



The Town of Hilton Head Island
Our Plan Environment Work Group

Wednesday, August 28, 2019, 4:00 PM

The Living Lab at Town Hall

AGENDA

*As a courtesy to others please turn off / silence ALL mobile devices during the meeting.
Thank You.*

Work Group:

Redefining Environmental Sustainability

- 1. Call to Order**
- 2. 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.
- 3. Welcome & Introductions**
- 4. Discussion Items**
 - a. Review new statements and formatting changes to Draft Goal Categories document.
 - b. Review notes from previous meeting.
 - c. Review Draft Goals Categories: Waste Diversion/Solid Waste Management; Environmental Quality, Human Health, Wildlife Health (HH&E); and Development/Redevelopment Standards, Neutral Development.
- 5. Staff Report/Updates**
- 6. Adjournment**

*Please note that a quorum of Town Council may result if four (4) or more of their members attend this meeting.
Please note that a quorum of the Planning Commission may result if five (5) or more of their members attend this meeting.*



Town of Hilton Head Island
Our Plan Environment Work Group

Wednesday, August 14, 2019 at 4:00 PM

The Living Lab at Town Hall

MEETING NOTES

Work Group:

Redefining Environmental Sustainability

Present from Work Group: Mike Bennett, Richard Blaine, Alexa Broadbent, Jean Fruh, Amber Kuehn, Bryan McIlwee, Mark O'Neil, Kenneth Quinty, Tony Wartko

Present from Town Staff: Sheryse DuBose, Taylor Ladd, Jennifer Ray

- The meeting was called to order at 4:00 PM.
- Sheryse DuBose, Historic Neighborhoods Preservation Administrator, introduced herself.
- The group reviewed and discussed the Draft Goal Categories document.
 1. Under Education, we state we have an educated population that cares about the environment. We should use the interest in current topics of interest (ex: clear cutting, human/alligator interactions, climate change) to motivate the population to focus on environmental issues.
 2. When the population is educated about a topic, they're motivated to do something about it (ex: stormwater runoff).
 3. Under Education, combine "Population: educated; affluent; expects an emphasis on environmental quality; will understand a long range plan (SOAR Strength)" with "Highly educated, willing group of local volunteers (SOAR Opportunity)."
 4. Add, "Use originality when tackling problems."
 5. Goals should focus on something achievable and specific to HHI instead of something vague, ex: a plastic bag ban instead of improving the Island's tree canopy.
 6. How do you involve people who aren't interested in the environment? We can leverage existing organizations, for example, the Chamber of Commerce.
 7. Consider organizing a regular event with a guest speaker on an environmental topic. For example, the theater is dark on Monday nights and could hold many people.
 8. For people who aren't already interested in environmental protection, explain how what they're interested in/here for (ex: golf) connects to the environment.
 9. Under Environmental Quality, combine "Unique aesthetics: wildlife; vegetation; ecosystem relationships (SOAR Strength)" with "Unique history + culture + marsh environment/ecosystem + location, which has led to a thriving tourism industry (SOAR Strength)."
 10. We should consider using an event like Earth Day to demonstrate our commitment to environmental preservation.
 11. We're drawing more tourists, and the tourists we're drawing aren't focused on the environment. We should market ourselves to tourists who are interested in the environment.

12. Educational events could be organized and promoted to draw an audience to a wide range of interests. The same people who are interested in sea turtles may be interested in recycling and waste management.

13. Experience Green collected data to create a baseline. For example, traffic patterns of waste haulers were inefficient and unsustainable. Included comparisons with other cities and tourist towns.

14. The newspaper and/or magazines could have a regular feature on environmental sustainability, and also publicize when there will be an event with a public speaker. If we had a Green Practices Center of Excellence (a goal stated in Chapter 7, Section 7, of the current Comprehensive Plan) they could publish press releases and publicize these events.

15. Eco-tourism on HHI currently consists of a boat trip. If you Google "eco-tourism on HHI," nothing's there.

16. Limiting development and focusing on a brand of eco-tourism can be a real brand for HHI.

17. Under "Water," how many/how much of the goals in the current Comprehensive Plan have been accomplished? For Goal E, we have sewer service available to nearly the entire Island, though not all residences have tapped into the lines. Grants are available through the Community Foundation. For Goal F, stormwater infrastructure has improved.

18. Under Environmental Quality, consider adding "revisit the lighting ordinance" and adding "dark skies."

19. How will the water quality goals be implemented if you have three PSDs? Like in Bluffton with sanitary sewer lines, the Town may need to build facilities and then turn them over to the PSDs to maintain and operate.

20. The money spent treating potable water only to use it for irrigation could be used for better purposes. What is per capita water use on the Island? 60 gallons per capita would be on the high side.

21. Recycling water is one consideration, the other is reducing the need for it. For example, lawns may be reduced and native plants could be used.

22. The Town could require low volume fixtures as part of the building code.

23. Under Development/Redevelopment Standards, consider adding, "Encourage builders with incentives for 'green' buildings/features."

24. Work with the gated communities to improve their standards. Consider test cases within gated communities or within individual homes.

25. Should Limit Impervious Surface be combined into a different category or should it stay as a stand-alone goal? Those four points could be made into a study. Move to under Development/Redevelopment Standards.

- At the next meeting, we'll focus on: #1. Waste Diversion/Solid Waste Management; #6 (formerly #7) Environmental Quality, Human Health, Wildlife Health (HH&E); and #8 (formerly #9): Development/Redevelopment Standards, Neutral Development. (Note: the numbers of the categories were updated when Limit Impervious Surface was moved under Development/Redevelopment Standards.)
- Staff will provide emails of upcoming meetings and a schedule of the presentations for all of the Work Groups, so you can attend any that you're interested in.
- The meeting adjourned at 5:12 PM.

Submitted by: Anne Cyran

Work Group: Redefining Environmental Sustainability

Draft Goal Categories 1.1 (For the 8/28/2019 meeting)

1. Waste Diversion/Solid Waste Management
2. Water: Potable; Runoff; Recycled
3. Education/Brand Identity; Data; Visuals
4. Forest/Tree Management
5. Renewable Energy/Conserving Energy
6. Environmental Quality; Human Health; Wildlife Health (HH&E)
7. Climate Change
8. Development/Redevelopment Standards; Neutral Development

Note: **statements in blue** were added by staff based on discussions at the 8/14 meeting. At the 8/28 meeting, we will discuss and determine if these should be edited or removed. We will also review: Waste Diversion/Solid Waste Management; Environmental Quality, Human Health, and Wildlife Health (HH&E); and Development/Redevelopment Standards, Neutral Development.

Waste Diversion/Solid Waste Management

- a. Chapter 6 (Community Facilities), Section 5 (Utilities), Goal **G** (page 6-4), “To have a solid waste and recycling program for the Island and to educate residents and visitors on the benefits of recycling.”
- b. Standard waste handling, processing, infrastructure. (Attribute Worksheet).
- c. Support/require best practices in building site, compost, and solid waste. (Attribute Worksheet).
- d. Zero waste model (Sea Pines Resort). (SOAR Result).
- e. % recycling. (SOAR Result).
- f. There is a need for a solid waste transfer station on the Island to reduce the number of trips on and off the Island. The possibility of implementing a methane generator was raised. (Comment from Development Team after SOAR).
- g. Building a commercial transfer station on the Island would allow haulers to use different landfills that are cheaper or have more recycling options and facilities. (Discussion after SOAR).
- h. We should add waste management and recycling to Opportunities. We should add lack of waste management infrastructure to Weaknesses. (Discussion after SOAR).
- i. Biotreatment was mentioned, but the Island doesn’t produce enough to make it profitable. (Comment from Development Team after SOAR).
- j. Composting food and landscape waste could cut the number of waste trucks driving over the bridge by 20%. (Discussion after SOAR).
- k. Composting also creates nutrient rich soil, which we need on the Island; our soil isn’t very good. (Discussion after SOAR).
- l. Chapter 6 (Community Facilities), Section 5 (Utilities), Goal **E** (page 6-4), “To have sewer service Island-wide.”

Water: Potable; Runoff; Recycled

1. Reduce the use of treated drinking water for other purposes. Use recycled, non-treated water for landscaping. Reduce the need for irrigation by reducing lawns and using native, drought-tolerant plants.
 - a. Recycle water for irrigation. (Attribute Worksheet).
 - b. Applying research to mitigation. Ex: rain gardens, cisterns. (Attribute Worksheet).
 - c. Support/require best practices in stormwater management, wastewater treatment, (Attribute Worksheet).
 - d. Threat to drinking water. We should inspire recycling – the technology is highly developed. (SOAR Threat).
 - e. Recycle more water. Supply recycled water for residential and commercial irrigation. (SOAR Aspiration).
 - f. Utilities: we have experience with wastewater recycling. (SOAR Strength).
 - g. Reduce water use by ___ %. (SOAR Result).
 - h. What percent of potable water is used for residential irrigation? 50 to 60%? This should be reduced. The water conservation program in Sea Pines was cited as a positive example. (Comment from Development Team on SOAR).
 - i. The public service district provides recycled wastewater to golf courses, but do that provide it to residences? (Discussion after SOAR).
 - j. Chapter 6 (Community Facilities), Section 5 (Utilities), Goal **D** (page 6-4), “To promote water conservation.”

2. Monitor water quality and quantity.
 - a. Clean, abundant, available, well-maintained, monitored. (Attribute Worksheet).
 - b. Lagoon health (Natural freshwater). (Attribute Worksheet).
 - c. Potable sources (pipes/tanks). (Attribute Worksheet).
 - d. Baseline – water quality. (Attribute Worksheet).
 - e. Regarding water quality, the South Carolina Department of Health and Environmental Control (DHEC) regulates water quality. Are we looking to move beyond their standards? How can we do that, without it being considered a taking from the property owner? (Comment from Development Team on SOAR).
 - f. Support/require best practices in stormwater management, wastewater treatment (Attribute Worksheet).
 - g. Chapter 6 (Community Facilities), Section 5 (Utilities), Goal **C** (page 6-4), “To address the challenges that salt water intrusion presents for Island water sources.”

Education/Brand Identity; Data; Visuals

1. Engage our educated, motivated population in the protection of our unique environment. Become leaders in environmental protection and sustainability. Create a Green Practices Center that hosts regular speaking and raises awareness of environmental concerns.
 - a. Fraser legacy. (SOAR Strength).
 - b. Unique aesthetics: wildlife; vegetation; ecosystem relationships. (SOAR Strength).
 - c. Unique history + culture + marsh environment/ecosystem + location, which has led to a thriving tourism industry. (SOAR Strength).
 - d. Population: educated; affluent; expects an emphasis on environmental quality; will understand a long range plan. (SOAR Strength).

- e. Lack of support from residents. (SOAR Threat).
- f. Resisting environmental law or conservation. (SOAR Weakness).
- g. Highly educated, willing group of local volunteers. (SOAR Opportunity).
- h. Community: receptiveness to sustainable ideas; diverse talent. (SOAR Strength).
- i. We have a unique aesthetic and there is passion for the environment, but are we walking the walk? We need higher-level thinking on environmental issues. (Comment from Development Team on SOAR).
- j. Presentations at a community center or central location with a “draw.” (Attribute Worksheet).
- k. Sierra Club or similar as stakeholder reps. (Attribute Worksheet).
- l. Form partnerships: environmental organizations (ex: Coastal Conservation League, 4 Ocean, Sea Turtle Conservancy); the government (state and federal); neighboring coastal communities; neighborhood POAs; schools/universities. (SOAR Opportunity).
- m. Create a national reputation for environmental sustainability. (SOAR Aspiration).
- n. Be a living laboratory for climate change. (SOAR Aspiration).
- o. Eco-tourism. Opportunity for vast, expansive and exponential public engagement. (SOAR Opportunity).
- p. Create an environmentally-friendly brand. Minimal footprint in a forward manner of presentation. (SOAR Aspiration).
- q. Measures to tell us when we’re on the right track: enthusiasm in the community and participation locally. (SOAR Result).
- r. Environmental education so that stewardship is the norm. (SOAR Aspiration).
- s. How can we channel volunteerism into environmental preservation? Jean Fruh spoke about oyster recycling and coordinating that effort on Facebook. The Community Foundation of the Lowcountry’s Giving Marketplace was mentioned as service that’s available, but not frequently used. (Comment from Development Team on SOAR).
- t. Create an event of national/regional significance, ex. seafood challenge. (SOAR Aspiration).
- u. Chapter 7 (Economy), Section 7.7 (Key Implementation Strategies) (page 7-5), “Consider setting up a Land Planning and/or “Green Practices” Center of Excellence based on, and leveraging off, Hilton Head Island early visionary thinking (Fraser principles), heritage learnings, and leading edge knowledge gained from the development of renowned developments such as those at Sea Pines.”
- v. National recognition as a model for other communities. (SOAR Result).

2. Build a brand of eco-tourism to draw environmentally-minded tourists and to expand public engagement.

- a. The beach, and the tourists it draws. (SOAR Strength).
- b. Resort fishing. (Attribute Worksheet).
- c. #1 Island 4 years in a row. (SOAR Strength).
- d. Reputation erosion (SOAR Threat).
- e. Too many tourists. (SOAR Weakness).
- f. Family resort: Not Myrtle Beach; #1 beach; golf; bike paths. (SOAR Strength).
- g. Common industry: tourism, golf, recreation. (SOAR Opportunity).
- h. Eco-tourism is not emphasized like golf and amenities. (SOAR Weakness).
- i. We can make eco-tourism part of our brand. (Comment from Development Team on SOAR).
- j. Eco-friendly activities. (SOAR Strength).
- k. Eco-tourism. Opportunity for vast, expansive and exponential public engagement. (SOAR Opportunity).
- l. Create an environmentally-friendly brand. Minimal footprint in a forward manner of presentation. (SOAR Aspiration).

- m. National recognition as a model for other communities. (SOAR Result).
- n. Concurrent cooperation between businesses, tourists, and community members. (Soar Aspiration).

• ~~Affordability. (SOAR Strength). (Suggest removing.)~~

Forest/Tree Management

- a. Maximum trees & maximum solar panels. (SOAR Aspirations).
- b. Reforestation on the Island. (SOAR Result).
- c. Does the building code cover tree mitigation? (Discussion after SOAR).
- d. Educating the public on the importance of planting trees, especially to replace the ones that fell or were cut down after Hurricane Matthew. (Discussion after SOAR).
- e. Can the Town require gated communities to plant trees? (Discussion after SOAR).

Renewable Energy/Conserving Energy

- a. We need the cooperation of utilities. (Attribute Worksheet).
- b. Efficiency/renewables. (Attribute Worksheet).
- c. Improve energy efficiency in buildings – commercial and residential. (SOAR Opportunity).
- d. Room to improve – solar, recycling, potable water use. (SOAR Opportunity).
- e. Maximum trees & maximum solar panels. (SOAR Aspirations).
- f. More renewable energy on Island. (SOAR Result).

Environmental Quality; Human Health; Wildlife Health (HH&E)

- a. Chapter 2 (Cultural Resources), Section 3 (Community Character), Goal A (page 2-6): “To preserve and enhance the natural and physical environments that reflect the character of the Island.”
- b. Natural beauty: tree ordinance; building ordinance. (SOAR Strength).
- c. Natural landscape with manicured areas and 14 miles of beach. (SOAR Strength).
- d. Extensive waterways. (SOAR Strength).
- e. Saltwater quality – seafood fishing. (SOAR Opportunity).
- f. Population assessment. (Attribute worksheet).
- g. Baseline – air quality; water quality at beach. (Attribute Worksheet).
- h. Clear metrics. Tipping point %. (SOAR Result).
- i. Benchmarks – coastal data. (SOAR Result).
- j. Ecological decay. Natural, manmade – runoff, paving, tree removal. (SOAR Opportunity).
- k. Shoreline erosion/threat to living shorelines. (SOAR Threat).
- l. Spotlight on ingenuity – Creative ways to act on threats to the ecosystem. Stand out & draw attention. (SOAR Opportunity).
- m. Environmentally neutral development – protect resources, protect wildlife habitat. (SOAR Aspiration).
- n. Pesticide & herbicide controls. (Attribute Worksheet).
- o. Edible landscapes. (SOAR Aspiration).
- p. Clean environment: ocean, beach air, waste. (SOAR Aspiration).
- q. True environmental sustainability (no greenwashing). (SOAR Aspiration).
- r. Wildlife habitat. (Attribute Worksheet).
- s. Our goals will be achieved when historical environmental (wildlife) population density is achieved. (SOAR Result).

- t. Beach problems: holes; garbage; lights. (SOAR Opportunity).
- u. Enact a ban on beach holes, plastic bags, etc. (SOAR Aspiration).
- v. Consider addressing low-hanging fruit, such as beach littering. For example, towels left on the beach by large resorts instead of being collected and reused. (Comment from Development Team after SOAR).
- w. Who manages the beach, and how is it managed? Do the plantations that front the beach manage their portion of it? (Discussion after SOAR).
- x. Chapter 6 (Community Facilities), Section 5 (Utilities), Goal *F* (page 6-4), “To have well-maintained, effective stormwater infrastructure on the Island.”

Climate Change

- a. Hurricanes; storms; flooding. (SOAR Threat).
- b. Storms – hurricane preparedness. (SOAR Opportunity).
- c. Shoreline erosion/threat to living shorelines. (SOAR Threat).
- d. Sea level rise – define. (Attribute Worksheet).
- e. Climate change/sea level rise. (SOAR Threat).
- f. Finding solutions – giving boundaries to individuals. (Attribute Worksheet).
- g. Raise streets. (Attribute Worksheet).
- h. Living beach. (Attribute Worksheet).
- i. Spotlight on ingenuity – Creative ways to act on threats to the ecosystem. Stand out & draw attention. (SOAR Opportunity).
- j. Educate the community on climate change. (SOAR Opportunity).
- k. Be a living laboratory for climate change. (SOAR Aspiration).

Development/Redevelopment Standards; Neutral Development

- a. Runoff poison & volume – Stormwater Management (Attribute Worksheet).
- b. What is the maximum capacity for impervious surface? (Discussion after SOAR)
- c. Impervious percentage vs. salinity at known runoff locations. (Attribute Worksheet).
- d. Determine low spots and areas that get saturated first. (Attribute Worksheet).

(The four points above were previously listed under Limit Impervious Surfaces.)

- a. Natural beauty: tree ordinance; building ordinance. (SOAR Strength).
- b. Workshops to explain environmental conservation actions with respect to contacting Congressmen. (Attribute Worksheet).
- c. Providing habitat amidst development, ex: bird havens. (Attribute Worksheet).
- d. Zoning restrictions. (Attribute Worksheet).
- e. Identify max limits. (Attribute Worksheet).
- f. Beach zoning. (Attribute Worksheet).
- g. Best practices minimize environmental impact. (Attribute Worksheet).
- h. Lobbying relationships (offshore drilling, offshore windfarms). (Attribute Worksheet).
- i. Pesticide & herbicide controls. (Attribute Worksheet).
- j. Support/require best practices in stormwater management, wastewater treatment, building site, compost, solid waste. (Attribute Worksheet).
- k. We don’t build green because we build cheap, but green building is becoming more affordable. Low impact buildings can be a part of redevelopment. We should consider adding LEED certification as a requirement. (Comment from Development Team after SOAR).
- l. The Town should consider incentives and disincentives. For example, the Town could require a fee for forest management/tree bank. (Discussion after SOAR).

- m. The importance of not being reactive and considering the long-term implications of environmental choices; example: the unintended consequences of banning plastic bags. (Discussion after SOAR).
- n. What is the Town's relationship with PUDs/gated communities in terms of development and redevelopment standards? (Discussion after SOAR).
- o. Vacant commercial buildings. (SOAR Strength).
- p. No construction/infrastructure limits. Tipping point. (SOAR Weakness).
- q. Abandoned commercial space. (SOAR Weakness).
- r. Resisting environmental law or conservation. (SOAR Weakness).
- s. Over population. (SOAR Threat).
- t. Clear construction/renovation limits. (SOAR Aspiration).
- u. Enact a ban on beach holes, plastic bags, etc. (SOAR Aspiration).
- v. Job opportunities in green building, etc. (SOAR Aspiration).

Sustainability (Suggested Category)

- a. Resilient water systems. (Attribute Worksheet).
- b. Seafood, Fishing. (SOAR Strength).
- c. Saltwater quality – seafood fishing. (SOAR Opportunity).
- d. No construction/infrastructure limits. Tipping point. (SOAR Weakness)
- e. Resisting environmental law or conservation. (SOAR Weakness).
- f. Clogged roads. (SOAR Weakness).
- g. Gap in young demographics. (SOAR Weakness).
- h. Lack of diversity in resident population. (SOAR Weakness).
- i. Mid- to high-paying jobs are limited. (SOAR Weakness).
- j. Over population. (SOAR Threat).
- k. Climate change/sea level rise. (SOAR Threat).
- l. Shoreline erosion/threat to living shorelines. (SOAR Threat).
- m. Too many tourists. (SOAR Weakness).
- n. Self-reliance. Treat the Island as a cruise ship, i.e. self-sustaining. (SOAR Aspiration).
- o. Job opportunities in green building, etc. (SOAR Aspiration).
- p. More local food. (SOAR Aspiration).
- q. Eco-friendly transportation. (SOAR Aspiration).
- r. True environmental sustainability (no greenwashing). (SOAR Aspiration).
- s. KPI % retention of youth. (SOAR Result).
- t. Percent of food grown on the Island. KPI-SIC code for businesses. (SOAR Result).
- u. Visitor count (Survey/\$). (SOAR Result).
- v. The Island is missing the younger demographic. (Comment from Development Team on SOAR).
- w. We need baseline data to determine when we're at a tipping point. (Comment from Development Team on SOAR).
- x. The new development near Fish Haul Road and how much capacity we have for new developments like this. We need someone with some authority and knowledge to tell us know what our capacity is, what the tipping point is. (Discussion after SOAR).
- y. In considering the consequences of environmental choices, consider what Town the role could play in encouraging the best choice. For example, using cloth bags instead of plastic bags. Cloth bags are more expensive, but the Town could help fund the purchase of cloth bags as an alternative. (Discussion after SOAR).

- z. Considering the number of people on the beach, we're at capacity now, and we have more hotels being built now. Emergency access to the beach is limited now. (Discussion after SOAR).
- aa. Chapter 8 (Land Use), Section 1 (Existing Land Use), Goal B (page 8-1), "To maintain the character of the Island while insuring adequate infrastructure is in place and balancing land conservation to meet future needs."

Transportation & Air Quality (Suggested Category)

- a. Transit.
- b. Regarding "Clogged roads" (a comment from SOAR), a rechargeable scooter program in Tallahassee FL has had success. We should consider emerging options. (Comment from Development Team after SOAR).
- c. Less traffic. (SOAR Aspiration).
- d. Eco-friendly transportation (Attribute Worksheet).
- e. EV charging infrastructure (Attribute Worksheet).

Additional Topics that may be made into a separate goal category or may be integrated into one or more goal categories above:

- * Beach + Waterways
- * Eco-Tourism
- * Feedback & Reporting