



**Town of Hilton Head Island
Planning & Development Standards Committee
Regular Meeting
Wednesday, May 23, 2012 4:00p.m.
Benjamin M. Racusin Council Chambers
Agenda**

1. Call to Order

2. 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.

3. Approval of Minutes - Regular Meeting of April 25, 2012

4. Unfinished Business

None

5. New Business

Review and consider a recommendation on updates to the Population, Housing and Community Facilities Elements of the Comprehensive Plan. *Presented by: Jayme Lopko*

ZMA120002: The Town of Hilton Head Island has applied to amend the Official Zoning Map by amending the Palmetto Dunes Master Plan to change the land uses permitted on three parcels, located near the corner of William Hilton Parkway and Queen's Folly Road. A portion of one property is currently zoned OL, Office/Institutional, and will be incorporated into the PD-1 as part of the Palmetto Dunes Resort Master Plan. The remainder of properties are currently zoned PD-1 within the Palmetto Dunes Resort Master Plan and assigned land uses of "HHI Fire Station", "PDR Maintenance" and "Outdoor Entertainment Recreation." These designations will be changed to "Office", "Office/Maintenance" and "Government Facilities/Maintenance/Parks and Open Areas" with associated density. The properties are identified as parcels 19 and 347A on Beaufort County Tax Map 12 and parcel 2 on Beaufort County Tax Map 15. *Presented by: Shea Farrar*

LMO Amendments - The Town of Hilton Head Island is proposing to revise and amend Chapter 3, Article XVII and Chapter 4, Article XIII of the Land Management Ordinance (LMO). The proposed amendments will categorize a change in the land use designation of any non-single family residential use to allow a telecommunications facility as a minor amendment to a PUD master plan. The proposed amendments will base the size of a telecommunications tower setback on the tower's height. *Presented by: Anne Cyran*

6. Committee Business

7. Adjournment

TOWN OF HILTON HEAD ISLAND
Planning and Development Standards Committee
Minutes of the Wednesday, April 25, 2012 Meeting
4:00pm – Benjamin M. Racusin Council Chambers

DRAFT

Committee Members Present: Chairman Bill Ferguson, Mayor Pro Tem Ken Heitzke and Bill Harkins

Committee Members Absent: None

Council Members Present: George Williams

Town Staff Present: Shea Farrar, Senior Planner
Nicole Dixon, Senior Planner
Teri Lewis, LMO Official
Kathleen Carlin, Administrative Assistant

1. CALL TO ORDER

Chairman Ferguson called the meeting to order at 4:00p.m.

2. 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 Town of Hilton Head Island requirements.

3. APPROVAL OF MINUTES

Mayor Pro Tem Heitzke made a motion to **approve** the minutes of the March 28, 2012 meeting as presented. Mr. Harkins **seconded** the motion and the motion **passed** with a vote of 3-0-0.

Chairman Ferguson stated that the committee would like to change the review order of the agenda. The committee would like to review Application for Zoning Map Amendment ZMA120003 first; the proposed LMO Amendments second; and Application for Zoning Map Amendment ZMA110007 third. Chairman Ferguson requested that a motion be made to approve the agenda as revised.

Mr. Harkins made a **motion** to **approve** the revised agenda as stated by Chairman Ferguson. Mr. Heitzke **seconded** the motion and the motion **passed** with a vote of 3-0-0.

4. UNFINISHED BUSINESS

None

5. NEW BUSINESS

ZMA120003: A request from Chester C. Williams, on behalf of the Miller Family Limited Partnership VI, to amend the Official Zoning Map by changing the zoning designation of a property located at 807 William Hilton Parkway from OL, Office/Institutional, to PD-1 as part of the Palmetto Dunes Resort Master Plan with a land use designation of Commercial. The property is identified as Parcel 16A on Beaufort County Tax Map 12.

Ms. Shea Farrar made the presentation on behalf of staff. The staff recommended that the committee forward ZMA120003 to Town Council with a recommendation of *approval*.

The purpose of the rezoning application is to change the zoning designation of a property located at 807 William Hilton Parkway (commonly known as Plantation Center) from OL to PD-1 as part of the Palmetto Dunes Resort Master Plan with a land use designation of Commercial. The property is identified on Beaufort County Tax Map 12 as Parcel 16A. Plantation Center is a shopping center located near the entrance to Palmetto Dunes Resort that offers a mix of retail sales and services.

The property was developed with six buildings during the 1970's under Beaufort County Ordinances, before the incorporation of the Town. When the Land Management Ordinance (LMO) was adopted in 1987, the property was included in what is now the OL Zoning District. This District was oriented more toward office and institutional uses than retail sales and services, which had been the historic uses of the property.

Under the OL Zoning District regulations shopping centers are not permitted, making the existing shopping center a legally nonconforming use. According to the applicant, this has created problems for securing tenants and making improvements to the property. Also, the amount of square footage that was built on the property exceeds what was allowed by the new district making the site nonconforming for density. OL Zoning District regulations permit up to 19,840 square feet of development on the property depending on the use; however, the property is currently developed with 38,161 square feet.

To help resolve these issues, the applicant is requesting to rezone the property into the PD-1 Zoning District as part of the Palmetto Dunes Resort Master Plan, with an assigned land use of Commercial, but excluding Eating Establishments with a drive-thru, Auto Repairs, Kennel/Boarding, Water Park, Taxicab Service and Towing Service. The following uses would only be allowed by Special Exception: Indoor Recreation, Indoor Entertainment and Outdoor Recreation.

Because the permitted uses for properties within PD-1 District are primarily governed by the use(s) assigned by the master plan, there is more flexibility with the assignment of land uses than in the OL District. As a result of the approval of this application, the shopping center use would be considered conforming. The only use on the property that will remain nonconforming is the liquor store. LMO Section 16-4-409E identifies certain uses that must be specifically stated as a permitted use on master plans within the PD-1 Zoning District and a liquor store is one of those uses. The change to specifically allow the liquor store on the property was not requested as a part of this application.

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

As a result of this amendment, the maximum impervious coverage allowed on the site will be increased from 60% in the OL Zoning District to 65% in the PD-1 Zoning District and the height restriction on the property will be increased from 35 feet to 45 feet. Ms. Farrar briefly reviewed the staff's Findings of Facts and Conclusions of Law. Ms. Farrar stated that the Planning Commission met on April 18, 2012 to review ZMA120003 and after a public hearing voted 8-0-0 to recommend that Town Council approve the proposed application for rezoning.

At the completion of staff's presentation, Chairman Ferguson requested that the applicant make his presentation.

Applicant, Chester C. Williams, Esq., presented statements in support of the application. Mr. Williams presented an overhead map review of the Palmetto Dunes Master Plan approved by the Town in May 1986. Mr. Williams discussed the legal nonconforming liquor store, the limitation of 10,000 sq. ft. of commercial space with a maximum height limit of 45-ft., and the prohibited uses for the property. The committee and Mr. Williams discussed the prohibited uses for the property and the legally nonconforming liquor store. Following their discussion, Chairman Ferguson requested public comments and none were received.

Following final comments by the committee, Chairman Ferguson requested that a motion on the application be made.

Mr. Harkins made a **motion** to forward Application for Zoning Map Amendment ZMA120003 to Town Council with a recommendation of **approval**. Mr. Heitzke **seconded** the motion and the motion **passed** with a vote of 3-0-0.

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.

Ms. Teri Lewis made the presentation on behalf of Ms. Anne Cyran, Senior Planner. The staff recommended that the committee forward the proposed LMO Amendments to Town Council with a recommendation of *approval*.

In 2010 Town Council directed staff to rewrite the LMO sign standards, which were enacted as part of the original LMO in 1987. The revision was meant to ensure the standards would stand up to legal challenges and to address trends in sign technology. The 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 staff proposes to amend Chapter 3, Article IX: Sign Permits and Chapter 5, Article XIII: Sign Standards, of the Land Management Ordinance (LMO). The proposed changes are to clarify the purpose of the sign regulations, bring the regulations into conformance with recent judicial decisions, reorganize the regulations into a more intuitive order, update the regulations to reflect changes in advertising, and to provide reasonable accommodation of some previously prohibited signs.

Chairman Ferguson requested that Ms. Lewis present an abbreviated overview of the proposed LMO amendments (*please see the attached staff report for complete information*). Ms. Lewis stated that the main reasons for the proposed amendments are to bring the regulations into conformance with recent judicial decisions, reorganize the regulations into a more intuitive order, and provide some flexibility in signs for business owners. Town Attorney, Gregg Alford, has reviewed the staff's proposed

amendments. The staff has legal concerns with regulating the content of signs, which is not allowed. The proposed changes are designed to make regulations for signs legally defensible.

The staff is trying to be more business-friendly in providing a little more flexibility with real estate signs. More flexibility is provided to 'for lease' signs. The staff has provided a little more guidance and flexibility for special event signage. The staff has provided some flexibility in the use of holiday decorations. Staff has received a number of requests from the public for use of holiday decorations for times of the year besides Christmas (i.e. Halloween and St. Patrick's Day). Also, based on public request, the staff is proposing to allow small white lights to be used for ambient lighting for outside dining areas. The use of colored lights will be permitted only during the Christmas holidays.

The staff is proposing to allow some flexibility with flags (the content of flags cannot be regulated). The staff recommends allowing a message substitution clause for a free standing sign.

The staff is proposing to allow sandwich boards (to be limited to a wood frame with no plastic or white board allowed). The staff proposes to permit businesses to designate parking in their parking lots as long as they are not a shopping center.

Ms. Lewis stated that the staff has held several public information meetings with sign contractors, real estate agents, and business owners. The proposed amendments were well received by those in attendance. Ms. Lewis stated that the LMO Committee met twice to review the proposed amendments. The Planning Commission held a public hearing for the proposed amendments on April 10, 2012 and voted 6-0-0 to recommend that they be approved by Town Council.

The committee discussed the proposed amendments with Ms. Lewis. Mr. Heitzke and Mr. Harkins stated that the proposed revisions are too radical, and they are not comfortable approving them. Mr. Heitzke stated his concern that we are at risk for ruining the atmosphere of the island by allowing too much change too quickly. An example of this is the removal of shrubbery along Highway 278. Signs are suddenly becoming too visible along Highway 278. Sandwich boards and chalkboards should not be permitted.

Mr. Harkins stated that he agrees with the concerns voiced by Mr. Heitzke. The island will become inundated with sandwich boards and chalkboard signs. This is not the image that we want for Hilton Head Island. With regard to a suggested use of small white lights for ambient outdoor lighting, Mr. Harkins recommended that restaurants who are interested in creating outdoor lighting should do so with a good electrical contractor instead.

Mr. Harkins and Mr. Heitzke stated that staff needs to make a more cogent argument with regard to changing what we already have in the LMO. The staff should go back and isolate only the items that are not legally defensible; everything else should remain the same. The committee stated that the public feedback that they have received indicates that the public wants to keep things the way that they are.

Mr. Heitzke requested that staff investigate the excessive cutting of shrubbery along Highway 278. This practice should be stopped as soon as possible because we are losing semblance of who we are. At the completion of the discussion, Chairman Ferguson requested comments from the public and the following were received:

Chester C. Williams, Esq., presented comments regarding the legality of political signs. The use of political signs is protected under free speech. Under the law you can regulate the time, the place, and the manner of signs, but you cannot regulate the content of signs. Also, off-premises signs are content based; therefore, off-premises signs should not be regulated. Citizen, Ms. Jocelyn Stagier presented statements in support of the proposed LMO amendments. At the completion of public comments and final discussion by the committee, Chairman Ferguson requested that a motion be made.

Mr. Harkins made a **motion** that the committee should forward the proposed LMO amendments to Town Council with a recommendation of **denial**. Mr. Heitzke **seconded** the motion and the motion **passed** with a vote of 2-1-0. Mr. Ferguson was opposed to the motion.

ZMA110007: A request from Mr. Joe Ryan, on behalf of several property owners, proposing to amend the Official Zoning Map by changing the zoning designation of five properties located at 840, 852, and 862 William Hilton Parkway, and 1 and 2 Regency Parkway, from the OL (Office Institutional Low Intensity) Zoning District to the CC (Commercial Center) Zoning District. The properties are further identified on Beaufort County Tax Map 11, Parcels 132A, 77, 153, 155A and 154.

Ms. Nicole Dixon made the presentation on behalf of staff. Staff recommended that the committee forward the application to Town Council with a recommendation of *approval*. Ms. Dixon stated that the Planning Commission met on April 10, 2012 to review ZMA110007 and after a public hearing voted 4-3-0 to recommend that Town Council approve the proposed application for rezoning.

Ms. Dixon presented a detailed review of the application including an overhead review of the site. The properties proposed to be rezoned contain a Hargray building, Savannah Bank, a vacant building (former Ronnie's bakery), Stack's restaurant and the Atrium building.

The Town received the request for rezoning application from Mr. Joe Ryan, with Weichert Realtors, on behalf of the property owners, to rezone the five parcels from OL to CC. Mr. Ryan has a client who is interested in occupying the Hargray building with a Mattress Firm business, which is currently not permitted in the OL Zoning District. Staff reviewed this request and determined that the application is consistent with the Comprehensive Plan and the Land Management Ordinance.

The existing OL zoning district in this area was established after many of the properties had already been developed with commercial uses. The intent of the creation of the OL district was that once these commercial uses were no longer in business, the area would develop with office uses, and concentrate the development of commercial uses in other areas of the island. However, the commercial uses never left and the area does not function as an OL zoning district. The proposed rezoning will improve the marketability of the properties and will meet current market demands by permitting uses that are already developed on the properties and uses that are more common in this vicinity. The rezoning will also allow for existing space to be redeveloped or leased with new expanded use opportunities while still allowing office type uses. Following staff's presentation, Chairman Ferguson requested that the applicant make his presentation.

Mr. Joe Ryan, with Weichert Realtors, presented statements in support of the application. Mr. Ryan stated that several different property owners (Hargray, Prime Property Investments, Savannah Bank, S&C 278 Associates, and the Romano Group Development) have joined in requesting that the Official Zoning Map be amended by changing the zoning designation of the five properties. Mr. Ryan discussed the new business owner who is interested in opening a mattress store at this location. Mr. Ryan stated

that he believes the application is consistent with the Comprehensive Plan and is compatible with the requested zoning and conforming uses of nearby property.

Following the applicant's presentation, the committee discussed several issues including their concern with the excess commercial space that exists on the island as well as the many broad uses that are currently allowed in the CC Zoning District. The committee stated their concern that the application may be unsuitable with the Town's vision for the future utilization of this property.

Following their discussion Chairman Ferguson requested public comments and the following were received:

Residents, Mr. Gerry Grimm, Mr. Declan McMullen, and Mr. Jack Holland presented statements in opposition to the application. Councilman George Williams also presented statements in opposition to the application. Councilman Williams stated that the application is not in the best interest of the Town due to the broad number of potential uses in the CC Zoning District as well as the 'piece meal' nature of the application.

Mr. Harkins stated that he agrees with the concerns stated by Councilman Williams. Mr. Harkins stated that he also agrees with the concerns stated by Planning Commission Chairman Loretta Warden, Planning Commissioner Quick, and Planning Commissioner Ennis (at the application's public hearing on April 10, 2012). Mr. Heitzke stated that he also agrees with these concerns. Mr. Heitzke stated that there does not seem to be a compelling reason to approve this application at this time. At the completion of the discussion, Chairman Ferguson requested that a motion be made.

Mr. Harkins made a **motion** that the committee should recommend **denial** of Application for Zoning Map Amendment ZMA110007 to Town Council. Mr. Heitzke **seconded** the motion and the motion **passed** with a vote of 3-0-0.

6. ADJOURNMENT

The meeting was adjourned at 5:15pm.

Submitted By:

Approved By:

Kathleen Carlin
Administrative Assistant

Bill Ferguson
Chairman



TOWN OF HILTON HEAD ISLAND

Community Development Department

TO: Planning & Development Standards Committee
VIA: Charles F. Cousins, AICP, *Community Development Director*
VIA: Shawn Colin, AICP, *Comprehensive Planning Manager*
FROM: Jayme Lopko, AICP, *Senior Planner*
DATE: May 4, 2012
SUBJECT: Population Element Update

Recommendation

Staff recommends that the Planning & Development Standards Committee forward the proposed changes to the Comprehensive Plan to Town Council with a recommendation of approval.

The Planning Commission met on May 2, 2012 and voted to approve a resolution recommending adoption of the updates to the Comprehensive Plan by the Town Council. There was discussion on minor corrections that were 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.

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 collected from all respondents.

Table 4.1: Population Trends, 19680 - 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	37,099	9.6	162,233	34.1	4,625,364	15.3

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% in 2010. Bluffton's share of the population has grown from 6% to 16% 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
2010	37,099	45,343	4,269	11,259	52,777	10,792

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%
2010	37,099*	8.0%

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, 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>	<u>33,862</u> <u>37,099</u>	N/A
2001 <u>2011</u>	<u>34,979</u> <u>38,323</u>	N/A <u>37,470</u>
2002 <u>2012</u>	<u>36,134</u> <u>39,588</u>	N/A <u>37,845</u>
2003 <u>2013</u>	<u>37,326</u> <u>40,894</u>	N/A <u>38,223</u>
2004 <u>2014</u>	<u>38,558</u> <u>42,244</u>	N/A <u>38,605</u>
2005 <u>2015</u>	<u>39,830</u> <u>43,638</u>	N/A <u>38,991</u>
2006 <u>2016</u>	<u>41,145</u> <u>45,078</u>	<u>40,229</u> <u>39,381</u>
2007 <u>2017</u>	<u>42,503</u> <u>46,566</u>	<u>40,631</u> <u>39,775</u>
2008 <u>2018</u>	<u>43,905</u> <u>48,103</u>	<u>41,037</u> <u>40,173</u>
2009 <u>2019</u>	<u>45,354</u> <u>49,690</u>	<u>41,448</u> <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 53,329, 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

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: 20010 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 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: 2010 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>
	<u>28,893</u>	<u>85.3</u>	<u>85,451</u>	<u>70.7</u>	<u>2,695,560</u>	<u>67.2</u>
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>
	<u>2,797</u>	<u>8.3</u>	<u>29,005</u>	<u>24.0</u>	<u>1,185,216</u>	<u>29.5</u>
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>
	<u>2,172</u>	<u>6.4</u>	<u>6,481</u>	<u>5.4</u>	<u>131,236</u>	<u>3.3</u>

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 2010, 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 2010 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	<u>5,212</u>	9,659	15,488	21,208	25,547	28,893	<u>30,751</u>			
%	<u>80.0</u>	85.0	87.9	89.5	88.7	85.3	<u>82.9</u>	7.9	<u>0.8</u> -2.6	<u>-5.8</u>
Black	<u>1,283</u>	1,647	2,000	2,259	2,647	2,797	<u>2,766</u>			
%	<u>19.7</u>	14.5	11.3	9.5	9.2	8.3	<u>7.5</u>	-8.4	<u>-2.1</u> -3.0	<u>-1.7</u>
Other	<u>16</u>	38	134	227	611	2,172	<u>3,582</u>			
%	<u>0.3</u>	0.5	0.8	1.0	2.1	6.4	<u>9.6</u>	0.5	<u>1.3</u> 5.6	<u>7.5</u>
*Hispanic % of Total Population	NA	1.0	1.3	1.4	4.2	11.5	<u>15.8</u>		<u>2.9</u> 10.2	<u>11.6</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.
 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	<u>18,206</u>	<u>49.1</u>	<u>80,089</u>	<u>49.4</u>	<u>2,250,101</u>	<u>48.6</u>
	16,947	50.0	61,193	50.6	1,948,929	
Female	<u>18,893</u>	<u>50.9</u>	<u>82,144</u>	<u>50.6</u>	<u>2,375,263</u>	<u>51.4</u>
	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- <u>1995 2000</u>	% Change <u>in Share</u> <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 ~~1,167~~ 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~~ 9.8% 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								% Change in Share 1980 - 2010
	1980		1990		2000		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	2010*
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	<u>\$6,835</u>	\$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 42% 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	2010*
Hilton Head Island	NA	\$13,149	\$25,171	\$36,621	<u>\$46,424</u>
Beaufort County	<u>\$2,243</u>	\$6,863	\$15,213	\$25,377	<u>\$32,258</u>
South Carolina	<u>\$2,313</u>	\$5,886	\$11,897	\$18,795	<u>\$23,003</u>

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

Income Distribution

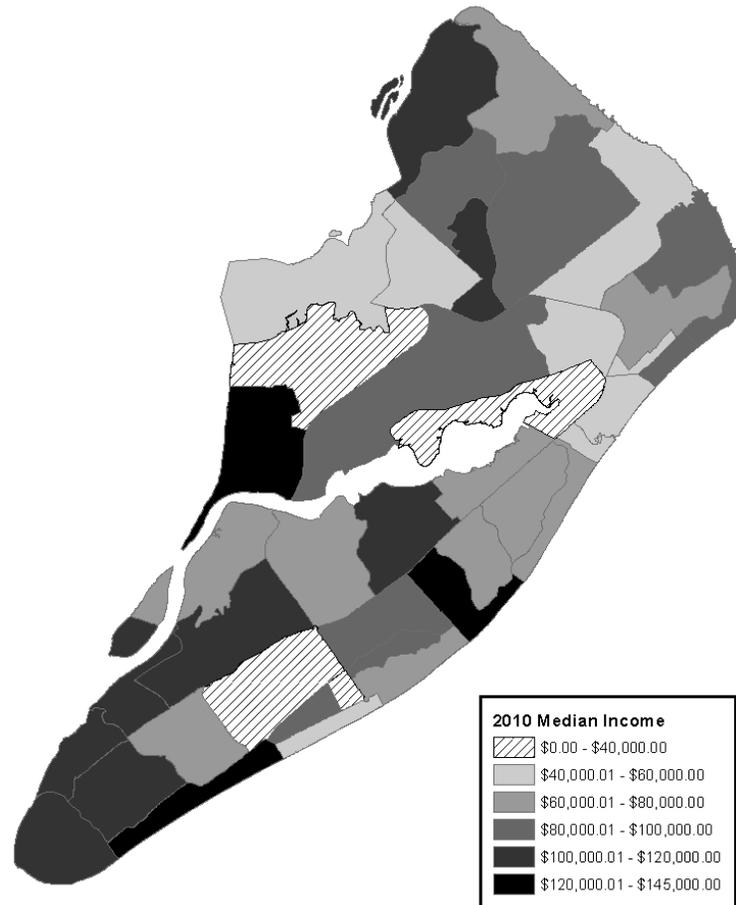
Despite higher than average Median Household Income and Per Capita Income levels, the Town of Hilton Head Island does have its share of residents that are not financially stable (Table 4.19, Income Distribution, 2010 Town, County, and State). The U.S. Census Bureau produces annual reports detailing poverty 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 1990 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 20100 up from \$32,558 21,841 in 2000 1989. Social security income was received by 5,554 7,499 households in 20100, up from 3,381 5,554 in 1990 2000 for an average of \$20,675 14,515 in 20100 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, 20100 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> 10,356	<u>66.8</u> 71.9	<u>73.2</u> 76.8	<u>76.6</u> 79.9
Mean Amount, yearly		<u>\$77,642</u> \$70,621	<u>\$64,752</u> \$55,744	<u>\$58,248</u> \$47,936
Self-employed	2,055	14.3	13.3	9.9
— Mean Amount, yearly		\$53,854	\$37,479	\$25,904
Interest, Dividends, Rentals	8,091	56.1	41.1	27.2
— Mean Amount, yearly		\$30,396	\$23,580	\$10,572
Retirement	<u>5,100</u> 4,128	<u>30.3</u> 28.6	<u>27.5</u> 25.4	<u>19.8</u> 17.9
Mean Amount, yearly		<u>\$43,847</u> \$32,558	<u>\$36,344</u> \$28,523	<u>\$20,585</u> \$16,933
Social Security	<u>7,499</u> 5,554	<u>44.6</u> 38.5	<u>38.3</u> 30.4	<u>31.2</u> 26.5
Mean Amount, yearly		<u>\$20,674</u> \$14,515	<u>\$19,071</u> \$12,891	<u>\$15,651</u> \$10,686
Public Assistance	<u>92</u> 176	<u>0.5</u> 1.2	<u>1.6</u> 1.9	<u>1.8</u> 2.5
Mean Amount, yearly		<u>\$6,972</u> \$5,079	<u>\$3,945</u> \$2,320	<u>\$31,355</u> \$2,145
Other Income	1,877	13.0	14.0	13.2
— Mean Amount, yearly		\$15,986	\$11,876	\$7,551
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 189~~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 2000-201 <u>0</u> 07	Total % Change, 1985-201 <u>0</u> 07
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~~00~~ 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~~ 2007, 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~~ 2007.

Table 5.2: Housing Vacancy Rates

	1985**	1990	1995	2000	2007*	<u>2010</u>	% Change, 1990- 2000	% Change 2000- <u>2010</u> 7	% Change, 1985- <u>2010</u> 7
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%
Total Vacant	10,189	11,165	12,535	10,239	13,132	<u>16,771</u>	-8%	<u>64%</u> 28%	<u>65%</u> 29%
Percent Vacant	57%	52%	49%	42%	46%	<u>50.4%</u>	-10%	<u>8.4%</u> 4%	<u>-6.6%</u> -11%
Total Occupied	7,551	10,344	12,903	14,408	15,425	<u>16,535</u>	39%	<u>15%</u> 7%	<u>119%</u> 104%
Percent Occupied	43%	48%	51%	58%	54%	<u>49.6%</u>	10%	<u>-8.4%</u> -4%	<u>6.6%</u> 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 2010, increasing from 419 to 974.

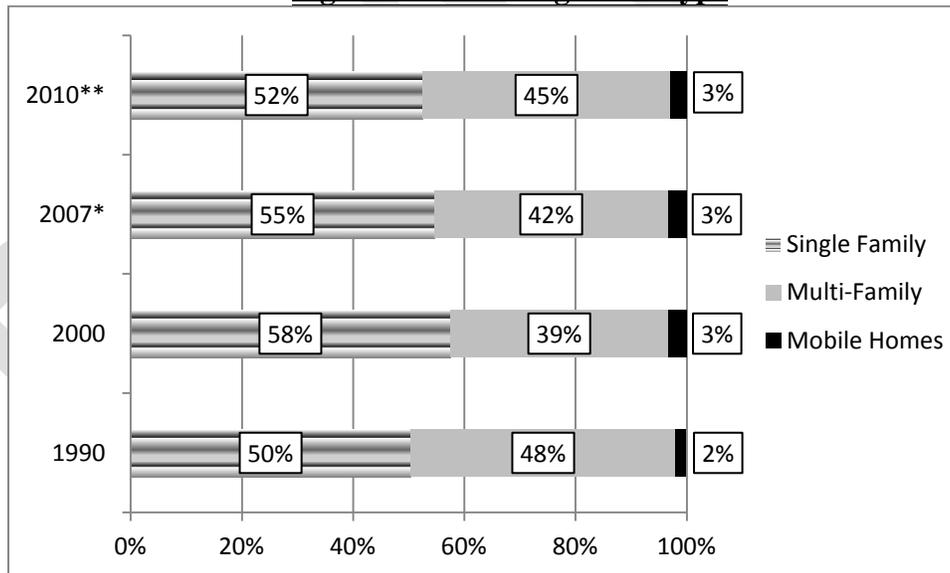
Table 5.3: Housing Units by Structure Type

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

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 2010.

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, t~~ 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>	<u>72.8%</u>
	11,709	75.90%
Renter Occupied	<u>4,496</u>	<u>27.2%</u>
	3,716	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 2010 ~~2001~~ 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. Properties occupied as a primary residence are assessed at a 4% property tax rate while other residential property is 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~~8~~, 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~~8~~ 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

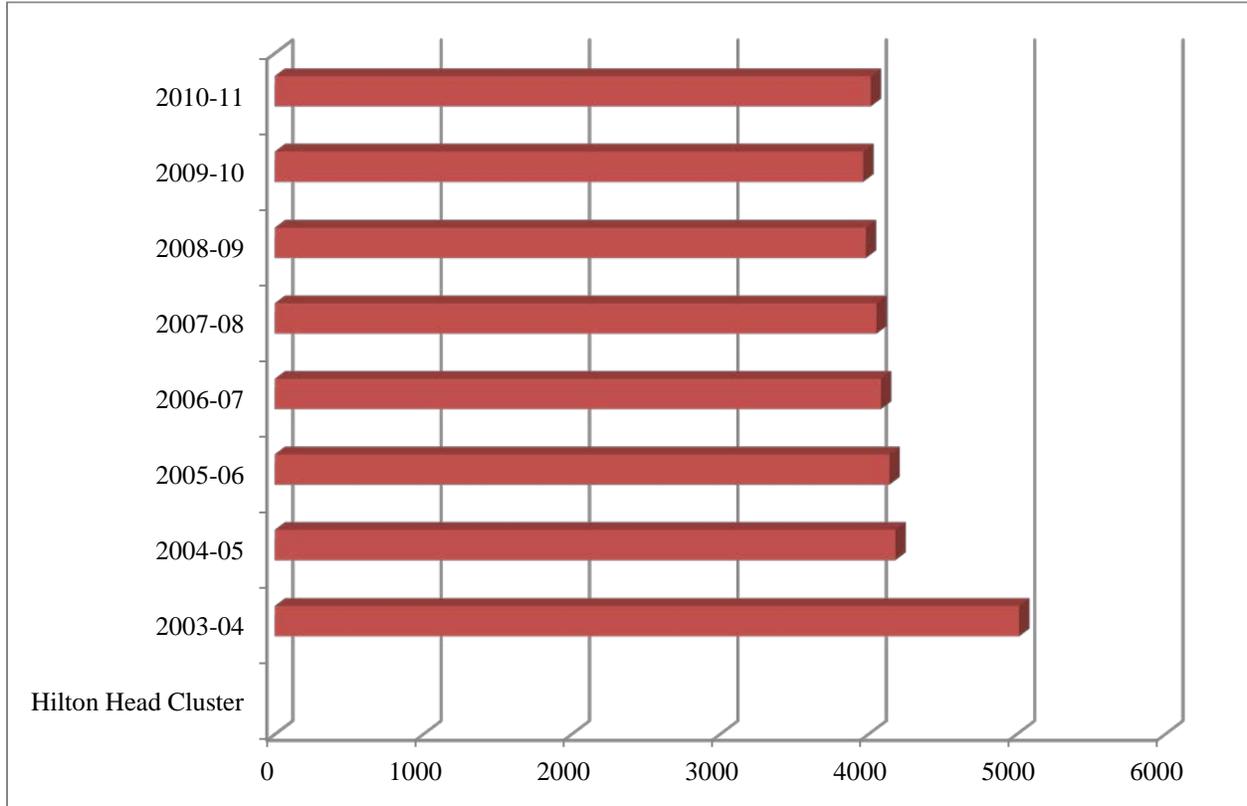
Enrollments – Historical and Projected

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

Year	PK to 5	6 to 8	9 to 12
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 201109 to 20184.

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	1743 <u>2091</u>	738 <u>899</u>	1055 <u>1165</u>
2012-13	1745 <u>2038</u>	734 <u>968</u>	989 <u>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.

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND

ORDINANCE NO. 2012- ____

PROPOSED ORDINANCE NO. 2012-16

AN ORDINANCE TO PROVIDE FOR THE ADOPTION OF UPDATES TO THE POPULATION, HOUSING, AND COMMUNITY FACILITIES ELEMENTS OF “THE TOWN OF HILTON HEAD ISLAND COMPREHENSIVE PLAN”; AND TO PROVIDE FOR SEVERABILITY AND AN EFFECTIVE DATE.

WHEREAS, in April of 1999, Town Council adopted the Town of Hilton Head Island Comprehensive Plan and subsequently in 2004 updated the Plan; and

WHEREAS, on May 4, 2010, Town Council adopted a new Town of Hilton Head Island Comprehensive Plan; and

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

WHEREAS, on March 7, 2012, the Comprehensive Plan Committee of the Planning Commission voted to recommend that the updates to the Comprehensive Plan be forwarded to the full Planning Commission for review; and

WHEREAS, on May 2, 2012, the Planning Commission reviewed the proposed updates to the Comprehensive Plan, conducted a public hearing, and voted to approve a resolution recommending adoption by the Town Council of the Town of Hilton Head Island; and

WHEREAS, on May 23, 2012, the Planning and Development Standards Committee reviewed the proposed updates to the Comprehensive Plan, and after consideration, voted to forward to Town Council with a recommendation for *[motion]*; and

NOW, THEREFORE, BE IT ORDERED AND ORDAINED BY THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SC; AND IT IS ORDAINED BY SAID AUTHORITY OF THE SAID COUNCIL:

Section 1. Adoption. The proposed updates to the Comprehensive Plan, attached hereto as Exhibit 1 is hereby adopted pursuant to Article 2 of Chapter 1 of Title 16 (adopted July 21, 1998) of the Municipal Code of the Town of Hilton Head Island, South Carolina and Sections 6-29-510, 6-29-520, and 6-29-530 of the Code of Laws of South Carolina.

Section 2. Severability. If any section, phrase, sentence or portion of this Ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision, and such holding shall not affect the validity of the remaining portions thereof.

Section 3. Effective Date. This Ordinance shall be effective upon adoption by the Town Council of the Town of Hilton Head Island, South Carolina.

Passed, approved, and adopted, by the Town Council of the Town of Hilton Head Island this _____ day of _____ 2012.

Drew Laughlin, Mayor

ATTEST:

Cori Brock, Town Clerk

Public Hearing:
First Reading:
Second Reading:

Approved as to form:

Gregory M. Alford, Town Attorney

Introduced by Council Member: _____

**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 2nd DAY OF MAY
2012.



**Loretta Warden,
Planning Commission Chairman**

ATTEST:



Cori Brock, Town Clerk



TOWN OF HILTON HEAD ISLAND

Community Development Department

TO: Planning & Development Standards Committee
VIA: Teri Lewis, AICP, *LMO Official*
CC: Charles Cousins, AICP, *Director of Community Development*
FROM: Shea Farrar, *Senior Planner*
DATE: May 16, 2012
SUBJECT: Proposed Ordinance No. 2012-08

Recommendation: The Planning Commission held a public hearing on May 16, 2012 and voted unanimously to recommend that Town Council approve the requested rezoning.

Staff recommends that the Planning and Development Standards Committee forward the application for the proposed rezoning to Town Council with a recommendation of approval.

Summary: The purpose of this application is to change the Town's Official Zoning Map by amending the Palmetto Dunes Resort Master Plan to change the land uses permitted on three parcels, located near the corner of William Hilton Parkway and Queens Folly Road to "Office", "Office/Maintenance" and "Government Facilities/Maintenance/Parks and Open Areas". This application previously came before this committee on April 25, 2012. It was necessary, however to change one of the land uses associated with the Town's property by adding "Maintenance" to the designation of the property, which required a new public hearing and recommendation from the Planning Commission. The recommendation previously was for approval, as well.

Background: The Town initiated this request as a result of land use changes associated with an agreement that was executed between the Town, Palmetto Dunes Property Owner's Association (PDPOA) and Greenwood Communities and Resorts to sell the existing fire station property to PDPOA and acquire the access needed to another Town property for the relocation of Fire Station 6. The zoning and land uses assigned to the subject properties must be changed to facilitate this development. The approval of this rezoning will benefit both Palmetto Dunes and the Town. The Palmetto Dunes community will benefit by having its POA administration and security offices located at the entrance to the community, along with a new pass office. The Town will benefit by being able to relocate Fire Station 6 to a site that has better access and is of adequate size for the fire station design.

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND

ORDINANCE NO. 2012-

PROPOSED ORDINANCE NO. 2012-08

AN ORDINANCE TO AMEND TITLE 16, THE LAND MANAGEMENT ORDINANCE, OF THE MUNICIPAL CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, BY AMENDING SECTION 16-4-102, THE OFFICIAL ZONING MAP, SPECIFICALLY AMENDING TAX MAP 12, PARCELS 19 AND 347A AND TAX MAP 15 PARCEL 2 TO PLANNED DEVELOPMENT MIXED USE DISTRICT WITH SPECIFIC USE AND DENSITY STANDARDS UNDER THE PALMETTO DUNES RESORT MASTER PLAN (PD-1); AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.

WHEREAS, on July 21, 1998, the Town Council did amend Title 16 of the Municipal Code of the Town of Hilton Head Island by enacting a revised Land Management Ordinance (the "LMO"); and

WHEREAS, the Town Council now finds that, upon further review, it is in the public interest that the subject three properties be rezoned into the Planned Development Mixed Use District with specific use and density standards under the Palmetto Dunes Resort Master Plan; and

WHEREAS, this zoning change would be compatible with surrounding land uses and neighborhood character, would not be detrimental to the public health, safety and welfare, and, further, would be in conformance with the Comprehensive Plan; and

WHEREAS, the Planning Commission held a public hearing on May 16, 2012, at which time a presentation was made by staff and an opportunity was given for the public to comment on the rezoning request; and

WHEREAS, the Planning Commission, after consideration of the staff report, public comments, and the criteria set forth in Section 16-3-1505 of the LMO, voted unanimously to recommend to Town Council that the rezoning request be approved; and

WHEREAS, the Planning and Development Standards Committee held a public meeting on May 23, 2012, at which time a presentation was made by staff and an opportunity was given for the public to comment on the rezoning request; and

WHEREAS, the Planning and Development Standards Committee, after consideration of the staff report, public comments, and the criteria set forth in Section 16-3-1505 of the LMO, voted <<*MOTION*>> to Town Council that the rezoning request be<<*MOTION*>>; and

NOW, THEREFORE, BE IT ORDERED AND ORDAINED BY THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SC; AND IT IS ORDAINED BY SAID AUTHORITY OF COUNCIL:

Section 1. Amendment. That the official zoning map of the Town of Hilton Head Island, as referenced by Section 16-4-102 of the Land Management Ordinance, be, and the same hereby amended as follows: Tax Map 12, Parcel 19 is rezoned to PD-1 with a land use designation of "Government Facilities/Maintenance/Parks and Open Areas" with 13,800 square feet of density. Tax Map 12, Parcel 347A is rezoned to PD-1 with a land use designation of "Office". Tax Map 15, Parcel 2 is rezoned to PD-1 with a land use designation of "Office/Maintenance".

Section 2. Severability. If any section, phrase, sentence or portion of this Ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision, and such holding shall not affect the validity of the remaining portions thereof.

Section 3. Effective Date. This Ordinance shall be effective upon its adoption by the Town Council of the Town of Hilton Head Island, South Carolina.

PASSED, APPROVED, AND ADOPTED BY THE COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND ON THIS _____ DAY OF _____ 2012.

THE TOWN OF HILTON HEAD
ISLAND, SOUTH CAROLINA

Drew A. Laughlin, Mayor

ATTEST:

Cori Brock, Town Clerk

Public Hearing: May 16, 2012

First Reading:

Second Reading:

Approved as to form:

Gregory M. Alford, Town Attorney

Introduced by Council Member: _____



**TOWN OF HILTON HEAD ISLAND
COMMUNITY DEVELOPMENT
DEPARTMENT**

One Town Center Court

Hilton Head Island, SC 29928

843-341-4757

FAX 843-842-8908

**STAFF REPORT
ZONING MAP AMENDMENT**

Case #:	Name of Project:	Public Hearing Date:
ZMA120002	Fire Station #6 (Palmetto Dunes)	May 16, 2012

Applicant/Agent
Town of Hilton Head Island One Town Center Court Hilton Head Island, SC 29928

Parcel Data
<p>Property A: Town Property Proposed for Fire Station, Tax Map 12, Parcel 19 <u>Existing Zoning District:</u> OL (Office/Institutional) with 8,000 square feet of density for “Office” uses or 6,000 square feet of “Other” and PD-1 (Planned Development Mixed Use District) as part of the Palmetto Dunes Master Plan Assigned Land Use: “Outdoor Entertainment/Recreation” with no density. <u>Proposed Zoning District:</u> PD-1 with land use designations of “Government Facilities/Maintenance/Parks and Open Areas” with 13,800 square feet of density. <u>Applicable Overlay Districts:</u> COR</p> <p>Property B: Existing Fire Station Six Property, Tax Map12, Parcel 347A <u>Existing Zoning District:</u> PD-1 within the Palmetto Dunes Master Plan designated as: “HHI Fire Station”. <u>Proposed Zoning District:</u> PD-1 with a land use designation of “Office”. <u>Applicable Overlay Districts:</u> COR</p> <p>Property C: Palmetto Dunes Maintenance Parcel, Tax Map 15, Parcel 2 <u>Existing Zoning District:</u> PD-1 within the Palmetto Dunes Resort Master Plan designated as “PDR Maintenance”. <u>Proposed Zoning District:</u> PD-1 with land use designation of “Office/Maintenance”. <u>Applicable Overlay Districts:</u> COR</p>

Application Summary
<p>ZMA120002 - The Town of Hilton Head Island is proposing to amend the Town’s Official Zoning Map by amending the Palmetto Dunes Resort Master Plan to change the land uses permitted on three parcels, located near the corner of William Hilton Parkway and Queens Folly Road. A portion of one property is currently zoned OL, Office/Institutional, and will be incorporated into the PD-1 Zoning District as part of the Palmetto Dunes Resort Master Plan. The remainder of properties are currently zoned PD-1 within the Palmetto Dunes Resort Master Plan and assigned land uses of “HHI Fire Station”, “PDR Maintenance” and “Outdoor Entertainment/Recreation.” These designations will be changed to “Office”, “Office/Maintenance” and “Government Facilities/Maintenance/Parks and Open Areas” with associated density of 13,800 sq ft as shown on Attachment “A”.</p>

Background:

Fire Station 6 is located near the entrance to Palmetto Dunes Resort on Queen’s Folly Road. This facility was identified for replacement in the Town’s 2012 Capital Improvements Program based on recommendations from the Town’s Fire and Rescue Master Plan. The existing property would not accommodate the design that the Town uses for new fire stations, so alternative scenarios were explored. This resulted in an agreement between the Town, Palmetto Dune’s Property Owner’s Association (PDPOA) and Greenwood Communities and Resorts (GCR) to sell the existing fire station property to PDPOA and acquire the access needed to another Town property, better suited for the fire station. This will benefit both Palmetto Dunes and the Town. The Palmetto Dunes community will benefit by having its POA administration and security offices located at the entrance to the community, along with a new pass office. The Town will benefit by being able to relocate Fire Station 6 to a site that has better access and is of adequate size for the new fire station design. In order for the proposed uses to be permitted on the applicable properties, the Town is proposing to rezone all properties to PD-1 as part of the Palmetto Dunes Resort Master Plan and to assign the appropriate land use designations.

The density associated with the OL Zoning District will also be incorporated into the PD-1 Zoning District for use with the development of the new fire station. No other density changes are proposed.

Summary of Facts and Conclusions of Law:

Findings of Facts:

- o Notice of the Application was published in the Island Packet on April 8, 2012 as set forth in LMO (Land Management Ordinance) Sections 16-3-110 and 16-3-111.
- o Notice of the Application was posted and mailed as set forth in LMO Sections 16-3-110 and 16-3-111.
- o A public hearing will be held on May 16, 2012 as set forth in LMO 16-3-1504A.
- o The Commission has authority to render their decision reached here in LMO Section 16-3-1504.

Conclusion of Law:

The application, notice requirements, and public hearing comply with the legal requirements as set forth in LMO 16-3-110, 16-3-111 and 16-3-1504.

As set forth in Section 16-3-1505, Zoning Map Amendment Review Criteria, Planning Staff has based its recommendation on analysis of the following criteria:

Summary of Facts and Conclusions of Law:

Criteria 1: Consistency (or lack thereof) with the Comprehensive Plan (LMO Section 16-3-1505A):

Findings of Facts:

Economic Development Element:

Section 7.6 – Potential Strategies with Implication for Comprehensive Plan

Identify and prioritize areas in need of redevelopment, including any obsolete or run down commercial buildings. Incentivize the development of flexibility of streamlining in regulation of density caps, setbacks (and other controls) that enable a qualitative, principle based, asset revitalization that enhances the Island’s positive legacies.

Land Use Element:

An Implication for Zoning Changes

Future land use decisions and requests for zoning changes will be determined using the background information contained in this plan as well as the future land use map, currently represented by the Town's Official Zoning Map.

An Implication for Building Permit Trends

Redevelopment of our existing built environment and infill development should be a focus for the future development of our community, while the Town has entered a more mature level of development.

Goal 8.1 – Existing Land Use

A. The goal is to have an appropriate mix of land uses to meet the needs of existing and future populations.

Goal 8.3 –Planned Unit Developments (PUDs)

B. The goal is to have an appropriate mix of land uses to accommodate permanent and seasonal populations and existing market demands is important to sustain the Town's high quality of life and should be considered when amending PUD Master Plans.

Goal 8.4 – Existing Zoning Allocation

A. An appropriate mix of land uses to accommodate permanent and seasonal populations and existing market demands is important to sustain the Town's high quality of life and should be considered when amending the Town's Official Zoning Map.

Goal 8.5 – Land Use Per Capita

A. The goal is to have an appropriate mix and availability of land uses to meet the needs of the existing and future populations.

Goal 8.9 – Age of Structures

B. The goal is to encourage redevelopment of properties with aging structures or that no longer meet current market demands.

Goal 8.10 – Zoning Changes

A. The goal is to provide appropriate modifications to the zoning designations to meet market demands while maintaining the character of the Island.

Implementation Strategy 8.3– Planned Unit Developments (PUDs)

A. Consider flexibility within the PUDs to address appropriate commercial or service land uses in areas with a high residential concentration.

Implementation Strategy 8.6 – Build-out

A. Consider flexibility within the Land Management Ordinance to address future development and redevelopment needs.

Community Facilities Element

Implementation Strategy 6.2 – Town Government

A. Review the scope of Town government to determine if any increases or decreases should be made to the services that are provided by the Town.

Implementation Strategy 6.2 – Town Government

C. Ensure that adequate facilities are available to continue the high level of services offered by the Town.

2004 Town of Hilton Head Island Fire and Rescue Master Plan

Recommendations for Locations

It is recommended that Fire Station 1 and Fire Station 6 undergo significant updating or replacement.

Conclusions of Law:

- Staff concludes that this application is consistent with the Town's Comprehensive Plan, to which the 2004 Fire and Rescue Master Plan is an appendix, as described in the Community Facilities, Economic Development and Land Use Elements as set forth in LMO Section 16-3-1505A.
 - The proposed rezoning provides the flexibility that is needed in the regulation of land use within the PD-1 District to allow for the designation of an appropriate mix of land uses in the appropriate locations to meet the needs of the population and improve the quality of life on the Island.
 - The proposed rezoning will help promote redevelopment of Fire Station 6, an aging structure that no longer meet current market demands.
 - The proposed rezoning will help ensure that adequate facilities are available to continue the high level of services offered by the Town by approving the land uses needed to support the development of a new and modernized Fire Station 6.

Summary of Facts and Conclusions of Law:

Criteria 2: Compatibility with the present zoning and conforming uses of nearby property and with the character of the neighborhood (LMO Section 16-3-1505B):

Findings of Facts:

- The area in which the subject properties are located is near the entrance to Palmetto Dunes Resort. Present conforming uses on nearby properties include multi-family, office, church, golf course, maintenance area, and government facility (Fire Station 6).
- The purpose of the PD-1 District is to recognize the existence of unique mixed use Planned Unit Developments. (LMO Section 16-4-209).
- The purpose of the OL District is to "establish areas between major commercial areas that are intended to limit the types of nonresidential uses permitted. Land uses permitted are office and institutional in order to minimize travel impacts on the street system, encourage better compatibility in and among land uses on the Island, provide balance among land use types in major corridors and improve visual appearance along major corridors." (LMO Section 16-4-216)
- The subject properties are currently zoned OL and PD-1 with the following assigned land uses: "Outdoor Entertainment/Recreation", "HHI Fire Station" and "PDR Maintenance".

Conclusion of Law:

Staff concludes that the land uses proposed by this amendment are compatible with the present zoning, the conforming uses of nearby property and with the character of the neighborhood as set forth in LMO Section 16-3-1505B. The properties are currently developed with conforming uses that are compatible with the conforming uses of nearby properties and with the character of the neighborhood.

Summary of Facts and Conclusions of Law:

Criteria 3: Suitability of the property affected by the amendment for uses permitted by the district that would be made applicable by the proposed amendment (LMO Section 16-3-1505C):

Findings of Facts:

- The purpose of the PD-1 District is to recognize the existence of unique mixed use Planned Unit Developments. (LMO Section 16-4-209)
- This rezoning would result in all properties being located in the PD-1 District with the following assigned land uses: “Government Facilities/Maintenance/Parks and Open Areas”, “Office” and “Office/Maintenance”.
- One of the properties is split between the OL and PD-1 Zoning Districts. This rezoning will result in the 2.3 acres of that property currently zoned OL being rezoned to the PD-1 Zoning District. The associated density from the OL portion of the property of 13,800 square feet will be incorporated into the Palmetto Dunes Resort Master Plan for this property.

Conclusion of Law:

The approval of this application will provide the flexibility that is desired for land use designations in the PD-1 Zoning District by approving the uses and density necessary for the proposed redevelopment project.

Summary of Facts and Conclusions of Law:

Criteria 4: Suitability of the property affected by the amendment for uses permitted by the district applicable to the property at the time of the proposed amendment (LMO Section 16-3-1505D):

Findings of Facts:

- Approximately 22 acres are located in the PD-1 District with the following assigned land uses: “Outdoor Entertainment/Recreation”, “HHI Fire Station” and “PDR Maintenance”.
- Approximately 2.3 acres are located in the OL District.
- All property has been developed with the exception for one property that zoned for both OL and PD-1 as “Outdoor Entertainment/Recreation”.
- The Town purchased this property in 2001 to preclude additional commercial development in the area because of the property’s proximity to residential areas and frontage along William Hilton Parkway.

Conclusion of Law:

The properties are suitable for uses permitted in the current district, with the exception of the Town owned property that permits “Outdoor Entertainment/ Recreation” and the OL District property. This property was purchased by the Town to preclude these types of development.

Summary of Facts and Conclusions of Law:

Criteria 5: Marketability of the property affected by the amendment for uses permitted by the district applicable to the property at the time of the proposed amendment (LMO Section 16-3-1505E):

Findings of Fact:

- The subject properties are currently zoned OL and PD-1 with the following assigned land uses: “Outdoor Entertainment/Recreation”, “HHI Fire Station” and “PDR Maintenance”.
- This rezoning would result in all properties being located in the PD-1 District with the

following assigned land uses: “Government Facilities/Maintenance/Parks and Open Areas”, “Office” and “Office/Maintenance”.

Conclusion of Law:

The land use designations that would result from this rezoning are more generalized and could result in flexibility that may increase the marketability of the properties.

Summary of Facts and Conclusions of Law:

Criteria 6: Availability of sewer, water and stormwater facilities generally suitable and adequate for the proposed use (LMO Section 16-3-1505F):

Findings of Facts:

- The subject properties have water and sewer service provided by Broad Creek Public Service District.
- A portion of the properties affected were included in the stormwater master plan for Palmetto Dunes. The area currently zoned OL, if developed, must meet all the requirements of the LMO.

Conclusion of Law:

Staff concludes that these properties either have or will have in the future available sewer, water and stormwater facilities that are suitable and adequate for the proposed uses as set forth in LMO Section 16-3-1505F.

Note: If the proposed amendment is approved by Town Council, such action shall be by ordinance to amend the Official Zoning Map. If it is denied by Town Council, such action shall be by resolution.

PREPARED BY:

SF

Shea Farrar
Senior Planner

5/2/12

DATE

REVIEWED BY:

TBL

Teri B. Lewis, AICP
LMO Official

5/2/12

DATE

REVIEWED BY:

JL

Jayme Lopko, AICP
Senior Planner & Planning Commission
Coordinator

5/2/12

DATE

ATTACHMENT:

A) Existing and Proposed Zoning

Existing Zoning

- CC - Commercial Center District
- OL/OM - Office/Institutional District
- PD-1 - Planned Development Mixed Use District

CHRIST LUTHERAN CHURCH

PLANTATION CENTER

William Hilton Parkway

Queens Folly Road

ST ANDREWS COMMON

A

B

C

Proposed Zoning

PD-1 as part of Palmetto Dunes Resort Master Plan with assigned land uses of:

- A- "Government Facilities/Maintenance/Parks and Open Areas" (Town Property)
- B- "Office/Maintenance" (Greenwood Maintenance Property)
- C- "Office" (Future PDPOA Property)



ZMA 12002
Existing and Proposed Zoning
Fire Station 6 Relocation
Town of Hilton Head Island
April, 2012



TOWN OF HILTON HEAD ISLAND

Community Development Department

TO: Planning & Development Standards Committee
VIA: Teri Lewis, AICP, *LMO Official*
CC: Charles Cousins, AICP, *Director of Community Development*
FROM: Anne Cyran, AICP, *Senior Planner*
DATE: May 17, 2012
SUBJECT: Proposed Ordinance No. 2012-17
Land Management Ordinance (LMO) Telecommunications Amendments

Recommendation: The Planning Commission held a public hearing for the proposed amendments on May 16, 2012 and voted 9-0-0 to forward the proposed amendments as presented by staff with the revisions approved by the Commission to Town Council with a recommendation of approval.

Staff recommends that the Planning and Development Standards Committee forward the attached amendments to Town Council with a recommendation of approval.

Summary: Staff proposes to amend Chapter 3, Article XVII and Chapter 4, Article XIII of the Land Management Ordinance (LMO). The first amendment would allow Planned Unit Development (PUD) master plans to be amended via minor amendments – instead of via Zoning Map Amendments (ZMA) – to allow telecommunications facilities as permitted uses on non-single-family properties.

The second amendment would reduce the size of telecommunications tower setbacks from the Ocean & Coastal Resource Management (OCRM) Critical Line, the OCRM Base Line and all publicly-owned rights-of-way.

The third amendment would reduce the size of telecommunications tower setbacks from residential structures.

The Land Management Ordinance Committee met on April 10, 2012 to discuss the proposed amendments. The Committee suggested changes to the proposed language and recommended that the revised amendments be presented to the Planning Commission at the May 16, 2012 public hearing.

The Planning Commission, at their meeting on May 16th, approved the proposed amendments with the following revision: the setbacks in Chapter 4, Article XIII have been changed to be equal to a tower's fall zone plus 20 feet. This revision is reflected in the attached amendments.

Background: These amendments are supported by Town Council's Policy Agenda for 2011 which has *Technology Infrastructure: Evaluation and Direction of Town's Role* listed as a Top Priority. To address this Priority, the Telecommunications Taskforce was formed in March 2011 by the Greater Island

Proposed Ordinance No. 2012-17
Telecommunications Facility & Tower Amendments

05/18/2012

Page 2

Council at the request of Mayor Laughlin. The Taskforce was asked to examine the island's telecommunications problems and provide recommendations for how the Town can improve telecommunications service.

A memo outlining the Taskforce's recommendations was presented to Town Council on December 6, 2011, and Town Council voted 7-0-0 to accept the recommendations. One of the Taskforce's findings was that wireless carriers are deferring investments in new infrastructure because of the lengthy process to approve new facilities and because of the restrictions on the location of those facilities, namely setback requirements. The lack of infrastructure investment is particularly acute in the PUDs because the PUD master plans must typically be amended via a zoning map amendment to permit a telecommunications facility as an allowed use on a potential site.

To resolve these problems, the Taskforce recommended amending the LMO to expedite the review process for new telecommunications facilities and to reduce the restrictions on their locations. The Taskforce also recommended decoupling these amendments from the ongoing LMO rewrite process to expedite the changes.

These amendments are also supported by the Adopted 2010 Comprehensive Plan, Section 6.7 – Communications, Goal A is to have effective communication services that minimize interruptions on the Island and that support emergency management as well as economic development applications.

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND

ORDINANCE NO.:

PROPOSED ORDINANCE NO.: 2012-17

AN ORDINANCE TO AMEND TITLE 16 OF THE MUNICIPAL CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, THE LAND MANAGEMENT ORDINANCE, CHAPTER 3, ARTICLE XVII AND CHAPTER 4, ARTICLE XIII. THESE AMENDMENTS, COMMONLY REFERRED TO AS THE *LMO TELECOMMUNICATIONS AMENDMENTS*, AS NOTICED IN THE ISLAND PACKET ON APRIL 8, 2012, INCLUDE CHANGES THAT PROVIDE FOR AN ADDITION TO CHAPTER 3, ARTICLE XVII, PLANNED UNIT DEVELOPMENT (PUD) REVIEW AND REVISIONS TO CHAPTER 4, ARTICLE XIII, SPECIFIC USE STANDARDS; AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.

WHEREAS, on July 21, 1998, the Town Council did amend Title 16 of the Municipal Code of the Town of Hilton Head Island by enacting a revised Land Management Ordinance (LMO); and

WHEREAS, the proposed amendments are supported by Town Council's Policy Agenda for 2011 which lists Technology Infrastructure: Evaluation and Direction of Town's Role as a Top Priority; and

WHEREAS, the Land Management Ordinance Committee held a public meeting on April 10, 2012 to discuss the proposed amendments; and

WHEREAS, the Planning Commission held a public hearing on May 16, 2012 and voted 9-0-0 to recommend that Town Council approve the amendments; and

WHEREAS, the Planning and Development Standards Committee met on May 23, 2012 and voted to recommend that Town Council *<MOTION>* the proposed amendments; and

WHEREAS, Town Council now finds that, upon further review, it is in the public interest to *<MOTION>* the attached revision to Chapter 3 and Chapter 4 of the Land Management Ordinance.

NOW, THEREFORE BE IT ORDERED AND ORDAINED BY THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, AND IT IS ORDAINED BY SAID AUTHORITY OF COUNCIL:

Section 1. Amendment. That the Land Management Ordinance of the Town of Hilton Head Island, South Carolina, be, and the same hereby is, amended to read as indicated on the attached pages.

NOTE: New text is indicated by a double underline and deleted text is indicated by a ~~strike-through~~.

Section 2. Severability. If any sections, phrase, sentence or portion of this Ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision, and such holding shall not attest the validity of the remaining portions thereof.

Section 3. Effective Date. This Ordinance shall be effective upon its adoption by the Town Council for the Town of Hilton Head Island, South Carolina.

PASSED, APPROVED, AND ADOPTED BY THE COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND ON THIS _____ DAY OF _____ 2012.

Drew A. Laughlin, Mayor

ATTEST:

Cori Brock, Town Clerk

Public Hearing: May 16, 2012

First Reading:

Second Reading:

Approved as to form:

Gregory M. Alford, Town Attorney

Introduced by Council Member: _____

Staff Explanation: Staff recommends amending three sections of the LMO to allow telecommunications facilities to be permitted more efficiently and to reduce telecommunications tower setbacks to allow facilities to be constructed on additional sites.

I. Staff recommends allowing PUD master plans to be amended via a minor amendment to allow a telecommunications facility as a permitted use on non-single family residential property. This amendment would not remove the public notice requirement or the design standards currently required for new telecommunications facilities.

PUD master plans list the uses allowed on each parcel. If a telecommunications facility is not listed on the master plan as an approved use for a parcel, a facility cannot be built on that parcel. The only way a telecommunications facility could be built on that parcel is by amending the PUD master plan.

The LMO categorizes master plan amendments as one of two types – minor or major. Minor amendments may be approved by the Administrator. All other amendments to PUD master plans are considered major amendments and must be reviewed and approved as a Zoning Map Amendment. Allowing a telecommunications facility to be an approved use on a specific parcel is currently classified as a major amendment.

The process of reviewing and approving major amendments typically requires four to five months to satisfy public notice requirements and to conduct the required public hearings and meetings, whereas minor amendments are typically reviewed and approved in one month. This amendment would allow greatly reduce the permitting time, thereby encouraging the construction of new telecommunications facilities.

Chapter 3. Development Review Procedures

Article XVII. Planned Unit Development (PUD) Review

Sec. 16-3-1707. – Minor Amendments

- A. The following minor amendments to PUD master plans listed in Sec. 16-4-209, Sec. 16-4-604 or associated master plan text shall be reviewed and, if appropriate, approved by the Administrator:
 1. Changes which result in a decrease in assigned density or intensity for a specific parcel, either residential or nonresidential.
 2. Change in land use designation from multifamily to single family or a change from any other use to open space/passive recreation.
 3. Change in land use designation of any non-single family residential use to allow a telecommunications facility.
 - a. The applicant requesting such a change shall send a written notification to all property owners within 100 feet of the subject parcel at their last known address, the record of ownership and last known address being that which is currently on

file at the Beaufort County Assessor's Office. In cases where the owners of record of real property within 100 feet of the parcel under consideration are part of a condominium or time-share development, the applicant shall also notify the regime/association manager. The notification shall be sent by first class mail no less than 30 calendar days prior to the scheduled Design Review Board (DRB) meeting. The written notification shall be approved by the Administrator prior to being mailed, and the notification shall state that all comments about the proposed amendment shall be directed to the Administrator. The applicant shall submit to the Administrator not less than 7 calendar days prior to the DRB meeting an affidavit of compliance with the notice requirement including a list of all owners to which a notice was mailed.

- b. The applicant requesting such a change shall submit to the Administrator written consent from the PUD property owners' association.
- c. If the Administrator determines that the change does not have the support of the affected property owners, the request for a minor amendment will be denied. The applicant may then propose to rezone the Official Zoning Map as described in Chapter 3, Article XV [Amendments to Zoning Map].

~~3.~~ 4. Change in major infrastructure features (e.g. roads/access, sewer, water, storm drainage) of the master plan area which are clearly beneficial to the occupants of the master plan area. The applicant requesting such change shall notify the property owners association that would be affected by the change of the request and ask that all comments be directed to the Administrator. Proof of such notification shall be provided to the Administrator. If the Administrator determines that the change does not have the support of the affected property owners, the request will be referred to Town Council for review.

~~4.~~ 5. Change in land use designation from single family to multifamily with no increase in permitted site-specific density.

~~5.~~ 6. Changes in use, design standards or other design criteria adopted by Town Council through a Zoning Map Amendment for the Redevelopment Floating Zone. These are limited to minor changes included but not limited to the parking layout, landscaping placement and sidewalk alignment.

B. No Change.

Chapter 4. Development Review Procedures

Article XIII. Specific Use Standards

Sec. 16-4-1351. – Telecommunications Facility

Telecommunications facilities are permitted subject to the following standards.

A. – C. No Change.

II. Staff recommends reducing the size of telecommunications tower setbacks from the Ocean & Coastal Resource Management (OCRM) Critical Line, the OCRM Base Line and all publicly-owned rights-of-way. [The OCRM Critical Line marks the boundary of critical areas such as tidelands, coastal waters and the beach. The OCRM Base Line marks the crest of the primary sand dune.]

The current requirement for these setbacks is the tower height divided by 0.35. For example, a 150 foot tower currently requires a 429 foot setback from the OCRM Critical Line, the OCRM Base Line and all publicly-owned rights-of-way. As proposed, the setback from these areas would be equal to a tower's fall zone plus 20 feet, which is a better reflection of the area that would be impacted by a tower's collapse. This amendment would allow many more potential sites for telecommunications facilities.

D. A tower must be setback from the OCRM critical line, the OCRM base line and all publicly owned rights-of-way a distance equal to the tower's height fall zone plus 20 feet. ~~divided by .35.~~ This provision may be waived by the administrator for towers located on town-owned property to provide for public safety communications equipment utilized by fire and rescue or law enforcement personnel and for towers designed as flag poles.

III. Staff recommends reducing the size of a telecommunications tower setback for residential structures.

The current requirement for the setback from any residential structure is the tower height plus 50 feet. For example, the current setback for a 150 foot tower is 200 feet from a single family structure. As proposed, the setback from residential structures would be equal to a tower's fall zone plus 20 feet, which is a better reflection of the area that would be impacted by a tower's collapse. This amendment would allow many more potential sites for telecommunications facilities.

E. A tower must be setback a distance of its fall zone height plus 20 ~~50~~ feet from any residential structure unless the owner of the structure waives this requirement by a notarized affidavit.

F. – J. No Change.