



Town of Hilton Head Island

Housing Action Committee Meeting

Monday, December 9, 2024, 10:00 AM

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

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

1. **Call to Order**
2. **Adoption of Agenda**
3. **Approval of the Minutes**
 - a. Regular Meeting Minutes of November 19, 2024
4. **Unfinished Business**
 - a. Program Updates - Quincy White, Chief Housing Officer
 - b. Home Safety and Repair Program Updates - Sharonica Gavin, Principal Planner for Historic Neighborhoods
 - c. Work Area Updates - Jack Alderman, Housing Action Committee Chair
 - d. Consideration of Home Matters, Town of Hilton Head Island Displacement Mitigation Support Plan - Quincy White, Chief Housing Officer
5. **New Business**
 - a. Beaufort Jasper Housing Trust Program Overview - Claude Hicks, Executive Director, Beaufort Jasper Housing Trust
6. **Public Comment - Non Agenda Items**
7. **Adjournment**

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

requirements of the Town of Hilton Head Island.

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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, November 19, 2024, 10:00 AM Minutes

1. Call to Order

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

2. Adoption of Agenda

Mr. Bell made a Motion to adopt the agenda. Ms. Varin seconded. The Motion was approved unanimously.

3. Approval of the Minutes

a. Regular Meeting Minutes of August 26th

Ms. Gillis made a Motion to approve the meeting minutes of August 26th. Mr. Bell seconded. The Motion was approved unanimously.

4. Unfinished Business

a. Program Updates - Quincy White, Chief Housing Officer

Quincy White, the Chief Housing Officer, provided a comprehensive overview of recent and upcoming program activities. He began by highlighting successful community events, including well-attended community engagement events in both Muddy Creek (September 12th) and Jonesville (September 5th) neighborhoods, and a community cleanup initiative on November 16th. Mr. White then shared updates from the Housing Action Committee workgroups.

Mr. White stated that during the Northpoint Project workgroup meeting, an overview of Northpoint and entitlements were discussed, and concerns were raised about parking accessibility, which will require further discussion. In addition, the Displacement workgroup conducted tabletop exercises to test their plan against real-world scenarios. These exercises identified several gaps, such as long-term housing solutions for displaced residents, which the team is now addressing to strengthen the plan's effectiveness.

Mr. White also reported that the Housing Action Committee Communications workgroup is developing a strategy to share workforce housing updates with residents. He clarified that the final draft of the Displacement Mitigation Support Plan is currently undergoing legal review and is expected to be ready for presentation at the December 9th meeting. Meanwhile, the Muddy Creek Neighborhood Stabilization Plan remains under discussion.

with stakeholders and Town staff, with a complete draft anticipated by the end of November.

The discussion then turned to the Displacement Mitigation Support Plan's progress. Mr. Alderman expressed dissatisfaction with the Plan's slow pace, emphasizing its importance as a top priority and urging Town staff to expedite its completion. Ms. Varin raised concerns about the Voluntary Displacement Mitigation Questionnaire, which is currently voluntary for development and/or redevelopment on the island that could result in the displacement of Island residents.

In response, Mr. White clarified that the Voluntary Displacement Mitigation Questionnaire is not included in the current Land Management Ordinance (LMO), making it unenforceable at this time. Following this, Ms. Varin made a Motion directing Town staff to work towards including the Voluntary Displacement Mitigation Questionnaire as a mandatory requirement in the upcoming LMO overhaul. Ms. West seconded the Motion, which passed unanimously.

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

The meeting included updates from the Housing Action Committee's six workgroups, presented by Mr. Alderman. He began by commending Town staff for their efforts in organizing the community cleanup event and hosting the neighborhood meetings for the Muddy Creek and Bryant Road areas. Mr. Alderman requested the Housing Action Committee workgroup be included more frequently in discussions with Town staff. Committee members also praised Town staff for their successful outreach efforts at the Jonesville and Muddy Creek events.

The Housing Action Committee recommended that the Town explore the potential for displacement housing on land that is owned by the Town outside of Hilton Head Island Town limits. Specifically, they suggested studying the Jenkins Island property and the Ulmer Lane property in Bluffton, where the Town holds development rights. Mr. Alderman requested that Town staff prepare a report on any restrictions associated with these properties for the next meeting.

The Displacement workgroup expressed a need to take on a review role for the LMO rewrite when the process reaches the appropriate stage. Meanwhile, the Communications workgroup held a meeting with the Town's new Communications Director to develop communication strategies to educate residents, showcasing the ongoing efforts to improve workforce housing.

5. New Business

- a. Hilton Head Regional Habitat for Humanity (DBA Habitat for Humanity of the Lowcountry) Program and New Land Acquisition Overview - Brenda Dooley, Chief Executive Officer, Habitat for Humanity of the Lowcountry**

Brenda Dooley, Chief Executive Officer for Habitat for Humanity of the Lowcountry,

provided an overview of Habitat for Humanity programs and an update on recent successful projects. She also discussed a new land acquisition off Spanish Wells Road, for which the Town Council approved funding through the affiliated agency process. The funding will be used to develop additional workforce housing on the island. Ms. Dooley shared that this 1.53-acre property is planned to accommodate the construction of single-family homes.

The Committee raised several questions and concerns about the efficiency of this land purchase, particularly regarding the cost versus the number of homes planned for the property. Broader issues related to workforce housing also emerged during the discussion. These included the feasibility of building more densely on the purchased land and the need for additional funding to support future land purchases. The other concerns raised were the importance of keeping the workforce housed on the island and the potential for expedited approvals for displaced residents to apply to one of the Town-led workforce housing developments on the island. Additional concerns included understanding the regulations for major vs minor subdivisions, closing funding gaps for Habitat for Humanity to accelerate projects, and assessing the Town's flexibility in influencing land use for partner-driven initiatives.

Ms. Jones-Anderson suggested organizing an informational session with Town staff to clarify the steps involved in obtaining variances and to explore how the Town might expedite the process.

Ms. Graves-Sellars made a Motion to recommend expediting the approval of subdivision plans to allow for higher-density housing and to allocate Town funding to cover cost gaps for future land purchases supporting Habitat for Humanity. Mr. Bell seconded the Motion. However, after further discussion, Mr. Bell made a Motion to table the previous Motion until Town staff can provide an informational session for the Committee. Ms. Jones-Anderson seconded, and the Motion passed unanimously.

b. Home Safety and Repair Program Updates - Sharonica Gavin, Principal Planner for Historic Neighborhoods

After Sharonica Gavin, Principal Planner for Historic Neighborhoods, presented the results of the ongoing Home Safety and Repair Program, the Committee applauded the efforts of Town staff. During the discussion, Ms. Gillis suggested exploring additional funding opportunities to ensure the program's continuation, specifically by reaching out to the Beaufort-Jasper Housing Trust.

6. Public Comment - Non Agenda Items

Katy Henderson, HHP, inquired whether the Committee had considered utilizing hotels to house displaced members of the workforce. She also suggested exploring partnerships with other organizations to secure deals on existing homes as an alternative to building new ones from scratch.

7. Adjournment

The meeting was adjourned at 11:22 p.m.

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

TO: Housing Action Committee
FROM: Quincy A. White, Chief Housing Officer
VIA: Missy Luick, Director of Planning
VIA: Shawn Leininger, Assistant Town Manager
DATE: December 9, 2024
SUBJECT: Consideration of *Home Matters*, Town of Hilton Head Island
Displacement Mitigation Support Plan

RECOMMENDATION:

The Housing Action Committee is requested to review the proposed *Home Matters*, Town of Hilton Head Island Displacement Mitigation Support Plan and make a recommendation to the Town Council.

BACKGROUND:

The Town of Hilton Head Island Displacement Mitigation Support Plan is a community-led initiative to provide comprehensive services for displaced individuals and families. Developed through community input, the plan reflects local feedback to ensure an effective response tailored to the specific needs of residents. At the plan's core is the Community Response Team, a network of community partners responsible for delivering essential services during displacement events. The Community Response Team operates under the leadership of two key partners: The Deep Well Project and the Community Foundation of the Lowcountry, each playing a vital role in ensuring the success of the plan. The Town will also play a critical role in the early identification of a displacement event and activating the Community Response Team.

SUMMARY:

Hilton Head Island faces increasing pressure as rising rents and limited housing availability leave many residents vulnerable. In some cases, rental costs have surged by as much as 50% from one lease term to the next, making it harder for families to find stable housing in a market with low vacancies. This issue is compounded when rental properties are sold for redevelopment, increasing the risk of displacement.

One notable example is Chimney Cove Village, where, in 2022, approximately 300 tenants faced the threat of losing their homes due to a proposed redevelopment. Although the project did not proceed, the site remains a potential redevelopment target. This underscores the urgent need for strategies to protect workforce housing units and support

the residents who rely on them. Displacement disrupts families and places additional strain on local businesses, which need help to recruit and retain employees. These interconnected challenges emphasize the critical need for proactive displacement mitigation efforts to safeguard both community stability and economic vitality.

To address these challenges, the Town of Hilton Head Island developed the Displacement Mitigation Support Plan, a strategic framework aimed at connecting displaced residents with essential resources. Building on initiatives like the Workforce Housing Framework, *Finding Home*, and the 2019 Workforce Housing Strategic Plan, the Plan was created through extensive collaboration with community partners. Its strategies are tailored to local needs, offering a coordinated response that leverages public and private resources to support residents facing displacement.

In September 2024, the Town conducted a tabletop exercise with lead partners and the Housing Action Committee Workgroup to test the Plan's effectiveness. The exercise explored three scenarios: redevelopment, workforce displacement, and large-scale displacement due to a natural disaster. This process identified gaps in the Plan, ensuring that refinements were made for a more effective and coordinated response.

Early Identification:

Displacement events can be recognized through various channels, including the Town's Pre-Application Process for development and/or redevelopment projects. Anecdotal information gathered through school systems or word of mouth within communities can also provide early warning signs of displacement pressures. To enable early intervention strategies, the Town Planning Department will implement a Voluntary Displacement Mitigation Questionnaire for property owners or developers to voluntarily complete when proposing a new development or redevelopment for Town consideration. The purpose of the questionnaire will be to assess displacement-related matters. Property owners' or developers' responses will contribute directly to the Community Response Team's efforts to understand and address potential displacement effects resulting from the proposed project. With its focus on early intervention, this process will ensure the coordination and mobilization of community partners to provide the necessary assistance and support to affected individuals and families.

Roles and Responsibilities:

The organizational structure for the Displacement Mitigation Support Plan starts with the Town identifying a potential displacement event through the development review process. Once a potential displacement event is identified, the Town will activate the Community Response Team. This team, led by the Lead Partner, mobilizes necessary resources and support services to manage displacement events. This design aims to streamline communication, resource allocation, and the execution of the plan. The organizational chart highlights the importance of collaboration and resource sharing among organizations to address displacement issues effectively.

Role of the Town of Hilton Head Island:

The Chief Housing Officer will be the designated Town official responsible for activating the Displacement Mitigation Support Plan. Other Town staff, primarily the Planning Department staff responsible for oversight of development and building permit applications, will be responsible for notifying the Chief Housing Officer when made aware of a potential displacement event. Additionally, the Town will lead a communications strategy aimed at disseminating information to the public, ensure transparency, and keep stakeholders informed throughout a displacement event.

Role of the Community Response Team Lead Partner Roles:

- A. The Deep Well Project will serve as the Lead Partner, coordinating efforts across multiple stakeholders and overseeing direct assistance to displaced residents. Their responsibilities include facilitating communication, fostering collaboration, and managing the allocation of resources to align with the plan’s objectives.
- B. The Community Foundation of the Lowcountry will serve as the Fiduciary Partner responsible for managing the Displacement Mitigation Fund. Funds are disbursed to either the Deep Well Project or other IRS-recognized charitable organizations, ensuring that resources are used efficiently and effectively.

HOUSING ACTION COMMITTEE REVIEW:

The Housing Action Committee has met numerous times over the past year to review and provide comments on the Displacement Mitigation Support Plan to include the following:

- 1. March 11, 2024;
- 2. April 3, 2024;
- 3. May 15, 2024;
- 4. July 16, 2024;
- 5. August 26, 2024; and
- 6. November 19, 2024.

At the November 19, 2024, meeting, the Housing Action Committee unanimously voted to recommend that the Town consider that the voluntary Displacement Questionnaire be a mandatory requirement during the Land Management Ordinance overhaul. The Committee also proposed additional considerations for staff to review and assess in relation to the Displacement Mitigation Support Plan.

Below is a summary of the Housing Action Committee considerations with the corresponding evaluation from Town Staff:

| Housing Action Committee Considerations | Town of Hilton Head Response |
|--|---|
| 1. Using Town funds to support displacement efforts. | Town staff consulted with the Town Attorney to evaluate the feasibility of allocating public funds to assist residents during displacement events. It was determined that public funds cannot be used for personal benefit and, therefore, cannot be directed toward supporting the Community Response Team during a displacement event. |
| 2. Make the Voluntary Displacement Questionnaire mandatory. | Town staff consulted with the Town Attorney to evaluate the feasibility of making the Voluntary Displacement Questionnaire mandatory. It was determined that, since the Voluntary Displacement Questionnaire is not included in the Town Code, it cannot be enforced as a mandatory requirement. |
| 3. Creating Long Term Solutions for housing displaced residents. | <p>In September, tabletop exercises underscored the pivotal role of lead partners in forging robust partnerships with local hotels and short-term rental associations to effectively address the temporary lodging needs of displaced residents.</p> <p>The Town has reaffirmed its commitment to long-term housing solutions through several significant initiatives, including:</p> <ul style="list-style-type: none"> • The Northpoint Project, featuring 150–160 workforce housing units. • A \$500,000 investment in a Habitat for Humanity housing project. • Issuing an RFQ for homeownership projects at 30 Bryant Road. • A \$600,000 investment in the Coastal Community Development Corporation. • Allocating \$1.5 million to the Town’s Home Safety and Repair Program. |

NEXT STEPS:

If recommended, the Displacement Mitigation Support Plan will continue through the public review process, including review and approval by the Town Council.

RECOMMENDATION:

The Housing Action Committee is requested to review the proposed Home Matters, Town of Hilton Head Island Displacement Mitigation Support Plan and make a recommendation to the Town Council.

ATTACHMENTS:

1. Displacement Mitigation Support Plan
2. Voluntary Displacement Mitigation Support Questionnaire
3. Proposed Town Council Resolution

HOME MATTERS

TOWN OF HILTON HEAD ISLAND
DISPLACEMENT MITIGATION
SUPPORT PLAN





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ACKNOWLEDGEMENTS

The Town of Hilton Head Island Displacement Mitigation Support Plan work program stands as a testament to the collaborative spirit and dedication of numerous community organizations. We extend our deepest gratitude to Town leadership, staff members, and community organizations for their invaluable contributions to address displacement mitigation challenges on Hilton Head Island.

Town Council

- Alan Perry, Mayor
- Alex Brown, Ward 1
- Patsy Brison, Ward 2
- Steve DeSimone, Ward 3
- Tamara Becker, Ward 4
- Steve Alfred, Ward 5
- Melinda Tunner, Ward 6

Community Response Team Lead Partners

- The Deep Well Project
- Community Foundation of the Lowcountry

Town Staff

- Marc Orlando, Town Manager
- Shawn Colin, Assistant Town Manager
- Shawn Leininger, Assistant Town Manager
- Missy Luick, Director of Planning
- Quincy A. White, Chief Housing Officer
- Nigte Barrientos, Planner - Economic Development

Consulting & Facilitation Team

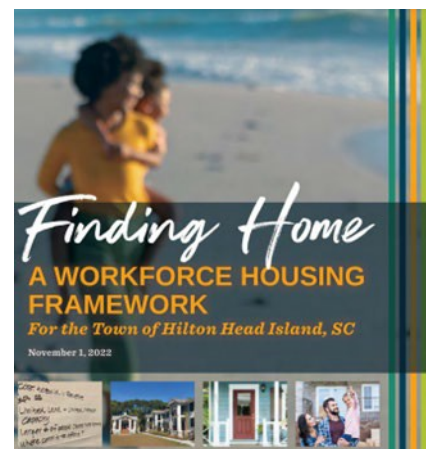
- Together Consulting

EXECUTIVE SUMMARY

Hilton Head Island faces increasing housing displacement pressures as rising rents and limited housing availability leave vulnerable populations at risk. In some cases, rental costs have surged by as much as 50% from the previous lease term, making it difficult for families to secure stable housing in a market with low vacancies. Housing displacement risks are further compounded when rental properties are sold for redevelopment.

A recent example is Chimney Cove Village, where in 2022, approximately 300 tenants were at risk of losing their homes due to a proposed redevelopment. Although the redevelopment project did not happen, Chimney Cove remains a potential redevelopment site, highlighting the need for a strategy to develop a plan to support residents facing housing displacement with a web of available community resources. Displacement not only disrupts the lives of families but also strains local businesses, which report challenges in recruiting and retaining employees. These interconnected challenges demonstrate the urgent need for proactive displacement mitigation efforts to maintain both community stability and economic vitality.

In response, the Town of Hilton Head Island developed the Displacement Mitigation Support Plan, a strategic framework aimed at connecting displaced residents with essential community resources. This Plan builds on the Town's Workforce Housing Framework, "*Finding Home*," and the 2019 Workforce Housing Strategic Plan, which together provide a clear roadmap for preserving and expanding workforce housing. At the core of Town's Workforce Housing Framework, "*Finding Home*," are the four key pillars: Community, Planning, Management, and Revenue, which guide a comprehensive, sustainable housing strategy to address long-term workforce housing needs on Hilton Head Island.



The Community Pillar plays a central role in this effort, focusing on safeguarding existing housing and supporting the families who depend on it.

The Plan was shaped through collaboration with community partners, ensuring that its goals and strategies are both locally informed and responsive. It outlines a coordinated response, leveraging public and private resources to support residents in times of displacement. As a living document, the Plan will evolve alongside changing market conditions and community needs, maintaining relevance over time.

At the heart of the Displacement Mitigation Support Plan is a commitment to a community-driven approach, ensuring that stakeholders work together to create meaningful solutions. By aligning expertise, resources, and shared goals, the Plan aims to foster a more resilient and supportive environment where every resident could thrive. This unified strategy will help Hilton Head Island proactively address displacement challenges and build a sustainable future for the entire community.

SHAPING THE PLAN & UNDERSTANDING DISPLACEMENT EVENTS

In response to the challenges posed by displacement events, this Plan is designed to provide essential services and support to displaced residents by leveraging the collaborative efforts of community partners. Community partners will lead in providing support for residents while utilizing private funding dedicated to displacement mitigation efforts.

Community Involvement

The Town convened meetings with community stakeholders to develop and shape the Displacement Mitigation Support Plan. Community Stakeholders such as Beaufort County Economic Opportunity Commission, Lowcountry Council of Governments and other social service agencies. Through virtual and in-person workshops, stakeholders provided valuable input, helping to define key strategies and recommendations.

Participants also leveraged best practices, community feedback, and their own experiences to propose practical solutions for the plan. To ensure the plan's effectiveness, the Town conducted tabletop exercises, testing it against real-world scenarios such as redevelopment, workforce displacement, and large-scale natural disasters. These exercises were essential in identifying potential gaps and refining the plan for comprehensive, actionable implementation.



Community Stakeholders attending the Displacement Planning Workshop.

Identification of Displacement Events

Early identification of potential displacement events is crucial for effective mitigation efforts. For instance, the potential redevelopment of Chimney Cove Village highlighted the need for preparedness and community response. Other events include economic shifts, such as rising housing costs or job losses, which can force residents to seek alternative housing options outside their current communities. Natural disasters, like hurricanes or floods, also pose displacement risks, necessitating emergency response plans and resources, especially for residents with less resilient housing stock.

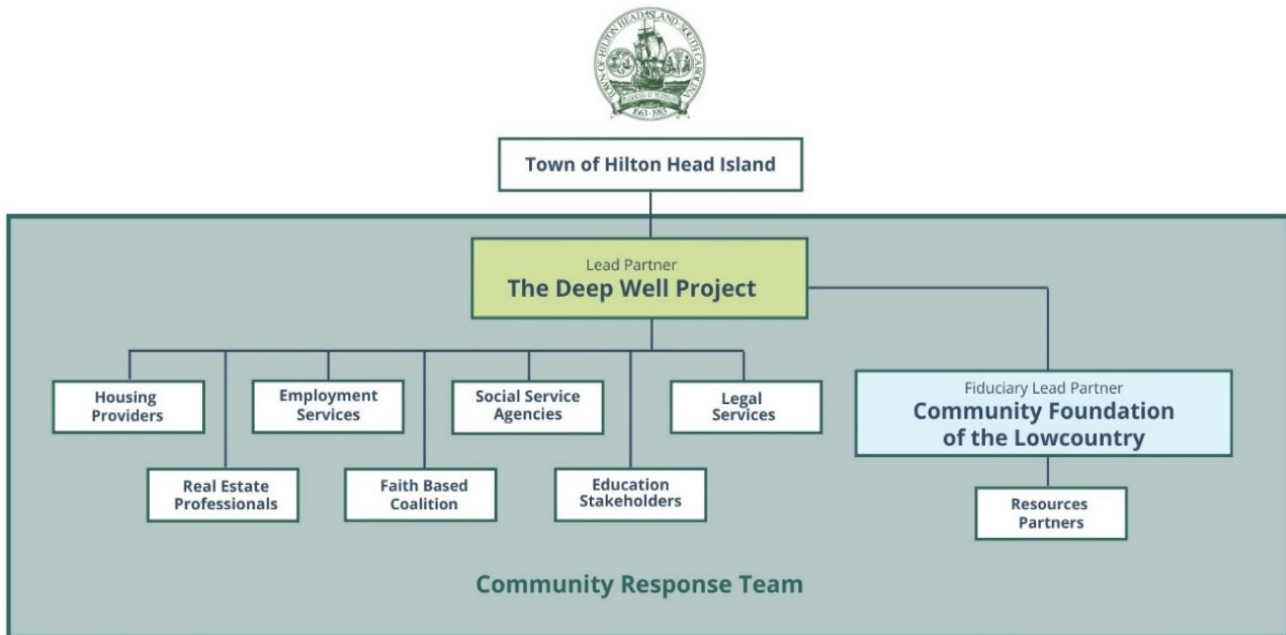


Chimney Cove Village remains a potential redevelopment site, highlighting the need for a strategy to develop a plan to support residents facing housing displacement.

Displacement events can be recognized through various channels, including the Town's Pre-Application Process for development and or redevelopment projects. The Pre-Application Process serves as an informal discussion with Town staff to assess how a potential development or redevelopment project aligns with the Town's Comprehensive Plan, zoning, development regulations, and environmental standards. This process offers developers early feedback on potential challenges, timelines, required approvals, and the overall permitting process. Through the Pre-Application Process early identification of development or redevelopment that could potentially lead to the displacement of residents will be possible. Anecdotal information gathered through school systems or word of mouth within communities can further provide early warning signs of displacement pressures, supplementing formal processes with valuable on-the-ground insights that will be communicated to community partners for early intervention and support services.

ROLES & RESPONSIBILITIES

The organizational structure for the Displacement Mitigation Support Plan starts with the Town identifying a potential displacement event through the development review process. Once a potential displacement event is identified, the Town will activate the Community Response Team. This team, led by the Lead Partner, mobilizes necessary resources and support services to manage displacement events. This design aims to streamline communication, resource allocation, and the execution of the plan. The organizational chart highlights the importance of collaboration and resource sharing among organizations to address displacement issues effectively.



Role of the Town of Hilton Head Island

The Chief Housing Officer will be the designated Town official responsible for activating the Displacement Mitigation Support Plan. Other Town staff, primarily the Planning Department staff responsible for oversight of development and building permit applications, will be responsible for notifying the Chief Housing Officer of a potential displacement event. Additionally, communications will be critical in disseminating information to the public, ensuring transparency, and keeping stakeholders informed throughout a potential displacement event. For example, the Town may create and distribute collateral and other messages in affected neighborhoods, providing details on accessing the Community Response Team and their support services.

To support early intervention strategies, the Town's Planning Department will introduce a Voluntary Displacement Mitigation Questionnaire as part of the Pre-Application Process. This questionnaire will be available for property owners or developers proposing new developments or redevelopments that could potentially displace Island residents. The purpose of the voluntary questionnaire is to assess displacement-related issues. Responses will directly inform the Community Response Team's efforts to anticipate and address potential impacts on residents. By gathering this information early, the process will facilitate timely coordination with community partners, ensuring that the necessary support is provided to affected individuals and families.

Role of the Community Response Team

The Community Response Team, led by the Lead Partner, works directly with displaced residents, providing essential services and tailored support during displacement events. Collaborating closely with resource partners, the Lead Partner ensures a coordinated response that addresses the unique needs of each household. The Fiduciary Lead Partner manages the Displacement Mitigation Fund (a privately held fund) and oversees the allocation of financial resources and facilitates a platform for monetary donations to support necessary displacement services. The Community Response Team consists of community organizations, government agencies, non-profits, and other relevant entities, combining their expertise to implement the Displacement Mitigation Support Plan effectively.

Together, they ensure seamless coordination, leveraging diverse resources to assist residents through every stage of displacement recovery. The roles of the lead partners are as follows:

- **Lead Partner: The Deep Well Project**
The Deep Well Project will serve as the Lead Partner, responsible for coordinating and overseeing the collaborative efforts of various stakeholders in addressing displacement challenges. This agency facilitates communication, collaboration, and resource allocation among team members, ensuring alignment with the team's objectives and priorities. The lead partner was selected for their extensive experience in managing displacement events.
- **Fiduciary Lead Partner: Community Foundation of the Lowcountry**
The Community Foundation of the Lowcountry will serve as the Fiduciary Lead Partner, managing the Displacement Mitigation Fund to support rental assistance, moving aid, diversion programs, and other essential services for displaced residents. Disbursements from the fund will be directed to The Deep Well Project or other IRS-recognized charitable organizations. The Community Foundation of the Lowcountry has a proven track record of quickly raising significant funds, demonstrating its capacity to effectively support urgent community needs.

Support Services Offered by the Community Response Team

The Community Response Team activities may include intake assessments to understand individual needs, access to temporary lodging, financial assistance, and social services, and facilitating diversion strategies to prevent further displacement. The team collaborates closely with resource partners to ensure a comprehensive and coordinated response tailored to the specific needs of each displaced resident. Some areas of expertise include the following:

- Case Management
- Rental Assistance
- Moving Expenses
- Diversion Services
- Housing Navigator Services

CONCLUSION

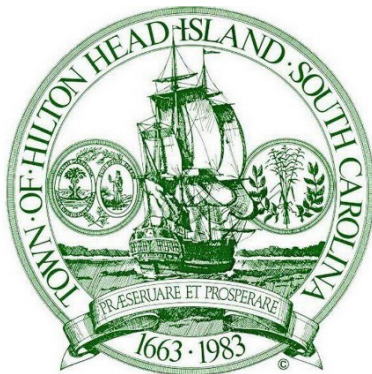
The Displacement Mitigation Support Plan for Hilton Head Island is a community-driven effort designed to tackle the issue of residential displacement. Rising housing costs and limited availability create significant challenges for local families, so this Plan unites the Town and various community partners to provide vital support and solutions. While addressing immediate displacement needs is critical, the Plan also recognizes that long-term housing solutions are necessary. The Town's Workforce Housing Framework, *"Finding Home"*, which guides much of this effort, focuses on developing more accessible housing solutions, ensuring displaced residents have access to attainable and sustainable housing options.

Central to the Plan's success is its emphasis on community involvement. Residents and stakeholders shared valuable insights through meetings and workshops, ensuring the strategies developed were relevant and practical. This comprehensive approach fosters a sense of connection and commitment to the Plan's objectives.

Key partners have been identified to play critical roles in ensuring the Plan's effective implementation. These partners bring essential expertise, resources, and strong community ties. Each partner will oversee different aspects of the Plan, from coordinating direct services to managing fundraising and mobilizing volunteers.

This structured approach enhances the Plan's operational effectiveness and ensures that assistance reaches those in need swiftly and efficiently. Notably, the Plan is designed to adapt to changing needs and circumstances. It's not just a static response but an ongoing effort to support residents facing housing challenges. By working together, the community can create a stable and supportive environment where every resident could thrive.

The Displacement Mitigation Support Plan is a proactive and collaborative initiative to build a stronger, more resilient Hilton Head Island. Through shared efforts and a clear structure, the community aspires to ensure that all residents can live securely and prosper despite the challenges posed by the housing market.



1 Town Center Court

Hilton Head Island, SC 29928

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TOWN OF HILTON HEAD ISLAND

Planning Department

Voluntary Displacement Mitigation Support Questionnaire

This voluntary questionnaire is to be completed by the property owner or authorized representative. Any efforts to address displacement support directly with tenants will be based on the voluntary information provided. The information provided in this questionnaire will solely be used for the purpose of assessing displacement-related matters. Responses will contribute to understanding and addressing any potential displacement effects resulting from the proposed project. Please respond to as many applicable questions below as possible. Thank you.

1. Are there existing tenants in the development? _____

2. Are the tenants aware of the proposed project? _____

3. What is the current occupancy rate? _____

4. How many units (number and type) are being impacted? _____

5. How many tenants are being impacted (household size)? _____

6. How long are the leases? Or when do leases expire? _____

7. What are the current rent ranges? _____

8. Do the tenants work on the Island? _____

9. Do the tenants have school-aged children? _____

10. Would the property owner or authorized representative consider an extended lease termination process? _____

11. Will the new development be maintained as the same use (rental, mobile home, ownership?) _____

12. If returning to rental, what will the new rent ranges be? _____

13. Will the property offer any workforce housing units? What will the rent ranges be? _____

14. Would the property owner or authorized representative consider offering workforce housing units if there were incentives to do so? _____

15. Would the property owner or authorized representative be willing to offer tenants "first right to return to the property if they qualify"? _____

16. Dose the property owner or authorized representative have other units or other properties available that might offer tenants as an alternative housing option? _____

17. If the property owner or authorized representative does not have alternative units, are there any recommendations or connections with other rental property owners on the Island for potential relocation options"? _____



TOWN OF HILTON HEAD ISLAND

Planning Department

18. Would the property owner or authorized representative have the capacity to offer moving assistance or relocation support for tenants? _____

19. Would the property owner or authorized representative offer a reference letter to tenants seeking new apartment options? _____

20. Please provide any details on any financial assistance or compensation packages offered to current residents to facilitate their relocation? _____

21. Would the property owner or authorized representative be willing to host a tenant engagement meeting with Community Partners to learn about displacement support resources? _____

22. Will tenants require bilingual services? _____
23. Are the property owner or authorized representative willing to work with the Town to ensure tenants have a smooth transition through this process? _____

24. What is the timeline for 100% vacancy? _____

25. How will the property owner or authorized representative ensure transparent communication with current residents regarding the redevelopment plans, including regular updates on project milestones and timelines? _____

26. Are there plans in place to prioritize housing options for vulnerable populations or households with specific needs, such as families with children, elderly residents, or individuals with disabilities? _____

27. What measures will be implemented to address potential concerns or grievances raised by current residents during the relocation process? _____

28. How will the property owner or authorized representative ensure transparent communication with current residents regarding the redevelopment plans, including regular updates on project milestones and timelines? _____

29. How will the property owner or authorized representative ensure that the relocation process adheres to all relevant legal requirements and regulations governing tenant rights and protections? _____

Signature

Date

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, APPROVING THE “HOME MATTERS: TOWN OF HILTON HEAD ISLAND DISPLACEMENT MITIGATION SUPPORT PLAN.”

WHEREAS, the Town Council adopted the Workforce Housing Framework on November 1, 2022, which is a comprehensive approach aimed at equipping Town and community leaders with effective strategies and actionable tactics to meet the growing demand for housing preservation and new construction; and

WHEREAS, the Town Council formed the Housing Action Committee on May 16, 2023, with the sole purpose of advising and recommending to the Town various workforce housing strategies for their consideration, adoption, and implementation; and

WHEREAS, on March 21, 2024, the Town Council adopted the Town of Hilton Head Island Fiscal Year 2024-2025 Strategic Plan, which included strategic direction on housing initiatives; to include the creation of a Displacement Mitigation Support Plan; and

WHEREAS, on **December 9, 2024**, the Housing Action Committee reviewed and recommended the “Home Matters: Town of Hilton Head Island Displacement Mitigation Support Plan” on a vote of **X/X** to Town Council for consideration of approval; and

WHEREAS, on **January XX, 2025**, the Public Planning Committee reviewed and recommended to Town Council that it adopt the “Home Matters: Town of Hilton Head Island Displacement Mitigation Support Plan” on a vote of **X/X** to Town Council for consideration of approval; and

WHEREAS, the “Home Matters: Town of Hilton Head Island Displacement Mitigation Support Plan” is a community-driven effort designed to tackle the challenges of residential displacement on Hilton Head Island. It represents the culmination of input from the public, community stakeholders, and the Town Council, and Town Council finds that it is in the best interests of the Town and its citizens and residents to adopt it.

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

1. The “Home Matters: Town of Hilton Head Island Displacement Mitigation Support Plan” a copy of which is attached hereto as Exhibit “A,” is hereby adopted.
2. The Town Manager is authorized to takes all actions as he deems appropriate to implement the plan.

MOVED, 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

APPROVED AS TO FORM:

Curtis L. Coltrane, Town Attorney

Introduced by Council Member: _____



TOWN OF HILTON HEAD ISLAND

Housing Action Committee

TO: Housing Action Committee
FROM: Quincy A. White, Chief Housing Officer
VIA: Missy Luick, Director of Planning
VIA: Shawn Leininger, Assistant Town Manager
DATE: December 9, 2024
SUBJECT: Beaufort Jasper Housing Trust Program Overview

BACKGROUND:

In 2018, Beaufort County commissioned a Housing Needs Assessment to analyze housing affordability challenges and their impact on the local workforce and economy. The assessment highlighted a significant gap in affordable housing availability across income levels, particularly for low-to-moderate-income households. It identified barriers such as rapid population growth, rising housing costs, and limited affordable housing stock, underscoring the need for a regional approach to addressing housing issues.

Building on these findings, in 2021, Beaufort County led the development of the Beaufort-Jasper Counties Housing Trust Fund Proposal and Implementation Plan, commonly known as the Asakura Robinson study. This comprehensive report was crafted in collaboration with a 24-member Steering Committee comprising representatives from Beaufort County, Jasper County, and municipalities including Hilton Head Island, Bluffton, Hardeeville, Yemassee, Port Royal, and Beaufort.

The Beaufort-Jasper Counties Housing Trust Fund Proposal and Implementation Plan involved extensive stakeholder engagement, including interviews with local leaders and insights from eight peer housing trust funds across the United States. The final report, published in August 2021, provided actionable recommendations for creating a regional housing trust fund. The recommendations were structured around principles from the William Mescher Act, South Carolina legislation that enables local governments to establish regional housing trust funds.

As a direct outcome of this report, the Beaufort-Jasper Housing Trust was established. The trust represents a collaborative, regional solution designed to address housing affordability challenges by pooling resources and leveraging public and private investments. Its creation marked a pivotal step in implementing sustainable strategies to support workforce housing, promote economic stability, and improve the quality of life for residents in the region.

In October 2022, these eight jurisdictions approved the formation of the Beaufort Jasper Housing Trust. The Trust was formally established as a 501(c)(3) in May 2023, with \$3.4 million pledged to launch the initiative. Representatives from each jurisdiction were appointed to guide and oversee its implementation.

The Trust's primary mission is to create and rehabilitate housing units for households at or below 100% of the Area Median Income (AMI), prioritizing those at or below 60% of the AMI. Through strategic collaboration with government agencies, nonprofit organizations, and private sector stakeholders, the Beaufort Jasper Housing Trust seeks to address housing needs across the Lowcountry.

SUMMARY:

The Beaufort Jasper Housing Trust (BJHT) was established to address the critical need for workforce housing in Beaufort and Jasper counties. Through a variety of programs and services, the Trust works to create new housing opportunities, preserve existing homes, and support individuals and families in accessing workforce and affordable housing solutions. Below is a detailed summary of the initiatives and successes that highlight the impact of BJHT.

The Beaufort Jasper Housing Trust (BJHT) offers several programs and services aimed at enhancing affordable housing in Beaufort and Jasper counties:

- Homebuyer Assistance: BJHT provides financial aid and counseling to first-time homebuyers. Collaborating with organizations like Habitat for Humanity and Jasper County Neighbors United, the Trust has facilitated homeownership for over 40 families in the region.
- Home Repair Assistance: To preserve existing housing, BJHT partners with entities such as The Deep Well Project and Beaufort Jasper Economic Opportunity Commission to perform critical repairs for homeowners earning up to 60% of the Area Median Income (AMI). These efforts have improved nearly 100 homes, ensuring safe living conditions for many families.
- Rental Housing Development: BJHT supports the creation of affordable rental units by issuing Requests for Proposals (RFPs) to developers. In early 2024, the Trust allocated over \$1 million to assist in developing approximately 130 new rental homes, addressing the shortage of affordable housing in the area.
- Land Acquisition: The Trust actively seeks to acquire land suitable for affordable workforce housing projects. By securing land, BJHT aims to facilitate the development of new affordable homes, contributing to long-term housing solutions in the community.

Since its inception, BJHT has made significant strides in addressing housing needs:

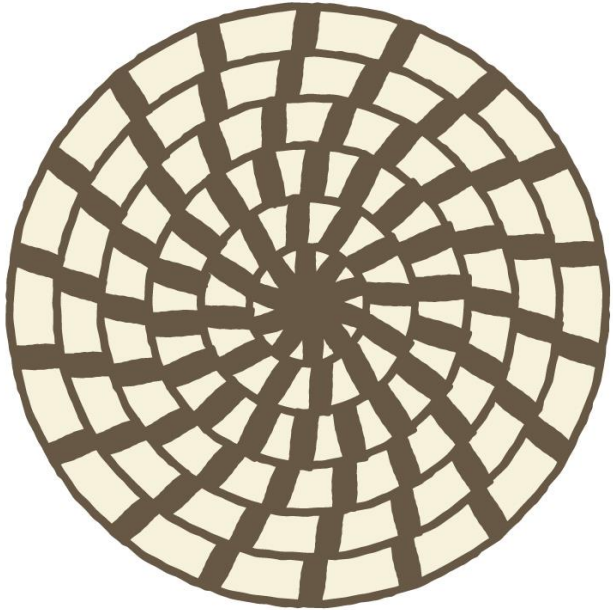
- Funding Allocation: In June 2024, BJHT distributed \$984,000 in grants to eight organizations for home repair and homebuyer assistance programs, directly benefiting numerous households.

- Community Impact: Through partnerships and funding initiatives, the Trust has improved housing conditions for many residents, contributing to the overall well-being and stability of communities in Beaufort and Jasper counties.

Claude Hicks, the Executive Director of the Beaufort Jasper Housing Trust, will deliver the presentation.

ATTACHMENTS:

1. Beaufort Jasper Housing Trust Program and Overview Presentation



BEAUFORT JASPER HOUSING TRUST

Town of Hilton Head Island
Housing Action Committee
December 9, 2024



Beaufort County | City of Beaufort | Town of Bluffton
City of Hardeeville | Town of Hilton Head Island
Jasper County | Town of Port Royal
Town of Ridgeland | Town of Yemassee



The Beaufort-Jasper Housing Trust, Inc.

Beaufort-Jasper Housing Trust, Inc. Mission



**The mission of the
Beaufort-Jasper Housing
Trust, Inc. (BJHT)
is to create and preserve
workforce and affordable
housing in Beaufort and
Jasper Counties.**

Definitions for Discussion Points

Area Median Income (AMI) is defined as the midpoint of a specific area's income distribution and is calculated on an annual basis by the Department of Housing and Urban Development

Workforce Housing is defined as housing that is available for rent or purchase to households earning up to 120% of AMI

Affordable Housing is defined as housing that is available for rent or purchase to households earning 60% or less of AMI.

The 30% Affordability Threshold

Keeping housing costs below 30 percent of income is intended to ensure that households have enough money to pay for other nondiscretionary costs.

Federal and state policymakers consider households who spend more than 30 percent of income on housing costs to be housing cost burdened. Households who spend more than 50 percent of income on housing costs are extremely cost burdened.



2024 AMI for Beaufort and Jasper County

2024 Income Limits Summary

| % Area Median Income | Beaufort | Monthly Affordability | Jasper | Monthly Affordability |
|--------------------------------|-----------------|----------------------------------|---------------|----------------------------------|
| 60% - Moderately Low | \$60,500 | \$1,513 | \$41,800 | \$1,045 |
| 80% - Low | \$80,700 | \$2,018 | \$55,700 | \$1,393 |
| 100% - Median Family Income | \$106,400 | \$2,660 | \$71,800 | \$1,795 |
| 120% - Moderate | \$127,700 | \$3,193 | \$86,200 | \$2,155 |

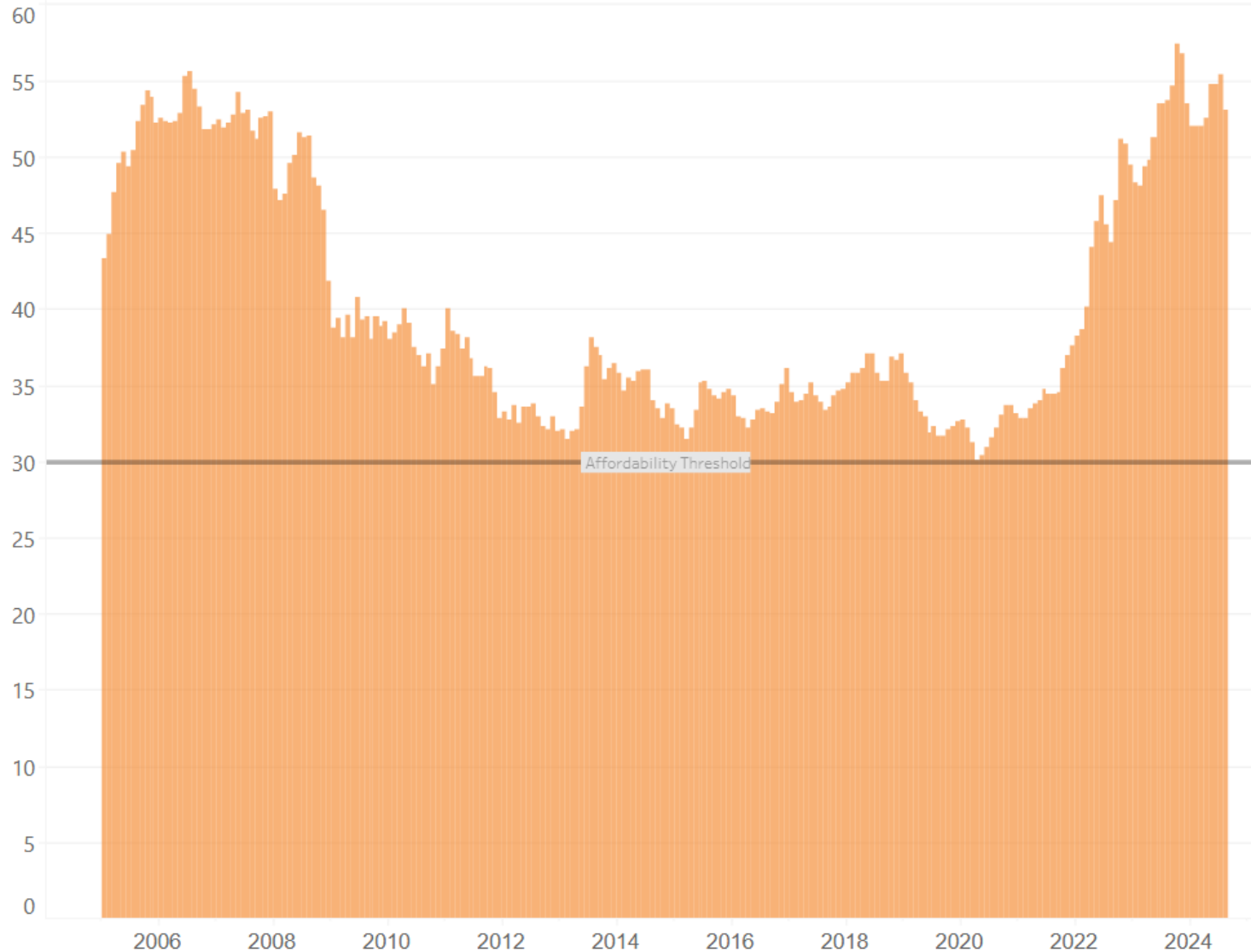
Hilton Head Island-Bluffton-Port Royal, SC

Share of Median Income

(Toggle between Affordability Index & Homeownership Cost as a Percent Share of Median Income; by Metro)

Share of Median Income Greater than 30% OR Index less than 100 = Unaffordable

Source: Federal Reserve Bank of Atlanta



The Hilton Head MSA (includes both Beaufort and Jasper Counties) **has not had a single period of affordability in 21 years** and the gap has become more severe since the pandemic

August 2024

Hilton Head Island-Bluffton-Port Royal, SC
Share of Median Income = 53%

Median Household Income: **\$94,129**

Median Home Price: **\$575,000**

Interest Rate: **6.5%**

Median Monthly Principal & Interest Payment: **\$3,271**

Median Monthly Total Payment (P&I, Tax, Insurance, PMI): **\$4,162**

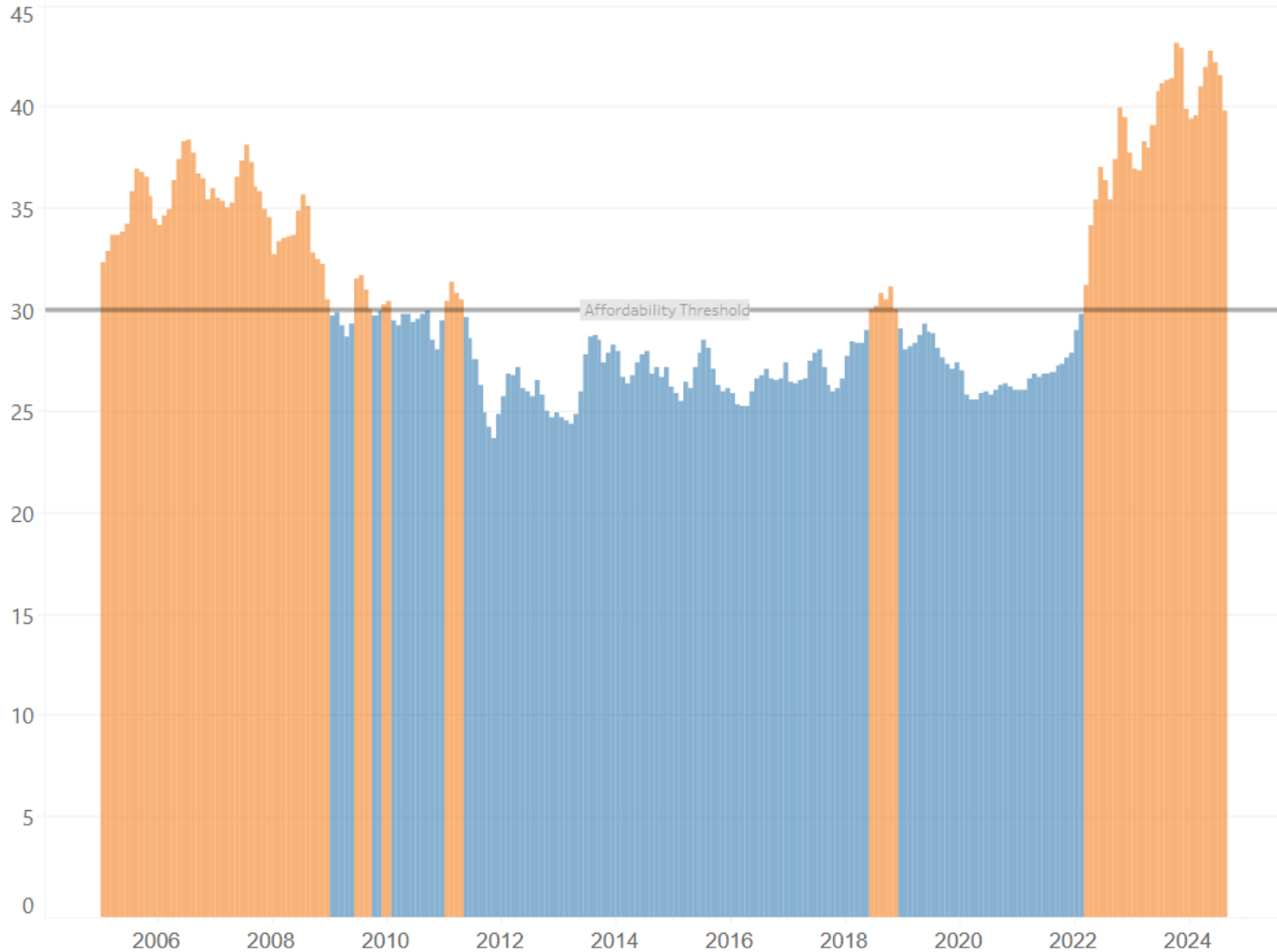
Savannah, GA

Share of Median Income

(Toggle between Affordability Index & Homeownership Cost as a Percent Share of Median Income; by Metro)

Share of Median Income Greater than 30% OR Index less than 100 = Unaffordable

Source: Federal Reserve Bank of Atlanta



Compare to Savannah where there have been periods of affordability (blue) in the last 21 years.

However, this area is starting to see the affordability gap widen since March 2022.

March 2019

Savannah, GA

Share of Median Income = 28%

Median Household Income: \$59,722

Median Home Price: \$214,367

Interest Rate: 4.3%

Median Monthly Principal & Interest Payment: \$951

Median Monthly Total Payment (P&I, Tax, Insurance, PMI): \$1,410

August 2024

Savannah, GA

Share of Median Income = 40%

Median Household Income: \$82,561

Median Home Price: \$360,621

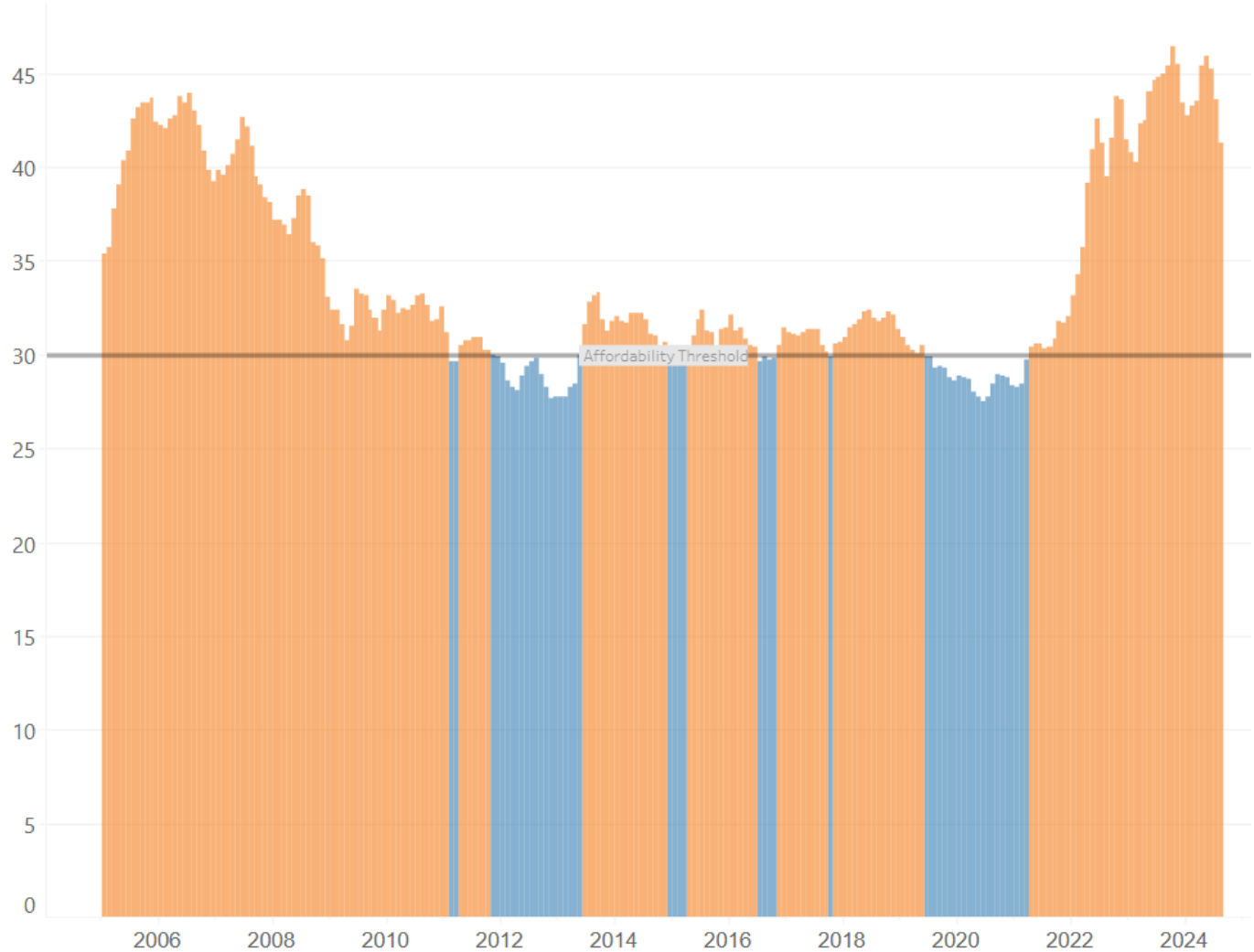
Interest Rate: 6.5%

Median Monthly Principal & Interest Payment: \$2,051

Median Monthly Total Payment (P&I, Tax, Insurance, PMI): \$2,739

Charleston-North Charleston, SC

Share of Median Income
 (Toggle between Affordability Index & Homeownership Cost as a Percent Share of Median Income; by Metro)
 Share of Median Income Greater than 30% OR Index less than 100 = Unaffordable
 Source: Federal Reserve Bank of Atlanta



Compare to Charleston where there have been periods of affordability (blue) in the last 21 years. However, this area is also seeing the affordability gap widen.

August 2024
Charleston-North Charleston, SC
Share of Median Income = 41%
 Median Household Income: **\$90,679**
 Median Home Price: **\$426,788**
 Interest Rate: **6.5%**
 Median Monthly Principal & Interest Payment: **\$2,428**
 Median Monthly Total Payment (P&I, Tax, Insurance, PMI): **\$3,117**

Source: Federal Reserve Bank of Atlanta, Home Ownership Affordability Monitor

Potential homebuyers need to make almost \$170,000 a year to affordably purchase the median home

Hilton Head Island-Bluffton-Port Royal, SC

Gap Between Actual Median Household Income and Qualified Income

(Qualified Income = Income needed for annual homeownership cost to equal no more than 30 percent of annual income)

Source: Federal Reserve Bank of Atlanta



August 2024

Hilton Head Island-Bluffton-Port Royal, SC

Qualified Income: \$166,465

Median Home Price: **\$575,000**

Share of Qualified Income to Own the Median Priced Home: **30%**

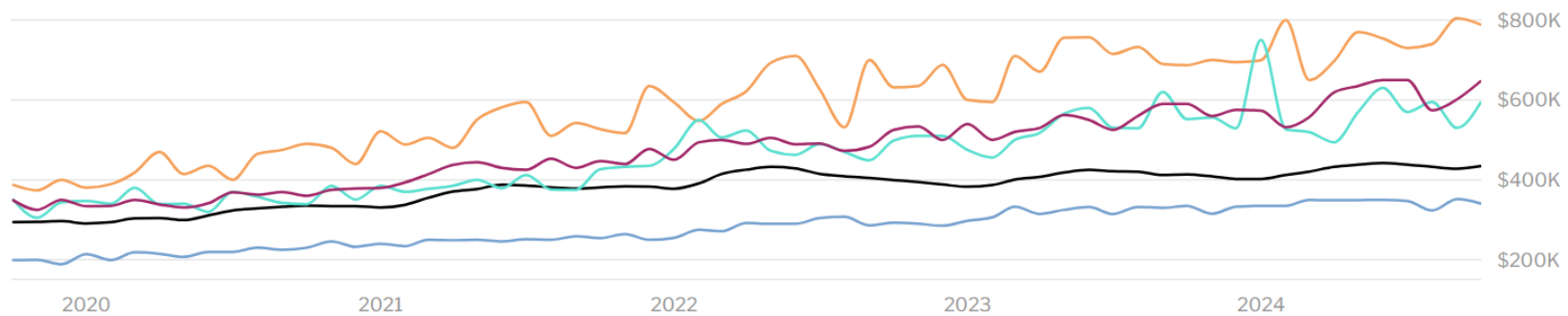
Gap between Qualified and Actual Income: **76.8%**

Qualified Income = 1.77 X Actual Income

Source: Federal Reserve Bank of Atlanta, Home Ownership Affordability Monitor

Median Sale Price in Hilton Head has risen 14.7% YoY from 2019-2024 Highest Increase in the Southern Beaufort County

| Location | Data Oct 2024 | Growth % YoY |
|--------------------------|---------------|--------------|
| ● US | \$434,568 | +5.1% |
| ● Hilton Head Island, SC | \$788,000 | +14.7% |
| ● Bluffton, SC | \$595,572 | +7.9% |
| ● Savannah, GA | \$340,395 | +1.6% |
| ● Charleston, SC | \$648,000 | +9.8% |



Based on Redfin calculations of home data from MLS and/or public records.



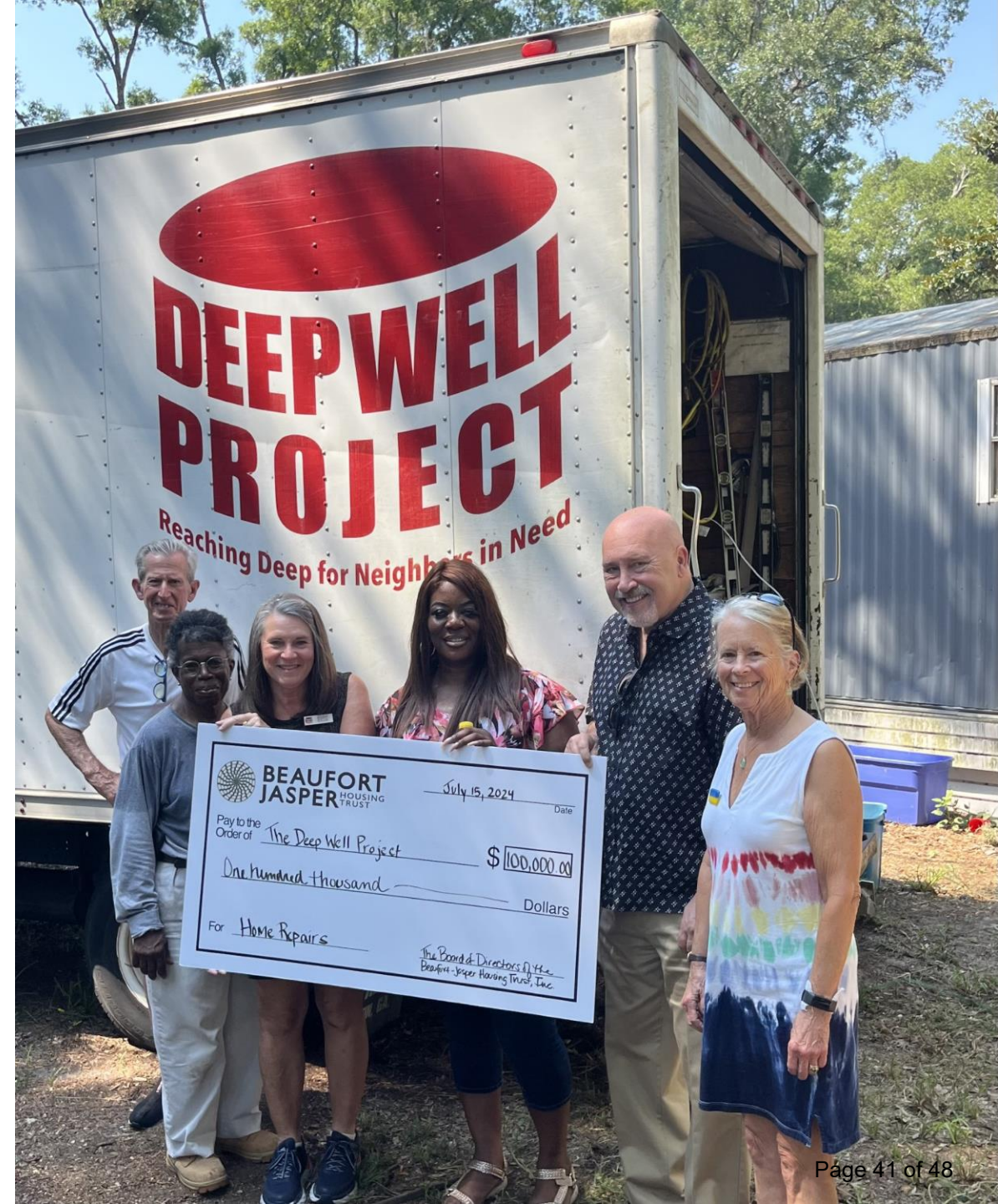
The development of workforce and affordable housing must be **INTENTIONAL**

As illustrated in the previous slides, the development and construction of workforce housing cannot exclusively be accomplished in the private marketplace.

Workforce housing must be public-private partnerships that include federal, state and local assistance, philanthropic and charitable donations and tax credit equity.

2024 BJHT Program Platforms

- Creation or preservation of affordable and workforce rental housing
- Home repair assistance
- Homebuyer assistance



Progress to Date

- \$500,000 in loan funding to Carrington Manor
- \$619,000 in grant funding for Home Repairs
- \$364,000 in grant funding for Homebuyer Assistance
- \$600,000 in grant funding to CCDC – \$300,000 dispersed for acquisition of 13 rental homes



64

NEW SENIOR UNITS DEVELOPED AT CARRINGTON MANOR. DEVELOPMENT WILL BE COMPLETED BY THE END OF 2025.

42

NEW HOMEBUYERS IN BEAUFORT AND JASPER COUNTIES. 10 IMMEDIATELY MOVING INTO HABITAT'S HARVEY PLACE IN HARDEEVILLE, SC IN FALL 2024.

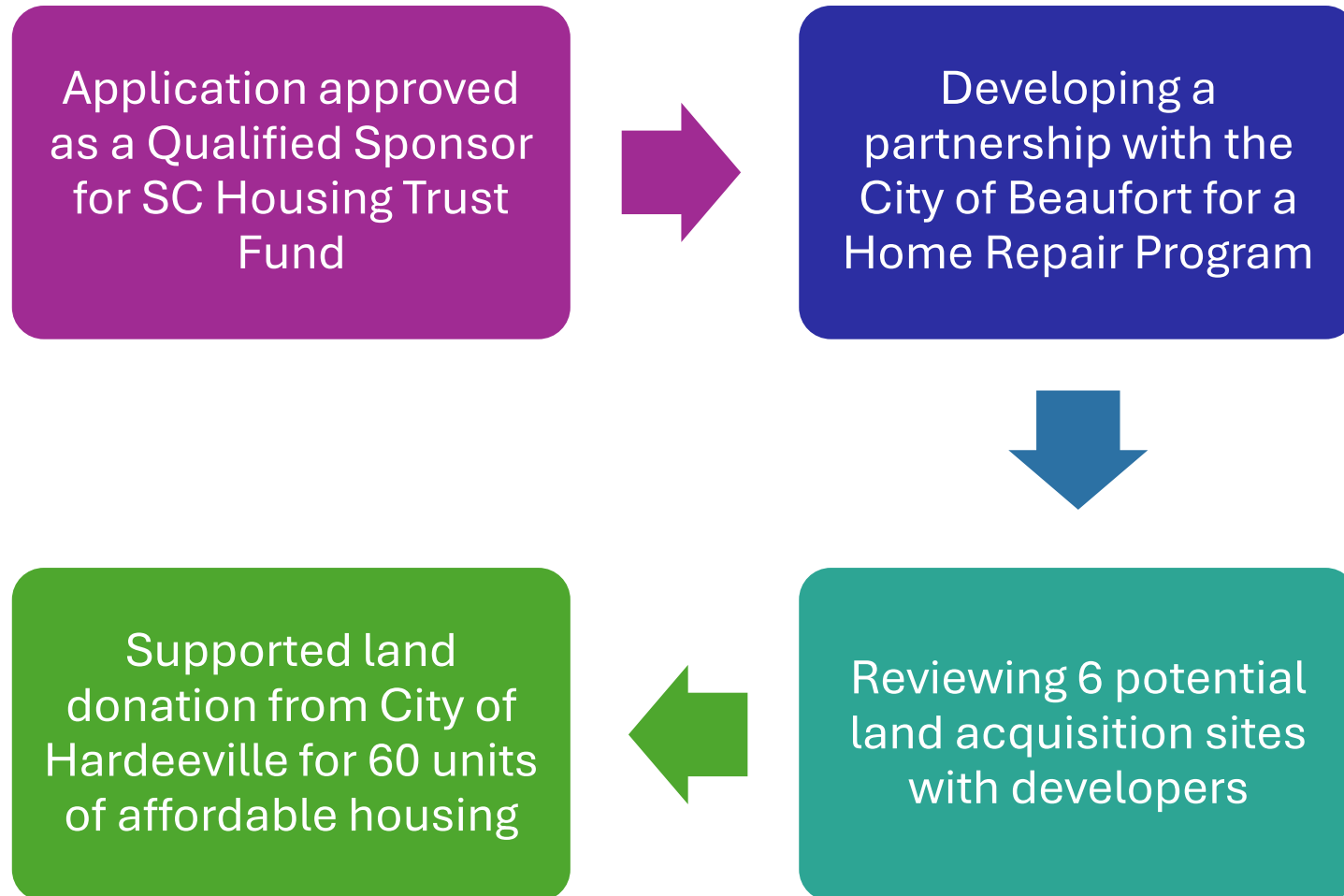
98

HOMES PRESERVED BY HOME REPAIRS ACROSS BEAUFORT AND JASPER COUNTIES. THERE IS AN IMMEDIATE NEED ACROSS BOTH COUNTIES.

\$3,000,000

STATE APPROPRIATION, ALONG WITH COMMITTED FUNDING FROM LOCAL JURISDICTIONS, LEVERAGES EVERY DOLLAR USED FOR THE CREATION AND PRESERVATION OF WORKFORCE AND AFFORDABLE HOUSING IN THE REGION.

What's Next for BJHT?



First Funding Round Grantees

The Deep Well Project*

Habitat for Humanity of the Lowcountry*

Beaufort Memorial Hospital Foundation

Beaufort Jasper Economic Opportunity Commission*

Jasper County Neighbors United*

Rise with Living Hope*

St. Helena Gullah Community Housing Project

Town of Bluffton

*service area includes Town of Hilton Head

Town of Hilton Head Outreach

Meetings with

- Former Deputy Town Manager
 - Quincy White, Chief Housing Officer
 - Thomas Boxley (Executive Director, Gullah Geechee Historic Neighborhoods CDC)
 - Town Staff and Council Members
-
- Town Council members and Town Manager receive all BJHT correspondence via Constant Contact
 - Presentation to VanLandingham Rotary
 - Attended Greater Island Council Meeting
 - Member of the Hilton Head-Bluffton Chamber of Commerce
 - Added Tom Henz, Vice President Public Policy and Small Business for Hilton Head-Bluffton Chamber of Commerce
 - Ongoing Discussions with Habitat for Humanity for new development on HHI

Upcoming Meetings

- Quincy White and Sharonica Gavin on Home Repair Program
- Presentation to Hilton Head Town Council on IGA Amendment

Our Board of Directors

Dick Stewart, Chair (City of Beaufort)

Matt Davis, Vice-Chair (City of Hardeeville)

Christian Kata, Treasurer (South Atlantic Bank)

Courtney Hampson (Town of Bluffton)

Matt Garnes (Town of Yemassee)

Wendy Zara (Beaufort County)

Victoria Smalls (SOLOCO)

Open Seat – Town of Hilton Head

Open Seat – Jasper County

Open Seat – Town of Port Royal

Ashley Feaster, (Palmetto Electric Co-Op)

Carmen Washington, (Align Right Residential Realty)

Caitlin Reid, (Jolley Law Group)

Ethan James, (Charter One Realty /Beaufort Housing Authority)

Jan Malinowski, (Palmetto State Bank)

James Williams, (Beaufort-Jasper EOC)

Tom Henz – (Hilton Head Island-Bluffton Chamber of Commerce)

Staff: Claude Hicks and Jennifer Tuckwiller



Workforce housing benefits these members of the Hilton Head Island Community



Teachers



Police, Fire and other
Critical Town Services



Front Line Health Care Workers



Military and Civilian Employees



Restaurant Staff

Thank You!



No Housing = No Workers = No Economic Development = No Community