

# Our Town

*A Newsletter of the Town of Hilton Head Island*  
 Brought to you by the Town of Hilton Head Island, South Carolina  
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## Mayor's Note

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Mayor Peeples

At Town Council's recent strategic planning workshop, we took a few moments to review some of year 2009 accomplishments. Here is a sample of a few things we achieved:

- Received Government Financial Officers Association (GFOA) Certificate of Excellence for Financial Reporting for the Comprehensive Annual Financial Audit (CAFR) for the 20th consecutive year.
- Received GFOA Certificate of Excellence for Financial Reporting
- Upgraded six residential gates not owned by the Town of Hilton Head Island to Click2Enter entry controls, providing a more rapid and secure response by emergency providers.
- Completed the Palmetto Bay and Target Road Pathway projects (including Target Road right turn lane). These pathways provide a vital pedestrian connection along the Bridge to the Beach corridor.
- Installed concrete median curbing at certain intersections along William Hilton Parkway.
- Accepted maintenance responsibilities on the Hilton Head Plantation and Port Royal Plantation stormwater systems.
- Replaced five areas of existing median landscaping and established two new planting beds along William Hilton Parkway.

## Town Manager's Note



Steve Riley

As the Mayor noted above, we accomplished many things despite substantial reductions in our budget. Here are a few accomplishments from my perspective:

- Reduced fire engine and medic out-of-service times.
- Completed the Fire & Rescue Training Center which provides a location for firefighter training which will offer a more efficient on-scene operation, provide safer driver's training off the public streets, and reduce out-of-town training time and costs.
- Completed new Facilities Management Building, consolidating operations and creating a post-disaster staging area.
- As part of our ongoing efforts in the areas of records management, we developed a strategy and concept of operation for implementing a Town-wide digital records management system.
- Permitted 42 special events on the Island.
- Implemented Community Development customer service improvements – switched fire inspections to the Fire & Rescue Department, created a flood plain permit, accepted CD's and electronic files for emergency permitting, improved over-the-counter permitting, and created a plans review checklist for better consistency.
- Nearing completion of an improved Disaster Recovery Plan.
- Developed an internal "Go Green" Program that demonstrates the Town's commitment to environmental issues.
- Standardized new fire engine pump-fleet to reduce training time, allow for faster on-scene setup and operation, reduce maintenance down time and repair cost, and reduce inventory of spare parts.
- Completed significant repairs to Fire Stations 1, 2, and 6 that have provided a livable space for crews until such time as replacement stations are built.
- Completed The Citizens Guide to Disaster Preparedness and distributed the guide throughout the community. The guide helps residents become better prepared to deal with emergencies and provides the Town with a more informed population.
- Procured disaster debris-related contract. Town staff conducted a thorough selection process and developed detailed contract scopes of services for the monitoring and collection of disaster-related storm debris.
- During the 2008 General Election, 6,284 absentee voters were handled by the Town. 5,334 of those were walk-in voters and 2,146 were not residents of the Town.

# Hilton Head Island Goals 2010-2015

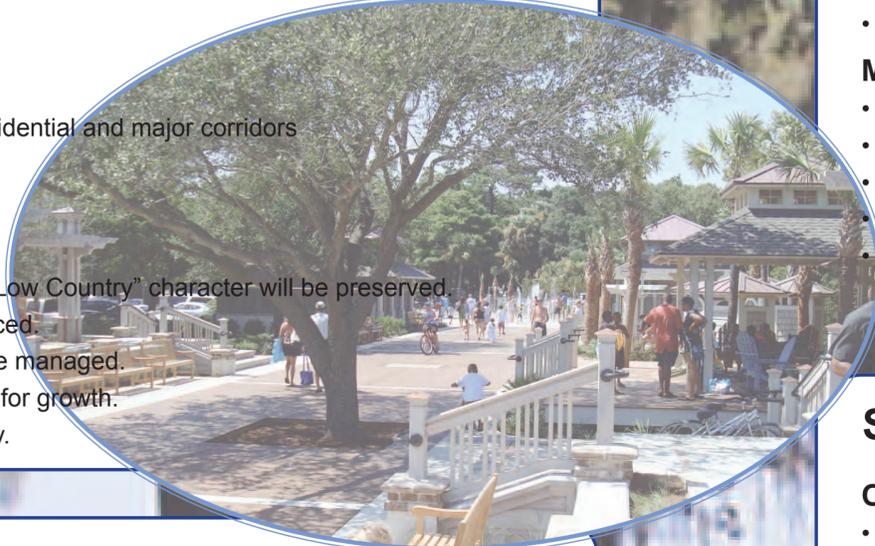
## Sustainable Town – Protecting Hilton Head Island Character, Stimulating Economic Investment

### Objectives:

- More diverse local economy with new businesses and increasing career job opportunities
- Redevelop target areas – The Town working with businesses for major reinvestment and revitalization
- Development and maintenance of adequate infrastructure and facilities
- Protection of our “town character” and individual neighborhoods
- Development and use of comprehensive plan, master plans, Land Management Ordinance and land acquisition to stimulate reinvestment
- Expanding tourism market
- Develop major activity centers
- Revitalization of older areas: Commercial and residential and major corridors
- Planning for disaster and recovery
- Aggressive land acquisition by Town

### Means to Residents:

- You know that Hilton Head Island’s “Small Town, Low Country” character will be preserved.
- Your property values will be protected and enhanced.
- You can have confidence that future growth will be managed.
- Your services will be retained and growth will pay for growth.
- Your town is prepared for a disaster or emergency.



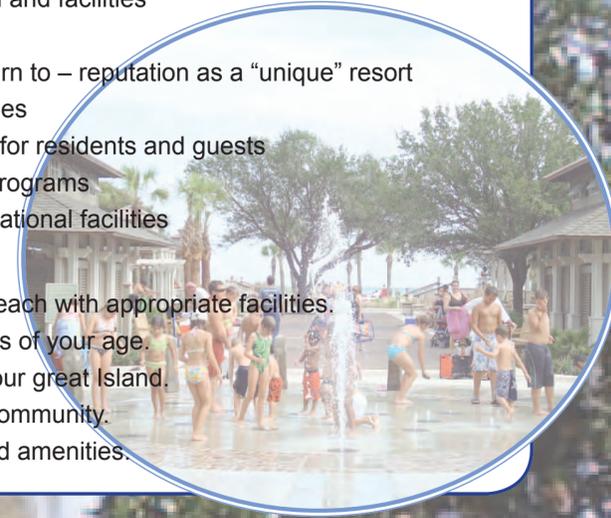
## Unique Amenities for Residents and Guests

### Objectives:

- Maintenance of a high-quality beach and facilities
- Addition of one more major event
- A place people want to visit and return to – reputation as a “unique” resort
- Full range of arts and cultural activities
- Expand fun amenities and activities for residents and guests
- Assuring high-quality facilities and programs
- Increased variety of parks and recreational facilities

### Means to Residents:

- You can have easy access to the beach with appropriate facilities.
- You can choose activities regardless of your age.
- You can live, raise a family or visit our great Island.
- You can enjoy living in a beautiful community.
- You can enjoy “unique” services and amenities.



## Top Quality Services – Financially Sound Town

### Objectives:

- Maintain high bond rating (AA)
- Services provided in most cost-effective manner
- Maintain Town taxing authority
- Town infrastructure and facilities maintained at a high standard
- Diverse revenue base for Town government
- Customer-friendly services provided by Town

### Means to Residents:

- You receive top quality and reliable municipal services from town government.
- You get value for your tax dollars.
- You can have confidence in Town government.
- You get responsive, cost-effective and customer-friendly services.
- Your Town government employees are accountable for services and expenditure.



## Strengthen Community Spirit and Pride

### Objectives:

- Support for community building events
- Better informed citizenry – accurate understanding of issues and operations
- Being positive about Hilton Head Island’s future
- Open Town government – informing citizens and input is welcome
- Maintain volunteerism and volunteering spirit

### Means to Residents:

- Town of Hilton Head Island is your Town government.
- You can get involved in shaping Hilton Head Island’s future
- You can take pride in our community and the “spirit of Hilton Head Island.”
- You have easy access to timely, accurate information.
- You can work with partners to solve problems.



## Clean, Safe Accessible Waterways

### Objectives:

- Effective drainage and stormwater management system
- Viable marinas
- Protection of natural environment and resources: Green spaces, blue spaces (water bodies)
- Opening up vistas of our water
- Places to fish, crab, oyster and shrimp
- Expand sewer systems for residents and businesses

### Means to Residents:

- Your property values are protected.
- You are protected from flooding.
- You have the opportunity to enjoy the water, swim, boat and engage in other water sports.
- You can have confidence in an environmentally-sensitive drainage system.
- You know creeks, marshes and waterways have improved water quality.



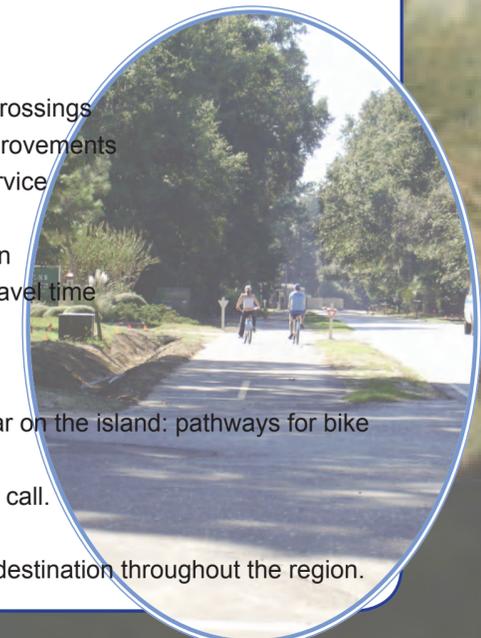
## Effective Regional Transportation System

### Objectives:

- Assure effective regional evacuation routes
- Safe streets, roads, pathways and pedestrian crossings
- Adequate funding for streets and pathways improvements
- Maintain a viable airport and commercial air service
- More effective, efficient mainland road system
- Effective public transportation serving the region
- More efficient traffic flow on Island – reduced travel time

### Means to Residents:

- You can have more predictable travel times.
- You can choose to use an alternative to your car on the island: pathways for bike riding or walking.
- You can get a quick response to an emergency call.
- You are safe on the streets or pathways.
- Your travel time is reduced from destination to destination throughout the region.



# 2010 Town Strategic Plan

## Our Vision:

### “Unique Residential, Resort, & Business Community”

World Class Beach

Great Natural Beauty

Well-Planned Community

Pristine Waterways

Vibrant Activity Centers

Low Country Character and Heritage

Exceptional Recreational and Leisure Opportunities

Thriving Resort and Local Economy

Hilton Head Island’s Spirit and Pride

## Our Core Business:

### The Responsibility of Town Government

Regulation of Land Management and Redevelopment to Protect High Standards

Protection of Natural Resources and Scenic Views

Managing Traffic and Pedestrian Safety

Public Safety Services: Meeting Our Community Expectations and Standards

Leisure and Recreational Opportunities for All Residents and Guests

## Our Goals:

### 2015 & Beyond

Sustainable Town - Protecting Hilton Head Island Character, Stimulating Economic Investment

Top Quality Services, Financially Sound Town

Clean, Safe, Accessible Waterways

Unique Amenities for Residents and Guests

Strengthen Community Spirit and Pride

Effective Regional Transportation System

## Town Council 2010 Policy Agenda: Targets for Action

### Top Priority

Economic Development Policy, Strategy and Direction  
Town Vision: Task Force to Develop Recommendations to Council

Strategic Growth Area Plan for Coligny Activity Center  
Port Royal Beach Erosion Project: Determine Funding Source

Promotion of Heritage Golf Tournament

Marshland Road: Determine Funding to Repave Road

### High Priority

LMO: Rewrite to Reflect Community Expectations  
Redevelopment Policy, Strategy and Direction  
Residential Recycling Direction and Implementation  
Dredging: Policy Direction, Town’s Role and Participation  
Recreational Center and Aquatic Facilities Direction  
Major Event / Public Art Event Level of Support

### Moderate Priority

Commercial Appearance Standards Evaluation & Direction  
Development of Mitchelville Master Plan  
Stormwater Utility Fee Direction  
Dirt Streets Program: Funding and Relations to County  
Hickory Forest Beach Erosion Direction and Funding  
Chaplin Linear Park and Boardwalk Funding  
Prioritize pathway links along William Hilton Parkway  
Arts Group Collaboration  
Historic Group Collaboration

## Management Agenda 2010

### Top Priority

Airport Master Plan: Completion, Policy Direction  
Airport Trees: LMO Amendments to Accomplish Tree Topping and Removal  
Mainland Transportation Agreement  
I-26 / I-95 Advocacy for Widening  
Bridge Annexation

### High Priority

Comprehensive Plan Update  
Sign & Outdoor Merchandising Regulation and Direction  
Business License Issue: Consider Changes to Classification and Fee Schedule  
Fire Station 6 Direction  
CIP Funding Strategy, Development, and Policy Direction  
Service Benchmarking: Evaluation and Direction  
Create WIFI at Town-owned Properties