

An aerial photograph of Hilton Head Island, South Carolina, showing a mix of green fields, roads, and buildings. The image is overlaid with a teal color gradient. The title text is written in a white, cursive script.

# Major Thoroughfares Corridor Plan Systems

Town of Hilton Head Island, SC

March 6, 2023

# MEETING AGENDA

- Introduce:
  - Project Purpose
  - Design team
  - Project status
- Describe:
  - Analysis
  - Context
  - Recommendations for significant systems
- Gather feedback
- Next steps

## CONSULTANT TEAM

**Kimley»»Horn**

**MKSK**

**TOOLE**  
DESIGN

# PROJECT PURPOSE

- Bring intentional focus to the conditions and ultimately improve key corridors within Hilton Head Island.
- Provide design direction for safety, connectivity, cohesiveness, function, and aesthetics of the corridors.
- Examine standards for pedestrian and bicycle accommodations, natural environment, brand, construction standards, lighting, landscape consistency, signage, pavement markings, curbing, and utility equipment.
- Develop a design guide and prioritize future preliminary engineering efforts by the Town of Hilton Head Island or South Carolina Department of Transportation.



# PROJECT SCOPE

- William Hilton Parkway from Spanish Wells Road/Wild Horse Road to Sea Pines Circle
- Main Street
- Pope Avenue from Sea Pines Circle to Coligny Circle
- Palmetto Bay Road from Cross Island Parkway to Sea Pines Circle
- Archer Road and Target Road between Arrow Road and Palmetto Bay Road
- Arrow Road and New Orleans Road
- South Forest Beach Drive to Deallyon Avenue and North Forest Beach Drive to Avocet Road
- Cross Island Parkway

- William Hilton Parkway Segments ●
- South Island Segments ●
- Cross Island Parkway Segments ●




# IMPORTANCE

 **23,239**  
HHI Employees



 **2 Trolley Routes**  
20 stops

**< 1%**   
Walk or Bike to Work

**50% of reported vehicle crashes**

involving bikes or pedestrians resulted in a



**fatality or major**

**injury** according to Beaufort County Sheriff's Office

**72**   
MILES of  
Public Pathways

 **403**  
MILES of Road



**Only 14 Miles or 3%**  
of road are Town-Owned

## STAKEHOLDER FEEDBACK

- Increase safety and comfort
- Improve function
- Reduce speed
- Increase connectivity
- Provide consistent aesthetic and identity

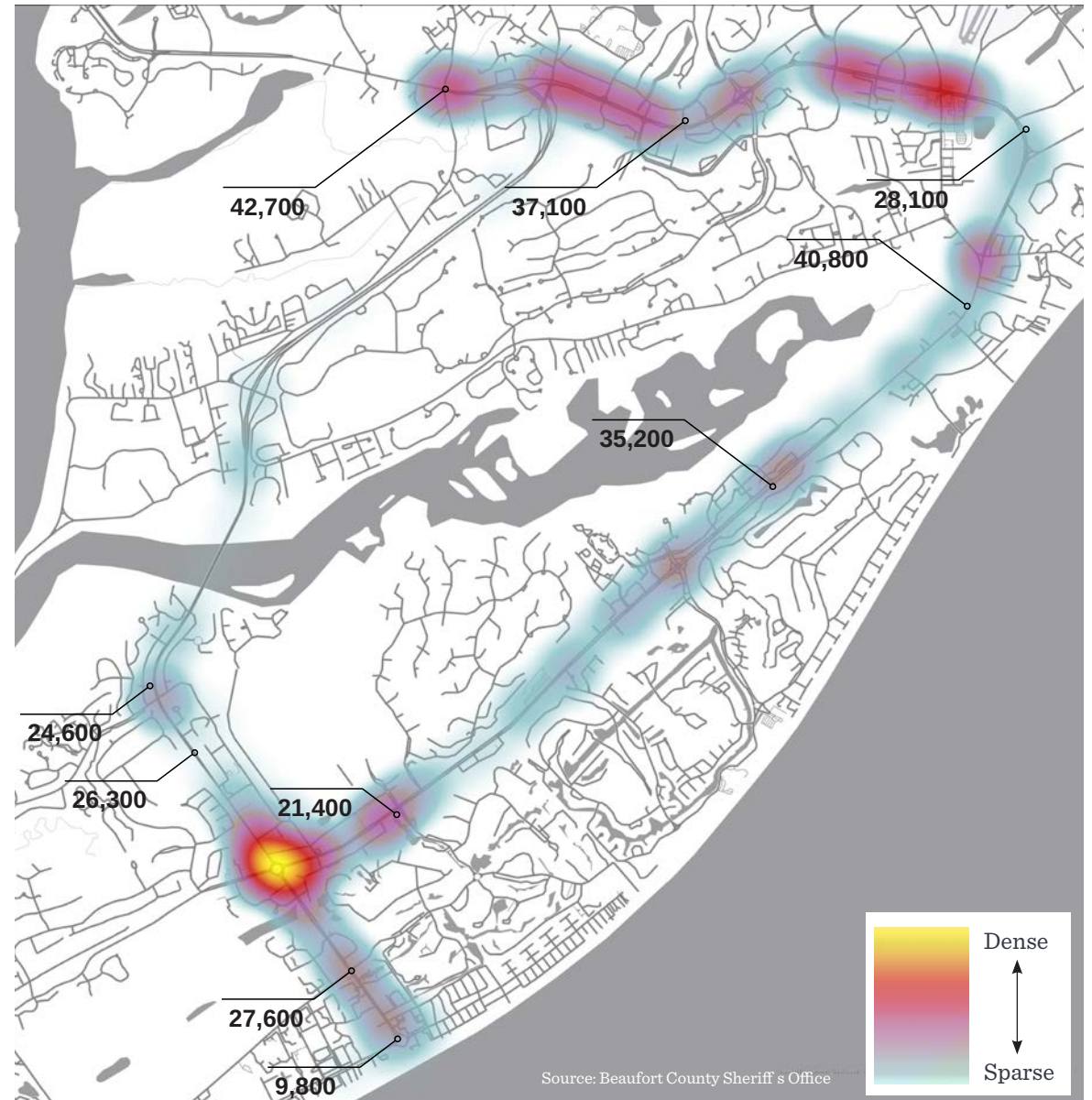


# IMPORTANCE

- 4391 incidents over the past eight years within the study area.
- Crash causes in the study area are an indication of congestion, unfamiliar drivers, driver distraction and unique roadway geometry.
- Analysis of reports show that most resulted from an at-fault driver, pedestrian or bicyclist. These include driving while impaired, hit and run and failure to obey stop/yield signs.



DAILY TRAFFIC COUNTS & ALL VEHICULAR CRASHES ALONG MAJOR CORRIDORS 2014 - 2022



# PLAN STRUCTURE

*Systems*

*Segments*

*Implementation*

# PLAN STRUCTURE

## Systems

- ‘Systems’ are those essential elements that contribute to a corridor’s character and overall functionality.
- This plan defines and establishes recommendations for its most basic components. Understanding each of these unique components guides the standards and features required to improve the consistency and quality of corridors on the Island.
- Improvements are layered together to create an overall Island-wide plan that enhances the consistency and character of all corridors.

## Segments

- ‘Segments’ utilize the guidance provided in the Systems chapter to describe specific physical locations and corridor improvements.
- A total of 17 segments have been identified to better evaluate the impact to character and needs of specific locations.
- This section deepens the understanding of what requirements and recommendations are needed at various points along a corridor based on current and future needs.

## Implementation

- ‘Implementation’ includes aspirational and attainable actions for strategic planning and evaluation by the Town and its stakeholders.
- Action steps are flexible, allowing the community to reevaluate suggested efforts against changes in technology, funding, and community support.
- Greater detail, identifying potential agencies and partnerships required to deliver results provide clear pathways for implementation.



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An aerial photograph of a coastal city, likely San Francisco, showing a winding river, a dense urban area, and a sandy beach. The image is overlaid with a green gradient that is darker at the top and lighter at the bottom. The word "Systems" is written in a white, cursive font across the center of the image.

# Systems

# SYSTEMS

‘Systems’ are those essential elements that contribute to a corridor’s character and overall functionality.

- **Landscape & Aesthetics**
- **Pathways**
- **Intersections**
- **Roadways**
- **Transit**
- **Wayfinding, Signage, Branding & Art**





*Landscape &  
Aesthetics*

# LANDSCAPE & AESTHETICS

## IMPORTANCE & ROLE

Landscape & aesthetics largely define the character and identity of the corridors and have a key role in positively impacting roadway behaviors leading to safer travel ways for all users.



### GOOD

- Community values the environment and natural spaces
- Robust, mature vegetation is an Island signature
- Shelter Cove landscape and aesthetic is a contributing public space

### NOT SO GOOD

- Inconsistent application of landscape and materials
- Quality of landscape maintenance varies
- Medians do not exist in some areas
- Buffering of pathways is lacking

# LANDSCAPE & AESTHETICS

## RECOMMENDATIONS

- **Adopt standard planting strategies at medians and pedestrian buffers to improve safety, comfort, and experience.**



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- **Standardize all materials and site elements to provide consistency.**



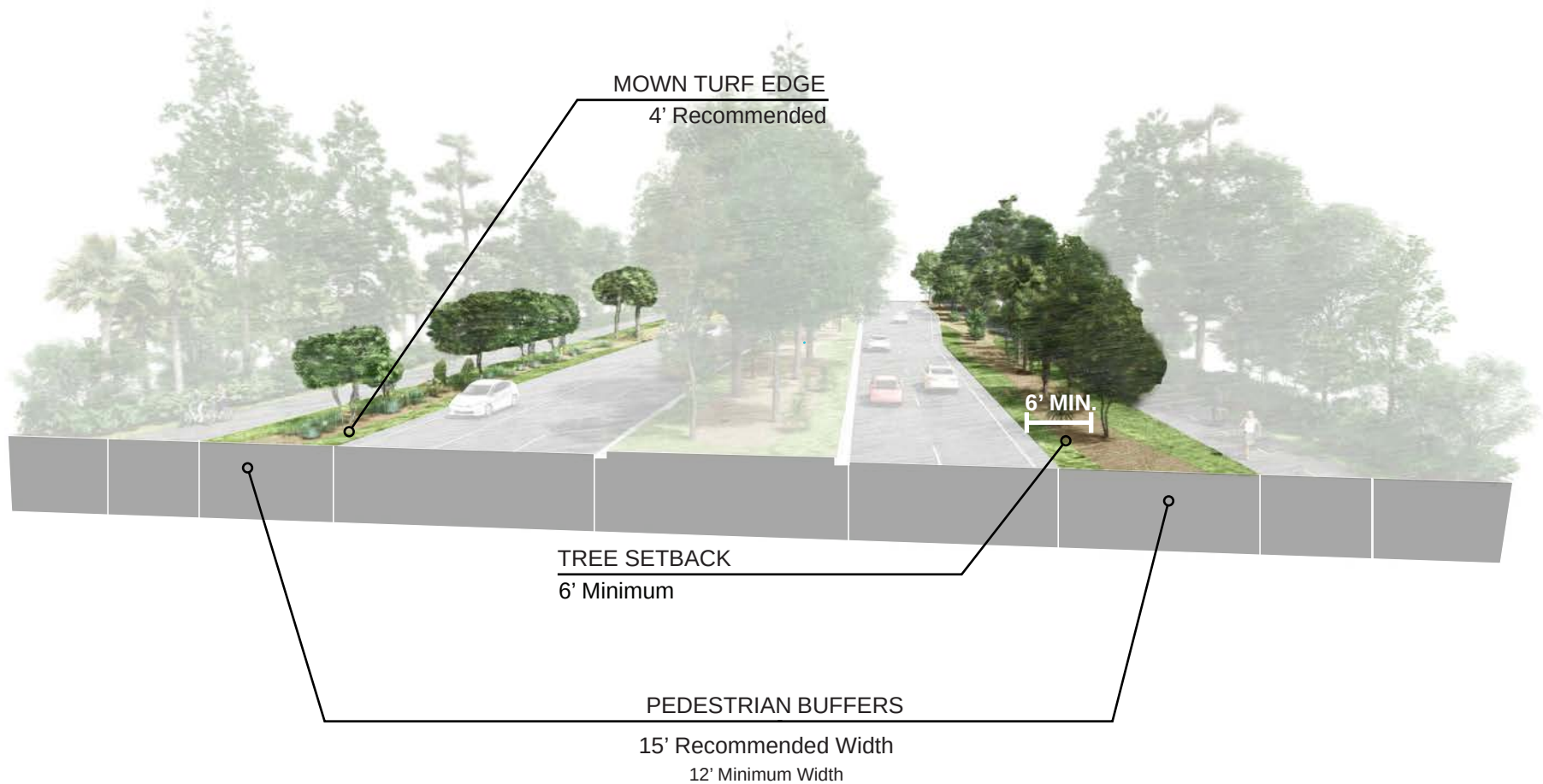
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- Concentrate accent plantings at signalized intersections and roundabouts.
- Prioritize landscape maintenance for safety such as sight lines and clear pathways.
- Standardize all materials and site elements to provide consistency.
- Provide overhead lighting at all signalized intersections, roundabouts and mid-block crossings.



# LANDSCAPE & AESTHETICS



## RECOMMENDED PEDESTRIAN BUFFER LAYOUT



# Pathways

# PATHWAYS

## IMPORTANCE & ROLE

Pathways are a key component of the Island's transportation infrastructure providing multi-modal links to essential destinations and neighborhoods.



### GOOD

- Pathways are celebrated by locals and tourists
- Pathway network is extensive
- Rental bikes are accessible
- Pathways are in good condition
- Resources exist for navigation and etiquette

### NOT SO GOOD

- Inconvenient or missing pathway routes
- Design standards do not reflect current standards
- Abundance of signage leads to non-conformance
- Maintenance can be improved

# PATHWAYS

## RECOMMENDATIONS

- Design pathways to accommodate sufficient user space, 12' standard width.



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- Provide missing connections in pathway system.
- **Increase trail side amenities; wayfinding, maps, comfort stations, and areas of respite.**



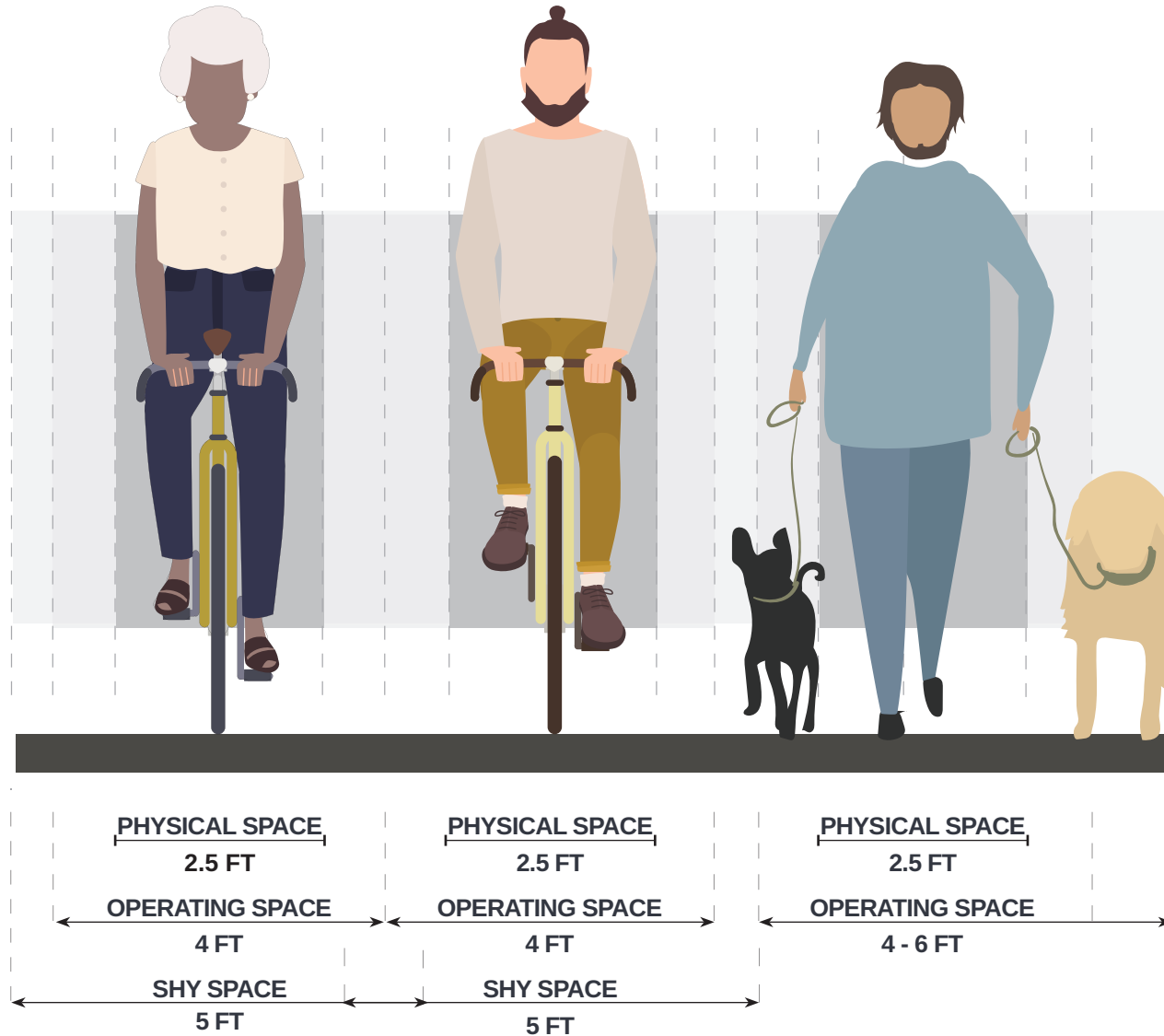
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- Standardize materials, markings and signage.
- Provide missing connections in pathway system.
- Increase trail side amenities; wayfinding, maps, comfort stations, and areas of respite.
- **Advocate for or implement improved laws for pedestrian safety.**



# PATHWAYS



**PHYSICAL, OPERATING, & SHY SPACE FOR PATHWAY USERS**

An aerial photograph of a roundabout with a central green island. The roundabout is surrounded by lush green trees and several buildings, including a large multi-story building on the right. The scene is captured from a high angle, showing the circular road and the surrounding urban environment. The word "Intersections" is written in a white, cursive font across the center of the image.

# *Intersections*

# INTERSECTIONS

## IMPORTANCE & ROLE

Intersections include the areas where conflicts are the most significant between user groups making the uniformity and intuitiveness essential for safety.



### GOOD

- Safety is of utmost importance
- Many intersections currently function efficiently
- HAWK signals represent an effective crossing treatment

### NOT SO GOOD

- Pedestrian crossings can be intimidating
- Tourists are unfamiliar with the surroundings
- Implemented standards have changed over time
- Certain intersection types increase the likelihood of collisions

# INTERSECTIONS

## RECOMMENDATIONS

- **Prioritize pedestrians and bicycles over vehicles.**



# INTERSECTIONS

## RECOMMENDATIONS

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- **Consider the need for mixing and queuing areas along pathways.**



# INTERSECTIONS

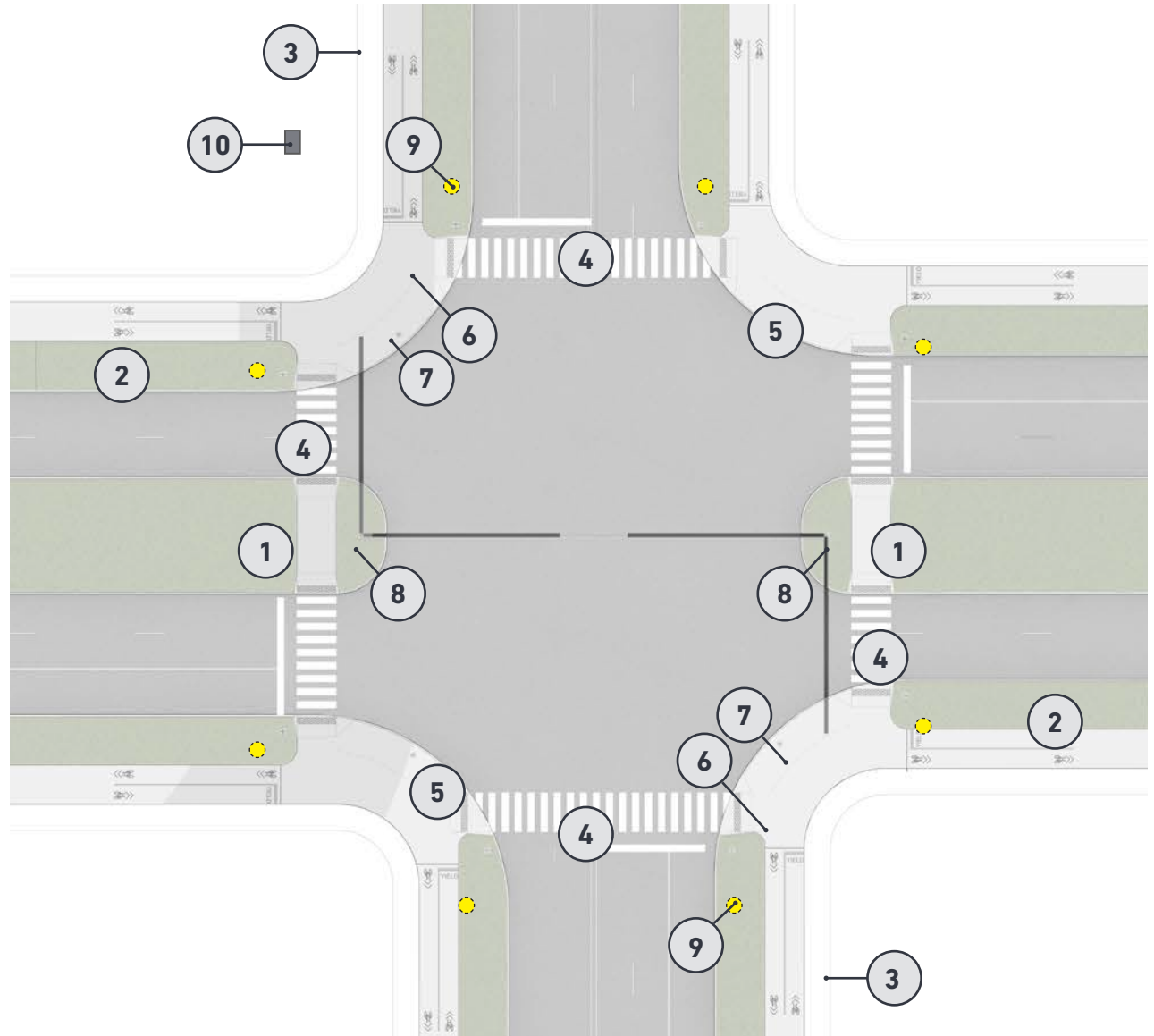
## RECOMMENDATIONS

- Prioritize pedestrians and bicycles over vehicles.
- Standardize intersection types and geometry.
- Balance vehicular efficiency with appropriate travel speeds.
- Consider the need for mixing and queuing areas along pathways.
- **Provide safe crossing alternatives for mid-block crossings on arterial roadways.**



# INTERSECTIONS

- 1 Planted median and pedestrian refuge area
- 2 Pedestrian Buffer Zone
- 3 Maintained area (varies)
  - Area between the required Adjacent Street Buffer and pathways or roadside
- 4 High visibility crosswalk markings
- 5 Reduced curb radii
- 6 Additional pedestrian queuing space
  - In low-traffic pedestrian and bike areas, space should be replaced with lawn
- 7 Wayfinding / street signage
- 8 Intersection mast arm and signal
  - New mast arms are recommended to be located in Planted Median whenever possible
- 9 Overhead lighting
  - Lighting to be located in Pedestrian Buffer Zone
- 10 Electrical transformer
  - Transformers shall be located behind the maintained area recommended for inclusion in the LMO



## RECOMMENDED SIGNALIZED INTERSECTION FEATURES

An aerial photograph of a multi-lane asphalt road lined with trees. Several cars are driving on the road. The word "Roadways" is written in a white, cursive font across the center of the image. The road has yellow lane markings and a speed limit sign of 70 is visible in the bottom left corner. The trees are lush green, and the sky is a clear, bright blue.

# Roadways

# ROADWAYS

## IMPORTANCE & ROLE

Roadways serve as critical conveyance infrastructure and significantly influence Island character, safety and identity.



### GOOD

- Pavements and facilities are adequately maintained
- Recent roadway improvements at Pope Avenue get positive feedback
- Though busy at peak times most roadways can handle current traffic volumes

### NOT SO GOOD

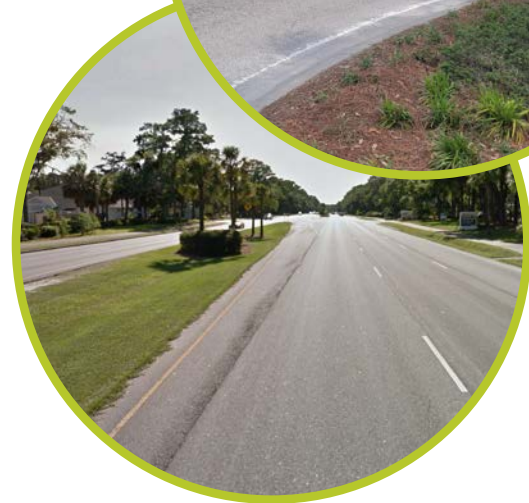
- Current design standards allow for excessive speeds well above the posted speeds
- Inconsistent roadway markings and signage
- High frequency of curb cuts increase vehicular and pedestrian conflict points
- Areas of congestion lead to increased collisions



# ROADWAYS

## RECOMMENDATIONS

- **Develop context sensitive standards with SCDOT to reduce speeds, right size vehicular ways, and increase adjacent landscape treatments.**



# ROADWAYS

## RECOMMENDATIONS

- Develop context sensitive standards with SCDOT to reduce speeds, right size vehicular ways, and increasing adjacent landscape treatments.
- Advance access management necessary for the safe functioning of corridors through all modes of travel.

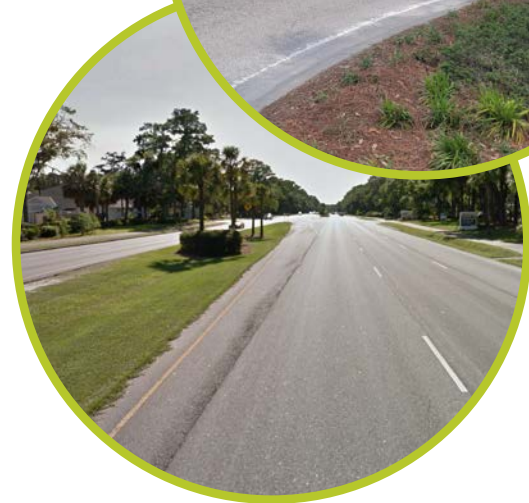




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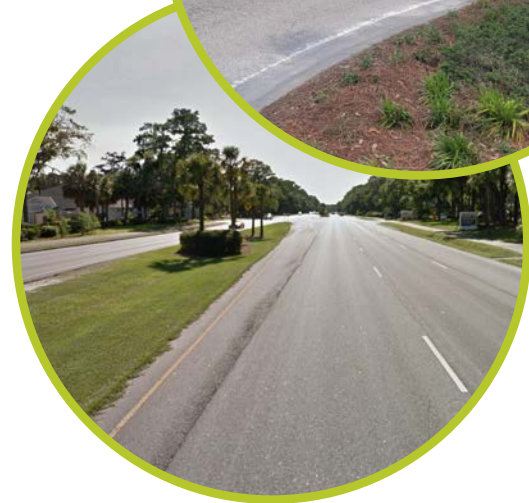
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- **Balance vehicular efficiency with appropriate travel speeds.**



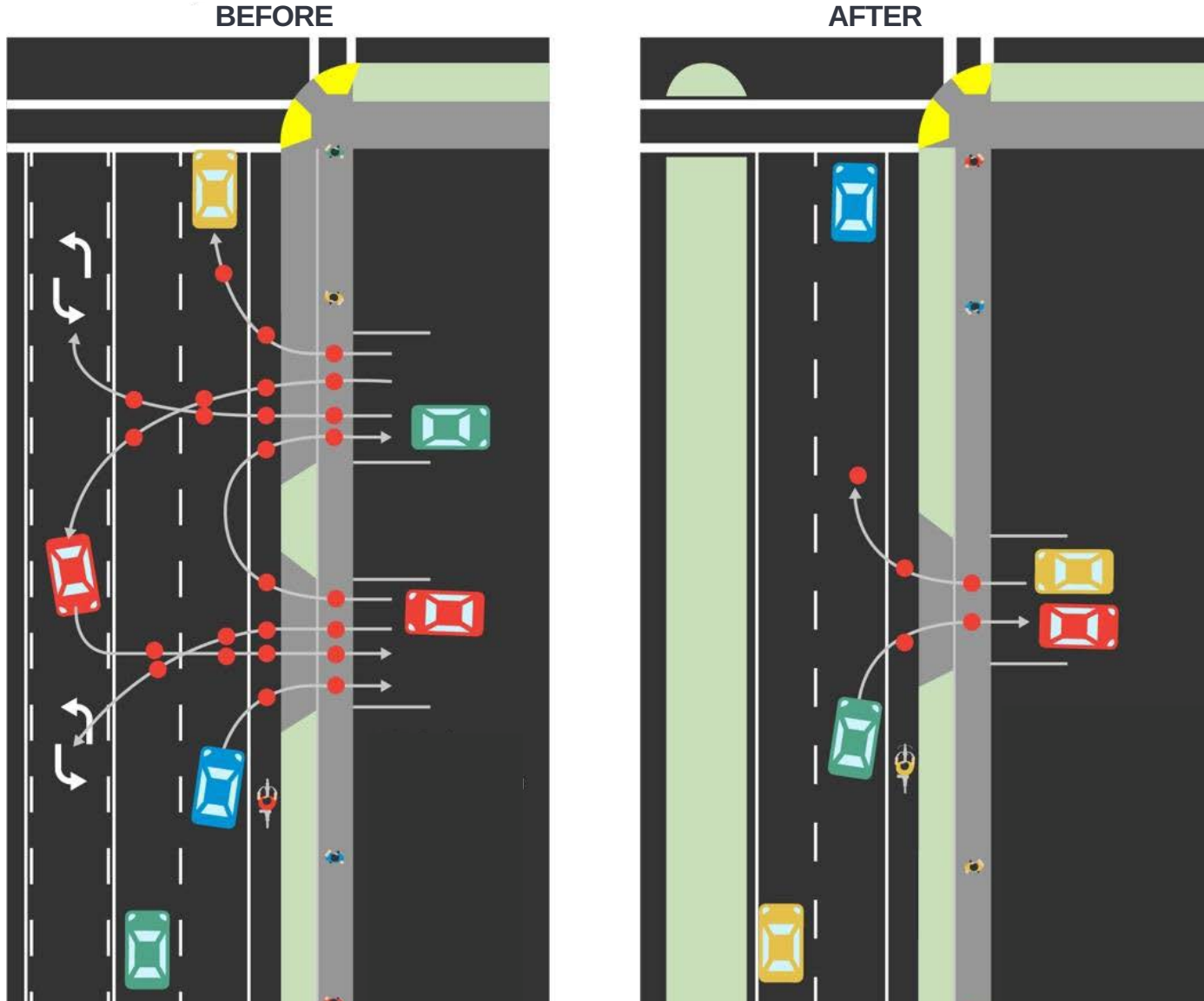
# ROADWAYS

## RECOMMENDATIONS

- Develop context sensitive standards with SCDOT to reduce speeds, right size vehicular ways, and increasing adjacent landscape treatments.
- Advance access management necessary for the safe functioning of corridors through all modes of travel.
- Balance vehicular efficiency with appropriate travel speeds.
- **Request increased law enforcement from Beaufort County for speed enforcement.**



# ROADWAYS



Source: Oregon DOT and Florida DOT Access Management Guidebook



# Transit

# TRANSIT

## IMPORTANCE & ROLE

Transit options such as the Palmetto Breeze Trolley and commuter service allow for increased mobility and aid in reducing vehicular dependency and traffic congestion.



### GOOD

- The Breeze Trolley and USCB Sand Shark are free
- Commuter service provides transit for many off-Island workers
- Current system is flexible and adaptable to changes

### NOT SO GOOD

- Limited funding is sourced annually
- The Breeze Trolley and USCB Sand Shark service is not offered year round
- Uneven distribution of transit Island-wide.
- Existing transit stops lack basic amenities and visibility

# TRANSIT

## RECOMMENDATIONS

- **Implement a Town and County investment strategy for an expanded and more robust transit system to satisfy workforce needs and diminish vehicular traffic.**



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- Increase overlap between transit routes considering private systems such as the Sea Pines Trolley.





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- **Formalize transit stops and outfit with amenities.**



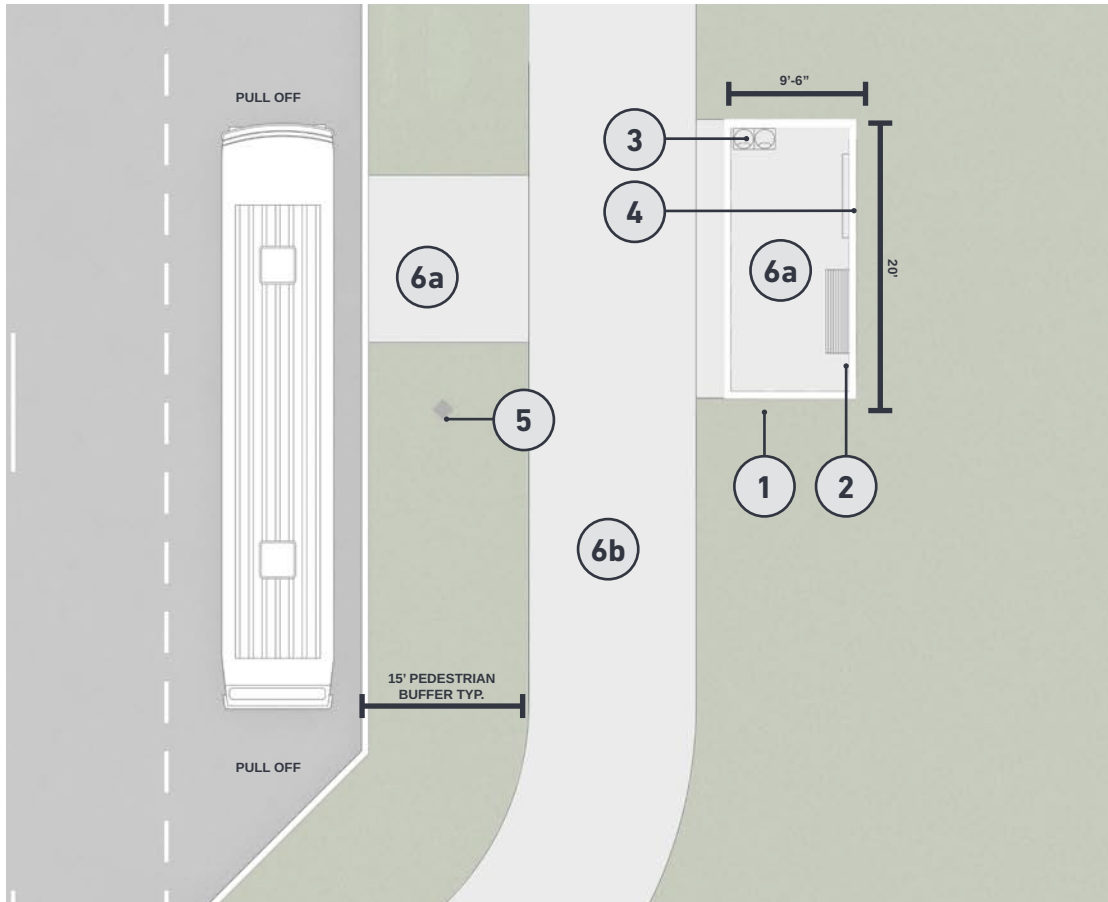
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- Formalize transit stops and outfit with amenities.
- **Standardize signage and visibility of all transit stops.**



# TRANSIT



- 1 Overhead shelter, on thickened concrete pad with motion activated lighting
- 2 Bench, refer site furnishings
- 3 Refuse containers, refer site furnishings
- 4 Mounted Wayfinding/Branding Kiosk
- 5 Freestanding Wayfinding/Branding Sign
- 6a Concrete Pad
- 6b Asphalt Pathway

## TYPICAL TRANSIT STOP LAYOUT AND SPATIAL REQUIREMENTS

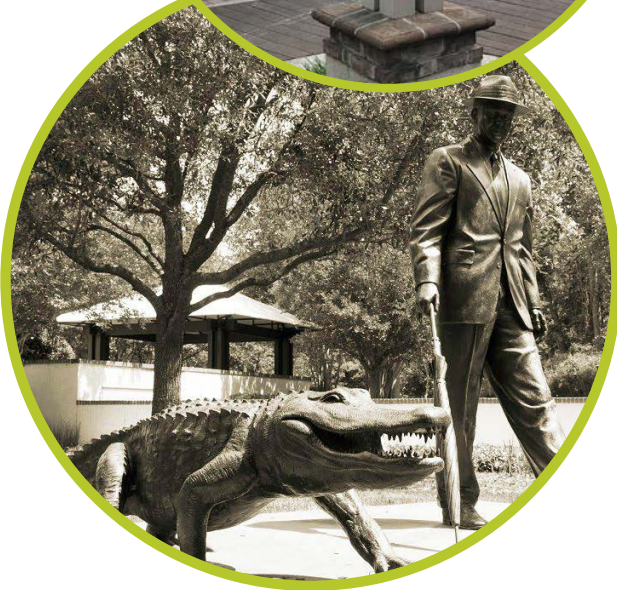


*Wayfinding,  
Signage, Branding  
& Art*

# WAYFINDING, SIGNAGE, BRANDING & ART

## IMPORTANCE & ROLE

A unified and comprehensive approach to brand, identity, wayfinding, and art will support the Hilton Head Island community and increase user experience.



### GOOD

- The Island has a strong sense of Identity
- The existing sign system is robust and Town controlled signage is consistent
- The Town has a Public Art Master Plan and many art installations

### NOT SO GOOD

- Visitors often need clarification to locate destinations
- Abundance of signs diminish the importance and usefulness of all signage
- Information design and hierarchy across sign types is inconsistent
- Signage often recedes into the background

# WAYFINDING, SIGNAGE, BRANDING & ART

## RECOMMENDATIONS

- Develop a Signage Master Plan focused on wayfinding, brand messaging, signage guidelines, signage design and standards.



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- Expand Staff review process for public and private signage to ensure alignment with Master Plan.



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## RECOMMENDATIONS

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- Expand Staff review process for public and private signage to ensure alignment with Master Plan.
- **Develop an Arts and Cultural District Implementation Plan.**





# WAYFINDING, SIGNAGE, BRANDING & ART

## EXISTING



## OPPORTUNITIES



# NEXT STEPS

- Revise per today's Council discussion
- May Council Workshop - Segments
- June Council Workshop - Implementation
- June request for Council adoption of Major Thoroughfares Corridor Plan



An aerial photograph of a coastal town, likely in the Pacific Northwest, showing a winding river, a sandy beach, and a mix of residential and commercial buildings. The word "Questions" is written in a large, white, cursive script across the center of the image.

Questions