

Hilton Head Island's Northpoint Workforce Housing Community

Frequently Asked Questions (FAQs)



GENERAL INFORMATION

Q: What is the Northpoint Workforce Housing Neighborhood?

A: Northpoint will be a best-in-class neighborhood for the Island's essential workforce. It will include 150 to 170 high-quality rental units with a mix of one, two, and three-bedroom apartments.

Q: What is the Northpoint Workforce Housing Development Agreement?

A: The Workforce Housing Development Agreement delineates the responsibilities of OneStreet Residential and the Town in the creation of a workforce housing neighborhood on an 11-acre Town-owned tract of land. It outlines project phases, including Due Diligence, Planning, and Preliminary Models (Phase I), Zoning (Phase II), Pre-Development (Phase III), Construction (Phase IV), and a 65-Year Ground Lease (Phase V). It also includes expectations for amenities, programming, aesthetics, energy efficient design, financial contributions, property management, tenant qualifications, insurance, target schedule and legal compliance.

Q: Where is Northpoint located?

A: The Northpoint site is located on William Hilton Parkway and Jarvis Creek, within a mile of Hilton Head Island schools and the Island Recreation Center, near the Boys & Girls Club. The Post Office is located directly to the east of Northpoint.

Q: Who is the Town's partner?

A: OneStreet Residential, an Atlanta-based firm with over 35 years of experience in developing and managing mixed-income communities, is the Town's partner to design, construct and manage Northpoint.

TOWN OF HILTON HEAD ISLAND'S ROLE

Q: What is the role of the Town in the Northpoint development?

A: Town leadership had the vision for a sustainable workforce housing neighborhood on Town-owned property. This included the Town contributing land through a long-term ground lease and providing \$1 million in eligible project costs, supported by the American Rescue Plan Fund. The Town is also responsible for zoning entitlements, long-term programming support, and recording affordability covenants on the property to ensure Northpoint will be preserved for workforce housing in perpetuity.

ONESTREET RESIDENTIAL'S ROLE

Q: What are OneStreet Residential's responsibilities?

A: OneStreet Residential is responsible for design, permitting, financing, project management, construction, lease-up, and long-term property and program management.

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Q: Why was OneStreet Residential selected as the Town's development partner?

A: OneStreet Residential was selected after a thorough vetting process that included evaluating designs, development plans, financing options, programming and property management. During the selection process, OneStreet Residential's leadership team visited Hilton Head Island several times. The Northpoint Public-Private Partnership Housing Advisory Committee, consisting of Town Council members and community leaders, also toured communities that were developed and managed by OneStreet Residential.

PROJECT DETAILS

Q: Who will live at Northpoint?

A: Northpoint targets housing for Hilton Head Island's essential workers, such as caregivers, teachers, medical professionals, and first responders. Residents of Northpoint must be employed on Hilton Head Island.

Q: What are the income requirements for residents?

A: The project will serve households earning 60% to 150% of the Area Median Income (AMI), with at least 50% of the units for households earning between 60% and 80% AMI.

2024 Beaufort County Area Median Income						
Household Size						
AMI%	1	2	3	4	5	6
60%	\$ 44,700	\$ 51,060	\$ 57,480	\$ 63,840	\$ 68,940	\$ 74,040
70%	\$ 52,150	\$ 59,570	\$ 67,060	\$ 74,480	\$ 80,430	\$ 86,380
80%	\$ 59,600	\$ 68,080	\$ 76,640	\$ 85,120	\$ 91,920	\$ 98,720
90%	\$ 67,050	\$ 76,590	\$ 86,220	\$ 95,760	\$ 103,410	\$ 111,060
100%	\$ 74,500	\$ 85,100	\$ 95,800	\$ 106,400	\$ 114,900	\$ 123,400
110%	\$ 81,950	\$ 93,610	\$ 105,380	\$ 117,040	\$ 126,390	\$ 135,740
120%	\$ 89,400	\$ 102,120	\$ 114,960	\$ 127,680	\$ 137,880	\$ 148,080
130%	\$ 96,850	\$ 110,630	\$ 124,540	\$ 138,320	\$ 149,370	\$ 160,420
140%	\$ 104,300	\$ 119,140	\$ 134,120	\$ 148,960	\$ 160,860	\$ 172,760
150%	\$ 111,750	\$ 127,650	\$ 143,700	\$ 159,600	\$ 172,350	\$ 185,100

Q: What is considered a Household?

A: According to the US Department of Housing and Urban Development (HUD), a household includes all persons occupying a housing unit. The occupants may be a family, two or more families living together, or any other group of related or unrelated persons who share living arrangements, regardless of actual or perceived sexual orientation, gender identity, or marital status.

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Q: What amenities will be included?

A: The Northpoint neighborhood will offer amenities and programming that prioritize the well-being and quality of life of its residents, including:

- 150 to 170 high-quality and energy-efficient rental units, with a mixture of one, two, and three-bedroom apartments.
- A pool and outdoor communal spaces with grilling, dining stations, pavilions, seating, and playgrounds to foster social interaction and a sense of community among residents.
- Functional open spaces with views of Jarvis Creek and a neighborhood park with walking trails, fitness stations and an edible garden to encourage residents' health and wellness.
- Onsite property management and a multipurpose community center with high-speed internet and programs tailored to residents' needs, such as educational, economic empowerment and recreational activities.
- Well-lit entrances, landscaped pathways and parking areas to promote safety.
- Laundry appliances within each individual unit for residents' convenience.
- Onsite recycling and trash facilities.
- Pedestrian and bike-friendly infrastructure.
- Electric vehicle charging stations.
- Onsite trolley stop.

Q: Who is responsible for maintenance and property management?

A: OneStreet Residential will be responsible for ongoing maintenance and property management.

Q: When did the Town acquire the Northpoint property?

A: The Northpoint property was originally developed as a commercial subdivision before being acquired by the South Carolina Department of Transportation (SCDOT) in the 1990s to support the construction of the Cross Island Parkway. The Town acquired the property from SCDOT in 1999 with Real Estate Transfer Fee funds for about \$1.4 million, which included the Town designing and replacing a culvert under US 278 as partial credit against the purchase of the land. The existing road and supporting infrastructure make the site ideal for redevelopment.

Q: Will the project ensure environmental sustainability?

A: Northpoint will be an energy-efficient and sustainable neighborhood that emphasizes the preservation of natural resources and promotion of sustainable design and construction practices, including:

- Integration of stormwater eco-infrastructure, such as rain gardens and bioswales to enhance the landscape while capturing, treating, and infiltrating stormwater runoff.
- The site plan prioritizes tree preservation, functional open space, vegetative buffers, water quality, social interaction, connectivity and safety.
- An attractive green infrastructure strategy that includes pervious materials and water-neutral site features.
- Onsite recycling and trash facilities.

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- Electric vehicle charging stations.
- Onsite trolley stop to encourage the use of public transportation.
- Edible gardens offering residents easy access to fruits and vegetables while promoting physical activity and social interaction.
- Use of primarily native landscaping and minimal turf grass to reduce water consumption from irrigation.
- Incorporation of energy-efficient design and construction practices with solar components and other practices in line with LEED, Green Globes multi-family rating, or equivalent.
- Onsite recycling program.

TIMELINE AND PHASES

Q: What is the project timeline?

A: The project is divided into five phases:

- Phase I: Due Diligence, Planning, Preliminary Models (by Dec 2024)
- Phase II: Zoning Approval (by Dec 2024)
- Phase III: Pre-Development (targeting Summer 2025)
- Phase IV: Construction (anticipating 18 months)
- Phase V: 65-Year Ground Lease

Q: When will the first units be available?

A: The first units are anticipated to be available for rent by the end of 2026.

Q: How can I learn more about the project?

A: For more details, visit hiltonheadislandsc.gov/northpoint/, or contact Ben Brown, Senior Advisor to the Town Manager, at BenB@hiltonheadislandsc.gov.