



Town of Hilton Head Island
Regular Planning Commission Meeting
Wednesday, May 2, 2012
9:00 a.m. Benjamin M. Racusin Council Chambers
AGENDA

As a Courtesy to Others Please Turn Off All Cell Phones and Pagers during the Meeting.

- 1. Call to Order**
- 2. Pledge of Allegiance to the Flag**
- 3. Roll Call**
- 4. Freedom of Information Act Compliance**
Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.
- 5. Approval of Agenda**
- 6. Approval of Minutes** - Planning Commission Special Meeting April 10, 2012 and Regular Meeting April 18, 2012
- 7. Appearance by Citizens on Items Unrelated to Today's Agenda**
- 8. Unfinished Business**
None
- 9. New Business**
Public Hearing
The Planning Commission will review and consider a recommendation on updates to the Population, Housing, and Community Facilities Elements of the Comprehensive Plan to Town Council for adoption. *Presented by: Jayme Lopko*
- 10. Commission Business**
- 11. Chairman's Report**
- 12. Committee Reports**
- 13. Staff Reports**
- 14. Adjournment**

Please note that a quorum of Town Council may result if four or more of their members attend this meeting.

*** Upcoming Planning Commission Meetings**

- a. Regular Planning Commission Meeting – May 16th 3:00p.m

* Please visit the Town's website for complete and up-to-date information on all meetings.

1 **TOWN OF HILTON HEAD ISLAND**

2 **Planning Commission**

3 **Minutes of the Wednesday, April 18, 2012 Meeting DRAFT**
4 **3:00p.m. – Benjamin M. Racusin Council Chambers**

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7 Commissioners Present: Chairman Loretta Warden, Vice Chairman Tom Lennox,
8 David Bennett, Alex Brown, Jack Docherty, Terry Ennis,
9 Bryan Hughes, and Barry Taylor

10
11 Commissioners Absent: Gail Quick

12
13 Town Council Present: None

14
15 Town Staff Present: Shea Farrar, Senior Planner
16 Jayme Lopko, Senior Planner & Planning Commission Coordinator
17 Kathleen Carlin, Secretary & Administrative Assistant
18

19
20 **1. Call to Order**

21 **2. Pledge of Allegiance to the Flag**

22 **3. Roll Call**

23 **4. Freedom of Information Act Compliance**

24 Public notification of this meeting has been published, posted, and mailed in compliance
25 with the Freedom of Information Act and Town of Hilton Head Island requirements.

26 **5. Approval of Agenda**

27 The agenda was **approved** as presented by general consent.

28 **6. Approval of Minutes** - Chairman Warden stated that approval of the Special Planning
29 Commission meeting minutes dated April 10, 2012 is deferred to May 2, 2012.

30 **7. Appearance by Citizens on Items Unrelated to Today's Agenda**

31 None

32 **8. New Business**

33 **Public Hearing**

34 **ZMA120003:** A request from Mr. Chester C. Williams, on behalf of the Miller Family
35 Limited Partnership VI, to amend the Official Zoning Map by changing the zoning designation
36 of a property located at 807 William Hilton Parkway from OL, Office/Institutional, to PD-1 as
37 part of the Palmetto Dunes Resort Master Plan with a land use designation of Commercial. The
38 property is further identified as Parcel 16A on Beaufort County Tax Map 12. Chairman
39 Warden opened the public hearing for the application and requested that staff make their
40 presentation.

41 Ms. Shea Farrar made the presentation on behalf of staff. Staff recommended that the Planning
42 Commission find this application to be consistent with the Town's Comprehensive Plan and
43 does serve to carry out the purposes of the LMO based on the Findings of Facts and
44 Conclusions of Law determined by the LMO Official. Plantation Center is a shopping center
45 located near the entrance to Palmetto Dunes Resort that offers a mix of retail sales and

1 services. The property was developed with six buildings during the 1970's under Beaufort
2 County Ordinances, before the incorporation of the Town.

3
4 When the Land Management Ordinance (LMO) was adopted in 1987, the property was
5 included in what is now the OL Zoning District. This District was oriented more toward office
6 and institutional uses than retail sales and services which had been the historic uses of the
7 property. Under the OL Zoning District regulations shopping centers are not permitted, making
8 the existing shopping center a legally nonconforming use. According to the applicant, this has
9 created problems for securing tenants and making improvements to the property. Also, the
10 amount of square footage that was built on the property exceeds what was allowed by the new
11 district making the site nonconforming for density. OL Zoning District regulations permit up
12 to 19,840 square feet of development on the property depending on the use. However, the
13 property is currently developed with 38,161 square feet.

14
15 To help resolve these issues, the applicant is requesting to rezone the property into the PD-1
16 Zoning District as part of the Palmetto Dunes Resort Master Plan, with an assigned land use of
17 Commercial, but excluding eating establishments with a drive-thru. Because the permitted uses
18 for properties within PD-1 District are primarily governed by the use(s) assigned by the master
19 plan, there is more flexibility with the assignment of land uses than in the OL District. As a
20 result of the approval of this application, the shopping center use would be considered
21 conforming. The only use on the property that will remain nonconforming is the liquor store.
22 LMO Section 16-4-409E identifies certain uses that must be specifically stated as a permitted
23 use on master plans within the PD-1 Zoning District and a liquor store is one of those uses.
24 The change to specifically allow the liquor store on the property was not requested as a part of
25 the application.

26
27 After reviewing the application, staff felt that not all of the additional commercial uses
28 requested by the application were appropriate for the property. After discussions with the
29 applicant, it was agreed that to exclude the following uses in addition to Eating Establishments
30 with a drive-thru from being permitted on the property: Auto Repairs, Kennel/Boarding, Water
31 Park, Taxicab Service and Towing Service. It was also agreed that the following uses would
32 require the approval of a Special Exception by the Board of Zoning Appeals: Indoor
33 Recreation, Indoor Entertainment and Outdoor Recreation.

34
35 In addition to changes in permitted uses, the applicant is also requesting to change the
36 permitted density. Master Plans within the PD-1 Zoning District are also used to assign a
37 maximum amount of development that can be built on a property, so the applicant is requesting
38 that the existing 38,161 square feet of development become the maximum permitted density
39 assigned to the property. In addition, the applicant proposes to limit the maximum size of any
40 one commercial establishment on the property to 10,000 square feet and the maximum height
41 of any structure to 45 feet to allow for two habitable stories over parking.

42
43 As a result of this amendment, the maximum impervious coverage allowed on the site will be
44 increased from 60% in the OL Zoning District to 65% in the PD-1 Zoning District and the
45 height restriction on the property will be increased from 35 feet to 45 feet. Ms. Farrar
46 presented a brief review of the Findings of Fact and Conclusions of Law.

47
48 At the completion of staff's presentation, Chairman Warden requested that the applicant make
49 his presentation. Chester C. Williams, Esq., stated that he is the agent for this application. Mr.

1 Mr. Williams stated that he agrees with the staff's recommendation for approval of the zoning
2 request application. Mr. Williams stated that all of the public notice requirements and the
3 public hearing requirements for the application have been met. The application meets all of the
4 required criteria.
5

6 Mr. Williams presented an overhead map review of the Palmetto Dunes Master Plan approved
7 by the Town on May 7, 1986. Mr. Williams discussed several issues including the legal
8 nonconforming use related to a liquor store. Mr. Williams discussed the limitation of 10,000
9 sq. ft. of commercial space with a maximum height limit of 45-ft. (two stories over parking).
10 Mr. Williams also reviewed the prohibited uses for the property. Mr. Williams stated that the
11 property owner, Mr. Richard Kolsch, is available for questions or comments. The property
12 owner, Mr. Richard Kolsch, presented brief comments in support of the application.
13

14 Following the applicant's presentation, Chairman Warden requested public comments and
15 none were received. Chairman Warden then stated that the public hearing for this application
16 is closed.
17

18 The Planning Commission stated that they agreed with the intent of the application. At the
19 completion of the discussion, Chairman Warden requested that a motion be made.
20

21 Commissioner Ennis made a **motion** to **approve** Zoning Map Amendment ZMA120003 as
22 presented by staff. The application is consistent with the Town's Comprehensive Plan and
23 does serve to carry out the purposes of the LMO, based on the Findings of Facts and
24 Conclusions of Law determined by the LMO Official. Commissioner Hughes **seconded** the
25 motion and the motion **passed** with a vote of 8-0-0.
26

27 **9. Commission Business**

28 None
29

30 **10. Chairman's Report**

31 Chairman Warden stated that Commissioner Lennox and Commissioner Ennis will be involved
32 in the recently created Economic Development Citizens Committee.

33 **11. Committee Reports**

34 None

35 **12. Staff Reports**

36 None

37 **13. Adjournment**

38 The meeting was adjourned at 3:30p.m.
39

40 Submitted By:

Approved By:

41
42
43 _____
44 Kathleen Carlin
45 Administrative Assistant

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42
43 _____
44 Loretta Warden
45 Chairman

1 **TOWN OF HILTON HEAD ISLAND**

2 **Planning Commission**

3 **Minutes of the Special Tuesday, April 10, 2012 Meeting DRAFT**
4 **9:00a.m. – Benjamin M. Racusin Council Chambers**

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6
7 Commissioners Present: Chairman Loretta Warden, Vice Chairman Tom Lennox, Alex Brown,
8 Jack Docherty, Terry Ennis, Gail Quick and Barry Taylor

9
10 Commissioners Absent: David Bennett, Excused; Bryan Hughes

11
12 Town Council Present: Bill Ferguson

13
14 Town Staff Present: Nicole Dixon, Senior Planner
15 Anne Cyran, Senior Planner
16 Jayme Lopko, Senior Planner & Planning Commission Coordinator
17 Kathleen Carlin, Secretary & Administrative Assistant
18

19 **1. Call to Order**

20 **2. Pledge of Allegiance to the Flag**

21 **3. Roll Call**

22 **4. Freedom of Information Act Compliance**

23 Public notification of this meeting has been published, posted, and mailed in compliance
24 with the Freedom of Information Act and Town of Hilton Head Island requirements.

25 **5. Approval of Agenda**

26 The agenda was **approved** as presented by general consent.

27 **6. Approval of Minutes**

28 The Planning Commission **approved** the minutes of the March 7, 2012 meeting as
29 presented by general consent.

30 **7. Appearance by Citizens on Items Unrelated to Today's Agenda**

31 None

32 **8. Unfinished Business**

33 **Public Hearing**

34 **ZMA110007:** A request from Mr. Joe Ryan, on behalf of several property owners,
35 proposing to amend the Official Zoning Map by changing the zoning designation of five
36 properties located at 840, 852, and 862 William Hilton Parkway, and 1 and 2 Regency
37 Parkway, from the OL (Office Institutional Low Intensity) Zoning District to the CC
38 (Commercial Center) Zoning District. The properties are further identified on Beaufort
39 County Tax Map 11, Parcels 132A, 77, 153, 155A and 154. Chairman Warden opened the
40 public hearing for the application and requested that staff make their presentation.

41
42 Ms. Nicole Dixon made the presentation on behalf of staff. The staff recommended that the
43 Planning Commission find this application to be consistent with the Town's Comprehensive
44 Plan and does serve to carry out the purposes of the LMO, based on the Findings of Facts and
45 Conclusions of Law determined by the LMO Official.
46

1 Ms. Dixon stated that the Planning Commission first reviewed this application on March 7th.
2 At that time, Brian Hulbert, Staff Attorney, stated that the notification requirements for this
3 application may not have been completely satisfied. The notification process began again
4 with the applicant resending notification letters to all concerned parties within 350-feet and
5 the staff re-advertising the public hearing.
6

7 The applicant is proposing to change the zoning designation of the subject properties from
8 OL to the CC zoning district. The applicant has a business owner interested in opening a
9 Mattress store on the Hargray property located at 862 William Hilton Parkway. Under the
10 existing OL zoning designation, a retail store is not a permitted use. There are no current
11 plans for redeveloping the remaining parcels. However, the property owners decided to come
12 together to rezone the properties for future opportunities. The lots proposed to be rezoned
13 contain a Hargray building, the Savannah Bank, the vacant old Ronnie's bakery site, Stack's
14 restaurant and the Atrium building.
15

16 The subject properties are surrounded by Town-owned and Hargray-owned property to the
17 south, Long Cove Club and hotel uses to the west and north, and Palmetto Dunes and South
18 Island Square across William Hilton Parkway. The applicant states in the narrative that the
19 proposed application to rezone the subject properties from OL to the CC zoning district is
20 more in character with the existing commercial uses in the surrounding area.
21

22 The applicant states in the narrative that the proposed application to rezone the subject
23 properties from OL to the CC zoning district is more in character with the existing
24 commercial uses in the surrounding area. The applicant feels that the requested CC zoning is
25 in conformance with the objectives of the Comprehensive Plan, to have commercial property
26 situated where it serves the island residents and guests in a safe and efficient manner and to
27 focus future development on infill development. The applicant also believes that by rezoning
28 the properties to allow for retail possibilities, the marketability of the properties will increase.
29 Ms. Dixon briefly reviewed the staff's Findings of Fact and Conclusions of Law. At the
30 completion of staff's presentation, Chairman Warden requested that the applicant make his
31 presentation.
32

33 Mr. Joe Ryan, with Weichert Realty, presented statements in support of the application.
34 Mr. Ryan stated that several different property owners (Hargray, Prime Property Investments,
35 Savannah Bank, S&C 278 Associates, and the Romano Group Development) have joined in
36 requesting that the Official Zoning Map be amended by changing the zoning designation of
37 the five properties. Mr. Ryan discussed the new business owner who is interested in opening
38 a Mattress store at this location. Mr. Ryan stated that he believes the application is consistent
39 with the Comprehensive Plan and is compatible with the present zoning and conforming uses
40 of nearby property.
41

42 The Planning Commission discussed several issues including the retail possibilities for the
43 property, the broad range of potential uses for this property in the future, and the excess
44 vacant commercial space available elsewhere on the island. Several Planning
45 Commissioners stated their concern with the 'piecemeal' rezoning of the property and the
46 excess vacant commercial space. Following this discussion, Chairman Warden requested
47 public comments and the following were received:
48

1 Mr. Gerry Grimm, Mr. Declan McMullen, and Mr. Al Vadnais, residents of the area,
2 presented statements in opposition to the application based on concerns with the 'piecemeal'
3 rezoning of the area and the excess vacant commercial space already available. Ms. Jocelyn
4 Staigar, presented general statements regarding the application. Following public comments,
5 Chairman Warden stated that the public hearing for this application is closed.
6

7 Chairman Warden stated that the Planning Commission should proceed with caution in
8 deciding the application. If the Planning Commission approves the application, the potential
9 uses for this property in the future will be quite large. The availability of vacant commercial
10 property on the island should be considered. Commissioner Quick agreed with the
11 Chairman's concerns. Commissioner Quick stated that the application is not in the Town's
12 best interest at this time primarily due to the large number of potential uses in the future.
13 Commissioner Ennis stated that this is a difficult issue to decide because, while he agrees
14 with the concerns previously stated, he also believes the Planning Commission should not
15 stand in the way of someone who would like to open a new business.

16
17 Commissioner Docherty stated that he is in favor of approving the application based on the
18 staff's Findings of Fact and Conclusions of Law. The application seems consistent with the
19 Town's Comprehensive Plan and serves to carry out the purposes of the Land Management
20 Ordinance. Following final discussion by the Planning Commission, Chairman Warden
21 requested that a motion be made.
22

23 Commissioner Docherty made a **motion** to approve Zoning Map Amendment Application
24 ZMA110007 as presented by staff. The application is consistent with the Comprehensive
25 Plan and serves the purposes of the Land Management Ordinance. Commissioner Taylor
26 **seconded** the motion and the motion **passed** with a vote of 4-3-0. Chairman Warden
27 requested that those who voted in opposition state their reasons for being opposed to the
28 motion.

29 Commissioner Quick stated that she is opposed to the motion because she believes that for
30 long-range planning for the island and a consistent action based on our past history and the
31 future vision of the island, it would be in the best interest of the Town not to approve this
32 application at this time.

33 Commissioner Ennis stated that it is a tough decision because while we want to encourage
34 new business opportunities on the island, we also need to think a little more strategically, too.
35 What use are we going to make of this excess commercial space that we have? How will that
36 fit into a long range plan so that we have a context to be able to put this in?

37 Chairman Warden stated that she is opposed to the motion because she feels that there is no
38 urgent and compelling need to act on this request at this time. Chairman Warden stated that
39 she believes that the many broad uses which are currently approved in the CC Zoning
40 designation are much too broad for the ways in which we might wish this property to be
41 utilized in the future.

42 Ms. Nicole Dixon stated that this application will be reviewed next by the Planning &
43 Development Standards Committee on Wednesday, April 25, 2012 at 4:00p.m.
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9. New Business

Public Hearing

LMO Amendments: The Town of Hilton Head Island is proposing to revise and amend Chapter 3, Article IX and Chapter 5, Article XIII of the Land Management Ordinance (LMO). The proposed amendments will move the following sections from Chapter 3, Article IX, Sign Permits, into Chapter 5, Article XIII: Section 16-3-901, Applicability; Section 16-3-902, Signs Exempt from Permit; Section 16-3-903, Sign Alterations Exempt from Permit; and Section 16-3-904, Submission Requirements. The proposed amendments will revise the language in each affected section. The proposed amendments will clarify the purpose of the sign regulations, bring the regulations into conformance with recent judicial decisions, reorganize the regulations into a more intuitive order, and update the regulations to reflect changes in advertising and to provide reasonable accommodation of some previously prohibited signs. Chairman Warden opening the public hearing for this application and requested that the staff make their presentation.

Ms. Anne Cyran made the *(attached)* presentation on behalf of staff. Ms. Cyran reviewed the proposed amendments on a section-by-section basis with the Planning Commission. The staff recommended that the Planning Commission forward the proposed amendments to Town Council with a recommendation for *approval*.

In 2010 Town Council directed staff to rewrite the sign standards, which were enacted as part of the original LMO in 1987, to ensure they would stand up to legal challenges and to address trends in sign technology. These amendments also meet a Top Priority of Town Council’s Policy Agenda for 2011 – Amending the LMO to Foster Greater Flexibility, Simplicity and Revitalization.

The Land Management Ordinance (LMO) Committee met on February 29, 2012 and March 5, 2012 to discuss the proposed amendments. At the conclusion of the March 5th meeting, the committee requested that staff review the proposed amendments with the Town Attorney to ensure the amendments are all legally sound.

At completion of staff’s presentation, Chairman Warden requested public comments and the following were received: Mr. Joe Ryan presented statements regarding standard size signs and sign riders. Ms. Jocelyn Staigar presented general statements regarding sign systems and non-conforming signs. Chester C. Williams, Esq., presented legal statements regarding the Town’s regulation of content of signs. Following these public comments, Chairman Warden stated that the public hearing for this application is closed. At this time Commissioner Ennis excused himself from the rest of the meeting.

Following final discussion by the Planning Commission, Chairman Warden requested that a motion be made.

Commissioner Taylor made a **motion to approve** the revisions to the proposed LMO Sign Amendments as presented by the staff. Commissioner Quick **seconded** the motion and the motion **passed** with a vote of 6-0-0.

1 **10. Commission Business**

2 None

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4 **11. Chairman's Report**

5 Chairman Warden stated that she presented the Semi-Annual Activity Report to Town Council
6 on March 20th. The report contained Planning Commission activity for July – December 2011.

7 **12. Committee Reports**

8 A. Commissioner Quick stated that the LMO Rewrite Committee has received the first
9 Code Assessment Report from the consultant. The committee has responded to the consultant.

10 B. Commissioner Quick stated that the LMO Committee will meet at 6:00p.m this evening to
11 review the staff's proposed amendments to Cell Towers.

12 C. Commissioner Lennox stated that the CIP Committee has met three times most recently on
13 March 8th for review of the proposed CIP Fiscal Year 2013.

14 **13. Staff Reports**

15 A. Mr. Scott Liggett presented the CIP FY 2013 Priority Project on behalf of staff. Following
16 this presentation and discussion by the Planning Commission, Chairman Warden requested that
17 a motion on the presentation be made.

18 Vice Chairman Lennox made a **motion to approve** and forward the CIP FY 2013 Priority
19 Project as presented by the staff with the addition of a reference to the Life Care Center
20 renovation. Commission Taylor **seconded** the motion and the motion **passed** with a vote
21 of 7-0-0

22 B. Mrs. Jayme Lopko presented the Quarterly Report. Mrs. Lopko reported that Application
23 for Public Project Review PPR120001 was withdrawn by staff and was not heard by the
24 Planning Commission. Also, Application for Zoning Map Amendment ZMA120002 will
25 return to the Planning Commission on May 16th.

26 **14. Adjournment**

27 The meeting was adjourned at 11:05a.m.

28
29 Submitted By:

Approved By:

30
31 _____
32 Kathleen Carlin
33 Administrative Assistant

30
31 _____
32 Loretta Warden
33 Chairman



TOWN OF HILTON HEAD ISLAND

Community Development Department

TO: Planning Commission
VIA: Shawn Colin, AICP, *Comprehensive Planning Manager*
FROM: Jayme Lopko, AICP, *Senior Planner*
DATE: April 20, 2012
SUBJECT: Population Element Update

Recommendation

Staff recommends that the Planning Commission forward the proposed changes to the Comprehensive Plan to Town Council with a recommendation of approval.

The Comprehensive Plan Committee met on March 7, 2012 and voted to approve the updates to the Comprehensive Plan as presented by staff. There was discussion on minor additions to include information on the native islander population and historic significance of the island. Those changes have been made by staff.

Background

The Town has drafted updates to the Population, Housing, and Community Facilities Elements based on information obtained from the 2010 Census.

The Population Element was not completely updated during the rewrite of the current Comprehensive Plan that was adopted in 2010 because the 2010 Census information was not available until 2011.

The 2010 Census asked fewer questions than in the past, which caused our most of the information to be based on three year estimates. Some of the census information was contained within the Housing and Community Facilities Elements so they have been updates as well.

The population of the Town of Hilton Head Island grew from 33,862 in 2000 to 37,099 in 2010, while Bluffton Township grew from 19,044 in 2000 to 52,777 in 2010. The other notable change was the continuing increase in the median age for the island from 46 in 2000 to 51 in 2010.

**A RESOLUTION BY THE PLANNING COMMISSION OF THE TOWN OF
HILTON HEAD ISLAND, SOUTH CAROLINA TO RECOMMEND UPDATES
TO THE HILTON HEAD ISLAND COMPREHENSIVE PLAN BE FORWARD
TO TOWN COUNCIL FOR ADOPTION**

WHEREAS, the Town of Hilton Head Island has established a reputation as a well-planned community; and

WHEREAS, the Town of Hilton Head Island Comprehensive Plan, adopted May 4, 2010, did not include 2010 Census information in the updates to the Population Element; and

WHEREAS, Town staff and the Comprehensive Plan Committee were asked to update the Population Element Comprehensive Plan for the Town of Hilton Head Island once 2010 Census information was available; and

WHEREAS, the proposed updates to the Town of Hilton Head Island Comprehensive Plan include the following elements: Population, Housing, and Community Facilities; and

WHEREAS, the proposed updates to the Town of Hilton Head Island Comprehensive Plan meet the requirements of The Comprehensive Planning Enabling Act of 1994 and its updates; and

WHEREAS, the Comprehensive Plan Committee has recommended that the Planning Commission review and recommend by resolution that the proposed updates to the Town of Hilton Head Island Comprehensive Plan be forwarded to the Town Council for adoption; and

WHEREAS, the Comprehensive Plan Committee and staff presented the proposed updates to the Town of Hilton Head Island Comprehensive Plan to the Planning Commission on May 2, 2012, which included a public hearing; and

WHEREAS, the proposed updates to the Town of Hilton Head Island Comprehensive Plan have been made available for public review.

NOW, THEREFORE BE IT, AND IT HEREBY RESOLVED BY THE PLANNING COMMISSION FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, THAT the Planning Commission hereby requests that Town Council adopt the proposed updates to the Town of Hilton Head Island Comprehensive Plan:

**MOVED, APPROVED, AND ADOPTED ON THIS _____ DAY OF MAY
2012.**

**Loretta Warden,
Planning Commission Chairman**

ATTEST:

Cori Brock, Town Clerk

4 Population

To maintain a diverse population in the Town of Hilton Head Island which is given the opportunity to be well educated, financially secure, and enjoy a high quality of life.

Introduction

An accurate description of the population of the Town of Hilton Head Island raises some complicated issues. Hilton Head Island is not a typical Southeastern town and its population is quite different from those of other towns in the South, and indeed much of the United States. The Town's geographic nature, presence of a native island population, tourism based economy and number of seasonal or interval occupancy housing units are the primary reasons for this difference. As an island, the reasons for which people have chosen to move to or remain in the Town are specific to the place: historical family ties, quality of life, natural resources and ocean frontage, unique recreational facilities and its prominence as a retirement community. Hilton Head Island is nationally and internationally recognized as a high quality place to visit, live and retire.

Hilton Head Island is home to an estimated 40,000 people on a permanent, full-time basis. The population continues to grow as the Town matures. Maintaining a high quality of life in the face of rapid growth has been one of the primary challenges faced by the Town. As the population continues to grow and diversify, properly managing development and redevelopment will continue to be a significant challenge.

The community is comprised of families, children and older adults of many races and backgrounds. The Island's residents have chosen to live here for many reasons. Some have come here to enjoy the benefits of retirement while others located here to make a living. Some belong to native families that were born and raised on the island and stay to maintain the historic roots of their family. There are, within the spectrum of the population, different levels of social and economic capacity. An understanding of these elements is the goal of this analysis of the population of the Town of Hilton Head Island.

An inventory and analysis of demographic data for the Town of Hilton Head Island involves several issues: a clear explanation of the most current data available; comparisons of trends indicated in the data; comparisons with Beaufort County, South Carolina, and surrounding communities; and projections of likely future population rates and characteristics. From this type of analysis, it is possible to understand the trends and patterns that have affected Hilton Head Island in the past, the way in which the Town relates to its larger demographic environment, and what the Town may be like in the future.

A clear understanding of political and statistical geography is useful in order to analyze the Town of Hilton Head Island's population. Unlike many municipalities, Hilton Head Island has clearly marked geographic boundaries. Within that area are U.S. Census defined areas called census tracts and block groups. On a broader scale, the census recognizes Beaufort County and

the State of South Carolina. Additionally, within Beaufort County there are divisions of “Planning Areas” used by the Low Country Council of Governments for county analysis.

The Town of Hilton Head Island has an unusual asset in the availability of reliable demographic data beyond the normal decennial census tabulations. As special census tabulations have been taken for the years 1975, 1985 and 1995, it is was possible to trace the trends of population change over five year intervals. However, no special census was completed in 2005 as it was not cost beneficial to the Town. There are limits to the data available from these tabulations, and it remains necessary to focus on the most complete decennial census (taken in 20010) for some variables. ~~Additional review and analysis of this chapter will take place upon release of the upcoming 2010 U.S. Census data, anticipated in the spring of 2011.~~

The 2010 Census was shortened to only 10 questions, in an effort to get more complete results. Some of the information that was contained in the 2000 Census will be updated as an estimate since the information is no longer collect from all respondents.

Table 4.1: Population Trends, 1960 - 20100

Year	Hilton Head Island	% Change	Beaufort County	% Change	South Carolina	% Change
1960	NA	--	41,052	--	2,382,594	--
1970	NA	--	51,136	24.6	2,590,516	8.7
1975	6,511	--	58,000*	13.4	2,816,000*	8.7
1980	11,344	74.2	65,364	12.7	3,121,820	10.9
1985	17,622	55.3	80,400*	23.0	3,333,000*	6.8
1990	23,694	34.5	86,425	7.5	3,485,703	4.6
1995	28,800	21.5	102,735*	18.9	3,698,746*	6.1
2000	33,862	17.5	120,937	17.7	4,012,012	8.5
2010	<u>37,099</u>	<u>9.6</u>	<u>162,233</u>	<u>34.1</u>	<u>4,625,364</u>	<u>15.3</u>

Sources: U.S. Census Bureau: 1960, 1970, 1980, 1990, 2000, 2010 Census of Population and Housing.

U.S. Census Bureau: special census tabulations for Hilton Head Island for 1975, 1985, 1995.

Notes: * = US Census Bureau data for inter-census populations and percentages based on estimates.

4.1 Population

The total permanent resident population of the Town of Hilton Head Island according to the 20100 Census is 37,099 ~~33,862~~ persons. When compared with the 20100 population of Beaufort County, the Town comprises nearly 238% of the County’s population. The Town has seen a steady slowing in the percent of change in the population while the County and State have seen their percent change in population fluctuate. The 2010 Census shows a significant increase in population and percent change in population for both Beaufort County and the State of South Carolina. In 1975, Hilton Head Island’s share of the County population was approximately 11%. While the Town’s percentage of the County population has diminished slightly since 1995, the fact that in 25 years Hilton Head Island gained a nearly 17% share of the population of a growing county such as Beaufort County speaks to the Town’s dramatic emergence over a short time period as shown in Table 4.1, Population Trends 1960–2000.

Table 4.2, Planning Area Population Trends, shows how distribution of the population in Beaufort County has changed over the past four decades. In 1980, the population of Hilton Head

Island comprised 17% of the county, and by 2010 it comprised 23%. The Beaufort/Port Royal area had 59% of the county’s population in 1980 and only 37.28% in 2010. Bluffton’s share of the population has grown from 6% to 16.33% during this period, mainly due to annexations of large vacant parcels that have been built as residential developments which surrounded the previous one square mile Town. All of the planning areas have seen a steady increase in their population except Bluffton Township. The population of Bluffton grew 277% from 19,044 in 2000 to 52,777 in 2010.

Table 4.2: Planning Area Population Trends

Year	Hilton Head Island	Beaufort/Port Royal Island	Sheldon Township	St. Helena	Bluffton Township	Lady’s Island
1960	NA	31,711	3,293	6,047	3,135	NA
1970	NA	37,636	2,530	5,718	2,757	NA
1980	11,344	39,017	2,994	5,091	3,652	3,094
1990	23,694	40,710	3,194	6,579	7,084	5,046
2000	33,862	44,563	4,116	9,486	19,044	9,321
<u>2010</u>	<u>37,099</u>	<u>45,343</u>	<u>4,269</u>	<u>11,259</u>	<u>52,777</u>	<u>10,792</u>

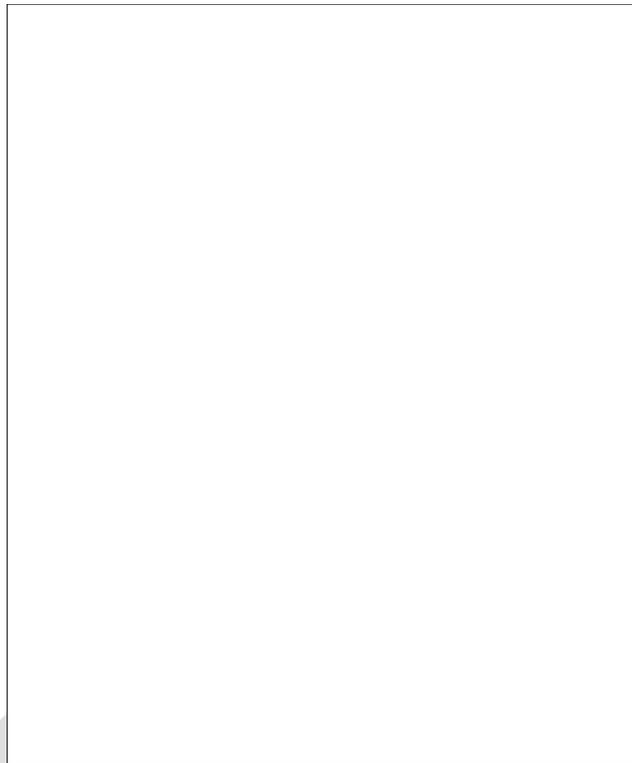
Source: Beaufort County Planning Department (data from U.S. Census Bureau)

Recent Population Change

The U.S. Census Bureau performs population counts based on geographic units called census blocks, block groups, and tracts. A block group is made up of, as the name suggests, a group of blocks, and a tract is comprised of several block groups. Typically, census tracts are used to make comparisons of population from one census to the next. For Hilton Head Island, however, the census tract boundaries were slightly modified and renumbered for the 2010 Census, making a direct comparison impossible.

However, it was possible to combine block groups from the 2000 ~~1990~~ and 2010 censuses to create six areas for comparison. While there were slight variations in the boundaries of these six areas, they were determined to be insignificant for the purposes of this analysis. Figure 4.1, Population Change on Hilton Head Island, 2000 ~~1990~~ to 2010, shows these six areas along with the population change between 2000 ~~1990~~ and 2010. Two areas on the south end of the Island had a slight decrease in population, while two areas on the north end of the Island had significant increases in population (~~over 3,500 persons~~) . For this comparison the northern section is comprised of Hilton Head Plantation, Indigo Run and all other areas of the Town north of Broad Creek and Union Cemetery Road. The southern portion includes Sea Pines and Shipyard Plantations.

Figure 4.1: Population Change on Hilton Head Island, 2000-1990 to 2010



Source: US Census Bureau. 2010

A possible explanation for these differences in growth between the southern and northern portions of the Island is that there is more tourism related development on the south end and more permanent residential development on the north end of the Island. In addition, the south end was nearly built out by 1990, as it was the location of the early developments on the Island, while the north end was still developing during this decade. In 1990 the northern portion section of the Island comprised approximately 39.7% of the total population. By 2000 the population percentages had significantly changed with 50.1% of the total population living in the northern portion section of the Town and 49.9 % living in the southern portion. In 2010, the population percentages shifted again to have 56% of the population living in the northern portion of the Island and 44% living in the southern portion of the Island. This trend is expected to continue as the northern portion of the Town sees the majority of new residential construction.

Seasonal Population Characteristics

Data for the permanent population of Hilton Head Island does not tell the complete story of the numbers of people that occupy the Island during different times of the year. As a community with a large resort and retirement component, there is a considerably higher actual number of persons on the Island than what was reported by the census tabulations. This population also has fluctuations according to season, making the actual number of persons not only greater than the permanent population by some degree, but also varies throughout the year. Finally, the Island

labor force has the effect of increasing the daytime population of the Island as a large percentage of workers commute from off-Island locations. The sum of these factors makes the actual population of the Town of Hilton Head Island very difficult to estimate at any one point in time. The most important aspect of seasonal population on Hilton Head Island concerns the seasonal trends of visitation to the Island. Data from the South Carolina Parks, Recreation and Tourism Bureau have been published in “Lodging Trends in South Carolina” and are used by the Hilton Head Island Chamber of Commerce to describe the business cycle pattern by season, as shown in Table 4.3, Seasonal Visitor Population Trends for Hilton Head Island.

The most significant finding is that visitation in 1987 became more evenly distributed among the seasons and this trend has continued through 2010. ~~in 1995 was more evenly distributed among the seasons than was the case twenty years ago.~~ Whereas in 1976 a majority of visitors came to the Island during the summer months of June through August, ~~in 1995 summer visitation was only slightly higher than that for the spring.~~ The majority of the shift took place between 1976 and 1987, with only minor fluctuations since 1987. This leveling of the seasonal impact on the Island is viewed as a positive economic factor.

Table 4.3: Seasonal Visitor Population Trends for Hilton Head Island

Season	Percent of Annual Visitors by Season by Year					
	1976	1987	1991	1995	2000	<u>2010</u>
Spring	19.7%	28.0%	28.9%	29.8%	29.0%	<u>25.9%</u>
Summer	51.1%	33.3%	31.5%	31.0%	31.0%	<u>33.4%</u>
Fall	21.8%	24.0%	24.2%	23.25%	23.0%	<u>22.0%</u>
Winter	7.4%	15.0%	15.4%	16.0%	17.0%	<u>18.7%</u>

Sources: 1976, 1987, 1991, 1995 from Lodging Trends in South Carolina, S.C. Parks, Recreation and Tourism, 2000 and 2010 from Estimated Monthly Visitors, Hilton Head Chamber of Commerce

Implications for the Comprehensive Plan

- Permanent and seasonal population has experienced significant growth.
- As an Island with a large commuter work force and large visitor draw, the Town of Hilton Head Island should have accurate counts of seasonal and daytime Island populations. The data is necessary for many reasons, in particular, to assist in planning for evacuations, traffic and transportation infrastructure improvements and the provision of other public services (More information is in the Transportation and Community Facilities Elements).
- Establishing a method for tracking the Island’s actual daytime and seasonal population including the impacts of the commuting workforce and seasonal visitor population is important.
- With the growing size and diversity of the Town’s population, new and unforeseen challenges are likely to arise. To better understand and address these challenges the Town needs access to a large base of comprehensive demographic information
- The sense of community on Hilton Head Island needs to be reenergized and all elements of its population made more aware of each other. The Town needs to foster a Town identity and continue to play an active role in merging Hilton Head Island’s many communities into one Island community.

4.2 Population Projections

Estimates

Population projections generally concern two issues: an estimate of the current population and statistical projections of future populations. The Town's population, for the years 1995 through 2010, is illustrated in Table 4.4, Population Estimates for Hilton Head Island. Census estimates show the Town of Hilton Head Island's population remaining relatively constant from 2000 through 2008. It appears that the estimates for years 1995 through 1999 and 2001 through 2008 were somewhat conservative as is indicated by the significant spike (8.6% in 2000 and 8.0% in 2010) based on official Census population numbers in 2000 and 2010. ~~In addition, Census population estimates for the years 2001 through 2008 may also be conservative and underestimate population levels for the Town. Official population data from the 2010 Census will provide an updated picture for the actual Town population.~~

Table 4.4: Population Estimates for Hilton Head Island

Date	Population	% Change
1995	27,736	--
1996	29,088	4.9%
1997	29,801	2.5%
1998	30,450	2.2%
1999	31,181	2.4%
2000	33,862*	8.6%
2001	34,080	0.6%
2002	34,671	1.7%
2003	34,647	-0.1%
2004	34,683	0.1%
2005	34,855	0.5%
2006	34,271	-1.7%
2007	33,994	-0.8%
2008	33,913	-0.2%
2009	34,362	1.3%
<u>2010</u>	<u>37,099*</u>	<u>8.0%</u>

Source: U.S. Census Bureau, Population Estimates Program,

*U.S. Census Bureau 2000, 2010 Population

Projection Sources and Techniques

There are numerous factors involved when determining reliable numbers for the projected future permanent population of any town. It is important to note that a projection is actually an issue of policy such that the projected population for a time in the future is based on a certain understanding of desired policies concerning growth and development.

Until recently areas outside of the PUDs have had lower development pressures, but are now targeted as the PUDs are reaching build-out. It is possible that the Island will have reached build-

out by 2025, although the concept of build-out is constantly changing as properties can be redeveloped and zoning regulations can change to accommodate higher (or lower) densities. ~~New projections based on build-out scenarios should be calculated following the 2010 Census.~~ After release of the Census 2000 data only one method, which projected population using an annual growth rate of 3.3%, was close to the official Census count. This method used a steady 3.3% rate of growth, which was the annual population increase from 1990 to 1995 per year, to project population.

~~A simple application of a constant 3.3% annual growth rate may be appropriate for years 2001 through 2005.~~ However, ~~I~~ Impacts from a national recession, including modifications to lending practices from most financial institutions most likely contributed to a slower rate of growth. A more likely growth rate of 1%, ~~for years 2006 through 2009,~~ would provide a more accurate estimate of population. Table 4.5, Population Projections for Hilton Head Island, provides projections using both methods.

Table 4.5: Population Projections for Hilton Head Island

Year	Population Estimates	
	Constant 3.3% Growth Rate	Adjusted 1% Growth Rate 2006-2009
2000* <u>2010*</u>	33,862 <u>37,099</u>	N/A
2001 <u>2011</u>	34,979 <u>38,323</u>	N/A <u>37,470</u>
2002 <u>2012</u>	36,134 <u>39,588</u>	N/A <u>37,845</u>
2003 <u>2013</u>	37,326 <u>40,894</u>	N/A <u>38,223</u>
2004 <u>2014</u>	38,558 <u>42,244</u>	N/A <u>38,605</u>
2005 <u>2015</u>	39,830 <u>43,638</u>	N/A <u>38,991</u>
2006 <u>2016</u>	41,145 <u>45,078</u>	40,229 <u>39,381</u>
2007 <u>2017</u>	42,503 <u>46,566</u>	40,631 <u>39,775</u>
2008 <u>2018</u>	43,905 <u>48,103</u>	41,037 <u>40,173</u>
2009 <u>2019</u>	45,354 <u>49,690</u>	41,448 <u>40,575</u>

Source: Town of Hilton Head Community Development Department * U.S. Census Bureau 2010 Population

~~As part of the effort to develop a Southern Beaufort County Regional Plan (SBCRP) in 2005, estimates of existing and build-out populations were projected. To estimate the existing population, the number of housing units added since the 2000 Census inventory was calculated using building permit data. Applying the average household size figure for each census tract within the Town to the number of new units provided an estimated population for the year 2005 at 38,931. The build-out population was developed by using information for the Town's 69 Traffic Analysis Zones (TAZ). A most likely build-out scenario was developed for each TAZ to determine the amount and type of residential development that most likely remained for development. The numbers for projected or additional units was combined with the average household size to estimate a build-out population of 55,329, shown on table 4.6, Estimates of Existing (2005) Permanent Population and Permanent Population at Build-out, for the SBCRP.~~

Table 4.6: Existing Permanent Population and Permanent Population at Build-out

	Town of Hilton Head Island
Existing Pop. (2005)	38,931

Build-out Population	53,329
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Source: Southern Beaufort County Regional Plan, Adopted 2006

An update to the Traffic Analysis Zones was completed by Town staff in 2009 to provide a current estimate and projected build-out population. Table 4.7, Population Projection from Analysis of TAZ, summarizes the results of this update. A range of occupancy rates was included to provide a detailed look at the potential build out population. Finally, using the Town's current overall occupancy rates for households of 58.8% from the U.S. Census Bureau, the projected build-out population was calculated to be 53,988 persons.

Table 4.7: Population Projection from Analysis of TAZ

Housing Types	Estimated Quantity Build-Out	Average Persons Per Household	Maximum Population Estimate At Build-out	Estimated Population Occupancy Range		
				55%	65%	75%
Single Family Units	17,265	2.26	39,019	21,460	25,362	29,264
Multi Family Units	18,561	2.70	50,115	27,563	32,575	37,586
Mobile Homes [†]	1,187	2.26	2,683	1,476	1,744	2,012
TOTAL	37,013	2.48	91,817	50,499	57,937	68,952

Source: Town of Hilton Head Island Community Development Department 2009 TAZ Analysis

Implications for the Comprehensive Plan

- Population projections provide useful information that assists in determining future service needs and proper allocation of land uses.
- Providing updated population projections at a regular interval would provide beneficial information to decision makers in planning for the provision of services in the future.
- The impact of economic conditions, programs such as land acquisition, and changes to zoning all impact potential development within the Town and should be monitored.
- As an island with a large commuter work force and large visitor appeal, the Town of Hilton Head Island needs to have accurate counts of seasonal and daytime Island populations. The data is necessary for many reasons, in particular, to assist in planning for evacuations, traffic and transportation infrastructure improvements and the provision of other public services (More information is in the Transportation and Community Facilities Elements).

4.3 Age Distribution

Data concerning the age of the Town of Hilton Head Island's population agree with the general perception that the Town's residents include all age groups with higher than average percentages of older adults and retirees (Table 4.8, Age Distribution, 2010 Town, County, and State). The median age of permanent residents on the Island in 1990 was 39.9. This number increased to over 44 years in 1995 and 46 years by 2000 and 51 years by 2010.

Children and young adults comprise a much smaller percentage of the population on Hilton Head Island than they do in either Beaufort County or the State (24.1 22.5% versus 35.2 31.4 and 35.3 33.6% respectively). In the 25 to 44 year age category, the Town has a slightly smaller percentage than the County and State, while in the combined grouping of the 45 to 64 year age categories the Town has a slightly larger percentage. ~~Only in the 25 to 44 year age category is there consistency of percentages within the Town, the County and the State. The age group 45 to 64 has a slightly larger percentage of the population than in the County or the State, while the 65 and older category has a much larger percentage.~~

A comparison of retirement-aged residents (65 and older) between the Town, County, and State over time shows that Hilton Head Island’s population grew to 24.0 28.9% in 2010 from 20.3 24.0% in 1990 2000, while it grew to 15.6 20.4% in Beaufort County from 12.3 15.6% in 1990 2000, and in the State overall it grew only slightly, to 12.1 13.6% in 2010 from 11.4 12.1% in 1990 2000.

Available and current data demonstrate that the population of the Town of Hilton Head Island has progressively grown older over the time span from 1975 to 2010 (Table 4.9, Age Distribution: 2010 Town, County, and State). During this period of rapid population growth, the Town has decreased steadily in the percentage of the population which is under 25 (down 15.8 17.4% between 1975 and 2010), while increasing in most categories above the 25 to 44 year old range. The greatest share increase of one age category has been the increase in the 65 and older category from 9.9% in 1975 to 24.0 28.9% in 2010 (~~23.3% in 1995~~).

These changes in the age composition of the population should not be viewed in terms of a declining number of young people on the Island. The data simply indicate that as the total permanent population of the Town has grown at a fast rate over the time span from 1975 to 2010, the percentage share of that population growth in the older age groups has increased. This means that these age groups are growing at a faster rate than younger age groups. A combination of the continued influx of retirees to Hilton Head Island and the national trend of the aging baby-boomer population has contributed to this trend.

Table 4.8: Age Distribution: 2010 Town, County, and State

Age	Hilton Head Island	% of Total	Beaufort County	South Carolina
0-4	1,502 <u>1,694</u>	4.4 <u>4.6</u>	6.7 <u>6.8</u>	6.6 <u>6.5</u>
5-17	4,356 <u>4,451</u>	12.8 <u>12.0</u>	16.5 <u>14.4</u>	18.5 <u>16.8</u>
18-20	914 <u>816</u>	2.7 <u>2.2</u>	5.6 <u>4.5</u>	4.7
21-24	1408 <u>1,380</u>	4.2 <u>3.7</u>	6.4 <u>5.7</u>	5.5 <u>5.6</u>
25-44	8,304 <u>7,558</u>	24.6 <u>20.4</u>	27.1 <u>23.2</u>	29.6 <u>25.8</u>
45-54	4,533 <u>4,567</u>	13.4 <u>12.4</u>	11.6 <u>11.4</u>	13.7 <u>14.3</u>
55-59	2,359 <u>2,535</u>	7.0 <u>6.8</u>	5.3 <u>6.1</u>	5.2 <u>6.6</u>
60-64	2,336 <u>3,395</u>	6.9 <u>9.2</u>	5.2 <u>7.6</u>	4.1 <u>6.1</u>
65 & Older	8,150 <u>9,226</u>	24.0 <u>28.9</u>	15.6 <u>20.4</u>	12.1 <u>13.6</u>

Source: U.S. Census Bureau, 2000 2010

Related data such as that for the Hilton Head Island schools, however, consistently indicate that the numbers of children are increasing at a rapid pace. So, while most all age groups of the Town of Hilton Head Island's population continue to increase, the general aging of the population poses some interesting questions for consideration. Clearly, as the retiree population continues to grow, it will place increasing demand on medical facilities and services associated with aging. The way in which property may cycle through age groups in the future, however, is much more difficult to predict.

Table 4.9: Trends in the Age Distribution of Hilton Head Island's Population

Age	Percentages							% Change in Share	
	1975	1980	1985	1990	1995	2000	2010	1975-2010	2000
0-4	7.9	5.4	6.1	5.9	4.9	4.4	<u>4.6</u>	-3.5	<u>-3.3</u>
5-17	19.1	15.4	13.4	12.4	12.4	12.8	<u>12.0</u>	-6.3	<u>-7.1</u>
18-20	4.3	3.3	2.7	2.7	2.3	2.7	<u>2.2</u>	-1.6	<u>-2.1</u>
21-24	8.6	7.0	6.8	4.9	3.9	4.2	<u>3.7</u>	-4.4	<u>-4.9</u>
25-44	27.6	27.6	32.5	31.0	27.4	24.6	<u>20.4</u>	-3.0	<u>-7.2</u>
45-54	8.8	8.8	8.3	9.6	13.0	13.4	<u>12.4</u>	4.6	<u>3.6</u>
55-59	6.8	7.1	5.5	5.5	5.9	7.0	<u>6.8</u>	0.2	<u>0.0</u>
60-64	7.0	9.7	7.9	7.7	7.2	6.9	<u>9.2</u>	-0.1	<u>2.2</u>
65 & Older	9.9	15.7	16.8	20.3	23.3	24.0	<u>28.9</u>	14.1	<u>19.0</u>

Sources: U.S. Census Bureau: 1980, 1990, 2000, 2010 U.S. Census
 U.S. Census Bureau - Special Census for Hilton Head Island: 1975, 1985, 1995.

Implications for the Comprehensive Plan

- Provisions that allow for aging in place should be considered, especially as the population percentage of people over the age of 65 in the Town continues to grow. These include additional medical and health care services, transportation, and mobility and access to appropriate services.
- The gradual aging of the Town's population presents both new opportunities and new problems. The Town needs to work to insure that the problems are identified and solved. The Town needs to assist the community in best utilizing the skills that older citizens possess.
- Children and teenagers represent the long-term future of the community, as well as the County, State and Nation. Given the many pressures that young people face today, the Town needs to place more focus on the expectations, problems and needs of this segment of the population.

4.4 Racial Composition and Trends

The dynamics of the development of the Town of Hilton Head Island in recent decades have contributed significantly to the current racial composition of the Island as well as the trends of change in the past. Currently, the Town's population is predominately white with ~~85.3~~ 82.9% of residents indicating this category in the ~~2010~~ 2010 Census. The share of white residents in the Town stands in contrast with Beaufort County and South Carolina, where the white population comprises ~~67.2~~ 71.9% of the total population in Beaufort County ~~the state~~ and ~~70.7~~ 66.2% in Beaufort County the State (Table 4.10, 2010 Racial Composition Town, County, and State). In

1990, the black population in the Town stood at 9.5%, and other races combined were 1% of the total population. By In 2000 these percentages had changed to 8.3% for the black population and 6.4% for all other races. By 2010, these percentages had changed to 7.5% for the black population and 9.6% for all other races (Table 4.11, Trends in Racial Composition of Hilton Head Island's Population).

Table 4.10: 20100 Racial Composition Town, County, and State

Race	Hilton Head Island	% of Total	Beaufort County	% of Total	South Carolina	% of Total
White	<u>30,751</u>	<u>82.9</u>	<u>116,606</u>	<u>71.9</u>	<u>3,060,000</u>	<u>66.2</u>
	28,893	85.3	85,451	70.7	2,695,560	67.2
Black	<u>2,766</u>	<u>7.5</u>	<u>31,290</u>	<u>19.3</u>	<u>1,290,684</u>	<u>27.9</u>
	2,797	8.3	29,005	24.0	1,185,216	29.5
Other	<u>3,582</u>	<u>9.6</u>	<u>14,337</u>	<u>8.8</u>	<u>274,680</u>	<u>5.9</u>
	2,172	6.4	6,481	5.4	131,236	3.3

Source: U.S. Census Bureau, 2010 2000

While the actual population of each racial segment has increased over the past 25 years, the trend has been a high an increasing percentage of the overall population being composed of whites, and an increasing percentage being others, and a decreasing percentage of blacks. From 1975 to 20100, the white population has grown by over 5 3% of the share of the total population while blacks have lost over an 4 12% share of the total. The loss in the percentage of the black population has gained in the percentage of the other population. The other category has grown from 6.4% of the population in 2000 to 9.6% of the population in 2010.

An important trend is the growth of the Hispanic population in the Town of Hilton Head Island. The Census Bureau determined Hispanic origin based on a 20100 Census form question that asked for self-identification of the person's origin or descent. Respondents were asked to select their origin (or the origin of some other household member) from a list of ethnic origins. Persons of Hispanic origin, in particular, are those who indicated that their origin was Mexican-American, Chicano, Mexican, Puerto Rican, Cuban, Central or South American, or other Hispanic. Whereas from 1980 to 1990 the percentage of the Town's residents considering themselves to be of Hispanic origin increased from 1% to 1.4%, the corresponding percentage for 1995 was 4.2%, and 11.5% for 2000 was 11.5%, and for 2010 is 15.8%. It is a reasonable assumption that the actual numbers and percentages of Hispanic residents in the Town are even higher than reported numbers.

This assumption is supported by National and regional evidence indicating that this population may be undercounted. Regardless, the Hispanic population has grown rapidly in recent years and its presence as an important component of the population will likely increase. It would appear that growth trends within the past 10 years outside of the Hispanic population have begun to stabilize somewhat. It can be reasonably expected that the Island's population will tend towards more racial and cultural diversity as the County and State do the same.

Table 4.11: Trends in Racial Composition of Hilton Head Island's Population

Race	1975	1980	1985	1990	1995	2000	2010	% Change in Share 1975-1985	% Change in Share 1985-2000 1995	% Change in Share 1995-2010
White	5,212	9,659	15,488	21,208	25,547	28,893	30,751			
%	80.0	85.0	87.9	89.5	88.7	85.3	82.9	7.9	0.8 -2.6	-5.8
Black	1,283	1,647	2,000	2,259	2,647	2,797	2,766			
%	19.7	14.5	11.3	9.5	9.2	8.3	7.5	-8.4	-2.1 -3.0	-1.7
Other	16	38	134	227	611	2,172	3,582			
%	0.3	0.5	0.8	1.0	2.1	6.4	9.6	0.5	1.3 5.6	7.5
*Hispanic % of Total Population	NA	1.0	1.3	1.4	4.2	11.5	15.8		2.9 10.2	11.6

Sources: U.S. Census Bureau 1980, 1990, 2000, 2010 U.S. Census
 U.S. Census Bureau - Special Census for Hilton Head Island: 1975, 1985, 1995.
 Note: *Not a race by U.S. Census Bureau definitions.

Implications for the Comprehensive Plan

- The Town population trends are moving toward a slightly more diverse population, which creates challenges and opportunities. Creating a healthy, self-sustaining community that encourages economic and cultural diversity by understanding the needs and assets of the Island's many ethnic groups is important.

4.5 Gender Composition

In 2010, there was an equal percentage of male and females were slightly more females than males on Hilton Head Island, and nearly an equal a similar percentage in the County and State as well (Table 4.12, 2010 Gender Composition Town, County, and State and 4.13, Trends in Gender Composition of Hilton Head Island's Population). In both 1980 and 1990, there were more females than males on the Island, with 52.2% female versus 48.8% males, while in 2000 there was an equal percentage of males and females on the Island.

Table 4.12: 2010 Gender Composition Town, County, and State

Gender	Hilton Head Island	% of Total	Beaufort County	% of Total	South Carolina	% of Total
Male	18,206	49.1	80,089	49.4	2,250,101	48.6
	16,947	50.0	61,193	50.6	1,948,929	
Female	18,893	50.9	82,144	50.6	2,375,263	51.4
	16,915	50.0	59,744	49.4	2,063,083	

Source: 2010 2000 U.S. Census

Table 4.13: Trends in Gender Composition of Hilton Head Island's Population

Gender	1975	1980	1985	1990	1995	2000	<u>2010</u>	% Change in Share 1975-1985	% Change in Share 1985- 1995 <u>2000</u>	% Change in Share <u>1995-2010</u>
Male	50.1	47.8	48.4	47.8	48.8	50.0	<u>49.1</u>	-1.7	<u>0.4</u> 1.6	<u>0.3</u>
Female	49.9	52.2	51.6	52.2	51.2	50.0	<u>50.9</u>	1.7	-0.4 <u>-1.6</u>	<u>-0.3</u>

Sources: U.S. Census Bureau 1980, 1990, 2000, 2010 U.S. Census
U.S. Census Bureau - Special Census for Hilton Head Island: 1975, 1985, 1995.

Implications for the Comprehensive Plan

- Facilities for males and females should be programmed at an even rate.

4.6 Households

The ~~2010~~ 2010 Census report for the Town of Hilton Head Island reported a total of ~~14,408~~ 16,435 permanently occupied housing units, or households, on the Island. Statistics for average household size on Hilton Head Island show there to be smaller households in comparison with Beaufort County and South Carolina (Table 4.14, Household Size Town, County, and State). This fact is consistent with the age statistics for Hilton Head Island, which indicate smaller than average percentages of children and teenagers among the population. Household size has decreased incrementally from the years 1980 to 1995 on the Island, but has remained consistently smaller than comparable figures for the County and State. The 2000 Census showed a slight increase in the average household size to 2.32 persons per household, which is still lower than the County or State figures. ~~Of the 33,862 population in 2000, 442 persons lived in group quarters as opposed to households (See the Housing Element for a discussion on group quarters).~~

Table 4.14: Household Size for Town, County, and State

Year	Hilton Head Island		Beaufort County		South Carolina	
	Number ¹	Size ²	Number ¹	Size ²	Number ¹	Size ²
1970	NA	--	51,136	3.47	734,373	3.39
1975	NA	--	NA	--	NA	--
1980	4,634	2.45	65,364	2.84	1,029,981	2.93
1985	7,551	2.33	NA	--	NA	--
1990	10,334	2.29	30,712	2.60	1,258,044	2.68
1995	12,903	2.23	NA	--	NA	--
2000	14,408	2.32	45,532	2.51	1,533,854	2.53
<u>2010</u>	<u>16,535</u>	<u>2.23</u>	<u>64,945</u>	<u>2.42</u>	<u>1,801,181</u>	<u>2.49</u>

Sources: U.S. Census Bureau 1980, 1990, 2000, 2010
U.S. Census Bureau - Special Census for Hilton Head Island: 1975, 1985, 1995.
Notes: ¹ Total number of households. ² Calculated Average or Mean household size.

Implications for the Comprehensive Plan

- Smaller average household sizes may result in reduced impacts to community infrastructure such as roads, schools and sanitary sewers. When planning projects and programs these impacts should be considered.
- There is a segment of the population which cannot afford the high cost of housing on the Island. In order to insure the diversity of the Island's population and to develop a healthy self-sustaining community, additional moderate income housing is needed (See the Housing Element for additional details on the difficulties that many families face to find affordable housing).

4.7 Education

School System and Student Population

The Town of Hilton Head Island's public schools are part of the Beaufort County School District. There is further division of public schools into sub districts, called clusters. Schools within the Hilton Head Cluster, and located on the Island include: Hilton Head Island High School, Hilton Head Island Middle School, and Hilton Head Island School for the Creative Arts, Hilton Head Island Baccalaureate Bachelorette Academy, and Hilton Head Island Early Childhood Center. ~~While enrollment in Beaufort County schools has increased during the past ten years, it has decreased on Hilton Head Island.~~ There were ~~3,984~~ 4,017 students enrolled in the public schools on Hilton Head Island in the ~~2008-2009~~ 2010-2011 school-year, ~~down from 4,088 in the school year 2004-2005.~~ ~~In addition, The projected enrollment for the school-year 2013-2014 indicates a further decrease~~ an increase in enrollment to ~~3,409~~ 4,237 students and projected enrollment for 2017-2018 indicate a further increase in enrollment to 4,548 students. (For additional information concerning school enrollments and facilities, see the Community Facilities Element.)

Private education institutions that serve elementary and secondary students on Hilton Head Island include the Hilton Head Christian Academy, St. Francis Catholic School, and Hilton Head Preparatory School, Heritage Academy and Sea Pines Montessori Academy. In addition, several other private schools operate on Hilton Head Island. The total enrollment of Hilton Head Island's private schools was approximately ~~4,167~~ 1340 as of ~~2011~~00. Following national trends, the Island is seeing continued growth in private education and the variety of educational sources.

Educational Attainment

In a statistical comparison with Beaufort County and the State of South Carolina, the Town of Hilton Head Island's population appears to have reached a higher level in the area of educational attainment (Table 4.15, 2010 Educational Attainment Town, County, and State). Just over ~~7.96~~ % of the resident population over the age of 25 has not completed a High School degree. This is compared to a ~~12.1~~ 9.8 % high school completion rate for Beaufort County and ~~23.7~~ 16.3 % for the State. However, the 2010 Census reveals that both the County and the State have decreased this discrepancy significantly in the last 10 years. The Town's educational attainment

statistics (Table 4.16, Educational Attainment Town, County, and State) indicate that while the vast majority of the population over age 25 has at least some college education, further improvement in this area could be achieved.

Table 4.15: 2010 Educational Attainment Town, County, and State

Years of School Completed	All Residents 25 or Older					
	Hilton Head Island		Beaufort County		South Carolina	
	Number	Percent	Number	Percent	Number	Percent
0-8	<u>935</u>	<u>3.3</u>	<u>3,868</u>	<u>3.5</u>	<u>175,549</u>	<u>5.8</u>
	<u>682</u>	<u>2.7</u>	<u>3,228</u>	<u>4.1</u>	<u>215,776</u>	<u>8.3</u>
9-11	<u>1,319</u>	<u>4.6</u>	<u>6,319</u>	<u>5.8</u>	<u>319,871</u>	<u>10.5</u>
	<u>1,252</u>	<u>4.9</u>	<u>6,317</u>	<u>8.0</u>	<u>398,503</u>	<u>15.4</u>
12 ¹	<u>5,030</u>	<u>17.6</u>	<u>26,002</u>	<u>23.8</u>	<u>925,719</u>	<u>30.5</u>
	<u>4,651</u>	<u>18.1</u>	<u>18,974</u>	<u>24.2</u>	<u>778,054</u>	<u>30.0</u>
13-15 ²	<u>5,391</u>	<u>18.8</u>	<u>23,959</u>	<u>21.9</u>	<u>621,243</u>	<u>20.5</u>
	<u>5,590</u>	<u>21.8</u>	<u>18,466</u>	<u>23.5</u>	<u>500,194</u>	<u>19.3</u>
Associate's	<u>1,674</u>	<u>5.9</u>	<u>8,877</u>	<u>8.1</u>	<u>258,202</u>	<u>8.5</u>
	<u>1,686</u>	<u>6.6</u>	<u>5,434</u>	<u>6.9</u>	<u>173,428</u>	<u>6.7</u>
Bachelor's	<u>9,324</u>	<u>32.6</u>	<u>25,184</u>	<u>23.0</u>	<u>473,862</u>	<u>15.6</u>
	<u>7,902</u>	<u>30.8</u>	<u>16,952</u>	<u>21.6</u>	<u>351,526</u>	<u>13.5</u>
Graduate	<u>4,940</u>	<u>17.3</u>	<u>15,056</u>	<u>13.8</u>	<u>260,607</u>	<u>8.6</u>
	<u>3,876</u>	<u>15.1</u>	<u>9,131</u>	<u>11.6</u>	<u>178,529</u>	<u>6.9</u>
Total	<u>28,613</u>	100	<u>109,265</u>	100	<u>3,035,053</u>	100
	<u>25,639</u>		<u>78,502</u>		<u>2,596,010</u>	

Source: U.S. Census, 2000 2008-2010 American Community Survey 3-Year Estimates.

Notes: ¹ High School Graduate, ² "Some College" not resulting in a college degree

Table 4.16: Trends in Educational Attainment, Hilton Head Island

Years of School Completed	All Residents 25 or Older								
	1980		1990		2000		2010**		% Change in Share 1980 - 2010
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	
0-8	441	5.6	291	1.7	682	2.7	<u>935</u>	<u>3.3</u>	<u>-2.3</u> <u>-2.9</u>
9-11	361	4.6	792	4.5	1,252	4.9	<u>1,319</u>	<u>4.6</u>	<u>0.0</u> <u>0.3</u>
12	1,855	23.8	3,394	19.3	4,651	18.1	<u>5,030</u>	<u>17.6</u>	<u>-6.2</u> <u>-5.7</u>
13-15	1,815	23.3	4,533	25.8	5,590	21.8	<u>5,391</u>	<u>18.8</u>	<u>-4.5</u> <u>-1.5</u>
Associate's	*	--	1,108	6.3	1,686	6.6	<u>1,674</u>	<u>5.9</u>	<u>-0.4</u> <u>0.3*</u>
Bachelor's	3,334	42.7	5,362	30.5	7,902	30.8	<u>9,324</u>	<u>32.6</u>	<u>-10.1</u> <u>-11.9</u>

Graduate	*	--	2,213	12.1	3,876	15.1	<u>4,940</u>	<u>17.3</u>	<u>5.2</u> <u>3.0*</u>
Total	7,806		17,603		25,639		<u>28,613</u>		

Source: U.S. Census Bureau, 2000, 2010

* No 1980 data for Associates or Graduate degrees. Change in share comparison is from 1990 to 2010 ~~2000~~.

** 2008-2010 American Community Survey 3-Year Estimates.

Implications for the Comprehensive Plan

- The ~~decrease in~~ current enrollment and projected enrollment in the Hilton Head Island schools indicate that there are no immediate needs for additional school sites or expansion of existing facilities. There is an indication that with the projected growth of enrollment that the Hilton Head Island High School will be over capacity by the 2017-2018 school year. This would also indicate that the number of households with school age children is projected to decrease. This may result in a further reduction in the average household size for the Town of Hilton Head Island.
- The Town has social capital from a highly educated citizenry. This provides the Town with some advantages as the boards, commissions and other volunteer positions, including community organizations, may be comprised of highly skilled professionals. It also provides a source of labor for future employers.

4.8 Income

Median Household Income

The Median Household Income level for the Town of Hilton Head Island in ~~2010~~ was \$67,995 ~~60,438~~ per year (Table 4.17, Median Household Income). Not surprisingly, this figure is considerably higher than that of Beaufort County (\$55,549 ~~46,992~~) or South Carolina (\$43,209 ~~37,082~~).

Table 4.17: Median Household Income

	Median Household Income				
	1970	1980	1990	2000	<u>2010*</u>
Hilton Head Island	NA	\$23,854	\$42,999	\$60,438	<u>\$67,995</u>
Beaufort County	NA	\$15,490	\$30,450	\$46,992	<u>\$55,549</u>
South Carolina	\$6,835	\$14,711	\$26,256	\$37,082	<u>\$43,208</u>

Source: U.S. Census Bureau, 2000, *2008-2010 American Community Survey 3-Year Estimates.

Per Capita Income

The Town of Hilton Head Island's Per Capita Income is higher than that of the County and State (Table 4.18, Trends in Per Capita Income Town, County, and State). At \$46,424 ~~36,621~~, the Per Capita Income of the Town is 421% greater than the National average of \$26,942 ~~21,587~~.

Table 4.18: Trends in Per Capita Income Town, County, and State

	Per Capita Income				
	1970	1980	1990	2000	<u>2010*</u>
Hilton Head Island	NA	\$13,149	\$25,171	\$36,621	<u>\$46,424</u>

Beaufort County	\$2,243	\$6,863	\$15,213	\$25,377	\$32,258
South Carolina	\$2,313	\$5,886	\$11,897	\$18,795	\$23,003

Source: U.S. Census Bureau, 2000, * 2008-2010 American Community Survey 3-Year Estimates.

Income Distribution

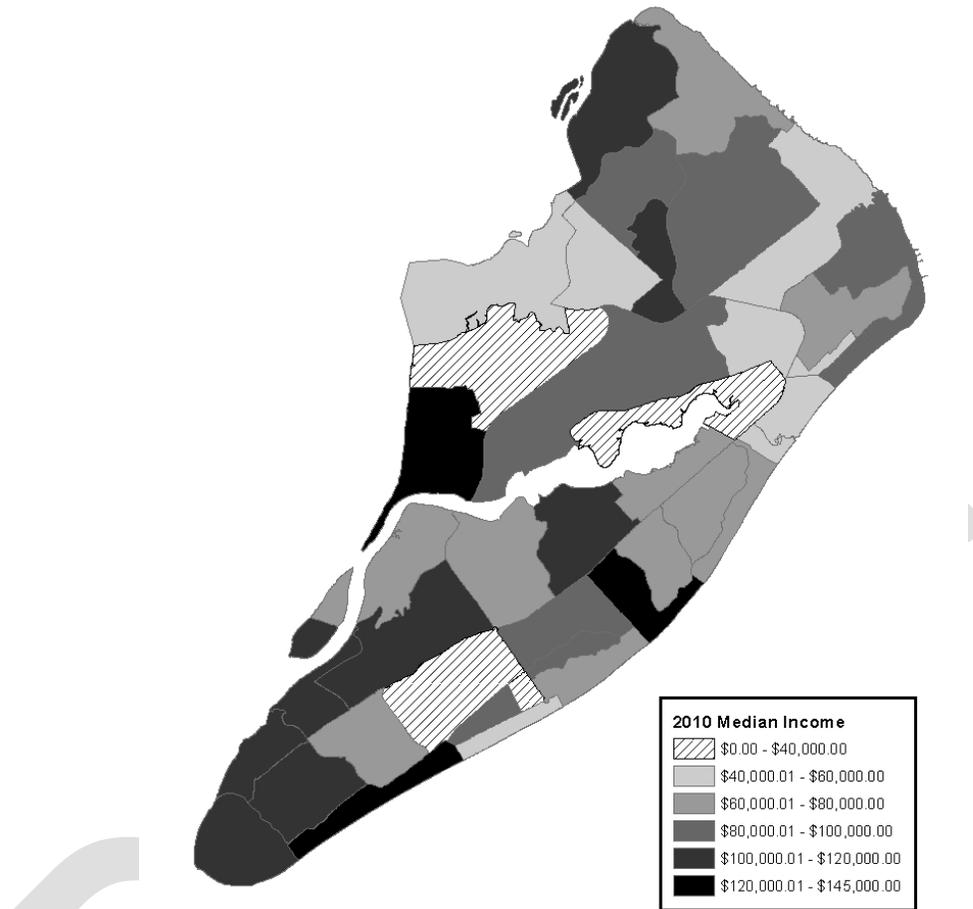
Despite higher than average Median Household Income and Per Capita Income levels, the Town of Hilton Head Island does have its share of residents that are not financially stable (Table 4.19, Income Distribution, 2010 Town, County, and State). The U.S. Census Bureau produces annual reports detailing poverty thresholds by size of family. ~~In 1999, 4.7%~~ The 3 year estimate for 2008-2010 shows that 4.8% of the Town's families lived below the poverty level. To be considered below the poverty level a family of four would have to make less than ~~\$22,314~~ 17,029 annually. ~~In 1999, 2,442~~ The 3 year estimate for 2008-2010 shows that 3,166 Hilton Head Island residents, or about ~~7.3~~ 8.6% of the total population, were below the federally calculated poverty level. Of these ~~2,442~~ 3,166 residents, Census data indicate that ~~528~~ 879 were children under the age of 18. The Federal government uses this figure as an indication of the existence and extent of child poverty. When consideration is given to the higher than average cost of living and housing in the Town of Hilton Head Island relative to the region, those in lower and middle income categories may have difficulty living on the Island and making ends meet. The income distribution on the Island as determined in the 2010 Census is reflected in Figure 4.2, Income Distribution, 2010.

Table 4.19: Income Distribution, 2010 Town, County, and State

Income Range	Households	Percent of Households		
	Hilton Head Island	Hilton Head Island	Beaufort County	South Carolina
Less than \$10,000	<u>746</u>	<u>4.4</u>	<u>5.7</u>	<u>9.5</u>
	<u>254</u>	<u>2.5</u>	<u>4.7</u>	<u>7.1</u>
\$10,000 to \$14,999	<u>410</u>	<u>2.4</u>	<u>3.9</u>	<u>6.7</u>
	<u>173</u>	<u>1.7</u>	<u>3.6</u>	<u>5.1</u>
\$15,000 to \$24,999	<u>1,521</u>	<u>9.0</u>	<u>9.0</u>	<u>13.1</u>
	<u>1,303</u>	<u>6.9</u>	<u>10.0</u>	<u>12.5</u>
\$25,000 to \$34,999	<u>1,575</u>	<u>9.4</u>	<u>11.3</u>	<u>11.8</u>
	<u>1,310</u>	<u>8.1</u>	<u>11.7</u>	<u>13.3</u>
\$35,000 to \$49,999	<u>1,882</u>	<u>11.2</u>	<u>15.2</u>	<u>15.2</u>
	<u>2,136</u>	<u>13.5</u>	<u>16.9</u>	<u>18.7</u>
\$50,000 to \$74,999	<u>3,238</u>	<u>19.2</u>	<u>19.6</u>	<u>18.2</u>
	<u>2,125</u>	<u>20.1</u>	<u>21.9</u>	<u>22.4</u>
\$75,000 to \$99,999	<u>2,218</u>	<u>13.2</u>	<u>13.1</u>	<u>11.2</u>
	<u>1,900</u>	<u>15.8</u>	<u>12.4</u>	<u>10.6</u>
\$100,000 or more to \$149,999	<u>2,525</u>	<u>15.0</u>	<u>12.8</u>	<u>9.4</u>
	<u>1,252</u>	<u>31.3</u>	<u>18.7</u>	<u>10.3</u>
\$150,000 to \$199,999	<u>832</u>	<u>4.9</u>	<u>3.6</u>	<u>2.7</u>
\$200,000 or more	<u>1,879</u>	<u>11.2</u>	<u>5.7</u>	<u>2.3</u>

Source: U.S. Census Bureau, 2000, * 2008-2010 American Community Survey 3-Year Estimates.

Figure 4.2: Income Distribution, 2010



Source: U.S. Census Bureau, 2010

Source of Income

The Census Bureau calculates household income amounts from various sources (Table 4.20, Income Distribution, 2010). For the 2010 Census they calculated five categories of income type and the mean value of each type for the Town of Hilton Head Island. Of the total number of households on the Island (14,409 ~~16,826~~), ~~10,356~~ 11,234 households, or ~~71.9~~ 66.8%, drew wage and salary income with a mean value of ~~\$77,642~~ 70,621 in ~~2010~~ 1999 dollars. This compares with ~~76.8~~ 73.2% for Beaufort County with a mean annual salary of ~~\$64,752~~ 55,744 and ~~79.9~~ 76.6% for the State of South Carolina with a mean annual salary of ~~\$58,248~~ 47,936. ~~The number of Hilton Head Island households with self employment income derived from activities other than farming totaled 2,055 (1,837 in the 1990 Census) and had a mean income of over \$53,000.~~ Town of Hilton Head Island households draw a significant amount of their income from

retirement and Social Security sources. A total of 4,128 5,100, or 28.6 30.3% in 2010 and 2,489 4,128 households, or 24 28.6% in 1999 2000 of all households, received retirement income from a source other than social security in 1999. The average amount of non-social security retirement income was \$43,847 32,558 in 2010 up from \$32,558 21,841 in 2000 1989. Social security income was received by 5,554 7,499 households in 2010, up from 3,381 5,554 in 1999 2000 for an average of \$20,675 14,515 in 2010 and \$14,515 9,865 in 2000 1989. Over one-third 45% of all households in the Town of Hilton Head Island receive social security benefits.

Table 4.20: Income Type by Household, 2010 Town, County, and State

Income Type	Households	Percent of Households		
	Hilton Head Island	Hilton Head Island	Beaufort County	South Carolina
Wages and Salaries	<u>11,234</u> <u>40,356</u>	<u>66.8</u> <u>71.9</u>	<u>73.2</u> <u>76.8</u>	<u>76.6</u> <u>79.9</u>
Mean Amount, yearly		<u>\$77,642</u> <u>\$70,621</u>	<u>\$64,752</u> <u>\$55,744</u>	<u>\$58,248</u> <u>\$47,936</u>
Self employed	<u>2,055</u>	<u>14.3</u>	<u>13.3</u>	<u>9.9</u>
— Mean Amount, yearly		<u>\$53,854</u>	<u>\$37,479</u>	<u>\$25,904</u>
Interest, Dividends, Rentals	<u>8,091</u>	<u>56.1</u>	<u>41.1</u>	<u>27.2</u>
— Mean Amount, yearly		<u>\$30,396</u>	<u>\$23,580</u>	<u>\$10,572</u>
Retirement	<u>5,100</u> <u>4,128</u>	<u>30.3</u> <u>28.6</u>	<u>27.5</u> <u>25.4</u>	<u>19.8</u> <u>17.9</u>
Mean Amount, yearly		<u>\$43,847</u> <u>\$32,558</u>	<u>\$36,344</u> <u>\$28,523</u>	<u>\$20,585</u> <u>\$16,933</u>
Social Security	<u>7,499</u> <u>5,554</u>	<u>44.6</u> <u>38.5</u>	<u>38.3</u> <u>30.4</u>	<u>31.2</u> <u>26.5</u>
Mean Amount, yearly		<u>\$20,674</u> <u>\$14,515</u>	<u>\$19,071</u> <u>\$12,891</u>	<u>\$15,651</u> <u>\$10,686</u>
Public Assistance	<u>92</u> <u>176</u>	<u>0.5</u> <u>1.2</u>	<u>1.6</u> <u>1.9</u>	<u>1.8</u> <u>2.5</u>
Mean Amount, yearly		<u>\$6,972</u> <u>\$5,079</u>	<u>\$3,945</u> <u>\$2,320</u>	<u>\$31,355</u> <u>\$2,145</u>
Other Income	<u>1,877</u>	<u>13.0</u>	<u>14.0</u>	<u>13.2</u>
— Mean Amount, yearly		<u>\$15,986</u>	<u>\$11,876</u>	<u>\$7,551</u>
Supplemental Social Security	<u>24</u>	<u>0.1</u>	<u>2.0</u>	<u>3.8</u>
Mean Amount, yearly			<u>\$8,173</u>	<u>\$7,504</u>
Food Stamp/SNAP benefits (past 12 months)	<u>762</u>	<u>4.5</u>	<u>8.4</u>	<u>12.6</u>

Source: U.S. Census Bureau, 2000, ** 2008-2010 American Community Survey 3-Year Estimates.

Income other than those from wages, retirement, and social security in 1999 2010 came from Federal public assistance which was received by 176 92 households (228 176 in 2000 1989). The average amount of public assistance received per household was \$6,972 5,079 (\$5,079 4,171 in 2000 1989) annually.

Implications for the Comprehensive Plan

- The Town has a wealthy population relative to the County and State. Increased financial service sector operations may develop to support the needs associated with this population.
- Today, the Town is a diverse community that includes families and residents of all ages, educational and economic achievements, as well as many races. This increasingly diverse population will present challenges and opportunities that are not currently being addressed. The Town needs to identify these challenges and opportunities to help the Island be a more sustainable community in the future.

4.10 Goals and Implementation Strategies

Goals

4.1 Demographics

- A. The goal is to acquire accurate Census data.
- B. The goal is to broaden the types of data available, such as health statistics or more detailed economic information.
- C. The goal is to maintain information to track the Island's actual daytime and seasonal populations including the impacts of the commuting workforce and the seasonal tourist population.

4.2 Population Diversity

- A. The goal is to create a healthy, self-sustaining community that encourages economic and cultural diversity by understanding the needs and assets of each of the Island's many different communities. By better understanding these needs and assets the Town will work to become less dependent on the workforce residing on the mainland and ensure the ability of different communities to work and live on Hilton Head Island.
- B. The goal is to work with the appropriate organizations that can help the Town to best utilize and support its older population. Assist local businesses and organizations in properly implementing the Americans with Disabilities Act (ADA) to insure that the Town's infrastructure is not an impediment to this population.
- C. The goal is to actively promote interaction among Hilton Head Island's numerous communities. Also, facilitate recognition of these communities by including neighborhoods in non-master planned Island areas alongside the Island's well-recognized planned communities. By bringing the various communities together, the Town will create a more complete identity.

4.3 Community Building

- A. The goal is to support moderate income housing in an effort to develop a healthy self-sustaining community. See the Housing Element for needs, goals, and implementation strategies regarding this issue.
- B. The goal is to develop and support programs and activities to meet the needs of its diverse population and age groups.

- C. The goal is to emphasize “quality of life” issues when reviewing proposed residential developments.

Implementation Strategies

4.1 Demographics

- ~~A. Participate with Beaufort County’s “Complete the Count Committee” to assist in developing an accurate Census count. This will facilitate analysis of data over a long time period and will allow for the tracking of various trends for the Island in the future.~~
- B. Endorse and fund future efforts to maintain the most current and accurate demographic data for Hilton Head Island.
- C. Request mid-decennial Census counts to provide Hilton Head Island with a more accurate and detailed look at population shifts.
- D. Research other sources of demographic information, such as the University of South Carolina or the S.C. Office of Research and Statistical Services.
- E. Update official Town demographic data on the Town’s World Wide Web site regularly.
- F. Develop and update a demographic profile for the Town.
- G. Track the daytime population on Hilton Head Island by coordinating a system to monitor commuting traffic onto Hilton Head Island with estimates of the tourist population, daily workforce and current permanent resident population estimates. This will allow the Town to maintain a useful and accurate estimate of the actual Island population at any point in time.

4.2 Population Diversity

- A. Organize an outreach program to study the culture, lifestyles, landmarks, etc. of various communities and groups to insure that opportunities and infrastructure exists so that all groups can enjoy a high quality of life.
- B. Gather information to help determine appropriate activities that support the proper development of the Island’s youth.
- C. Cooperate with organizations such as the Chamber of Commerce to promote further growth of the family and resident young adult population while continuing to promote the Island as a desirable destination for retirees and vacationers.
- D. Pursue programs that meet the special needs of groups such as the elderly, youth, disabled, Native Islanders and the Hispanic population. Information from the regular tracking of demographic trends can inform the Town as to what groups on the Island may need specific attention.
- E. Identify methods to support construction of new moderate income housing. See the Housing Element for additional needs, goals, and implementation strategies on this issue.

4.3 Community Building

- A. Promote community building efforts among the Island’s communities.
- B. Foster events, organizations and infrastructure that encourage involvement from the Island’s entire population. Community and recreational activities can help to bridge geographical and social boundaries by involving children, adults and seniors from all cultural and ethnic groups on the Island.
- C. Identify and support the many different organizations and groups that currently are involved in community building efforts.

- D. Consider creating incentives for redevelopment that opt for a planned community approach with goals of diversity in housing cost and transportation modes.
- E. Consider flexible ordinances for planned unit developments (PUD), cluster homes and other innovations in housing development that meet workforce housing needs.
- F. Encourage interconnection between developments to promote the establishment of neighborhoods and to provide safe and convenient access to neighborhood level public facilities, such as parks and schools.
- G. Consider establishing a mechanism to evaluate the quality of life likely to be experienced in proposed developments.

5 Housing

To promote and facilitate entrepreneurial housing initiatives that will result in the development of diverse housing types for all income levels on Hilton Head Island, and to support affordable housing initiatives in the region to supplement housing on the Island

Introduction

Beginning with Charles Fraser and the Sea Pines community, modern housing development on the Island has been driven predominately by private developers responding to market demands. Early housing developments included housing types that appealed mainly to second home buyers and vacationers seeking to enjoy this beautiful coastal barrier island. Since that time, Hilton Head Island has evolved from a second home destination into a year round community that is known as a place to live as well as vacation. This evolution has resulted in considerable change to the existing housing stock as well as to future housing demands. Factors that often determine housing selection include personal choice, financial limitation, value, safety and location.

In many communities, the public sector has the responsibility to ensure adequate, safe housing, especially for low, and very low income families, elderly and other disadvantaged segments of the population. The Town has adopted development regulations and building codes that guide the private sector in the development and construction of housing. In addition, over 70% of the Island has been developed as private planned communities (PUDs), such as Sea Pines that have restrictive covenants that limit the type as well as the character of housing development.

The ultimate goal of planning for housing activities and programs on the Island is to increase housing opportunities that meet the needs of existing and future populations as well as attract new investment to the community. This Element will examine housing development trends and characteristics along with the impact that population, land use, and economic development have on housing. The elements within this plan are independent; therefore many of the characteristics described within this Element are further discussed within other Elements of this Plan.

5.1 Housing Units and Tenure

Data on housing trends can be derived from a number of sources. The U.S. Census Bureau gathers information such as population, housing and demographics for communities around the nation that can be used to evaluate historical trends and to project future needs. The Decennial Census was conducted on the Island in 1960, 1970, 1980, 1990, ~~and 2000~~ and 2010. In addition, special census counts were conducted for the Island in 1975, 1985 and 1995 to provide interim information. In addition, the American Community Survey (ACS) is a nationwide survey conducted by the U.S. Census Bureau that is designed to provide communities a fresh look at how they are changing. In 2008, the ACS released its first multi-year estimates based on ACS data collected from 2005 through 2007. In 2011, the ACS released a second set of multi-year estimates based on data collected from 2008 through 2010. These three year estimates of demographic, social, economic and housing characteristics are available for geographic areas with a population of 20,000 or more. Building permit data from the Town of Hilton Head Island's Community Development Department can also provide insight into the type of building and development permits that are being issued on the Island.

According to the U.S. Census Bureau of the Census 2000, a housing unit is defined as a house, an apartment, a mobile home or trailer, a group of rooms, or a single room that is occupied (or if vacant, is intended for occupancy) as separate living quarters. Separate living quarters are those in which occupants live ~~and eat~~ separately from any other persons in the building and which have direct access from the outside of the building or through a common hall.

Housing Growth on the Island

In 1985 the U.S. Census Bureau indicated that 17,740 housing units were developed on the Island. In 1990, there were an estimated 21,509 units. From 1995 to 2000 the number of housing units increased at a rate of 15% and in 2010 the number of housing units increased by 26% to 33,306. ~~from 2000-2007 housing units increased at a rate of 16%. The next Decennial Census will be conducted in 2010 and will provide the information necessary to evaluate the most recent trends.~~ Table 5.1, Housing Growth Rates shows the total number of housing units on the Island from 1985 to 2010~~07~~.

Between 1985 and 2010~~07~~ the number of housing units increased by ~~61~~ 88% on the Island with there being 17,740 housing units in 18~~9~~85, which grew to an estimated ~~28,557~~ 33,306 units in 2010~~07~~.

Table 5.1: Housing Growth Rates

	1985**	1990	1995	2000	2007*	<u>2010</u>	% Change, 1990- 2000	% Change 2000- <u>2010</u>	Total % Change, 1985- <u>2010</u>
Total Housing Units	17,740	21,509	25,438	24,647	28,557	<u>33,306</u>	15%	<u>35%</u> 16%	<u>88%</u> 61%

Source: U.S. Census Bureau; 1990, 2000 and 2010 Decennial Census, 1985 and 1995 Special Census and * 2005-2007 American Community Survey 3-Year Estimates. **1985 Special Census was first official census count since Town incorporation in 1983.

Town of Hilton Head Island building permit data indicates that during the early 2000's housing development spiked, which can be attributed to a booming real estate market, lower interest rates and more flexible financing options from lenders. This also helped to facilitate more second home purchases, which is a major contributor to the Island's economy.

More recently, however, these rates have slowed due to the impacts of a shrinking economy and the contraction of financing options for housing development. In 2005, the number of new construction single family permits issued began to decrease. Similarly, the number of building permits issued for the construction of multi-family/commercial buildings also declined, but at a slower rate than single family permits.

From 2000-2007, the number of single family and multi-family/commercial building permits issued for renovations and additions increased. Along with the current state of the economy, the amount of vacant land on the Island has continued to decrease. This has resulted in a shift from new construction to renovations and additions. In 2008, the number of permits for new construction continued to decline while single family renovation or addition permits continued to rise. By 2009, the number of overall permits had dropped significantly due to the struggling economy. In 2010 and 2011, the number of permits began to rise slightly in all categories; however these numbers are still far less than the number of permits that were issued in 2008.

Housing Vacancy Rates

When evaluating housing trends, vacancy rates are important indicators of the stability of the housing market. There were ~~28,557~~ 33,306 housing units located within the Town of Hilton Head Island in 2010, an increase of ±26% from 24,467 in 2000. While there was an increase in the total units there was also an increase in the percentage of vacant units. The high percentage of vacant units can be attributed to seasonal population and resort and second home accommodations. The U.S. Census Bureau defines a vacant unit as a housing unit in which no one is living on Census Day (April 1), unless its occupants are only temporarily absent. Units temporarily occupied at the time of enumeration by individuals who have a usual home elsewhere are classified as vacant. Table 5.2, Housing Vacancy Rates, indicates the vacancy characteristics for the Town from 1985 to 2010.

Table 5.2: Housing Vacancy Rates

	1985**	1990	1995	2000	2007*	2010	% Change, 1990- 2000	% Change 2000- 2010	% Change, 1985- 2010
Housing Units	17,740	21,509	25,438	24,647	28,557	<u>33,306</u>	15%	35% 16%	88% 61%
Total Vacant	10,189	11,165	12,535	10,239	13,132	<u>16,771</u>	-8%	64% 28%	65% 29%
Percent Vacant	57%	52%	49%	42%	46%	<u>50.4%</u>	-10%	8.4% 4%	-6.6% -11%
Total Occupied	7,551	10,344	12,903	14,408	15,425	<u>16,535</u>	39%	15% 7%	119% 104%
Percent Occupied	43%	48%	51%	58%	54%	<u>49.6%</u>	10%	-8.4% -4%	6.6% 11%

Source: U.S. Census Bureau; 1990, 2000 and 2010 Decennial Census, 1985 and 1995 Special Census and * 2005-2007 American Community Survey 3-Year Estimates. **1985 Special Census was first official census count since Town incorporation in 1983.

As noted in the Land Use Element, from 2000 until 2007 the number of single family and commercial/multi-family building permits issued for renovations and additions increased. Due to the limited amount of land available for construction a decrease in the number of new building permits show a shift to improvements and renovations of existing housing stock. Beginning in 2005 the number of new construction single family building permits issued decreased. The number of building permits for new construction of commercial/multi-family buildings issued since 2005 has declined, but at a slower rate than the single family permits. The net result from 2000 to 2010 has been an increase in total housing units of ± 26%.

The slow-down in the number of new construction permits issued for housing follows economic trends. The number of permits issued from 2000-2010 can be attributed to the real estate boom, lower interest rates, and flexible financing options from lenders. This also facilitated second home purchases.

Housing Types and Forms

The types and functions of housing units on the Island are also important to understand the unique nature of the Island's housing development. There are various forms or types of housing units on the Island, including detached single family homes and attached duplexes, multi-family structures and mobile homes. There are also various types of housing in terms of function, including traditional apartment complexes, condominiums, both long and short term home rentals, extended stay hotels/motels, seasonal homes and timeshares or interval occupancy units. According to the U.S. Census Bureau, single family is defined as a detached household unit or attached single family with only one attached wall, for example a duplex or town home where only one common wall is shared. Multi-family units are defined as any other housing structure with more than 2 household units, apartments, or condominiums.

The Town of Hilton Head Island Land Management Ordinance (LMO) includes specific definitions for a single family detached residence and a single family attached residence as well

as a multi-family residence. A single family detached residence is a structure containing one dwelling unit that is free standing. A single family attached residence is a structure containing more than one single family dwelling unit in which the units are physically attached, and each has its own separate exterior entrance way on a separately owned lot. A multi-family residence is a building or parcel containing three or more dwelling units.

The data shown in Table 5.3, Housing Unit by Structure Type, refers to housing units as defined by the U.S. Census Bureau. This table shows that the number of housing units by structure type in each category has increased since 1990; the number of mobile homes has more than doubled between 1990 and 2010⁷, increasing from 419 to 974 ~~63~~.

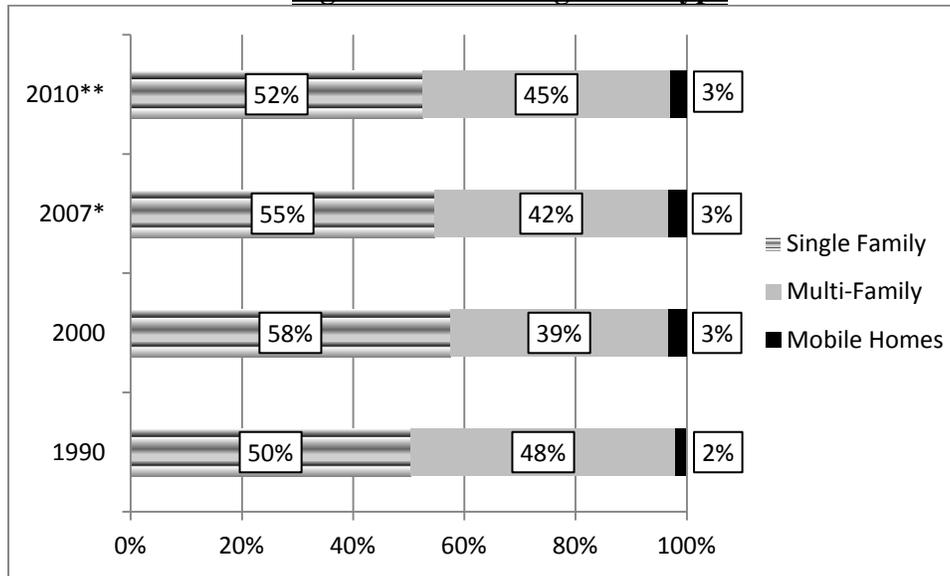
Table 5.3: Housing Units by Structure Type

	1990	2000	2007*	<u>2010**</u>	% Change 1990 - 2000	% Change 2000 - 2010 ⁷
Single Family	10,775	14,157	15,627	<u>17,432</u>	24%	<u>19%</u> 9%
Multi-Family	10,174	9,651	11,967	<u>14,739</u>	-5%	<u>35%</u> 19%
Mobile Homes ¹	419	806	963	<u>974</u>	48%	<u>17%</u> 16%
TOTAL	21,368	24,614	28,557	<u>33,145</u>	13%	<u>26%</u> 14%

Source: U.S. Census Bureau – 1990 & 2000 Census; *2005-2007 American Community Survey Estimates;
** 2008-2010 American Community Survey Estimates

The information shown in Table 5.3, Housing Units by Structure Type, also indicates that in 1990 there were 601 fewer multi-family units than there were single family units. This trend continues as the gap increases in 2000, with 4,506 fewer multi-family units than single family units. In 2007 the gap narrowed to 3,660 fewer multi-family units than single family units. In 2010, the gap continued to narrow to only 2,693 fewer multi-family units than single family units. Overall this indicates a declining trend in the development of multi-family units on the Island. Figure 5.1, Housing Units by Type, illustrates a comparison of the three classifications of housing types in 2010⁷.

Figure 5.1: Housing Units Type



Source: U.S. Census Bureau – 1990 & 2000 Census; *2005-2007 American Community Survey Estimates; ** 2008-2010 American Community Survey Estimates

Housing Tenure and Household Size

Housing tenure refers to how a housing unit is financed by its occupant. Typical housing arrangements include renting, owning or a combination of the two. According to the 2010 Census American Community Survey's estimates from 2005-2007, three out of four 73% of households were owner occupied on the Island, as shown in Table 5.4, Home Ownership Estimates 2010 2000-2007. In 2006, Beaufort County, the Town of Bluffton and the Town of Hilton Head Island all cooperated to adopt a regional plan for southern Beaufort County. Based on this plan's population projections, † The average household size for owner occupied households is 2.12 26 persons, which is slightly less than renter occupied housing units at an average of 2.54 persons (Southern Beaufort County Regional Plan, 2006).

Table 5.4: Home Ownership Estimates 2010 2000-2007

	Number	Percent
Occupied Housing Units	<u>16,535</u> 15,425	100%
Owner Occupied	<u>12,039</u> 11,709	<u>72.8%</u> 75.90%
Renter Occupied	<u>4,496</u> 3,716	<u>27.2%</u> 24.10%

Source: U.S. Census Bureau 2010 2005-2007 American Community Survey 3-year Estimates

Seasonal Housing Units

The U.S. Census Bureau defines seasonal use as housing units used or intended for use only in certain seasons, for weekends, or other occasional use throughout the year. Hilton Head Island is a destination for visitors and second home owners. Figures from the 2000 U.S. Census indicate that there were 9,767 7,360 seasonal housing units located on the Island. Using figures from the U.S. Census 2005-2007 American Community Survey 3-Year Estimate for total vacant housing

~~units in 2007 (13,132) and the same percentage difference (71%) between the total vacant housing units and seasonal housing units from the 2000 Census, it can be projected that there was a total of 9,324 seasonal units in 2007. When data from the 2010 Census is received the seasonal housing figures can be adjusted to reflect the most current information.~~

Short term rental development and interval occupancy developments are also addressed in the Land Use Element of this Plan. An inventory of interval occupancy developments is available in that Element. This type of housing serves to meet the need of our seasonal and visitor populations. Based on 2007 data gathered by Town staff, there are 3,537 interval occupancy units on the Island. It is important to note that during the building permit process interval occupancy developments are categorized as multi-family structures. If a multi-family structure is permitted with no indication or intention to be used for interval occupancy, but is subsequently converted, there may be no reclassification in the Town's records. Interval occupancy units are permitted within three zoning districts: WMU (Water Front Mixed Use), CFB (Central Forest Beach District) and RD (Resort Development). It should also be noted that owner occupied housing units are taxed at a 4% property tax rate and non-owner occupied housing units are taxed at a 6% property tax rate.

6 Community Facilities

To provide facilities for the residents and visitors of Hilton Head Island which are maintained at the highest levels of service and efficiency consistent with facilities of a world class community.

6.1 Build-out and Future Service Needs

As the population of the Island continues to grow, some Island service providers will be faced with increasing demands for services. Regional growth will also impact some of the Town's facilities and services. Currently the number of permanent residents on the Island is ~~estimated to be 40,697~~ 37,099 in ~~2010~~, based on the 2010 Census ~~Town staff estimates~~. It has also been estimated that the Island will be home to 53,000 people by 2020 (*Southern Beaufort County Regional Plan*, 2006). In addition to the number of permanent residents living on the Island, the Island's visitors produce additional demand on services. According to the Chamber of Commerce's Comprehensive Visitors Summary, the number of *monthly* visitors in ~~2010~~ ranged from over ~~94~~ 130,000 in December to over ~~225~~ 278,000 in July. Having this type of variation in the number of people on the Island creates unique challenges for service providers. Rather than a constant rate of service consumption throughout the year, needs spike dramatically during summer months. Growth and visitation trends are important considerations for the services needed on the Island.

Regional growth also has the potential to impact Island facilities and services, such as the provision of beach access. As the mainland continues to grow, more intense use of the Island's beach parks will most likely occur. More information on population projections can be found in the Population Element (Chapter 4) of this Comprehensive Plan. More information on beach

access and beach management, including beach nourishment, can be found in the [Town of Hilton Head Island Beach Management Plan](#), which was adopted as an appendix to this Plan.

6.9 Educational Facilities

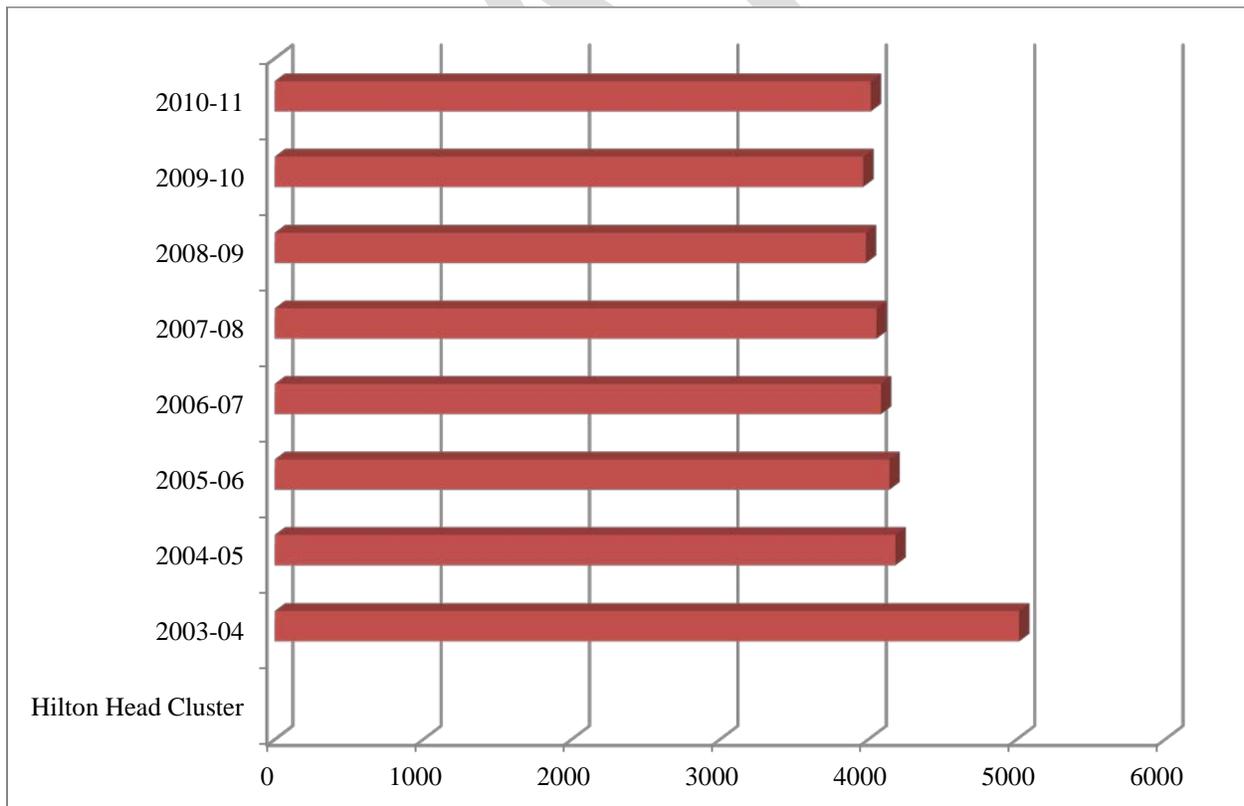
Enrollments – Historical and Projected

Enrollments for the Hilton Head Cluster schools has been in a slow but steady decline for last five years ~~and is anticipated to continue that trend for the next five years~~. This is indicative of the Island’s aging population and limited potential for future growth. Figure 6.8 shows the enrollment history for the Hilton Head Cluster schools since the 2003-2004 school year. The drop in enrollment from the 2003-04 school year to the 2004-05 school year was due to the opening of Bluffton High School.

Private Education

Private education institutions that serve elementary and secondary students on Hilton Head Island include the Hilton Head Christian Academy, the Hilton Head Preparatory School, the St. Francis Catholic School, Sea Pines Montessori School and Heritage Academy. There are also numerous programs and specialty need schools that are privately owned and operated.

Figure 6.8: Beaufort County Schools Enrollments



Hilton Head Cluster	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	<u>2009-10</u>	<u>2010-11</u>
	5017	4183	4143	4086	4056	3984	<u>3966</u>	<u>4017</u>

Source: Beaufort County School District.

Table 6.4 shows the enrollment levels in the Hilton Head Cluster schools for the past 7 ~~5~~ school years:

Table 6.4 Enrollment in Hilton Head Island Cluster

<i>Year</i>	<i>PK to 5</i>	<i>6 to 8</i>	<i>9 to 12</i>
2004-05	2004	940	1144
2005-06	2048	941	1154
2006-07	1997	934	1155
2007-08	1956	900	1200
2008-09	1889	931	1164
<u>2009-2010</u>	<u>1898</u>	<u>885</u>	<u>1183</u>
<u>2010-2011</u>	<u>1961</u>	<u>860</u>	<u>1196</u>

Source: Beaufort County School District

Table 6.5 shows the projected enrollment in the Hilton Head Cluster schools from 2011~~09~~ to 2018~~4~~.

Table 6.5 Projected Enrollments in Hilton Head Island Cluster

<i>Year</i>	<i>PK to 5</i>	<i>6 to 8</i>	<i>9 to 12</i>
2009-10	1783	854	1098
2010-11	1760	809	1084
2011-12	<u>1743 2091</u>	<u>738 899</u>	<u>1055 1165</u>
2012-13	<u>1745 2038</u>	<u>734 968</u>	<u>989 1231</u>
2013-14	1762	696	951
<u>2017-18</u>	<u>1796</u>	<u>1170</u>	<u>1582</u>

Source: Beaufort County School District

Implications for the Comprehensive Plan

- Adequate daycare services should be provided to support the Island’s workforce.
- Enrollment trends and future projections indicate no immediate need for additional school facilities on the Island.
- Continuing and adult education has been identified as important to Island citizens. More on-island opportunities should be considered for higher education.
- Because of the resort nature of the Town’s economy there are opportunities to expand higher education in areas that support the local economy, such as culinary arts, golf and hospitality services.
- Adequate library facilities and services are important to the community. Continued implementation of the levels of service adopted by the County should be considered.