



Town of Hilton Head Island

Housing Action Committee Meeting

Tuesday, February 3, 2026, 10:00 AM

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

- 1. Call to Order**
- 2. Adoption of the Agenda**
- 3. Appointment of Committee Chair**
- 4. Appointment of Committee Vice Chair**
- 5. Approval of the Minutes**
 - a. Regular Meeting Minutes of May 14, 2025
- 6. Presentation**
 - a. Workforce Housing Program Progress Update - Michelle Mealer, Community Planning Manager
- 7. New Business**
 - a. Consideration of 2026 Meeting Schedule for Housing Action Committee - Michelle Mealer, Community Planning Manager
- 8. Public Comment - Non Agenda Items**
- 9. 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 HOUSING ACTION COMMITTEE MEETING Wednesday, May 14, 2025, 10:00 AM Minutes

1. Call to Order

Chair Alderman called the meeting to order at 10:00 am.

2. Adoption of the Agenda

Vice-Chair West made a motion to adopt the agenda. Ms. Varin seconded and the motion was approved unanimously.

3. Approval of the Minutes

a. Regular Meeting Minutes of February 26, 2025

Mr. Bell made a motion to approve the meeting minutes of February 26, 2025. Ms. Varin seconded and the motion was approved unanimously.

4. Unfinished Business

a. Program Updates - Quincy White, Chief Housing Officer

Quincy White, Chief Housing Officer, provided updates on upcoming programs and ongoing projects including the Displacement Mitigation Support Plan, Muddy Creek Neighborhood Stabilization Plan, Habitat for Humanity, and other housing initiatives.

b. Work Group Updates - Jack Alderman, Housing Action Committee Chair

Chair Alderman provided high-level updates on the Committee's work groups' ongoing meetings and discussions.

c. Home Safety and Repair Program and Sewer Connection Program Update - Sharonica Stewart

Sharonica Stewart, Principal Planner for Historic Neighborhoods, provided an update on the Home Safety and Repair and Sewer Connection Programs and their accomplishments to date. The Program has completed 18 projects since Ms. Stewart last updated the Housing Action Committee at the meeting of February 26, 2025.

d. Consideration of the Housing Displacement Support Plan - Quincy White, Chief Housing Officer

Quincy White, Chief Housing Officer, summarized the revisions made to the "Housing Displacement Mitigation Support Plan" since it appeared before the Community Services & Public Safety Committee on March 17, 2025. The revisions included clarification of the

role of the lead partners and removing the Town's seals and logo throughout. Mr. Bell questioned the document's return to the Housing Action Committee. Mr. Crawford asked if the Community Services & Public Safety Committee has the authority to make changes to the document. Ms. Gillis, who also serves as director of one of the lead partners, The Deep Well Project, stated that she felt ill-prepared for another displacement event, though the original document has helped in smaller displacement events.

A motion to recommend the "Housing Displacement Mitigation Support Plan", as presented, to the Town Council for consideration of approval was made by Sandy Gillis and seconded by Sarah Jones-Anderson. The motion was approved with a vote of 6-2.

5. New Business

Jack Alderman resigned as Chairman. Sandy West resigned as Vice-Chair.

6. Public Comment - Non Agenda Items

An island resident, Ms. Henderson, asked what the community could do to support the Housing Displacement Mitigation Support Plan.

7. Adjournment

Mr. Alderman adjourned the meeting at 10:38 am.

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

TOWN OF HILTON HEAD ISLAND

HOUSING ACTION COMMITTEE MEETING

February 3, 2026





WFH Program Progress Update

- Tow Council Strategic Action Plan / Goal #8
- Update: Ongoing Workforce Housing developments
- Upcoming Opportunities





STRATEGIC ACTION PLAN / GOAL #8:

Advance Workforce Housing Opportunities



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	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
8.2	Align the Housing Committee with Town Council direction to ensure policy alignment, project prioritization, and community engagement	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
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	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
8.4	Deliver the Northpoint Workforce Housing Neighborhood through the coordinated Public-Private Partnership	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
8.5	Establish a Public-Private Partnership to advance the Bryant Road Workforce Housing Initiatives	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
8.6	Assess housing fund sustainability and a multi-year investment strategy by identifying diverse recurring funding sources to implement Town Workforce Housing priorities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

GOAL #8

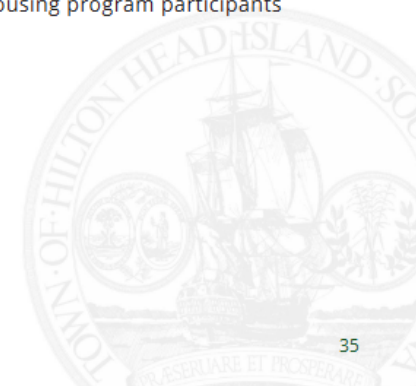
Advance Workforce Housing Opportunities

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	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
8.8	Secure grant funding for the Home Repair Grant Program for income-qualified households to improve safety, accessibility, and housing preservation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
8.9	Participate in an Annual Housing Summit to report progress, promote innovation, and align regional, nonprofit, and employer contributions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Key Performance Indicators

- 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
- 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





Strategic Action 8.1: Review Finding Home



COMMUNITY



PLANNING

Goal for the Community pillar:

To engage, collaborate, and inform the community on housing challenges, and to identify community-led housing programs and solutions.

Strategies:

1. Commit to develop, maintain, and support partnerships and relationships with community organizations, as well as regional and state partners to collaboratively address local workforce housing needs.
2. Commit to a Housing Action Committee to coordinate with community groups in the housing space, cultivate an ongoing housing dialogue, and engage the community in housing education, planning, innovation and provide advice and recommendations.

Critical First Steps:

- ✓ Develop a island-wide housing communications campaign that plainly lays out the argument for Town action and is distributed through a multi-channel, multi-format campaign
- ✓ Develop an asset map of local groups and individuals involved directly or indirectly with housing security and/or affordability
- ✓ Distribute and regularly update a rent survey to area renters and landlords

Goal for the Planning pillar:

To create a social, political, and economic environment that stimulates workforce housing through planning, policy-making, and programming.

Strategy:

1. Commit to create a multi-year workforce housing action plan that will include a range of prioritized housing tactics and tools.

Critical First Steps:

- ✓ Create a Workforce Housing tactic toolbox
- ✓ Develop and maintain a map and database of all workforce housing units



Strategic Action 8.1: Review Finding Home

MANAGEMENT

REVENUE

Goal for the Management pillar:

To establish a management program and policies to advance workforce housing opportunities.

Strategies:

1. Commit to adding dedicated staff to provide coordination and planning.
2. Commit to explore the creation of a professionally managed housing organization.
3. Commit to and maintain a dashboard of core metrics.

Critical First Steps:

- ✓ Develop an asset map of existing partners and players in the space of workforce housing
- ✓ Recruit and hire at least one staff person focused on implementing the housing action plans and playing a lead advocate for the Town's efforts

Goal for the Revenue pillar:

To provide a consistent, sustainable, and multi-sourced revenue model for funding workforce housing initiatives and partnerships.

Strategy:

1. Commit to a funding plan that meets the needs of the multi-year workforce housing action plan.

Critical First Steps:

- ✓ Establish a dedicated and recurring funding sources that are allocated for workforce housing
- ✓ Identify possible Town revenue sources for workforce housing program allocation
- ✓ Establish a network of potential financial partners including but not limited to private investors, philanthropic organizations, banks, etc. to support workforce housing initiatives



Strategic Action 8.2: Align Housing Committee with Town Council

- Established by Town Council on May 16, 2023, and consisting of not less than 7 and up to 11 members who (to the greatest extent feasible) have expertise and experience in housing and community development.
- “The Housing Action Committee shall review the Town’s Workforce Housing Strategic Plan, the Housing Element of the Town’s Our Plan, the Workforce Housing Framework and any and all other plans that may be created and adopted to address the Town’s Workforce Housing needs and thereafter will make recommendations and suggestions for implementation.”
- “Additionally, the Housing Action Committee shall assist the Town in determining relevant housing policies that will be necessary to accomplish the identified goals and objectives outlined in the plans mentioned above and provide recommendation on any new or innovative ideas as part of a Town adopted Housing Tool Kit that might help the Town accomplish its workforce housing goals.”

Workforce Housing Framework was to create and commit to a Housing Action Committee;

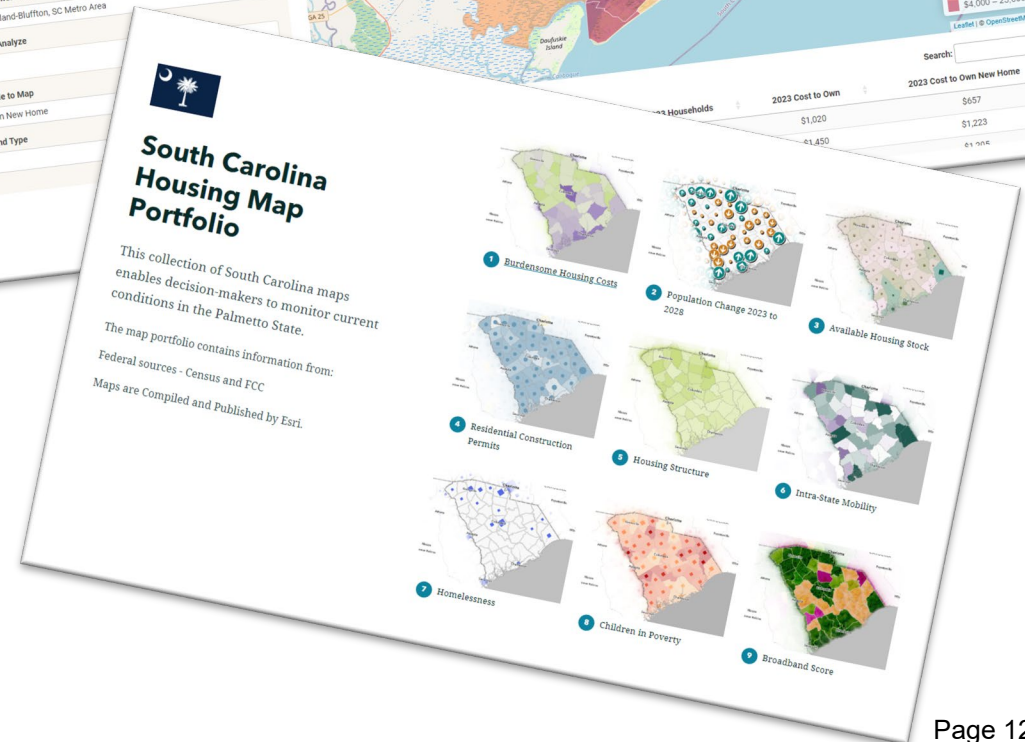
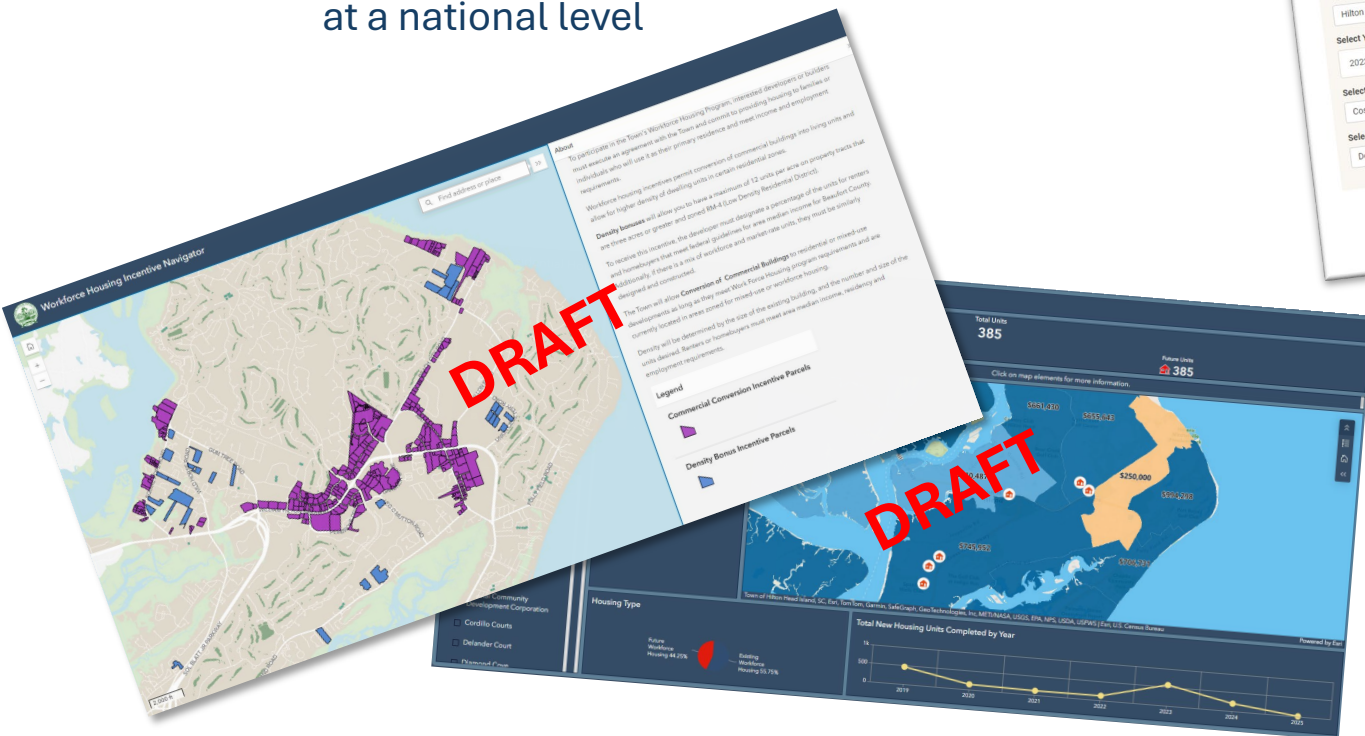
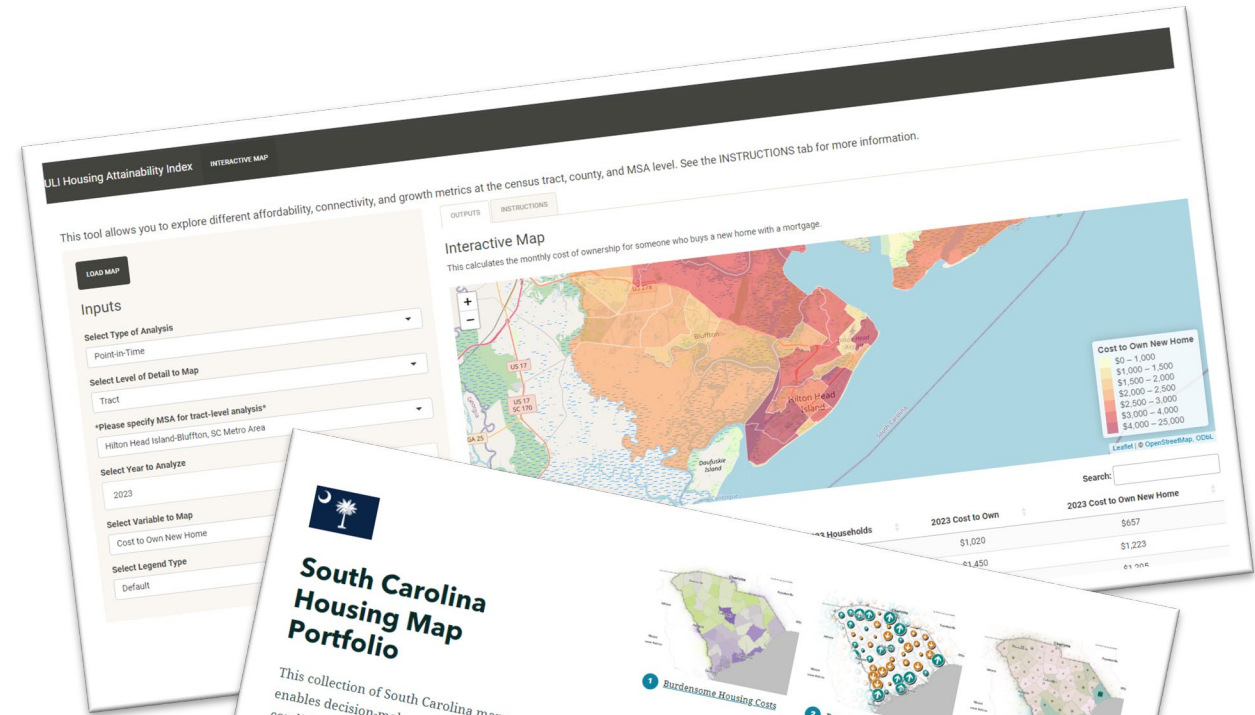
NOW, THEREFORE, BE IT, AND HEREBY IT IS, RESOLVED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA AS FOLLOWS:

- (1) The Town of Hilton Head Island hereby adopts the formation of a Housing Action Committee with the sole purpose to advise and recommend to the Town various workforce housing strategies for their consideration, adoption, and implementation.
- (2) The Housing Action Committee is hereby created, and its membership shall consist of no less than seven (7) and no more than eleven (11) appointed community representatives with varying backgrounds and expertise related to housing and community development. Members shall represent to the extent feasible, the following areas of expertise and background: general home building, banking/finance, affordable workforce housing developer (for-profit), affordable workforce housing developer (non-profit), community representative (concerned citizen), affordable housing tenant or homeowner (and an alternate), employment sector representative, realtor or real estate professional, workforce housing advocate (or social service representative), and a representative of a philanthropic organization.
- (3) The Housing Action Committee shall review the Town’s Workforce Housing Strategic Plan, the Housing Element of the Town’s Our Plan, the Workforce Housing Framework and any and all other plans that may be created and adopted to address the Town’s Workforce Housing needs and thereafter will make recommendations and suggestions for implementation.
- (4) Additionally, the Housing Action Committee shall assist the Town in determining relevant housing policies that will be necessary to accomplish the identified goals and objectives outlined in the plans mentioned above and provide recommendation on any new or innovative ideas as part of a Town adopted Housing Tool Kit that might help the Town accomplish its workforce housing goals.
- (5) The Town Manager is hereby authorized and empowered to take such actions as may be necessary in order to develop, implement, and carry into action the necessary tactics to form and implement the Housing Action Committee.



Strategic Action 8.3: Establish a Workforce Housing Index

- Mapping and data driven tool to identify to visualize and analyze housing data in an interactive and user-friendly application
 - a count of the units and bedrooms on island
 - local data analysis related to housing attainability (housing cost, income, cost burden, ownership vs rental, etc.) – same firm assisted the Urban Land Institute data at a national level





Strategic Action 8.4: Deliver Northpoint Neighborhood

OneStreet Residential Role

- Financing - \$1M invested to date
- Design and permitting
- Project management
- Construction
- Lease-up
- Long-term programming
- Property management

Town Role

- Project vision
- 11 acres of land through a 65-year ground lease
- Zoning entitlements
- \$1M grant with contributions secured from ARPA
- USPS site frontage road, Gum Tree Road school zone, and safe route to school pathway improvement
- Long-term monitoring and programming support

Project Phasing

- Phase I: Due Diligence, Planning, Preliminary Models – Complete
- Phase II: Zoning Approval – Complete
- Phase III: Pre-Development (Permitting, Financing, etc.) – by Q4 2025
- Phase IV: Construction (anticipating 18 months) – commence by Q4 2025
- Phase V: 65-Year Ground Lease



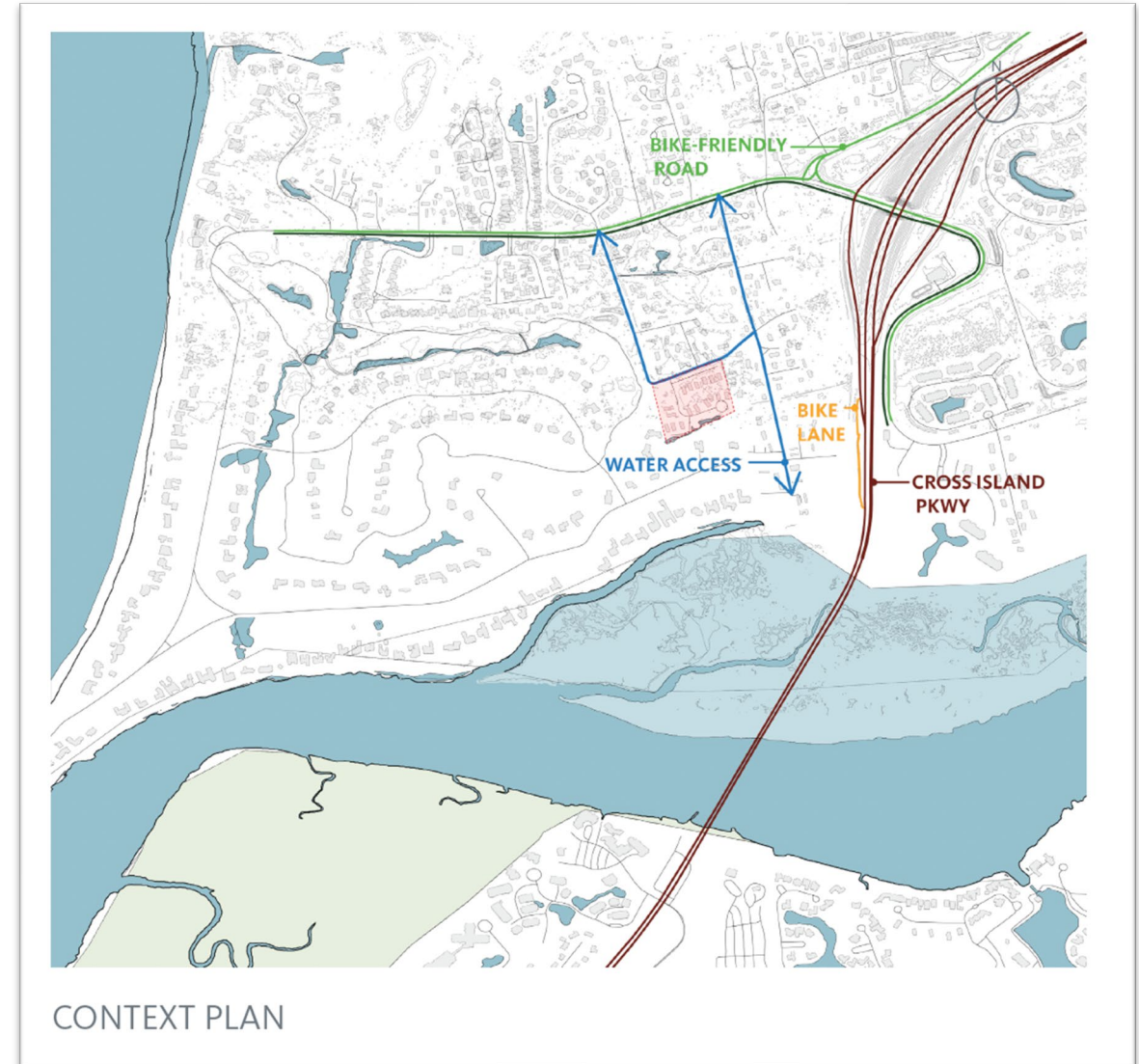
Strategic Action 8.5: Establish Bryant Road Public-Private Partnership

Development Site & Goals

- 7 acres of Town-owned land in the Muddy Creek neighborhood, acquired by the Town in 2023 for \$3.4M.
- Homeownership model with support for first-time buyers (e.g., education, counseling, down payment assistance.)
- Sustainable, energy-efficient design and construction.
- Mixed-income, mixed-use neighborhood that supports affordable homeownership, particularly for first-time buyers

Development Partner Role

- First-time homebuyer support (e.g., down payment assistance, education, counseling)
- Mixed-use development, including residential units, community amenities, and neighborhood commercial space (i.e., daycare, resident support)
- Sustainable and innovative design: energy efficiency, low-carbon materials, green infrastructure
- A long-term operations plan for maintaining community-serving spaces
- Consideration of Habitat for Humanity of the Lowcountry and other non-profit alignment





Strategic Action 8.5: Establish Bryant Road Public-Private Partnership

Town's Role

- Project vision
- Land contribution
- Permitting support
- Programming support
- Partnership facilitation
- \$1M for partnership infrastructure investment
- \$1.5M for neighborhood infrastructure investment

Next Steps

- Phase I: Upon Town Council direction, release RFQ and Establish a shortlist of "Preferred Developer Partners"
- Phase II: Release RFP to the Preferred Developer Partners
- Phase III: Award the RFP to the selected Development Partner
 - (expected early April 2026)
- Phase IV: Negotiate a WFH Development Agreement for Town Council's consideration



Planning Study of the Town owned property at 30 Bryant Road



Sample / Representative Workforce Housing Private Projects





Sampling / Representative Workforce Housing Neighborhoods

Existing Workforce Housing Units		
Privately Led	Palmetto Bay Village (7 Target Road)	16
Privately Led	Aquaterra (55 Gardner Dr)	13
Privately Led	36 South (1036 William Hilton Pkwy)	8
Privately Led	One Park Lane	3
Privately Led	7 Lagoon Road	8
Privately Led	6 Lagoon Road (The Lofts at Coligny)	10
LIHTC	90 Dillon	48
Section 515	Cedar Wells	24
Section 515	Sylby Tub	18
BHA	Sandalwood Terrace	80
HUD	Hilton Head Gardens	112
Town-Supported	Coastal Community Development Corporation (CCDC)	17
Town-Supported	Habitat for Humanity (Alex Patterson Road)	32

389 Units

Proposed Workforce Housing Units		
Privately Led	Hilton Head Hospital Workforce Housing Project	114
Privately Led	13 Main Street (Diamond Cove)	88
Town-Supported	Habitat for Humanity (Oakview Road)	6
Town-Supported	Bryant Road Property (30 Bryant Road)	40-50
Town-Supported	Northpoint (Northpoint Circle)	157

405-415 Units

794-804 Total Units





Novant Health- Hilton Head Hospital

- Since May 2025, Partnership between Novant Health, Abode Development, and Coastal Community Development Corporation (CCDC) came forward
- Proposing the redevelopment of 12.6 acres for workforce housing
- Last month, Town Council unanimously approved the first reading of a zoning text amendment to accommodate workforce housing in the Medical (MED) Zoning District





UPCOMING: Events + Opportunities



Upcoming Events:

- Northpoint Groundbreaking Ceremony
 - February 12, 2026 @ 1pm

Opportunities:

- Bryant Road Participation
- Housing Dashboard
- Housing Index



Thank you!

Questions?

hiltonheadislandsc.gov/government/initiatives/workforce_housing/





The Town of Hilton Head Island
Housing Action Committee
2026 Meeting Schedule

DRAFT

Meetings are generally held in Benjamin M. Racusin Council Chambers at 10:00 a.m. four times a year, subject to change with notice.

PUBLIC MEETING DATES	MEETING TIMES
February 3, 2026	10:00 a.m.
May 5, 2026	10:00 a.m.
August 4, 2026	10:00 a.m.
November 3, 2026	10:00 a.m.