



## **Town of Hilton Head Island**

### **Housing Action Committee Meeting**

**Tuesday, May 5, 2026, 10:00 AM**

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

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- 1. Call to Order**
- 2. Adoption of the Agenda**
- 3. Approval of the Minutes**
  - a. Regular Meeting Minutes of February 3, 2026
- 4. New Business**
  - a. Workforce Housing Program Update — Michelle Mealer, Workforce Housing & Economic Development Manager
- 5. Public Comment - Non Agenda Items**
- 6. Adjournment**

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Municipal Association of South Carolina (MASC) Civility Pledge:

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



# Town of Hilton Head Island HOUSING ACTION COMMITTEE MEETING Tuesday, February 3, 2026, 10:00 AM Minutes

## 1. Call to Order

The meeting was called to order at 10:00 a.m.

In attendance: Commissioners Justin Wilson, Molly Risk, Ayaks Castellanos, Barbara Banaszynski, Sue Ann Hess, MaryAnn O'Brien.

## 2. Adoption of the Agenda

Michelle Mealer, Community Planning Manager, requested a motion to adopt the agenda. Barbara Banaszynski made a motion to adopt. The motion passed unanimously, 6-0.

## 3. Appointment of Committee Chair

Michelle Mealer requested a motion to appoint a Chair to the Committee. Justin Wilson made a motion to appoint Ayaks Castellanos as Chair. Maryann O'Brien seconded. The motion was passed unanimously, 6-0. Mealer passed the gavel to Chair Castellanos.

## 4. Appointment of Committee Vice Chair

The Chair requested a motion to appoint a Vice Chair to the Committee. Justin Wilson made a motion to appoint Barbara Banaszynski as Vice Chair. Molly Risk seconded the motion. The motion was passed unanimously, 6-0.

## 5. Approval of the Minutes

### a. Regular Meeting Minutes of May 14, 2025

Justin Wilson made a motion to approve the regular meeting minutes of May 14, 2025. Maryann O'Brien seconded. The motion passed unanimously, 6-0.

## 6. Presentation

### a. Workforce Housing Program Progress Update - Michelle Mealer, Community Planning Manager

Michelle Mealer presented a progress update on the Workforce Housing Program. The Board requested input from Town Council regarding the Strategic Action Plan as it relates to workforce housing. Marc Orlando, Town Manager, provided insight into the Council's goals regarding the Town's Strategic Action Plan. Those goals involve advancing workforce housing opportunities, reviewing the Land Management Ordinance to provide perspective, contributing to a Hilton Head Island housing index and scoping partnerships for the Town's project on Bryant Road.

## **7. New Business**

- a.** Consideration of 2026 Meeting Schedule for Housing Action Committee - Michelle Mealer, Community Planning Manager

Michelle Mealer opened the discussion on consideration of the proposed 2026 meeting schedule for the Committee. The public commented on concerns regarding the frequency of the meetings. The Board agreed to meet again on May 5, 2026 with openness to additional meetings outside of the current calendar thereafter. Justin Wilson moved to adopt the schedule. The motion was passed unanimously, 6-0.

## **8. Public Comment - Non Agenda Items**

There were no public comments.

## **9. Adjournment**

Sue Ann Hess made a motion to adjourn. MaryAnn O'Brien seconded. The meeting was adjourned at 10:38 a.m.

**The full recording and a transcript of this meeting can be found on the Town's website at [www.hiltonheadislandsc.gov](http://www.hiltonheadislandsc.gov)**



# TOWN OF HILTON HEAD ISLAND

## *Housing Action Committee*

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**TO:** Housing Action Committee  
**FROM:** Michelle Mealer, Workforce Housing and Economic Development Manager  
**CC:** Ben Brown, Interim Deputy Town Manager  
Marc Orlando, ICMA-CM, Town Manager  
**DATE:** May 5, 2026  
**SUBJECT:** Workforce Housing Program Update

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### **BACKGROUND:**

The Town of Hilton Head Island continues to advance Strategic Action Plan Goal 8, focused on expanding workforce housing through coordinated public-private partnerships. These efforts are currently being advanced through two initiatives – Northpoint on Jarvis Creek (8.4) and Bryant Road (8.5). While at different stages of development and designed to serve both renters and future homeowners, respectively, each represents a strategic, partnership-driven approach to delivering workforce housing.

### **SUMMARY:**

Strategic Action Plan, 8.4: Deliver the Northpoint Workforce Housing Neighborhood through the coordinated Public-Private Partnership

Northpoint on Jarvis Creek represents the Town's first public-private partnership to deliver a purpose-built workforce housing neighborhood. In addition to increasing the supply of attainable housing, and pursuant to the Workforce Housing Development Agreement between the Town and OneStreet Residential, the initiative is envisioned as a neighborhood model that integrates supportive programming and community-oriented amenities.

Planned programming elements include:

1. Childcare Services: Partnerships to support after-school care for working families.
2. Financial Literacy: Education focused on budgeting, homeownership, and wealth building.
3. Health and Wellness: Access to fitness and wellness programming.
4. Community Garden: Shared space supported by local partners, with opportunities for sustainability and renewable energy education.

5. Transit Connectivity: Access to public transportation linking residents to employment centers.

This approach reflects the Town's commitment to delivering workforce housing and a connected, community-centered neighborhood that supports integration with the broader Hilton Head Island community.

Strategic Action 8.5: Establish a Public-Private Partnership to advance the Bryant Road Workforce Housing Initiatives

The Bryant Road initiative advances attainable homeownership opportunities through a second public-private partnership model. The neighborhood is currently in Phase I, with the release of a Request for Qualifications (RFQ) to identify a shortlist of preferred development partners. The RFQ deadline has been extended to May 6, 2026.

The approximately 7 acres of Town-owned land located in the Muddy Creek neighborhood will support a mixed-income, homeownership-focused community. The development will prioritize first-time homebuyers through education and down payment assistance, while incorporating sustainable, energy-efficient design and long-term affordability.

The selected development partner will:

1. Support first-time homebuyers through education and financial assistance.
2. Deliver high-quality, mixed-income residential units and community amenities.
3. Incorporate sustainable and innovative design aligned with Hilton Head Island values.

The Town's role includes providing vision, land, permitting support, partnership coordination, and targeted infrastructure investment.

The neighborhood will advance through a structured process:

1. Phase I: RFQ release and developer shortlist (deadline May 6, 2026)
2. Phase II: Release of RFP to shortlisted development partners
3. Phase III: Selection and award to a development partner
4. Phase IV: Negotiation of a Workforce Housing Development Agreement for Town Council consideration

These initiatives reflect the Town's continued commitment to advancing workforce housing through public-private partnerships, neighborhood design, supportive programming and services, and long-term sustainability.

**ATTACHMENT:**

1. Presentation: Workforce Housing Program Update, Michelle Mealer – Workforce Housing and Economic Development Manager

TOWN OF HILTON HEAD ISLAND

# HOUSING ACTION COMMITTEE MEETING

May 5, 2026





# **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	✓	✓	✓
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	✓	✓	✓

## 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	✓	✓	✓
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

- 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 8.4: Deliver the Northpoint Workforce Housing Neighborhood through the coordinated P3

- **Childcare Services:** Providing resources and organizations that offer afterschool programming to support working families in the community.
- **Financial Literacy Courses:** With a particular focus on first-time homebuyers, to empower residents with the knowledge and tools needed for financial success.
- **Fitness Programs:** Providing resources and businesses that offer health and wellness activities to promote a healthy lifestyle within the community.
- **Community Garden:** Introductions to local businesses or organizations that could help maintain amenity on site. Additionally, integrating opportunities for solar energy into the community garden, sustainability practices, and provide an educational opportunity for residents on renewable energy.
- **Transit Options:** Including access to public transportation that connects residents to major job hubs on the island, enhancing mobility and economic opportunities.



## Strategic Action 8.5: Establish a Public-Private Partnership to Advance the Bryant Road Workforce Housing Initiatives

### Current Phase:

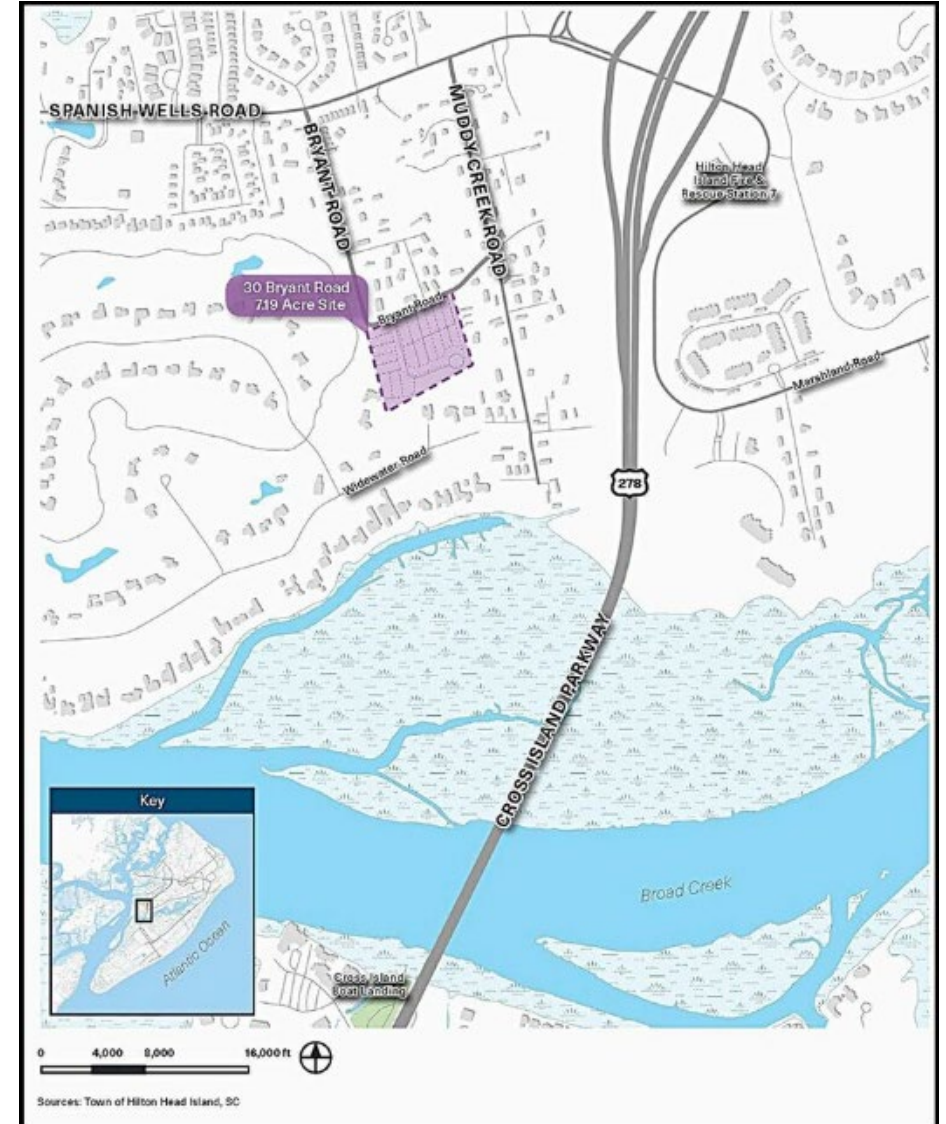
- Phase I: Release RFQ and establish a shortlist of Preferred Developer Partners.
- RFQ Deadline extended – May 6, 2026.

### 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, down payment assistance).
- Sustainable, energy-efficient design and construction.
- Residential, mixed-income neighborhood that supports affordable homeownership, particularly for first-time buyers.

### Development Partner Role:

- First-time homebuyer support (e.g., down payment assistance, education).
- Residential, mixed-income neighborhood, including residential units, community amenities, and neighborhood space.
- Sustainable and innovative design: energy efficiency, low-carbon materials, green infrastructure.





## Strategic Action 8.5: Establish a Public-Private Partnership to Advance the Bryant Road Workforce Housing Initiatives

### Town's Role:

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

### Project Phasing:

- Phase I: Release RFQ and establish a shortlist of Preferred Developer Partners
  - Process: Qualifications, scoring, applicant assessment
- Phase II: Release RFP to the Preferred Developer Partners
- Phase III: Award the RFP to the selected Development Partner
  - (expected late 2026)
- Phase IV: Negotiate a WFH Development Agreement for Town Council's consideration

Thank you!

Questions?

[hiltonheadislandsc.gov/government/initiatives/workforce\\_housing/](https://hiltonheadislandsc.gov/government/initiatives/workforce_housing/)

