

Our Plan -- Section 3.0: Our Core Values

The chapters in this section, and in Sections 4.0 and 5.0, present the goals, strategies, and tactics that will guide the future planning and policy decisions for the Town of Hilton Head Island into 2040.

[Editor's note: This rendition presents the strategies and tactics as objectives in conformance with the Strategy Markup Language (StratML) standard (ISO 17469-1). It does not include the introductory and explanatory text, which can be found in the original PDF source.]

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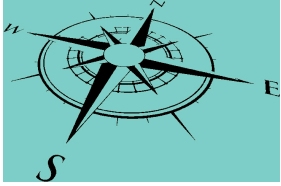
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DEMONSTRATION ONLY

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Town of Hilton Head Island (HHI)

Vision

A community of sustainable excellence

Mission

To guide the future planning and policy decisions for the Town of Hilton Head Island into 2040.

Values

Excellence: Our Ideals of Excellence are to be a community that:

Place: For Our Place,

Inclusiveness: 1. Is welcoming, inclusive, safe and people-focused;

Safety

Quality of Life: 2. Is recognized as an excellent place to live;

History: 3. Preserves, values and recognizes its history;

Attractiveness: 4. Attracts businesses and visitors who identify with and appreciate the Hilton Head Island community's Core Values; and

Nature: 5. Protects the natural environment as a unique quality of our identity.

People: For Our People,

Greater Good: 6. Prioritizes the greater good of everyone;

Diversity: 7. Attracts and maintains a diverse and multi-dimensional residential population, providing a competitive live-work option; and

Culture: 8. Recognizes the benefit and value of arts, culture, recreation, and education for the community.

Planning: For Our Planning and Process,

Collaboration: 9. Fosters a collaborative, transparent, and inclusive environment when resolving concerns or planning for the future;

Transparency

Sustainability: 10. Considers sustainability as foundational to the Island's environment, economic, and social development and redevelopment;

Inspiration: 11. Fosters a spirit of inspiration and leads by example;

Leadership

Innovation: 12. Uses innovation and learning to continually develop and apply best practices and standards for processes and projects; and

Learning

Standards

Best Practices

Adaptability: 13. Continually adapts the Core Values and comprehensive plan to meet the needs of the present and the future.

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IDEALS OF EXCELLENCE

Adopt and Pursue Our Ideals of Excellence for Hilton Head Island.

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EX1. Place

Pursue Strategies for Our Place

EX1.1. Adoption

Adopt Our Ideals of Excellence in order to initiate progress for these strategies and provide a foundation for the Town as outlined in this chapter.

EX1.2. Deployment

Deploy Our Ideals of Excellence through the Town's community engagement, communication standards and execution of projects and policy.

EX1.2.1. Sense of Place

Develop a sense of place that clearly communicates our community values and Our Ideals of Excellence, for example, through promotion or other visual standards.

EX1.3. Promotion & Marketing

Ensure Our Ideals of Excellence are reflected in how the Island is promoted and marketed.

EX1.4. Recognition

Apply for and promote awards of recognition for the Town of Hilton Head Island, such as the League of American Bicyclists Bicycle Friendly Community designation.

Stakeholder(s):

League of American Bicyclists

EX1.5. History & Culture

Foster the preservation and promotion of the rich cultural heritage and historical resources of Hilton Head Island.

See Inclusive Strategy 2.5

EX1.6. Standards

Evaluate, develop and maintain standards that preserve and enhance the natural and physical environments that reflect the character of the Island.

EX1.6.1. Projects & Properties

Set an example for the community by developing and maintaining Town projects and properties in a manner that preserves and enhances Island character.

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EX2. People

Pursue Strategies for Our People

EX2.1. Communication Plan

Develop a communication plan that relays Our Ideals of Excellence, the adoption of them, and these implementation strategies.

See Connected Goal 1

EX2.2. History

Encourage increased knowledge and awareness of the local Island and Gullah-Geechee history.

See Inclusive Tactic 2.4.1

EX2.3. Awards & Recognition

Pursue awards and recognition that promote the qualities of our residential community.

EX2.4. Accessibility

Continue to host Town special events and meetings that are in compliance with adopted standards for accessibility, and evaluate adopting a policy for accessibility that meets or exceeds the standards.

See Connected Strategy 4.2, Inclusive Strategy 5.2

EX2.5. Demographic Data

Continue to acquire and maintain the most current and accurate demographic data for Hilton Head Island for use by staff and the community.

Collaborate with regional resources as needed to acquire data. See Economy Strategy 3.2

EX2.6. Public Services

Continue to provide excellent law enforcement, Fire Rescue, Emergency Management and disaster recovery services to the Island residents and visitors.

See Infrastructure Strategy 5.3

EX2.7. Staff Facilities

Continue to provide the staff and requisite facilities needed to maintain the excellent administration of all Town government functions, including customer service.

See Infrastructure Strategies 5.1 and 5.2

EX2.8. Arts & Culture Education

Continue to engage the community through excellent arts and culture education with outreach opportunities and events.

See Inclusive Strategy 8.4

EX2.9. Parks & Recreation

Recognize the importance of parks and recreation for the Island community through the development, maintenance, improvement, and enhancement of recreation facilities and programs.

See Inclusive Strategy 8.5, Our Plan Section 4.0 Parks + Recreation

EX2.10. Diversity

Work with partners and anchor institutions to promote opportunities that will diversify the residential population.

EX2.10.1. Competitiveness

Encourage development and opportunities that help Hilton Head Island be a competitive place to live and work.

See Economy Strategy 5.2

EX2.11. Volunteerism & Human Capital

Leverage the deep experience and skills of the retirement community and their volunteerism to publicize the human capital on the Island.

See Economy Strategy 5.5

Stakeholder(s):

Retirement Community

EX3. Planning & Process

Pursue Strategies for Our Planning and Process

EX3.1. Comprehensive Plan

Evaluate the Town's comprehensive plan on a regular basis as required by the state for consistency and applicability to existing conditions, policies, and projects.

EX3.1.1. Progress Reports

Maintain a list of goals, strategies and tactics that are specifically being addressed or accomplished so the Island community can follow progress and stay involved with the comprehensive plan.

EX3.2. Center for Excellence

Create our Town government to be a Center for Excellence.

EX3.2.1. Monitoring & Evaluation

Encourage the Town government, boards, commissions, and staff to monitor and evaluate their work and projects for compliance with the Core Values and Our Ideals of Excellence.

EX3.2.2. Surveys & Metrics

Develop and deploy a survey or measurement tool to obtain the Island community's outlook on Our Ideals of Excellence, interests, input, or concerns as applicable for Town projects, processes, or policies.

EX3.3. Land Use

Continue to provide an appropriate range of land uses that accommodate the needs of the community.

EX3.3.1. Zoning & Regulations

Provide appropriate modifications to the zoning designations and land use regulations to meet market demands while maintaining Island character.

See Connected Strategy 2.3

EX3.4. Design & Development Standards

Ensure new design and development standards consider Our Ideals of Excellence.

EX3.5. Engagement

Continue to engage the community, above and beyond what is minimally required, for the planning and policy process.

EX3.5.1. Civic Pride

Instill a strong sense of civic pride by encouraging involvement in Town boards and commissions, in public decision-making, and through community engagement.

See Connected Strategy 1.3

EX3.5.2. Online Tools

Evaluate and incorporate the application of online tools, applications or services in planning and engagement processes.

See Connected Tactic 1.1.3

EX3.6. Awards & Recognition

Pursue awards and recognition for the Town's planning and design efforts.

EX3.7. Partnerships

Evaluate and utilize public and/or private partnerships and cooperation in Town projects or beautification efforts.

EX3.8. Innovation & Learning

In the development of best practices and standards for processes, policies and projects, use innovation and learning, to continually build and improve upon past experiences.

EX3.8.1. Standards & Best Practices

Identify and apply standards and best practices for processes and projects.

EX3.8.2. Planning Process

Ensure the planning process is dynamic and transparent.

EX3.8.3. Continuous Improvement

Use lessons learned and innovation to continually improve upon Our Ideals of Excellence and applicable strategies and tactics.

DEMONSTRATION ONLY

EN1. WASTE

Work towards a Town-wide zero waste model.

See Regional Strategy 4.4

EN1.1.1. Collection

Examine waste collection options that take into account the unique aspects of the Island.

EN1.1.2. Recycling & Composting

Explore methods to improve recycling and composting rates.

EN1.1.3. Processing Center

Encourage Beaufort County to create an off-Island materials processing center and work with them to identify long term waste disposal and recycling capabilities.

Stakeholder(s):

Beaufort County

EN1.1.4. Education & Promotion

Pursue promotional and educational efforts to foster recycling, composting, and litter control.

EN1.1.4.1. Composting

Facilitate composting models at highly visible sites, such as schools and Town facilities.

Stakeholder(s):

Schools

EN1.1.4.2. Information

Pursue new ways to disseminate information on waste and recycling on the Town's website to residents and visitors.

EN1.1.4.3. Recycling & Litter

Promote Beaufort County's recycling and litter control programs.

Stakeholder(s):

Beaufort County

EN1.1.4.4. Reuse & Upcycling

Incorporate initiatives to reuse and upcycle trash for art programs or local artists.

Stakeholder(s):

Art Programs

Local Artists

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EN2. SUSTAINABILITY

Become recognized leaders in environmental protection and sustainability.

See Regional strategy 4.5

EN2.1. Research

Investigate ways to foster environmental ecosystem and environmental sustainability research.

EN2.1.1. Event

Sponsor an environmentally-focused event of regional or national significance.

EN2.1.2. Town Hall

Develop and implement a Sustainable Practices Plan for Town Hall.

EN2.2. Structures & Sites

Encourage and offer options for sustainable development of structures and sites.

EN2.2.1. Development Projects

Investigate implementation of environmentally sustainable standards, such as Sustainable Sites Initiative, LEED or Earthcraft, for all development projects.

EN2.2.2. LID

Integrate a Low Impact Development (LID) menu of optional design techniques in the LMO.

Provide an incentive for each LID technique.

EN2.3. Green Standard

Create a green standard for all Town facilities and Capital Improvement Projects.

EN2.3.1. Green Certifications

Continue to pursue green certifications, such as Sustainable Sites Initiative, or LEED, for new and redeveloped Town facilities and infrastructure.

EN2.4. Environmental Education

Explore ways to expand environmental education efforts and programs, such as using new formats (videos) and promoting social media posts.

EN2.4.1. Efforts & Projects

Continue to implement effective environmental education efforts and projects, such as installing interpretive signs on Town property.

EN2.4.2. Partnerships

Strengthen existing and form new local, regional, and national partnerships with environmental organizations, governments, businesses, religious groups, civic groups, neighborhoods, POAs, schools and universities, etc, for environmental education purposes.

Stakeholder(s):

Environmental Organizations

Governments

Businesses

Religious Groups

Civic Groups

Neighborhoods

POAs

Schools

Universities

EN2.5. Impervious Surfaces

When evaluating property for land acquisition, identify opportunities to provide localized benefits such as reduction of stormwater runoff, increased shading of impervious surfaces, and overall reduction of impervious surfaces.

EN2.6. Protections

Continue to maintain or strengthen existing environmental protections for buffers, trees, wetlands, dunes and special habitat areas.

EN3. WATER

Monitor our water resource so that it is clean, abundant and available.

EN3.1. Watersheds

Preserve healthy watersheds and restore impaired watersheds.

EN3.1.1. Water Quality

Continue to publish water quality data in an annual report.

EN3.1.2. Stormwater

Continue to monitor water quality at stormwater discharge points and use the data to guide future infrastructure improvements.

EN3.1.3. Incentives

Explore incentives for applicants to use watershed friendly, low-impact planning strategies during plan review.

EN3.1.4. Impervious Surfaces

Look for ways to reduce impervious surfaces Island-wide through the use of pervious materials and other methods, and using the Town impervious surfaces map to address the watersheds with high impervious percentages.

EN3.1.5. Headwaters

Explore innovative methods to take development pressure off environmentally sensitive headwater regions.

EN3.1.6. Broad Creek

Continue to implement the recommendations of the Broad Creek Management Plan and evaluate the need to update the plan to address changing conditions.

EN3.1.7. Stormwater Management

Consider incentivizing alternative stormwater management techniques, to include LID techniques such as bioretention, treatment trains, permeable pavement, and infiltration.

EN3.2. Irrigation

Foster the reduction of the amount of treated water used for irrigation and increase the amount of reclaimed water used for irrigation.

See Infrastructure Strategy 4.2

EN3.2.1. Plantings

Continue to encourage the use of drought-tolerant native plantings with high wildlife value (food and habitat).

EN3.2.2. Grass

Educate the community about the benefits of limiting turf grass, which requires more irrigation and fertilization than native, drought-tolerant species.

EN3.2.3. Town Projects & Properties

Limit the amount of turf grass and species requiring irrigation planted for Town projects and properties.

EN3.2.4. Reclamation & Storage

Encourage infrastructure improvements needed to store and use reclaimed water.

EN3.2.5. Rainwater

Utilize projects and development on Town-owned land to demonstrate rainwater recycling techniques.

EN3.3. Conservation & Pollution

Continue efforts to educate the public on preventing water pollution and increasing water conservation.

EN3.3.1. Xeriscape

Promote sites like the Xeriscape Garden at Town Hall, and build demonstration sites and structures, such as green roofs and rainwater harvest technologies.

EN3.3.2. Stormwater Resources

Highlight resources for alternative stormwater management and designs for both single family and non-single family developments on the Town's website.

EN3.4. Discharge & Runoff

Ensure the beach environment stays protected by continuing to prevent surface runoff and/or discharge from stormwater and pools.

DEMONSTRATION ONLY

EN4. ENVIRONMENT

Protect and restore the natural environment of Hilton Head Island.

EN4.1. Goals & Metrics

Establish goals and clear metrics for: water (salt and fresh) quality and quantity; tree coverage; wildlife, and beach erosion.

EN4.1.1. CPA-O & TA-O Districts

Monitor the effectiveness of the Coastal Protection Area Overlay (CPA-O) and Transition Area Overlay (TA-O) districts.

See LMO Sections 16-3-106.L and 16-3-106.M

Stakeholder(s):

CPA-O Districts

TA-O Districts

EN4.1.2. Beaches

Continue to maintain and protect the beach ecosystem for wildlife (e.g. sea turtle nesting, island glass lizard habitat, piping plover critical habitat).

EN4.1.3. Open Space

Continue to preserve and maintain open space, including the improvement and enhancement of existing open space.

EN4.2. Town Property

Find ways to use Town property to showcase environmental preservation.

EN4.2.1. Greenways

Where applicable, establish greenways between Town properties and other areas of open space.

EN4.2.3. Blueways

Where applicable, establish blueways to link Town-owned properties.

EN4.3. Utility Easements

Encourage utility companies to maintain easements in a controlled state.

Stakeholder(s):

Utility Companies

EN4.4. Forests

Create a forest preservation program to preserve and enhance the Island's forested areas.

EN4.5. Wetlands

Maintain and adapt the wetland management program to preserve and enhance our wetland system.

EN4.5.1. Buffers

Enhance, create, and maintain vegetated riparian wetland buffers with viewing corridors and windows.

EN4.5.2. Town Properties

Maintain and protect wetland buffers on Town property by utilizing native plants and pervious surfaces.

EN4.5.3. Regulations

Continue to evaluate and adopt regulations to ensure wetland buffers are protected.

EN4.6. Ordinances

Educate residents and visitors on natural resource ordinances.

Stakeholder(s):

Residents

Visitors

EN5. ENERGY

Maximize the efficiency of energy usage and expand the use of renewable energy.

EN5.1. Incentives

Incentivize the use of energy-efficient building techniques, such as Sustainable Sites Initiative, LEED, Earthcraft, green materials and appliances for residential and nonresidential developments.

EN5.2. Town Facilities

Use Town facilities as examples of efficient energy use and renewable energy systems.

EN5.2.1. Certifications

Continue to pursue Sustainable Sites Initiative, LEED or similar certifications for Town buildings, project sites and facilities.

EN5.2.2. Appliances & Systems

Continue to install new and replacement (as needed) energy-efficient appliances, lighting, HVAC systems, etc. in Town buildings and facilities.

EN5.2.3. Renewables

Consider installing renewable energy systems, such as solar panels, on Town buildings/property to demonstrate the benefits of renewable energy sources.

EN5.2.4. Town Buildings

Reduce energy consumption of Town buildings where possible.

EN5.3. Systems

Encourage the use of renewable energy systems, such as solar panels.

EN5.4. Palmetto Electric

Promote Palmetto Electric's energy efficiency and renewable energy programs in Town facilities and to residents and visitors.

Stakeholder(s):

Palmetto Electric

Visitors

Residents

DEMONSTRATION ONLY

EN6. RESILIENCE

Prepare a plan for and to mitigate the effects of climate change.

See Infrastructure Goal 3

EN6.1. Plan

Develop and implement a resiliency or adaptation plan to address coastal flooding, sea level rise and other issues the Island could face due to climate change.

See Infrastructure Strategy 3.1

EN6.1.1. Technology

Use the latest technology to better understand the long-term implications of sea level rise and climate change on the Island's natural resources.

EN6.1.2. Carbon Footprint

Consider committing to a new zero carbon footprint for Town facilities.

EN6.1.3. Sea Level

Continue to document sea level rise impacts on the Island.

EN6.2. Codes

Adjust Town codes as appropriate to minimize the impacts of climate change and sea level rise on private property.

EN6.2.1. Elevation

Examine the benefits and costs of requiring new structures to be elevated above the minimum requirements.

EN6.2.2. Exemptions & Redevelopment

Consider eliminating or reducing exemptions when permitting the redevelopment of nonconforming structures.

EN6.2.3. Flood Maps

Anticipate the effects of new FEMA Flood Maps.

Stakeholder(s):

FEMA

EN6.3. Beach Renourishment

Maintain all programs required to support and continue the beach renourishment program.

EN6.4. Wetlands

Continue to acquire wetlands and other low-lying and flood-prone pieces of land in order to decrease development in flood-prone areas.

EN6.5. Education

Educate residents and visitors about climate change and how it will affect the Island.

Stakeholder(s):

Residents

Visitors

DEMONSTRATION ONLY

EN7. AIR QUALITY

Improve air quality by reducing/minimizing emissions.

EN7.1. Public Transit

Explore opportunities for the further development and use of public transit (prioritizing vehicles that use renewable energy) and other innovative transportation strategies.

See Infrastructure Strategy 1.8

EN7.2. Electric Transportation

Promote the use of low impact alternative electric transportation where appropriate.

See Infrastructure Strategies 1.8 and 1.9

EN7.3. Trees

Preserve and plant trees for reduction of the urban heat island effect.

EN7.4. Density & Trips

Continue to purchase property to decrease the total available density and the number of peak hour trips on Island roads.

EN7.5. Education

Educate residents and visitors about air quality and its impact on human and environmental health.

Stakeholder(s):

Residents

Visitors

EC1. TRANSPORTATION

Continue to improve access to and around Hilton Head Island.

EC1.1. Infrastructure

Encourage transit and technology providers to design and build consistent infrastructure coverage to/from and throughout the island to stay cost competitive and provide a prosperous economy.

Stakeholder(s):

Transit Providers

Technology Providers

EC1.2. Options

Consider diverse transportation options for alternate means of access to the Island.

See Infrastructure Strategy 1.8

EC1.2.1. Airport

Continue to work with Beaufort County to modernize and revitalize the Hilton Head Airport.

Stakeholder(s):

Beaufort County

EC1.2.2. Public Transportation

Work with transportation partners to increase options for public transportation throughout the region to attract workforce and visitors, and provide options for residents.

See Regional Tactic 3.1.9

Stakeholder(s):

Workforce

Visitors

EC1.2.3. Transit Stops

Complement public transit operations such as those of Palmetto Breeze (LRTA) by connecting transit stops with employment destinations and tourist destinations.

See Regional Tactic 3.1.4

Stakeholder(s):

Palmetto Breeze

Tourists

Employees

EC1.2.4. Pathways

Continue to promote and improve the Island multi-use pathway system as a viable alternative to auto-oriented transportations.

EC1.2.5. Marine Transportation

Evaluate options to integrate marine-based transportation when cost effective and where feasible.

See Regional Tactic 3.1.5

DEMONSTRATION ONLY

EC2. BUSINESS

Attract more diverse businesses, specifically those with high intellectual capacity and a small footprint.

EC2.1. Telecommuting

Consider incentives for businesses that promote telecommuting or working from home.

EC2.2. Marketing

Collaborate and coordinate with existing organizations to market and expand upon Hilton Head Island's diverse economic opportunities.

EC2.3. Start-Ups

Foster and encourage new business start-ups.

DEMONSTRATION ONLY

EC3. BRAND

Manage evolving economic growth while maintaining Hilton Head Island’s unique aesthetic.

EC3.1. Redevelopment

Support sustainable redevelopment that preserves the environment, modernizes infrastructure, and creates economic benefit to the greatest extent possible.

EC3.2. Demographics & Trends

Monitor demographics and economic trends to manage emerging growth and changes.

See Excellence Strategy 2.5

EC3.2.1. Population Monitoring

Maintain information to track the Island’s actual daytime and seasonal populations, including the impacts of the commuting workforce and the seasonal visitor population on the Island’s infrastructure and infrastructure planning and maintenance.

EC3.2.2. Housing

Monitor trends in housing development to provide housing options that meet market demands.

EC3.2.3. Data

Provide data as needed or requested to support other agencies or organizations.

EC3.3. Aging Structures

Monitor areas that have high concentrations of aging structures to target for potential redevelopment.

EC3.3.1. Rehabilitation & Conversion

Research opportunities to encourage property owners of dilapidated structures to rehabilitate and convert the buildings to workforce housing as a means to provide both redevelopment and additional housing.

Stakeholder(s):

Property Owners

Workforce

EC3.4. Commercial Buildings

Continue to encourage repurposing or revitalization of existing commercial spaces/structures or buildings through flexibility or incentives for redevelopment.

EC3.5. Innovation

Explore innovative methods to guide development.

EC3.6. Variety

Encourage a variety of housing types to meet the needs of the population.

EC3.7. Appearance Standards

Consider adopting appearance standards to optimize the character of the Island.

DEMONSTRATION ONLY

EC4. TOURISM

Explore, understand, prepare for, and adapt to the future of tourism.

EC4.1. Preparation & Adaption

Work with the Hilton Head Island-Bluffton Visitor and Convention Bureau to prepare for and adapt to the future of tourism.

Stakeholder(s):

Hilton Head Island-Bluffton Visitor and Convention Bureau

Tourists

EC4.1.1. Promotion

Promote the Island as a best-in-class, well-maintained, coastal Island residential and resort community with high speed telecommunication capability, road, sea and air access, where it is possible to operate with remote capability (telecommuting) and also enjoy a rich Island lifestyle.

See Our Ideals of Excellence

EC4.1.2. Culture & Heritage

Encourage opportunities for culture and heritage based tourism.

See Inclusive Goal 6

EC4.2. Balance

Strive for a balance between tourism and resident economies.

Stakeholder(s):

Tourists

Residents

EC4.3. Branding

Collaborate with organizations to market globally a clear brand of Hilton Head Island and what makes the Island unique.

EC4.3.1. Ambassador Program

Continue to encourage the Hilton Head Island Ambassador Program offered by the University of South Carolina Beaufort.

Stakeholder(s):

University of South Carolina Beaufort

EC4.4. Carbon Footprint

Encourage the tourism industry on the Island to offer visitors a chance to mitigate their travel carbon footprint.

Stakeholder(s):

Tourism Industry

Visitors

EC4.5. Events

Continue to support special events such as the Heritage Golf Tournament, Concours d'Elegance, etc.

Stakeholder(s):

Heritage Golf Tournament

Concours d'Elegance

EC4.6. Funding

Continue to support existing arts, culture, and history organizations through appropriate and creative funding.

See Inclusive Strategy 8.3

DEMONSTRATION ONLY

EC5. POPULATION

Attract a diverse/dynamic local population.

EC5.1. Young Professionals

Build relevance to young professionals that represent the “new economy” by embracing technology and offering live/work options.

Stakeholder(s):

Young Professionals

EC5.2. Technology

Continue to foster the use of technology that will allow opportunities to work remotely or from home.

See Excellence Tactic 2.10.1

EC5.3. Aging

Foster an economy that includes support for a healthy aging population and allows for aging in place.

Stakeholder(s):

Older Residents

EC5.3.1. Older Population

Work with appropriate organizations that can help the Town to best utilize and support its older population.

Stakeholder(s):

Older Population

EC5.3.2. Housing

Encourage housing options that provide opportunities for residents to age in place.

EC5.4. Health Care

Create an environment for prosperity and innovation to allow the private sector health care providers to access adequate, cost effective health care services for the Island’s aging population as well as residents and visitors.

See Inclusive Strategy 7.3

Stakeholder(s):

Health Care Providers

Visitors

Residents

EC5.5. Retirees & Volunteers

Leverage the deep experience and skills of retirees and their volunteerism to publicize the human capital on the Island.

See Excellence Strategy 2.11

Stakeholder(s):

Retirees

Volunteers

DEMONSTRATION ONLY

EC6. WORKFORCE

Have a high quality, sustainable workforce.

EC6.1. Workforce Housing

Encourage the development of workforce housing through effective incentives.

See Connected Tactic 4.1.1, Inclusive Strategy 3.3, Infrastructure Strategy 6.1, Regional Goal 2

EC6.1.1. Strategic Plan

Continue to pursue the recommendations from the Workforce Housing Strategic Plan.

EC6.1.2. Moderate Income Housing

Identify methods to support construction of new moderate income housing by 2024.

EC6.1.3. Home Ownership

Support programs aimed at increasing home ownership, for example, Habitat for Humanity.

Stakeholder(s):

First-Time Homeowners

Habitat for Humanity

EC6.1.4. Town-Owned Properties

Consider the use of Town-owned properties, where appropriate, for future development projects or land swaps for workforce housing.

EC6.1.5. Land Acquisition

Review the land acquisition program to determine if a workforce housing component would be an appropriate modification going forward.

EC6.1.6. Demographics & Trends

Monitor changing demographics and trends in housing development to allow for housing options to meet market demands.

EC6.1.7. Education

Continue to educate the public on the potential impact on their daily quality of life that is directly affected by the supply or lack of workforce housing.

Stakeholder(s):

The Public

EC6.2. Education & Training

Coordinate with educational institutions/agencies to meet the educational and training needs of the Island's population and workforce.

Stakeholder(s):

Educational Institutions

Workforce

Educational Agencies

EC6.2.1. Industry

Collaborate with local industry to determine education needs for now and in future.

Stakeholder(s):

Local Industry

EC6.2.2. Opportunities

Encourage diverse educational opportunities that will prepare students for a career, including two-year trade schools.

Stakeholder(s):

Students

Trade Schools

EC6.3. Wages & Benefits

Evaluate results of Town staff wage and benefit analyses.

Stakeholder(s):

Town Staff

EC6.4. Transportation

Evaluate transportation options for the workforce.

Stakeholder(s):

Workforce

EC6.4.1. Public Transportation

Support enhancements to the public transportation network, such as continued integration of bike racks on buses and linking pathways to transit stops, to providing a link to off-island users.

EC6.4.2. Public Transit

Support the coordination of existing regional public transit providers to enhance the service to the mainland and the Island for the commuting workforce.

See Regional Tactic 3.1.9

Stakeholder(s):

Regional Public Transit Providers

Workforce

Commuters

DEMONSTRATION ONLY

INC1. EDUCATION

Create an environment that fosters equitable, high quality education options, where Hilton Head Island is recognized as an epicenter of life-long learning.

INC1.1. Daycare

Cooperate with the public school district, private schools, Island non-profit organizations, and concerned citizens to assess the Island’s daycare facilities.

INC1.2. Library

Encourage Beaufort County to continue their efforts to provide resources and funding for the Hilton Head library.

Stakeholder(s):

Beaufort County

Hilton Head Library

INC1.3. Education Programs

Continue to coordinate with the University of South Carolina Beaufort (USCB) and other continuing education programs to partner with primary, secondary, and tertiary schools in establishing continuing education.

Stakeholder(s):

University of South Carolina Beaufort

Secondary Schools

Primary Schools

Tertiary Schools

INC1.4. Needs

Cooperate with the public school district to assess the needs of the Beaufort County School District Hilton Head Island Cluster.

Stakeholder(s):

Beaufort County School District



INC2. VENUES & HISTORIC SITES

Reimagine our venues and historic places so that they are inviting and accessible.

INC2.1. Historic Landmarks

Consider developing a historic landmarks protection or similar program per recommendations about historic and culturally significant sites from the Gullah Geechee Preservation Project Report.

INC2.2. Access

Continue to encourage planned communities and other private landowners to provide access to cultural and historic sites for family members, friends, and historians for the purpose of education and maintenance.

INC2.3. Signs & Markers

Continue to support establishing wayfinding signs and historic markers to identify Island historic sites, historic neighborhoods, important people, and important historic events.

INC2.3.1. Office of Cultural Affairs

Continue to support the Office of Cultural Affairs (OCA) in efforts to establish wayfinding signs for unique historic areas.

Stakeholder(s):

Office of Cultural Affairs

INC2.4. Educational Programs

Continue to foster establishing educational programs that help residents and visitors of all ages to understand the long, unique history and rich cultural traditions on Hilton Head Island.

INC2.4.1. Gullah Culture

Establish a program to educate Town officials, area school teachers, and others on Gullah culture so they can better understand the culture and more effectively interact with the Island's Gullah citizens per the Gullah Geechee Preservation Project Report.

See Excellence Strategy 2.2

INC2.5. Preservation

Continue to support efforts towards the preservation of historic island culture, including that of the Gullah Geechee culture.

See Excellence Strategy 1.5

INC2.6. Land Acquisition

Continue to work with local communities and organizations and investigate land acquisition towards the preservation of historic and cultural sites for future generations to enjoy.

INC2.7. Arts, Culture & History

Continue to support arts, culture, and history opportunities that contribute to the unique character of the Island.

INC2.7.1. Mitchelville

Support the development of Historic Mitchelville Freedom Park.

INC2.7.2. Coastal Discovery Museum

Support the planned expansion of the Coastal Discovery Museum.

Stakeholder(s):

Coastal Discovery Museum

DEMONSTRATION ONLY

INC3. COMMUNITY DEVELOPMENT

Foster sustainable, inclusive, equitable, and innovative community development on the Island.

INC3.1. Events, Organizations & Spaces

Foster events, organizations, and gathering spaces that encourage involvement from the Island’s entire population.

See Connected Strategy 3.1

INC3.2. Community Building

Continue to identify the many different organizations and groups that currently are involved in community building efforts inside and outside the Island’s gated communities.

See Connected Strategy 3.4

INC3.3. Workforce Housing

Implement the recommendations from the Workforce Housing Strategic Plan.

See Connected Tactic 4.1.1, Economy Strategy 6.1, Infrastructure Strategy 6.1, Regional Goal 2

Stakeholder(s):

Workforce

INC3.4. Redevelopment

Consider creating opportunities for diversity in housing costs and transportation modes by creating incentives for redevelopment of abandoned and underutilized spaces.

See Connected Strategy 2.4

INC3.5. Employer Assisted Housing

Encourage employer assisted housing programs to encourage more employees of various professions (teachers, police officers, firemen, etc) to live within Town limits.

See Regional Strategy 2.3

Stakeholder(s):

Employers

Police Officers

Employees

Firemen

Teachers

INC3.6. Collaboration & Interaction

Encourage collaboration and interaction between residential communities.

See Connected Strategy 3.4

Stakeholder(s):

Residential Communities

INC3.7. Housing Issues

Address housing issues by using a systemic approach that integrates economic development, transportation, and land use.

INC3.8. Gullah Geechee Project

Integrate public policy recommendations from the Gullah Geechee Project Report.

DEMONSTRATION ONLY

INC4. NATURAL & CULTURAL RESOURCES

Create awareness and respect for our core community and environmental values, ensuring inclusiveness and equality for all residents and guests.

INC4.1. Natural & Cultural Areas

Encourage programs and education that include residents and visitors in the culture to maintain Island cleanliness, preservation, and protection of natural and cultural preservation areas.

INC4.2. Access

Continue to provide access for Island residents and visitors to enjoy the natural Island environment, so that there is equitable availability via fishing docks, boat ramps, boat launches, ADA infrastructure, parks and open space, trails and pathways, and conserved natural areas for either recreational or personal enjoyment.

DEMONSTRATION ONLY

INC5. DIVERSITY

Promote multi-dimensional diversity on the Island, now and into the future.

INC5.1. Needs & Assets

Continue to recognize the basic needs and assets for Island communities.

INC5.2. ADA

Ensure that local businesses and other public spaces accommodate the ease of mobility for citizens with physical disabilities by complying with the Americans with Disabilities Act (ADA).

See Connected Strategy 4.2, Excellence Strategy 2.4

Stakeholder(s):

Businesses

Citizens with Physical Disabilities

INC5.3. Interactivity

Foster innovative ways to bridge residential communities inside and outside of the gates with respect to age, income, culture, and education.

See Connected Strategy 2.2

Stakeholder(s):

Residential Communities

INC5.4. Needs

Identify and address the needs of the different demographics on the Island that include, but are not limited to, the elderly, youth, disabled, Native Island, and Hispanic populations.

Stakeholder(s):

Elderly Population

Native Island Population

Youth Population

Hispanic Population

Disabled Population

INC6. CULTURAL TOURISM

Promote equitable cultural tourism to improve the quality of life for all stakeholders.

INC6.1. Media

Continue to support and improve media coverage on the Town’s website, social media, and newsletter for local arts and cultural events.

INC6.2. Art & Cultural Resources

Continue to recognize the economic value of Hilton Head Island’s art and cultural resources in tourism.

Stakeholder(s):

Artists

Tourists

INC6.2.1. Gullah Geechee Project

Integrate cultural preservation recommendations from the Gullah Geechee Project Report.

INC7. HEALTHCARE

Foster healthcare and health education that are available, accessible, affordable, innovative, and benefits all.

INC7.1. Healthcare

Coordinate with organizations, such as Volunteers in Medicine, to assess healthcare needs for the diverse Island population.

Stakeholder(s):

Volunteers in Medicine

INC7.2. Offerings

Consider encouraging diverse offerings to access healthcare, such as Mobile Units.

INC7.3. Innovation & Investment

Foster an environment that will promote innovation and private sector investment in the healthcare industry.

See Economy Strategy 5.4

INC8. ARTS, RECREATION & CULTURE

Build diversity and provide exceptional quality of life offerings in arts and recreation.

INC8.1. Venues

Continue to create venues to accommodate special events.

INC8.1.1. Arts Campus

Implement the plan for a community arts campus outlined in the Venue Committee Report.

Stakeholder(s):

Artists

INC8.1.2. Parks

Continue to support and facilitate the use of community parks for festivals and events.

INC8.2. Displays

Continue to provide space for the public display of art in parks and within buildings for artists to display their work and add character to the space where it is located.

See Connected Strategy 2.1

Stakeholder(s):

Artists

INC8.3. Funding

Continue to support arts through funding sources, such as ATAX.

See Economy Strategy 4.6

Stakeholder(s):

Artists

INC8.4. Cultural Affairs

Continue to support the Office of Cultural Affairs and the promotion of cultural events, such as festivals, art exhibits, and performances for all cultures represented on the Island.

See Excellence Strategy 2.8

Stakeholder(s):

Office of Cultural Affairs

INC8.5. Parks + Recreation

Implement recommendations from the Parks + Recreation Master Plan.

See Excellence Strategy 2.9

DEMONSTRATION ONLY

C1. PLANNING

Ensure the planning process is inclusive, collaborative and on-going, responsive to changing circumstances and stakeholder priorities.

See Excellence Strategy 2.1

C1.1. Tools, Applications & Services

Apply tools, applications and services to facilitate sharing information supporting community connections and collaborative efforts.

C1.1.1. Technology Infrastructure

Plan for technology infrastructure to facilitate best-in-class government services.

C1.1.2. Social Media

Maintain a strong presence on social media and keep up with ever-changing and new social media platforms to reinforce the Core Values for the Town.

C1.1.3. Connectivity, Transparency, Outreach & Involvement

Evaluate the development and use of technology such as online tools, applications, and services to facilitate connectivity, enhance transparency and increase outreach and public involvement.

See Excellence Tactic 3.5.2

C1.1.4. Input

Solicit input from stakeholders when testing new tools for communication.

C1.1.5. Website

Maintain a best-in-class website that is informative, modern and easy to navigate.

C1.1.6. Communication

Continue the use of multiple forms of communication that are non-digital or technology based.

Evaluate these methods periodically to ensure they are the best options available for communication to meet the needs of the community.

C1.2. Participation

Ensure optimal opportunities are provided for citizen and stakeholder participation in the planning and policy development process.

Stakeholder(s):

Citizens

Stakeholders

C1.2.1. Meetings

Continue to consider citizen participation when setting meeting times.

C1.2.2. Projects & Programs

Continue to solicit input and participation from stakeholders in Town projects and programs.

C1.2.3. Experts & Taskforces

Continue to engage experts and taskforces where needed to participate in the planning process.

Stakeholder(s):

Experts

C1.3. Boards

Work towards a balanced composition of Town boards that reflects the diversity of the Island’s population.

See Excellence Tactic 3.5.1

C1.4. Cooperative Planning

Engage in cooperative planning efforts with officials from Jasper County, Lowcountry Council of Governments (LCOG), the Town of Bluffton, Beaufort County and other regional localities/counties.

Stakeholder(s):

Jasper County

Town of Bluffton

Lowcountry Council of Governments (LCOG)

Beaufort County

C1.5. Training & Learning

Identify similar areas in the state/region for cross training or opportunities to learn from other municipalities.

Stakeholder(s):

Municipalities

C2. BUILT ENVIRONMENT

Promote designs for the built environment that capitalize on our natural beauty and community strengths, reinforcing our unique sense of place.

C2.1. Spaces & Streetscape

Foster the development of public spaces and streetscape designs that encourage community connections through: a. Vibrant public spaces that provide rich social opportunities; b. Well maintained and attractive spaces; c. Pedestrian scale design; d. Public art; and e. Access to technology that accommodates connectivity.

See Infrastructure Strategy 1.3, Inclusive Strategy 8.2

C2.2. Neighborhoods

Foster community connectivity in the location and design of neighborhoods.

See Inclusive Strategy 5.3

Stakeholder(s):
Neighborhoods

C2.2.1. Nodes & Modes

Foster the creation of community nodes with multiple modes of transport connectivity.

C2.2.2. Spaces & Pathways

Encourage neighborhood designs that provide gathering spaces and connectivity to the pathway network.

C2.2.3. Interconnections

Encourage interconnection between developments to promote the establishment of neighborhoods and to provide safe and convenient access to neighborhood level public facilities, such as parks and schools.

See Infrastructure Tactics 1.10.3 and 6.2.1

Stakeholder(s):
Neighborhoods

Schools

C2.3. Residential Developments

Find ways to ensure exceptional “quality of life” ideals are considered when reviewing proposed residential developments.

See Excellence Tactic 3.3.1

C2.4. Housing & Transportation

Consider creating incentives for redevelopment with goals of diversity in housing types and cost and types of transportation modes.

See Inclusive 3.4

DEMONSTRATION ONLY

C3. COLLABORATION

Enable residents and visitors to collaborate around common values and celebrate the realization of shared objectives.

C3.1. Events, Organizations & Communication

Foster events, organizations, and communication infrastructure that encourage involvement from the Island’s entire population.

See Inclusive Strategy 3.1

C3.2. Nonprofits

Share data and planning requests to help nonprofit organizations, through the provision of public information, more effectively meet community needs.

Stakeholder(s):

Nonprofit Organizations

C3.3. Community Information

Encourage creation of a single source for community information, both online and in print, and participate by providing information on Town programs and events.

C3.4. Organizations & Groups

Continue to identify the many different organizations and groups that are involved in community building efforts inside and outside the Island’s gated communities.

See Inclusive Strategies 3.2 and 3.6

C3.5. Workshops & Education Events

Evaluate the creation of workshops and education series on various topics.

Consider partnering with universities or other communities.

Stakeholder(s):

Universities

Other Communities

C3.6. Communication Plan

Continue to maintain and evaluate the Town’s communication plan to meet the needs of the community.

See Exclusive 2.1 (sic)

C4. QUALITY OF LIFE

Foster an exceptional quality of life for residents, outstanding experiences for visitors, and economic opportunity for our workforce.

C4.1. Diversity

Foster a healthy, self-sustaining community that encourages economic, cultural, and demographic diversity by understanding the needs and assets of each of the Island's many different communities.

C4.1.1. Workforce Housing

Continue to implement the recommendations from the Workforce Housing Strategic Plan.

See Economy Strategy 6.1, Inclusive Strategy 3.3, Infrastructure Strategy 6.1, Regional Goal 2

C4.1.2. Gullah Geechee Project

Continue to implement the recommendations from the Gullah Geechee Land and Cultural Preservation Taskforce, and the Gullah Geechee Preservation Project Report.

Stakeholder(s):

Gullah Geechee Land and Cultural Preservation Taskforce

C4.2. Sites & Buildings

In support of aging in place efforts, encourage site and building designs that provide high quality experiences associated with ADA requirements, rather than just meeting the minimum standards.

Consider a policy that requires the retrofitting of nonconforming sites. See Excellence Strategy 2.4, Inclusive Strategy 5.2

C4.3. Scholastic Environment

Maintain effective and open relationships with education institutions and organizations to ensure there is a vibrant scholastic environment on the Island.

Stakeholder(s):

Education Institutions

Education Organizations

C4.4. Place & QOL

Reinforce Hilton Head Island's unique sense of place and quality of life through environmental education, protection and access to nature and wildlife.

C4.5. Promotion & Celebration

Celebrate and promote the Island's rich arts, culture, history, environment, and recreation opportunities.

DEMONSTRATION ONLY

R1. PLANNING

Enable innovation and excellence in regional planning and coordination for the Town of Hilton Head Island as a built-in part of the everyday process.

R1.1. Collaboration

Collaborate with nearby jurisdictions on regional efforts to increase communication and participation between Hilton Head Island and regional municipal, county, and state governments.

R1.1.1. Legislative Issues

Increase advocacy efforts related to legislative issues that affect the region.

R1.1.2. Workshops & Retreats

Encourage attendance at annual workshops and/or retreats of other government agencies.

R1.2. Partnerships

Participate and share in the leadership of the development of strong partnerships within Beaufort County and the region.

Stakeholder(s):
Beaufort County

R1.2.1. Emergencies

Coordinate with regional partners on emergency planning, response, evacuation, and communication.

R1.2.2. SOLOCO

Continue to participate in meetings and serve as a member on the Southern Lowcountry Regional Board (SOLOCO).

Stakeholder(s):
Southern Lowcountry Regional Board

R1.3. Economic Development

Build and strengthen existing relationships with regional and private sector economic development partners.

R1.3.1. Industry & Research

Begin building links to innovative research institutions and industry groups in the Savannah Region.

Stakeholder(s):

Savannah Region

Industry Groups

Research Institutions

R1.4. Private Sector

Develop programs and policies to encourage the private sector to become involved in addressing issues such as housing, climate change, environmental protection, and education.

Stakeholder(s):

Private Sector

DEMONSTRATION ONLY

R2. WORKFORCE HOUSING

Increase supply of workforce housing on Hilton Head Island and in the region within an acceptable commute.

See Connected Tactic 4.1.1, Economy Strategy 6.1, Inclusive Strategy 3.3, Infrastructure Strategy 6.1

R2.1. Cooperation

Pursue regional cooperation of public, private and nonprofit agencies in meeting area housing needs.

R2.2. Solutions

Work toward regional solutions to workforce housing issues that result in the construction of quality workforce housing.

R2.3. Employer Assistance

Encourage employer assisted housing programs to allow more employees of various professions (teachers, police officers, firemen, etc.) to live within the Town limits or within Beaufort County.

See Inclusive Strategy 3.5

Stakeholder(s):

Employers

Employees

Teachers

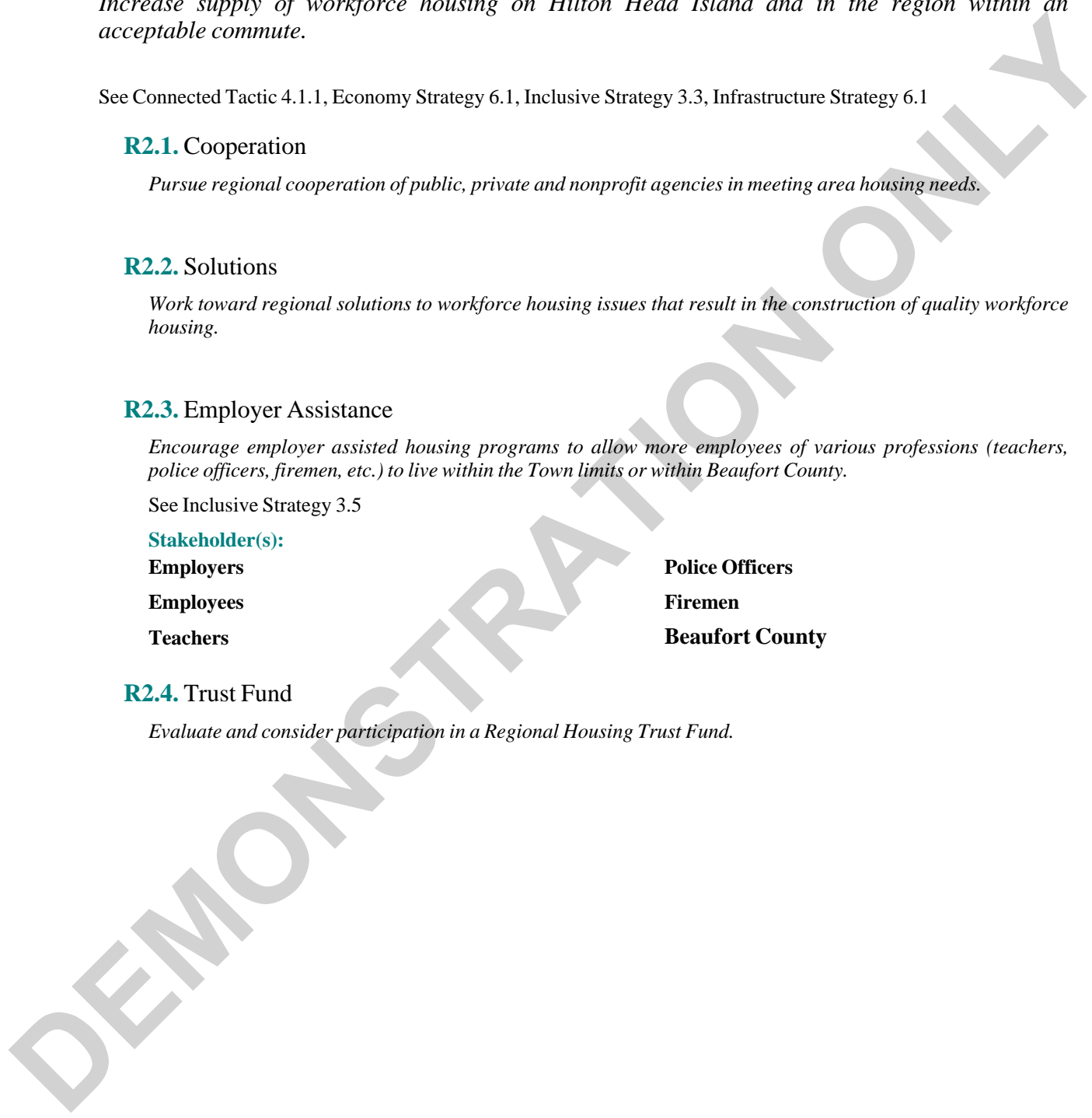
Police Officers

Firemen

Beaufort County

R2.4. Trust Fund

Evaluate and consider participation in a Regional Housing Trust Fund.



R3. TRANSPORTATION

Increase access between Hilton Head Island and the region through a viable multimodal transportation system.

R3.1. Infrastructure

Improve/expand transportation infrastructure to connect the Island’s multimodal system to the rest of the region.

See Infrastructure Strategy 1.8

R3.1.1 . Safety

Coordinate with the State and County to seek funding for safety improvements to provide for a safe, efficient and well-maintained regional transportation network and to protect the capital investment in the transportation system through adequate maintenance of facilities and roadways.

See Infrastructure Tactics 1.4.2 and 1.5.1

Stakeholder(s):

State of South Carolina

Beaufort County

R3.1.2. Pathways

Coordinate with Beaufort County to enhance the Island’s pathway network by providing a link from the Town’s multi-use pathways to pathway systems on the mainland.

See Infrastructure Tactic 1.9.5

Stakeholder(s):

Beaufort County

R3.1.3. Traffic

Coordinate traffic modeling with regional partners for use in future critical, regional transportation projects to develop a regional transportation vision that identifies emerging needs.

R3.1.4. Public Transit

Complement public transit operations such as those of Palmetto Breeze (LRTA), by connecting transit stops with employment and tourist destinations.

See Economy Tactic 1.2.3

Stakeholder(s):

Palmetto Breeze

R3.1.5. Marine-Based Transportation

Encourage coordination of regional partners to assess potential marine-based transportation to serve Hilton Head Island, Beaufort and Savannah when feasible.

See Economy Strategy 1.2.5

Stakeholder(s):

Hilton Head Island

Savannah

Beaufort

R3.1.6. Evacuation Routes

Coordinate and work with appropriate agencies to plan for, evaluate, and implement evacuation routes away from the coast of South Carolina and Georgia for safety, efficiency, and capacity.

R3.1.7. Roadways

Work with appropriate agencies, including SCDOT, Town of Bluffton and Beaufort County, to provide input on roadway improvements along the US 278 corridor and projects such as the widening of I-95 and I-16, as well as the secondary road system in southern Beaufort County.

Stakeholder(s):

SCDOT

Beaufort County

Town of Bluffton

R3.1.8. Transportation & Land Use

Promote regional transportation and land use planning for all of southern Beaufort County by working with the Town of Bluffton, Hardeeville, and Beaufort County.

Stakeholder(s):

Town of Bluffton

Beaufort County

Hardeeville

R3.1.9. Public Transit

Encourage the coordination of regional public transit to serve the mainland and the Island for workers and visitors, including the potential for public transit to and from the Savannah-Hilton Head International Airport and the Hilton Head Island Airport.

See Economy Tactics 1.2.2 and 6.4.2

Stakeholder(s):

Workers

Visitors

**Savannah-Hilton Head International
Airport**

Hilton Head Island Airport

R3.1.10. Bridges & Causeways

Coordinate with appropriate agencies for the protection and routine maintenance of the bridges and causeways that provide the only ground transportation link from the Island to the mainland.

DEMONSTRATION ONLY

R4. ENVIRONMENT

Lead the region in environmental protection and eco-friendly practices.

R4.1. Resiliency

Develop regional approaches to promote resiliency to climate change and sea level rise.

R4.2. Environmental Education

Partner regionally on environmental education by initiating and maintaining partnerships with other municipalities, county, state, and federal agencies for environmental education purposes.

R4.2.1. Workshops & Seminars

Host workshops and seminars in Beaufort County for the general public's information on environmental issues and regulations.

Stakeholder(s):

Beaufort County

R4.3. Land Acquisition

Partner on land acquisition to preserve open space or serve the needs of the region for parks and recreation.

R4.3.1. Undeveloped Property

Coordinate with various agencies including Beaufort County Rural & Critical Lands Board and property owners to identify and purchase undeveloped property for parks and recreation or preservation as needed.

Stakeholder(s):

Property Owners

Beaufort County Rural & Critical Lands Board

R4.3.2. Conservation & Recreation

Coordinate conservation of regional environmental assets and plans for natural resource and habitat preservation by acquiring conservation and park land to preserve natural and cultural resources for education, interpretive, and passive recreation uses.

R4.4. Recycling & Waste Management

Cooperate with Beaufort County and appropriate agencies to seek funding sources to increase the capacity and level of service for recycling and waste management on the Island.

See Environment Goal 1

Stakeholder(s):
Beaufort County

R4.5. Development & Redevelopment

Promote environmental protection through regulation and eco-friendly practices during the development and redevelopment processes in the region.

See Environment Goal 2

DEMONSTRATION ONLY

R5. TOURISM

Expand tourism focus in order to promote diverse offerings across the region.

R5.1. Marketing

Partner across the region to identify and market our collective strengths, unique qualities, and cultural/heritage tourism in order to identify, develop and leverage the region's competitive advantages.

R5.2. Businesses

Attract businesses that can appropriately diversify the region's tourism industry, such as technology and sustainability.

Stakeholder(s):
Businesses

R5.3. Regional Assets

Identify and encourage the conservation of regional assets that bring people to the area/region.

DEMONSTRATION ONLY

INF1. TRANSPORTATION (LAND)

Establish a dedicated, Island-specific transportation system.

INF1.1. Roads

Maintain and improve the road network to provide safe and convenient access and interconnections to all areas of the Island.

INF1.1.1. Transportation Plan

Develop and implement a transportation plan for Hilton Head Island including specific action items to address resident, worker and visitor transportation, transit, multi-modal and multi-use pathway related goals and strategies in the comprehensive plan.

Stakeholder(s):

Residents

Visitors

Workers

INF1.1.2. Capacity

Coordinate with SCDOT and Beaufort County to maintain the Island's capacity needs of William Hilton Parkway and other arterial streets.

Stakeholder(s):

SCDOT

Beaufort County

INF1.1.3. Alternative Roads

Continue to consider plans for alternative road systems to remove some of the traffic burden from William Hilton Parkway.

INF1.1.4. Neighborhoods

Future road projects within the Town should be carefully planned to minimize impact to neighborhoods.

INF1.1.5. Land Acquisition

Consider acquisition of land for future transportation improvements.

INF1.1.6. Traffic Analysis

Maintain specific traffic analysis standards in the Land Management Ordinance to guide development in accordance with the existing and future needs of the Town.

INF1.2. Automobile Alternatives

Promote the installation of infrastructure that supports emerging alternatives to traditional automobile travel.

INF1.2.1. AVs, Micro Transit & MaaS

Ensure policies effectively regulate and infrastructure reasonably accommodates emerging modes of transportation, such as Autonomous Vehicles (AVs), micro transit, and Mobility as a Service (MaaS).

MaaS Definition: MaaS is a concept describing a shift away from the ownership of personal vehicles for transportation to the use of public and private services offered through a unified structure to meet the specified needs of travelers.

INF1.2.2. Complete Streets

Continue to implement concepts, such as Complete Streets, where appropriate that integrate multiple forms of transportation modes and promote connectivity.

INF1.3. Streetscapes

Evaluate and install streetscape methods to establish Island character for redevelopment areas, roadways, recreation or activity centers, pedestrian oriented areas, and gateways.

These methods should include safety standards for drivers, pedestrians and cyclists, as well as use of coordinated landscaping, lighting, street furniture, and other public amenities. See Connected Strategy 2.1

INF1.4. Roads

Maintain all roads on Hilton Head Island to ensure safety and improve access for all users.

INF1.4.1. Dirt Roads

Continue to encourage and facilitate the paving of dirt roads throughout the Island.

INF1.4.2. Maintenance

Continue to work with and encourage Beaufort County, SCDOT, and private road owners to protect investment in the transportation system through adequate maintenance of facilities, roadways and associated drainage facilities.

See Regional Tactic 3.1.1

Stakeholder(s):

Beaufort County

Private Road Owners

SCDOT

INF1.4.3. Maintenance & Litter

Continue to offer maintenance services and support litter-control efforts on and off Island.

INF1.5. Funding

Ensure the Town receives sufficient and equitable funding for transportation projects.

INF1.5.1. Safety Improvements

Continue to seek funding for safety improvements to Island roads by coordinating with SCDOT, the Beaufort County Transportation Committee (CTC), and other entities to secure funds.

See Regional Tactic 3.1.1

Stakeholder(s):

SCDOT

Beaufort County Transportation Committee (CTC)

INF1.5.2. Impact Fees

Consider updating the transportation impact fees program for both the Town and the County with new developments paying for capacity enhancing modifications based on their impact to the transportation system.

INF1.6. Traffic Volume

Continue to collect and maintain data on traffic volume for the road network throughout the year to assess existing and potential deficiencies in the road network and to provide a basis for making future transportation and land use decisions.

INF1.6.1. Traffic Reports

Continue to prepare Traffic Monitoring and Evaluation Reports on an annual basis.

INF1.6.2. Traffic Modeling

Perform traffic modeling through the regional traffic model at least once every 10 years, or more often as needs and concerns dictate, to identify locations for roadway improvements and define capital improvement projects.

INF1.6.3. Traffic Circles

Consider preparing Traffic Monitoring and Evaluation Reports on an annual basis for the Island’s traffic circles.

INF1.7. Safety Education

Continue to educate and involve the public regarding transportation safety issues.

INF1.7.1. Technology & Best Practices

Research best practices from other communities to ensure education and communication efforts are using emerging forms of technology and new trends in communication.

INF1.7.2. Laws & Regulations

Coordinate with State and local law enforcement officials to enforce transportation related laws and other regulations that improve safety.

Stakeholder(s):

State Law Enforcement Officials

Local Law Enforcement Officials

INF1.7.3. Evacuation Routes

Coordinate with appropriate agencies to plan for and implement safe and efficient evacuation routes off of the Island.

INF1.8. Public Transportation

Expand the public transportation system serving the Island in a fiscally responsible manner to provide transportation options to the greatest number of residents, workers, and visitors.

See Economy Strategy 1.2, Regional Strategy 3.1, Environment Strategies 7.1 and 7.2

Stakeholder(s):

Residents

Visitors

Workers

INF1.8.1. Service Alternatives

Research alternative ways to provide needed services, such as programs that subsidize ride share services for specific destinations, and explore ways to support last-mile transportation options.

INF1.8.2. Transit Infrastructure

Promote public transportation by evaluating the incorporation of transit infrastructure for suitable developments.

INF1.8.3. Park-n-Ride & Buses

Explore opportunities for Park-n-Ride lots for commuters and/or public or private bus services for commuters.

Stakeholder(s):

Commuters

Bus Services

INF1.8.4. Coordination

Support coordination between public transportation providers, major employers, large communities and special needs providers to increase the utility of public transportation and connect public and private transit systems.

Stakeholder(s):

Public Transportation Providers

Large Communities

Major Employers

Special Needs Providers

INF1.8.5. AVs

Plan for the needs of AVs used for public transportation.

INF1.9. Pathways

Expand the multi-use pathway network to provide a comprehensive, Island-wide network that provides for recreational opportunities as well as an alternative means of transportation to/from and on the Island.

See Environment Strategy 7.2

INF1.9.1. Road & Drainage Projects

Continue to assess the viability of constructing multi-use pathways and supporting infrastructure in conjunction with each Town road improvement or drainage project.

INF1.9.2. Greenway

Investigate creating a signature, multi-use greenway connecting commercial, civic, historic, recreation and cultural sites.

INF1.9.3. Public Transit

Ensure the multi-use pathway network complements public transit services such as Palmetto Breeze by connecting transit stops with employment, commercial, and recreational destinations.

Stakeholder(s):

Palmetto Breeze

Employees

INF1.9.4. Developments & Sidewalks

Examine requiring connections between developments and nearby sidewalks and multi-use pathways to improve safety and accessibility.

INF1.9.5. Mainland Connection

Coordinate with SCDOT and Beaufort County to establish a safe multi-use pathway connection between the Island and the mainland.

See Regional Tactic 3.1.2

Stakeholder(s):

SCDOT

Beaufort County

INF1.9.6. Funding

Continue to seek funding for safety improvements to Island multi-use pathways by coordinating with SCDOT, the Beaufort County Transportation Committee (CTC), and other entities.

Stakeholder(s):

SCDOT

Beaufort County Transportation Committee (CTC)

INF1.10. Pathways

Continue to improve safety of the multi-use pathway system by identifying conflicts and improvement opportunities.

INF1.10.1. Inventory & Maintenance

Inventory and maintain areas for safety issues, such as low-hanging vegetation, inadequate signage, lines of sight, and irregular asphalt.

INF1.10.2. Accidents

Use accident data to determine and plan pedestrian and bicyclist needs at intersections, including crossings and warning alerts.

Stakeholder(s):

Pedestrians

Bicyclists

INF1.10.3. Programs

Investigate opportunities to implement safety programs such as “Safe Routes to Schools” for the benefit of the community.

See Connected Tactic 2.2.3

Stakeholder(s):

Schools

Students

DEMONSTRATION ONLY

INF2. TRANSPORTATION (AIR)

'Right-Size' the airport's capabilities and operations.

INF2.1. Accessibility

Continue to collaborate with federal, state, and county authorities and general aviation interests to enhance visitor, business and resident accessibility to aviation services.

Stakeholder(s):

Visitors

Residents

Businesses

INF2.2. Impacts

Ensure that development surrounding the airport is designed and constructed to minimize the negative impacts of being located near the airport.

INF2.2.1. Safety

Continue to review development proposals within the Airport Overlay (A-O) District to ensure the site is designed with the maximum safety possible for the occupants of the site.

See LMO Section 16-3-106.E

INF2.3. Residential & Property Impacts

Encourage Beaufort County to evaluate the interests of nearby residents and property owners when considering changes to the airport facilities.

Stakeholder(s):

Beaufort County

INF2.3.1. Modifications

Assist Beaufort County with pre-planning for airport modifications.

Stakeholder(s):

Beaufort County

INF2.3.2. Master Plan

Participate in updates to the Hilton Head Island Airport Master Plan.

INF2.4. Disaster Staging

Coordinate with Beaufort County for potential use of the airport as a staging ground during disaster recovery.

Stakeholder(s):

Beaufort County

DEMONSTRATION ONLY

INF3. RESILIENCE

Plan for physical, social, and economic resilience from climate and environmental challenges.

INF3.1. Sea Levels & Storms

Establish an integrated program for resistance to and resilience from the effects of rising sea levels and tropical storms.

See Environment Strategy 6.1

INF3.1.1. Public Development Projects

The Town should consider assessing environmental resistance and resilience when considering private and public development projects.

INF3.1.2. Zoning & Building Codes

Evaluate changes to zoning and building codes to minimize vulnerabilities.

INF3.1.3. Disaster Relief Funds

Continue to maintain and replenish Town disaster relief funds.

INF3.1.4. Sea-Level Rise

Consider developing and implementing a sea-level rise adaptation plan for the Town.

INF3.2. Investments

Identify and fund proactive investments in public actions which enhance resistance to and recovery from environmental challenges.

INF4. UTILITIES

Foster safe, effective and resilient utility systems for the Island.

INF4.1. Policies & Investments

Promote utility infrastructure policies and investments that promote efficiency, improve safety and environmental quality, and embrace emerging technologies.

INF4.1.1. Water Resources

Encourage collaborative projects and programs among the Public Service Districts that benefit long-term water resource stewardship and protection.

Stakeholder(s):

Public Service Districts

INF4.1.2. Stormwater Infrastructure

Consider the challenges and impact storms and sea-level rise have on the Island's stormwater infrastructure.

INF4.2. Water Use

Enforce community standards for discretionary water use.

See Environment Strategy 3.2

INF4.2.1. Irrigation

Support programs and education to help reduce the use of potable water for residential irrigation.

INF4.2.2. Code

Explore methods to increase compliance with the existing residential irrigation code.

INF4.2.3. Reclamation

Use reclaimed water when maintaining Town projects where financially feasible.

INF4.2.4. Education

Develop a program to educate the public on water conservation and water reuse.

INF4.3. Alternatives

Investigate development and operation of alternative energy and water sources.

INF4.3.1. Potable Water

Encourage PSD investigations into alternative sources of potable water.

Stakeholder(s):

PSDs

INF4.4. Sewer

Encourage sewer service connections made possible through partnership with the Hilton Head PSD.

Stakeholder(s):

Hilton Head PSD

INF4.5. Fire Hydrants

Continue to work with the three Public Service Districts to develop programs that ensure fire hydrants are installed in needed locations to minimize the risk of fire hazards.

Stakeholder(s):

Public Service Districts

INF4.6. Stormwater Funding

Ensure the Town's Stormwater Utility is adequately funded, supported and staffed to meet existing and anticipated needs of the Island's stormwater policies, programs and infrastructure.

INF4.6.1. Stormwater Infrastructure

Continue to ensure stormwater infrastructure is well-maintained, resilient and effective.

INF4.6.2. Stormwater Plan

Continue to work with Beaufort County in coordination of updating and implementing the Beaufort County Stormwater Master Plan as applicable.

Stakeholder(s):

Beaufort County

INF4.6.3. Stormwater Utility

Evaluate the need for the Town's Stormwater Utility to develop, adopt and implement a "Town of Hilton Head Island Stormwater Master Plan and Policy Guide" to be reviewed and updated every five years.

This could address any outdated aspects of the 1995 Island Wide Drainage Study.

INF4.6.4. Drainage

Consider updating the 1995 Island Wide Drainage Study to address current conditions and needs, or incorporate into a new plan per Strategy 4.6.3 above.

INF4.6.5. Stormwater Management

Ensure that the NPDES Stormwater Management Plan is annually updated and implemented for compliance with the 1972 Clean Water Act and the Town's state NPDES permit.

DEMONSTRATION ONLY

INF5. PUBLIC SERVICES

Promote efficient and secure public services to meet current and future needs.

Public Services Definition: Public services include safety, emergency, planning, and administrative services provided by the Town for the public.

INF5.1. Town Government

Ensure the Town government and staff are structured to meet the challenges of increased population, regulatory complexity, technical development, and public expectations.

See Excellence Strategy 2.7

INF5.1.1. Staffing

Evaluate and address staffing levels of existing and potential new departments as needed, and consider the facility needs of the Town staff for the next twenty years.

INF5.1.2. Town Facilities

Evaluate existing Town facilities and identify opportunities for redevelopment or new construction to provide best in class facilities across the Town government.

INF5.1.3. Fire Rescue Facilities

Identify the redevelopment of Town and Fire Rescue facilities in a manner that provides for resiliency during disaster situations, to include the Emergency Operations Center, E911 Communications Center, Fire Rescue Headquarters/Fleet Maintenance, and other facilities.

INF5.2. Services & Facilities

Ensure the Town continues to provide best-in-class services and facilities that meet or exceed the expectations of its residents and visitors.

See Excellence Strategy 2.7

Stakeholder(s):

Residents

Visitors

INF5.2.1. Funding

Continue to research the availability of new funding sources that will help to diversify the Town’s revenue sources and assist in funding any new services that may be provided by the Town.

INF5.3. Public Services

Ensure the safety of Town residents and visitors through excellent law enforcement, Fire Rescue, Emergency Management and Disaster Recovery Services.

See Excellence Strategy 2.6

INF5.3.1. Assessment & Adjustment

Continue to assess all public services regularly and adjust services as necessary.

INF5.3.2. Accreditation & Improvement

Support and utilize recognized accreditation processes to assure the public of the quality and integrity of Town services and that demonstrates a commitment to continuous improvement.

INF5.3.3. Fire Rescue Plan

Implement the recommendations of the Fire Rescue Strategic Plan.

INF5.3.4. Emergencies

Support the evaluation of the Fire Rescue Standard of Cover Document to ensure the emergencies experienced by the public are addressed with a timely response model that provides adequate resources and staffing.

INF5.4. Land Acquisition

Continue to implement the Town's Land Acquisition Program.

INF5.4.1. Island Character

Continue to preserve and protect the Island's character through land acquisition.

INF5.4.2. Town-Owned Land

Evaluate the use of Town-owned land for construction of public facilities and/or the establishment of active and passive parks.

INF5.4.3. Land Acquisition

Evaluate the funding and policies of the Land Acquisition Program to determine if any changes are required to better address the needs of the community.

INF5.5. Essential Services

Encourage public service providers to ensure continuity of essential services for all Island residents and businesses.

Stakeholder(s):

Public Service Providers

INF5.6. Hazard Mitigation

Continue the Mitigation Actions in the Beaufort County Hazard Mitigation Plan and participate in future updates.

Stakeholder(s):

Beaufort County

INF5.7. Disaster Recovery

Continue the implementation of the Disaster Recovery Plan.

INF5.8. Emergency Operations

Continue the review and implementation of the Town's Emergency Operations Plan to prepare for a response to events impacting the Island community.

INF5.9. CIP

Continue the development and implementation of the Town's Ten-year Capital Improvements Program (CIP).

INF5.9.1. Coordination

Coordinate the CIP with any and all agencies that provide public facilities to the Town, including PSDs, Beaufort County, etc.

Stakeholder(s):

PSDs

Beaufort County

INF5.9.2. Funding

Prepare and update a 10-year CIP on an annual basis that includes funding options.

INF5.9.3. Public Facilities

Evaluate public facility demands for new or redevelopment on a project-by-project basis to assure capital facilities are provided concurrent with development.

INF5.10. Transportation Investments

Plan and coordinate future transportation investments.

INF5.10.1. State Laws

Continue to update and maintain a ten-year CIP in accordance with all state laws.

This program should consider road and multi-use pathway improvements, park and town facilities, and drainage projects, at a minimum.

INF5.10.2. Drainage

Coordinate improvements to the Town's 1995 Island Wide Drainage Study and other Capital Improvement Projects in conjunction with transportation improvements.

INF5.10.3. Transportation Coordination

Coordinate transportation improvements with the Town's 1995 Island Wide Drainage Study and any other drainage, water or sewer improvement project.

DEMONSTRATION ONLY

INF6. HOUSING

Promote housing options to meet the needs of all current and future populations on the Island.

INF6.1. Workforce Housing

Adopt policies to support the recommendations per the Workforce Housing Strategic Plan.

See Connected Tactic 4.1.1, Economy Strategy 6.1, Inclusive Strategy 3.3, Regional Goal 2

INF6.2. Codes & Standards

Continually assess development standards and building codes to ensure they encourage the development of needed housing.

INF6.2.1. Interconnections

Consider regulations to require interconnection between developments, which promotes the establishment of neighborhoods and to provide safe and convenient access to neighborhood level public facilities, particularly schools and parks.

See Connected Tactic 2.2.3

INF6.3. Residential Density

Evaluate proposed changes to residential density to ensure they are appropriate for the character of the area and the neighboring properties.

INF7. TECHNOLOGY

Anticipate policy implications and resource investments needed to embrace emerging technologies.

INF7.1. Emerging Technologies

Adopt policies to accommodate emerging technologies while continuing to adapt for future needs or trends, for example, fiber optic service for the entire Island, 5G, information management, and cellular satellite.

INF7.2. Continuous Improvement

Continue to implement technology improvements and provide quality information technology at Town facilities.

INF7.2.1. Action Plan

Update the Hilton Head Island Technology Action Plan regularly to ensure it addresses changes in existing and emerging technology.

Administrative Information

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