

An aerial photograph of a coastal area, likely Cranston, Rhode Island. The image shows a mix of green spaces, including a golf course, and residential areas with houses and buildings. A beach and the ocean are visible in the upper right corner. The text is overlaid on the left side of the image.

MID-ISLAND DISTRICT/ TRACT + ISLAND WIDE CONDITIONS & TRENDS ASSESSMENT

COUNCIL BRIEFING | 02.08.2022

MKSK

DK&P

Kimley»Horn

LS3P

HDR

CRANSTON
ENGINEERING

| AGENDA

- **Mid-Island Engagement Summary (stakeholders and public)**
- **Mid-Island District Analysis Summary**
- **Mid-Island District Initial Recommendations**
- **Mid-Island Tract Analysis Summary**
- **Mid-Island Tract Programming**
- **Island Wide Conditions & Trends Assessment**

STAKEHOLDER ENGAGEMENT SUMMARY

225+

**Open Park Day
Attendees**

**100+
Stakeholders**

**1000+
Survey
Respondents**



STAKEHOLDER ENGAGEMENT

100+ STAKEHOLDERS INTERVIEWED

NEIGHBORHOOD REPRESENTATIVES

- PALMETTO HALL
- PORT ROYAL
- LEGENDS
- FOLLY FIELD
- ISLAND LINKS

HISTORIC NEIGHBORHOODS

HISTORY & CULTURE

- HERITAGE LIBRARY
- HISTORIC MITCHELVILLE FREEDOM PARK
- NIBCAA
- ST. JAMES BAPTIST CHURCH

COMMERCIAL PROPERTIES

- PORT ROYAL PLAZA
- HAMPTON INN
- THE GREEN THUMB
- BRUNO LANDSCAPE & NURSERY

TOWN REPRESENTATIVES

- TOWN COUNCIL
- TOWN PLANNING COMMISSION
- TOWN STAFF

ECOLOGY

- ECO-HERITAGE ADVISORY COALITION
- COASTAL CONSERVATION LEAGUE
- COASTAL DISCOVERY MUSEUM
- HILTON HEAD AUDUBON

DEVELOPMENT

- BEAUFORT COUNTY EDC
- HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE
- HILTON HEAD AREA ASSOCIATION OF REALTORS

UTILITIES & AIRPORT

- HILTON HEAD PSD
- PALMETTO ELECTRIC COOPERATIVE
- HILTON HEAD AIRPORT

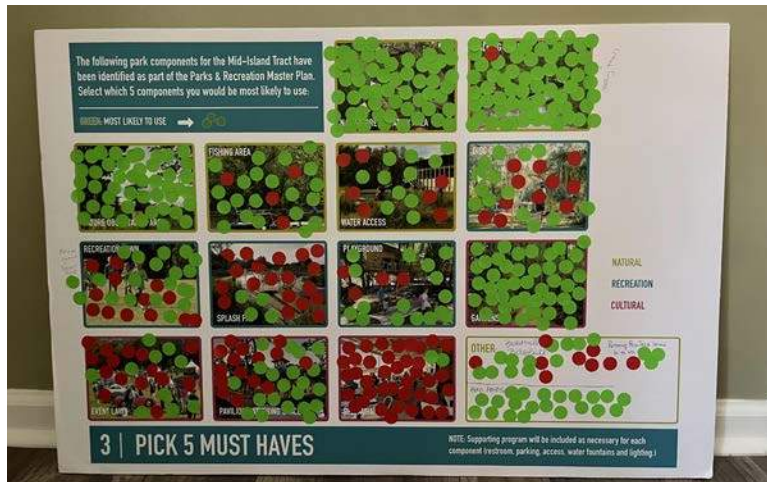
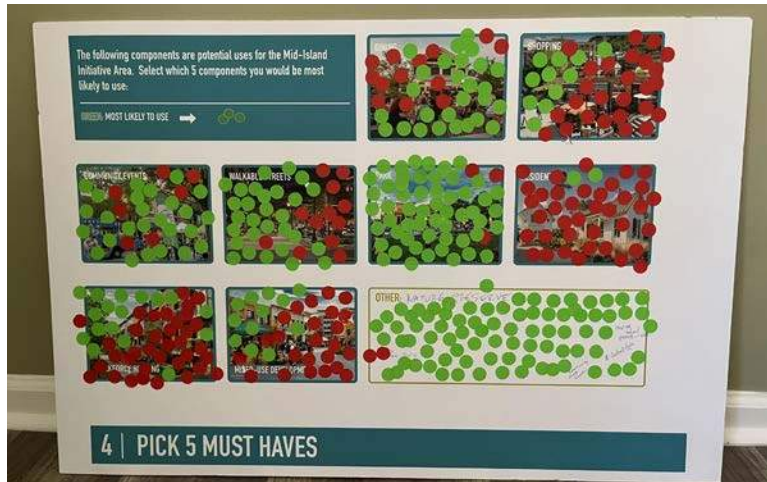
PARK REPRESENTATIVES

- PARKS AND RECREATION COMMISSION
- ISLAND RECREATION ASSOCIATION
- ACTIVE RECREATION ADVOCATES
- PEOPLE FOR PARKS

CONCOURS D'ELEGANCE

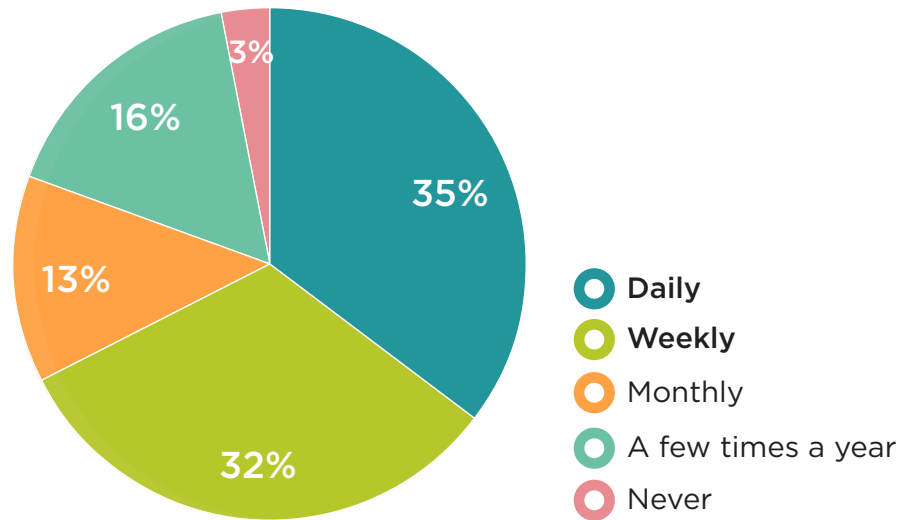
OPEN PARK DAY EVENTS

TWO EVENTS AND 225+ ATTENDEES

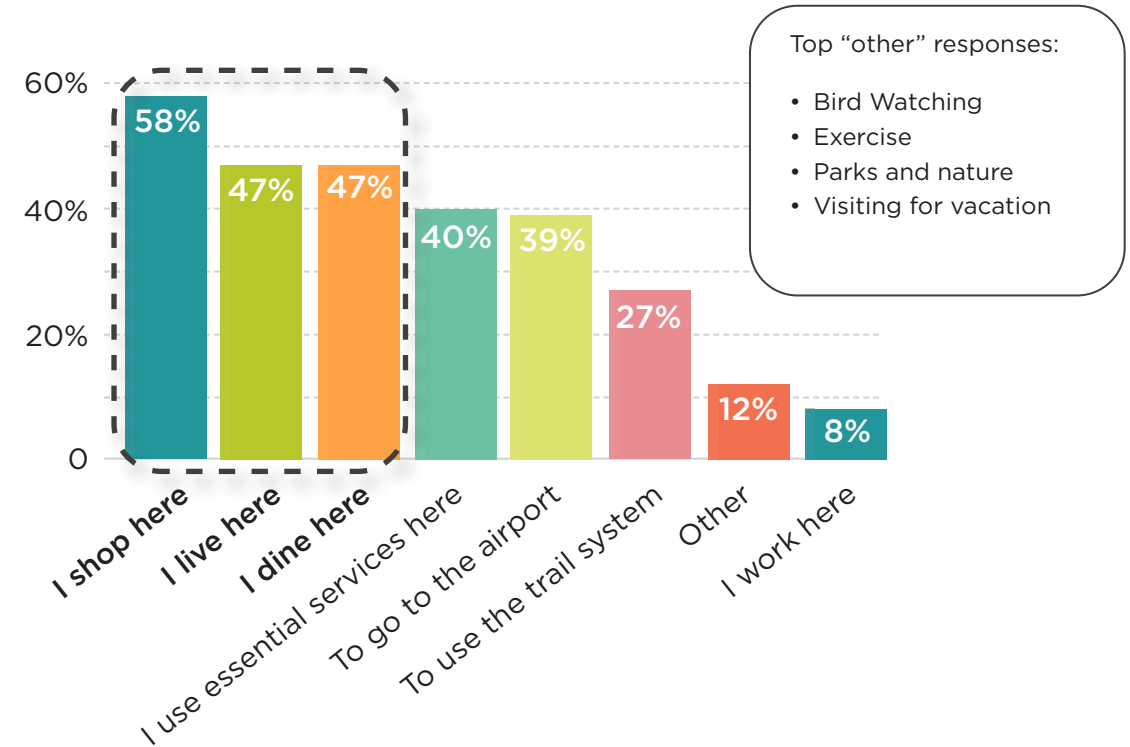


COMMUNITY ENGAGEMENT

How often do you visit the Mid-Island Initiative Area? (n = 1,079)

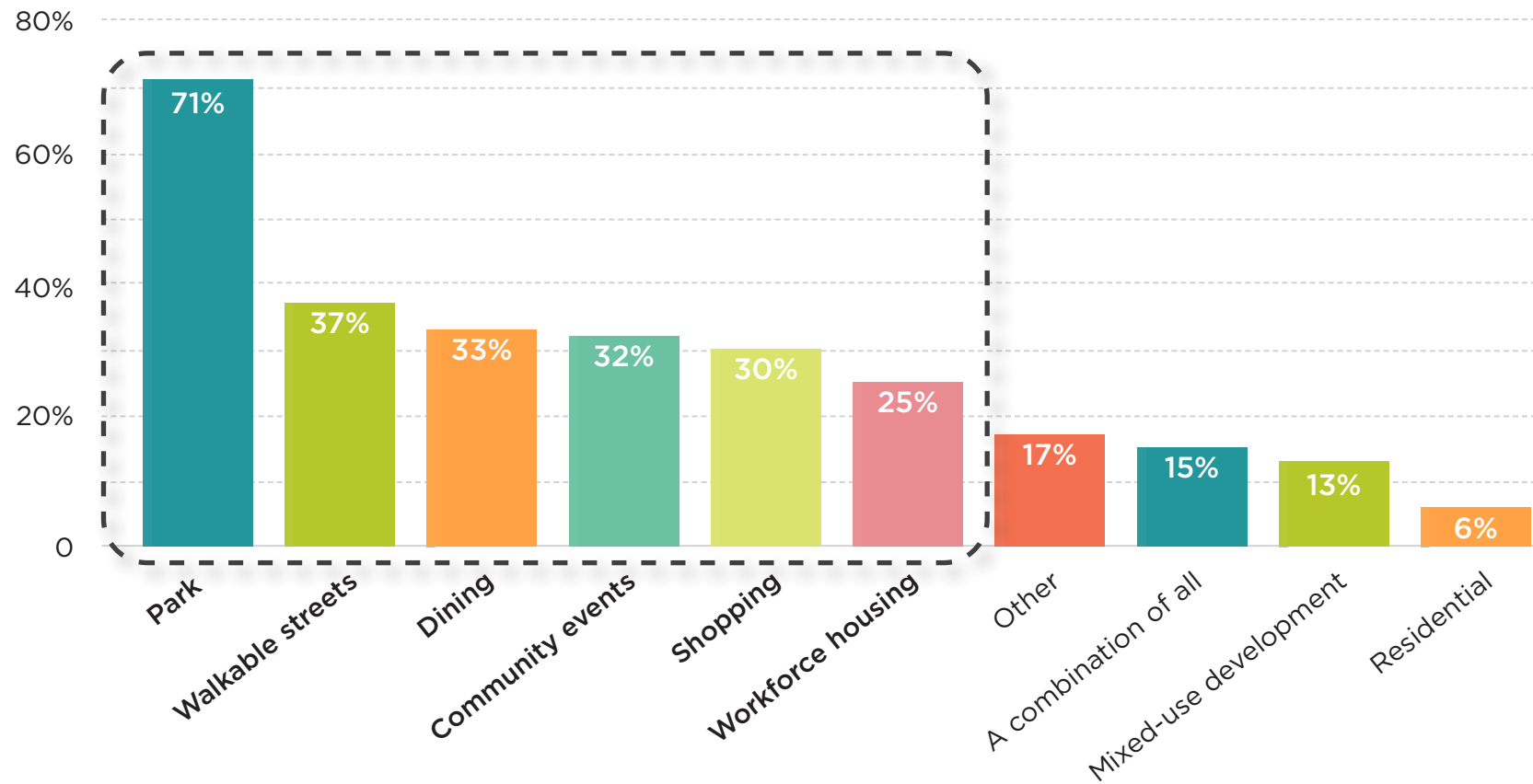


What best describes how you spend time in the Mid-Island Initiative Area? Select all that apply. (n = 1,078)



COMMUNITY ENGAGEMENT

What uses or amenities are missing in the Mid-Island Initiative Area? (n = 1000)



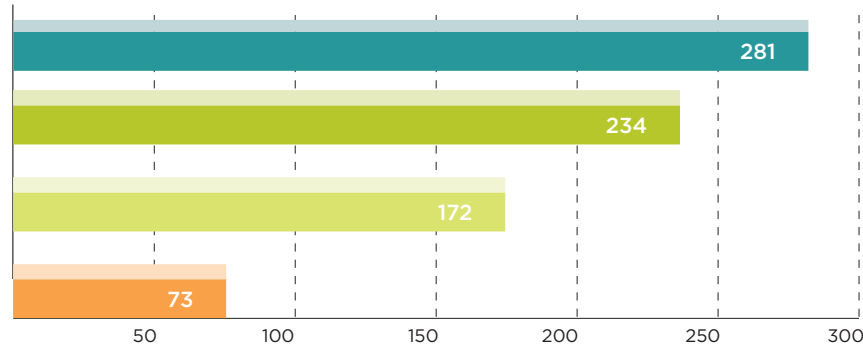
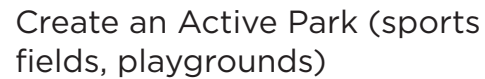
Top “other” responses:

- Preserved green space
- Sports and Activity space (Pickleball, sports tournaments)
- Walkability and connections between town owned properties

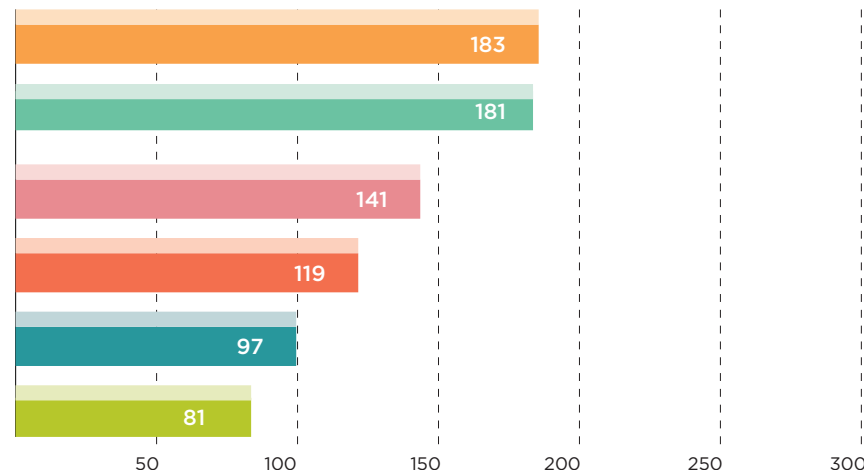
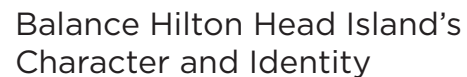
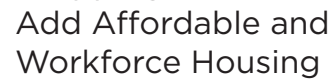
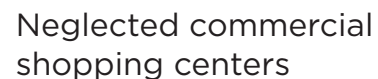
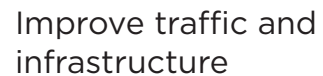
COMMUNITY ENGAGEMENT

What other concerns or issues should we be aware of as we plan for the Mid-Island Initiative Area? (n = 563)

MID-ISLAND TRACT



DISTRICT



| ENGAGEMENT THEMES – MID-ISLAND DISTRICT

- Transform the Mid-Island Area into a hub of activity for the entire Town of Hilton Head, using the **Mid-Island Tract as a catalyst**
- **Create a walkable district** that improves connectivity and safety and makes it easier to cross William Hilton Parkway
- Address the condition of **existing commercial shopping areas** in the Mid-Island Area
- Address the need for **workforce and affordable housing**
- Create a distinct **district identity** that provides an overall aesthetic appearance and fits the character of the surrounding neighborhoods

| ENGAGEMENT THEMES – MID-ISLAND TRACT

- Program more **passive recreation uses** instead of active recreation uses
- **Connect the Mid-Island Tract** to other green spaces, parks, and trails
- Enhance the **natural features** of the Mid-Island Tract and provide **nature observation** opportunities
- Embrace the **Gullah history and culture** of the site and the island by providing needed community gathering space adjacent to the future St. James Baptist Church site
- Encourage entrepreneurial and cultural understanding in the park by providing space for an **open-air market, heritage gardens, and cafe.**
- Ensure that a park on the Mid-Island Tract serves the **entire community**, residents and visitors alike
- Evaluate the inclusion of housing as part of the Mid-Island Tract program
- Consider implementation **phasing** and broader ongoing **maintenance and operations** costs in the design of the park, public space and civic infrastructure



MID-ISLAND DISTRICT ANALYSIS

STUDY AREA

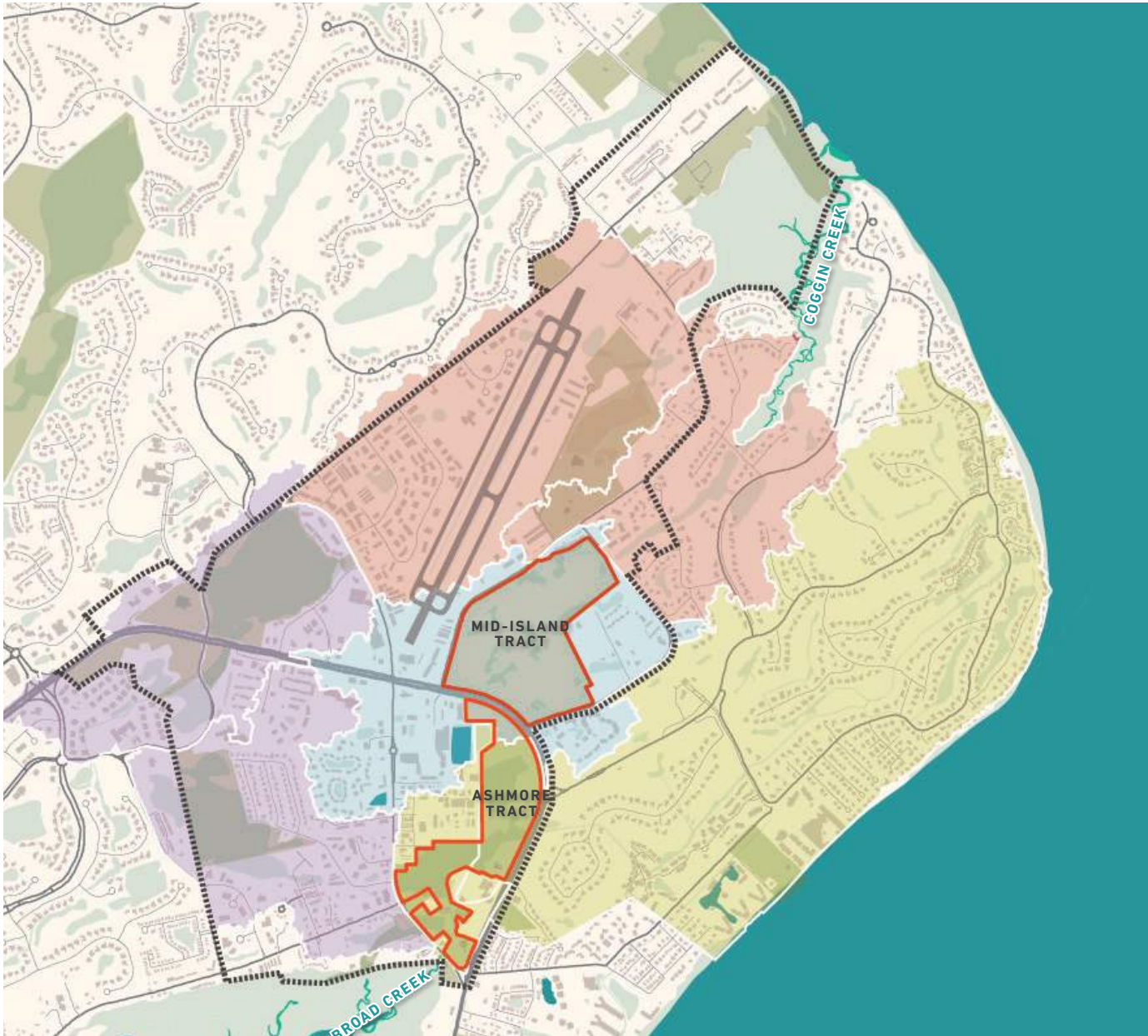


NATURAL SYSTEMS

ANALYSIS CONSIDERED:

- + Hydrography
- + Tree Cover & Parks
- + 500-year Flood
- + Sea Level Rise
- + Storm Surge

Fish Haul Creek (Park Area) Contributing Drainage Area
Fish Haul Creek (Downstream) Contributing Drainage Area
Broad Creek (Ashmore Tract) Contributing Drainage Area
Broad Creek (Downstream) Contributing Drainage Area

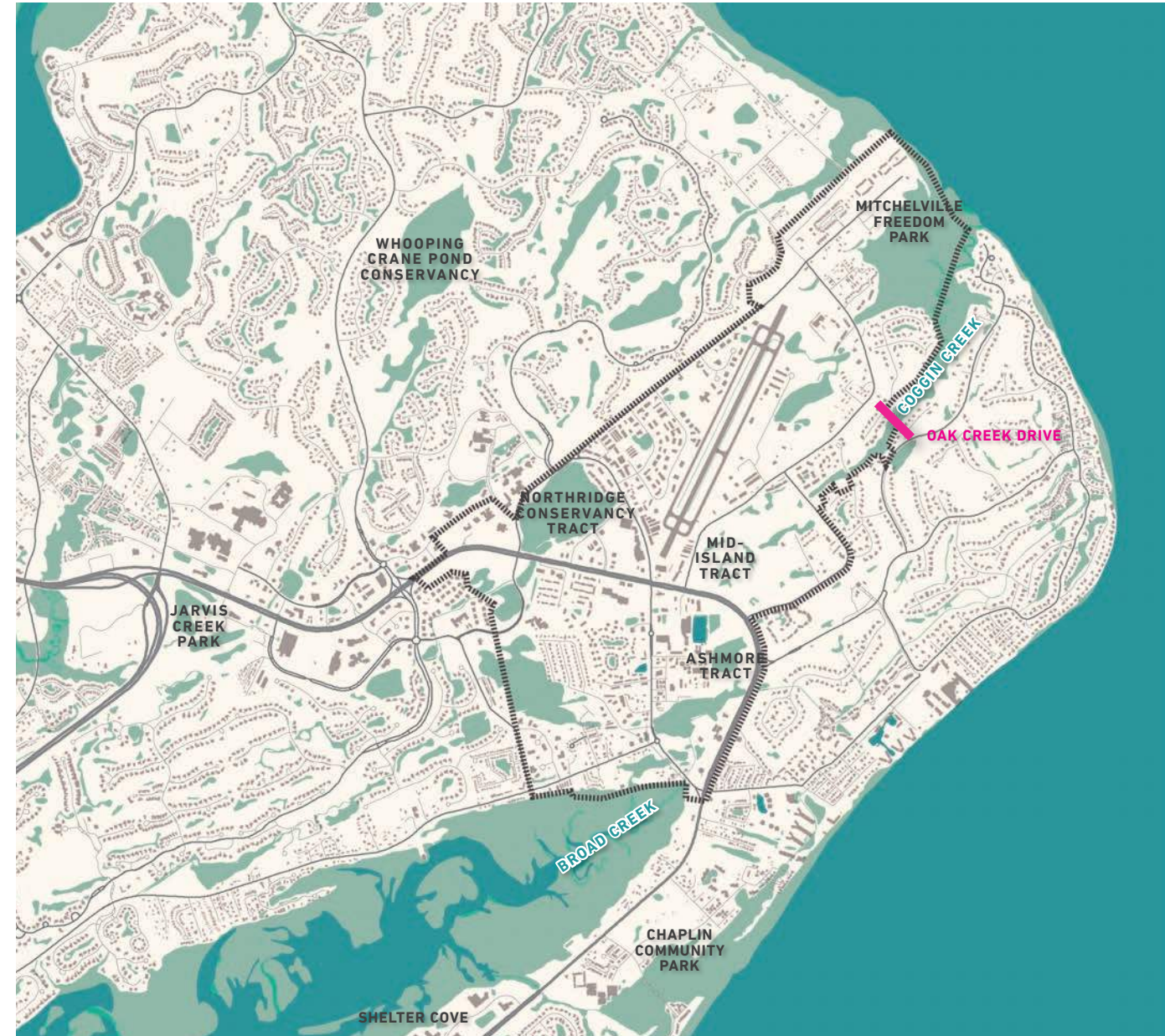


NATURAL SYSTEMS

Hydrography

- Oak Creek Drive is the dividing point between fresh water and salt water bodies.
- Ponds on site are currently fresh water but may have some saltwater intrusion.

Creeks
Marsh / Wetland
Water



NATURAL SYSTEMS

Tree Cover & Parks

Tree Cover

Town Owned Land - 278 acres

Hilton Head Land Trust - 60 acres

Town Owned Parks - 38 acres

Non Town Owned Parks

Water

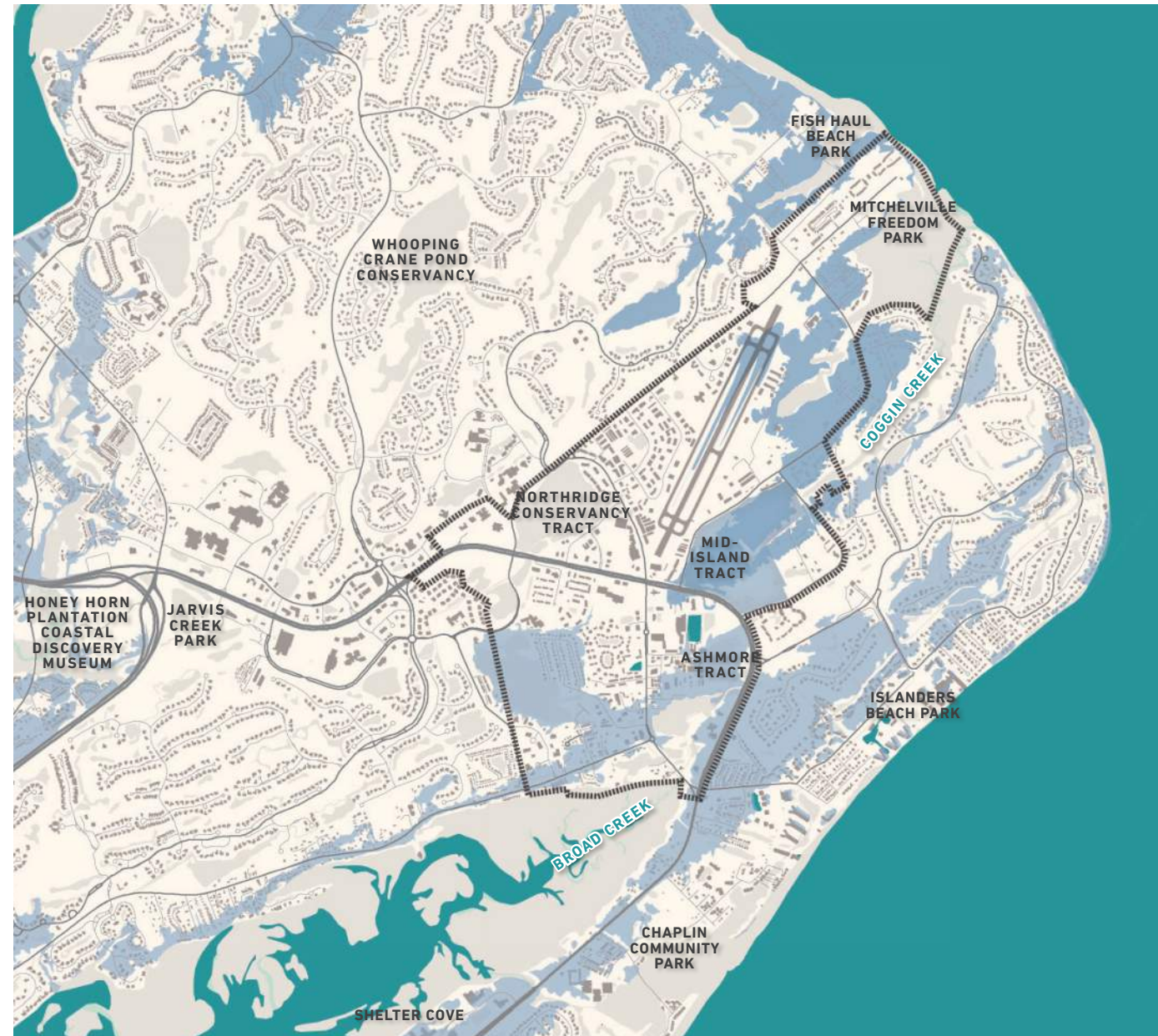


NATURAL SYSTEMS

500-Year Flood

500-Year Flood

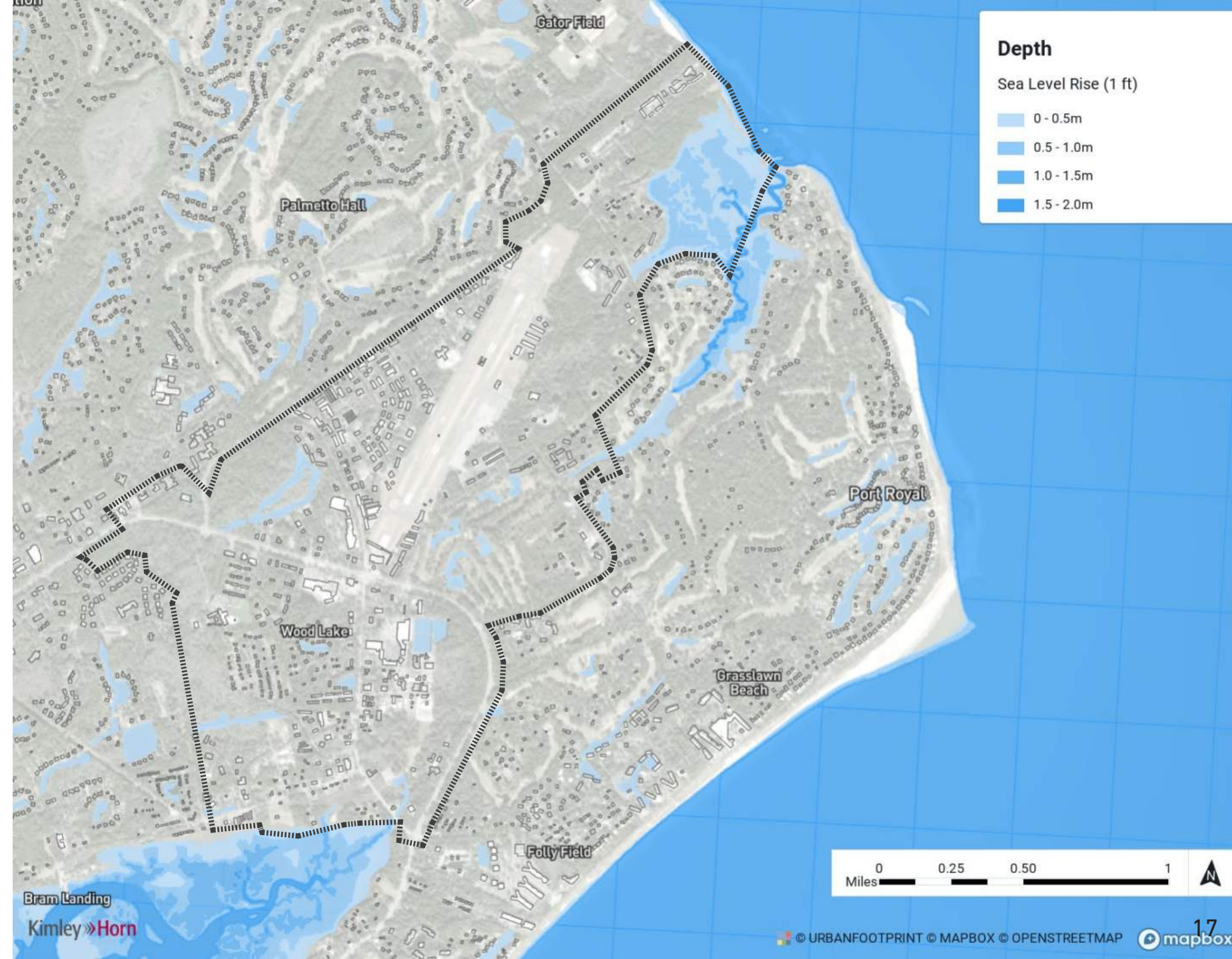
Water



SEA LEVEL RISE

Impacts

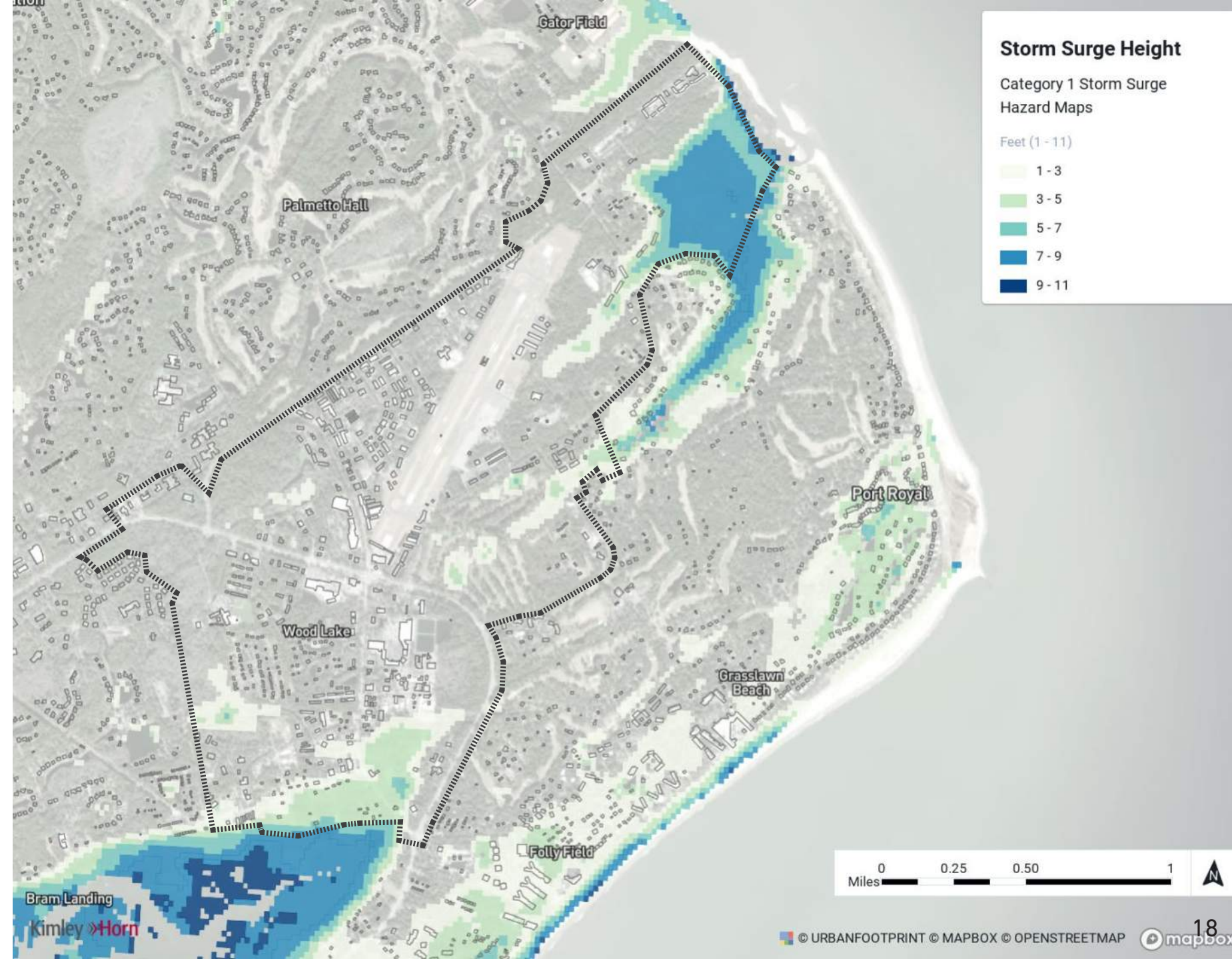
- 1 foot of Sea Level Rise will have minimal impact on the subject property.
- The majority of impact will occur along Coggin Creek closer to the interface with the Ocean
- Oak Creek Drive crossing serves as a buffer to rising sea levels
- It further helps to minimize influences from tidal height variations
- The property is not currently tidally influenced



STORM SURGE

Category 1

- Category 1 storm will have minimum inundation from storm surge on the property
- Inundations follows the natural water course path coming from Coggin Creek



STORM SURGE

Category 2

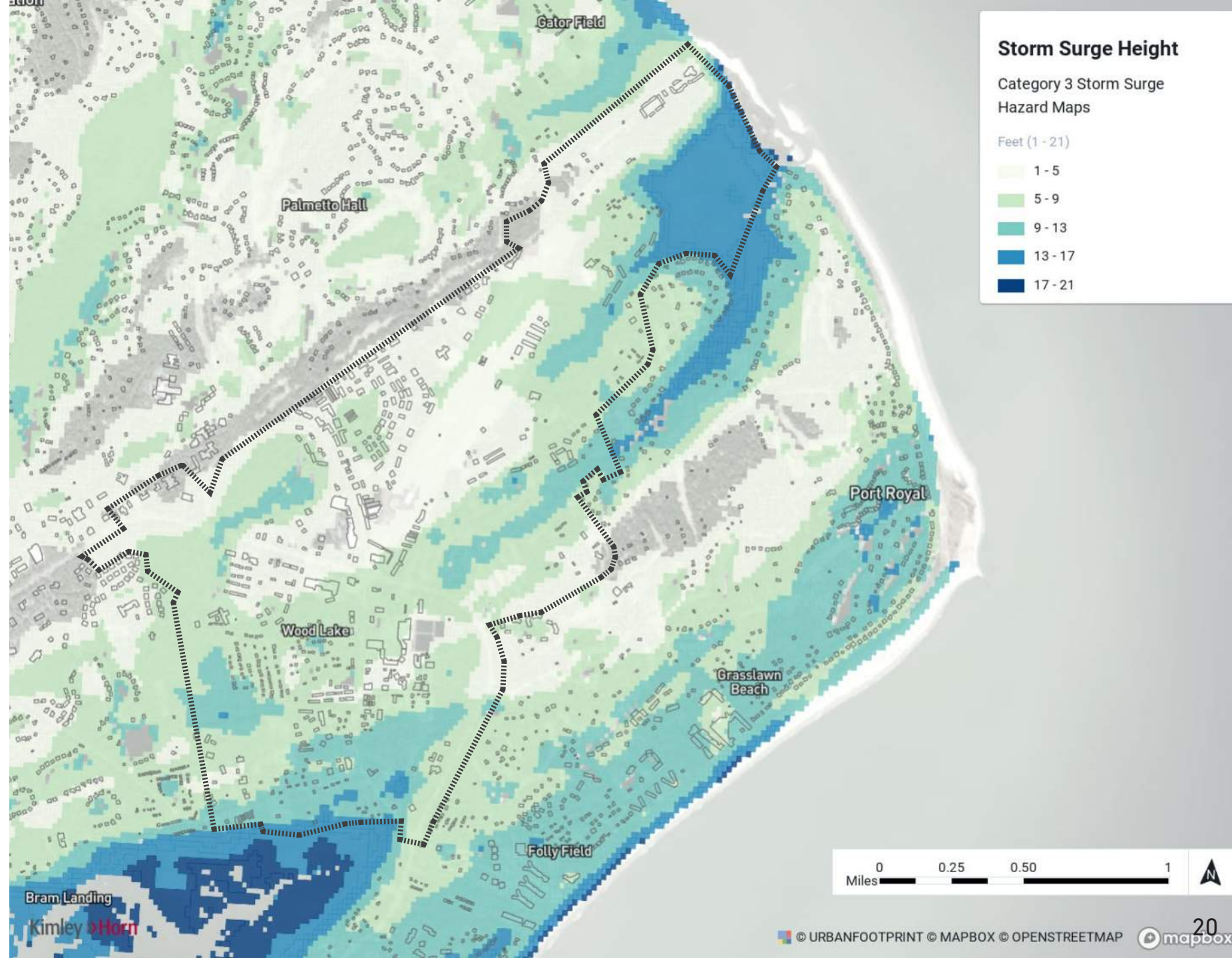
- Category 2 storm will have complete water inundation from storm surge.
- Inundation is maximum around 9 feet following Coggin Creek through the property
- Majority of property will have a maximum of 4 feet inundation



STORM SURGE

Category 3

- Category 3 storm will have complete water inundation from storm surge.
- Inundation is maximum around 13 feet following Coggin Creek through the property
- Majority of property will have a maximum of 9 feet inundation



NEIGHBORHOOD CONTEXT

MID-ISLAND NEIGHBORHOODS

PALMETTO
HALL

BAYGALL

MITCHELVILLE

BIG
HILL

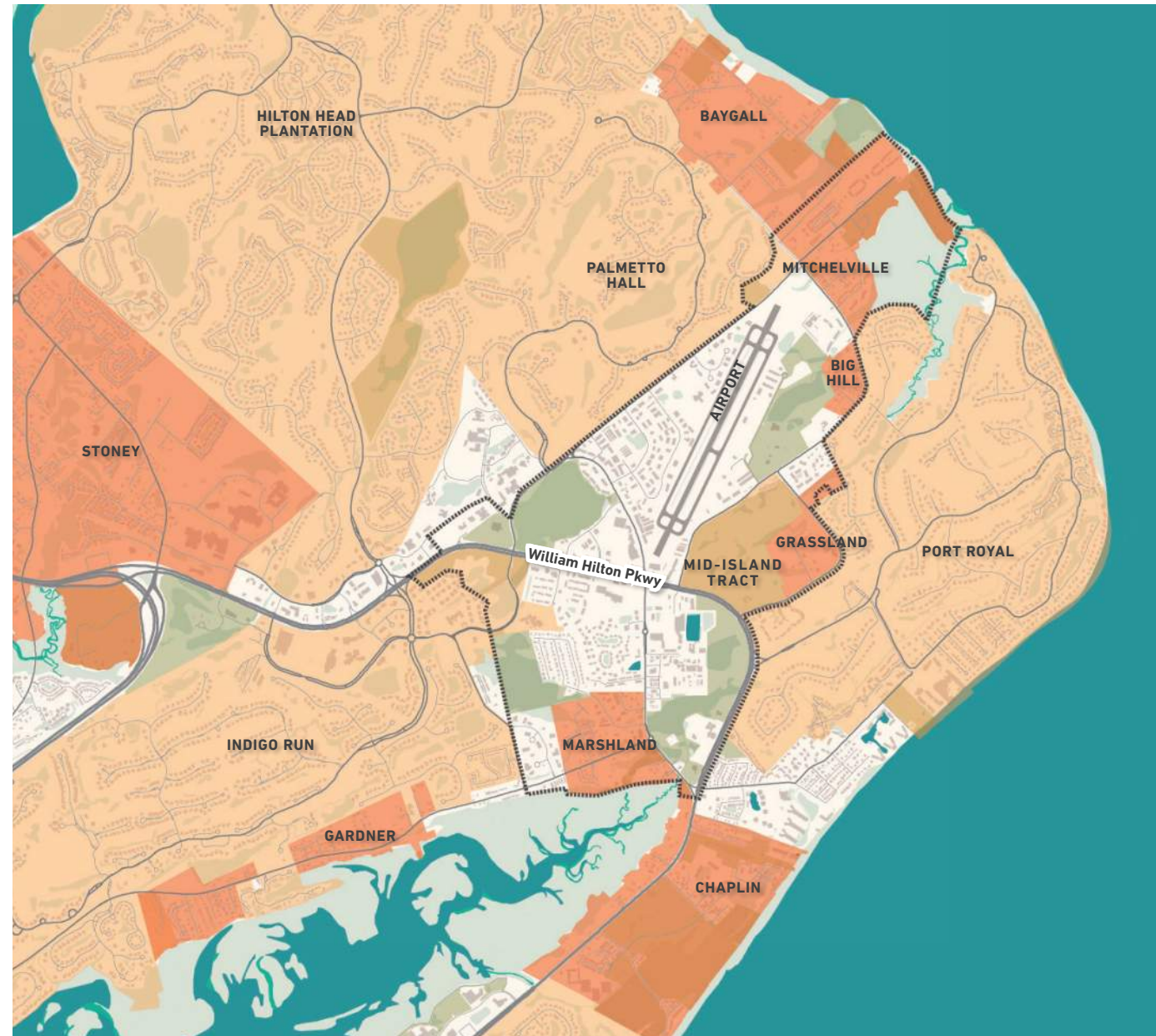
GRASSLAND

PORT ROYAL

GARDNER

MARSHLAND

CHAPLIN



EXISTING ROADWAYS

Collector



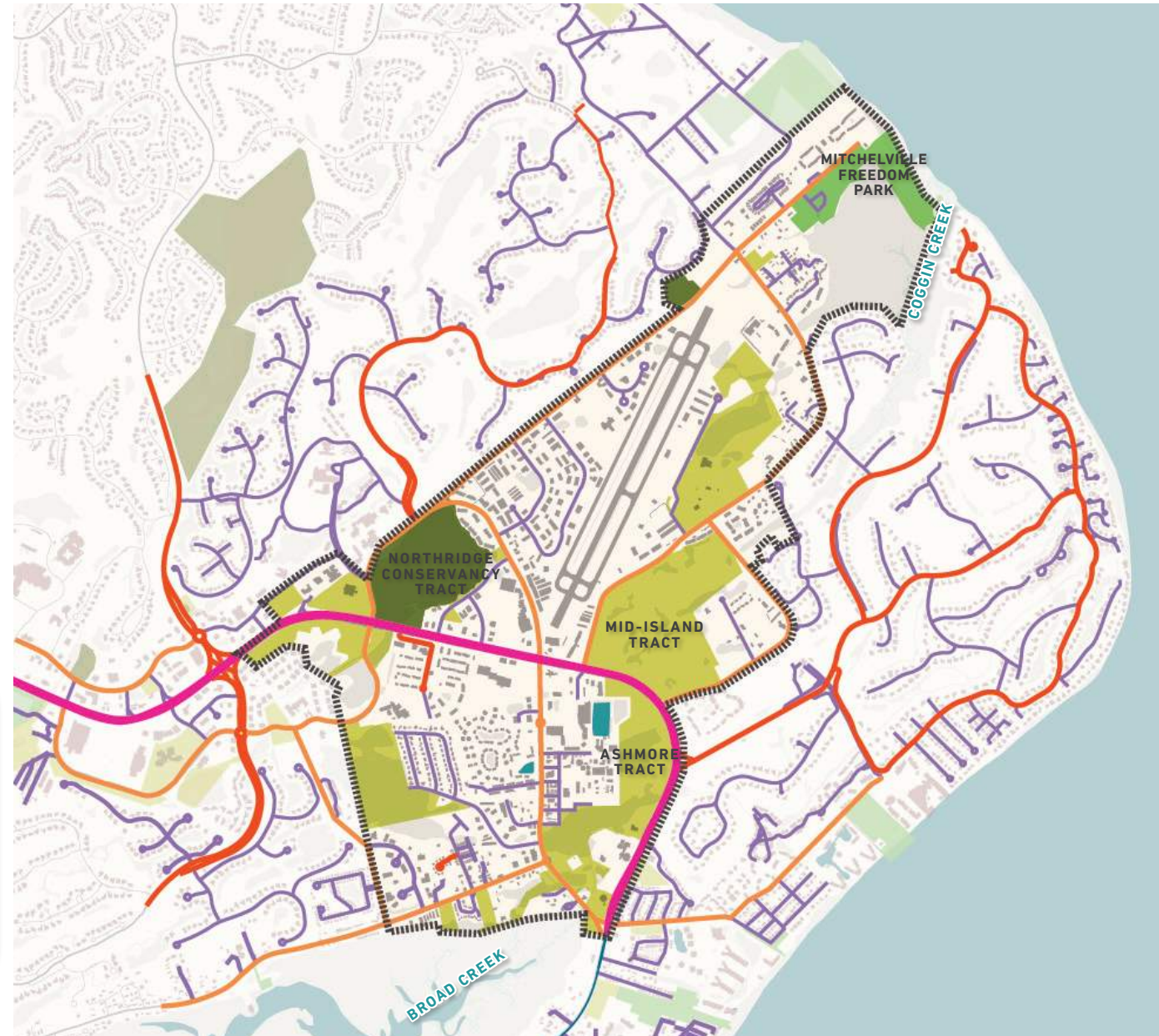
Major Arterial



Local



Minor Arterial



EXISTING BIKE & PEDESTRIAN NETWORK



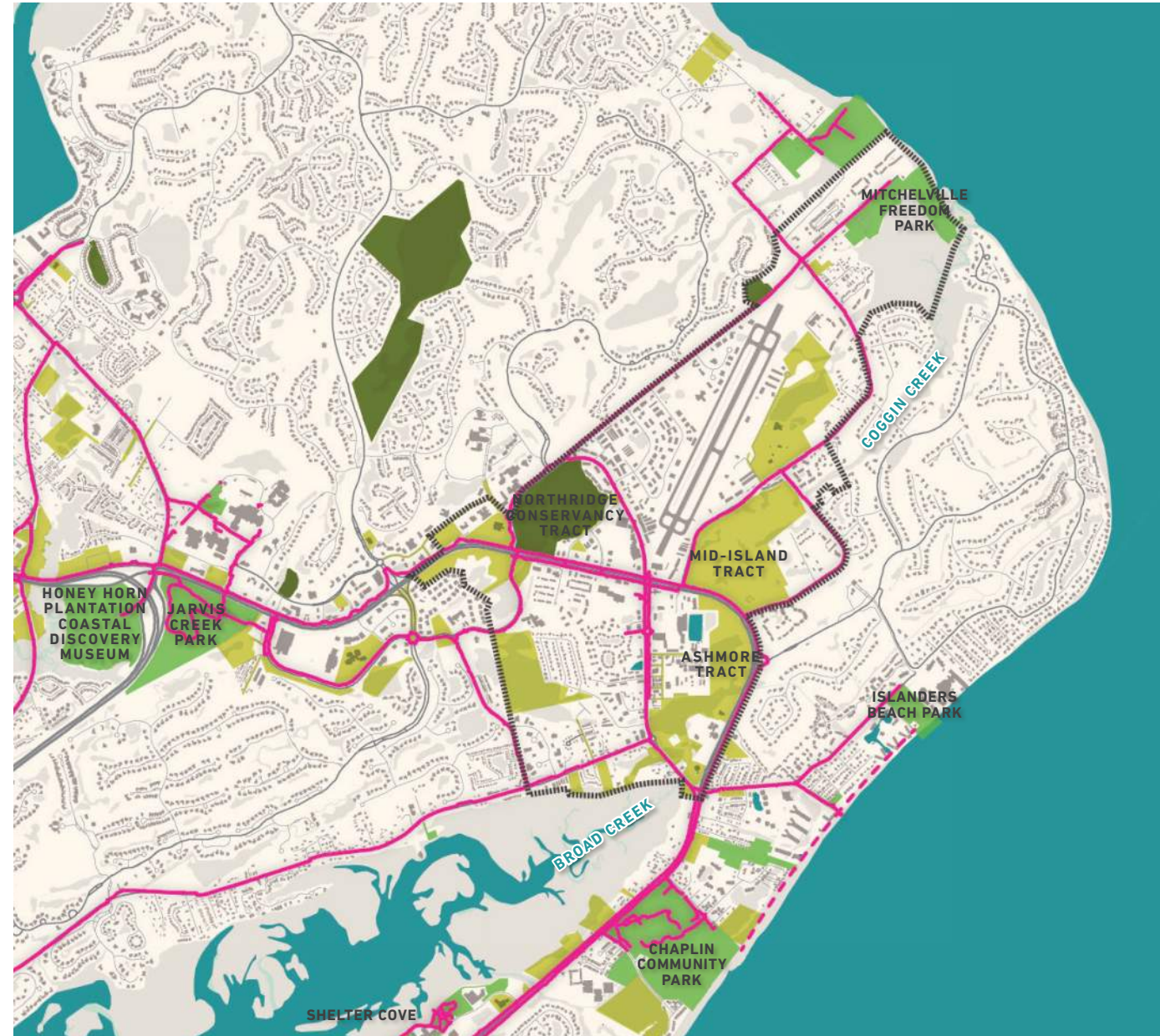
Trails ———

Town Owned Land

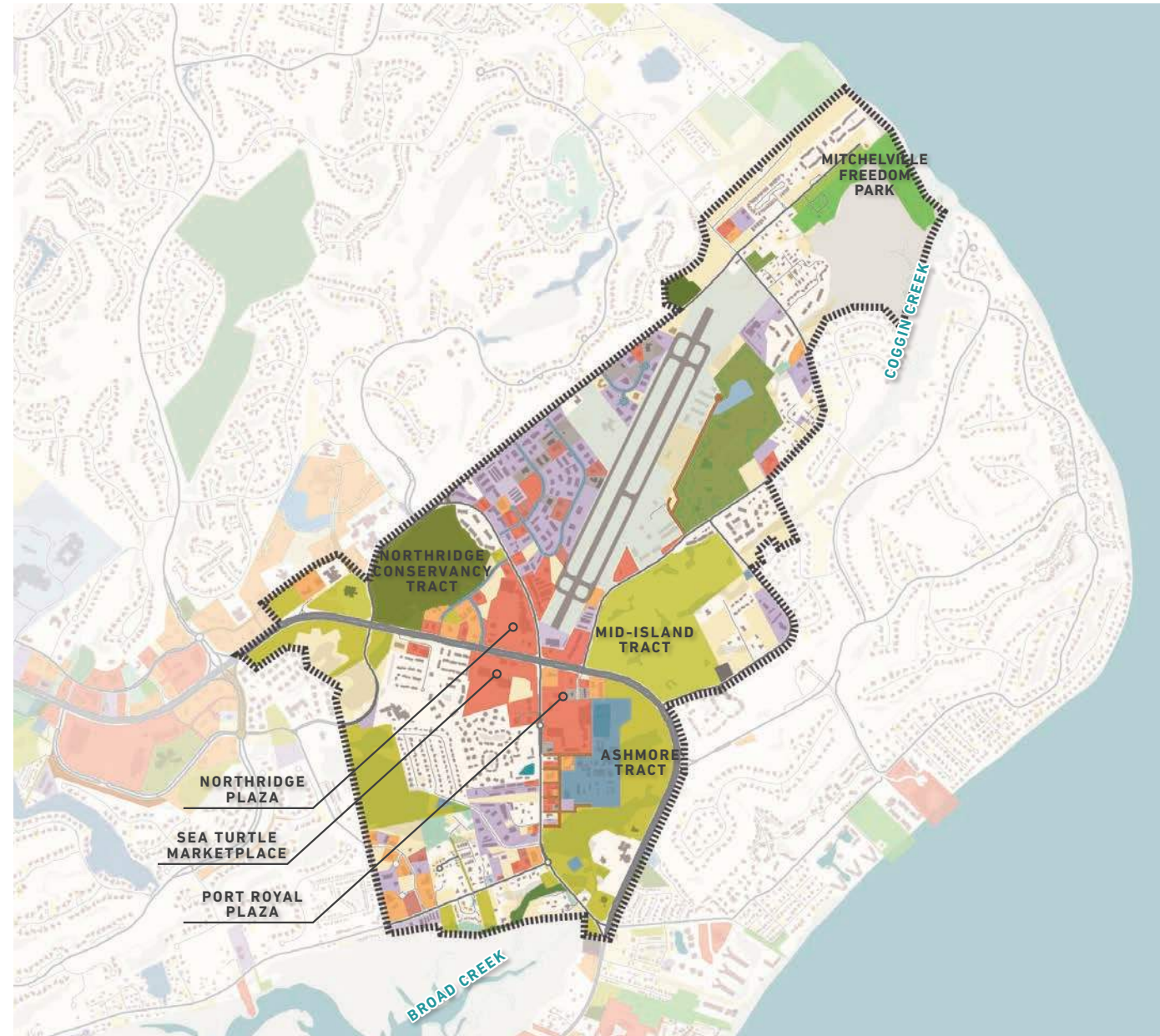
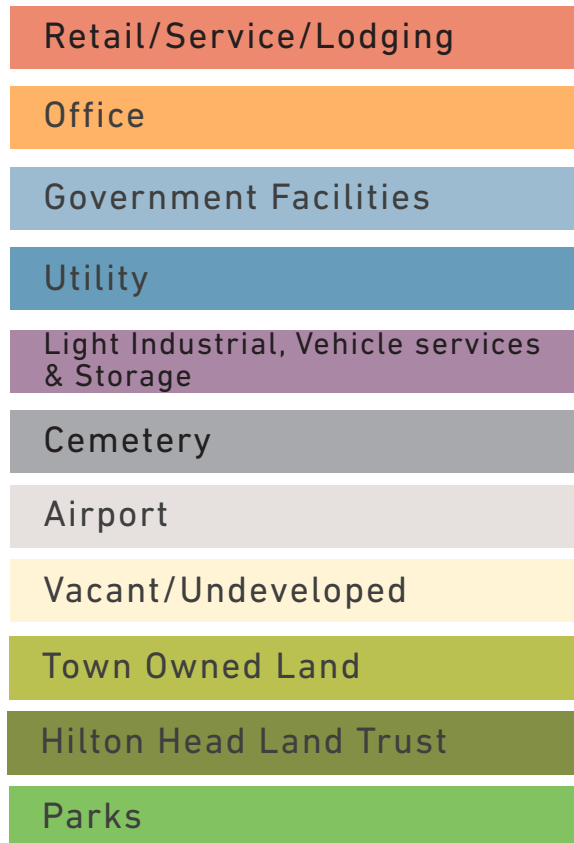
Hilton Head Land Trust

Parks

Water



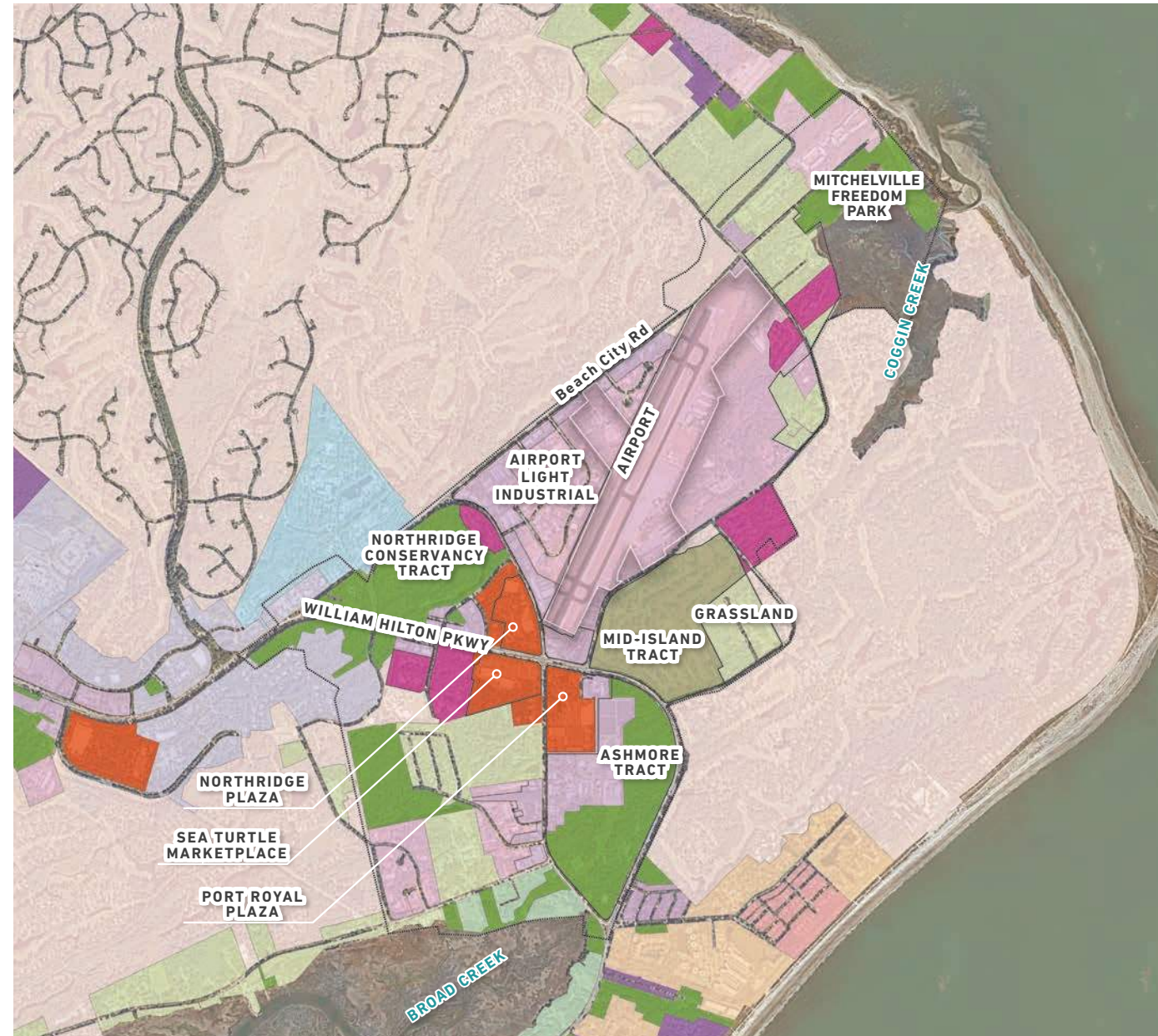
EXISTING LAND USE



EXISTING ZONING

LEGEND

■	CC -Community Commercial
■	CON-Conservation
■	CR-Coligny Resort
■	IL-Light Ind.
■	LC- Light Commercial
■	MED-Medical
■	MF-Marshfront Mixed Use
■	MS-Main Street
■	MV-Mitchelville
■	NC-Neighborhood Commercial
■	PD-1-Planned Development
■	PR-Parks and Rec.
■	RD-Resort Development
■	RM-12-Moderate to High Density
■	RM-4-Low to Moderate Density
■	RM-8-Moderate Density
■	RS-3-Single Family
■	RS-5-Single Family
■	RS-6-Single Family
■	S-Stoney Mixed Use
■	SPC-Sea Pines Commercial
■	WMU- Water-Oriented Mixed Use



AIRPORT CONSIDERATIONS

LDN65 Noise Contour

65 decibels average over a 24 hour period. This is equivalent to laughter or a conversation. Residential development is prohibited.

LDN60 Noise Contour

Noise mitigation measures are encouraged for all proposed residential development. No use can create electrical interference with navigational signals or radio communication.

Approach Area

From the sides: 250 feet from the airport primary surface area the height limit increases at a rate of 1 foot per 7 linear feet to a maximum of 75 feet in height. From ends: height increases upward at a rate of 1 foot per 34 linear feet.

Outer Hazard

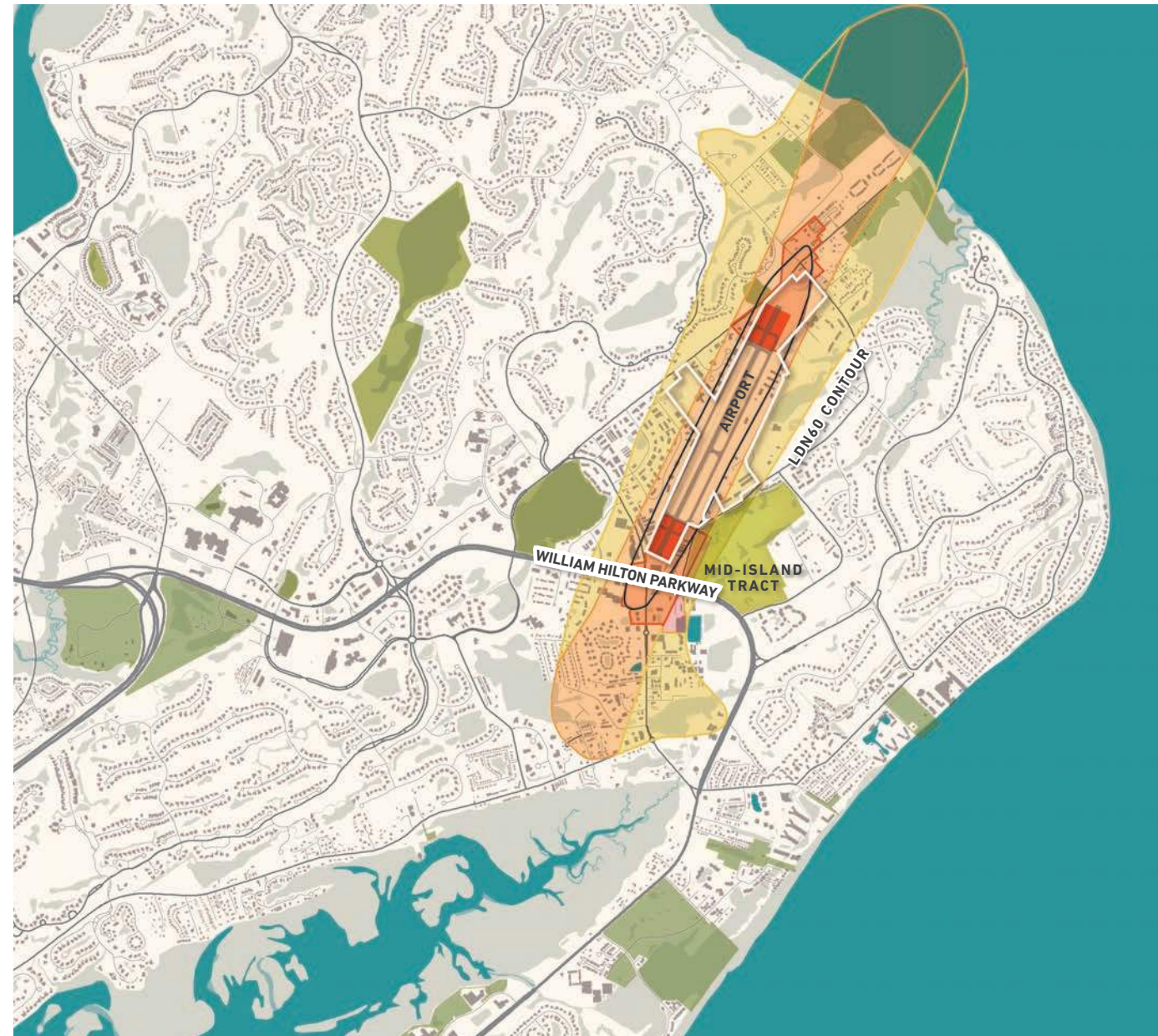
Prohibited Uses: Uses designed to serve children or those with low effective mobility (day care, hospitals, nursing homes, etc.)

Outer Hazard

Prohibited uses and height restrictions

Inner Runway Hazard

No Structures / Buildings. All uses other than airport runway related are prohibited.



AIRPORT CONSIDERATIONS

Zone E - Airport Vicinity Zone

Zone D - Airport Vicinity Zone

Typically compatible uses: most uses and levels of density are generally acceptable: residential; commercial; industrial; agricultural; recreational;

Not compatible land uses: very tall structures (e.g., TV towers); particularly intense uses creating visual obstructions (e.g., nuclear power plant) or very high concentrations of people (e.g., professional football stadium, large amusement park); major bird attractants (landfills and wastewater treatment plants).

Zone C - Airport Inner Approach and Transitional Zone

Zone B1- Airport Inner Approach and Transitional Zone

Typically compatible land uses: most uses require additional review; very low-density residential (e.g., single family homes on large lots); light manufacturing and commercial; small businesses; warehouses; roads; and agriculture.

Not compatible land uses: high-density residential (e.g., large apartment complexes); tall structures; heavy manufacturing; dense commercial such as large big-box anchored shopping centers and multi-story office parks; waste management; towers; wind farms; institutional uses; bird attractants.

Zone B2 - Airport Outer Approach Zone

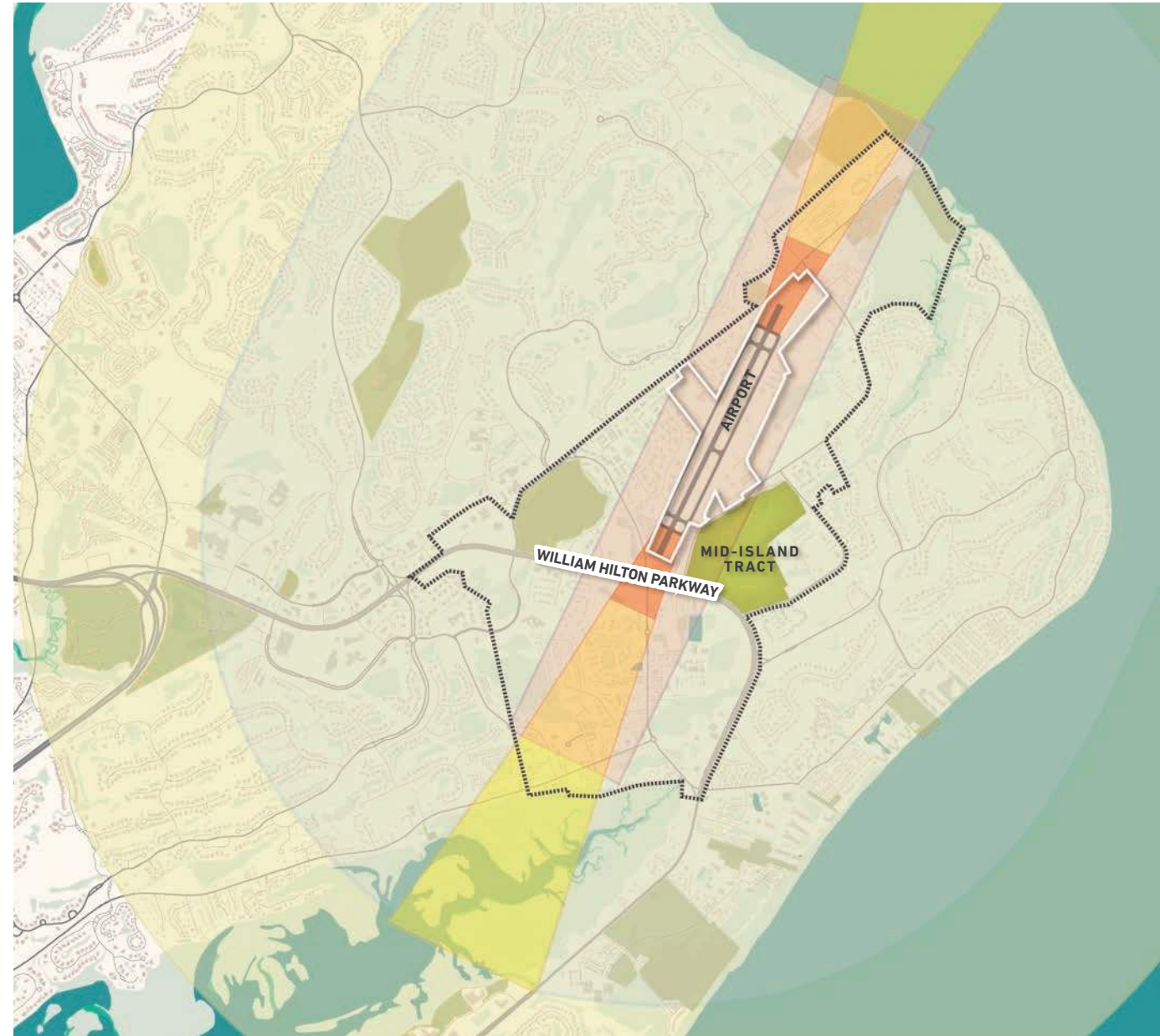
Typically compatible land uses: low-density residential (e.g., suburban detached homes); low- and medium-density commercial and industrial uses (e.g., neighborhood strip malls, light manufacturing); low-density medical and educational uses (e.g., single doctor offices, urgent care facilities).

Not compatible land uses: high- and ultra-high density uses: large apartment complexes; large big-box store power centers; regional malls; heavy manufacturing; hospitals; universities; indoor arenas; stadiums; casinos; amusement parks; racetracks; large churches; bird attractants.

Zone A - Runway Protection Zone

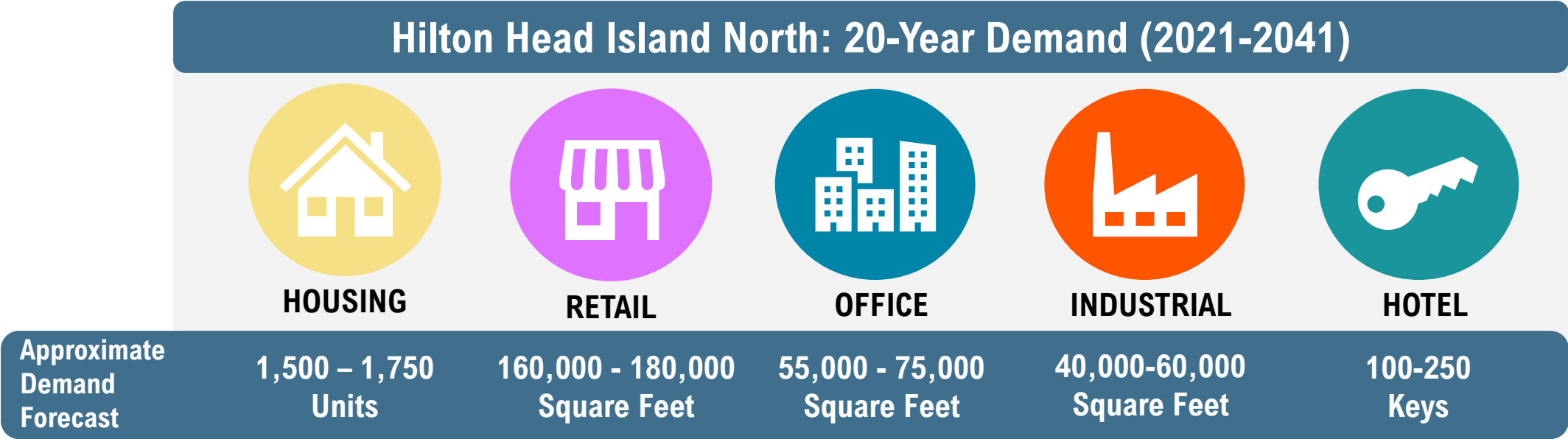
Typically compatible land uses: very limited; should be limited to airport-related and aeronautical uses only; free of occupied structures and objects interfering with air navigation; limited use of roads may be permitted, agricultural (with no residences or wildlife attractants).

Not compatible land uses: residential; all commercial development; industrial; institutional; parks; tall structures; and wildlife attractants



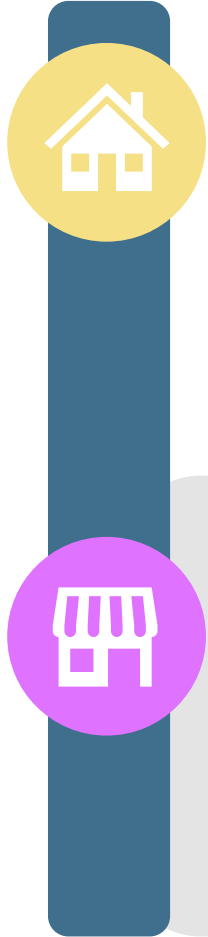
MARKET ANALYSIS

20-Year Real Estate Demand Forecasts



MARKET ANALYSIS

Study Area Demand Considerations



Housing

Products: Detached & Attached
Market-Rate MF
Active Adult MF
Senior Care
Income-Targeted

Demand Timeframe

Short-Term

Market Considerations

- Population growth has been modest; available land will continue to be the limiting factor
- Leverage site to increase housing options to support a wider range of age and income cohorts and support new commercial
- Increased housing that is attainable to a wide-variety of incomes could result in a reduction of commuting, especially in a tourism economy
- Opportunity Zones as incentive

Neighborhood-Serving Retail

Product: Ground-level/mixed-use
Small, amenitized strips
Destination
Personal services

Demand Timeframe

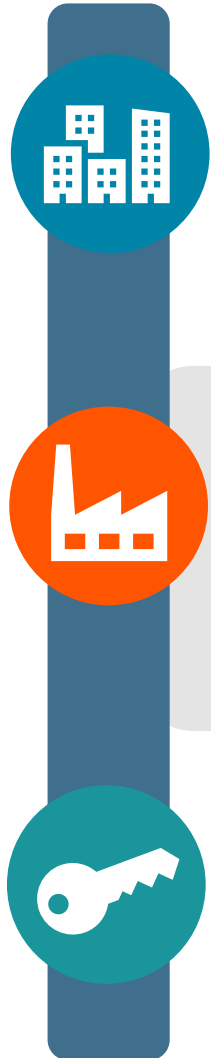
Mid-term

Market Considerations

- Retail in a state of flux; redevelopment of existing centers creates new opportunities
- New development will seek premier locations
- Important component of mixed-use projects
- Role for services beyond traditional retail
- Capitalize on nearby parks and open space to draw in customers

MARKET ANALYSIS

Study Area Demand Considerations



Office

Product: Professional office
Service office
Medical office

Demand Timeframe

Long-term

Market Considerations

- Continued recovery from pandemic
- Smaller-scale neighborhood-services targeting Island residents as customers
- Will seek amenitized locations
- Smaller medical offices and urgent care clinics to address increases in seniors and tourists

Light Industrial

Product: Warehouses
Flex buildings

Demand Timeframe

Mid-term

Market Considerations

- Small footprint warehouse buildings to support service-based companies seeking proximity to customers
- Tight market with limited availability near airport
- High land prices could be a limiting factor in identifying new locations for development

Hotel

Product: Limited service
Tourist destinations

Demand Timeframe

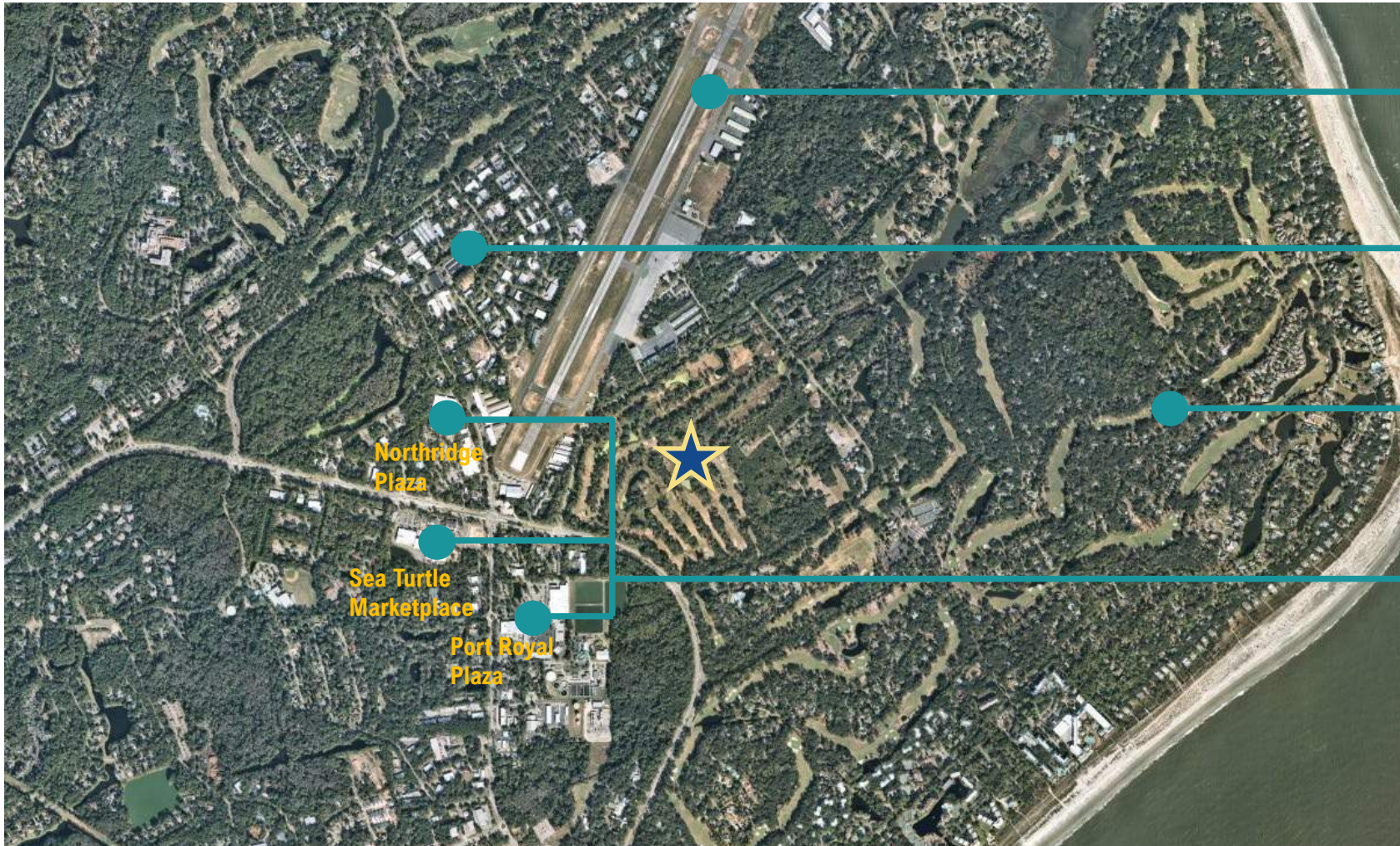
Mid- to long-term

Market Considerations

- Tourism has rebounded following the Recession
- Additional hotel rooms could accommodate increased tourism
- Location will be a critical component
- Air BNB popularity could limit demand

MARKET ANALYSIS

Land Use Anchors & Considerations



Hilton Head Island Airport

Aviation restrictions could impact the types, heights, and intensities of real estate development depending on proximity and air travel patterns.

Existing Industrial

Existing node of light industrial uses supports job creation and serves residents, businesses and airport. Workers could drive demand for retail services.

Established Neighborhoods

Established neighborhoods like Port Royal Plantation are less transient than elsewhere on the Island. A higher share of families require services and recreation amenities.

Nearby Retail/Infill Opportunity

Nearby shopping centers vary in age and performance. Sea Turtle Marketplace has experienced recent revitalization but has additional areas for infill. Port Royal Plaza has a vacant anchor space and could be ripe for reinvestment. Park amenities could represent an important catalyst to attract development.



MID-ISLAND DISTRICT INITIAL RECOMMENDATIONS

REDEVELOPMENT, INFILL, & REUSE POTENTIAL



AIRPORT VICINITY

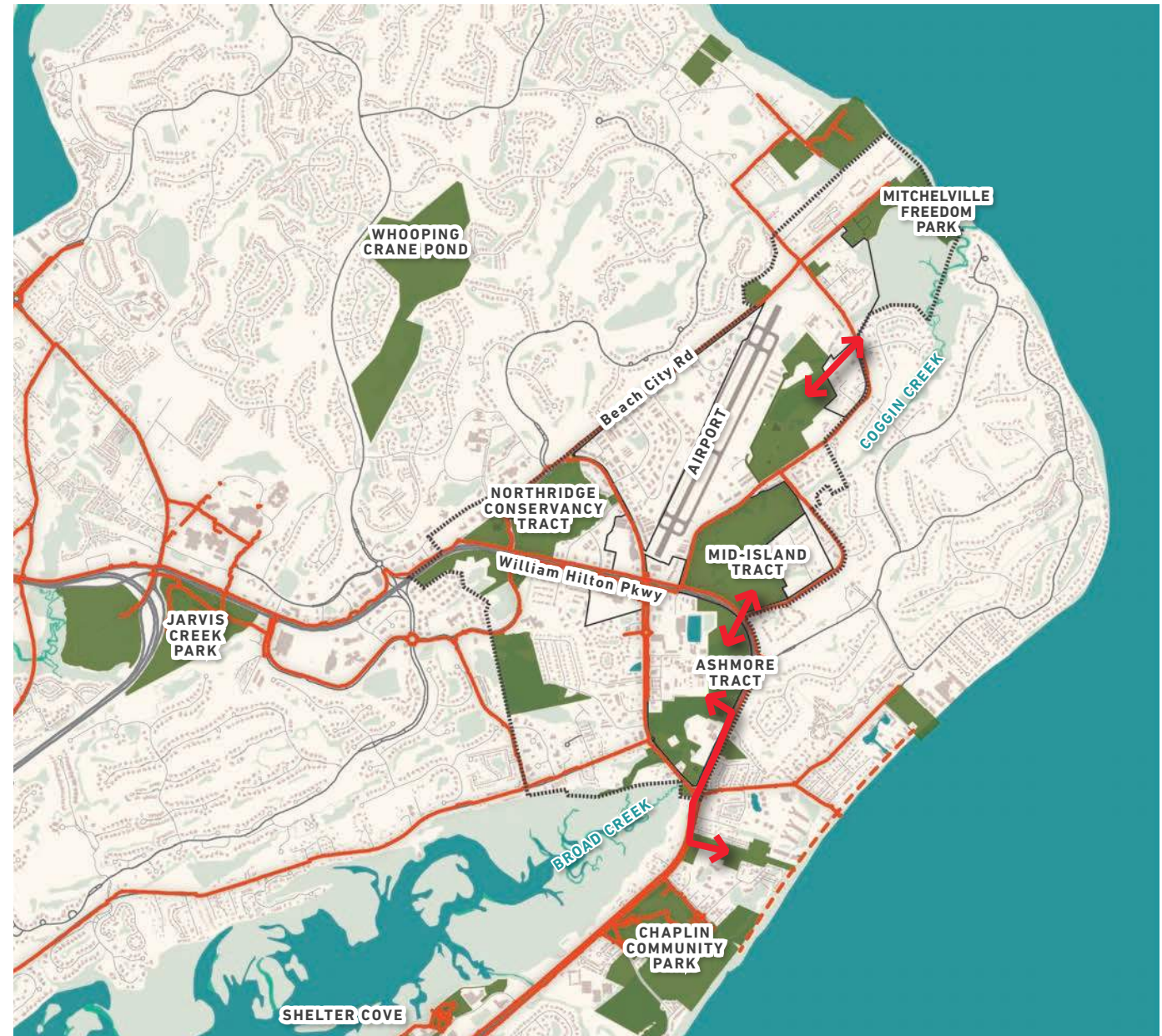


CREATE AN INTEGRATED GREEN NETWORK



Existing Connections
Potential Connections

Green / Open Space
Marsh / Wetland
Water



CONVERT TO MIXED-USE

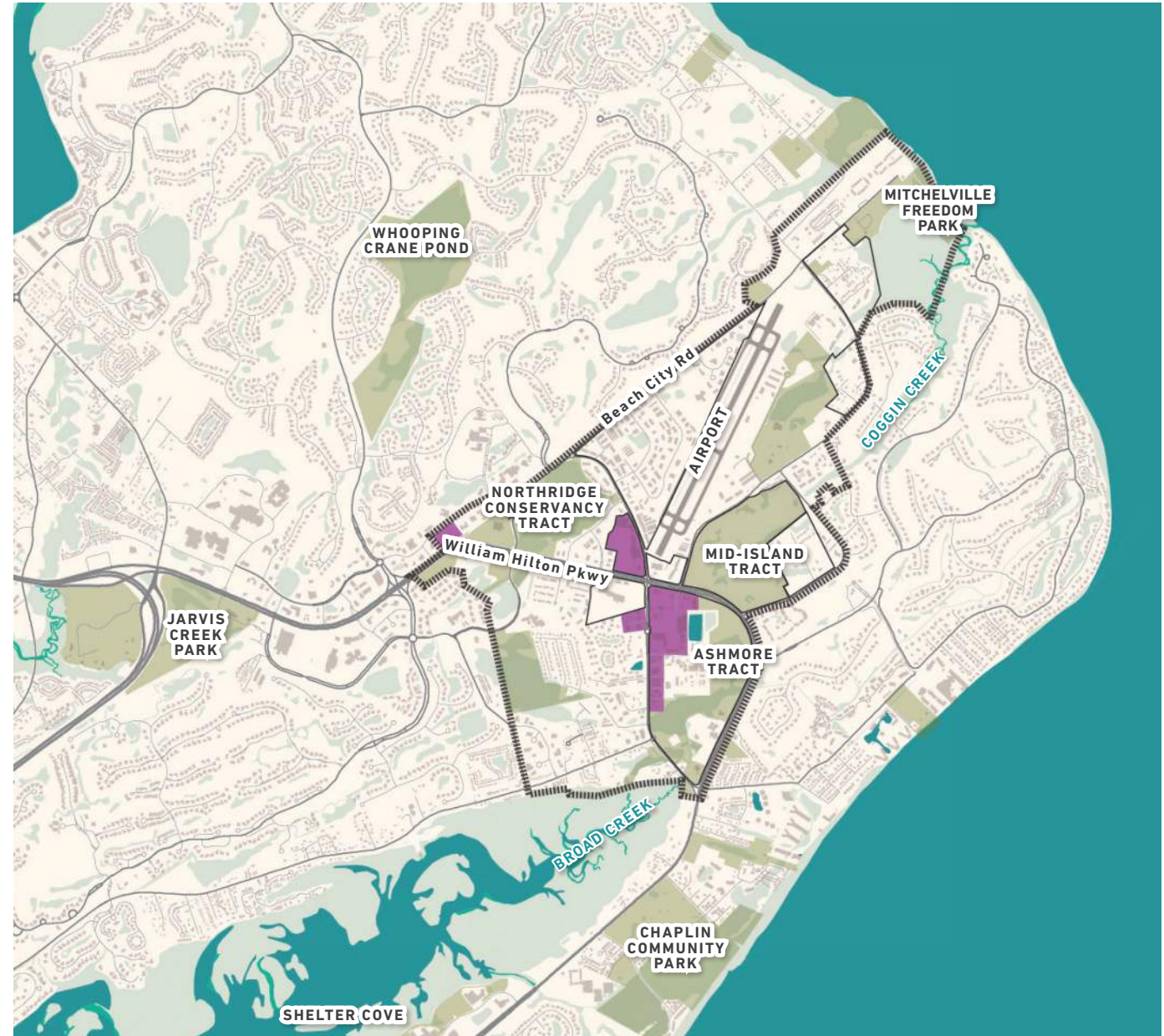


Potential Mixed-Use

Green / Open Space

Marsh / Wetland

Water



AMENITIZE THE AIRPORT

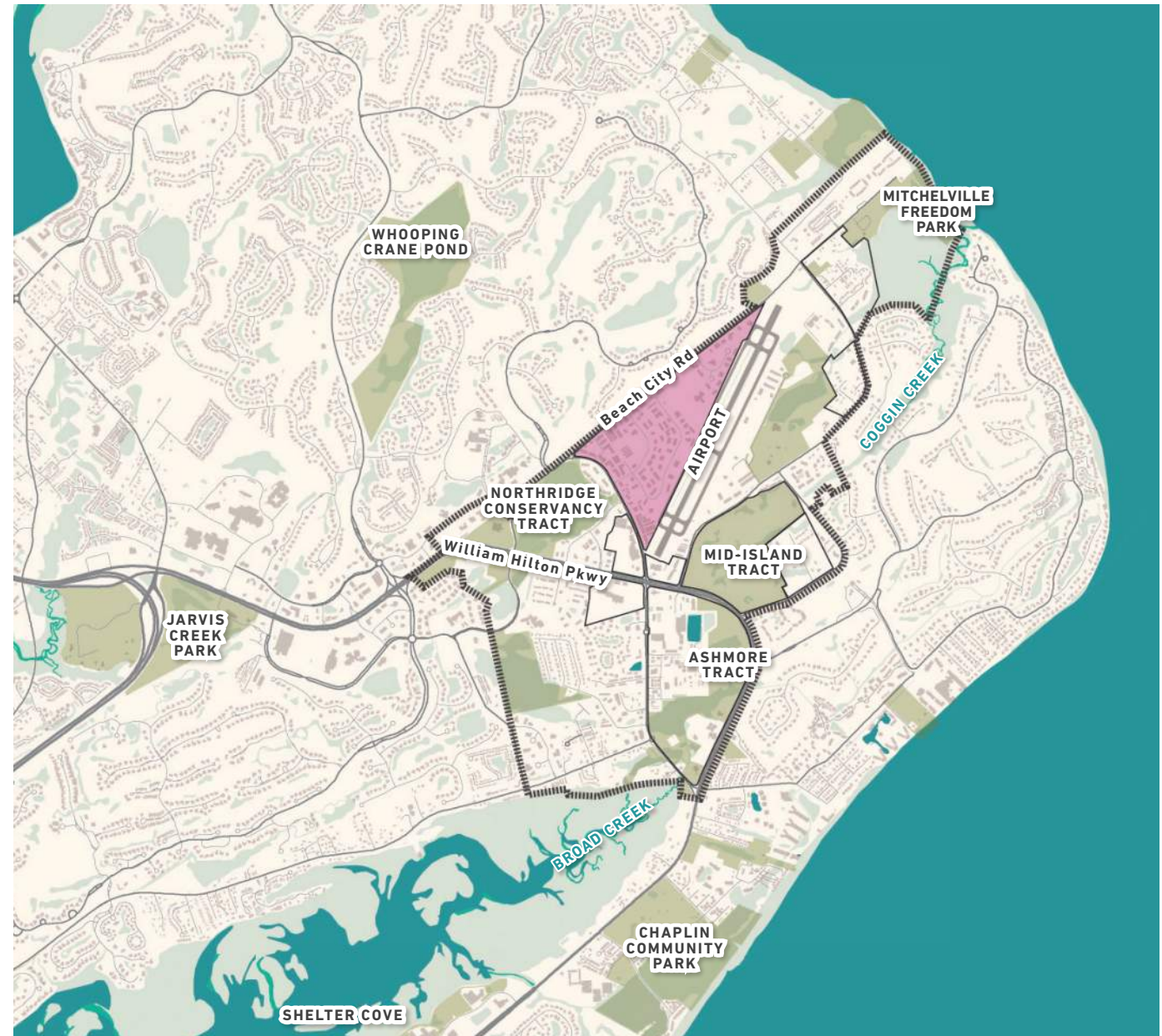


Potential Airport Amenities

Green / Open Space

Marsh / Wetland

Water



FOCUS ON RESIDENTIAL INFILL

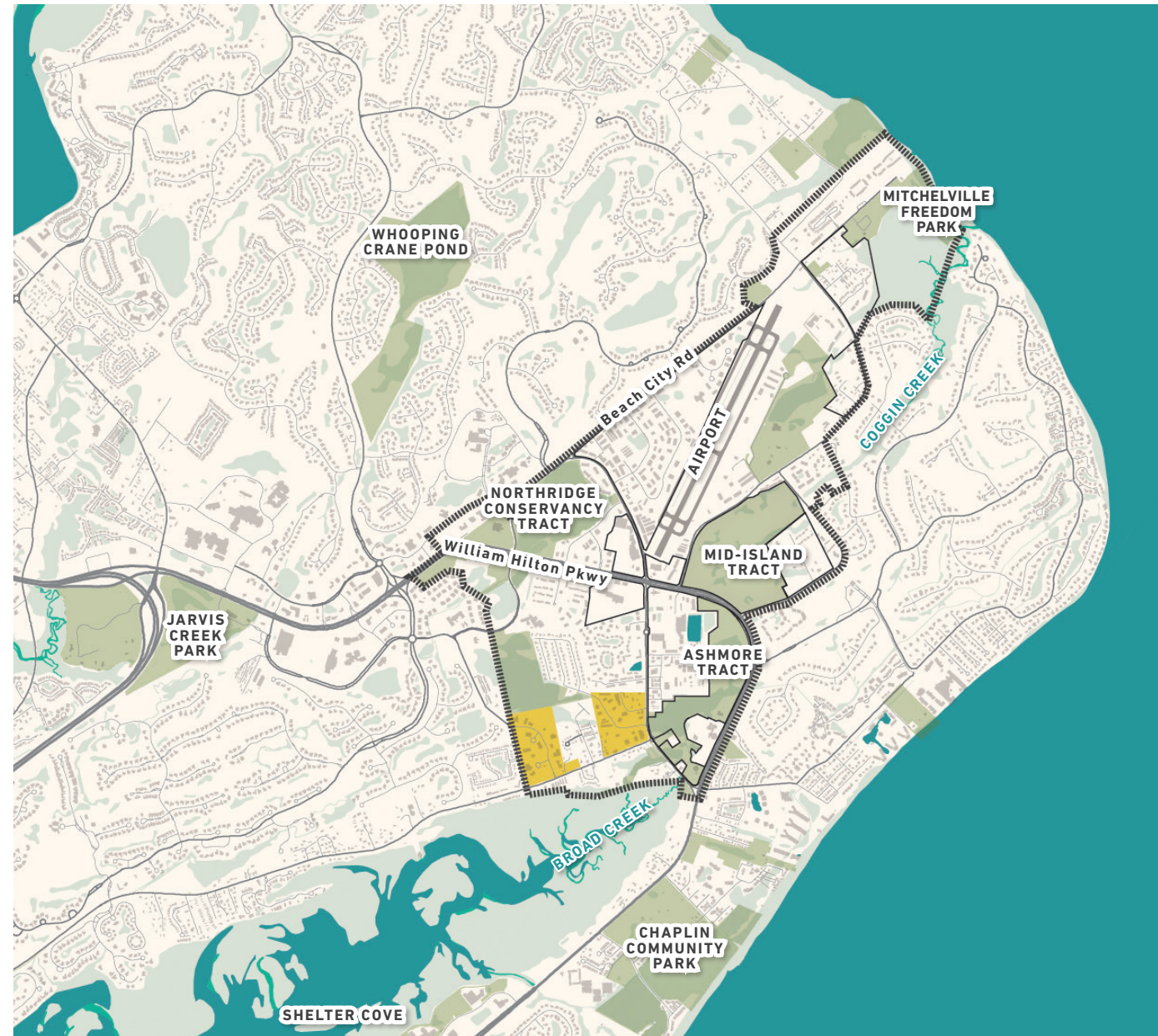


Potential Residential infill

Green / Open Space

Marsh / Wetland

Water



ADD & ENHANCE NEEDED CONNECTIONS



↔ Connections

Potential Mixed-Use

Potential Airport Amenities

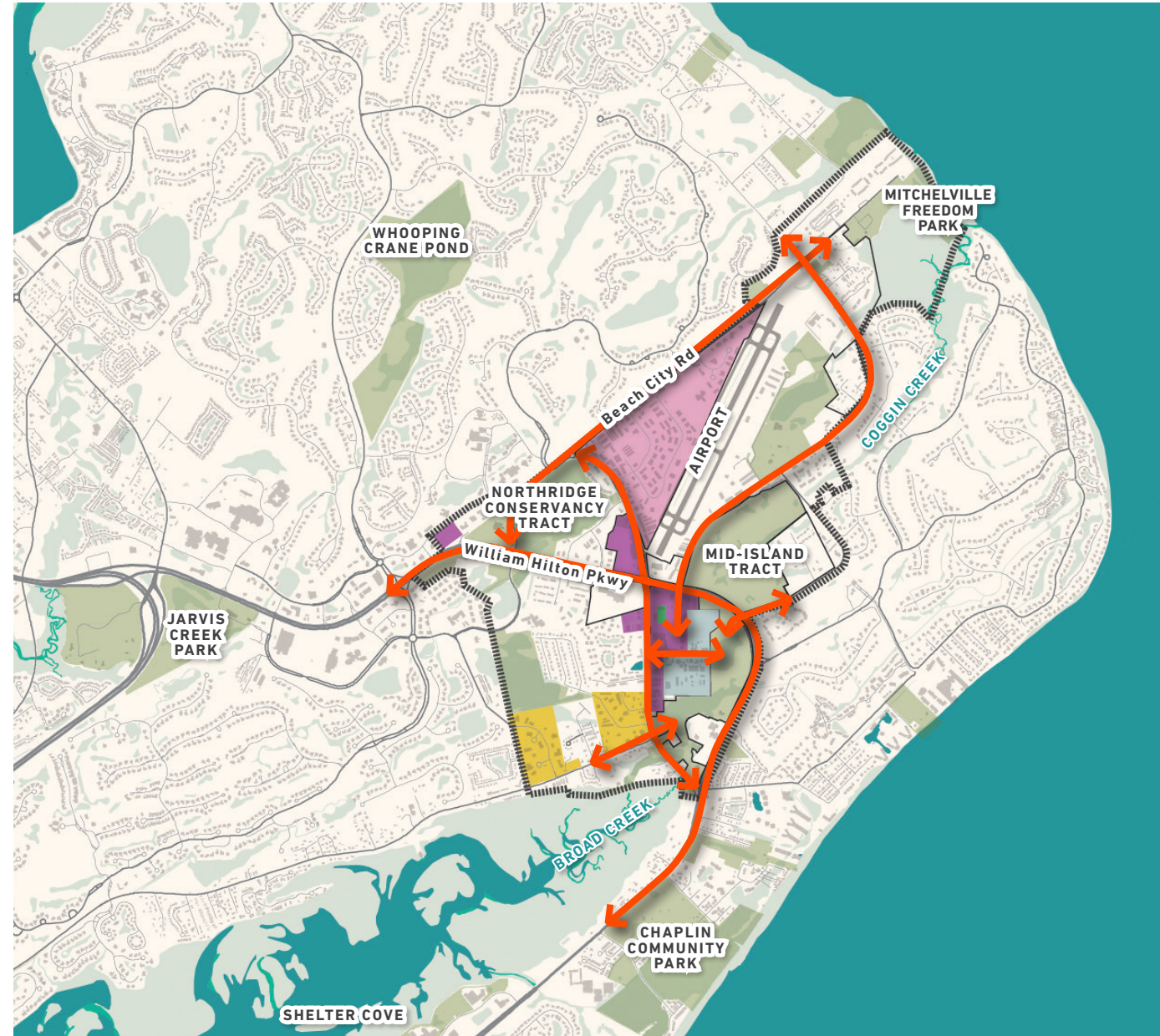
Potential Residential infill

Industrial / Commercial

Green / Open Space

Marsh / Wetland

Water



ADD & ENHANCE NEEDED CONNECTIONS



↔ Connections

Potential Mixed-Use

Potential Airport Amenities

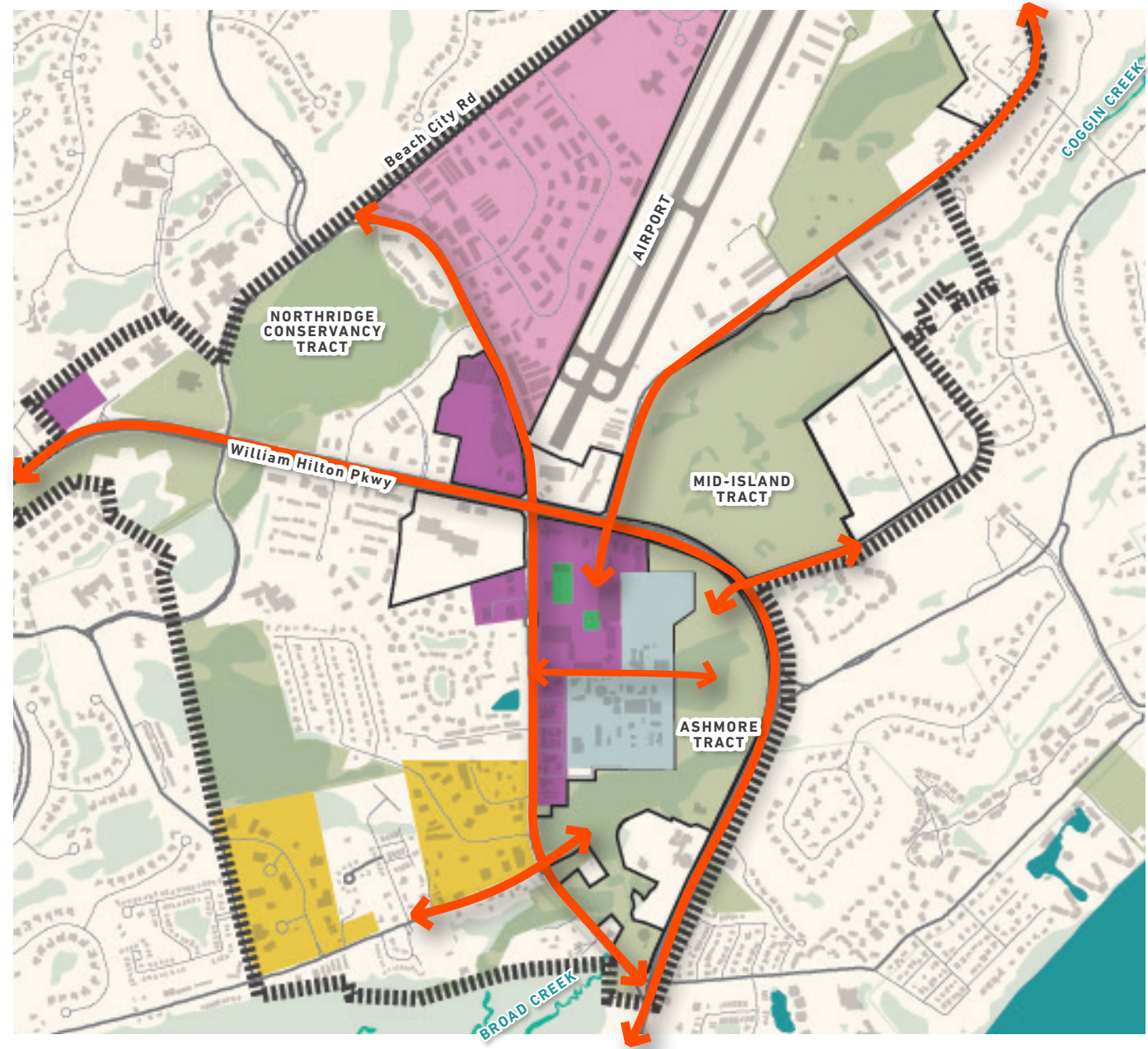
Potential Residential infill

Industrial / Commercial

Green / Open Space

Marsh / Wetland

Water



DEFINE ROADWAY CHARACTER



Park Adjacent Street



Parkway



Neighborhood Street



Retail Street

STANDARDIZE BIKE TRAILS



Separated Uses



Universal Facilities

| MID-ISLAND DISTRICT | Direction

- **Create a compact, walkable, and vibrant district**
- **Address the vacancy and vitality of existing commercial development**
- **Broaden the supply of available housing**
- **Interconnect existing uses and neighborhoods by seamlessly joining both sides of William Hilton Parkway together**
- **Preserve and invest in community serving park and open space as a district anchor**

| NEXT STEPS | Mid-Island District

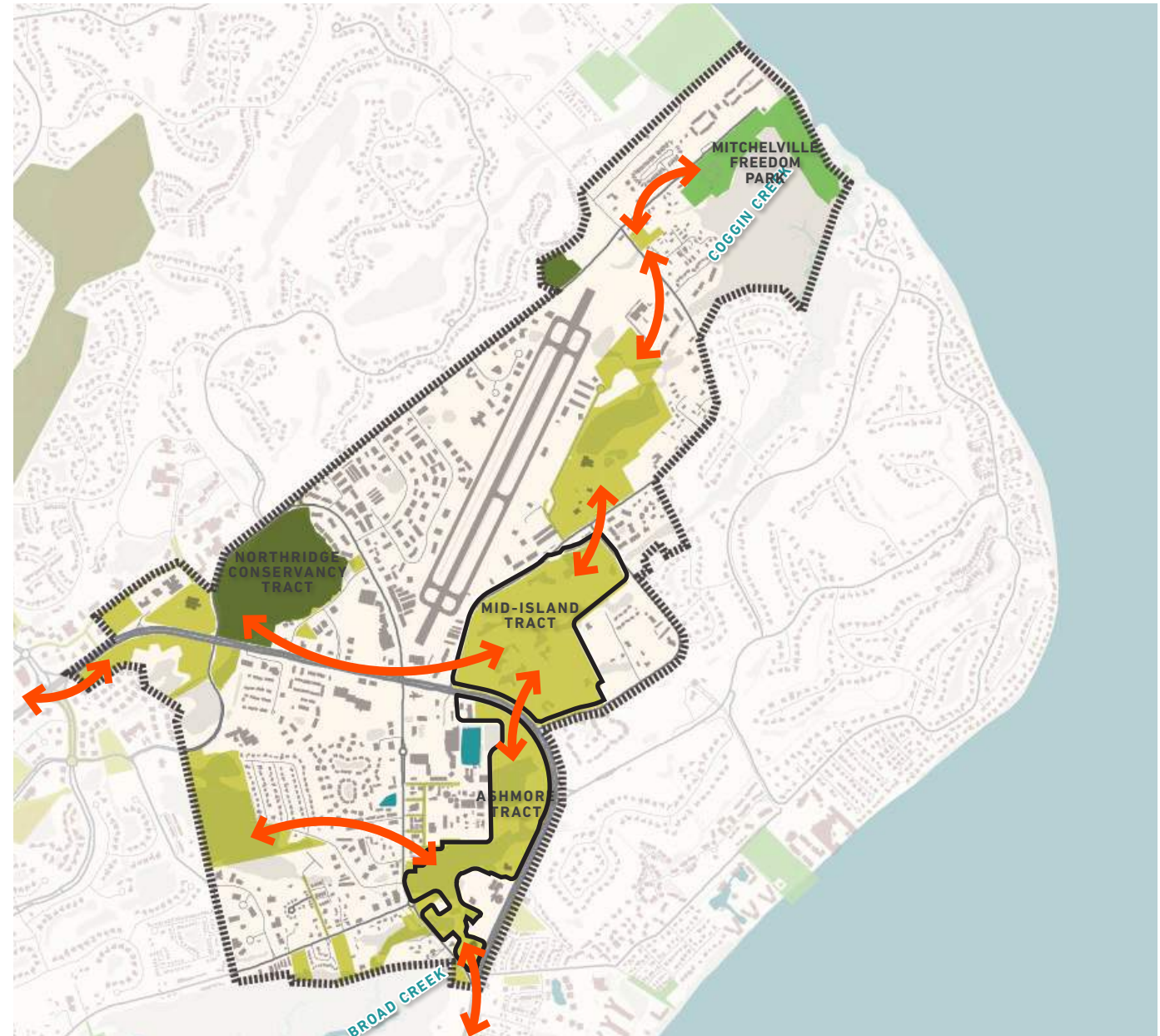
- 1. District Character & Recommendations**
- 2. Opportunity Site Planning**
- 3. Final District Recommendations Q2/Q3**



MID-ISLAND TRACT ANALYSIS SUMMARY

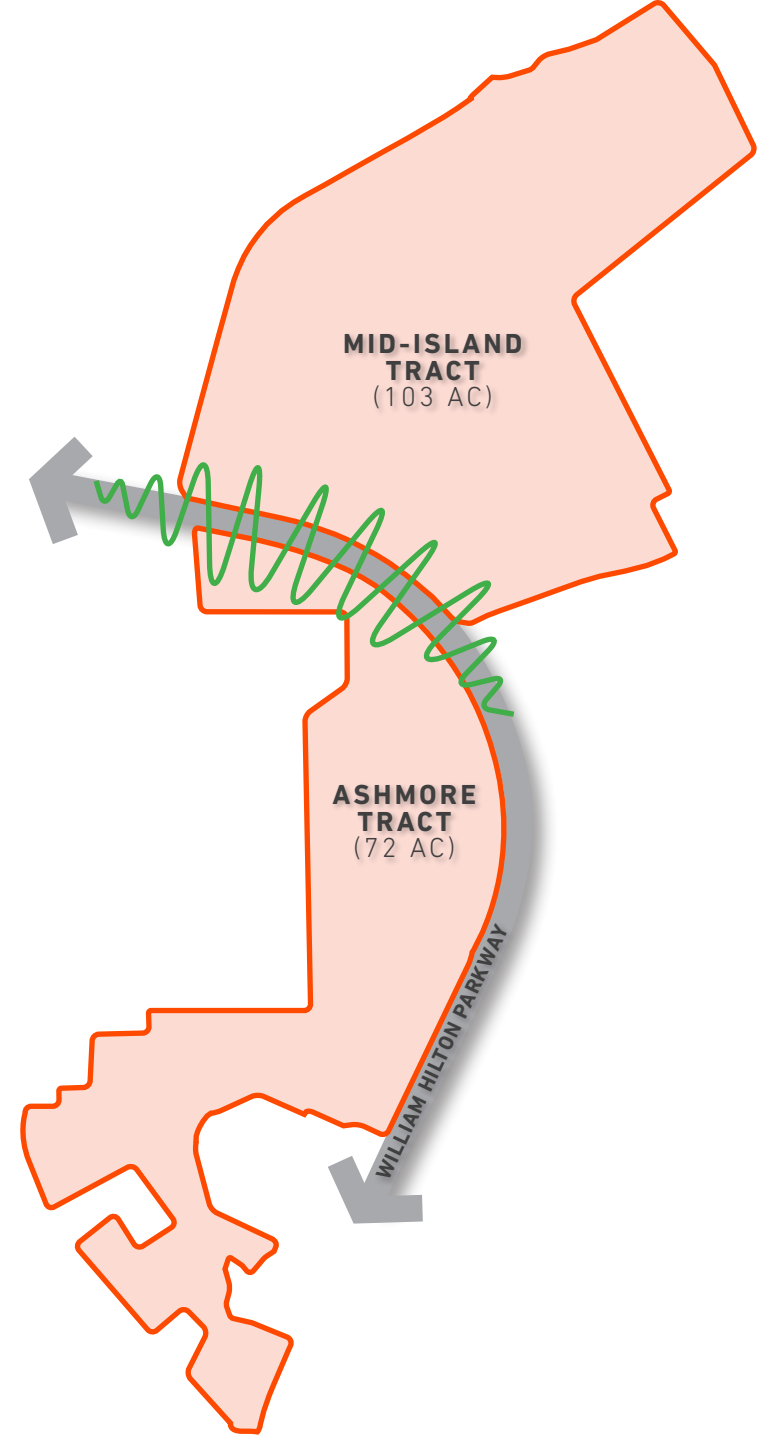
DISTRICT CONTEXT

Connecting Open Space



TRACT SITE

Parkway through a Park



NATURAL SYSTEMS

Water & Flooding



SURFACE WATER - 8.69 AC. (8% of site)

STREAM - 3,685 LF (430 LF PIPED)

WETLAND / LITTORAL - 0.07 AC. (0.1% of site)

500 YR. FLOOD RISK - +/- 63 AC. (61% of site)

100 YR. FLOOD RISK - +/- 17.1 AC (16.7% of site)

ANALYSIS CONSIDERED: Hydrography, Flood Elevations, Storm Surge, Detention, Tree Cover, Flora, Fauna, Topography Views

500 Year Flood Zone

100 Year Flood Zone



NATURAL SYSTEMS

Water & Flooding



STREAM - 3,994 LF (36 LF PIPED)

WETLAND / LITTORAL - 31.6 AC. (44% of site)

500 YR. FLOOD RISK - +/-29.5. (41% of site)

100 YR. FLOOD RISK - +/- 26.5 AC. (37% of site)

ANALYSIS CONSIDERED: Hydrography, Flood Elevations, Storm Surge, Detention, Tree Cover, Flora, Fauna, Topography Views

500 Year Flood Zone

100 Year Flood Zone

Wetland



UTILITIES



COMPARISON PARKS



FORSYTH PARK
SAVANNAH GA - 30 ACRES



WHITE POINT GARDEN (BATTERY)
CHARLESTON SC - 6 ACRES



FALLS PARK
GREENVILLE SC - 32 ACRES



VISION FOR MID-ISLAND TRACT

PROGRAM ORGANIZATION

CIVIC/CULTURAL

- ST JAMES BAPTIST CHURCH

NATURAL

RECREATION

PROGRAM ORGANIZATION

CIVIC/CULTURAL

- ST JAMES BAPTIST CHURCH
- EVENT LAWN

NATURAL

RECREATION

PROGRAM ORGANIZATION

CIVIC/CULTURAL

- ST JAMES BAPTIST CHURCH
- EVENT LAWN
- CONCOURS STAGING

NATURAL

RECREATION

PROGRAM ORGANIZATION

CIVIC/CULTURAL

- ST JAMES BAPTIST CHURCH
- EVENT LAWN
- CONCOURS STAGING
- CAFE

NATURAL

RECREATION

PROGRAM ORGANIZATION

CIVIC/CULTURAL

- ST JAMES BAPTIST CHURCH
- EVENT LAWN
- CONCOURS STAGING
- CAFE
- FOOD TRUCK COURT

NATURAL

RECREATION

PROGRAM ORGANIZATION

CIVIC/CULTURAL

- ST JAMES BAPTIST CHURCH
- EVENT LAWN
- CONCOURS STAGING
- CAFE
- FOOD TRUCK COURT
- PICNIC PAVILIONS

NATURAL

RECREATION

PROGRAM ORGANIZATION

CIVIC/CULTURAL

- ST JAMES BAPTIST CHURCH
- EVENT LAWN
- CONCOURS STAGING
- CAFE
- FOOD TRUCK COURT
- PICNIC PAVILIONS
- COMMUNITY CULTURAL GARDENS

NATURAL

RECREATION

PROGRAM ORGANIZATION

CIVIC/CULTURAL

- ST JAMES BAPTIST CHURCH
- EVENT LAWN
- CONCOURS STAGING
- CAFE
- FOOD TRUCK COURT
- PICNIC PAVILIONS
- COMMUNITY CULTURAL GARDENS
- CULTIVATED LANDSCAPES

NATURAL

RECREATION

PROGRAM ORGANIZATION

CIVIC/CULTURAL

- ST JAMES BAPTIST CHURCH
- EVENT LAWN
- CONCOURS STAGING
- CAFE
- FOOD TRUCK COURT
- PICNIC PAVILIONS
- COMMUNITY CULTURAL GARDENS
- CULTIVATED LANDSCAPES
- OPEN AIR MARKET

NATURAL

RECREATION

PROGRAM ORGANIZATION

CIVIC/CULTURAL

- ST JAMES BAPTIST CHURCH
- EVENT LAWN
- CONCOURS STAGING
- CAFE
- FOOD TRUCK COURT
- PICNIC PAVILIONS
- COMMUNITY CULTURAL GARDENS
- CULTIVATED LANDSCAPES
- OPEN AIR MARKET
- OBSERVATION TOWER

NATURAL

RECREATION

PROGRAM ORGANIZATION

CIVIC/CULTURAL

- ST JAMES BAPTIST CHURCH
- EVENT LAWN
- CONCOURS STAGING
- CAFE
- FOOD TRUCK COURT
- PICNIC PAVILIONS
- COMMUNITY CULTURAL GARDENS
- CULTIVATED LANDSCAPES
- OPEN AIR MARKET
- OBSERVATION TOWER
- SCULPTURAL FOUNTAIN

NATURAL

RECREATION

PROGRAM ORGANIZATION

CIVIC/CULTURAL

- ST JAMES BAPTIST CHURCH
- EVENT LAWN
- CONCOURS STAGING
- CAFE
- FOOD TRUCK COURT
- PICNIC PAVILIONS
- COMMUNITY CULTURAL GARDENS
- CULTIVATED LANDSCAPES
- OPEN AIR MARKET
- OBSERVATION TOWER
- SCULPTURAL FOUNTAIN
- MULTI-USE COMMUNITY SPACE

NATURAL

RECREATION

PROGRAM ORGANIZATION

CIVIC/CULTURAL

- ST JAMES BAPTIST CHURCH
- EVENT LAWN
- CONCOURS STAGING
- CAFE
- FOOD TRUCK COURT
- PICNIC PAVILIONS
- COMMUNITY CULTURAL GARDENS
- CULTIVATED LANDSCAPES
- OPEN AIR MARKET
- OBSERVATION TOWER
- SCULPTURAL FOUNTAIN
- MULTI-USE COMMUNITY SPACE
- EVENT GARDEN

NATURAL

RECREATION

PROGRAM ORGANIZATION

CIVIC/CULTURAL

- ST JAMES BAPTIST CHURCH
- EVENT LAWN
- CONCOURS STAGING
- CAFE
- FOOD TRUCK COURT
- PICNIC PAVILIONS
- COMMUNITY CULTURAL GARDENS
- CULTIVATED LANDSCAPES
- OPEN AIR MARKET
- OBSERVATION TOWER
- SCULPTURAL FOUNTAIN
- MULTI-USE COMMUNITY SPACE
- EVENT GARDEN
- HOUSING (OPTIONAL)

NATURAL

RECREATION

PROGRAM ORGANIZATION

CIVIC/CULTURAL

- ST JAMES BAPTIST CHURCH
- EVENT LAWN
- CONCOURS STAGING
- CAFE
- FOOD TRUCK COURT
- PICNIC PAVILIONS
- COMMUNITY CULTURAL GARDENS
- CULTIVATED LANDSCAPES
- OPEN AIR MARKET
- OBSERVATION TOWER
- SCULPTURAL FOUNTAIN
- MULTI-USE COMMUNITY SPACE
- EVENT GARDEN
- HOUSING (OPTIONAL)
- PEDESTRIAN BRIDGE AT WILLIAM HILTON PARKWAY (OPTIONAL)

NATURAL

RECREATION

PROGRAM ORGANIZATION

CIVIC/CULTURAL

- ST JAMES BAPTIST CHURCH
- EVENT LAWN
- CONCOURS STAGING
- CAFE
- FOOD TRUCK COURT
- PICNIC PAVILIONS
- COMMUNITY CULTURAL GARDENS
- CULTIVATED LANDSCAPES
- OPEN AIR MARKET
- OBSERVATION TOWER
- SCULPTURAL FOUNTAIN
- MULTI-USE COMMUNITY SPACE
- EVENT GARDEN
- HOUSING (OPTIONAL)
- PEDESTRIAN BRIDGE AT WILLIAM HILTON PARKWAY (OPTIONAL)

NATURAL

- NATURE PRESERVE / CONSERVATION AREA

RECREATION

PROGRAM ORGANIZATION

CIVIC/CULTURAL

- ST JAMES BAPTIST CHURCH
- EVENT LAWN
- CONCOURS STAGING
- CAFE
- FOOD TRUCK COURT
- PICNIC PAVILIONS
- COMMUNITY CULTURAL GARDENS
- CULTIVATED LANDSCAPES
- OPEN AIR MARKET
- OBSERVATION TOWER
- SCULPTURAL FOUNTAIN
- MULTI-USE COMMUNITY SPACE
- EVENT GARDEN
- HOUSING (OPTIONAL)
- PEDESTRIAN BRIDGE AT WILLIAM HILTON PARKWAY (OPTIONAL)

NATURAL

- NATURE PRESERVE / CONSERVATION AREA
- NATURE TRAILS

RECREATION

PROGRAM ORGANIZATION

CIVIC/CULTURAL

- ST JAMES BAPTIST CHURCH
- EVENT LAWN
- CONCOURS STAGING
- CAFE
- FOOD TRUCK COURT
- PICNIC PAVILIONS
- COMMUNITY CULTURAL GARDENS
- CULTIVATED LANDSCAPES
- OPEN AIR MARKET
- OBSERVATION TOWER
- SCULPTURAL FOUNTAIN
- MULTI-USE COMMUNITY SPACE
- EVENT GARDEN
- HOUSING (OPTIONAL)
- PEDESTRIAN BRIDGE AT WILLIAM HILTON PARKWAY (OPTIONAL)

NATURAL

- NATURE PRESERVE / CONSERVATION AREA
- NATURE TRAILS
- HABITAT RESTORATION

RECREATION

PROGRAM ORGANIZATION

CIVIC/CULTURAL

- ST JAMES BAPTIST CHURCH
- EVENT LAWN
- CONCOURS STAGING
- CAFE
- FOOD TRUCK COURT
- PICNIC PAVILIONS
- COMMUNITY CULTURAL GARDENS
- CULTIVATED LANDSCAPES
- OPEN AIR MARKET
- OBSERVATION TOWER
- SCULPTURAL FOUNTAIN
- MULTI-USE COMMUNITY SPACE
- EVENT GARDEN
- HOUSING (OPTIONAL)
- PEDESTRIAN BRIDGE AT WILLIAM HILTON PARKWAY (OPTIONAL)

NATURAL

- NATURE PRESERVE / CONSERVATION AREA
- NATURE TRAILS
- HABITAT RESTORATION
- STORM WATER MANAGEMENT

RECREATION

PROGRAM ORGANIZATION

CIVIC/CULTURAL

- ST JAMES BAPTIST CHURCH
- EVENT LAWN
- CONCOURS STAGING
- CAFE
- FOOD TRUCK COURT
- PICNIC PAVILIONS
- COMMUNITY CULTURAL GARDENS
- CULTIVATED LANDSCAPES
- OPEN AIR MARKET
- OBSERVATION TOWER
- SCULPTURAL FOUNTAIN
- MULTI-USE COMMUNITY SPACE
- EVENT GARDEN
- HOUSING (OPTIONAL)
- PEDESTRIAN BRIDGE AT WILLIAM HILTON PARKWAY (OPTIONAL)

NATURAL

- NATURE PRESERVE / CONSERVATION AREA
- NATURE TRAILS
- HABITAT RESTORATION
- STORM WATER MANAGEMENT
- ECOLOGY CENTER

RECREATION

PROGRAM ORGANIZATION

CIVIC/CULTURAL

- ST JAMES BAPTIST CHURCH
- EVENT LAWN
- CONCOURS STAGING
- CAFE
- FOOD TRUCK COURT
- PICNIC PAVILIONS
- COMMUNITY CULTURAL GARDENS
- CULTIVATED LANDSCAPES
- OPEN AIR MARKET
- OBSERVATION TOWER
- SCULPTURAL FOUNTAIN
- MULTI-USE COMMUNITY SPACE
- EVENT GARDEN
- HOUSING (OPTIONAL)
- PEDESTRIAN BRIDGE AT WILLIAM HILTON PARKWAY (OPTIONAL)

NATURAL

- NATURE PRESERVE / CONSERVATION AREA
- NATURE TRAILS
- HABITAT RESTORATION
- STORM WATER MANAGEMENT
- ECOLOGY CENTER
- OBSERVATION DECKS

RECREATION

PROGRAM ORGANIZATION

CIVIC/CULTURAL

- ST JAMES BAPTIST CHURCH
- EVENT LAWN
- CONCOURS STAGING
- CAFE
- FOOD TRUCK COURT
- PICNIC PAVILIONS
- COMMUNITY CULTURAL GARDENS
- CULTIVATED LANDSCAPES
- OPEN AIR MARKET
- OBSERVATION TOWER
- SCULPTURAL FOUNTAIN
- MULTI-USE COMMUNITY SPACE
- EVENT GARDEN
- HOUSING (OPTIONAL)
- PEDESTRIAN BRIDGE AT WILLIAM HILTON PARKWAY (OPTIONAL)

NATURAL

- NATURE PRESERVE / CONSERVATION AREA
- NATURE TRAILS
- HABITAT RESTORATION
- STORM WATER MANAGEMENT
- ECOLOGY CENTER
- OBSERVATION DECKS
- BOARDWALK

RECREATION

PROGRAM ORGANIZATION

CIVIC/CULTURAL

- ST JAMES BAPTIST CHURCH
- EVENT LAWN
- CONCOURS STAGING
- CAFE
- FOOD TRUCK COURT
- PICNIC PAVILIONS
- COMMUNITY CULTURAL GARDENS
- CULTIVATED LANDSCAPES
- OPEN AIR MARKET
- OBSERVATION TOWER
- SCULPTURAL FOUNTAIN
- MULTI-USE COMMUNITY SPACE
- EVENT GARDEN
- HOUSING (OPTIONAL)
- PEDESTRIAN BRIDGE AT WILLIAM HILTON PARKWAY (OPTIONAL)

NATURAL

- NATURE PRESERVE / CONSERVATION AREA
- NATURE TRAILS
- HABITAT RESTORATION
- STORM WATER MANAGEMENT
- ECOLOGY CENTER
- OBSERVATION DECKS
- BOARDWALK
- CANOPY WALK

RECREATION

PROGRAM ORGANIZATION

CIVIC/CULTURAL

- ST JAMES BAPTIST CHURCH
- EVENT LAWN
- CONCOURS STAGING
- CAFE
- FOOD TRUCK COURT
- PICNIC PAVILIONS
- COMMUNITY CULTURAL GARDENS
- CULTIVATED LANDSCAPES
- OPEN AIR MARKET
- OBSERVATION TOWER
- SCULPTURAL FOUNTAIN
- MULTI-USE COMMUNITY SPACE
- EVENT GARDEN
- HOUSING (OPTIONAL)
- PEDESTRIAN BRIDGE AT WILLIAM HILTON PARKWAY (OPTIONAL)

NATURAL

- NATURE PRESERVE / CONSERVATION AREA
- NATURE TRAILS
- HABITAT RESTORATION
- STORM WATER MANAGEMENT
- ECOLOGY CENTER
- OBSERVATION DECKS
- BOARDWALK
- CANOPY WALK

RECREATION

- MULTI-USE RECREATION LAWN

PROGRAM ORGANIZATION

CIVIC/CULTURAL

- ST JAMES BAPTIST CHURCH
- EVENT LAWN
- CONCOURS STAGING
- CAFE
- FOOD TRUCK COURT
- PICNIC PAVILIONS
- COMMUNITY CULTURAL GARDENS
- CULTIVATED LANDSCAPES
- OPEN AIR MARKET
- OBSERVATION TOWER
- SCULPTURAL FOUNTAIN
- MULTI-USE COMMUNITY SPACE
- EVENT GARDEN
- HOUSING (OPTIONAL)
- PEDESTRIAN BRIDGE AT WILLIAM HILTON PARKWAY (OPTIONAL)

NATURAL

- NATURE PRESERVE / CONSERVATION AREA
- NATURE TRAILS
- HABITAT RESTORATION
- STORM WATER MANAGEMENT
- ECOLOGY CENTER
- OBSERVATION DECKS
- BOARDWALK
- CANOPY WALK

RECREATION

- MULTI-USE RECREATION LAWN
- PLAYGROUND + NATURE PLAY AREA

PROGRAM ORGANIZATION

CIVIC/CULTURAL

- ST JAMES BAPTIST CHURCH
- EVENT LAWN
- CONCOURS STAGING
- CAFE
- FOOD TRUCK COURT
- PICNIC PAVILIONS
- COMMUNITY CULTURAL GARDENS
- CULTIVATED LANDSCAPES
- OPEN AIR MARKET
- OBSERVATION TOWER
- SCULPTURAL FOUNTAIN
- MULTI-USE COMMUNITY SPACE
- EVENT GARDEN
- HOUSING (OPTIONAL)
- PEDESTRIAN BRIDGE AT WILLIAM HILTON PARKWAY (OPTIONAL)

NATURAL

- NATURE PRESERVE / CONSERVATION AREA
- NATURE TRAILS
- HABITAT RESTORATION
- STORM WATER MANAGEMENT
- ECOLOGY CENTER
- OBSERVATION DECKS
- BOARDWALK
- CANOPY WALK

RECREATION

- MULTI-USE RECREATION LAWN
- PLAYGROUND + NATURE PLAY AREA
- INTERACTIVE WATER FEATURE

PROGRAM ORGANIZATION

CIVIC/CULTURAL

- ST JAMES BAPTIST CHURCH
- EVENT LAWN
- CONCOURS STAGING
- CAFE
- FOOD TRUCK COURT
- PICNIC PAVILIONS
- COMMUNITY CULTURAL GARDENS
- CULTIVATED LANDSCAPES
- OPEN AIR MARKET
- OBSERVATION TOWER
- SCULPTURAL FOUNTAIN
- MULTI-USE COMMUNITY SPACE
- EVENT GARDEN
- HOUSING (OPTIONAL)
- PEDESTRIAN BRIDGE AT WILLIAM HILTON PARKWAY (OPTIONAL)

NATURAL

- NATURE PRESERVE / CONSERVATION AREA
- NATURE TRAILS
- HABITAT RESTORATION
- STORM WATER MANAGEMENT
- ECOLOGY CENTER
- OBSERVATION DECKS
- BOARDWALK
- CANOPY WALK

RECREATION

- MULTI-USE RECREATION LAWN
- PLAYGROUND + NATURE PLAY AREA
- INTERACTIVE WATER FEATURE
- MULTI-USE TRAILS

PROGRAM ORGANIZATION

CIVIC/CULTURAL

- ST JAMES BAPTIST CHURCH
- EVENT LAWN
- CONCOURS STAGING
- CAFE
- FOOD TRUCK COURT
- PICNIC PAVILIONS
- COMMUNITY CULTURAL GARDENS
- CULTIVATED LANDSCAPES
- OPEN AIR MARKET
- OBSERVATION TOWER
- SCULPTURAL FOUNTAIN
- MULTI-USE COMMUNITY SPACE
- EVENT GARDEN
- HOUSING (OPTIONAL)
- PEDESTRIAN BRIDGE AT WILLIAM HILTON PARKWAY (OPTIONAL)

NATURAL

- NATURE PRESERVE / CONSERVATION AREA
- NATURE TRAILS
- HABITAT RESTORATION
- STORM WATER MANAGEMENT
- ECOLOGY CENTER
- OBSERVATION DECKS
- BOARDWALK
- CANOPY WALK

RECREATION

- MULTI-USE RECREATION LAWN
- PLAYGROUND + NATURE PLAY AREA
- INTERACTIVE WATER FEATURE
- MULTI-USE TRAILS
- EXTENSION OF GREATER ISLAND GREENWAY

PROGRAM ORGANIZATION

CIVIC / CULTURAL

RECREATION

NATURAL



ANCHOR THE OF THE TRACT



ANCHOR THE OF THE TRACT

- PRESERVE AND ENHANCE VIEW CORRIDORS ALONG WILLIAM HILTON PARKWAY



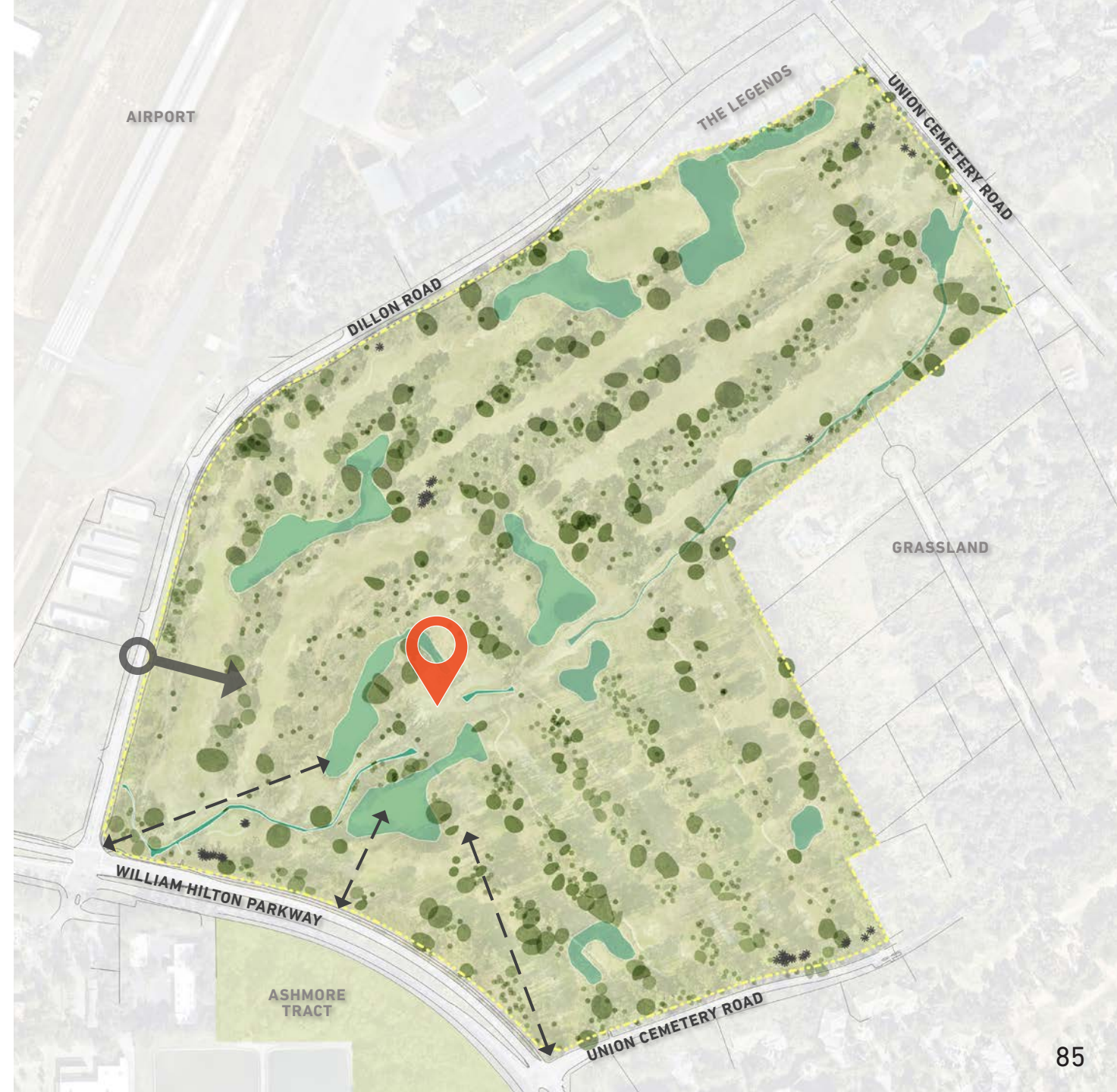
ANCHOR THE OF THE TRACT

- PROVIDE ACCESS + PROXIMITY TO DILLON ROAD



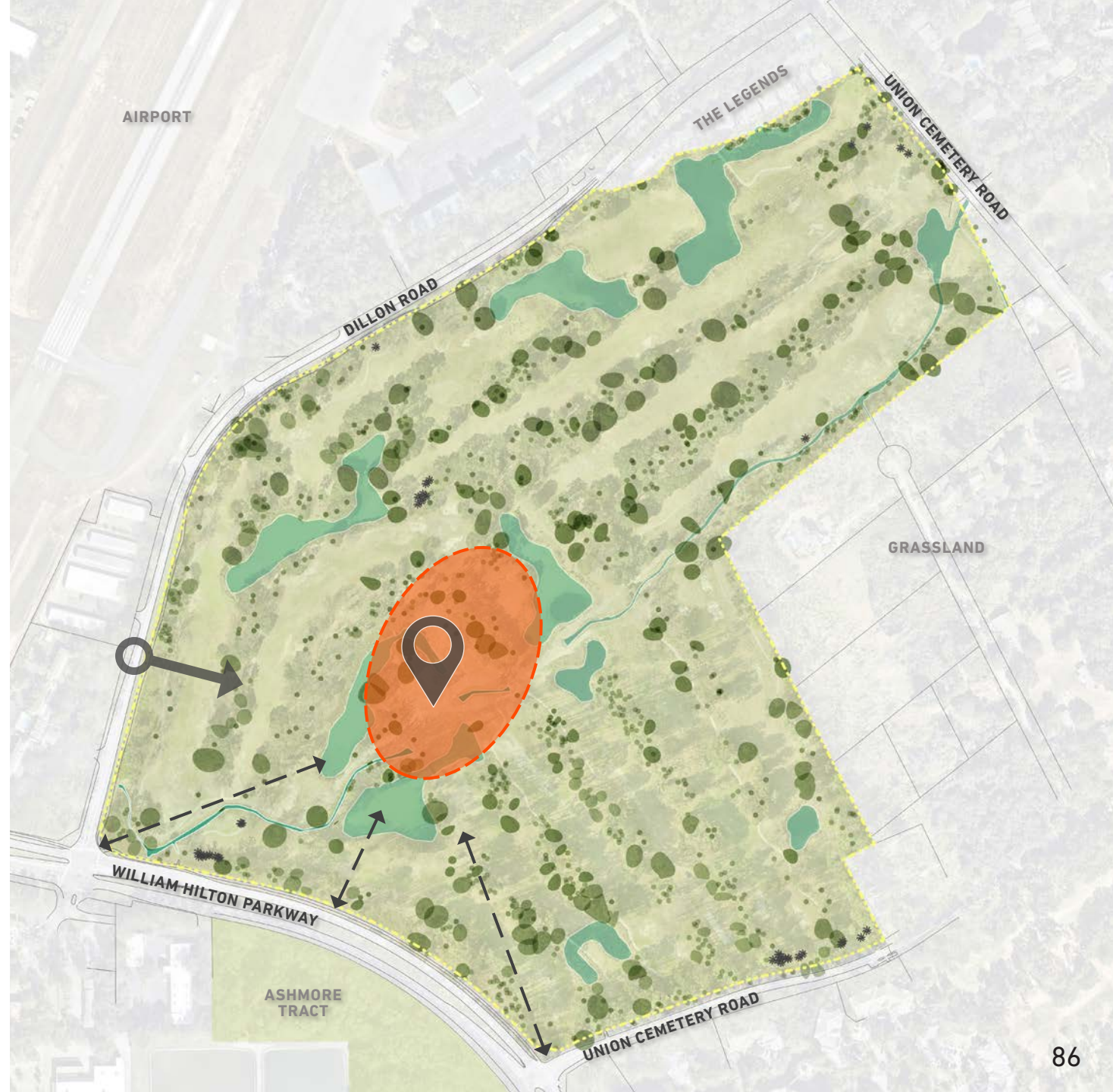
ANCHOR THE OF THE TRACT

- LOCATE TRACT FACILITIES OUTSIDE OF THE 100 YR. FLOODPLAIN



ANCHOR THE OF THE TRACT

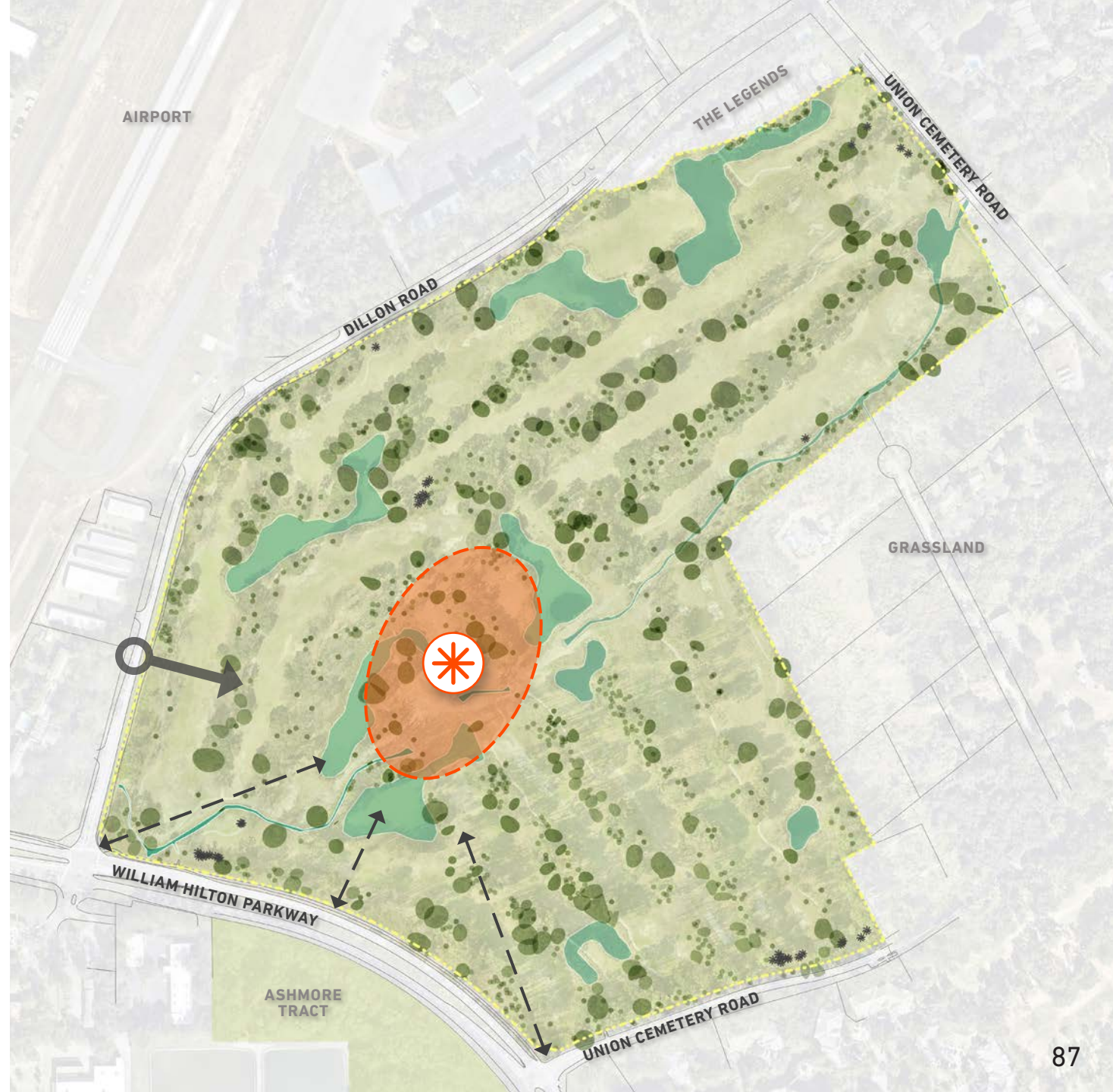
- AMENITIZE THE CORE OF THE PARK



ANCHOR THE OF THE TRACT

PROGRAM COMPONENTS

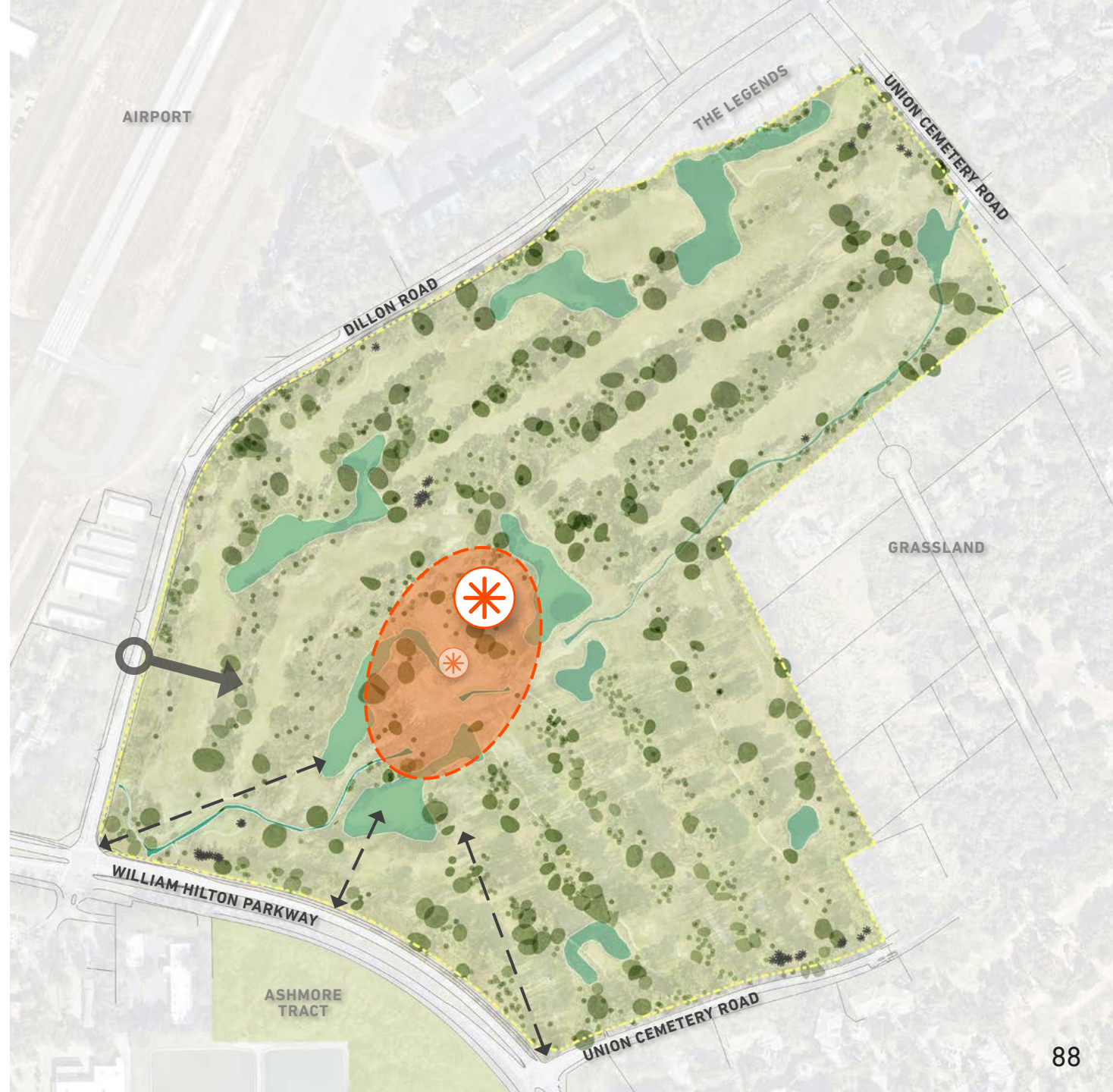
- EVENT LAWN



ANCHOR THE OF THE TRACT

PROGRAM COMPONENTS

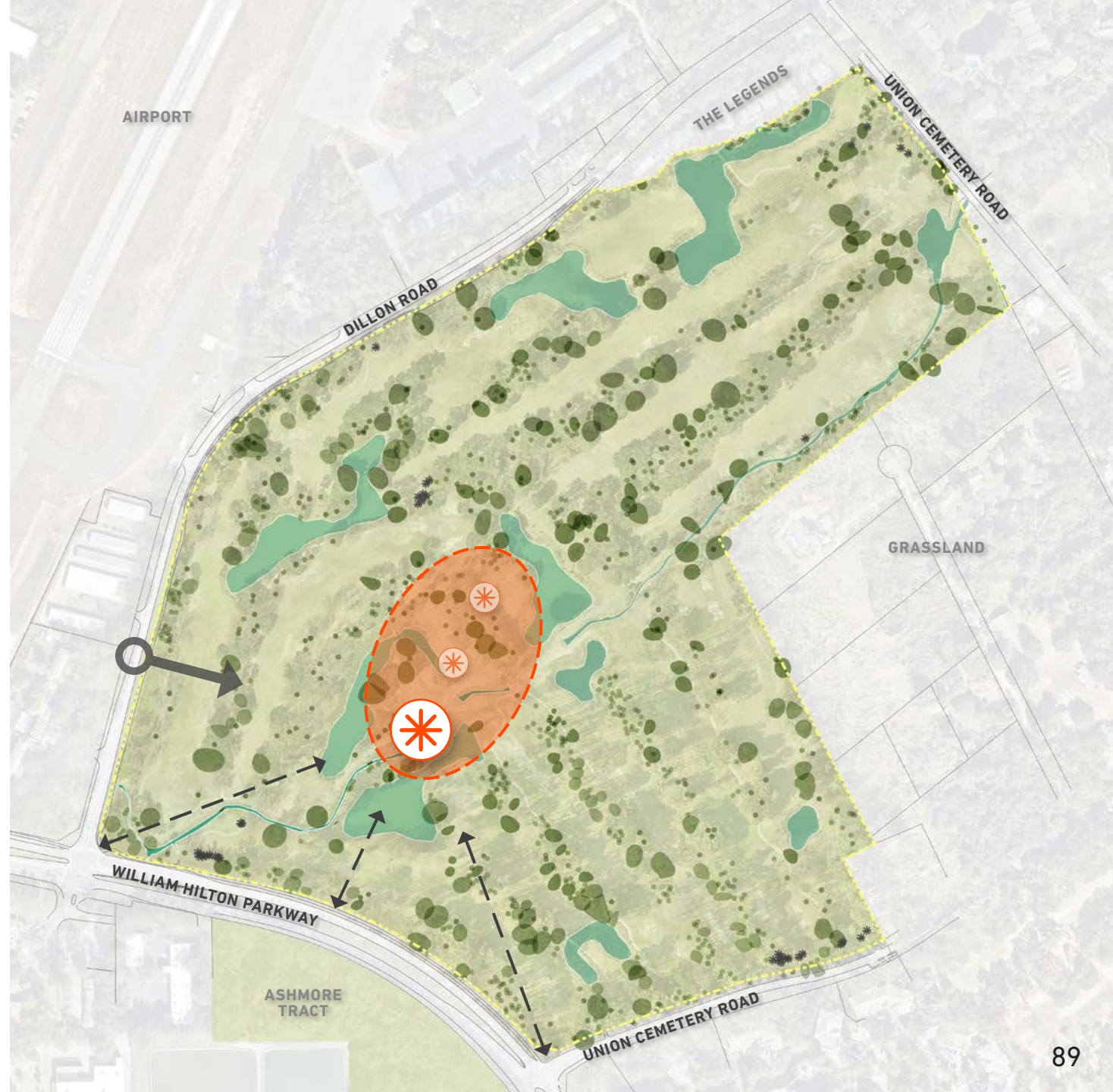
- OBSERVATION TOWER



ANCHOR THE OF THE TRACT

PROGRAM COMPONENTS

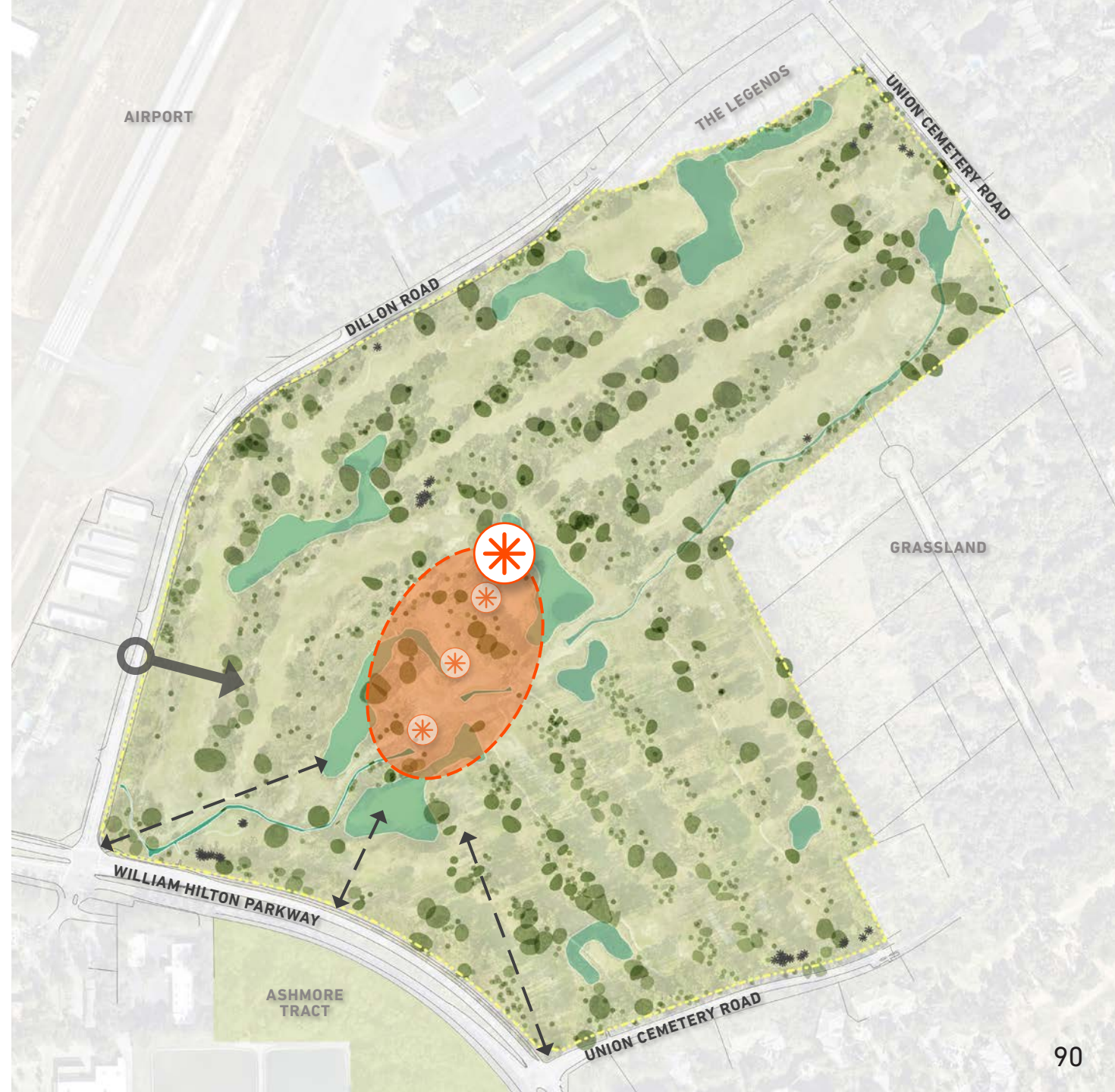
- SCULPTURAL FOUNTAIN



ANCHOR THE OF THE TRACT

PROGRAM COMPONENTS

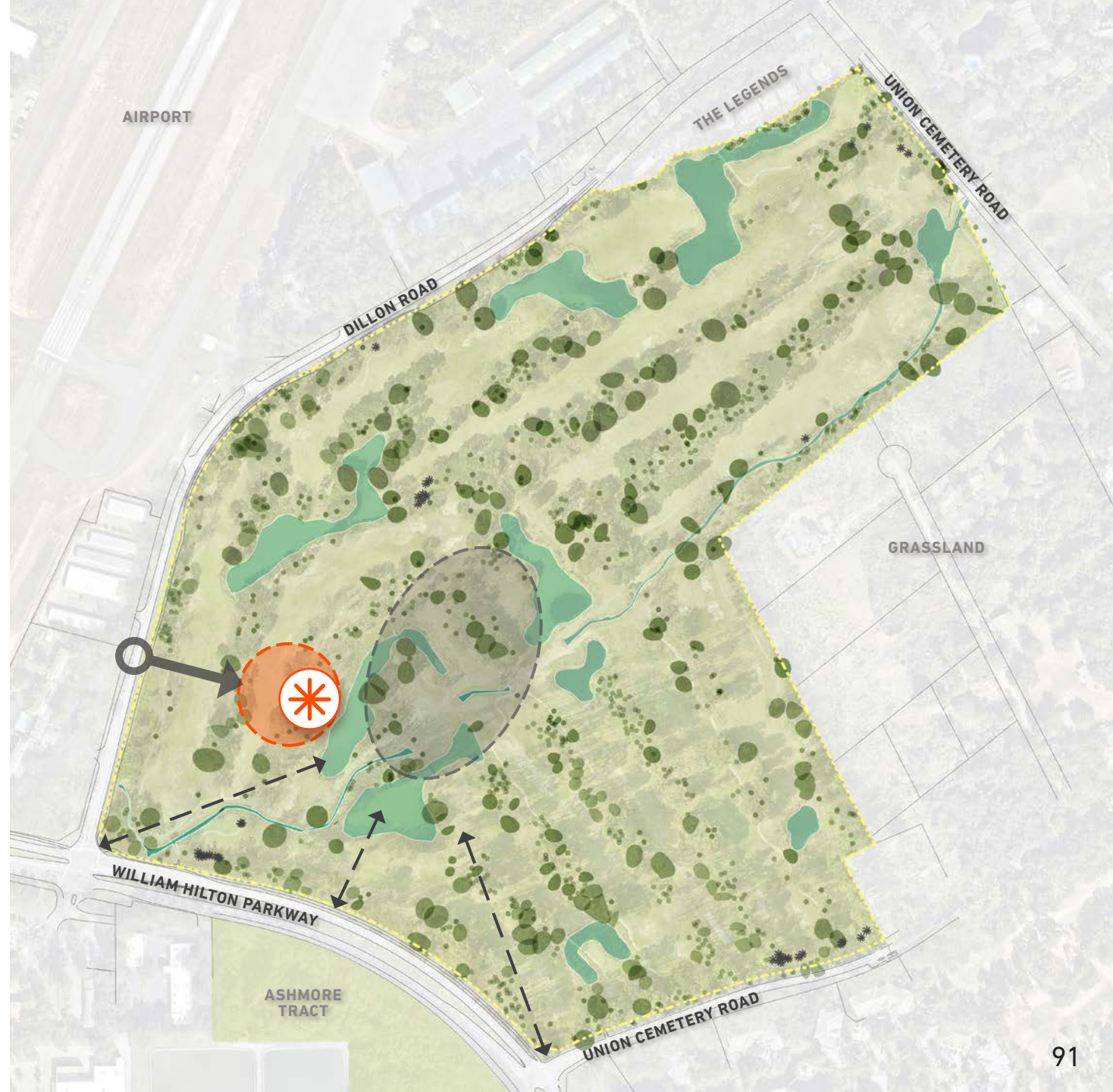
- OUTDOOR PERFORMANCE SPACE



ANCHOR THE OF THE TRACT

PROGRAM COMPONENTS

- CAFE + MULTI-USE COMMUNITY SPACE



CELEBRATE ISLAND HERITAGE

- EMBRACE THE CONNECTION TO HISTORIC NEIGHBORHOODS



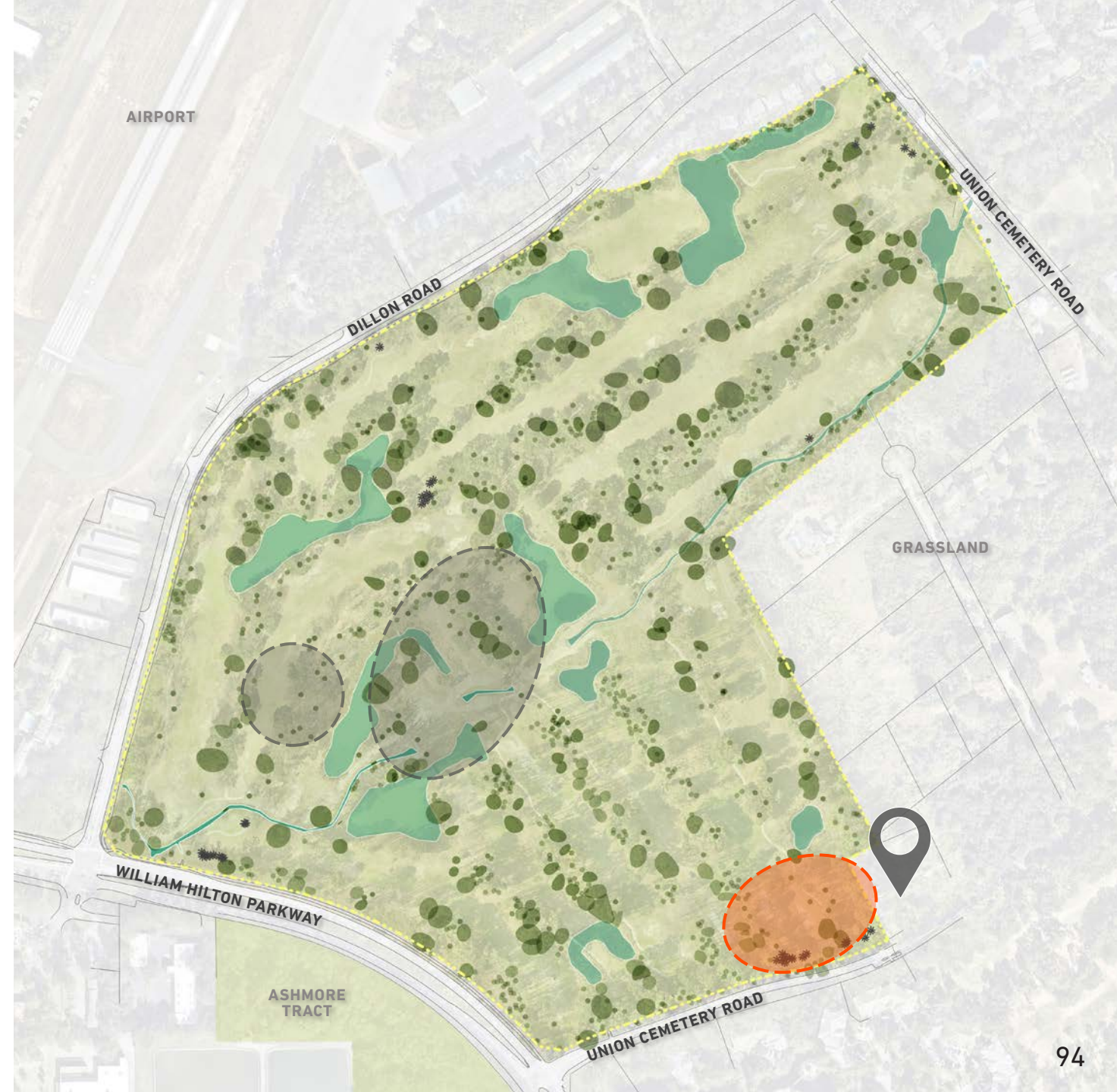
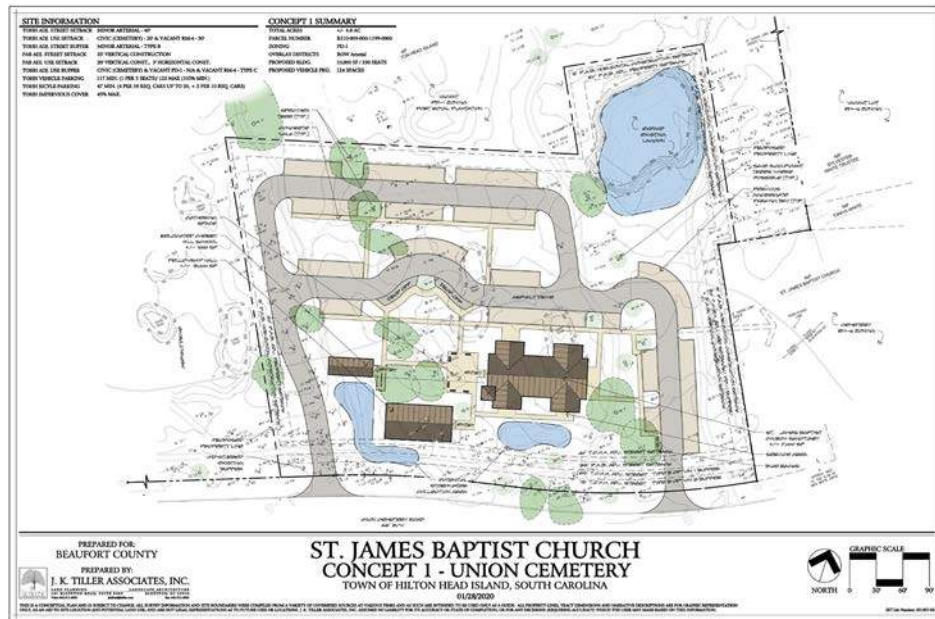
CELEBRATE ISLAND HERITAGE

- RESPECT THE HISTORIC CEMETERY



CELEBRATE ISLAND HERITAGE

- RELOCATE ST. JAMES BAPTIST CHURCH AND HISTORIC SCHOOLHOUSE



CELEBRATE ISLAND HERITAGE

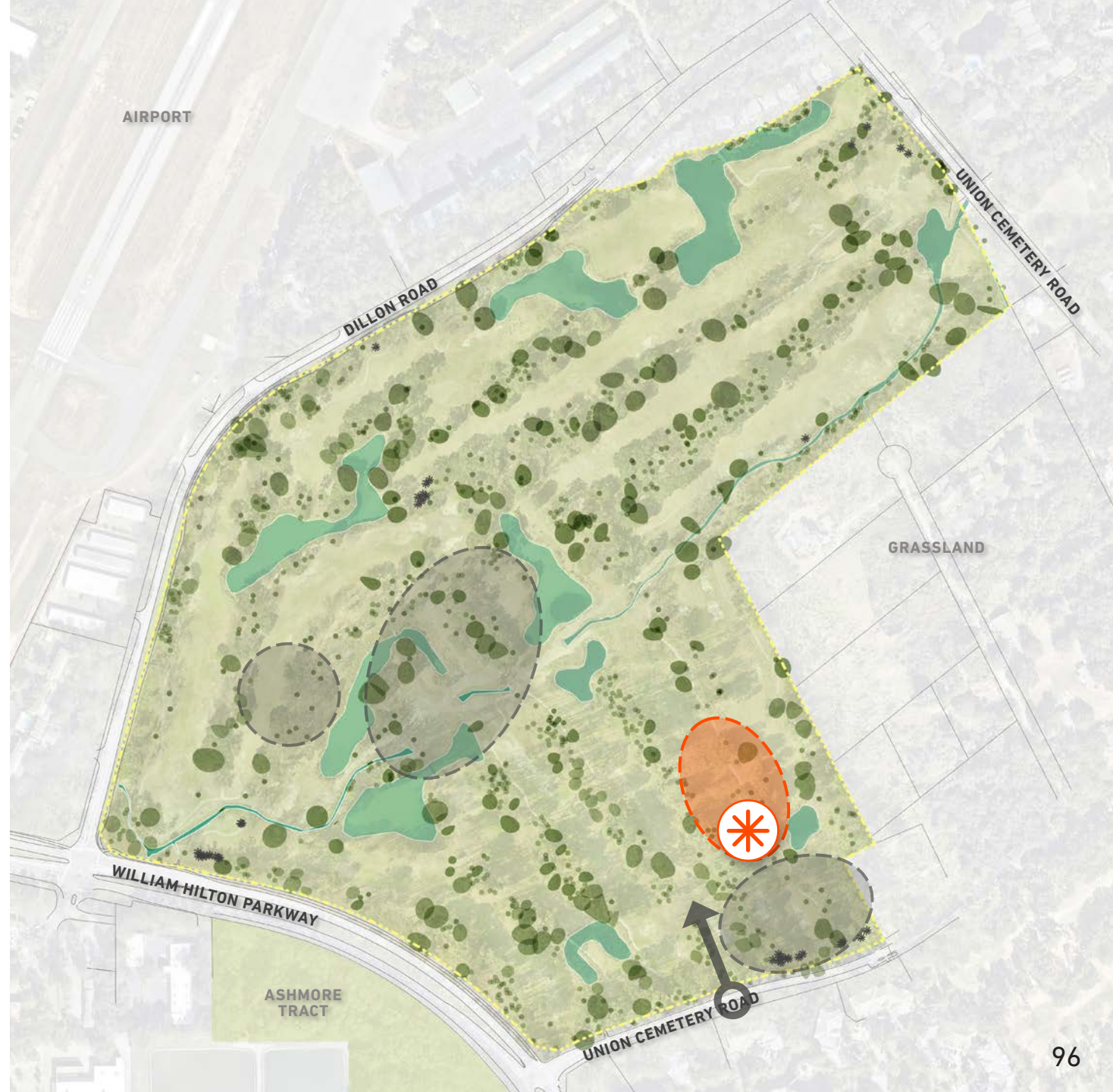
- PROVIDE ACCESS + PROXIMITY TO UNION CEMETERY ROAD



CELEBRATE ISLAND HERITAGE

PROGRAM COMPONENTS

- MULTI-USE COMMUNITY SPACE



CELEBRATE ISLAND HERITAGE

PROGRAM COMPONENTS

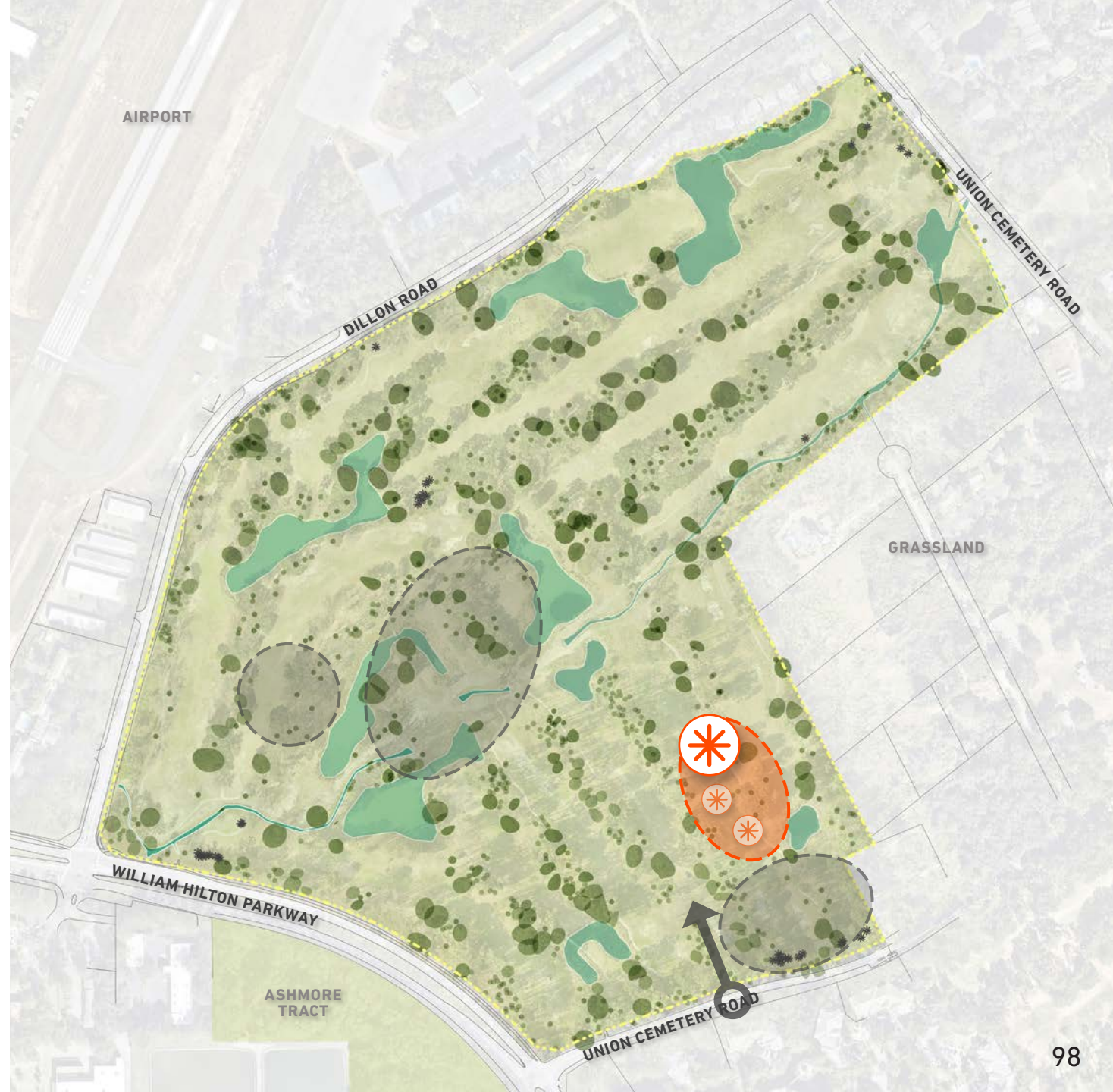
- OPEN AIR MARKET



CELEBRATE ISLAND HERITAGE

PROGRAM COMPONENTS

- GULLAH CULTURAL GARDENS



EXPAND NATURAL SYSTEMS

- BUILD ON EXISTING HIGH QUALITY HABITATS



EXPAND NATURAL SYSTEMS

- REGENERATE DEGRADED HABITATS



EXPAND NATURAL SYSTEMS

- PROVIDE ACCESS + PROXIMITY TO UNION CEMETERY ROAD



EXPAND NATURAL SYSTEMS

PROGRAM COMPONENTS

- PRESERVE, CONSERVE, AND REGENERATE TERRESTRIAL HABITATS



EXPAND NATURAL SYSTEMS

PROGRAM COMPONENTS

- CONSERVE AND REGENERATE AQUATIC HABITATS



EXPAND NATURAL SYSTEMS

PROGRAM COMPONENTS

- **CONSERVE AND REGENERATE AQUATIC HABITATS**
 - RECHARGE GROUNDWATER
 - EXPAND STORMWATER CAPACITY



EXPAND NATURAL SYSTEMS

PROGRAM COMPONENTS

- ECOLOGY CENTER



EXPAND NATURAL SYSTEMS

PROGRAM COMPONENTS

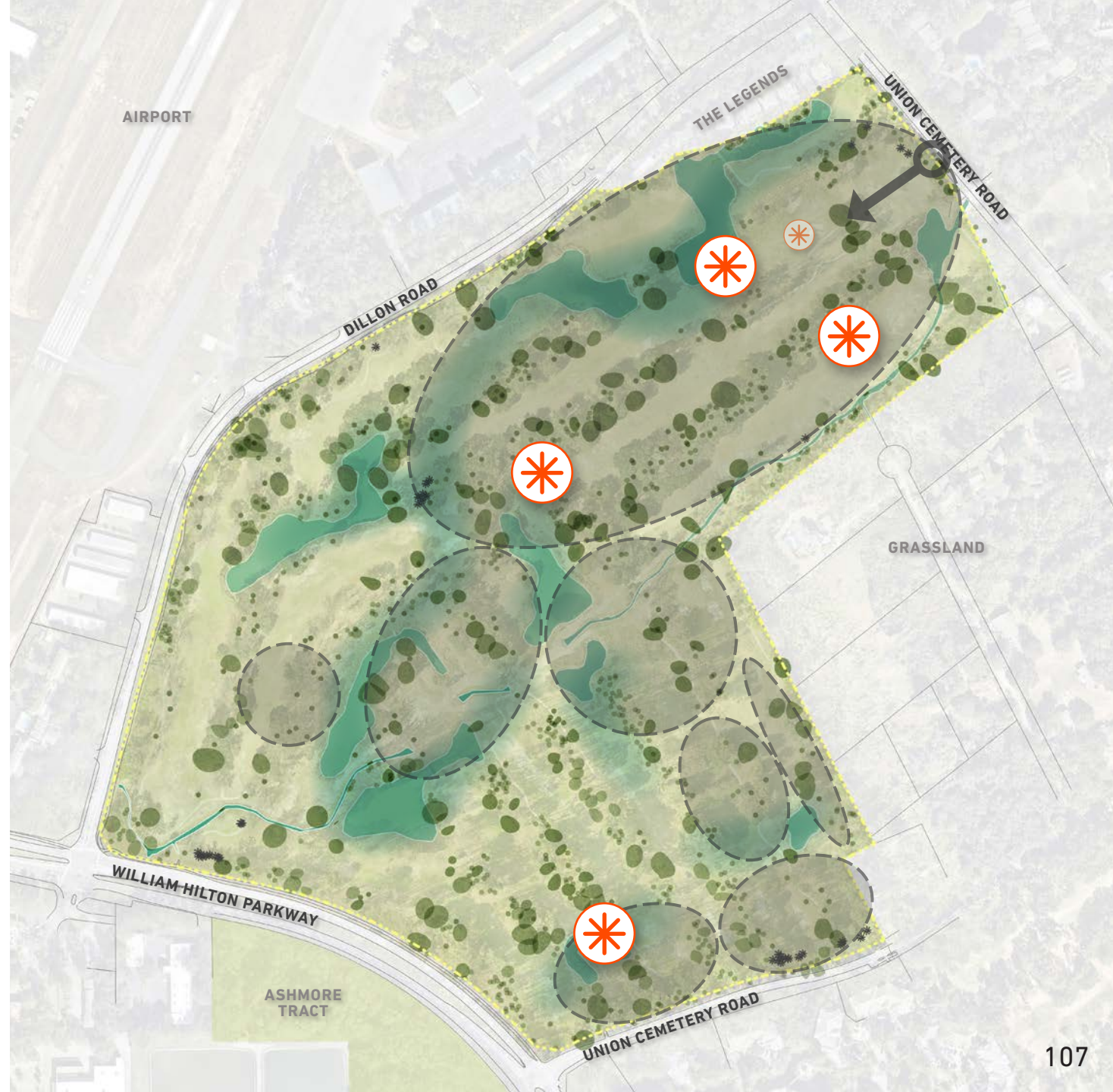
- CANOPY WALK



EXPAND NATURAL SYSTEMS

PROGRAM COMPONENTS

- OVERLOOKS



ACTIVATE OPEN SPACE

- EXPAND ON THE HEART OF THE TRACT



ACTIVATE OPEN SPACE

- PROVIDE ACCESS + PROXIMITY TO DILLON ROAD



ACTIVATE OPEN SPACE

PROGRAM COMPONENTS

- INTERACTIVE FOUNTAIN



ACTIVATE OPEN SPACE

PROGRAM COMPONENTS

- **PLAYGROUND / NATURE PLAY**



ACTIVATE OPEN SPACE

PROGRAM COMPONENTS

- BOCCE/LAWN BOWLING



ACTIVATE OPEN SPACE

PROGRAM COMPONENTS

- FLEXIBLE USE OPEN SPACE



ACTIVATE OPEN SPACE

PROGRAM COMPONENTS

- PARK PROMENADE



ACTIVATE OPEN SPACE

PROGRAM COMPONENTS

- CULTIVATED LANDSCAPES



| ACCESS + PARKING

- ENABLE PARKING AT PERIMETER OF TRACT



ACCESS + PARKING

PROGRAM COMPONENTS

- ACCESS + PARKING FOR CIVIC/CULTURAL, RECREATIONAL, AND NATURAL AMENITIES



CONNECTIONS + CIRCULATION

PROGRAM COMPONENTS

- RETAIN AND BUILD ON EXISTING MULTI-USE TRAILS



CONNECTIONS + CIRCULATION

- CONNECT PROGRAM WITH LAYERS OF TRAILS



CONNECTIONS + CIRCULATION

- **CONNECT PROGRAM WITH LAYERS OF TRAILS**

- PROMENADES
- BOARDWALKS



CONNECTIONS + CIRCULATION

- **CONNECT PROGRAM WITH LAYERS OF TRAILS**

- PROMENADES
- NATURE TRAILS
- BOARDWALKS



CONNECTIONS + CIRCULATION

- **CONNECT PROGRAM WITH LAYERS OF TRAILS**

- PROMENADES
- NATURE TRAILS
- BOARDWALKS
- INFORMAL PATHS



CONNECTIONS + CIRCULATION

- ENHANCE PEDESTRIAN CROSSINGS AT WILLIAM HILTON PARKWAY



OPPORTUNITIES

- LEVERAGE THE PARKWAY TO ENHANCE THE EXPERIENCE



OPPORTUNITIES

- **ENABLE OPPORTUNITIES FOR HOUSING DEVELOPMENT**



OPPORTUNITIES

- CONNECT THE MID-ISLAND TRACT AND ASHMORE TRACT WITH A PEDESTRIAN BRIDGE



ASHMORE TRACT

- ACCESS/PROXIMITY TO MATHEWS DRIVE



ASHMORE TRACT

- PARKING / PAVILION / RESTROOM



ASHMORE TRACT

- DISC GOLF COURSE



ASHMORE TRACT

- MAINTAIN NATURAL LANDSCAPE SETTING
- TRAIL SYSTEM THROUGH ASHMORE TRACT

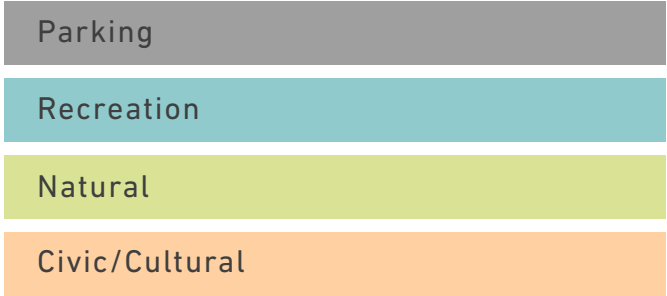


OPPORTUNITIES

- HOUSING ALONG MATHEWS DRIVE
- INCREASED CONNECTIVITY BETWEEN MATHEWS DRIVE & WILLIAM HILTON PARKWAY



COMBINED PROGRAM



| NEXT STEPS

- 1. Continued Stakeholder briefings**
- 2. Prepare conceptual site plan**
- 3. Coordinate architectural components**
- 4. Develop preliminary budget**



ISLAND-WIDE CONDITIONS & TRENDS ASSESSMENT

Town Council Work Session | February 8, 2022

| AGENDA | Island-Wide Conditions & Trends Assessment

1. Introducing Conditions and Trends Assessment

- Purpose, objectives, and intended outcomes, and why now?
- Relationship to preceding planning work
- General targets: where does this lead?

2. Process outline

- Work program overview, schedule and milestones
- Communications: How do we talk about what we're doing?

3. Precedent studies from like communities

4. Topics and themes

5. Getting started: How many people live on Hilton Head Island?

6. Discussion and next steps

+ group discussion



An aerial photograph of a coastal region. A large body of water, likely a bay or estuary, is visible on the left side. A river or canal winds through the center of the image, flowing from the top towards the bottom. The land is a mix of green, indicating vegetation, and brown/tan, indicating urban or developed areas. The overall scene shows a complex interplay of natural and human-made environments.

1. Introduction

ISLAND-WIDE CONDITIONS & TRENDS ASSESSMENT

| PURPOSE | Introducing Conditions and Trends Assessment

Understand the position of the Island in 2022 across multiple measures and assess the potential impact of present and emerging trends. Consider the future of the Island based on the input of the community, leadership, and the conclusions drawn through the robust analysis.

The assessment will ...

- **Build** upon recent, relevant work (including the Comprehensive Plan) to expand knowledge and understanding;
- **Engage** the community, stakeholders, and Island leadership, and;
- **Serve** as an initial, foundational step for the forthcoming master plan process.



| WHY NOW? | Introducing Conditions and Trends Assessment

- » **Exiting two+ years of profound disruption caused by the Pandemic and related economic shutdowns**
- » **The region is growing and changing fast — this affects everything**
- » **Access onto the island is improving and planned infrastructure investments will have an impact**
- » **Federal and State spending programs are coming in waves**
- » **New residents / new perspectives**
- » **Important moment-in-time for the communities of the Island; Big decisions are pending that will define the place for the next generation**



| PRECEDING WORK | Introducing Conditions and Trends Assessment

» **Not a reset ... the Assessment will build on the recently completed work**

- Our Plan 2020-2040 Comprehensive Plan lays a strong foundation of data, mapping, and community input
- This - along with other recent plans - scan key issues and trends and “zoom in” on several critical areas.
- Other relevant plans and studies include: Beach Management Plan, Fire Rescue Strategic Plan, Hazard Mitigation Plan, Parks and Recreation Master Plan, Workforce Housing Strategic Plan, 2040 LATS Long Range Transportation Plan, Airport Master Plan, and more!

» **Conditions and Trends assessment is an attempt to “connect the dots” on this rich work, dig deeper on critical questions, and draw high-order conclusions**



| WHERE ARE WE HEADED? | Introducing Conditions and Trends Assessment

Through the process we will ...

1. Build a baseline

- Robust investigation of key conditions and trends
- Topics like demographics, economics, zoning and land use, the natural environment, regional issues, transportation, etc.

2. Establish acceptable levels of service

- Consider the implications of trends and their potential impact on the overall system
- Establish scenarios based on various interventions (to be further explored through the Master Plan)

3. Share critical data and information

- Move past notional descriptions of the situation and/or potential
- Build a culture of data-informed decision making

4. Consider / reveal the community's capacity

- Who are we, who do we want to be?
- Transitioning to the next phase – what do we do with what we know?

An aerial photograph of a coastal region. A large body of water, likely a bay or estuary, is visible on the left side. A river or canal winds through the center of the image, flowing from the top towards the bottom. The land is a mix of urban development, with buildings and roads visible, and green spaces, possibly parks or undeveloped land. The overall tone is somewhat desaturated, with a focus on the natural and built environment.

2. Process outline

ISLAND-WIDE CONDITIONS & TRENDS ASSESSMENT

| WORK PROGRAM | Process outline

1. Initiation (1 month, January 2022)

- Project scoping, Advisory Team orientation, Master Plan integration

2. Discovery (1 month, February 2022)

- Collect, catalogue, and evaluate all pertinent data sources it receives through Town Staff and additional sources
- Conduct a limited series of stakeholder interviews with the intent of broadening data sources and expanding qualitative understanding

3. Strategic Analysis (3 months, March – June 2022)

- Conduct detailed analysis into target questions based on the conclusions from the gaps analysis
- Prepare reporting and regular findings updates

4. Sharing and Integration (1 month, June – July 2022)

- Identify opportunities to share key findings from the assessment with Town leadership and Staff through a set of communications materials.



| KEY MESSAGES | Process outline

» How do we talk about the Conditions and Trends Assessment?

Key messages to share with the public and key stakeholders

» What this is ...

- Opportunity to dig-deep on early revelations from past plans
- Chance to connect the dots and make deeper connections on what we've learned so far
- Use real information to move away from emotions and notions and build a culture of data-driven decision making
- Lay the foundation for more detailed community planning
- Identify trends we like and reinforce; trends we don't and address / trends are not destiny

» What this is not ...

- A re-do of past plans including the Comprehensive Plan
- An unprecedented exercise
- Data for data's sake
- Bounded by the purview of the Town

» **COMMUNICATION TOOLS:**

The Team will prepare products for sharing the information throughout the process. This could include presentations, info-graphics, short reports, or even video.



3. Precedent studies from like communities

ISLAND-WIDE CONDITIONS & TRENDS ASSESSMENT

| PRECEDENT SCAN | Precedent studies from like communities

» **Few perfect analogs for 1) the community, and 2) the depth and breadth of analysis, but there are helpful examples ...**

1. Breckenridge, Colorado Capacity Analysis

- Focused on physical aspects of growth and development – infrastructure, facilities, transportation, etc.
- Establishes a “build-out” based on existing zoning and entitlements

2. Jekyll Island Carrying Capacity Assessment

- Community-oriented in terms of language, organization, and overall communication
- Effective use of mapping and graphics throughout – clear communication and definition of audience / reader

3. Tybee Island, Georgia Carrying Capacity Study

- Strong definition of “Carrying Capacity” based around culture, natural limitations, and additional criteria
- Presents the differences in the community during peak season vs. off-season (i.e., Impacts of tourism)

4. Nantucket, MA Build-out Analysis

- Focus on housing and residential growth
- Shows the maximum build-out based on current zoning as well as predicted build-out based on population trends. Predicted build-out includes both a low growth scenario and a high growth scenario

| OBSERVATIONS | Precedent studies from like communities

- » **Wide variety of approaches in terms of methodology, topics, and conclusions**
- » **Framing and context are important but uncommon**
- » **“Point of view” or recommendations not typical**
- » **Where defined, “capacity” is well-described as an assignment rather than a hard boundary – studies that refer to a ‘build-out’ craft a corresponding methodology to support the term based around land and culture**
- » **Very little community engagement but, rather, studies dovetail with subsequent planning efforts (Comprehensive Plans, Strategic Plans, Corridor Analysis, etc.) where this is part of the process**

» **CONCLUSION:**

The Conditions Assessment for the Island will combine of the best aspects of these studies --- none is as comprehensive as the Island’s intended approach but, taken together, the plans can serve as strong examples of the Town’s intention.

An aerial photograph of a coastal region. A large body of water, likely a bay or estuary, is visible on the left side. A river or canal winds through the center of the image, separating a densely built-up urban area from a more rural, green landscape. The urban area is characterized by a grid of streets and numerous buildings. The rural area consists of large, irregularly shaped fields and patches of forest. The overall scene depicts a complex interplay between natural and human-made environments.

4. Topics and questions

ISLAND-WIDE CONDITIONS & TRENDS ASSESSMENT

| POINTS OF GRAVITY | Topics and questions

- » Precedent scan, Council and Staff interviews, and past plans have helped identify the initial suite of topics and critical questions
- » The Team expects this list to evolve through the process of research and discovery, a few major points of gravity ...

DEMOGRAPHICS

Population, household makeup, race / ethnicity, age, etc.



ECONOMICS

Jobs & employment, personal prosperity, business climate, sectors, regional activity, tourism, etc.



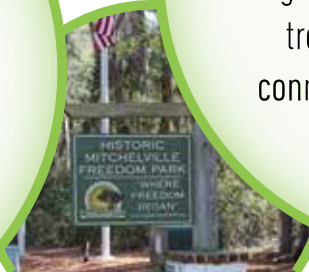
GROWTH & DEVELOPMENT

Land use, zoning, development opportunities, redevelopment ripeness, etc.



TRANSPORT & MOBILITY

Network assessments, access, projects, disrupt potential, active modes, etc.



HOUSING

Market, products, condition, short-term rentals, special populations and needs, etc.



NATURAL RESOURCES

Environmental constraints, ecology, hazards, wildlife, etc.

FISCAL CONDITIONS

Budgeting, revenue / expenditure trends, capital planning, connections to land use, etc.

| ADDITIONAL CLUSTERS | Topics and questions

Additional topics ...

- **Infrastructure** – Water, sewer, electricity, gas, fiber, etc.
- **Parks and recreation** – Assets, offerings, programs, etc.
- **Education** – Building inventory, performance, enrollment, etc.
- **Cultural resources** – Archeology, history, communities, etc.
- **Community amenities and facilities** – Inventory, performance, levels of services, etc.
- **Health and well-being**
- **Hazard mitigation / management**
- **Governance and inter-jurisdictional relations** – policy mapping, regional dynamics, etc.

Special questions & trends ...

- **Short Term rentals**
- **Access to medical services**
- **Economic mobility**
- **Community institutions**
- **Economic revitalization and modernization**
- **Resilience and quality of the built environment**
- **Redevelopment**
- **Town-owned land**
- **Regional growth**
- **Major pipeline projects (i.e., Gateway Corridor bridge)**
- **Commercial real estate**
- **Remote work residents**
- **Extended tourist season**
- **Traffic patterns**
- **Environmental changes**
- **Workforce and housing**
- **Beach use and parking**



An aerial photograph showing a coastal region. A large body of water is on the left, with a river or estuary flowing into it from the top. The river winds through a landscape of green fields and some urban development. A city is visible in the center-right, with a grid of streets and buildings. The bottom of the image is a dark, textured band.

5. Getting started!

ISLAND-WIDE CONDITIONS & TRENDS ASSESSMENT

| THE THING ABOUT NUMBERS ... | Getting started

- » **Data are everywhere today leading to an overload of information -- need to move to the “so what?”, or why do these number matter?**
- » **You value what you track, measure, benchmark**
- » **Everything is connected – these are systems not silos**
- » **Sources and citations – every number has an origin, and it’s important to know where your ingredients come from**
- » **Data + Intuition are hard to beat – numbers can/should inform decision-making, but are made stronger when coupled with common sense and community perspective**
- » **Data leading to intellectual autonomy? Probably not, but certainly a higher perch and a more rational and predictable decision making process**

Q1: HOW MANY PEOPLE LIVE ON HILTON HEAD ISLAND?



| HOW MANY PEOPLE LIVE ON HHI? | Getting started

- » Why is this so elusive?
- » How did we arrive at 40,000?
- » What makes Hilton Head unique when it comes to counting people?
- » How does the census define a “resident”?
Is our definition the same?
- » How do we understand the segments that make up our community; that make up our population? Why is this important?
- » What effects population in communities like Hilton Head?
- » Why does it matter?

» CENSUS 2020

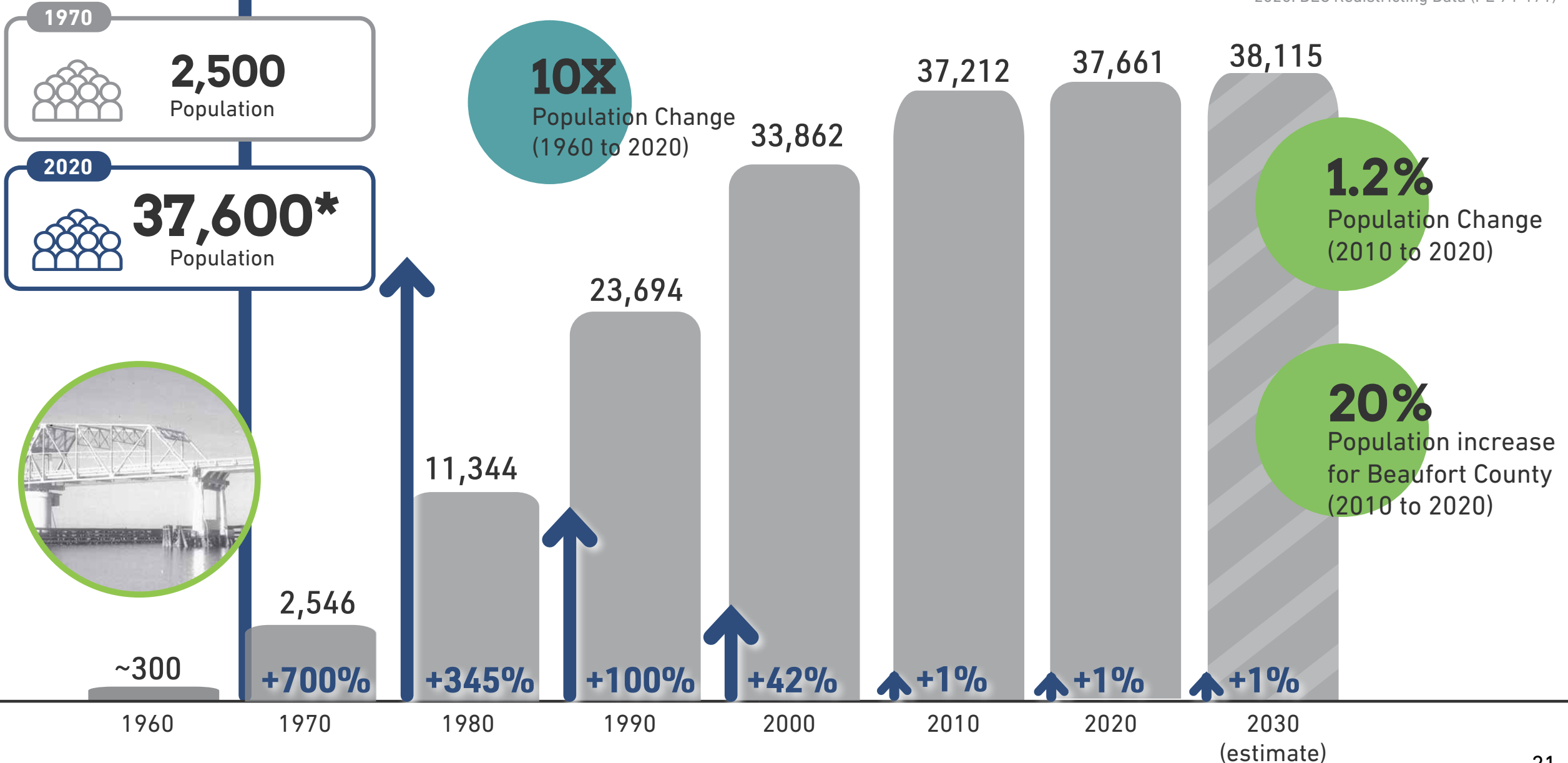
The 2020 full count was not available at the time of the recently completed Our Plan 2020-2040 Comprehensive Plan. The Conditions Assessment will tap into this resource and update numbers where necessary.

HOW MANY PEOPLE LIVE ON HHI? | Getting started

U.S. Census Bureau, Census 1970-2020

*U.S. Census Bureau, Census 2010. Esri Forecasts for 2021 and 2026

2020: DEC Redistricting Data (PL 94-171)



| QUESTIONS TO CONSIDER? | Getting started

- » How important is it for us to define the term “resident” as we think about our population?
- » Is “build out” approaching? If so, how does this affect our who’s here today and who’ll be here tomorrow?
- » How will national trends, in areas like commercial redevelopment, real estate transfers, short-term rentals, impact all of this?
- » As population growth slows but demand remains strong, how do we maintain pockets of affordability across the Island (in terms of land and housing)?
- » What about current or forthcoming projects aimed at access? (new crossing, more daily flights at HHH, etc.)
- » How many people ought to live on Hilton Head Island?

» THIS MARKS THE START

The Team will – over this process – work with Council, Staff, and stakeholders to reveal critical questions and develop datasets, maps, and other materials that begin to provide answers and/or perspective.

An aerial photograph showing a coastal region. A large body of water is on the left, with a river or inlet flowing into it from the top. The river winds through a landscape of green fields and some urban development. A city is visible in the center-right, with a grid of streets and buildings. The bottom of the image is partially obscured by a dark green banner.

6. Next steps

ISLAND-WIDE CONDITIONS & TRENDS ASSESSMENT

| NEXT STEPS | Island-Wide Conditions & Trends Assessment

Coming in quarter one 2022 ...

- 1. Finalize detailed scope and work outline**
- 2. Engage and task relevant team members**
- 3. Initiate analysis based on scope**
- 4. Present findings at key intervals**
- 5. Pursue a six-month work program (target fall 2022 for delivery)**