For the purpose of this requirement, common open space areas divided by pathways, sidewalks, or streets that would otherwise be contiguous without the existence of the pathways, sidewalks, or streets shall be considered contiguous. d. The arrangement and design of common open space shall prioritize the preservation of existing tracts of specimen and significant trees. The applicant shall demonstrate how these priority areas have been considered during the application process.
Remove adjacent street and use buffer credit from the open space calculations. Remove the calculation of remnant open space that provides no value.	Sec.16-5-103. Buffer Standards K. Credit Toward Open Space Adjacent street and use buffers required by this section may be credited against the common open space required by Sec. 16-5-104, Open Space Standards. See Exhibits 1-3 for examples of open space that will no longer qualify.
Require pedestrian connectivity within subdivisions and require connections to the Town's Multi-use Pathway system if such connectivity is located	Sec.16-5-115. Subdivision Standards D. Layout of Lots and Blocks 5. Pathway Connectivity. a. Pathways are required throughout subdivisions. The provisions of this

within reasonable proximity to the development.	subsection shall not apply to Minor Subdivisions and Family Subdivisions. b. Pathways shall provide direct connectivity between all lots and the subdivision's community amenities, including usable common open space, mailbox facilities, community buildings, and recreational areas. For the purpose of this requirement, a residential lot located across a street from a pathway within the same subdivision or adjacent to a common open space having a pathway is considered to be served by and connected to that pathway. c. Pathways shall be designed to provide connectivity from within the subdivision to: - An existing pathway system located along an abutting right-of-way or easement, an existing pathway within an easement on the property, or a pathway on abutting Town-owned property; and - Any pathway system planned within an adopted Town pathway plan or the Capital Improvement Program (CIP) located along an abutting right-of-way or easement, an existing pathway easement on the property, or an abutting Town-owned property. d. If the land proposed for a subdivision serves as a priority connection between existing pathways and is included in an adopted Town pathway plan, the pathway system shall be designed to connect the existing pathways through the subdivision or along abutting street right-of-way. This requirement shall not be construed as requiring off-site improvements other than within an abutting street right-of-way. e. Pathways are required unless sidewalks are demonstrated to be more appropriate. Sidewalks can be incorporated where walking and wheelchair use is more common, for shorter stretches where speeds are slower, and where they better fit the context and character of the development.
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	f. Specific design standards for pathways and sidewalks are included by reference to associated professional manuals and statutes
	Sec.16-10-105. General Definitions Common Open Space Any part of a development site, meeting the requirements of Section 16-5-104, that is not utilized for single-family lots, rights-of-way, streets, commercial structures, multifamily structures, and parking and loading areas, detention/retention ponds, and natural water bodies. The following are included in the definition of common open space: golf courses, tennis courts, areas for other court games, swimming pools, pedestrian and bicycle paths, equestrian trails, play fields, picnic areas, horse stables paddocks, docks and boardwalks located entirely within the development parcel, places for people to gather, and passive recreation areas. Pathway An improved way for purposes of travel by non-motorized users outside the traveled way of vehicles and physically separated from the street by an open space or barrier and either within the street right-of-way or within an independent alignment. Most pathways are designed for two-way travel, and are generally constructed of asphalt. Pathways are used by cyclists, pedestrians, and other similar users. Pathways do not include sidewalks. Sidewalk An Improved surface intended for use by pedestrians located between the curb line or the lateral line of a street and the adjacent property line or on easements of private property. Sidewalks are generally constructed with concrete, asphalt or pavers.

[illegible][illegible]

Exhibit 3: Example of Detention Pond Open Space that Will No Longer Qualify



Nonconformities

Chapter 16-7 provides standards for nonconformities. The purpose statement of the Nonconformities Chapter reads as follows, “the zoning regulations and development standards established by this Ordinance are designed to guide the future development and redevelopment of land within the Town by encouraging and regulating site development and appropriate groupings of compatible and related uses that promote and protect the public health, safety, and general welfare. While the Town recognizes the continued existence of nonconformities is generally inconsistent with the purpose and intent of this Ordinance, it also recognizes this Ordinance needs to provide flexibility to encourage redevelopment of nonconforming development if it lessens the degree of the nonconformity and if redevelopment is consistent with the goals of the Comprehensive Plan and the district in which the development is located. This Chapter provides for the regulation of nonconforming uses, structures, signs, and site features, and specifies those circumstances and conditions under which such nonconformities are allowed to continue and redevelop.”

Common open space and pathways established, or lack thereof, as part of previously approved and developed Major Subdivisions may become nonconforming with the requirements proposed in this amendment. However, these elements of Major Subdivisions can continue to exist as nonconforming site features without the need for upgrades or compliance unless an alteration to the nonconformity is proposed.

Chapter 16-7 outlines standards for nonconformities within the Town, acknowledging the need for flexibility in redevelopment while ensuring alignment with the Comprehensive Plan and district goals. Redevelopment, expansion, or relocation of legally nonconforming structures or legally conforming site features must adhere to Chapter 16-7.

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 goals for preserving Hilton Head Island’s character, enhancing connectivity, and ensuring well-integrated open spaces. Our Plan’s Strategies and Tactics for Our Place states to, “evaluate, develop, and maintain standards that preserve and enhance the natural and physical environments that reflect the character of the Island.”
- 2. Responds to changing conditions by avoiding fragmented, underutilized, and unconnected spaces observed in certain developments;
- 3. Addresses a demonstrated community need for functional, accessible, and environmentally sustainable developments;
- 4. Is consistent with the purpose and intent of the zoning districts by accommodating a comfortable, healthy, safe, and pleasant environment in which to live and recreate;
- 5. Ensures that open spaces serve residents effectively and subdivisions connect to broader transportation networks, promoting logical and orderly growth and safe bicycle and pedestrian facilities; and
- 6. Minimizes adverse impacts on the natural environment by preserving common open space and natural areas in Major Subdivisions and promotes non-motorized transportation options.

TOWN COUNCIL REVIEW AND DECISION:

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

The Town Council shall review the application, staff report, and Planning Commission recommendation and make a final decision on the application. The Town Council's decision shall be one of the following:

1. Adopt an ordinance approving the Text Amendment; or
2. Adopt a resolution denying the Text Amendment.

ATTACHMENTS:

1. Ordinance
2. Text Amendment

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND

ORDINANCE NO.: 2025-_____

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND TO AMEND CHAPTER 16 OF THE MUNICIPAL CODE, THE LAND MANAGEMENT ORDINANCE, TO AMEND THE CURRENT 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.

WHEREAS, the Town Council for the Town of Hilton Head Island, South Carolina, has identified a continued need for the adoption of LMO Amendments to address needs and issues in the Town as such arise; and,

WHEREAS, the Town Council finds that an amendment to the Land Management Ordinance to address development and design standards for major residential subdivisions by improving the definition and regulations is needed to promote the design and development of more functional common open space; and,

WHEREAS, the Town Council also finds that an amendment to the Land Management Ordinance to address development and design standards for major residential subdivisions is needed to require pathway connectivity for cyclists, pedestrians, users of manual and motorized wheelchairs, and other similar authorized non-motorized users; and,

WHEREAS, on February 19, 2025, the Planning Commission held a Public Hearing to consider the proposed amendments, and the public had an opportunity to comment on the proposed amendments; and,

WHEREAS, on March 19, 2025, the Planning Commission voted unanimously to recommend adoption of the amendments to Town Council; and,

WHEREAS, on April 21, 2025, the Community Services & Public Safety Committee voted unanimously to recommend adoption of the amendments to Town Council; and,

WHEREAS, the Town Council finds it is in the best interest of the Town and the health, safety, and welfare of its citizens, residents, and visitors to amend the Land Management Ordinance by amending the definition and regulations for common open space

and the requirements for pathway connectivity.

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

Perry, Mayor

Alan R.

ATTEST:

Kimberly Gammon, Town Clerk

First Reading:

Second Reading:

APPROVED AS TO FORM:

Curtis L. Coltrane, Town Attorney

Introduced by Council Member: _____

Chapter 16-3: Zoning Districts

Sec.16-3-104. Residential Base Zoning Districts

B. Residential Single-Family-3 (RSF-3) District

RSF-3 Residential Single-Family-3 District				
3. Development Form Standards				
MAX. DENSITY (PERNET ACRE)			LOT COVERAGE	
Residential	3 du		Max. Impervious Cover for All Development Except Single-Family	35%
Nonresidential	6,000 GFA			
MAX. BUILDING HEIGHT			Min. Open-Space-Common Open Space for Major Residential Subdivisions	16%
All Development	35 ft			
USE AND OTHER DEVELOPMENT STANDARDS				
See Chapter 16-4: Use Standards, Chapter 16-5: Development and Design Standards, and Chapter 16-6: Natural Resource Protection.				
TABLE NOTES: P = Permitted by Right; PC = Permitted Subject to Use-Specific Conditions; SE = Allowed as a Special Exception; du = dwelling units ; sf = square feet; GFA = gross floor area in square feet; ft = feet; n/a = not applicable				

(Revised 3-7-2023 - Ordinance 2023-04)

C. Residential Single-Family-5 (RSF-5) District

RSF-5 Residential Single-Family-5 District				
3. Development Form Standards				
MAX. DENSITY (pernet Acre)			LOT COVERAGE	
Residential	5 du		Max. Impervious Cover for All Development Except Single-Family	35%
Nonresidential	6,000 GFA			
MAX. BUILDING HEIGHT			Min. Open-Space-Common Open Space for Major Residential Subdivisions	16%

	if lot area is at least 5 acres)		
Bed and Breakfast	10 rooms		
Nonresidential	6,000 GFA		Min. Open-Space Common Open Space for Major Residential Subdivisions 16%
MAX. BUILDING HEIGHT			
All Development	35 ft		
USE AND OTHER DEVELOPMENT STANDARDS			
See Chapter 16-4: Use Standards, Chapter 16-5: Development and Design Standards, and Chapter 16-6: Natural Resource Protection.			
TABLE NOTES: P = Permitted by Right; PC = Permitted Subject to Use-Specific Conditions; SE = Allowed as a Special Exception; du = dwelling units ; sf = square feet; GFA = gross floor area in square feet; ft = feet; n/a = not applicable			
1. Each adjacent parcel abutting the Town right-of-way acquired under the Town's Dirt Road Paving Program shall be permitted to develop to its full density potential based on the size of the parcel prior to the establishment of the Town right-of-way. See Section 16-5-105.D for additional details.			
2. Density for development that includes the Workforce Housing shall be determined based on Sec. 16-4-105.A.			

(Revised 4-18-2017 - Ordinance 2017-05; revised 9-17-2019 - Ordinance 2019-20; revised 11-18-2020 - Ordinance 2020-27; revised 2-16-2021 - Ordinance 2021-02; revised 7-20-2021 - Ordinance 2021-15; revised 3-7-2023 - Ordinance 2023-04)

F. Moderate Density Residential District (RM-8) District

RM-8				
Moderate Density Residential District				
3. Development Form Standards				
MAX. DENSITY (PERNET ACRE) ²			LOT COVERAGE	
Residential	8 du		Max. Impervious Cover for All Development Except Single-Family ¹	35%
Nonresidential	6,000 GFA			
MAX. BUILDING HEIGHT			Min. Open-Space <u>Common Open Space</u> for Major Residential Subdivisions	16%
All Development	45 ft			
USE AND OTHER DEVELOPMENT STANDARDS				
See Chapter 16-4: Use Standards, Chapter 16-5: Development and Design Standards, and Chapter 16-6: Natural Resource Protection.				
TABLE NOTES:				
P = Permitted by Right; PC = Permitted Subject to Use-Specific Conditions; SE = Allowed as a Special Exception; du = dwelling units ; sf = square feet; GFA = gross floor area in square feet; ft = feet; n/a = not applicable				
1. Each adjacent parcel abutting the Town right-of-way acquired under the Town's Dirt Road Paving Program shall be permitted to develop to its full density potential based on the size of the parcel prior to the establishment of the Town right-of-way. See Section 16-5-105.D for additional details.				

(Revised 9-17-2019 - Ordinance 2019-20; revised 11-18-2020 - Ordinance 2020-27; revised 7-20-2021 - Ordinance 2021-15; revised 3-7-2023 - Ordinance 2023-04)

G. Moderate to High Density Residential District (RM-12) District

RM-12			
Moderate to High Density Residential District			
3. Development Form Standards			
MAX. DENSITY (PERNET ACRE)¹		LOT COVERAGE	
Residential	12 du	Max. <i>Impervious Cover</i> for All	35%
Nonresidential	6,000 GFA	<i>Development</i> Except <i>Single-Family</i>	
MAX. BUILDING HEIGHT		Min. <i>Open-Space</i> <i>Common Open Space</i> for	16%
		Major Residential	
		<i>Subdivisions</i>	
All <i>Development</i>	45 ft		
USE AND OTHER DEVELOPMENT STANDARDS			
See Chapter 16-4: Use Standards, Chapter 16-5: Development and Design Standards, and Chapter 16-6: Natural Resource Protection.			
TABLE NOTES:			
P = Permitted by Right; PC = Permitted Subject to Use-Specific Conditions; SE = Allowed as a Special Exception; du = <i>dwelling units</i> ; sf = square feet; GFA = <i>gross floor area</i> in square feet; ft = feet; n/a = not applicable			
1. Each adjacent parcel abutting the Town right-of-way acquired under the Town's Dirt Road Paving Program shall be permitted to develop to its full density potential based on the size of the parcel prior to the establishment of the Town right-of-way. See Section 16-5-105.D for additional details.			

(Revised 9-17-2019 - Ordinance 2019-20; revised 11-18-2020 - Ordinance 2020-27; revised 7-20-2021 - Ordinance 2021-15; revised 3-7-2023 - Ordinance 2023-04)

Sec.16-3-105. Mixed-Use and Business Districts

B. Coligny Resort (CR) District

CR	
Coligny Resort District	
3. Development Form Standards	
MODIFIED ADJACENT STREET AND USE SETBACK STANDARDS	
Adjacent Street Setbacks	Along major and minor arterials, the minimum adjacent <i>street</i> setback distance shall be 30' as follows:

	The first 15' of the setback (measured parallel to the required street setback starting from the property line along the street and moving inward) shall include a minimum 5' landscaped area. This landscaped area shall have one street tree planted every 25' along the street frontage. The remaining area may contain a pathway and shall not contain tables, chairs and fountains.		
	The second 15' of the setback (measured parallel to the required setback starting from the required setback line and moving towards the street) may include plazas, courtyards, tables and chairs, pervious pavers, landscaping and fountains.		
	The setback angle shall be 60°.		
	Along other streets , the minimum adjacent street setback distance shall be 20' as follows:		
	The first 15' of the setback (measured parallel to the required street setback starting from the property line along the street and moving inward) shall include a minimum 5' landscaped area. This landscaped area shall have one street tree planted every 25' along the street frontage. The remaining area may contain a pathway.		
	The remaining 5' of the setback (measured parallel to the required setback starting from the required setback line and moving towards the street) may pervious pavers, fountains and benches.		
	The setback angle shall be 60°.		
	Awnings, balconies and overhangs may occupy these setback areas.		
Adjacent Use Setbacks	The adjacent use setback standards set forth in Sec. 16-5-102.D, Adjacent Use Setback Requirements, shall apply only along the perimeter of the CR district.		
MODIFIED ADJACENT STREET BUFFER STANDARDS			
There are no adjacent street buffers in the CR zoning district.			
MAX. DENSITY (PERNET ACRE)			
All development	Undefined, but limited by applicable design and performance standards such as height and parking	Max. Impervious Cover	n/a
		Min. Open-Space Common Open Space for Major Residential Subdivisions	n/a
Residential ²			
MAX. BUILDING HEIGHT			
All development	36 ft along the adjacent street setback line; 60 ft once the setback angle is attained		
USE AND OTHER DEVELOPMENT STANDARDS			
See Chapter 16-4: Use Standards, Chapter 16-5: Development and Design Standards, and Chapter 16-6: Natural Resource Protection.			
TABLE NOTES:			
P = Permitted by Right; PC = Permitted Subject to Use-Specific Conditions; SE = Allowed as a Special Exception; du = dwelling units ; sf = square feet; GFA = gross floor area in square feet; ft = feet; n/a = not applicable			
1. Where all required parking spaces are located within a parking structure (e.g., parking deck or parking garage), the standards for the minimum number of parking spaces shall be reduced by 20 percent.			
2. For development that converts nonresidential square footage to residential use refer to Sec. 16-10-102.B.1.			

(Revised 4-18-2017 - Ordinance 2017-05; revised 12-5-2017 - Ordinance 2017-19; revised 11-4-2020 - Ordinance 2020-26)

D. Light Commercial (LC) District

LC

Light Commercial District

3. Development Form Standards

MAX. DENSITY (PER NET ACRE)			LOT COVERAGE	
Residential ⁴	4 du		Max. <i>Impervious Cover</i>	60%
<i>Hotel</i>	35 rooms		Min. <i>Open-Space Common Open Space</i> for Major Residential <i>Subdivisions</i>	16%
Nonresidential ^{1,2}	10,000 GFA			
MAX. BUILDING HEIGHT				
All <i>Development</i>	45 ft			

USE AND OTHER DEVELOPMENT STANDARDS

See Chapter 16-4: Use Standards, Chapter 16-5: Development and Design Standards, and Chapter 16-6: Natural Resource Protection.

TABLE NOTES:

P = Permitted by Right; PC = Permitted Subject to Use-Specific Conditions; SE = Allowed as a Special Exception; du = *dwelling units*; sf = square feet; GFA = *gross floor area* in square feet; ft = feet; n/a = not applicable

1. The *gross floor area* per *building* shall be 20,000 square feet for *buildings* devoted to *Commercial Services* or *Industrial Uses*.

2. Each *building* shall be separated by a minimum of 15 feet.

3. The minimum number of off-street parking spaces for *mixed-use development* that contains *workforce housing* shall be calculated based on Section 16-5-107.D.2.

4. For *development* that converts nonresidential square footage to residential *use* refer to Sec. 16-10-102.B.1.

(Revised 5-17-2016 - Ordinance 2016-07; revised 9-17-2019 - Ordinance 2019-20; revised 11-4-2020 - Ordinance 2020-26; revised 7-20-2021 - Ordinance 2021-15; revised 3-7-2023 - Ordinance 2023-04)

F. Main Street (MS) District

MS				
Main Street District				
3. Development Form Standards				
MAX. DENSITY (PER NET ACRE)			LOT COVERAGE	
Residential	12 du		Max. <i>Impervious Cover</i>	60%
<i>Bed and Breakfasts</i>	10 rooms			
<i>Hotel</i>	35 rooms		Min. <i>Open-Space Common Open Space</i> for Major Residential <i>Subdivisions</i>	16%
Nonresidential	9,000 GFA			

MAX. BUILDING HEIGHT			
All Development	45 ft		
USE AND OTHER DEVELOPMENT STANDARDS			
See Chapter 16-4: Use Standards, Chapter 16-5: Development and Design Standards, and Chapter 16-6: Natural Resource Protection.			
TABLE NOTES: P = Permitted by Right; PC = Permitted Subject to Use-Specific Conditions; SE = Allowed as a Special Exception; du = dwelling units ; sf = square feet; GFA = gross floor area in square feet; ft = feet; n/a = not applicable			

(Revised 4-18-2017 - Ordinance 2017-05; revised 7-20-2021 - Ordinance 2021-15; revised 3-7-2023 - Ordinance 2023-04)

G. Marshfront (MF) District

MF				
Marshfront District				
3. Development Form Standards				
MAX. DENSITY (PERNET ACRE) ²			LOT COVERAGE	
Residential ¹	Along major arterials	4 du (8 du if <i>lot</i> area is at least 3 acres)	Max. <i>Impervious Cover</i>	60%
	Along other <i>streets</i>	6 du (10 du if <i>lot</i> area is at least 3 acres)	Min. <i>Open-Space Common Open Space</i> for Major Residential <i>Subdivisions</i>	16%
<i>Bed and Breakfasts</i>		10 rooms		
Nonresidential		7,000 GFA		
MAX. BUILDING HEIGHT				
All <i>Development</i>		45 ft		
USE AND OTHER DEVELOPMENT STANDARDS				
See Chapter 16-4: Use Standards, Chapter 16-5: Development and Design Standards, and Chapter 16-6: Natural Resource Protection.				
TABLE NOTES:				
P = Permitted by Right; PC = Permitted Subject to Use-Specific Conditions; SE = Allowed as a Special Exception; du = <i>dwelling units</i> ; sf = square feet; GFA = <i>gross floor area</i> in square feet; ft = feet; n/a = not applicable				
1. For development that converts nonresidential square footage to residential use refer to Sec. 16-10-102.B.1.				
2. Each adjacent parcel abutting the Town right-of-way acquired under the Town's Dirt Road Paving Program shall be permitted to develop to its full density potential based on the size of the parcel prior to the establishment of the Town right-of-way. See Section 16-5-105.D for additional details.				

(Revised 4-18-2017 - Ordinance 2017-05; revised 9-17-2019 - Ordinance 2019-20; revised 11-4-2020 - Ordinance 2020-26; revised 11-18-2020 - Ordinance 2020-27; revised 7-20-2021 - Ordinance 2021-15; revised 3-7-2023 - Ordinance 2023-04)

I. Mitchelville (MV) District

MV Mitchelville District				
3. Development Form Standards				
MAX. DENSITY (PERNET ACRE) ³			LOT COVERAGE	
Residential ¹	12 du		Max. Impervious Cover	50%
Bed and Breakfasts	10 rooms			
Hotel	35 rooms		Min. Open-Space Common Open Space for Major Residential Subdivisions	16%
Interval Occupancy	12 du			
Nonresidential	8,000 GFA			
MAX. BUILDING HEIGHT				
All Development	75 ft			
USE AND OTHER DEVELOPMENT STANDARDS				
See Chapter 16-4: Use Standards, Chapter 16-5: Development and Design Standards, and Chapter 16-6: Natural Resource Protection.				
TABLE NOTES: P = Permitted by Right; PC = Permitted Subject to Use-Specific Conditions; SE = Allowed as a Special Exception; du = dwelling units ; sf = square feet; GFA = gross floor area in square feet; ft = feet; n/a = not applicable 1. For development that converts nonresidential square footage to residential use refer to Sec. 16-10-102.B.1. 2. The minimum number of off-street parking spaces for mixed-use or multifamily development that contains workforce housing shall be calculated based on Section 16-5-107.D.2. 3. Each adjacent parcel abutting the Town right-of-way acquired under the Town's Dirt Road Paving Program shall be permitted to develop to its full density potential based on the size of the parcel prior to the establishment of the Town right-of-way. See Section 16-5-105.D for additional details.				

(Revised 4-18-2017 - Ordinance 2017-05; revised 12-5-2017 - Ordinance 2017-19; revised 9-17-2019 - Ordinance 2019-20; revised 8-18-2020 - Ordinance 2020-19; revised 11-4-2020 - Ordinance 2020-26; revised 11-18-2020 - Ordinance 2020-27; revised 7-20-2021 - Ordinance 2021-15)

J. Neighborhood Commercial (NC)

NC Neighborhood Commercial District				
3. Development Form Standards				
MAX. DENSITY (PERNET ACRE) ²			LOT COVERAGE	
Residential ¹	4 du		Max. Impervious Cover	45%
Nonresidential	3,000 GFA		Min. Open-Space Common Open Space for Major Residential Subdivisions	16%
MAX. BUILDING HEIGHT				

All Development	35 ft ²		
USE AND OTHER DEVELOPMENT STANDARDS			
See Chapter 16-4: Use Standards, Chapter 16-5: Development and Design Standards, and Chapter 16-6: Natural Resource Protection.			
TABLE NOTES: P = Permitted by Right; PC = Permitted Subject to Use-Specific Conditions; SE = Allowed as a Special Exception; du = dwelling units ; sf = square feet; GFA = gross floor area in square feet; ft = feet; n/a = not applicable			
1. For development that converts nonresidential square footage to residential use refer to Sec. 16-10-102.B.1.			
2. Each adjacent parcel abutting the Town right-of-way acquired under the Town's Dirt Road Paving Program shall be permitted to develop to its full density potential based on the size of the parcel prior to the establishment of the Town right-of-way. See Section 16-5-105.D for additional details.			

(Revised 9-17-2019 - Ordinance 2019-20; revised 11-4-2020 - Ordinance 2020-26; revised 11-18-2020 - Ordinance 2020-27; revised 7-20-2021 - Ordinance 2021-15; revised 3-7-2023 - Ordinance 2023-04)

L. Resort Development (RD) District

RD

Resort Development District

3. Development Form and Parameters

MAX. DENSITY (PERNET ACRE)			LOT COVERAGE	
Residential ^{1, 2}	16 du		Max. <i>Impervious Cover</i>	50%
<i>Bed and Breakfasts</i>	10 rooms			
<i>Interval Occupancy</i>	16 du			
<i>Hotel¹</i>	35 rooms		Min. <i>Open-Space Common Open Space</i> for Major Residential <i>Subdivisions</i>	16%
Nonresidential	8,000 GFA			
MAX. BUILDING HEIGHT				
<i>Non Single-Family Development</i> on property landward of South Forest Beach Drive	60 ft			
All Other <i>Non Single-Family Development</i>	75 ft			
<i>Single-Family Development</i>	45 ft			

USE AND OTHER DEVELOPMENT STANDARDS

See Chapter 16-4: Use Standards, Chapter 16-5: Development and Design Standards, and Chapter 16-6: Natural Resource Protection.

TABLE NOTES:

P = Permitted by Right; PC = Permitted Subject to Use-Specific Conditions; SE = Allowed as a Special Exception; du = *dwelling units*; sf = square feet; GFA = *gross floor area* in square feet; ft = feet; n/a = not applicable

[1] In order to promote flexibility, an *office, eating establishment or commercial services use* that is accessory to and within an existing residential or *hotel structure* may be converted to a residential *unit* or *units* upon the *Official's* determination that the *development* can support the required amount of parking. The alteration shall

not expand beyond the footprint of the existing residential or **hotel structure**.

2. For development that converts nonresidential square footage to residential use refer to Sec. 16-10-102.B.1.

(Revised 5-17-2016 - Ordinance 2016-07; revised 4-18-2017 - Ordinance 2017-05; revised 4-18-2017 - Ordinance 2017-06; revised 11-4-2020 - Ordinance 2020-26; revised 7-20-2021 - Ordinance 2021-15)

M. Sea Pines Circle (SPC) District

SPC				
Sea Pines Circle District				
3. Development Form Standards				
MAX. DENSITY (PERNET ACRE)			LOT COVERAGE	
Residential	12 du		Max. <i>Impervious Cover</i>	60%
Nonresidential	10,000 GFA		Min. <i>Open-Space Common Open Space</i> for Major Residential <i>Subdivisions</i>	16%
MAX. BUILDING HEIGHT				
All <i>Development</i>	45 ft			
USE AND OTHER DEVELOPMENT STANDARDS				
See Chapter 16-4: Use Standards, Chapter 16-5: Development and Design Standards, and Chapter 16-6: Natural Resource Protection.				
TABLE NOTES:				
P = Permitted by Right; PC = Permitted Subject to Use-Specific Conditions; SE = Allowed as a Special Exception; du = <i>dwelling units</i> ; sf = square feet; GFA = <i>gross floor area</i> in square feet; ft = feet; n/a = not applicable				
1. <i>Islander Mixed-Use</i> has undefined density but limited by applicable design and performance standards such as height and parking.				

(Revised 4-18-2017 - Ordinance 2017-05; revised 3-7-2023 - Ordinance 2023-04; revised 10-3-2023 - Ordinance 2023-12)

N. Stoney (S) District

S	
Stoney District	
3. Development Form and Parameters	
MODIFIED ADJACENT STREET AND USE SETBACK STANDARDS	
Adjacent Street Setback	Except along major or minor arterials, the adjacent street setback distance established in Sec. 16-5-102.C, Adjacent Street Setback Requirements, may be reduced by up to 30 percent, provided the <i>applicant</i> demonstrates there is no other feasible or practicable alternative that will accommodate a permitted <i>use</i> on the site in compliance with all other requirements of the LMO and the required adjacent street buffer can be provided.
Adjacent Use Setback	The adjacent use setback distance established in Sec. 16-5-102.D, Adjacent Use Setback Requirements, may be reduced to ten feet where a public park adjoins

	another public park, or where a nonresidential use other than an industrial use adjoins another nonresidential use other than an industrial use		
MAX. DENSITY (PERNET ACRE)³			LOT COVERAGE
Residential ¹	10 du		Max. Impervious Cover 50%
Bed and Breakfasts	10 rooms		
Hotel	35 rooms		Min. Open-Space Common Open Space for Major Residential Subdivisions 16%
Nonresidential	7,000 GFA		
MAX. BUILDING HEIGHT			
All Development	45 ft		
USE AND OTHER DEVELOPMENT STANDARDS			
See Chapter 16-4: Use Standards, Chapter 16-5: Development and Design Standards, and Chapter 16-6: Natural Resource Protection.			
TABLE NOTES:			
P = Permitted by Right; PC = Permitted Subject to Use-Specific Conditions; SE = Allowed as a Special Exception; du = dwelling units ; sf = square feet; GFA = gross floor area in square feet; ft = feet; n/a = not applicable			
1. For development that converts nonresidential square footage to residential use refer to Sec. 16-10-102.B.1.			
2. The minimum number of off-street parking spaces for mixed-use development that contains workforce housing shall be calculated based on Section 16-5-107.D.2.			
3. Each adjacent parcel abutting the Town right-of-way acquired under the Town's Dirt Road Paving Program shall be permitted to develop to its full density potential based on the size of the parcel prior to the establishment of the Town right-of-way. See Section 16-5-105.D for additional details.			

(Revised 4-18-2017 - Ordinance 2017-05; revised 9-17-2019 - Ordinance 2019-20; revised 11-4-2020 - Ordinance 2020-26; revised 11-18-2020 - Ordinance 2020-27; revised 7-20-2021 - Ordinance 2021-15; revised 3-7-2023 - Ordinance 2023-04)

O. Waterfront Mixed-Use (WMU) District

WMU			
Waterfront Mixed-Use District			
3. Development Form Standards			
MAX. DENSITY (PERNET ACRE)^{1, 5}			LOT COVERAGE
Residential ³	16 du		Max. Impervious Cover 50%
Bed and Breakfasts	10 rooms		
Hotel	35 rooms		Min. Open-Space Common Open Space for Major Residential Subdivisions 16%
Interval Occupancy	16 du		
Nonresidential	8,000 GFA		
MAX. BUILDING HEIGHT^{2, 3}			
All Development	75 ft		

USE AND OTHER DEVELOPMENT STANDARDS

See Chapter 16-4: Use Standards, Chapter 16-5: Development and Design Standards, and Chapter 16-6: Natural Resource Protection.

TABLE NOTES:

P = Permitted by Right; PC = Permitted Subject to Use-Specific Conditions; SE = Allowed as a Special Exception; du = **dwelling units**; sf = square feet; GFA = **gross floor area** in square feet; ft = feet; n/a = not applicable

1. For purposes of calculating new **density**, only 25% of total square footage devoted to boat dry storage facilities shall be counted.
2. Where a **parcel** in the WMU District adjoins a zoning district with a **height** limit lower than that in the WMU District, no part of a **building** on the WMU-zoned **parcel** shall exceed a **height** equal to the **height** limit in the adjoining district plus 1 foot, or major fraction thereof, for each foot of horizontal distance from the adjoining district.
3. For development that converts nonresidential square footage to residential use refer to Sec. 16-10-102.B.1.
4. The minimum number of off-street parking spaces for mixed-use development that contains workforce housing shall be calculated based on Section 16-5-107.D.2.
5. Each adjacent parcel abutting the Town right-of-way acquired under the Town's Dirt Road Paving Program shall be permitted to develop to its full density potential based on the size of the parcel prior to the establishment of the Town right-of-way. See Section 16-5-105.D for additional details.

(Revised 11-3-2015 - Ordinance 2015-23; revised 4-18-2017 - Ordinance 2017-05; revised 9-17-2019 - Ordinance 2019-20; revised 11-4-2020 - Ordinance 2020-26; revised 11-18-2020 - Ordinance 2020-27; revised 7-20-2021 - Ordinance 2021-15)

Chapter 16-4: Use Standards

Sec.16-4-104. Temporary Uses and Structures

D. Use-Specific Conditions for Temporary Uses and Structures

6. Outdoor Seasonal Sales of Christmas Trees and Pumpkins

A merchant may display and sell Christmas **trees** and pumpkins on a temporary basis, without establishing a permanent place of business, subject to the following conditions. [Note: The outdoor display and sale/rental of goods as accessory to an already established business is subject to the provisions of Sec. 16-4-103.E.5, Outdoor Storage (as an accessory use).]

- a. The property contains an area not currently used that will support the proposed temporary sale of Christmas **trees** or pumpkins without encroaching into or creating a negative impact on existing vegetated areas, **common open space**, landscaping, **trees**, traffic movements, parking-space availability, or pedestrian **access**.
- b. The display of the Christmas **trees** or pumpkins shall not occur in the public **right-of-way**.
- c. Any tent or other temporary **structure** shall be located so as not to interfere with the normal operations of any permanent **use** located on the property.

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- d. The temporary display or sale of the Christmas **trees** or pumpkins shall not cause interference with the movement of emergency vehicles to such an extent that adequate police, fire, or other emergency services cannot be provided.
 - e. The sales activity shall not last longer than 45 days.
 - f. The vendor, with the approval of the **Official**, may use a **recreational vehicle** to live on the site.

Chapter 16-5: Development and Design Standards

Sec.16-5-103. Buffer Standards

K. Credit Toward Open Space

~~Adjacent street and use buffers required by this section may be credited against the **common open space** required by Sec. 16-5-104, Open Space Standards.~~

~~(Ord. No. 2015-23, 11-3-2015)~~

Sec.16-5-104. Common Open Space Standards

B. Applicability

1. The provisions of this section apply to any Major Subdivisions (six or more **lots**) creating **lots** for residential **development**, unless expressly exempted in this section.
2. The provisions of this section also shall apply to any Minor Subdivision (five or fewer **lots**) creating **lots** for residential **development** that is expanded onto **adjacent parcels** so the total number of **lots** in the **subdivision** is greater than five.
3. The provisions of this section do not apply to **Family Subdivisions**.

C. Common Open Space Requirement

1. At least 16 percent of the **land** within the **subdivision** shall consist of **common open space** meeting the requirements of this section.
2. **Common open space** shall be depicted on any plat of the **development** submitted for approval and labeled "common open space."
3. **Common open space** must be visually identifiable, distinguished by elements including but not limited to signs, fencing, landscape buffers, trail systems, pools, sport facilities, or grass lawns.

D. Common Open Space Location and Configuration

~~Required **common open space** shall be reasonably accessible from all parts of the **subdivision**, especially by pathways.~~

1. **Common open space** shall be connected to all lots within the **subdivision** by **pathways** in accordance with Section 16-5-115.D.5.

-
2. The **common open space** shall be accessible to all residents of the **subdivision** development, subject to reasonable rules and regulations. **Common open space** may be dedicated for general public use; however, such dedication is not mandatory.
 3. The design and establishment of **common open space** shall meet the following standards:
 - a. An area or multiple areas of **common open space** shall be planned for active or passive recreational use.
 - b. At least 75 percent of the **common open space** area shall be arranged in dimensions no less than 15 feet across in any direction.
 - c. At least 50 percent of the **common open space** shall be arranged in one contiguous area. For the purpose of this requirement, **common open space** areas divided by **pathways, sidewalks, or streets** that would otherwise be contiguous without the existence of the **pathways, sidewalks, or streets** shall be considered contiguous.
 - d. The arrangement and design of **common open space** shall prioritize the preservation of existing tracts of **specimen** and **significant trees**. The **applicant** shall demonstrate how these priority areas have been considered during the application process.

E. Ownership, Management and Maintenance of Common Open Space

Common open space shall be maintained so that its use and enjoyment as **common open space** is not diminished or destroyed. Ownership of **common open space** shall be subject to deed restrictions or recorded covenants and restrictions that prevent **development** or subsequent **subdivision** of the **common open space** and provide responsibility for **maintenance** of the **common open space**.

Sec.16-5-107. Parking and Loading Standards

H. Off-Street Parking Alternatives

5. Deferred Parking

d. Maintenance of Reserve Areas as Common Open Space

As long as areas are reserved for future parking, they shall be maintained as **common open space**, without any clearing of **trees**. During such time, the reserve areas shall not count as **common open space** for purposes of complying with Sec. 16-5-104, **Common Open Space Standards**, and shall count as **impervious surface** for purposes of complying with Sec. 16-5-109, **Stormwater Management and Erosion and Sedimentation Control Standards**.

e. Deferred Parking Agreement

- i. A deferred parking agreement shall be included as part of any **development** approval which includes deferred parking. The agreement shall incorporate by reference the deferred parking plan and agreement by the owner to reserve a future parking area as **common open space** consistent with the deferred parking plan, and assurances that a parking demand study will be completed in accordance with the terms of the **development** approval and this section, and additional parking provided, if determined necessary.
- ii. An attested copy of an approved and executed agreement shall be recorded with the Beaufort County Register of Deeds before issuance of a **Building Permit** or Certificate of Occupancy for any **use** subject to deferred parking.

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- iii. Any termination of a deferred parking agreement does not negate the **developer's** and owner's obligation to comply with parking requirements of this **Ordinance**. Failure to comply shall constitute a violation.

Sec.16-5-115. Subdivision Standards

A. Purpose and Intent

The purpose of **subdivision** layout is to create a functional and attractive **development** with infrastructure and **lots** appropriately sized and located to minimize adverse impacts. The intent of this section is to provide clear requirements and guidelines for **subdivision** design for both Major and Minor Subdivisions.

Subdivisions should promote the health, safety, convenience, order, prosperity and welfare of the present and future residents of the **Town** by:

- a. Providing for the orderly growth and **development** of the **Town**;
- b. Coordinating with the existing **street** system, transportation plans, and public facilities;
- c. Providing **right-of-way** for **street** and vehicular **easements**;
- d. Avoiding congestion and overcrowding and encouraging proper arrangement of **streets** in relation to existing planned **streets**;
- e. Ensuring there is adequate **common open space** and recreation facilities; and
- f. Ensuring there is proper recordation of **land** ownership.

C. General Requirements

- 1. Layout of the **subdivision** shall be based on complete **site** analysis. **Streets** and **lots** shall be designed to preserve significant trees, stands of trees and understory vegetation and situated to minimize alteration of natural and historic **site** features to be preserved.
- 2. The **subdivision** layout shall consider the practicality and economic feasibility of **development** of individual **lots** including the environmental characteristics, size of the **site**, and the requirements of this **Ordinance**.
- 3. The applicant is required to demonstrate that they have made all reasonable efforts to preserve unique and fragile elements on site, including but not limited to wetlands, significant stands of **trees** and individual **trees** of significant size, with **development** reserved for environmentally stable areas.

(Revised 1-7-2020 - Ordinance 2020-02; revised 3-7-2023 - Ordinance 2023-04)

- 4. **Common Open-open space** and recreational areas shall be planned in accordance with Sec. 16-5-104, **Common Open Space Standards**.
- 5. **Lots** shall be situated so that stormwater may be easily directed away from **buildings** in subsequent **site-specific development**. **Lots** shall be configured so that **buildings** and general **flood** sensitive **site** facilities can be located out of drainageways. **Subdivisions** shall be designed so as to comply with Sec. 16-5-109, Stormwater Management and Erosion and Sedimentation Control Standards.
- 6. All **lots** shall have the **access** required by Sec. 16-5-105.I, Access to Streets.

D. Layout of Lots and Blocks

- 1. Subdivisions may be laid out in conventional, cluster, **zero lot line**, or a combination of block/ lot designs.

(Revised 7-21-2020 - Ordinance 2020-16)

2. The **lot** configuration and shape shall provide appropriate **sites** for **buildings**, and be properly related to topography, natural elements, existing significant trees and stands of trees, **access**, drainage and utilities, and conform to all requirements of this **Ordinance**.

(Revised 1-7-2020 - Ordinance 2020-02)

3. The dimensions of **corner lots** shall permit the required minimum setbacks from **streets** (see Sec. 16-5-102, Setback Standards) and required **site** triangles (see Sec. 16-5-105.H.4, Sight Triangles).
4. The number of **lots** within a block shall be as appropriate for the location and the type of **development** contemplated, as practical. Visual monotony created by excessive blocks of **lots** which are not interrupted by intersections, **common open space**, buffers, trees or features shall be avoided.

(Revised 1-7-2020 - Ordinance 2020-02)

5. ~~**Pathways and sidewalks are encouraged throughout the subdivision. Pathways and sidewalks may be required by the Official to provide circulation or access to schools, playgrounds, shopping, or other community facilities. Interconnection with other pathways and sidewalks is also desirable.**~~ **Pathway Connectivity.**

a. ~~**Pathways** are required throughout **subdivisions**. The provisions of this subsection shall not apply to **Minor Subdivisions** and **Family Subdivisions**.~~

b. ~~**Pathways** shall provide direct connectivity between all **lots** and the **subdivision's** community amenities, including usable **common open space**, mailbox facilities, community **buildings**, and recreational areas. For the purpose of this requirement, a residential **lot** located across a **street** from a **pathway** within the same **subdivision** or adjacent to a **common open space** having a **pathway** is considered to be served by and connected to that **pathway**.~~

c. ~~**Pathways** shall be designed to provide connectivity from within the **subdivision** to:~~

- i. ~~An existing **pathway** system located along an abutting **right-of-way** or **easement**, an existing **pathway** within an **easement** on the property, or a **pathway** on abutting Town-owned property; and~~
- ii. ~~Any **pathway** system planned within an adopted Town **pathway** plan or the Capital Improvement Program (CIP) located along an abutting **right-of-way** or **easement**, an existing **pathway easement** on the property, or an abutting Town-owned property.~~

d. ~~If the land proposed for a **subdivision** serves as a priority connection between existing **pathways** and is included in an adopted Town **pathway** plan, the **pathway** system shall be designed to connect the existing **pathways** through the **subdivision** or along abutting **street right-of-way**. This requirement shall not be construed as requiring off-site improvements other than within an abutting **street right-of-way**.~~

e. ~~As an alternative to **pathway** construction, a **sidewalk** may be approved by the **Official** if the proposed **subdivision** abuts a **street** with an existing **sidewalk** network or if the character or design of the proposed **subdivision** would clearly benefit from incorporating **sidewalks** instead of **pathways**. The incorporation of **sidewalks** shall meet all other requirements of this section. The **Official** may determine that a **sidewalk** is preferable over a **pathway** if:~~

- i. ~~Spacing is not sufficient for a **pathway** based on existing natural features, infrastructure, utilities, **easements**, or built features;~~

ii. It would connect seamlessly to existing infrastructure;

iii. It would be more consistent with the design characteristics of the proposed **subdivision** and abutting **development**;

iv. The travel distance of the proposed route is significantly shorter than areas typically suitable for **pathways**; or

v. It would encourage slower travel speeds in areas of higher congestion.

f. **Pathways** or **sidewalks** shall be designed and constructed in accordance with the fifth edition of the AASHTO Guide for the Development of Bicycle Facilities and meet the accessibility guidelines promulgated under the Americans with Disabilities Act (ADA).

E. Zero Lot Line Residential Subdivisions

1. **Zero lot line residential subdivisions** are permitted in the following zoning districts: RM-4, RM-8, RM-12, SPC, MS, WMU, S, MF, MV, NC, LC and RD.
2. All **lots** created in a **zero lot line residential subdivision** shall be buildable lots (the appropriate size to construct a home) and shall be a minimum of .05 acres in size with a minimum **lot** width of 20 feet.
3. All lots in a **zero lot line residential subdivision** shall have a 50% maximum impervious coverage.
4. **All zero lot line residential subdivisions** shall provide 16% minimum **common** open space.
5. No structure shall be located closer than ten feet from adjacent property lines, with the exception of structures that have a wall that rests on a common property line.
6. Where a proposed **zero lot line residential subdivision** is adjacent to an existing single family detached residential neighborhood or use, a setback of 20 feet is required along the perimeter of the proposed subdivision.
7. Where a proposed **zero lot line residential subdivision** is adjacent to an existing single family detached residential neighborhood or use, a Type A buffer, Option 1, is required along the perimeter of the proposed subdivision.
8. A **zero lot line residential subdivision** is not permitted on existing **lots** of record that were not previously platted as a **zero lot line residential subdivision**, unless the entire previously platted subdivision is combined and re-platted to be a **zero lot line residential subdivision**.

(Revised 7-21-2020 - Ordinance 2020-16)

G. Miscellaneous Standards

1. Monuments and Markers

- a. Horizontal control monuments shall be placed in the pavement of **subdivision streets** so that no **lot** is more than 2,000 feet from a control monument. Alternatively, control monuments may be placed in **common open space** areas, park areas, and the like. The control monument shall be placed in a manner satisfactory to the Town Engineer.
- b. Corner monuments or markers shall be installed at all **lot** corners.
- c. All corner monuments or markers shall consist of a concrete marker with metal cap marking the exact corner and bearing the name of the surveying company or the **land** surveyor in responsible charge of the survey. If the corner location falls on pavement, concrete, or other material where

it cannot be marked with a cap, a shaft of ferrous metal (iron pipe or bar), spikes, or scribes may be installed in or on the surface. These methods shall be used unless exceptional circumstances warrant the use of other materials.

- d. If a corner cannot be monumented or marked, one or more witness monuments shall be placed on the boundary line and described by bearings or distances so that the inaccessible point may be located accurately on the ground. A witness monument shall adhere to the same standards applicable to a corner monument.

(Revised 7-20-2020 - Ordinance 2020-16)

Chapter 16-6: Natural Resource Protection

Sec.16-6-102. Wetland Protection

E. Wetland Alteration and Mitigation Requirements

1. Wetland Alteration Allowed Only Where Unavoidable

- a. Alteration to a wetland shall be allowed only when the **applicant** clearly demonstrates that **wetland alteration** cannot be avoided. **Wetland alteration** shall be considered unavoidable only if there no feasible alternative layout or design that would avoid disturbance of wetland and still practically accomplish the overall basic purpose of the proposed **development** or activity, or if an overriding public interest in the alteration can be demonstrated. Examples of alternative layouts and design that might allow **wetland alteration** to be avoided include, but are not limited to: ~~using wetland as required open space~~; locating **buildings**, parking, and other disturbed areas in non-wetland areas; using existing wetland crossings for needed street or utility **access** to upland areas; renovating, remodeling, or expanding existing **buildings** rather than constructing new **buildings**; using already disturbed areas as **sites** for new **development**; and minimizing the footprint of **buildings** and parking areas (building "up" rather than "out").
- b. Where alteration to a wetland is allowed, any impact of the alteration on the wetland shall be minimized through the use of **best management practices**, re-design, innovative technology (e.g., **pervious** parking areas), preservation, and **legal protection** (e.g., deed restrictions, conservation **easements**).
- c. Any mitigation proposal to alter a wetland shall ensure that, upon completion, there will be no net loss to the wetland's values, functions, and area.

Chapter 16-10:

Definitions, Interpretation, and Measurement

Sec.16-10-102. Rules of Measurement

E. Lot Coverage

3. Open Space

Land not utilized for *single-family lots*, rights-of-way, commercial *buildings*, *multifamily buildings*, parking, or loading areas.

[Also See Sec. 16-5-104, Common Open Space Standards.](#)

Sec.16-10-105. General Definitions

Terms defined in this section shall have the meanings stated in the definition of the term.

Common Open Space

Any part of a *development site*, [meeting the requirements of Section 16-5-104](#), that is not utilized for *single-family lots*, *rights-of-way*, *streets*, commercial *structures*, *multifamily structures*, ~~and~~ parking and loading areas, [detention/retention ponds, and natural water bodies](#). The following are included in the definition of *common open space*: golf courses, tennis courts, areas for other court games, *swimming pools*, pedestrian and bicycle paths, equestrian trails, play fields, picnic areas, horse ~~stables~~ [paddocks](#), [docks and boardwalks located entirely within the development parcel](#), places for people to gather, and passive recreation areas.

Open Space

~~See Sec. 16-10-102.E.3, Open Space.~~

Pathway

[An improved way for purposes of travel by non-motorized users outside the traveled way of vehicles and physically separated from the *street* by an open space or barrier and either within the *street right-of-way* or within an independent alignment. Most *pathways* are designed for two-way travel, and are generally constructed of asphalt. *Pathways* are used by cyclists, pedestrians, and other similar users. *Pathways* do not include *sidewalks*.](#)

Sidewalk

[An Improved surface intended for use by pedestrians located between the curb line or the lateral line of a *street* and the adjacent property line or on *easements* of private property. *Sidewalks* are generally constructed with concrete, asphalt or pavers.](#)

(Revised 11-3-2015 - Ord. No. 2015-23; revised 4-18-2017 - Ordinance 2017-05; revised 6-6-2017 - Ordinance 2017-08; revised 12-5-2017 - Ordinance 2017-19; revised 9-17-2019 - Ordinance 2019-20; revised 1-7-2020 - Ordinance 2020-02; revised 7-21-2020 - Ordinance 2020-16; revised 11-4-2020 - Ordinance 2020-26; revised 2-16-2021 - Ordinance 2021-02; revised 7-20-2021 - Ordinance 2021-15; revised 3-7-2023 - Ordinance 2023-04; revised 5-2-2023 - Ordinance 2023-06)

Appendix A:

Advisory and Decision Making Bodies and Persons

A-2. Planning Commission

The **Planning Commission** is established under this **Ordinance** in accordance with **State** law. The **Planning Commission** has the following powers and duties under this **Ordinance**:

A. Powers and Duties

1. Prepare and periodically revise plans and programs for the **development** and redevelopment of areas in the Town, as provided for in this **Ordinance**.
2. Prepare and recommend for adoption to the **Town Council** as a means for implementing the plans and programs:
 - a. Zoning ordinances to include a zoning map(s) and appropriate revisions thereof;
 - b. An official map and appropriate revisions of it showing the exact location of existing or proposed public **street**, highway and utility **rights-of-way**, and public **building** sites, together with regulations to control the erection of **buildings** or other **structures** or changes in **land use** within the **rights-of-way**, **building** sites, **open spaces** or **common open spaces** within its jurisdiction, or a specified portion of it;
 - c. A landscaping ordinance setting forth required planting, **tree** preservation and other aesthetic considerations for **land** and **structures**;
 - d. A **Capital Improvements Program** setting forth projects required to implement plans which have been prepared and adopted, including an annual listing of priority projects for consideration by the governmental bodies responsible for implementation prior to preparation of their capital budgets; and
 - e. Policies or procedures to facilitate implementation of planning documents.
3. Review and make decisions on **applications** for:
 - a. Street/Vehicular Access Easement Name Reviews (Sec. 16-2-103.O);
 - b. Public Project Reviews (Sec. 16-2-103.Q).
 - c. Traffic Impact Analysis Plans (Sec. 16-2-103.J.5.b.ii).
(Revised 5-17-2016 - Ordinance 2016-07)
4. Review and make recommendations to the **Town Council** on:
 - a. Text Amendments (Sec. 16-2-103.B);
 - b. Zoning Map Amendments (Rezoning) (Sec. 16-2-103.C); and
 - c. Planned Unit Development (PUD) Districts (Sec. 16-2-103.D).

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5. Review and decide appeals (see Sec. 16-2-103.U) on:
 - a. Subdivision Reviews (Minor and Major) (Sec. 16-2-103.F);
 - b. Development Plan Reviews (Minor and Major) (Sec. 16-2-103.G);
 - c. Development Project Name Reviews (Sec. 16-2-103.N); and
 - d. Small Residential Development Reviews (Sec. 16-2-103.H).
 6. Carry out any other powers and duties delegated to it by the **Town Council**, consistent with the S.C. Code of Laws Section 6-29-310, *et seq.*

Appendix D: Application Submittal Requirements

D-4. ~~Subdivison~~ Subdivision Review, Major

All **applications** for **subdivision** approval shall contain the following:

F. Common Open Space and Public Dedication Narrative

A detailed narrative explaining how the **subdivision** will meet the common open space and public dedication requirements, as applicable, Sec. 16-5-104. The narrative shall include:

1. Description of the form of organization proposed to own and maintain the common open space in conformance with the requirements for Property Owners Associations or the equivalent, as specified in Sec. 16-5-104.E.
2. Identification of how the common open space and facilities relate to existing and proposed common open space areas, bikeways and recreational facilities on Hilton Head Island, as shown in the Comprehensive Plan, or more detailed plans adopted by the **Planning Commission** such as **neighborhoods** plans.
3. If dedication is proposed to exceed the minimum **Town** standards, the **applicant** should state what bonus incentive, if any, is being requested as a result of such additional dedication.

D-5. Subdivision Review, Minor

A. Submittal Requirements

A minor **subdivision** plat shall be submitted with each of the items set forth in D-4, ~~Subdivison~~ Subdivision Review, Major, with the exception of the following:

1. Item F., Common Open space and Public Dedication narrative; and
2. Item H., Subdivision in Phases.

(Revised 3-7-2023 - Ordinance 2023-04)

D-6. Development Plan Review, Major

A Development Plan **Application** shall be considered complete when the following items have been submitted.

E. Written Narrative

A written narrative outlining:

1. The nature and details of the proposed **development**.
2. If the proposed **development** plan is a phase of a previously approved multi-phase plan or PUD Master Plan, a description of how such phase relates to such plan, in whole or in part.
3. The specifically contemplated form of ownership of the **development** (e.g. fee simple, horizontal property regime, property owners' association, etc.) and detailed provisions for **maintenance** responsibility for all **improvements**, including, but not limited to, **streets**, parking areas, bikeways, pedestrian ways, storm drainage facilities, water and sewer systems, **common open space** areas, and the like.
4. Any proposed dedication of **improvements** to any public agency, specifying such **improvements** and the affected agencies.
5. Any other information deemed necessary by the **applicant** to further clarify the proposed **development**.

F. Site Development Plan

One black line print of a final **site plan** or set of plans, at a minimum scale of 1"=30' or other appropriate scale acceptable to the **Official**, showing the following:

1. Name of **development**.
2. Graphic scale and reference meridian.
3. Beaufort County Tax Map and Parcel Number.
4. Date of drawing and date of any revisions.
5. Vicinity sketch showing the general **site** location and depicting vehicular **access** routes accurately referenced to the nearest public road.
6. Topographic survey at 1-foot contour intervals, or other topographic information acceptable to the Town Engineer, unless waived by the Town Engineer.
7. All permanent **structures** and facilities within approximately 50 feet of the proposed **development tract**.
8. Proposed **site development**, including **land uses**, any **building** or other **structure** locations, **street**, **driveway**, bike and pedestrian way, and parking area layouts, and interconnections with **off-site** facilities, if applicable. The plan view of **buildings** shall show limits of roofed areas, and indicate the exterior wall line dimensioned to property lines.
9. Location of proposed drainage system, including **off-site** areas of interconnection.
10. Location of proposed water and sewer system, including **off-site** areas of interconnection.
11. Location of other proposed waste disposal systems, including solid waste collection areas.
12. Location and dimensions for parking and off-**street** loading areas, where applicable.
13. Location of other utilities such as electrical, telephone, gas line service and cable TV to the **development**.
14. Location of **impervious cover** as required in Chapter 16-3: Zoning Districts.
15. Location of proposed **common open space** areas as required by Sec. 16-5-104, **Common** Open Space Standards.

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16. Location of proposed buffer areas as required by Sec. 16-5-103.
 17. Tables indicating calculations for **common open space**, **impervious cover**, and required parking.
 18. Delineation of any zoning district boundary which traverses or is **contiguous** to the **development site**, including overlay zones.
 19. Where applicable, surveyed delineation of any **wetland** area and required buffers or other delineation of a natural feature on the **site** which is protected or defined under provisions of this Title.
 20. Notation as to FEMA/FIRM **flood** zones covering the **site**, and proposed first floor elevation of all **buildings**.
 21. Where applicable, surveyed delineation of any known archaeological or historical resource feature, as defined by this Title, located on or **contiguous** with the proposed **development tract**.
 22. Fire hydrants and fire lanes in conformance with Sec. 16-5-110, Utility Standards.
 23. Location of screened outside trash receptacles and/or enclosures for use by the **building** occupants.
 24. Location of proposed setback areas as required by Sec. 16-5-102.

(Revised 8-18-2020 - Ordinance 2020-19)

K. Development Phasing Plan

A plan indicating the contemplated phasing of the proposed **development**. Such plan shall contain:

1. A schedule map, at a minimum scale of 1"=100' or other appropriate scale acceptable to the **Official** (preferably at **site development** plan scale), graphically showing the proposed phasing areas.
2. A schedule report, listing by each proposed phase (as applicable) the number of residential units by type, number of **hotel** rooms, amount of gross **building** square footage for all nonresidential **uses** by type, expected type of **common open space improvements**, and public **improvements** by the **applicant** for dedication to any governmental or other public agency.

(Ord. No. 2015-2311-3-2015)

D-7. Development Plan Review, Minor

C. Written Narrative

A written narrative outlining:

1. The nature and details of the proposed **development**.
2. If the proposed **development** plan is a phase of a previously approved multi-phase plan or PUD Master Plan, a description of how such phase relates to such plan, in whole or in part.
3. The specifically contemplated form of ownership of the **development** (e.g. fee simple, horizontal property regime, property owners' association, interval ownership, etc.) and detailed provisions for **maintenance** responsibility for all **improvements**, including, but not limited to, **streets**, parking areas, bikeways, pedestrian ways, storm drainage facilities, water and sewer systems, **common open space** areas, and the like.
4. Any proposed dedication of **improvements** to any public agency, specifying such **improvements** and the affected agencies.

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5. Any other information deemed necessary by the **applicant** to further clarify the proposed **development**.

D. Site Development Plan

One black line print of a final **site plan** or set of plans, at a minimum scale of 1"=30' or other appropriate scale acceptable to the **Official**, showing the following:

1. Name of **development**.
2. Graphic scale and reference meridian.
3. Beaufort County Tax Map and Parcel Number.
4. Date of drawing and date of any revisions.
5. Vicinity sketch showing the general **site** location and depicting vehicular **access** routes accurately referenced to the nearest public road.
6. Topographic survey at 1-foot contour intervals, or other topographic information acceptable to the Town Engineer, unless waived by the Town Engineer.
7. All permanent **structures** and facilities within approximately 50 feet of the proposed **development tract**.
8. Proposed **site development**, including **land uses**, any **building** or other **structure** locations, **street**, **driveway**, bike and pedestrian way, and parking area layouts, and interconnections with **off-site** facilities, if applicable. The plan view of **buildings** shall show limits of roofed areas, and indicate the exterior wall line dimensioned to property lines.
9. Location of proposed drainage system, including **off-site** areas of interconnection.
10. Location of proposed water and sewer system, including **off-site** areas of interconnection.
11. Location of other proposed waste disposal systems, including solid waste collection areas.
12. Location and dimensions for parking and off-street loading areas, where applicable.
13. Location of other utilities such as electrical, telephone, gas line service and cable TV to the **development**.
14. Location of **impervious cover** as required in Chapter 16-3: Zoning Districts.
15. Location of proposed **common open space** areas as required by Sec. 16-5-104, **Common** Open Space Standards.
16. Location of proposed buffer areas as required by Sec. 16-5-103.
17. Tables indicating calculations for **common open space**, **impervious cover**, and required parking.
18. Delineation of any zoning district boundary which traverses or is **contiguous** to the **development site**, including overlay zones.
19. Where applicable, surveyed delineation of any **wetland** area and required buffers or other delineation of a natural feature on the **site** which is protected or defined under provisions of this Title.
20. Notation as to FEMA/FIRM **flood** zones covering the **site**, and proposed first floor elevation of all **buildings**.
21. Where applicable, surveyed delineation of any known archaeological or historical resource feature, as defined by this Title, located on or **contiguous** with the proposed **development tract**.
22. Fire hydrants and fire lanes in conformance with Sec. 16-5-110, Utility Standards.
23. Location of screened outside trash receptacles and/or enclosures for use by the **building** occupants.

-
24. Location of proposed setback areas as required by Sec. 16-5-102.

(Revised 8-18-2020 - Ordinance 2020-19)

D-17. Certificate of Compliance

A. General Requirements

The **applicant** shall submit the following applicable documents to the **Official** for review and approval:

1. A registered engineer's or registered landscape architect's sealed certification of completed roads, parking, drainage systems and utilities.
2. Certification of compliance with approved landscaping and **tree** planting plan by a registered landscape architect or a landscape contractor.
3. One complete set of as-built drawings, indicating accurate **site** conditions of pavements, parking spaces, utilities, **structures** and drainage.
4. DHEC permits to operate water and sewer systems.
5. Public Service District or similar entity acceptance of completed water and sewer lines for permanent ownership, operation and **maintenance**.
6. Public entity acceptance of ownership and **maintenance** responsibility for dedicated roads and drainage systems where applicable.
7. Other applicable agencies' final certification.
8. An owner's affidavit stating that all work has been completed consistent with the **applicant's development** permit and any applicable provisions of this Title, plus a copy of the documents that clearly set forth the ownership and **maintenance** provisions and responsibilities for infrastructure **improvements**, amenities reflected under the approved plan and any **common open space** areas required.



TOWN OF HILTON HEAD ISLAND

Town Council

TO: Town Council
FROM: Shawn Leininger, Assistant Town Manager
CC: Marc Orlando, Town Manager
DATE: July 15, 2025
SUBJECT: 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 Procedures for Development Plan Reviews and Major Subdivision Plan Reviews to include the following Sections: 16-2-101, 16-2-102, and 16-2-103 for the Town of Hilton Head Island, South Carolina and Providing for Severability and an Effective Date

RECOMENDATION:

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 procedures for Development Plan Reviews and Major Subdivision Plan Reviews to include the following Sections 16-2-101, 16-2-102, and 16-2-103 for the Town of Hilton Head Island, South Carolina and providing for severability and an effective date.

The Planning Commission reviewed this Ordinance on February 19, 2025, and unanimously recommended approval to Town Council.

The Community Services Public Safety Committee reviewed this Ordinance on April 21, 2025, and unanimously recommended approval to Town Council.

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 will 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 this proposed amendment to the major subdivision and development plan review regulations.

1. Require Major Development Plan Review and Major Subdivisions public hearing with the Planning Commission.
2. Require advanced public notice mailing to all owners and POA's beyond the standard 350 feet.
3. Require notice of application and hearing be posted on the site.
4. Require pre-application meetings with Town staff for Major Subdivisions and Major Development Plan Reviews.
5. Allow LMO Official to advance Minor Development Plans to the Planning Commission for a public hearing when the property is adjacent to residential.

On February 19, 2025, the Planning Commission held a Public Hearing to consider the proposed amendments for Development Plan Reviews and Major Subdivision Plan Review and the Planning Commission voted unanimously to recommend adoption to Town Council with the following changes:

1. Change the Mandatory Hearing for both Major Development Plan Reviews and Major Subdivision Reviews to a Mandatory Public Hearing by the addition of two asterisks in the Summary Table of Development Review Procedures in LMO Section 16-2-101.
2. Replace the words "Advisory Body" with "Planning Commission" in proposed LMO Section 16-2-103.G.4.c.ii.

"A Minor Development Plan Review when adjacent to or across the street from a residential use shall be reviewed by the ~~Advisory Body~~ Planning Commission in the same manner as a Major Development Plan Review."

On April 21, 2025, the Community Services and Public Safety Committee voted unanimously to recommend adoption to Town Council.

SUMMARY OF AMENDMENT:

The proposed amendments to the Major Subdivision, Minor Development Plan, and Major Development Plan review processes improve transparency, enhance community involvement, and ensure that the public is better informed about potential developments in their neighborhoods. The updated process includes provisions designed to increase public notice and provide more opportunities for community engagement.

In this regard, the amendments will:

1. Mandate pre-application meetings with Town staff for Major Subdivisions and Major Development Plans.
2. Add a required Planning Commission review of Major Subdivisions and Major Development Plans. For Minor Development Plans where the property is adjacent to or across the street from residential uses, a required Planning Commission review will also be required.
3. Require the following advanced public notices to the public, offering residents more time and opportunities to engage with proposed developments.
 - a. Publish notice of the hearing in a newspaper of general circulation in the Town, and
 - b. Mail notice to all property owners and homeowners associations (POAs) within 500 feet of the site through first class mail (with return receipt), and
 - c. Post conspicuous notice of the hearing on, or adjacent to, the property subject to the application that is visible from each public thoroughfare that abuts the subject property.

The public hearing process ensures larger developments and certain minor improvements adjacent to residential uses are reviewed publicly and the community has a platform to learn about the project and ask questions.

ANALYSIS:

Proposed Amendments

The proposed priority amendments aim to enhance public engagement, improve transparency, ensure early stakeholder involvement, and strengthen oversight for developments with significant community impact.

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

Issue	Proposed Amendment
Require a Planning Commission public hearing.	Sec.16-2-101. Summary Table of Review Procedures This table includes mandatory public hearings for Major Subdivision and Major Development Plan reviews (indicated in the table as “<M>*”).

	Additionally, pre-application conferences for major subdivision and major development plan reviews are proposed to be mandatory (indicated in the table as “M”). The Planning Commission will hold the public hearing for the purpose of public transparency but the Planning Commission would not provide a recommendation to the LMO Official. Sec.16-2-103. Application Specific Review Procedures F. Subdivision Review (Minor or Major) 3. Subdivision Review (Minor or Major) Procedure d. Staff Review and Action – Major Subdivision i. The Official shall forward the application to the Planning Commission for review, and the Planning Commission shall review the application, staff report, and any public comment at a hearing. ii. Following review by the Planning Commission, the Official shall 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.F.4, Subdivision Review (Minor or Major) Standards. Sec.16-2-103. Application Specific Review Procedures G. Development Plan Review (Minor or Major) 4. Development Plan Review (Minor or Major) Procedure d. Staff Review and Action – Major Development Plan Review i. The Official shall forward the application to the Planning Commission for review, and the Planning Commission shall review the application, staff report, and any public comment at a hearing. ii. Following review by the Planning Commission, the Official shall 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.G.5, Development Plan Review Standards...
Require pre-application meetings with Town staff for Major Subdivisions and Major Developments.	Sec.16-2-101. Summary Table of Review Procedures Pre-application conferences for Major Subdivision and Major Development Plan reviews are proposed to be mandatory (indicated in the table as “M”).

Require advanced public notice.	Table 16-2-102.E.2: Hearing Notice Requirements			
	Application	Published Notice	Mailed Notice	Posted Notice
	Major Subdivision/ Major Development Plan	Publish notice of the hearing no less than 15 calendar days before the hearing date	Mail notice with return receipt of the hearing to the owner(s) of land subject to the application (if not the applicant), and owners of record of properties within 500 feet of the subject land ^{1,2} , no less than 15 calendar days before the hearing date	Post conspicuous notice of the hearing on or adjacent to the land subject to the application no less than 15 days before the hearing date, with at least one such notice being visible from each public thoroughfare that abuts the subject land
	NOTES: 1. As identified in the latest Beaufort County ad valorem tax record. 2. Where properties within 350 or 500 feet, as applicable, of the subject land are part of a townhouse, condominium, or timeshare development, the notice shall also be mailed to the president or manager of the property owners' association for the development.			
Allow LMO Official to advance minor development plan applications to Planning Commission for public hearing when the subject property is adjacent to or across the street from a residential use.	Sec.16-2-103. Application Specific Review Procedures G. Development Plan Review (Minor and Major) 4. Development Plan Review (Minor or Major) Procedure c. Staff Review and Action – Minor Development Plan Review ii. A Minor Development Plan Review when adjacent to or across the street from a residential use shall be reviewed by the Planning Commission in the same manner as a Major Development Plan Review.			

Nonconformities

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

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. Is consistent with the Comprehensive Plan’s Connected Core Value Goal 1, Planning, to foster a planning process that is inclusive, collaborative, ongoing, and responsive to changing circumstances and stakeholder priorities;
2. Responds to changing conditions by improving transparency and community involvement in the development review process;
3. Addresses a demonstrated community need by ensuring residents are better informed about proposed developments and have more opportunities for engagement;
4. Upholds the intent of zoning regulations by promoting compatibility among land uses and fostering orderly development; and
5. Creates a more logical and structured review process, improving oversight and stakeholder involvement by requiring pre-application meetings, expanded public notice, and additional Planning Commission public hearings.
6. Minimizes potential adverse impacts on the environment and surrounding neighborhoods through transparent review of certain subdivision and development plan review applications.

TOWN COUNCIL REVIEW AND DECISION:

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

The Town Council shall review the application, staff report, and Planning Commission recommendation, and make a final decision on the application. If the applicant

proposes a change or departure from the text amendment that is different than what was reviewed by Planning Commission the change or departure shall first be submitted to the Planning Commission for review and recommendation in accordance with State law. The Town Council's decision shall be one of the following:

1. Adopt an ordinance approving the Text Amendment; or
2. Adopt a resolution denying the Text Amendment.

ATTACHMENTS:

1. Ordinance
2. Text Amendment

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND

ORDINANCE NO.: 2025-_____

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND TO AMEND CHAPTER 16 OF THE MUNICIPAL CODE, THE LAND MANAGEMENT ORDINANCE, TO AMEND THE PROCEDURES FOR DEVELOPMENT PLAN REVIEWS AND MAJOR SUBDIVISION PLAN REVIEWS TO INCLUDE THE FOLLOWING SECTIONS: 16-2-101, 16-2-102, AND 16-2-103 FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.

WHEREAS, the Town Council for the Town of Hilton Head Island, South Carolina, has identified a continued need for the adoption of LMO Amendments to address needs and issues in the Town as such arise; and,

WHEREAS, the Town Council finds that an amendment to the Land Management Ordinance procedures and public notice requirements for Development Plan Reviews and Major Subdivision Plan Reviews is needed to improve the effectiveness and transparency of the plan review process; and,

WHEREAS, on February 19, 2025, the Planning Commission held a Public Hearing to consider the proposed amendments related to the public notice procedures for Development Plan Reviews and Major Subdivision Plan Reviews, and the public had an opportunity to comment on the proposed amendments, and the Planning Commission voted unanimously to recommend adoption of the amendments to the related to the procedures for Development Plan Reviews and Major Subdivision Plan Reviews,; and,

WHEREAS, on April 21, 2025, the Community Services and Public Safety Committee unanimously to recommend adoption of the amendments to the related to the procedures for Development Plan Reviews and Major Subdivision Plan Reviews; and,

WHEREAS, the Town Council finds it is in the best interest of the Town and the health, safety and welfare of its citizens, residents and visitors to amend Land Management Ordinance by amending the related to the procedures for Development Plan Reviews and Major Subdivision Plan Reviews.

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

Introduced by Council Member: _____

Chapter 16-2: Administration

Sec.16-2-101. Summary Table of Review Procedures

Table 16-2-101, Summary Table of Development Review Procedures, identifies the **Town** boards and staff responsible for making recommendations or decisions on **applications** reviewed under this **Ordinance**, as well as the role each plays in the **Town's** review of **applications**. It also identifies those **applications** that require a hearing. A textual summary of the **development** review responsibilities of the **Town's** boards established in accordance with **State** law by this **Ordinance** (**Planning Commission**, **Board of Zoning Appeals**, and **Design Review Board**), as well as staff responsibilities (the **Official**), is set down in Appendix A: Advisory and Decision Making Bodies and Persons, which is incorporated herein by reference. The specific rules that govern the **Town's boards with review responsibilities are also included in Appendix A**.

Table 16-2-101: Summary Table of Development Review Procedures							
R = Recommendation D = Decision A = Appeal < > = Hearing < >* = Public Hearing E = Encouraged <u>M = Mandatory</u>							
Procedure		Pre-Application Conference	Review and Decision-Making Authorities				
			Official	Design Review Board	Planning Commission	Board of Zoning Appeals	Town Council
ORDINANCE AMENDMENTS							
Text Amendment (Sec. 16-2-103.B)			R		<R>*		D
Zoning Map Amendment (Rezoning) (Sec. 16-2-103.C)		E	R		<R>*		D
PUD District (Sec. 16-2-103.D)		E	R		<R>*		D
DEVELOPMENT APPROVALS AND PERMITS							
Special Exception (Sec. 16-2-103.E)			R			<D>*	
Subdivision Review (Sec. 16-2-103.F)	Minor	E	D		<A>		
	Major	<u>E-M</u>	D		<u><M>*</u> <A>		
Development Plan Review (Sec. 16-2-103.G)	Minor	E	D		<A>		
	Major	<u>E-M</u>	D		<u><M>*</u> <A>		
Small Residential Development Review (Sec. 16-2-103.H)			D		<A>		
Corridor Review (Sec. 16-2-103.I)	Minor		D	<A>			
	Major		R	<D>			
Traffic Impact Analysis Plan Review (Sec. 16-2-103.J)	Without Mitigation		D		<A>		
	With Mitigation		R		<D>		
Natural Resources Permit (Sec. 16-2-103.K)			D			<A>	
Wetlands Alteration Permit (Sec. 16-2-103.L)			D			<A>	

Sign Permit (Sec. 16-5-114.E)	Administrative Review		D	<A>			
	DRB Review			<D>			
Development Project Name Review (Sec. 16-2-103.N)			D		<A>		
Street/Vehicular Access Easement Name Review (Sec. 16-2-103.O)	New name		R		<D>		
	Modified name		R		<D>*		
Certificate of Compliance (Sec. 16-2-103.P)			D			<A>	
Public Project Review (Sec. 16-2-103.Q)		E	R		<D>*		
Utility Project (Sec. 16-2-103.W)			D		<A>		
Family Compound (Sec. 16-2-103.X)		E	D		<A>		
Family Subdivision (Sec. 16-2-103.Y)		E	D		<A>		
RELIEF PROCEDURES							
Written Interpretation (Sec. 16-2-103.R)			D			<A>	
Variance (Sec. 16-2-103.S)			R			<D>*	
Appeal of Administrative Decisions and Written Interpretations to Board of Zoning Appeals (Sec. 16-2-103.T)						<D>	
Appeal of Official's Decision to Planning Commission (Sec. 16-2-103.U)					<D>		
Appeal of Official's Decision to Design Review Board (Sec. 16-2-103.V)				<D>			
Notes: All meetings of the Town Council, Planning Commission, Board of Zoning Appeals and Design Review Board are public meetings, and any "Hearing" or "Public Hearing" designated above takes place at a public meeting. See Sec. 16-2-102.E.1.							

(Revised 6-6-2017 - Ordinance 2017-08; revised 7-20-2021 - Ordinance 2021-15)

Sec.16-2-102. Standard Review Procedures

E. Hearing Scheduling and Notice

2. Hearing Notice

a. General Notice Requirements

- i. Notice of a hearing on an **application** shall be as required by the South Carolina Code of Laws and as shown in Table 16-2-102.E.2, Hearing Notice Requirements. In computing the required time periods, the day the notice is published or postmarked shall be excluded and the day of the hearing shall be included.
- ii. A copy of the hearing notice provided in accordance with this paragraph shall be maintained in the office of the **Official**.

Table 16-2-102.E.2: HEARING NOTICE REQUIREMENTS

APPLICATION OR APPROVAL	NOTICE REQUIREMENT		
	PUBLISHED NOTICE	MAIL NOTICE	POSTED NOTICE
Text Amendment	Publish notice of the hearing no less than 30 calendar days before the hearing date	None	None
Zoning Map Amendment PUD District	Publish notice of the hearing no less than 15 calendar days before the hearing date	Mail notice of the hearing to the owner(s) of land subject to the application (if not the applicant), and owners of record of properties within 350 feet of the subject land ^{1,2} , no less than 15 calendar days before the hearing date	Post conspicuous notice of the hearing on or adjacent to the land subject to the application no less than 15 days before the hearing date, with at least one such notice being visible from each public thoroughfare that abuts the subject land
Special Exception Variance	Publish notice of the hearing no less than 15 calendar days before the hearing date	Mail notice of the hearing to the owner(s) of land subject to the application (if not the applicant), and owners of record of properties within 350 feet of the subject land ^{1,2} , no less than 15 calendar days before the hearing date	Post conspicuous notice of the hearing on or adjacent to the land subject to the application no less than 15 days before the hearing date, with at least one such notice being visible from each public thoroughfare that abuts the subject land
<u>Major Subdivision/Major Development Plan</u>	<u>Publish notice of the hearing no less than 15 calendar days before the hearing date</u>	<u>Mail notice with return receipt of the hearing to the owner(s) of land subject to the application (if not the applicant), and owners of record of properties within 500 feet of the subject land^{1,2}, no less than 15 calendar days before the hearing date</u>	<u>Post conspicuous notice of the hearing on or adjacent to the land subject to the application no less than 15 days before the hearing date, with at least one such notice being visible from each public thoroughfare that abuts the subject land</u>

Modification of Street/Vehicular Access Easement Name	Publish notice of the hearing no less than 15 calendar days before the hearing date	Mail notice of the hearing to all owner(s) of land that fronts on the street or vehicular access easement proposed for a modified name ¹ no less than 15 calendar days before the hearing date	Post conspicuous notice of the hearing on or adjacent to the street or vehicular access easement proposed for a modified name no less than 15 days before the hearing date
Appeal of Administrative Decisions and Written Interpretations to Board of Zoning Appeals	Publish notice of the hearing no less than 15 calendar days before the hearing date	Mail notice of the hearing to the appellant and the applicant for the decision being appealed (if different from the appellant) no less than 15 calendar days before the hearing date	None
Public Project Review	Publish notice of the hearing no less than 15 calendar days before the hearing date	Mail notice of the hearing to all owner(s) of land directly contiguous to the proposed development ¹ no less than 15 calendar days before the hearing date	None
Appeal of Official's Decision to Design Review Board	Publish notice of the hearing no less than 15 calendar days before the hearing date	Mail notice of the hearing to the appellant and the applicant for the decision being appealed (if different from the appellant) no less than 15 calendar days before the hearing date	None
Appeal of Official's Decision to Planning Commission	Publish notice of the hearing no less than 15 calendar days before the hearing date	Mail notice of the hearing to the appellant and the applicant for the decision being appealed (if different from the appellant) no less than 15 calendar	None

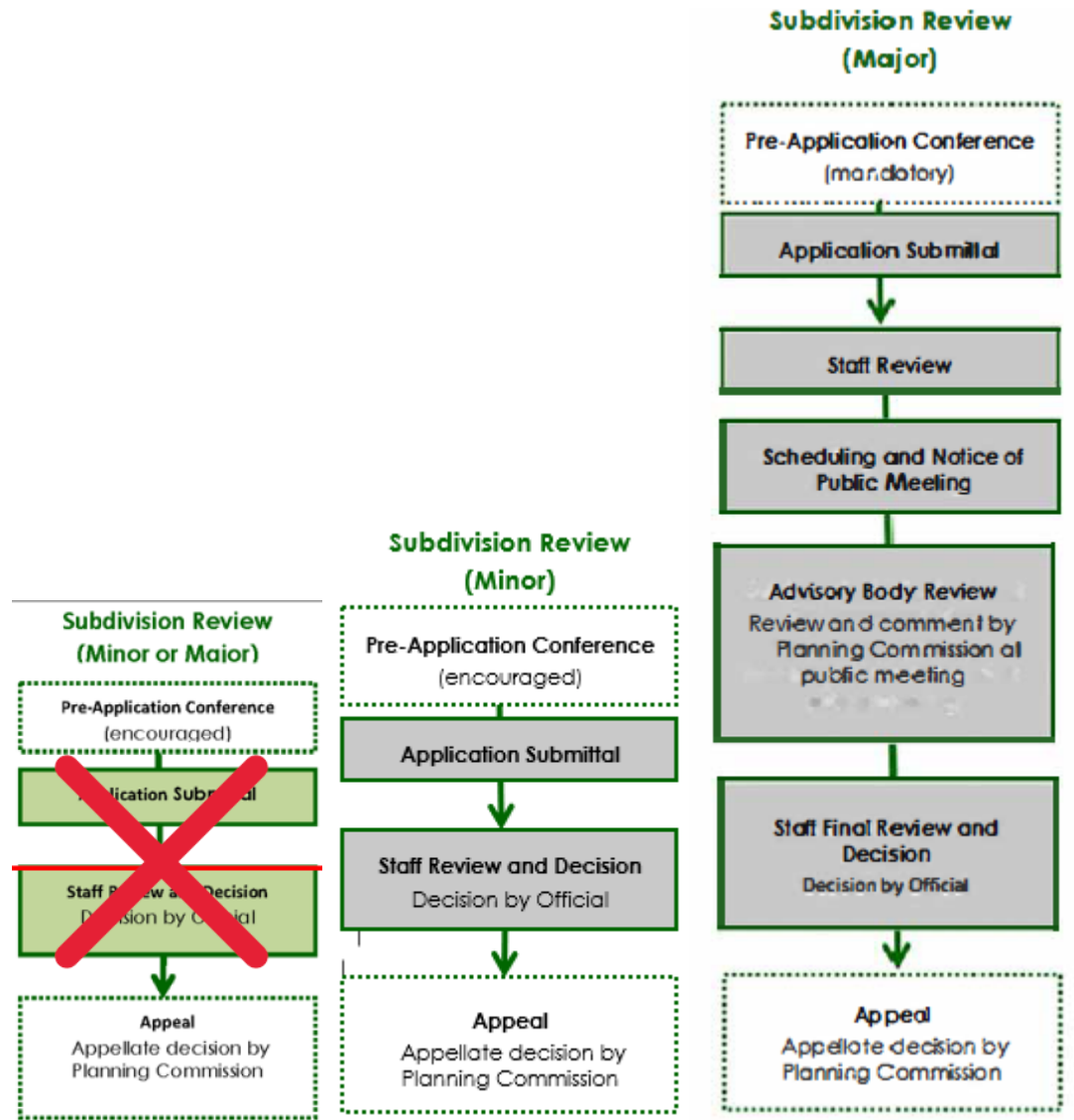
		days before the hearing date	
Subdivision Amendment	Publish notice of the hearing no less than 15 calendar days before the hearing date	Mail notice of the hearing to all owners of record of properties located within the subdivision no less than 15 calendar days before the hearing date	Post conspicuous notice of the hearing at the entrance of the subdivision no less than 15 days before the hearing date
NOTES: 1. As identified in the latest Beaufort County ad valorem tax record. 2. Where properties within 350 <u>or 500</u> feet, <u>as applicable</u>, of the subject land are part of a townhouse, condominium, or timeshare development, the notice shall also be mailed to the president or manager of the property owners' association for the development.			

(Revised 3-7-2023 - Ordinance 2023-04)

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

F. Subdivision Review (Minor or Major)

3. Subdivision Review (Minor or Major) Procedure



a. Pre-Application Conference

i. Prospective **applicants** for **Minor** Subdivision Reviews (~~Minor or Major~~) are encouraged to request and hold a pre-application conference with Town staff in accordance with Sec. 16-2-102.B.

ii. Prospective **applicants** for Major Subdivision Reviews are required to hold a pre-application conference with Town staff in accordance with Sec. 16-2-102.B.

b. Application Submittal

An **application** for Subdivision 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- and requirements established in Appendix D-4 or D-5.

c. Staff Review and Action – Minor Subdivision

- i. On receiving an **application**, the **Official** 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.F.4, Subdivision Review (Minor or Major) Standards, and shall be one of the following:
 01. Approve the **application**;
 02. Approve the **application** subject to conditions of approval; or
 03. Deny the **application**.
- ii. The **Official** shall act on an **application**, in accordance with Sec. 16-2-102.D, within 60 days after it is submitted, or such extended time agreed to by the **applicant**. If the **Official** fails to take action on the **application** within this time period, the **application** shall be deemed approved, and the Town shall issue the **applicant** a letter of approval and written notice to proceed based on the submitted **application**.

d. Staff Review and Action – Major Subdivision

- i. The **Official** shall forward the **application** to the **Planning Commission** for review, and the **Planning Commission** shall review the application, staff report, and any public comment at a hearing.
- ii. Following review by the **Planning Commission**, the **Official** shall 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.F.4, Subdivision Review (Minor or Major) Standards, and shall be one of the following:
 01. Approve the **application**;
 02. Approve the **application** subject to conditions of approval; or
 03. Deny the **application**.
- iii. The **Official** shall act on an **application**, in accordance with Sec. 16-2-102.D, within 60 days after it is submitted, or such extended time agreed to by the **applicant**. If the **Official** fails to take action on the **application** within this time period, the **application** shall be deemed approved, and the Town shall issue the **applicant** a letter of approval and written notice to proceed based on the submitted **application**.

d.e. Post-Decision Actions and Limitations

i. Notice of Decision

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

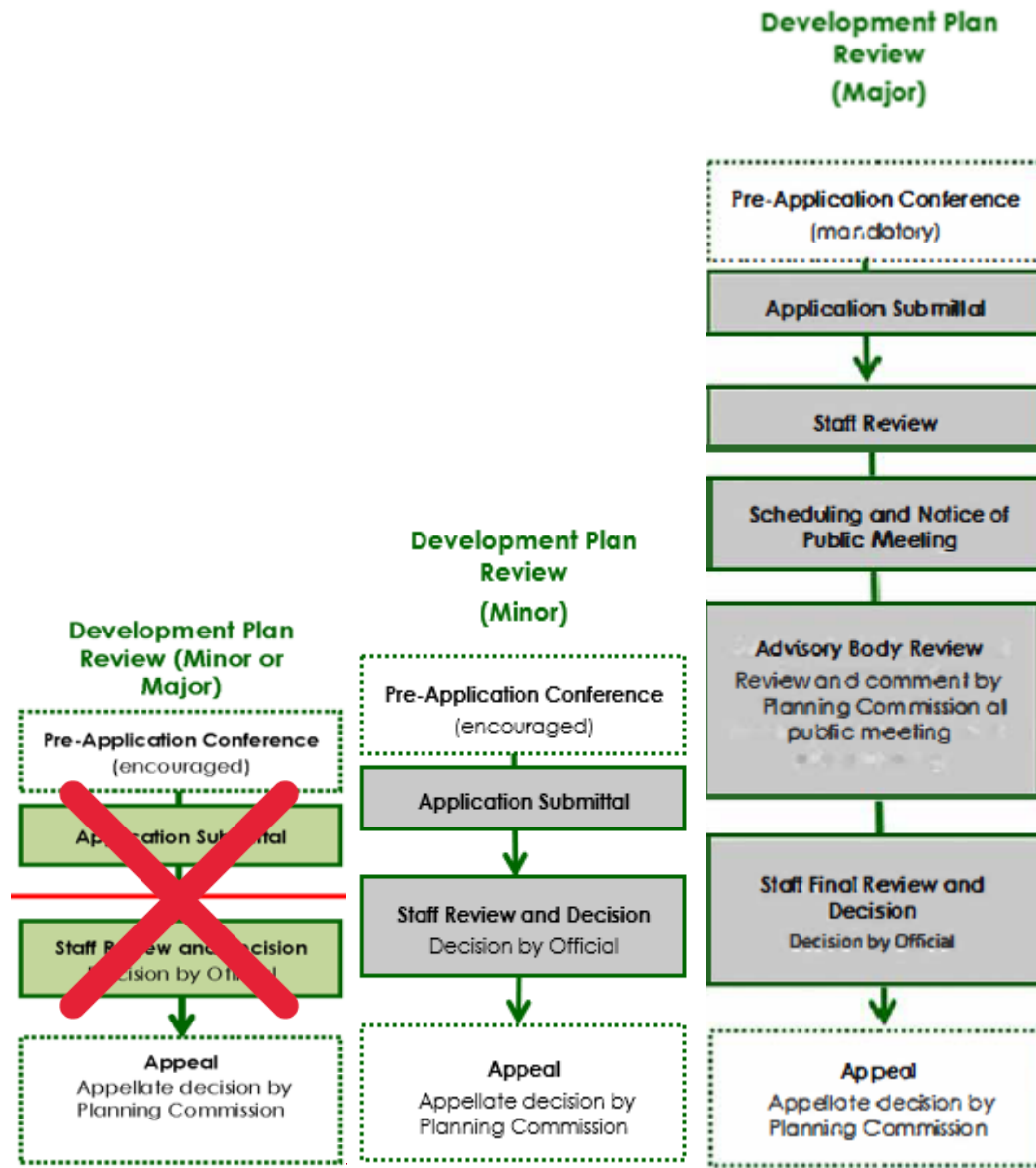
ii. Appeal

Appeals from the final decision of the **Official** on an **application** for Subdivision Review (Minor or Major) are governed by Sec. 16-2-103.U, Appeal of Official's Decision to Planning Commission, and S.C. Code Ann. § 6-29-1150.

(Revised 3-21-2023 - Ordinance 2023-05)

G. Development Plan Review (Minor and Major)

4. Development Plan Review (Minor or Major) Procedure



a. Pre-Application Conference

i. Prospective **applicants** for Minor Development Plan Reviews ~~(Minor or Major)~~ are encouraged to request and hold a pre-application conference with Town staff in accordance with Sec. 16-2-102.B.

ii. Prospective **applicants** for Major Development Plan Reviews are required to hold a pre-application conference with Town staff in accordance with Sec. 16-2-102.B.

b. Application Submittal

An **application** for Development 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: and requirements established in Appendix D-6 or D-7

c. Staff Review and Action – Minor Development Plan Review

i. On receiving an **application**, the **Official** 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.G.5, Development Plan Review Standards, and shall be one of the following:

01. Approve the **application**;

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

03. Deny the **application**.

ii. A Minor Development Plan Review when adjacent to or across the street from a residential use shall be reviewed by the Planning Commission in the same manner as a Major Development Plan Review.

~~iii.~~ The **Official** shall act on an **application** for Minor Development Plan Review, in accordance with Sec. 16-2-102.D, within ten business days after the **application** is submitted, or such extended time agreed to by the **applicant**.

~~iii.~~ The **Official** shall act on an **application** for Major Development Plan Review, in accordance with Sec. 16-2-102.D, within 60 days after the **application** is submitted, or such extended time agreed to by the **applicant**.

iv. If the **Official** fails to act on an **application** for Development Plan Review, in accordance with Sec. 16-2-102.D, within the time period in provision ii ~~or iii~~ above, the **application** shall be deemed approved, and the Town shall issue the **applicant** a letter of approval and written notice to proceed based on the submitted **application**.

d. Staff Review and Action – Major Development Plan Review

i. The **Official** shall forward the **application** to the **Planning Commission** for review, and the **Planning Commission** shall review the application, staff report, and any public comment at a hearing.

ii. Following review by the **Planning Commission**, the **Official** shall 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.G.5, Development Plan Review Standards, and shall be one of the following:

01. Approve the **application**;

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

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

- iii. The ***Official*** shall act on an ***application*** for Major Development Plan Review, in accordance with Sec. 16-2-102.D, within 60 days after the ***application*** is submitted, or such extended time agreed to by the ***applicant***.
- iv. If the ***Official*** fails to act on an ***application*** for Development Plan Review, in accordance with Sec. 16-2-102.D, within the time period in provision iv above, the ***application*** shall be deemed approved, and the Town shall issue the ***applicant*** a letter of approval and written notice to proceed based on the submitted ***application***.

d.e. Post-Decision Actions and Limitations

- i. ***Notice of Decision***

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

- ii. ***Appeal***

Appeals from the final decision of the ***Official*** on an ***application for Development Plan Review (Minor or Major)*** are governed by Sec. 16-2-103.U, Appeal of Official's Decision to Planning Commission, and S.C. Code Ann. § 6-29-1150.



TOWN OF HILTON HEAD ISLAND

Town Council

TO: Town Council
FROM: Shawn Leininger, Assistant Town Manager
CC: Marc Orlando, Town Manager
DATE: July 15, 2025
SUBJECT: 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

RECOMMENDATION:

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 Head Island, South Carolina and providing for severability and an effective date.

The Planning Commission reviewed this Ordinance on March 19, 2025, and unanimously recommended approval to Town Council.

The Community Services Public Safety Committee reviewed this Ordinance on April 21, 2025, and voted 2-1 to recommend approval to Town Council.

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 will be further implemented during the full LMO Overhaul.

At the September 24, 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.

On March 19, 2025, the Planning Commission held a public hearing and voted unanimously to forward the proposed amendment to Town Council with a recommendation of approval.

On April 21, 2025, the Community Services and Public Safety Committee voted 2-1 to recommend approval to Town Council.

SUMMARY:

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.

At the same time, construction projects bring positive benefits, including job creation, economic stimulation, and improvements to infrastructure and public spaces that enhance the community. Balancing these positive outcomes with the need to manage the disruptions effectively is a critical challenge. In response, the 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. 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 includes the following regulations.

1. **Noise and Hours of Operation:** Noise and hours of operation were addressed by aligning the amendment with the policies of the Town's larger Planned Unit Developments (PUDs).
2. **Stormwater Discharge:** The amendment requires that Stormwater Discharges from Construction Activities adhere to the South Carolina Department of Health and Environmental Control (SCDHEC) NPDES General Permit SCR10000.
3. **Refuse and Site Cleanliness:** The amendment requires portable toilets, along with a Refuse Disposal Plan to ensure all construction-related waste is properly managed in accordance with local, state, and federal laws.
4. **Traffic and Parking:** The amendment has added the requirement that all Construction-related parking must remain on-site, requiring traffic plans for each construction site to minimize public disruption, also regulating the parking of any oversized vehicles and oversized equipment to reduce the negative impact on surrounding areas.
5. **Site Management:** The amendment protects trees in accordance with 16-6-104, as well as emphasizing management and oversight relating to various utilities (i.e.: the placement of electrical generators and/or compressors) to ensure there is minimal impact on adjacent properties.
6. **Enforcement:** The amendment references Chapter 16-8 for enforcement issues.

ANALYSIS:

Proposed Amendments

The proposed priority amendments introduce requirements to improve site management and safety during construction activities and certain severe weather events. These amendments also help to ensure organized, safe, consistent, and community-conscious construction practices. The following table demonstrates how the proposed amendments address identified issues.

Issue	Proposed Amendment
Require a refuse disposal plan.	Sec.16-5-117. Construction Management Standards
Require a site management plan.	A. Noise and Hours of Operation. Sections 17-4-114 and 17-4-115 of the Municipal Code are referenced. These sections regulate sound level limits and hours of operation. Additional changes to

	Sections 17-4-114 and 17-4-115 were adopted in a separate priority Municipal Code amendment effort to align with the Town’s larger Planned Unit Developments (PUDs) for more consistency. B. Stormwater Discharge. This section references adherence to the South Carolina Department of Health and Environmental Control (SCDHEC) NPDES General Permit SCR10000 for Stormwater Discharges from Construction Activities. C. Refuse and Site Cleanliness 1. A Refuse Disposal Plan providing for the proper disposal of all trash, site clearing and/or construction and/or demolition refuse and/or debris and/or waste material and/or refuse in accordance with all applicable local, state and federal statutes, regulations and ordinances, including those related to hazardous materials, is required. The Refuse Disposal Plan shall contain a site cleaning schedule, designated disposal area labeled on the Erosion and Sediment Control Plan, and the final disposal site (ie. landfill). Manifests and any other documentation showing the amounts of trash, site clearing and/or construction and/or demolition refuse and/or debris and/or waste material disposed of, and the location where such were disposed are required to be kept onsite with the Refuse Disposal Plan and Stormwater Pollution Prevention Plan or readily available within twenty-four (24) hours of the request. For materials that are state or federally regulated, manifests and all other documentation are required to be kept for at least three (3) years. 2. Trash, site clearing and/or construction and/or demolition refuse and/or debris and/or waste material and/or refuse shall be contained in such a manner as to prevent contamination of any adjacent properties, storm-sewer conveyances, wetlands, and/or waters of the state.
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	3. Trash, site clearing and/or construction and/or demolition refuse and/or debris and/or waste material and/or refuse shall be stored, maintained, and secured to prevent safety risks or danger. 4. No loading, unloading, or storage of trash, site clearing and/or construction and/or demolition refuse and/or debris and/or waste material and/or refuse shall be permitted within any right-of-way, on any public property, or within ten feet of any right-of-way adjacent to public or private property unless specifically approved by the Town and shown on an approved development plan, if applicable. 5. Trash, site clearing and/or construction and/or demolition refuse and/or debris and/or waste material and/or refuse shall be hauled away and disposed of in accordance with all applicable laws, on a regular basis, but no less than one time per week. In addition to any applicable dumpster requirements set forth in this Ordinance, dumpsters shall be emptied or removed when full. Debris from construction sites shall not be disposed of in dumpsters located at any other construction site within the Town without the prior approval of the Official. 6. All mud, dirt, or debris deposited on any street, alley, lane, crosswalk, sidewalk, or other public property as a result of demolition, excavation, or construction shall be removed and cleaned on a regular basis and at all times when a nuisance has been created by said debris. In addition, such areas shall be broom cleaned to the extent possible at the end of each day that construction work has occurred. All mud, dirt, or debris shall be disposed of in accordance with all applicable laws. 7. It shall be the responsibility of the development permit holder to clean and remove all trash, site clearing and/or
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	construction and/or demolition refuse and/or debris and/or waste material and/or refuse and other related organic and inorganic materials from the site prior to receiving the final Certificate of Compliance approval.
Require secure construction sites during named storm events.	Sec.16-5-117. Construction Management Standards C. Refuse and Site Cleanliness 8. All permit holders are required to secure trash, site clearing and/or construction and/or demolition refuse and/or debris and/or waste material and/or refuse at a site within 24 hours after the National Hurricane Center issues a Tropical Cyclone Watch or Warning. This requirement shall remain in effect until the storm event's Watch or Warning has been lifted. Materials shall be removed from the site or secured in such a manner as to minimize the danger of such materials causing damage to person(s), properties, and the environment.
Require a construction vehicle parking plan. Require an access management plan.	Sec.16-5-117. Construction Management Standards D. Traffic and Parking 1. A Construction Plan Parking Plan showing that parking for all vehicles of any persons involved in the work on the construction site is contained within the construction site is required. No parking of any vehicles of any persons involved in the work on the construction is permitted on or in any right-of-way or access easement, or the Town's multi-user pathway system. 2. A Traffic Control Plan is required for any project that involves any activity, in or on, any right-of-way or the Town's multi-use pathway. Routes of access for ingress and egress to the construction site, which will provide protection to pedestrians and minimize disruption of traffic and damage to the public rights-of-way, shall be followed. The Town

	reserves the right to designate certain prescribed routes of access for construction traffic. 3. Oversized construction vehicles will be allowed only on those streets or rights-of-way as designated by the Official.
Require a site management plan.	Sec.16-5-117. Construction Management Standards E. Site Management 1. Portable Toilets. A portable toilet shall be provided at every construction site of a new principal structure, or addition thereto, prior to the commencement of construction unless an existing facility is available on the site. Portable toilets shall be located to have the least possible impact on adjacent properties and should be located, to the extent possible, at the rear of the construction site and out of plain view of any public right-of-way. Portable toilets shall be serviced no less than once a week. 2. Tree Protection. Trees shall be protected in accordance with Section 16-6-104 Tree Protection, as applicable. 3. Utilities and On-Site Equipment. On-site electricity is required for construction-related work as soon as is practicable. The proposed locations of any generator and/or compressor shall be depicted on the plans submitted at the time of application for the review and approval of the Town and shall be located so as to have the least possible impact on adjacent properties, preferably at the rear of the property. F. Enforcement This section references Chapter 16-8 for enforcement issues.

Nonconformities

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

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. Our Plan includes “Ideals of Excellence” for “Our Planning and Process” that aim for Town planning and processes to use “innovation and learning to continually develop and apply best practices and standards for processes and projects.” This amendment does this by helping to improve the way construction activities are regulated in order to enhance quality of life, require safe construction site conditions, and enhanced natural resource protections;
- 2. Addresses the present-day conditions for construction management on the Island given that projects are increasingly related to redevelopment and enhancement of existing sites in already developed areas;
- 3. Responds to concerns voiced about improper construction activities and operations;
- 4. Ensures that development and construction practices are consistent with the intent of the LMO and the objective to protect public health, safety, and welfare;
- 5. Ensures well-managed construction practices and orderly management and disposal of trash, site clearing and/or construction and/or demolition refuse and/or debris and/or waste material and/or refuse; and
- 6. Ensures safe and environmentally sensitive construction practices, safe and efficient construction traffic parking and circulation, and higher standards for sanitation, tree protection, and overall impact mitigation.

TOWN COUNCIL REVIEW AND DECISION:

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

The Town Council shall review the application, staff report, Planning Commission recommendation, and Community Services and Public Safety Committee recommendation and make a final decision on the application. The Town Council's decision shall be one of the following:

1. Adopt an ordinance approving the Text Amendment; or
2. Adopt a resolution denying the Text Amendment.

ATTACHMENTS:

1. Ordinance
2. Text Amendment

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND

ORDINANCE NO.: 2025-_____

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND TO AMEND TITLE 16 OF THE MUNICIPAL CODE, 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 HEAD ISLAND, SOUTH CAROLINA AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.

WHEREAS, the Town Council for the Town of Hilton Head Island, South Carolina, has identified a continued need for the adoption of LMO Amendments to address needs and issues in the Town as such arise; and,

WHEREAS, the Town Council finds that an amendment to the Land Management Ordinance is needed to add new construction management standards to minimize disturbances to surrounding properties; and,

WHEREAS, on March 19, 2025, the Planning Commission held a Public Hearing to consider the proposed amendments to add new construction management standards, and the public had an opportunity to comment on the proposed amendments; and,

WHEREAS, on March 19, 2025, the Planning Commission voted unanimously to recommend adoption of the amendments to add new construction management standards; and,

WHEREAS, on April 21, 2025, the Community Services & Public Safety Committee voted 2-1 to recommend adoption of the amendments to add new construction management standards; and,

WHEREAS, the Town Council finds it is in the best interest of the Town and the health, safety, and welfare of its citizens, residents, and visitors to amend the Land Management Ordinance to add new construction management standards.

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

Perry, Mayor

Alan R.

ATTEST:

Kimberly Gammon, Town Clerk

First Reading:

Second Reading:

APPROVED AS TO FORM:

Curtis L. Coltrane, Town Attorney

Introduced by Council Member: _____

Chapter 16-5:

Development and Design Standards

Sec.16-5-117. Construction Management Standards

A. Noise and Hours of Operation

All **construction site** activities must comply with the sound level limits and hours of operation established in the **Town's** Municipal Code Section 17-4-114 unless specifically exempt under Section 17-4-115.

B. Stormwater Discharge

All **construction site** activities must adhere to the South Carolina Department of Health and Environmental Control (SCDHEC) NPDES General Permit SCR10000 for Stormwater Discharges from Construction Activities.

C. Refuse and Site Cleanliness

1. A Refuse Disposal Plan providing for the proper disposal of all trash, **site** clearing and/or **construction** and/or demolition refuse and/or debris and/or waste material and/or refuse in accordance with all applicable local, state, and federal statutes, regulations and **ordinances**, including those related to hazardous materials, is required. The Refuse Disposal Plan shall contain a **site** cleaning schedule, designated disposal area labeled on the Erosion and Sediment Control Plan, and the final disposal **site** (ie. landfill). Manifests and any other documentation showing the amounts of trash, **site** clearing and/or **construction** and/or demolition refuse and/or debris and/or waste material disposed of, and the location where such were disposed are required to be kept onsite with the Refuse Disposal Plan and Stormwater Pollution Prevention Plan or readily available within twenty-four (24) hours of the request. For materials that are state or federally regulated, manifests and all other documentation are required to be kept for at least three (3) years.
2. Trash, **site** clearing and/or **construction** and/or demolition refuse and/or debris and/or waste material and/or refuse shall be contained in such a manner as to prevent contamination of any adjacent properties, storm-sewer conveyances, **wetlands**, and/or waters of the state.
3. Trash, **site** clearing and/or **construction** and/or demolition refuse and/or debris and/or waste material and/or refuse shall be stored, maintained, and secured to prevent safety risks or danger.
4. No loading, unloading, or storage of trash, **site** clearing and/or **construction** and/or demolition refuse and/or debris and/or waste material and/or refuse shall be permitted within any **right-of-way**, on any public property, or within ten feet of any **right-of-way** adjacent to public or private property unless specifically approved by the **Town** and shown on an approved **development** plan, if applicable.
5. Trash, **site** clearing and/or **construction** and/or demolition refuse and/or debris and/or waste material and/or refuse shall be hauled away and disposed of in accordance with all applicable laws, on a regular basis, but no less than one time per week. In addition to any applicable dumpster requirements set forth in this **Ordinance**, dumpsters shall be emptied or removed when full. Debris from **construction sites** shall not be disposed of in dumpsters located at any other **construction site** within the **Town** without the prior approval of the **Official**.
6. All mud, dirt, or debris deposited on any **street**, alley, lane, crosswalk, **sidewalk**, or other public property as a result of demolition, excavation, or **construction** shall be removed and cleaned on a regular basis and at all times when a nuisance has been created by said debris. In addition, such areas shall be broom

cleaned to the extent possible at the end of each day that **construction** work has occurred. All mud, dirt, or debris shall be disposed of in accordance with all applicable laws.

7. It shall be the responsibility of the **development** permit holder to clean and remove all trash, **site** clearing and/or **construction** and/or demolition refuse and/or debris and/or waste material and/or refuse and other related organic and inorganic materials from the **site** prior to receiving the final **Certificate of Compliance** approval.
8. All permit holders are required to secure trash, **site** clearing and/or **construction** and/or demolition refuse and/or debris and/or waste material and/or refuse at a **site** within 24 hours after the National Hurricane Center issues a Tropical Cyclone Watch or Warning. This requirement shall remain in effect until the storm event's Watch or Warning has been lifted. Materials shall be removed from the **site** or secured in such a manner as to minimize the danger of such materials causing damage to **person(s)**, properties, and the environment.

D. Traffic and Parking

1. A **Construction** Plan Parking Plan showing that parking for all vehicles of any persons involved in the work on the **construction site** is contained within the **construction site** is required. No parking of any vehicles of any persons involved in the work on the **construction** is permitted on or in any **right-of-way** or **access easement**, or the **Town's** multi-user **pathway** system.
2. A Traffic Control Plan is required for any project that involves any activity, in or on, any **right-of-way** or the **Town's** multi-use **pathway**. Routes of access for ingress and egress to the **construction site**, which will provide protection to pedestrians and minimize disruption of traffic and damage to the public **rights-of-way**, shall be followed. The **Town** reserves the right to designate certain prescribed routes of access for **construction** traffic.
3. Oversized **construction** vehicles will be allowed only on those **streets** or **rights-of-way** as designated by the **Official**.

E. Site Management

1. Portable Toilets. A portable toilet shall be provided at every **construction site** of a new principal **structure**, or addition thereto, prior to the commencement of **construction** unless an existing facility is available on the **site**. Portable toilets shall be located to have the least possible impact on adjacent properties and should be located, to the extent possible, at the rear of the **construction site** and out of plain view of any public **right-of-way**. Portable toilets shall be serviced no less than once a week.
2. **Tree** Protection. **Trees** shall be protected in accordance with Section 16-6-104 **Tree** Protection, as applicable.
3. Utilities and On-**Site** Equipment. On-**site** electricity is required for **construction**-related work as soon as is practicable. The proposed locations of any generator and/or compressor shall be depicted on the plans submitted at the time of application for the review and approval of the **Town** and shall be located so as to have the least possible impact on adjacent properties, preferably at the rear of the property.

F. Enforcement

Failure to comply with this section may result in the permit holder being issued a Notice of Violation(s), Stop Work Order, and/or fines in accordance with Chapter 16-8 of this **Ordinance**.



TOWN OF HILTON HEAD ISLAND

TOWN COUNCIL

TO: Town Council
FROM: Angie Stone, Assistant Town Manager
CC: Marc Orlando, Town Manager
DATE: July 15, 2025
SUBJECT: Consideration of a Resolution of the Town Council of the Town of Hilton Head Island to Oppose the Inclusion of South Carolina in the Proposed Bureau of Ocean Energy Management 11th National Outer Continental Shelf Oil and Gas Leasing Program

RECOMMENDATION:

Consideration of a Resolution of the Town Council of the Town of Hilton Head Island to Oppose the Inclusion of South Carolina in the Proposed Bureau of Ocean Energy Management 11th National Outer Continental Shelf Oil and Gas Leasing Program, **shown as Attachment 1.**

BACKGROUND:

On April 15, 2025, Secretary Doug Burgum, U.S. Department of the Interior, directed the Bureau of Ocean Energy Management to initiate the first step in the process of developing the 11th National Outer Continental Shelf Program, developing a new schedule for offshore oil and gas lease sales on the U.S. Outer Continental Shelf. A map of the Outer Continental Shelf Planning Areas is shown as **Attachment 2.**

This process will include a number of comment periods during which elected officials, government entities, organizations and individuals may voice opposition or support for the program. A diagram of the approval process for 11th National Oil and Gas Leasing Program is shown as **Attachment 3.** The first comment period ended on June 16, 2025.

The Town Council of the Town of Hilton Head Island has historically opposed these activities.

- On March 25, 2015, Hilton Head Island Mayor David Bennett submitted a letter to Acting Chief Geoffrey Wikel of the Bureau of Ocean Energy Management opposing seismic testing and offshore oil and gas development off the South Carolina Coast. A copy of the letter is shown as **Attachment 4.**

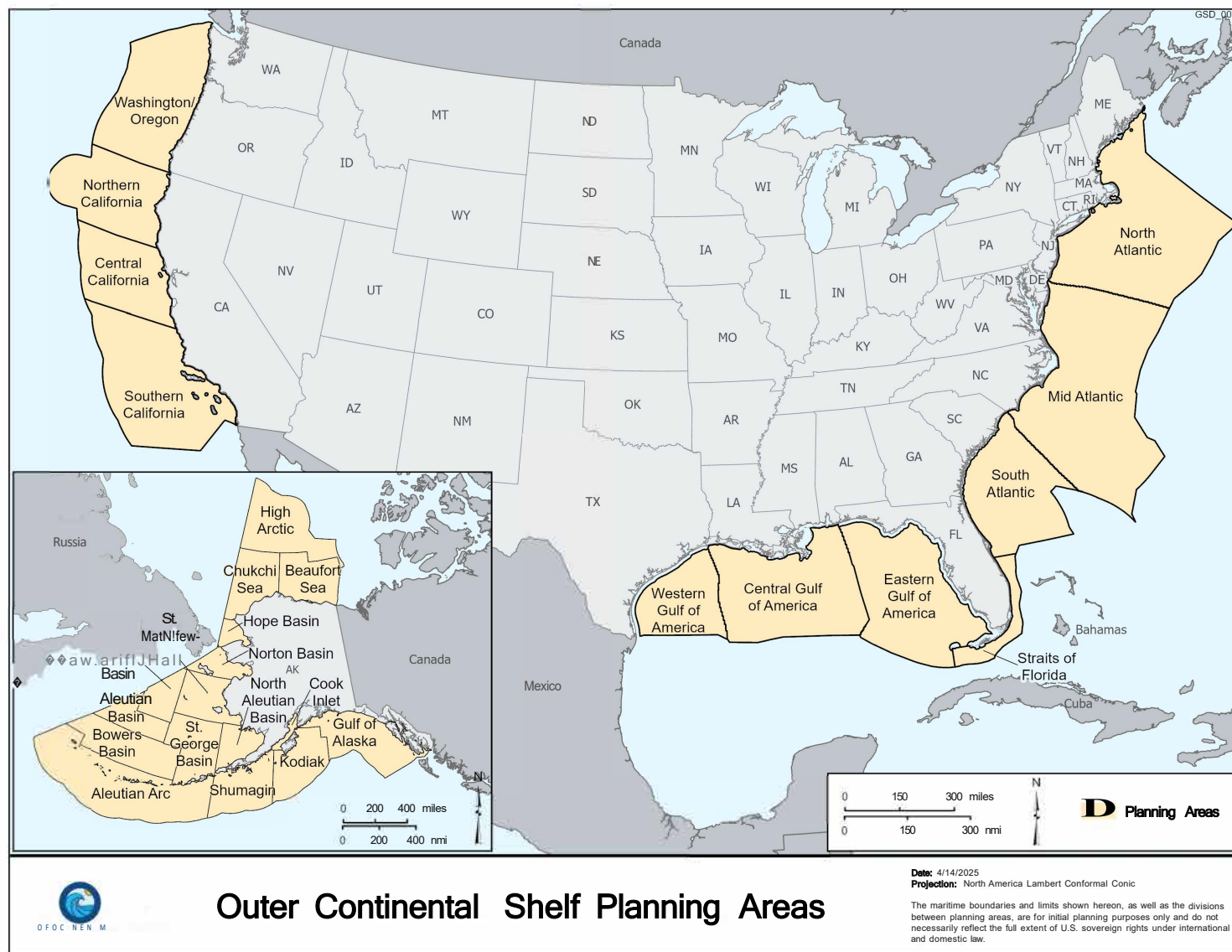
- On January 16, 2018, the Town Council passed Resolution 2018-01 authorizing participation by the Town of Hilton Head Island in Federal Court Litigation by the South Carolina Environmental Law Project (SCELP) to challenge permitting by the Federal government of seismic testing and drilling in Atlantic Coastal Waters, including waters off Beaufort County and the South Carolina coast. A copy of the Resolution is shown as **Attachment 5**.

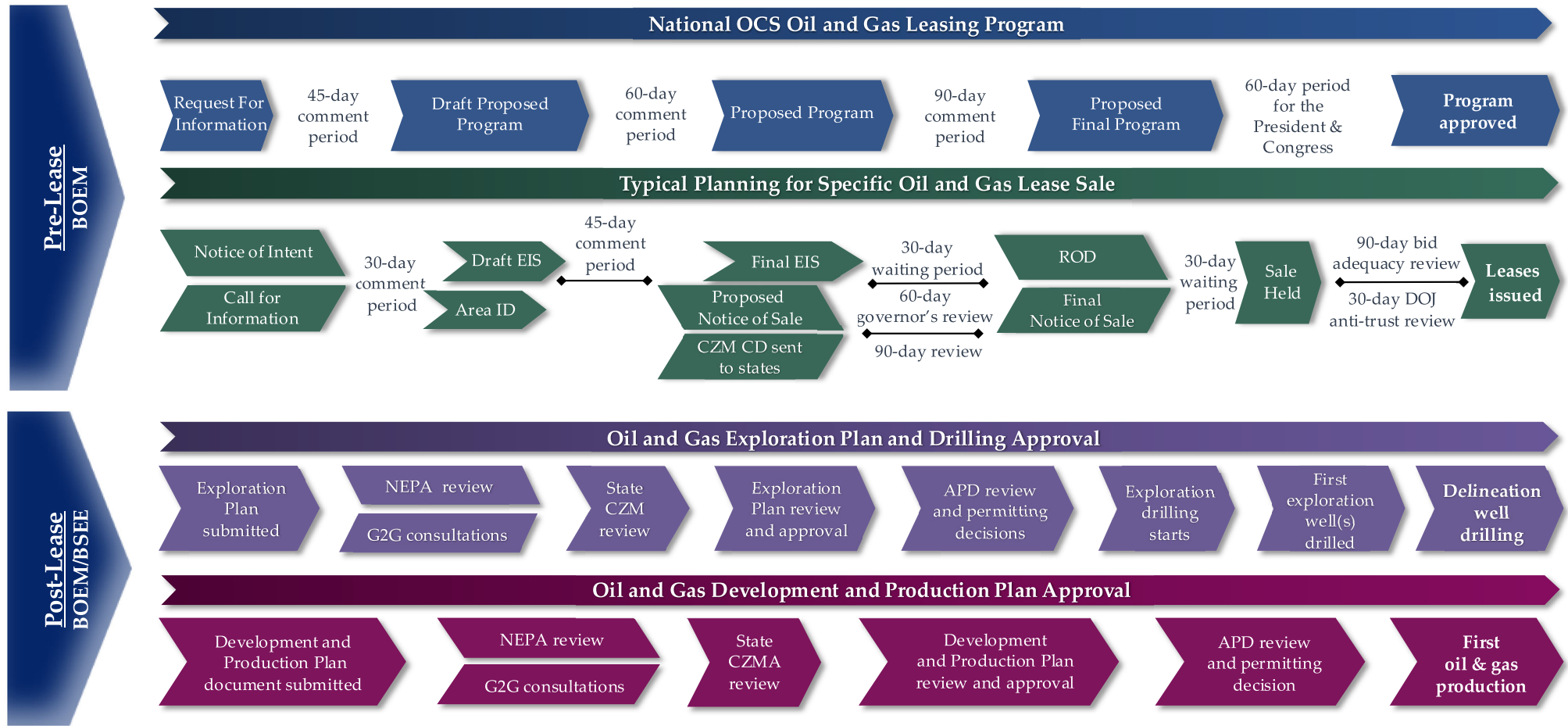
SUMMARY:

The proposed Resolution restates the Town of Hilton Head Island's opposition to Offshore Oil and Gas Leasing off the South Carolina coast and is aligned with action previously taken by the Town of Hilton Head Island and recent action taken by Governor Henry McMaster. Governor Henry McMaster's June 2025 letters opposing the inclusion of South Carolina in offshore oil and gas leases are shown as **Attachment 6**.

ATTACHMENTS:

1. Resolution opposing the Inclusion of South Carolina in the Proposed Bureau of Ocean Energy Management 11th National Outer Continental Shelf Oil and Gas Leasing Program
2. Map of Outer Continental Shelf Planning Areas
3. Outline of process for approving the 11th National Outer Continental Shelf Oil and Gas Leasing Program.
4. March 25, 2015, letter from Town of Hilton Head Island Mayor David Bennett to the Acting Chief of the Bureau of Ocean Energy Management
5. Resolution 2018-01 of the Town Council of the Town of Hilton Head Island authorizing participation of the Town of Hilton Head Island in Federal Court Litigation by the South Carolina Environmental Law Project (SCELP) to challenge permitting by the Federal government of seismic testing and drilling in Atlantic Coastal Waters
6. June 2025 Letters from Governor Henry McMaster opposing the inclusion of South Carolina in offshore oil and gas leases





Key: APD = Application for Permit to Drill; BOEM = Bureau of Ocean Energy Management; BSEE = Bureau of Safety and Environmental Enforcement; CD = Consistency Determination; CZM = Coastal Zone Management; G2G = government-to-government; NEPA = National Environmental Policy Act; NOI = Notice of Intent; OCS = Outer Continental Shelf; PEIS = programmatic environmental impact statement; ROD = Record of Decision

Notes: Publishing the Draft and Final EISs must occur after the Area ID and prior to the issuance of the ROD/Final Notice of Sale. The ROD and Final Notice of Sale publish simultaneously. Usually, the Proposed Notice of Sale and CDs are finalized after the Draft EIS is issued but at least 90 days prior to Final Notice of Sale/ROD signature.

TOWN OF HILTON HEAD ISLAND

One Town Center Court, Hilton Head Island, S.C. 29928
 (843) 341-4600 Fax (843) 842-7728
www.hiltonheadislandsc.gov

David Bennett
 Mayor

William D. Harkins
 Mayor Pro Tem

Council Members

Wm. Lee Edwards
 Marc A. Grant
 Thomas W. Lennox
 Kim W. Likins
 John J. McCann

Stephen G. Riley
 Town Manager

91 71 CB 2133 3936 60 7915

VIA CERTIFIED MAIL - RETURN RECEIPT REQUESTED

March 25, 2015

Mr. Geoffrey L. Wikel, Acting Chief, Division of Environmental Assessment
 Office of Environmental Program, Bureau of Ocean Energy Management (HM 3107)
 381 Elden Street
 Herndon, VA 20170-4817

Re: Offshore Drilling Activities/Atlantic Outer Continental Shelf (OCS)
 "Scoping Comments for the 2017-2022 Proposed Oil and Gas Leasing Program
 PEIS"

Dear Mr. Wikel:

The Town of Hilton Head Island has developed into a nationally and internationally known premier resort and retirement community. The Island appeals to retirees, visitors, and permanent residents due to its favorable climate, environmental attractiveness, and sensitivity to environmental preservation. As we understand, the U.S. Bureau of Ocean Energy Management (BOEM) is currently in the process of trying to open the mid-Atlantic Ocean to exploration and development of offshore oil and gas including risky methods, such as seismic blasting. The Town is concerned about the potential impacts of seismic testing and offshore drilling to marine and aquatic life in the Atlantic Ocean as we believe the full impacts are not yet fully understood by scientists, the oil and gas industry, the Bureau of Ocean Energy Management or the Federal Government.

In addition, the Town is concerned about the potential risk of spill that the exploratory and commercial drilling, extraction, and transportation of offshore oil and gas resources pose to our coastal region. Offshore drilling activities pose threats for coastal wetland areas of Hilton Head Island, which are of intrinsic ecological value for numerous migratory bird species, serve as essential nursery habitats for recreational and commercially important fisheries, and act as natural buffers from storm surge and hurricanes. The Town of Hilton Head Island is an Atlantic coastal community that relies heavily on tourism, which contributes an estimated \$1.5 billion into the Hilton Head Island area economy annually. As evidenced by the 2010 BP Deepwater Horizon disaster, a major oil spill can impact thousands of miles of coastline, devastate local economies like Hilton Head Island and wreak havoc on the marine and coastal environment. Therefore, any drilling allowed on the Atlantic Outer Continental Shelf represents a threat to the South Carolina coast.

Mr. Geoffrey L. Wikel, Acting Chief, Division of Environmental Assessment
March 25, 2015
Page Two

The Town of Hilton Head Island Town Council opposes seismic testing and offshore oil and gas development off the South Carolina coast. We believe more research should be conducted to fully understand and to better address the impacts of seismic testing and the options for mitigating those impacts before exploration begins. Let's all work together to fully address the long-term energy needs of our country, which the exploration and development of oil and natural gas off the mid-Atlantic coast will not effectively accomplish and has the potential to do significant harm both ecologically and economically.

Sincerely,

TOWN OF HILTON HEAD ISLAND



David Bennett, Mayor

CC: Town Council
Stephen G. Riley, ICMA-CM, Town Manager
Beaufort County Legislative Delegation Members
Billy Keyserling, Mayor, City of Beaufort
Lisa Sulka, Mayor, Town of Bluffton
Samuel E. Murray, Mayor, Town of Port Royal
Stu Rodman, Beaufort County Council Member
Lindsey Graham, U.S. Senator
Tim Scott, U.S. Senator
Mark Sanford, U.S. House of Representatives

2018-01

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, AUTHORIZING THE PARTICIPATION BY THE TOWN OF HILTON HEAD ISLAND IN FEDERAL COURT LITIGATION BY THE SOUTH CAROLINA ENVIRONMENTAL LAW PROJECT (SCELP) TO CHALLENGE THE PERMITTING BY THE FEDERAL GOVERNMENT OF SEISMIC TESTING AND DRILLING IN ATLANTIC COASTAL WATERS, INCLUDING WATERS OFF BEAUFORT COUNTY AND THE SOUTH CAROLINA COAST

WHEREAS, previously the Federal Government has removed the Atlantic Outer Continental Shelf (OCS) from any plans for offshore oil drilling, and has denied drilling permit applications for seismic air gun survey testing, citing environmental banns and coastal community concerns; and

WHEREAS, the seismic testing companies challenged the permit denials to the Department of the Interior, which has recently remanded the permit denials to the Bureau of Ocean & Energy Management (BOEM), effectively reviving the possibility of offshore drilling in the Atlantic Outer Continental Shelf; and

WHEREAS, on Thursday, January 4, 2018, the Federal Government published a proposal to permit drilling in most U.S. continental-shelf waters, including the Atlantic OCS, effectively opening up the waters off South Carolina, and Beaufort County, to seismic air gun surveying, and oil and gas exploration; and

WHEREAS, the South Carolina Environmental Law Project (SCELP) has proposed litigation to challenge the current actions of the Federal Government, and the granting of permits in waters off South Carolina for seismic air gun surveying and oil and gas exploration on the grounds of environmental harm, economic damage, and community opposition; and

WHEREAS, SCELP has enlisted the involvement and support of coastal municipalities to join in this litigation on the basis that SCELP and its attorneys would represent the municipalities in the litigation without any expense, attorney fees, or other financial contribution by the municipalities; and

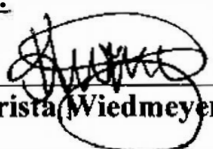
WHEREAS, the Town of Hilton Head Island Town Council strongly believes that it is in the best interest of the Town of Hilton Head Island, and its citizens, for the Town of Hilton Head Island and other coastal communities to participate in this litigation effort by the SCELP to seek to protect our pristine Atlantic coastline and the economic advantages that Hilton Head Island and South Carolina derive from a coastline free from environmental degradation.

NOW THEREFORE, BE IT, AND IT HEREBY IS, RESOLVED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, **THAT** the Town Manager is authorized to acquiesce to the entry by the Town as a party in the proposed litigation by the SCELP to challenge the granting of permits in the Atlantic OCS, and other environmentally protected areas, for seismic air gun surveying and other oil and gas exploration, on the basis that such participation will be without expense, attorney fees, or other financial involvement by the Town.

MOVED, APPROVED, AND ADOPTED THIS 11 DAY of June, 2018.

W
David Bennett, Mayor

ATTEST:

By: 

Krista Wiedmeyer, Town Clerk

APPROVED AS TO FORM:

Gregory M. Alford orney

Introduced by Council Member: IL 11.1

IL 11.1



HENRY DARGAN McMASTER
GOVERNOR

June 13, 2025

The Honorable Doug Burgum
Secretary of the Interior
U.S. Department of Interior
1849 C Street NW
Washington, D.C. 20240

Dear Secretary Burgum:

I am once again asking that South Carolina be excluded from the National Outer Continental Shelf Oil and Gas Leasing Program. As you know, in September of 2020, President Trump issued a Presidential Memorandum protecting the South Carolina coast from oil and gas exploration until 2032. I humbly ask that you and the president take a similar action this time around.

South Carolina's coastline is one of the most pristine in the country, and offshore drilling is simply not in its best interest. The state's 187 miles of ocean coastline and 2,876 miles of tidal shoreline are home to world-renowned beaches, sea islands, and salt marshes—many of which are permanently protected from development. This unspoiled natural beauty is the foundation of a \$29 billion tourism industry supporting millions of annual visitors and tens of thousands of jobs in communities like Myrtle Beach, Charleston, Hilton Head, and Beaufort. These communities rely heavily on the health of our coastal environment. We cannot afford to jeopardize it.

It is because of this that every coastal municipality in South Carolina has passed a resolution opposing oil and gas exploration activities offshore. I stand firmly with them. We simply cannot afford to accept the risk of the adverse environmental impact attendant to offshore drilling.

Notably, South Carolina's commercial fishing industry also depends on a thriving offshore ecosystem—one that would be severely disrupted by oil and gas exploration. The potential environmental damage far outweighs any theoretical economic benefit.

South Carolina has a long and proud tradition of conservation—one I am committed to preserving. Our state maintains 47 state parks, two national forests, and Congaree National Park, which protects the largest intact tract of old-growth bottomland hardwood forest in the Southeast.

June 13, 2025

We are also home to four federally protected National Wildlife Refuges: Cape Romain, Ernest F. Hollings ACE Basin, Santee, and Waccamaw—which collectively span over 115,000 acres of barrier islands, blackwater rivers, and marshlands.

Finally, it is no secret that South Carolina lies squarely in the path of Atlantic hurricanes. We are struck regularly by severe weather events coming from the Atlantic. Hurricanes Hugo, Matthew, and Irma, for example, caused widespread flooding, billions of dollars in damages, and tragic loss of life. Offshore oil infrastructure would only increase South Carolina's vulnerability.

For all these reasons, I respectfully urge the Bureau of Ocean Energy Management to reaffirm South Carolina's exclusion from offshore oil and gas leasing in the upcoming program.

Yours very truly,

A handwritten signature in blue ink, reading "Henry Dargan McMaster". The signature is fluid and cursive, with the first name "Henry" being the most prominent.

Henry Dargan McMaster



North Carolina



South Carolina

June 15, 2025

Ms. Kelly Hammerle
Bureau of Ocean Energy Management
45600 Woodland Road
Sterling, VA 20166-9216

RE: Request for Information (RFI) and Comments on the Preparation of the 11th
National Outer Continental Shelf (OCS) Oil and Gas Leasing Program

Dear Ms. Hammerle,

We write on behalf of our states of North Carolina and South Carolina in response to the Request for Information and Comments on the Preparation of the 11th National Outer Continental Shelf Oil and Gas Leasing Program (Docket no. BOEM-2025-0015)¹ to urge you to maintain the existing moratorium on offshore oil and gas exploration, development, and production off our coasts.

On September 8, 2020, President Trump issued a memorandum protecting the waters off the coast of South Carolina from leasing disposition until June 30, 2032.² On September 25, 2020, President Trump issued a second memorandum protecting the waters off the coast of North Carolina from leasing disposition until June 30, 2032.³ These decisions to protect the Carolina coast from offshore oil and gas exploration, development, and production were responsive to the significant bipartisan concerns of business leaders, residents, and local and state elected officials about the risks that these activities pose to the economy and environment of our states. We ask that in the 11th National Outer Continental Shelf Oil and Gas Leasing Program, BOEM uphold President Trump's commitment to protect the vital asset that is our coastal zones by removing North and South Carolina's outer continental shelf lands from consideration in the program.

¹ <https://www.federalregister.gov/documents/2025/04/30/2025-07479/request-for-information-and-comments-on-the-preparation-of-the-11th-national-outer-continental-shelf>

² <https://trumpwhitehouse.archives.gov/presidential-actions/memorandum-withdrawal-certain-areas-united-states-outer-continental-shelf-leasing-disposition/>

³ <https://trumpwhitehouse.archives.gov/presidential-actions/presidential-determination-withdrawal-certain-areas-united-states-outer-continental-shelf-leasing-disposition/>

North and South Carolina have a combined 513 miles of ocean beaches and 6,251 miles of coastline.⁴ These coastal zones are home to more than 2,740,500 people and include numerous National Wildlife Refuges such as Pea Island, Alligator River, Mackay Island, Pocosin Lakes, and Currituck in North Carolina, and Cape Romain, Ernest F. Hollings, ACE Basin, Santee, and Waccamaw in South Carolina.

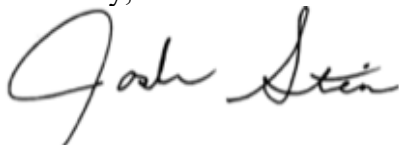
In 2021 alone, North and South Carolina's coastal economy contributed \$9.6 billion to the GDP, supported more than 125,000 jobs and provided \$3.8 billion in wages, led by robust tourism and recreation, shipbuilding, fishing, and marine transportation industries.⁵ These industries, which are the economic lifeblood of our coastal communities, are also highly vulnerable to disruption from offshore oil and gas exploration, development, and production.

Our coasts are also home to critical military installations that are vital to national security. Offshore oil and gas infrastructure and activities, including seismic testing, can interfere with these operations, weakening our national defense.

Because of the significant risks associated with offshore oil and gas exploration, development and production off the Carolina coasts, every North Carolina and South Carolina coastal municipality has passed a resolution opposing offshore drilling and seismic testing. This position has been reaffirmed by other municipalities and counties, as well as state legislators and members of our Congressional delegations from both parties.

We ask you to respect the wishes of our states and our coastal communities and re-affirm President Trump's decision to protect our coastlines and the industries they support. Thank you for the opportunity to comment on this critical issue.

Sincerely,



Josh Stein
Governor of North Carolina



Henry Dargan McMaster
Governor of South Carolina

⁴ <https://coast.noaa.gov/states/north-carolina.html> and <https://coast.noaa.gov/states/south-carolina.html>
<https://www.deq.nc.gov/about/divisions/coastal-management/coastal-management-oceanfront-shorelines/beach-inlet-management-plan> and <https://governor.sc.gov/sc-floodwater-commission-artificial-reef-systems-task-force>.

⁵ <https://coast.noaa.gov/data/digitalcoast/pdf/marine-economy-north-carolina.pdf>
<https://coast.noaa.gov/data/digitalcoast/pdf/marine-economy-south-carolina.pdf>

THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, EXPRESSING ITS OPPOSITION TO ANY EFFORT BY THE FEDERAL GOVERNMENT OF THE UNITED STATES OF AMERICA TO OPEN COASTAL AND OFFSHORE WATERS ALONG THE COAST OF THE SOUTHEAST UNITED STATES TO OIL AND GAS EXPLORATION AND OFFSHORE DRILLING FOR OIL AND GAS.

Be it Resolved, and it hereby is Resolved, by the Town Council for the Town of Hilton Head Island, South Carolina:

Section 1: Findings. The Town Council for the Town of Hilton Head Island, South Carolina (the “Town Council”) finds as follows:

- (a) The Town of Hilton Head Island (the “Town”) is a coastal community on the Southeast Atlantic Coast in South Carolina that is known throughout the United States and worldwide for its natural beauty and amenities, particularly its waterways and wide, white sand beaches.
- (b) The Town is home to the annual “RBC Heritage Presented by Boeing” golf tournament which has a worldwide television audience, and which showcases the natural beauty, amenities, and beaches in the Town.
- (c) The Town is a destination for cultural tourism, featuring Historic Mitchelville Freedom Park which has water frontage near the confluence of Port Royal Sound and the Atlantic Ocean.
- (d) The Town is a destination for outdoor recreation including ocean swimming, onshore and offshore fishing, golf, tennis, sightseeing, sail boating, and power boating.
- (e) The Town created its own funding source for beach renourishment in the early 1990s, and the Town has engaged in a decades-long program of beach renourishment to maintain the wide white sand beaches in the Town at an investment of approximately \$60

Million to date, with an upcoming beach nourishment project anticipated to cost approximately \$45 Million.

(f) The Town's funding source for beach nourishment is dependent upon a strong and stable tourism industry in the Town, and any loss or significant decline in tourism will have material negative consequences for the Town.

(g) The Southeast Atlantic Coast region includes other significant locations of natural beauty, cultural attractions and recreation that draw visitors from around the United States and worldwide, all within driving distance of the Town, including Myrtle Beach and the South Carolina Grand Strand; Charleston, South Carolina; Beaufort, South Carolina; Savannah, Georgia; Tybee Island, Georgia; the Wassaw National Wildlife Refuge; Jekyll Island, Georgia; Sapelo Island, Georgia; Sea Island, Georgia; St. Simons Island, Georgia; Little St. Simons Island, Georgia; and Cumberland Island, Georgia.

(h) The annual economic impact of the tourism industry in the Town is \$3.72 Billion, according to the most recent data.

(i) The tourism industry in the Town supports 33,367 jobs, according to the most recent data.

(j) The annual economic impact of the "RBC Heritage Presented by Boeing" is \$134.5 Million, and the event hosted more than 100,000 attendees, according to the most recent data.

(k) Because of its location, natural beauty and amenities, there is significant investment by its residents, property owners and businesses, in residential and commercial properties in the Town. The estimated value of residential and commercial properties in the Town is \$22.541 Billion, according to the most recent data.

(l) The Town, and all of the areas and locations on the Southeast Atlantic Coast mentioned above, depend on unspoiled ocean views and unpolluted open waters to support their tourism, recreation, and real property investment industries.

(m) The Southeast Atlantic Coast is an area that is affected by tropical storms and hurricanes, and is exposed to tropical storms and hurricanes from June 1 to November 30 each year, and the presence of structures in the ocean along the coast presents a material risk of damage from collapsed or damaged platforms, oil spills and other environmental degradation that will irreparably harm the economic drivers of the entire Southeast Atlantic Coast and specifically the Town.

(n) Events in the Gulf of Mexico and elsewhere show that oil spills from offshore drilling are environmental disasters with long lasting consequences. An oil spill or other release of hazardous pollutants off the coast of Hilton Head Island would be a catastrophe for the Town's tourism, recreation, and real estate property investment industries, and would waste the ongoing beach nourishment program of the Town and the \$ 60 Million that has been invested in it to date.

(o) The presence of oil and gas platforms or other infrastructure for exploration or drilling will destroy the open views of the Atlantic Ocean from the Town and its beaches, which will have a material negative impact on the Town's tourism, recreation, and real property investment industries.

(p) Offshore oil and gas exploration, drilling, and production present unacceptable risks to the Southeast Atlantic Coast as a whole, and the Town specifically.

(q) Governor Henry McMaster and Representative Nancy Mace have expressed their opposition to offshore oil and gas exploration, drilling, and production, and the Town Council joins with them in opposition.

Section 2. The Town's Opposition to Oil and Gas Exploration, drilling, and Production in the waters of the Atlantic Ocean along the Southeast Atlantic Coast.

(a) For the reasons stated in Section 1 above, the Town Council for the Town of Hilton Head Island, South Carolina, on behalf of the Town's residents, property owners, visitors and businesses, states that it is strongly opposed to any opening of any part of the coastal waters of the Southeast Atlantic Coast, and specifically the coastal waters along the South Carolina and Georgia coastlines for any form of oil and gas exploration, drilling and production, the Town Council urges Senator Graham, Senator Scott, Representative Wilson, Representative Timmons, Representative Norman, Representative Clyburn and Representative Fry to join with Governor McMaster and Representative Mace to oppose any effort to open the waters of the Southeast Atlantic Coast to oil and gas exploration, drilling and production.

(b) The Town Manager is directed to forward a copy of this Resolution to Governor McMaster, Senator Graham, Senator Scott, Representative Mace, Representative Wilson, Representative Timmons, Representative Norman, Representative Clyburn, and Representative Fry, so they will be aware of the Town's opposition to any effort to open the waters of the Southeast Atlantic Coast to oil and gas exploration, drilling and production.

PASSED, ADOPTED AND APPROVED ON THIS 15TH DAY OF JULY, 2025.

THE TOWN OF HILTON HEAD ISLAND,
SOUTH CAROLINA

By: _____
Alan R. Perry, Mayor

By: _____
Steve Alfred, Council Member

By: _____
Tamara D. Becker, Council Member

By: _____
Patsy Brison, Council Member

By: _____
Alex Brown, Council Member

By: _____
Steve DeSimone, Council Member

By: _____
Melinda Tunner, Council Member

ATTEST:

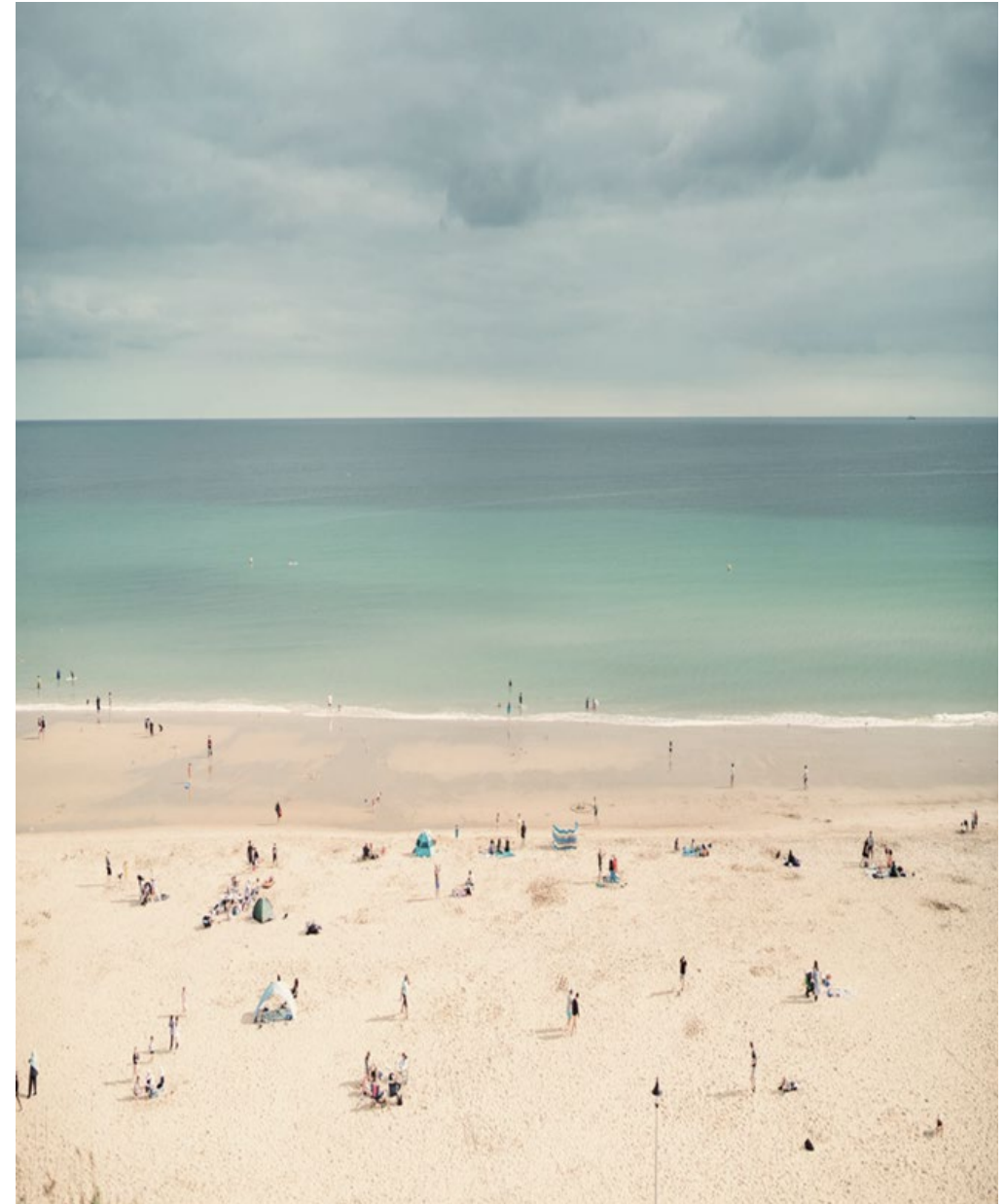
Kimberly Gammon, Town Clerk

APPROVED AS TO FORM:

Curtis L. Coltrane, Town Attorney

11TH NATIONAL OUTER CONTINENTAL SHELF LEASING PROGRAM

Town of Hilton Head Island
Response



Agenda

Proposed Program for Offshore Oil and Gas Leases

Recent History of Program

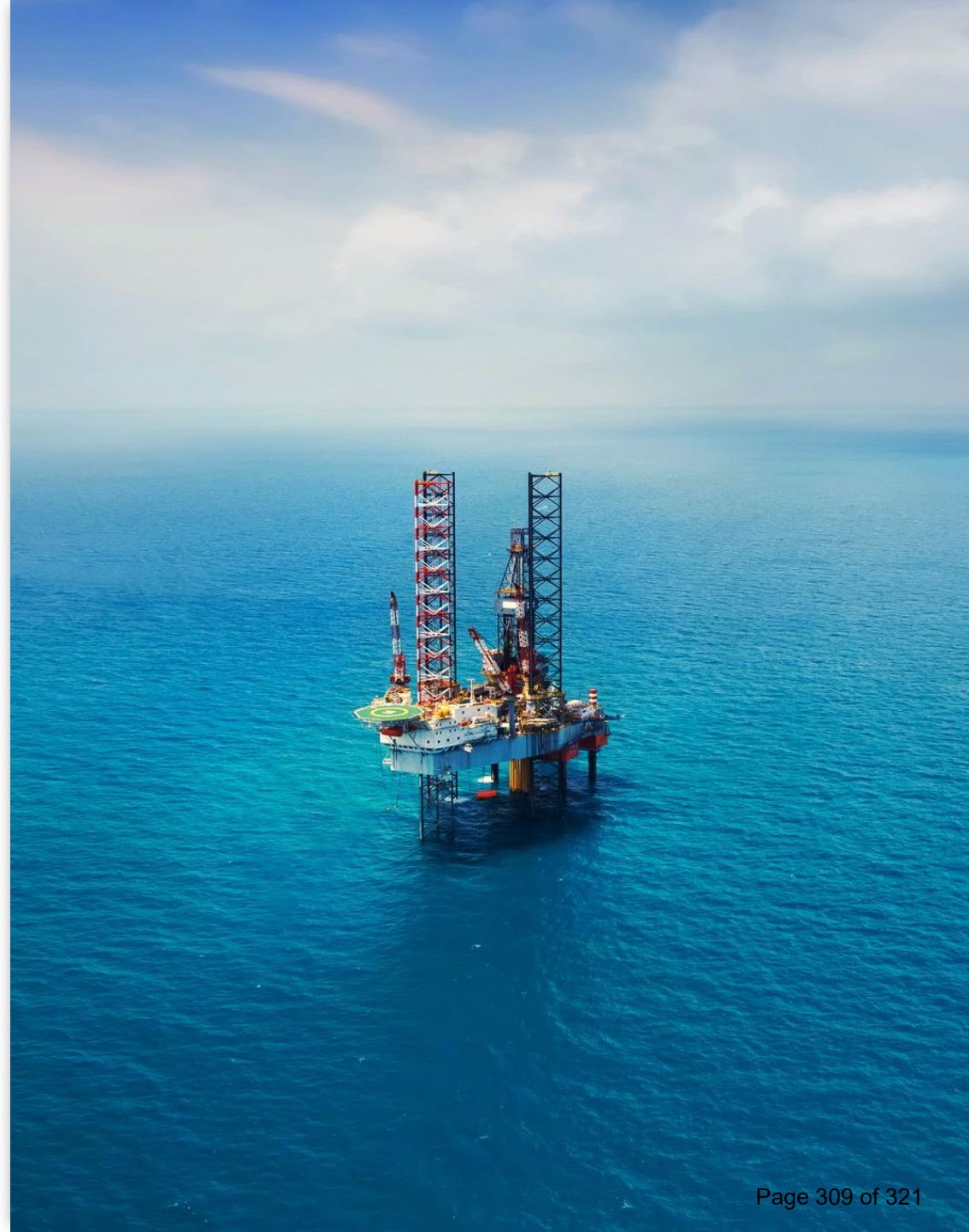
Previous Town Action

Governor McMaster's Position

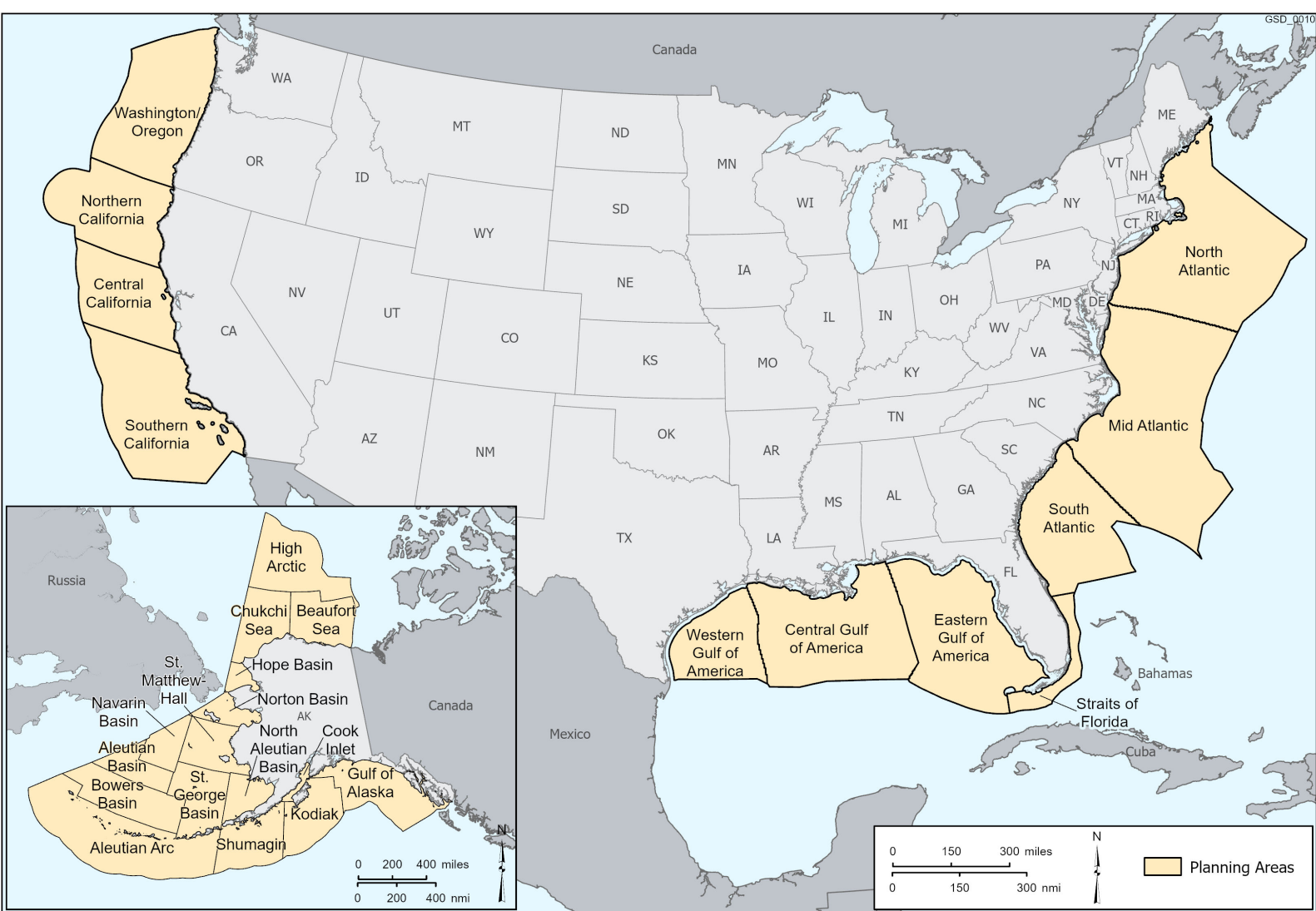
2025 Resolution

What Could the Program Allow?

- Lease Sales: It would schedule specific offshore oil and gas lease sales, indicating where and when these sales would occur within the 5-year period.
- Exploration and Production: If leases are acquired through these sales, companies would be granted the rights to explore for, develop, and produce oil and gas within the lease areas.



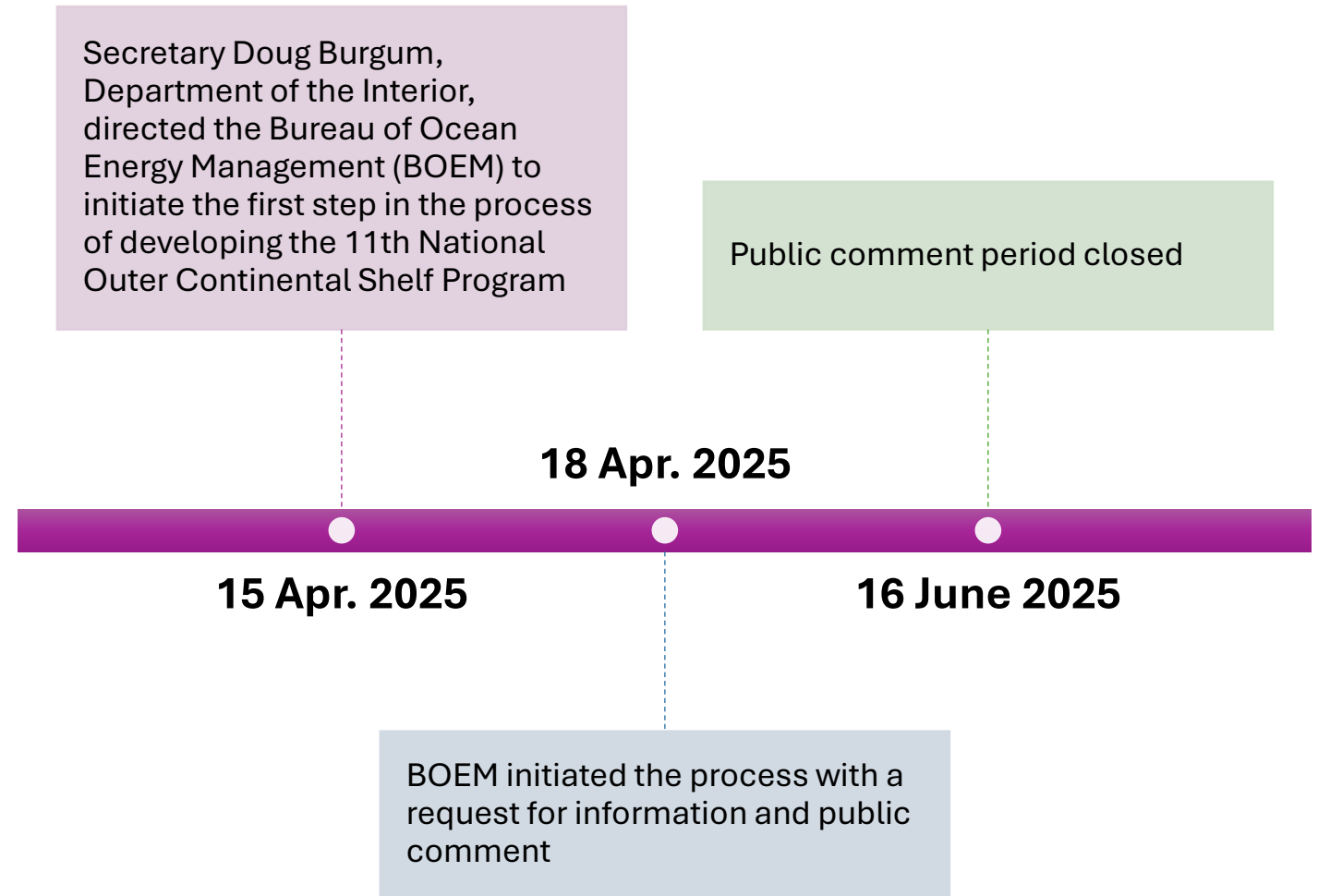
Outer Continental Shelf Planning Areas

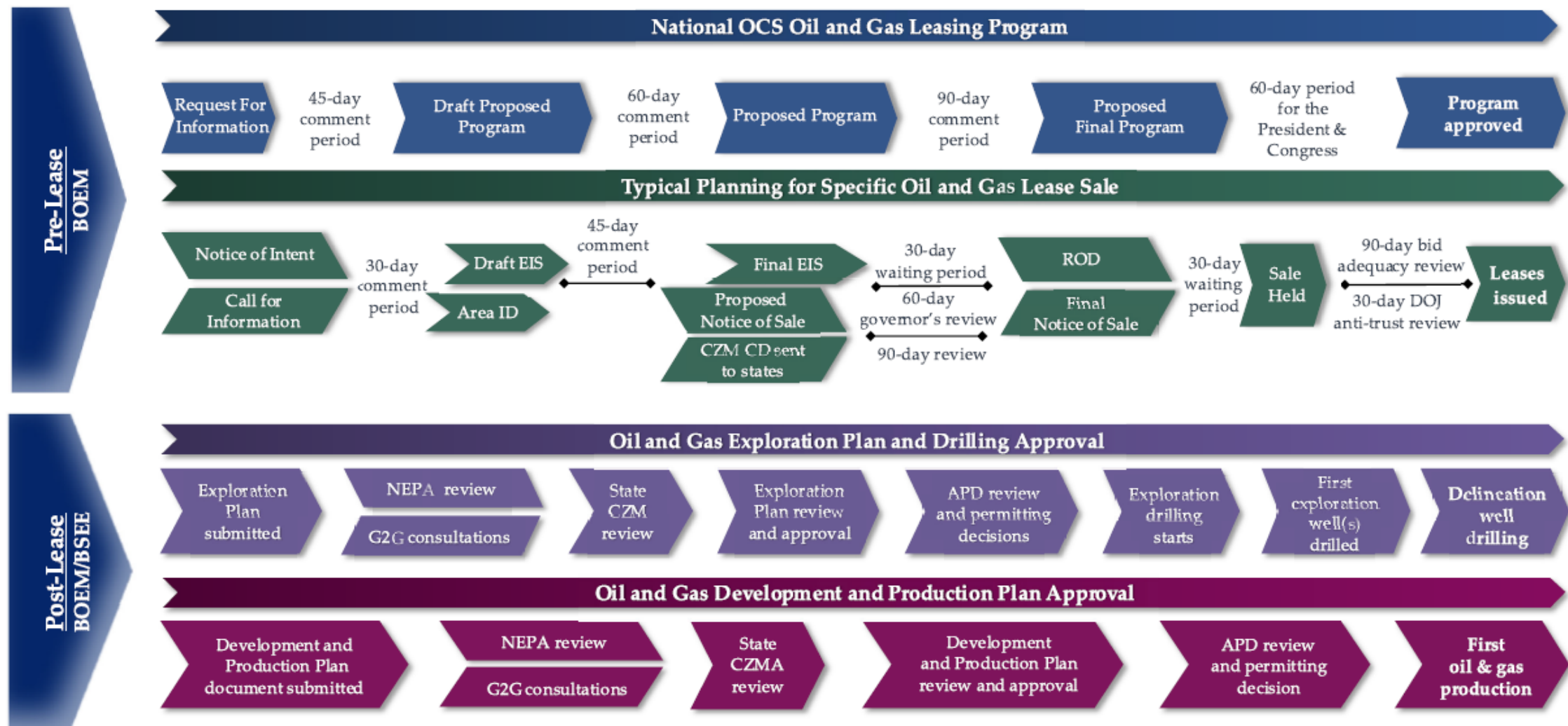


Outer Continental Shelf Planning Areas

Date: 4/14/2025
Projection: North America Lambert Conformal Conic
The maritime boundaries and limits shown herein, as well as the divisions between planning areas, are for initial planning purposes only and do not necessarily reflect the full extent of U.S. sovereign rights under international and domestic law.

Action Taken by Federal Government to Date



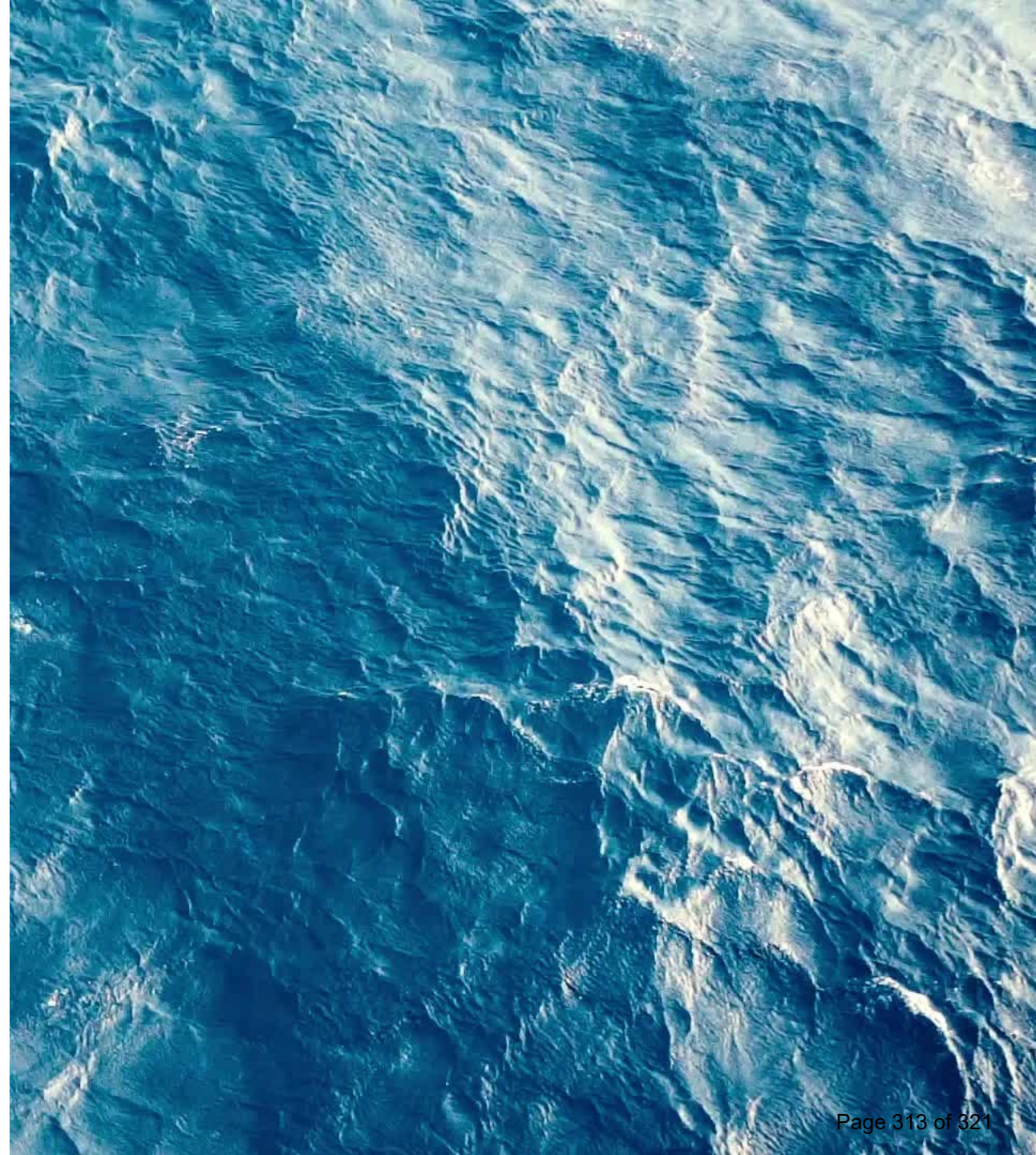


Key: APD = Application for Permit to Drill; BOEM = Bureau of Ocean Energy Management; BSEE = Bureau of Safety and Environmental Enforcement; CD = Consistency Determination; CZM = Coastal Zone Management; G2G = government-to-government; NEPA = National Environmental Policy Act; NOI = Notice of Intent; OCS = Outer Continental Shelf; PEIS = programmatic environmental impact statement; ROD = Record of Decision

Notes: Publishing the Draft and Final EISs must occur after the Area ID and prior to the issuance of the ROD/Final Notice of Sale. The ROD and Final Notice of Sale publish simultaneously. Usually, the Proposed Notice of Sale and CDs are finalized after the Draft EIS is issued but at least 90 days prior to Final Notice of Sale/ROD signature.

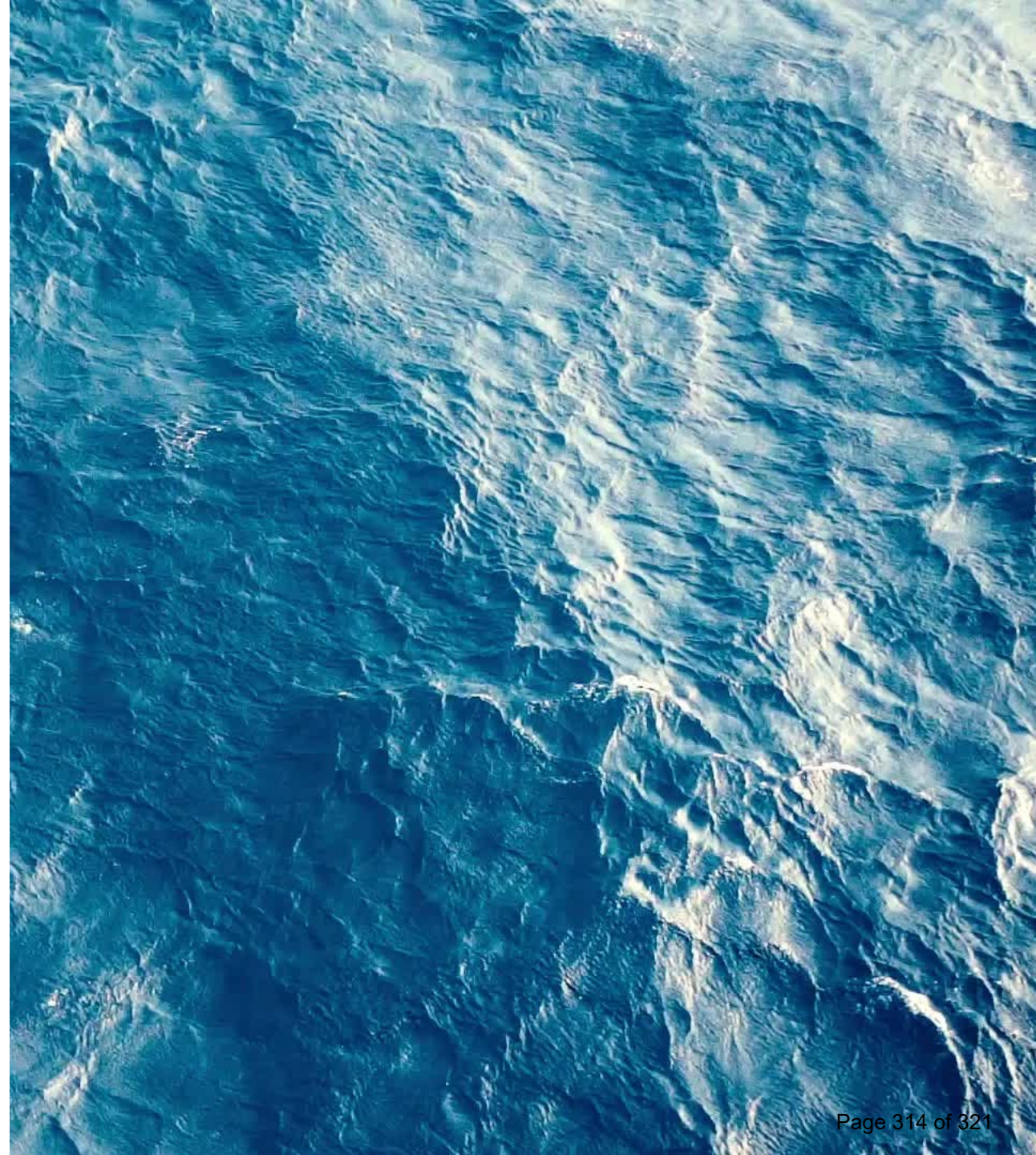
Recent Atlantic Leasing Consideration

- **2014:** Bureau of Ocean Energy Management (BOEM) initiates a new programmatic Environmental Impact Statement for the 2017–2022 Five-Year Program, including potential lease sales in the Mid- and South Atlantic Planning Areas.
- **2015:** South Carolina considered for a lease sale in 2021; significant local opposition from coastal communities and elected officials emerges.
- **2016:** BOEM removes the South Atlantic (including SC) from the 2017–2022 leasing program, citing stakeholder concerns and military conflicts in use.
- **2016:** President Obama permanently withdraws certain Atlantic canyons and other areas from leasing under Section 12(a) of OCSLA, affecting parts of South Carolina’s offshore region.



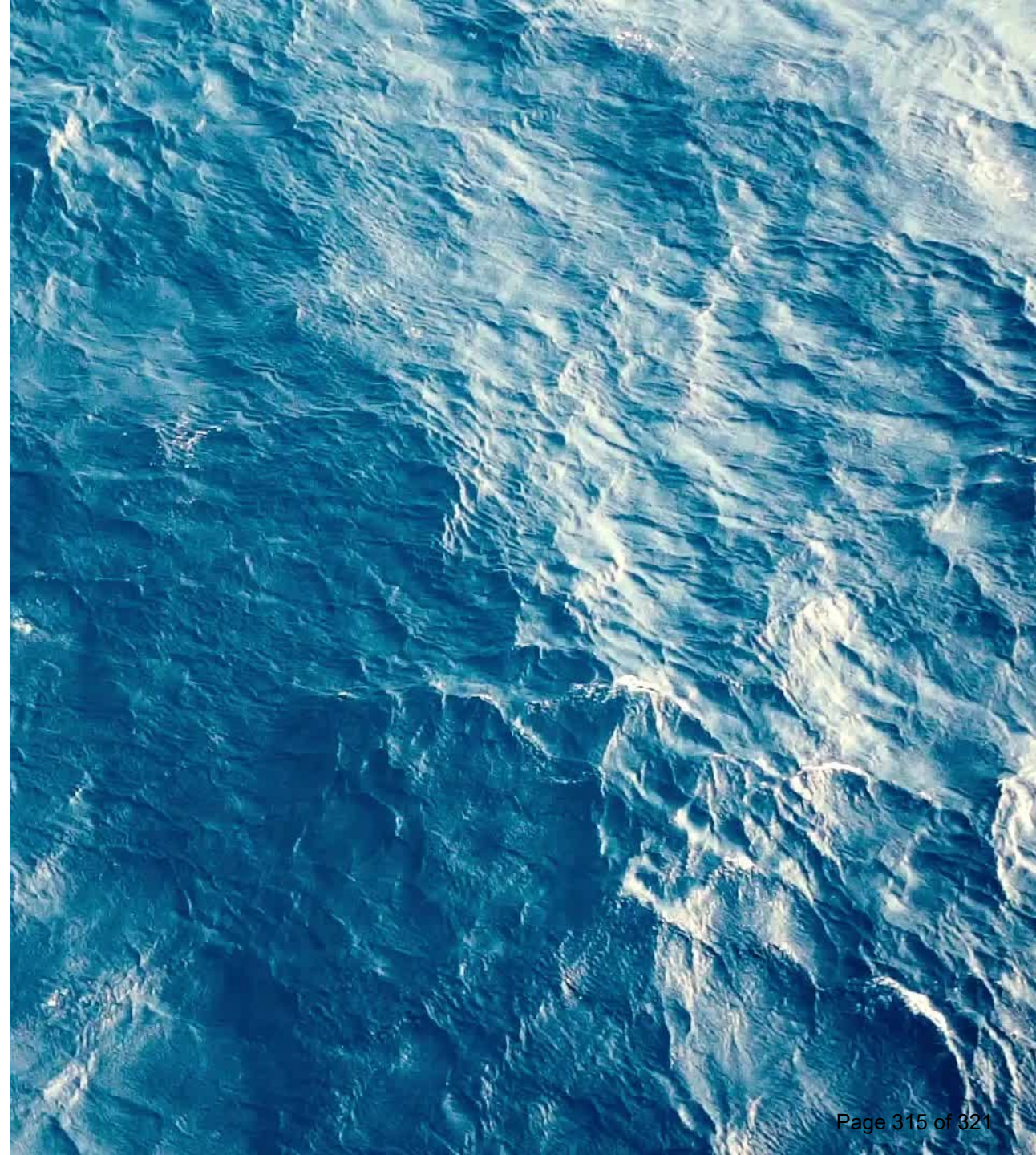
Recent Atlantic Leasing Consideration

- **2018:** President Trump's administration proposes opening nearly all U.S. waters for leasing in the 2019–2024 program, explicitly including the South Atlantic.
- Intense bipartisan opposition from South Carolina's congressional delegation, governor, and coastal municipalities follows, concerned about tourism and environmental risks.
- **2020:** President Trump issues a presidential memorandum extending leasing bans for the South Atlantic (including SC) through June 30, 2032.



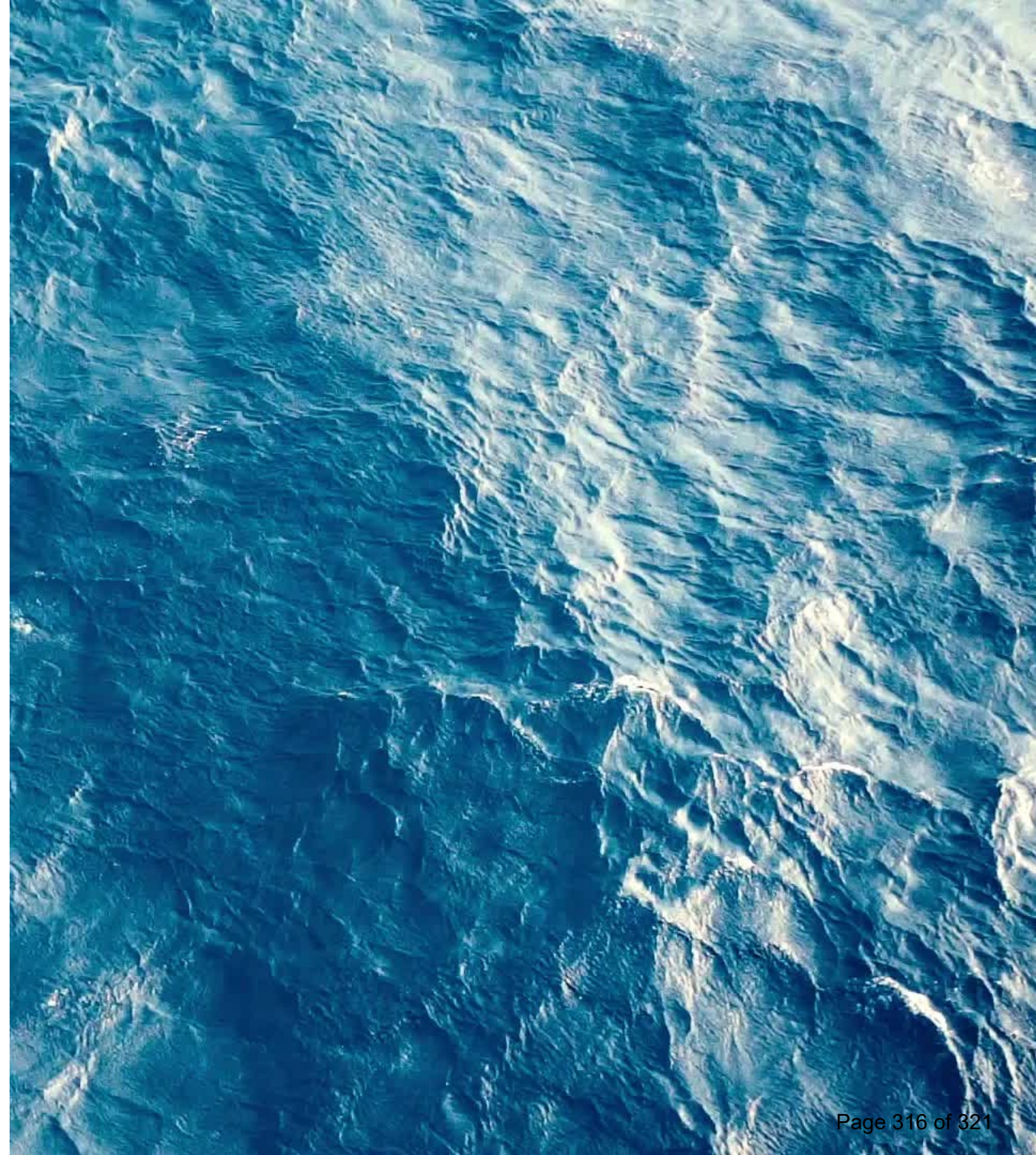
Recent Atlantic Leasing Consideration

- **2021:** Biden's Executive Order 14008 pauses new leasing nationwide, but the South Atlantic remains under the Trump 2020 moratorium in any case.
- **2022:** Inflation Reduction Act requires certain Gulf lease sales but does not reopen Atlantic leasing.
- **2023:** BOEM's finalized 2024–2029 Five-Year Program includes no Atlantic lease sales, maintaining the status quo for South Carolina.



Current Atlantic Leasing Consideration

- **2025:** Department of the Interior announces the start of its process to develop a new Five-Year Plan for offshore oil and gas lease sales on the U.S. Outer Continental Shelf – including SC
- Governor Henry McMaster communicates opposition to the inclusion of South Carolina
- Representative Nancy Mace communicates opposition to the inclusion of South Carolina



Previous Town Action 2015 Letter

TOWN OF HILTON HEAD ISLAND

One Town Center Court, Hilton Head Island, S.C. 29928
(843) 341-4600 Fax (843) 842-7728
www.hiltonheadislandsc.gov

David Bennett
Mayor

William D. Harkins
Mayor ProTem

Council Members

Wm. Lee Edwards
Marc A. Grant
Thomas W. Lennox
Kim W. Likins
John J. McCann

Stephen G. Riley
Town Manager

91 71 2133 3936 60 7915

VIA CERTIFIED MAIL - RETURN RECEIPT REQUESTED

March 25, 2015

Mr. Geoffrey L. Wikel, Acting Chief, Division of Environmental Assessment
Office of Environmental Program, Bureau of Ocean Energy Management (HM 3107)
381 Elden Street
Herndon, VA 20170-4817

Re: Offshore Drilling Activities/Atlantic Outer Continental Shelf (OCS)
"Scoping Comments for the 2017-2022 Proposed Oil and Gas Leasing Program
PEIS"

Dear Mr. Wikel:

The Town of Hilton Head Island has developed into a nationally and internationally known premier resort and retirement community. The Island appeals to retirees, visitors, and permanent residents due to its favorable climate, environmental attractiveness, and sensitivity to environmental preservation. As we understand, the U.S. Bureau of Ocean Energy Management (BOEM) is currently in the process of trying to open the mid-Atlantic Ocean to exploration and development of offshore oil and gas including risky methods, such as seismic blasting. The Town is concerned about the potential impacts of seismic testing and offshore drilling to marine and aquatic life in the Atlantic Ocean as we believe the full impacts are not yet fully understood by scientists, the oil and gas industry, the Bureau of Ocean Energy Management or the Federal Government.

In addition, the Town is concerned about the potential risk of spill that the exploratory and commercial drilling, extraction, and transportation of offshore oil and gas

Previous Town Action

2018 Resolution

2018-01

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, AUTHORIZING THE PARTICIPATION BY THE TOWN OF HILTON HEAD ISLAND IN FEDERAL COURT LITIGATION BY THE SOUTH CAROLINA ENVIRONMENTAL LAW PROJECT (SCELP) TO CHALLENGE THE PERMITTING BY THE FEDERAL GOVERNMENT OF SEISMIC TESTING AND DRILLING IN ATLANTIC COASTAL WATERS, INCLUDING WATERS OFF BEAUFORT COUNTY AND THE SOUTH CAROLINA COAST

WHEREAS, previously the Federal Government has removed the Atlantic Outer Continental Shelf (OCS) from any plans for offshore oil drilling, and has denied drilling permit applications for seismic air gun survey testing, citing environmental banns and coastal community concerns; and

WHEREAS, the seismic testing companies challenged the permit denials to the Department of the Interior, which has recently remanded the permit denials to the Bureau of Ocean & Energy Management (BOEM), effectively reviving the possibility of offshore drilling in the Atlantic Outer Continental Shelf; and

WHEREAS, on Thursday, January 4, 2018, the Federal Government published a proposal to permit drilling in most U.S. continental-shelf waters, including the Atlantic OCS, effectively opening up the waters off South Carolina, and Beaufort County, to seismic air gun surveying, and oil and gas exploration; and

WHEREAS, the South Carolina Environmental Law Project (SCELP) has proposed litigation to challenge the current actions of the Federal Government, and the granting of permits in waters off South Carolina for seismic air gun surveying and oil and gas exploration on the grounds of environmental harm, economic damage, and community opposition; and

WHEREAS, SCELP has enlisted the involvement and support of coastal municipalities to join in this litigation on the basis that SCELP and its attorneys would represent the municipalities in the litigation without any expense, attorney fees, or other financial contribution by the municipalities; and

McMaster – June 2025 Letters



North Carolina



South Carolina

June 15, 2025

Ms. Kelly Hammerle
Bureau of Ocean Energy Management
45600 Woodland Road
Sterling, VA 20166-9216

RE: Request for Information (RFI) and Comments on the Preparation of the 11th
National Outer Continental Shelf (OCS) Oil and Gas Leasing Program

Dear Ms. Hammerle,

We write on behalf of our states of North Carolina and South Carolina in response to the Request for Information and Comments on the Preparation of the 11th National Outer Continental Shelf Oil and Gas Leasing Program (Docket no. BOEM-2025-0015)¹ to urge you to maintain the existing moratorium on offshore oil and gas exploration, development, and production off our coasts.

On September 8, 2020, President Trump issued a memorandum protecting the waters off the

McMaster – June 2025 Letters



HENRY DARGAN McMASTER
GOVERNOR

June 13, 2025

The Honorable Doug Burgum
Secretary of the Interior
U.S. Department of Interior
1849 C Street NW
Washington, D.C. 20240

Dear Secretary Burgum:

I am once again asking that South Carolina be excluded from the National Outer Continental Shelf Oil and Gas Leasing Program. As you know, in September of 2020, President Trump issued a Presidential Memorandum protecting the South Carolina coast from oil and gas exploration until 2032. I humbly ask that you and the president take a similar action this time around.

South Carolina's coastline is one of the most pristine in the country, and offshore drilling is simply not in its best interest. The state's 187 miles of ocean coastline and 2,876 miles of tidal shoreline are home to world-renowned beaches, sea islands, and salt marshes—many of which are permanently protected from development. This unspoiled natural beauty is the foundation of a \$29 billion tourism industry supporting millions of annual visitors and tens of thousands of jobs in communities like Myrtle Beach, Charleston, Hilton Head, and Beaufort. These

Proposed Town Resolution

THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, EXPRESSING ITS OPPOSITION TO ANY EFFORT BY THE FEDERAL GOVERNMENT OF THE UNITED STATES OF AMERICA TO OPEN COASTAL AND OFFSHORE WATERS ALONG THE COAST OF THE SOUTHEAST UNITED STATES TO OIL AND GAS EXPLORATION AND OFFSHORE DRILLING FOR OIL AND GAS.

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