



**The Town of Hilton Head Island
Planning Commission
Comprehensive Plan Committee
February 18, 2015 Meeting
1:30 p.m. Conference Room #3**

AGENDA

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

- 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. Acceptance of Meeting Notes from January 21, 2015 Meeting**
- 4. Discussion on updates to the Natural Resources and Population Elements**
- 5. Discussion on Review of the Comprehensive Plan**
- 6. Adjournment**

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

Comprehensive Plan Committee of the Planning Commission

Meeting Notes

January 21, 2015

1:30 PM

Conference Room Three, Town Hall

Comprehensive Plan Committee Members present: Judd Carstens (Chairman), Peter Kristian, Jim Gant, Caroline McVitty

Planning Commission Members present: Alex Brown

Community Development Staff present: Shea Farrar, Jayme Lopko, Shawn Colin, Charles Cousins

- Chairman Carstens called the meeting to order at 1:30 PM.
- The meeting notes for the October 13, 2014 meeting were approved.
- Chairman Carstens introduced the only agenda item: Discussion and Recommendation on Review of the Comprehensive Plan.
- Chairman Carstens and Shawn Colin discussed the purpose of the meeting and the path forward for reviewing the Comprehensive Plan.
- Planning Commission Chairman Alex Brown updated the Committee on the Circle to Circle Task Force and the Planning Commission's role.
- The Committee then reviewed the level of work needed for each of the elements of the Comprehensive Plan and assigned each member of the Comp Plan Committee an element or two to review before the next meeting on February 18th.
- Chairman Carstens adjourned the meeting at 2:22 PM.

Submitted by: Jayme Lopko

Chairman: _____

Meeting date: January 21, 2015

3 Natural Resources

To protect Hilton Head Island's diverse natural resources, which are pivotal to the economic wellbeing of the community and the high quality of life on the Island.

Introduction

The most powerful natural force on earth - the ocean - formed Hilton Head Island and affects it every day. Proximity to water and the maritime environment are foremost reasons why visitors and permanent residents have been attracted to the Island. However, this proximity limits drainage, use of soils, natural vegetation, animal habitat, and development possibilities. These limits are potential conflicts with the development of the Island. A clearer understanding of natural resources will highlight the need to minimize environmental impacts from development and show where opportunities lie for safeguarding the habitat for all living things, including humans.

This element of the comprehensive plan builds on the challenges and objectives that are essential for the future preservation of natural resources in the Town of Hilton Head Island. This ~~plan~~ element is intended to provide the mechanism for guiding resource conservation and development in a way that is consistent with the capabilities of the natural resources, the physical limitations of the land, and the state and regional legal land use planning requirements. Critical to this preservation is the interconnectivity between quality of life and environmental health, one without the other is virtually impossible. This policy document provides background information pertaining to the Town's past accomplishments in preserving natural resources and goes one step further to outline the critical data that will help formulate new key issues and identify the strategies by which to accomplish them. The natural resource issues on Hilton Head Island were identified as fitting into one of the following categories: water quality and quantity, air quality, positive impacts of environmental protection on quality of life, environmental education, and sustainable development.

3.1 Water Quality & Quantity

Current Policies:

- The Town has implemented drainage improvements that control stormwater to protect human safety and property. The current Town regulation requires that the first one inch of runoff be retained on site to capture the majority of stormwater-borne pollutants. Controlling the volume (quantity) of polluted stormwater that reaches tidal areas is integral to maintaining a healthy ocean/tidal ecosystem.
- The current requirement of tidal and freshwater wetland buffers helps to maintain and improve stormwater runoff retention on site. The required buffers increase runoff filtration and during the process have the ability to improve groundwater recharge rates. While existing regulations assist in improving and protecting water quality, additional site design standards could ensure that stormwater quantities entering island water bodies are reduced altogether.
- The Town of Hilton Head Island implemented a voluntary water conservation program, along with reuse of advance-treated domestic effluent, or "reclaimed water," for irrigation on golf courses and open spaces in order to decrease overall demand on aquifer resources.
- Freshwater wetlands on Hilton Head Island are protected through the Town's Land Management Ordinance. Alteration of any of these wetlands (with the exception of those located on single family lots) is prohibited without approval from the Town. Mitigation or replacement is required when any wetland alteration is allowed. This regulation is intended to ensure that the vital functions and values of freshwater wetlands are not lost on Hilton Head Island.
- The Town adopted the Broad Creek Management Plan in 2002. This study incorporated a multi-disciplinary inventory and analysis of the Broad Creek ecosystem. The plan included recommendations for improvement of land use policies (such as a decrease in impervious surfaces allowed), recreational opportunities, water quality, and wildlife habitat.

Data:

- Water conservation initiatives are increasingly important as the PSDs (Public Service Districts) are continually challenged in meeting the Island's water demands. Current studies show that the saltwater is intruding from Port Royal Sound at a rate more than 200 feet per year. Many of the wells on the north end of the island have been abandoned due to excessively elevated chloride concentrations, several more of the Upper Floridian wells may also be made unusable in the near future.
- It is important to remember that much of the responsibility for water resource management, in terms of conservation as well as pollution prevention, lies with the individual property owner. It is much easier to reduce usage and prevent pollutants from entering the system than to find new potable sources or clean water once it is already contaminated.
- Runoff from developed areas flows into poorly flushed streams and inlets. Without sufficient stormwater retention or wetland interception, sediment and debris, nutrients, disease organisms, hydrocarbons, pesticides, and metals may contaminate natural water bodies. This contamination may harm shellfish beds and pose potential health hazards for humans. Use of conventional stormwater control methods needs to be updated. The use of traditional stormwater ponds in new developments has proven to result in incomplete treatment of runoff, treating E.coli bacteria and removing sediment, but not treating common pollutants such as metals, nitrogen and pesticides.
- In 2009, ~~F~~the impervious surfaces contained within each of the 34 watersheds on the Island were calculated. Please note that the percentages for impervious surfaces represent the best available data at this time; it is a conservative estimate and in most cases the actual percentages of cover are higher. It incorporates calculations for building footprints, parking lots, tennis courts, roadways and lagoons. Cart and bike paths as well as driveways for single-family are not included in the calculations.
- Local studies have also discussed the relationship between increased buffer width and its ability to effectively remove pollutants prior to reaching adjacent water bodies. Buffers of both medium (24-ft) and large (39-ft) width possessed the highest removal efficiencies for nutrients and proved to be the most effective for filtration of pollutants.²
- Town staff completed a comprehensive report which contains a summary and analysis of the water quality monitoring data that has been collected since 1999. This report identified critical areas of concern; while fecal ~~eeli-form~~coliform inputs to Broad Creek have decreased over the years it continues to be a concern at monitoring stations on other tidal creeks, especially during the summer months. Nutrients and turbidity also continue to be a concern during the summer months at the majority of monitoring stations.
- Local studies³ have shown the effects of watershed urbanization on tidal creek health. The studies showed that creeks with higher levels of impervious cover had measurable physical, chemical and biological impairments compared with undeveloped areas. High impervious surfaces correlated with high sediment contamination, coarser sediments and high fecal ~~eeli-form~~coliform levels.
- Based on national research that has been conducted, 10-15% is the threshold of impervious surface which can be sustained within a watershed. Once the impervious surface exceeds 15%, pollution sensitive insects, which serve as a primary food source for fish and shellfish populations, experience rapid decline.² The Island's area above the high tide line is equal to 34.5 square miles, approximately 5 square miles of which is covered with impervious surfaces. The Island is broken down into 34 watersheds, of those watersheds 31 are over 10% and 23 are over 15% impervious surface.
- The U.S. Environmental Protection Agency's (EPA) 1998 Clean Water Action Plan estimated that about half the nation's 2,000-plus major watersheds experience degraded water quality—polluted runoff a primary cause. To address this problem, EPA has urged a watershed management approach, and proposed that 20% of its Clean Water State Revolving Fund (CWSRF) be set aside to provide communities with more flexibility to protect water.³

2 Vandiver, Lisa and A. Fredrick Holland. September, 2007. Vegetated Buffer Efficiency in Coastal Regions of Southeastern United States. Hollings Marine Laboratory, National Oceanic and Atmospheric Association. Contribution of the Hollings Marine Laboratory. Contact: lisa.vandiver@noaa.gov

3 The Trust for Public Land. 1999. Building Green Infrastructure: Land Conservation as a Watershed Protection Strategy. Prepared for the US Environmental Protection Agency.

Table 3.1: Ecosystem Health and the Relationship to Impervious Surface

Location	Stream Condition Marker	% Impervious Area where marked change occurred	Reference
Delaware	Decline in species diversity	8-15%	Paul and Meyer, 2001
Georgia	Decline in species diversity	15%	Roy et al., 2003
North Carolina	Water quality (fecal coliform)	>10%	Mallin et al., 2000
South Carolina	Physical, chemical, and biological indicators	10-20%	Holland et al., 2004
Washington	Loss of aquatic system function	10%	Booth and Jackson, 1997
Wisconsin	Decline in species diversity	8-12%	Stepenuck et al., 2002 Wang et al., 2000

- Preservation of wetlands is an essential component of water quality. Intact wetland systems provide highly efficient stormwater filtration. Wetlands control and hold stormwater and, in cooperation with a diverse range of plants, help to intercept and capture primary pollutant loads, prior to discharge into creeks and streams. Other essential functions of wetlands include providing high quality habitat for fish, birds and other wildlife, allowing for groundwater recharge as well as mitigating the effects of peak flooding.⁴
- Poorly maintained irrigation systems can waste water and money. Persistent leaks and broken heads on old or malfunctioning systems can waste more than 12 gallons a minute.⁵
- Debris in waterways has been an issue of concern from both an ecological standpoint as well as an aesthetic one. Plastic bags are one of the primary problems in waterways. They clog storm drains, choke canals and creeks, and lower property values, and degrade recreational areas. In 2007, residents in the San Francisco Bay Area collected over 25,000 bags from San Francisco Bay – this amount represents only a small fraction of the total plastic trash flowing into the Bay and ocean. It is estimated by the California Integrated Waste Management Board that Bay residents use approximately 3.8 billion plastic bags per year and discard over one hundred plastic bags per second. It is estimated that about one million of these bags wind up in the Bay each year where they pollute the water, smother wetlands and entangle and kill animals.
- South Carolina Sea Grant organizes Beach and River Sweep debris clean-up days every year. Between 2006 and 2008, encompassing the areas of Bluffton and Hilton Head Island, over 7,000lbs of debris was collected from our beaches and creeks. In addition, the Town also pays for beach litter patrol and cleanup along roadways.

Implications for the Comprehensive Plan

- The data collected on the local, regional and national scale suggests that the current development strategies can have a negative impact on water quality. The Town needs to continue to make water quality and quantity a high priority by encouraging water conservation, reducing impervious surfaces, encouraging environmentally sound drainage and flood control practices, as well as sustainably manage stormwater for small and large scale development.

4 Fretwell, Judy D., Daniel Smith, Richard P. Novitzki. October, 1997. National Water Summary on Wetland Resources: United States Geological Survey Water Supply Paper 2425

5 University of Florida Fact Sheet: Conserving Water, Solutions for Your Florida-Friendly Landscape <http://gardeningsolutions.ifas.ufl.edu/water/articles/systems/maintenance.shtml>

3.2 Air Quality

Data:

- As a vacation destination for many, Hilton Head Island receives over 2 million people throughout the year. Due to the primary reliance on personal vehicles for transportation around the island it is important to note the long term impacts traffic congestion on and around Hilton Head Island can have on air quality.
- Ozone levels increase with heat. On hot summer days peak ozone concentration increases by 2 to 4% for each degree Celsius increase in air temperature. Urban heat islands are created in paved areas that have reduced tree canopy shading. By maintaining existing tree cover and continuing to require replacement trees for those removed, overall air temperatures and ground level ozone can be reduced. Trees also trap and filter particulate pollutants which can aggravate human health ailments such as asthma.⁶
- Changes in climate can affect air quality. Warming of the atmosphere increases the formation of ground-level ozone. The National Academy of Sciences recommends that air pollution and climate change policies be developed through an integrated approach. A number of strategies are discussed for climate change, such as: energy efficiency, renewable energy, and reducing the number of vehicles on the highway will provide reductions in emissions that contribute to multiple air quality concerns such as ozone and particle pollution, toxic air pollutants, atmospheric deposition, and visibility.⁷
- The trends in domestic greenhouse gas emissions over time in the U.S. show that the dominant gas emitted is carbon dioxide (mostly from fossil fuel combustion). The data shows that total U.S. greenhouse gas emissions increased 15% between 1990 and 2006.⁷
- Several regional cross-sectional studies in the United States and Europe have shown consistently higher rates of bronchitis and bronchitis symptoms among children with higher exposure to total suspended particulates than in children living in less polluted areas. Recently published reviews on the health effects of air pollution reported chronic adverse health effects even at relatively low levels of ambient particulates in urban areas.⁸
- Motor vehicles contribute up to 70% of ozone-forming emissions in urban areas. Exhaust from automobiles also contributes to haze, particulates and other air and water pollution problems.⁹
- Using data collected on the ground and from satellite imaging of 240 sites over 35 million acres, scientists found that the more untouched a forest, the greater its carbon storage capacity in the total biomass of the trees and soil. It found that the oldest areas of forest can store more than 809 tons of carbon per acre.⁶
- Vehicles emit about one-third of all volatile organic compounds and half of the nitrogen oxides and air toxics that contribute to poor air quality. These contaminants contribute ozone forming pollutants, aggravating asthma and other respiratory ailments.⁹
- In 2002 the United States Environmental Protection Agency estimated our national truck fleet at 500,000. A comprehensive study found that the truck fleet emits approximately 10.9 million tons of carbon dioxide and 190,476 tons of nitrous oxide as well as consuming 960 million gallons of diesel fuel while idling.¹⁰
- As of March 2008, 35 cities, counties and/or states have adopted anti-idling ordinances, which greatly restrict the time vehicles can remain stationary with the engine on. Locations with ordinances enacted

6 Sailor, David, Ph.D. May 10, 2007. The Urban Heat Island – Causes, Impacts and Mitigation Strategies. Mechanical and Materials Engineering, Portland State University.

7 National Academy of Sciences. Understanding and Responding to Climate Change: Highlights of National Academies Reports, 2008 Edition. http://dels.nas.edu/dels/rpt_briefs/climate_change_2008_final.pdf

8 Frye, Christian, Bernd Hoelscher, Josef Cyrys, Matthias Wjst, H.-Erich Wichmann, and Joachim Heinrich. March 2003. Association of Lung Function with Declining Ambient Air Pollution. Environmental Health Perspectives, Vol. 111, No 3.

9 US EPA, Office of Air and Radiation, Office of Air Quality Planning and Standards. National Air Quality Status and Trends (through 2007).

10 US EPA, Office of Air and Radiation: Study of Exhaust Emissions from Idling Heavy-Duty Diesel Trucks and Commercially Available Idle-Reducing Devices. EPA420-R-02-025, October 2002.

include the City of Atlanta, City and County of Denver, City of New York, ~~as well as~~ the states of California, Massachusetts, Rhode Island, and New Hampshire, as well as many others.¹¹

- The 2008-2013 daily average for traffic coming over the bridges onto the island was approximately 47,900-52,100 vehicles. The numbers have increased from ten-fifteen years ago when the daily average was 42,300. The increasing volume of daily traffic brings with it unintended but significant impacts to air quality, water quality and wildlife.

Implications for the Comprehensive Plan

- Toxic and cancer-causing chemicals can be inhaled directly or carried by small particles into the lungs. Millions of pounds of these chemicals are emitted into the air over our nation every year by motor vehicles and by both large and small industry. The Town needs to consider the human health and environmental implications of declining air quality and act to prevent further degradation through alternative and innovative transportation strategies, providing incentives for energy efficiency, researching the feasibility of enacting an anti-idling ordinance and maintaining effective tree protection and replanting regulations.

3.3 Positive Impacts of Environmental Preservation on Quality of Life

Current Policies:

- Town staff has in the past and continues to work with multiple non-profit, municipal, county and state agencies on accomplishing regional goals to maintain and improve quality of life throughout the Lowcountry. Some of the recent projects include the Together for Beaufort Water Quality Task Force and the Natural Assets Element of the Southern Beaufort County Regional Plan.
- The acquisition of property and subsequent creation of parks by the Town of Hilton Head Island has opened vistas as well as increased open space opportunities for the public. Additional opportunities may develop as new land acquisition is completed.
- To prevent the eventual disappearance of the dry sand beach, the Town renourishes the beach periodically. The most recent beach renourishment was completed in 201407. The Town also conducts semi-annual surveys of beach conditions.
- The Town adopted a Beach Management Plan in 1991 which inventoried and evaluated existing conditions along the beach, and identified needed improvements to facilities and regulations. An update to this plan was completed in 2008, which serves as an appendix to this document. Another update to the plan is currently underway in 2015.
- The Town has been proactive in the creation of additional dune systems on the beach front. The sand fencing installation and native plantings completed after the 1997 renourishment have been very successful in creating new dune systems. Additional planting and fencing was installed on the beach during the spring of 2008 as part of the 2007 beach renourishment. Limited sand fencing was placed in selected areas in 2013 and 2014 to slow erosion and to create additional dune systems.
- In order to help prevent development from encroaching on the natural dune systems along the beachfront, a Critical Storm Protection and Dune Accretion Area and Transition Area was established for South Forest Beach and adopted by Town Council in 2006. In 2008, the process was initiated to extend the shoreline protection area for the entire beach, from Lands End in Sea Pines Plantation to Fish Haul Creek. In September 2009 the extension was adopted by Town Council.

Data:

- Major findings of the Hilton Head Island Community Survey reported that 98% of residents promote protecting the natural environment during the redevelopment process and 93% support maintaining the Island's unique character, which is directly related to the preservation of intact natural resources such as beaches, creeks, wetlands and forests.

11 American Transportation Research Institute, Compendium of Idling Regulations, March 2008.

- Bulkheads adjacent to the salt marsh protect private property, but restrict the growth of productive cordgrass that provide wildlife and water quality benefits. The construction of new bulkheads has been a growing trend on Hilton Head Island. The required backfilling behind newly constructed walls often results in the loss of fringe wetland. The change from a soft shoreline to a hardened structure permanently alters the nearshore habitat for wildlife as well as the long term dynamics of the barrier island environment.
- The use of non-native plants on homesites and in resort areas has resulted in the higher use of fertilizer, irrigation, and pesticides. Exotic plants attract non-native animal species including insect pests. Native plants are lower maintenance, very often more drought and salt tolerant.
- Snags (dead trees), fallen logs, high grass, and shrub rows are prime wildlife habitat. These are routinely eliminated in the normal course of land clearing and landscaping for a more manicured look. It is critical to maintain a diversity of habitats throughout the island to in turn sustain species diversity.
- The preservation of healthy water resources maintains and improves the quality of life for island residents and visitors. Wetlands, beaches and creeks, free of garbage, chemicals, sediments and unsanitary stormwater runoff, are essential for maintaining a good quality of life. This includes reducing prevalence of environmentally related diseases, as well as maintaining a high standard for all recreational activities.¹²
- Research done by the University of Washington indicates that consumers will travel greater distances to visit shopping areas having high quality tree canopy, will stay longer and will spend 9-12% more for goods.¹³
- National research shows that preservation of healthy and properly maintained tree stands is not only good for the local economy but also an important factor in maintaining quality of life.¹⁴ Some of the highlights include:
 - 83% of realtors believe that mature trees have a "strong or moderate impact" on the salability of homes listed for under \$150,000; on homes over \$250,000, this perception increases to 98% (Arbor National Mortgage & American Forests).
 - Landscaping, especially with trees, can increase property values as much as 20% (Management Information Services/ICMA).
 - Healthy, mature trees add an average of 10% to a property's value (USDA Forest Service).
 - In laboratory research, visual exposure to settings with trees has produced significant recovery from stress within five minutes, as indicated by changes in blood pressure and muscle tension (Dr. Roger S. Ulrich, Texas A&M University).
- Trees help moderate the "urban heat island" effect. They also greatly increase human comfort indoors or outdoors. On hot days, trees pump hundreds of gallons of water through their foliage. This water evaporates, keeping the tree and its immediate surroundings cool. While groves of trees reduce local air temperatures, individual trees increase human comfort primarily by controlling solar radiation (radiation is the movement of heat from a warmer body, the Sun, to a cooler body, the Earth). Trees and other vegetation shield people from direct sunlight. Trees also shade soil, pavement, buildings, and other surfaces that would absorb solar energy and then radiate that heat back to the surroundings. Without the protection of trees, city dwellers are literally surrounded by radiant heat.^{14, 15}

Implications for the Comprehensive Plan

- The preservation of natural resources includes thoughtful planning techniques and sustainable land-use practices. The Town needs to maintain healthy beaches and creeks, invest in well-planned green space, and protect mature tree canopies in order to enhance and support mental and physical health, economic vitality and a high quality of life.

12 Ulrich, R.S. 1984. View through a window may influence recovery from surgery. *Science* 224: 420-421.

13 Wolf, K.L. 2005. Business district streetscapes, trees and consumer response. *Journal of Forestry* 103, 8: 396-400.

14 USDA Forest Service. 1993. A Technical Guide to Urban Community Forestry: Urban and Community Forestry: Improving Our Quality of Life. www.treesearch.fs.fed.us/pubs/10970

15 National Arbor Day Foundation: www.arborday.org/trees/benefits.cfm

3.4 Environmental Education

Data:

- Ecotourism is a growing industry on the Island, and it provides an excellent source of public access, education, and recreation. Ecotours are often water based, with patrons using kayaks under the guidance of experienced personnel. Such programs are enjoyed by residents and visitors alike, and can lead to a greater understanding of and appreciation for the environment. While not currently a problem, duplication of tours by a number of companies could lead to overuse of an area which can degrade the very resources which the tours are seeking to interpret.
- Environmental education is defined as the process of recognizing values and clarifying concepts in order to develop skills and attitudes necessary to understand and appreciate the interrelatedness of humans, their culture and their biophysical surroundings. One of the major roles of environmental education is to educate people to think more on the interaction between human society and the environment, and its long-term consequences.¹⁶
- A prerequisite for the long-term sustainability of parks and protected areas is public involvement and support for the conservation of natural resources. In order to better educate the public, local environmental education opportunities must be available.¹⁷
- Environmental education enables residents to make the necessary decisions to ensure adequate resources for both ours and future generations. In turn, environmental education is vital to the concept of sustainable development. The National Environmental and Training Foundation estimates that environmental education about topics such as energy, water and waste management, employee health, cleaner working conditions, and recycling would save small and medium sized businesses alone at least \$25 billion per year.^{18, 19}
- The enhancement and maintenance of high quality wildlife habitat is an immediate and direct effect of strong environmental education. Helping visitors and residents understand the impact they have upon the surrounding natural resources encourages the creation of better environmental stewards.
- The National Science Foundation's Advisory Committee for Environmental Research and Education stated in a 2003 report that "in the coming decades, the public will more frequently be called upon to understand complex environmental issues, assess risk, evaluate proposed environmental plans and understand how individual decisions affect the environment at local and global scales. Creating a scientifically informed citizenry requires a concerted, systematic approach to environmental education".²⁰

Implications for the Comprehensive Plan

- Our community and our nation's future rely on a well-educated public to be wise stewards of the very environment that sustains us. It is environmental education which can best help us as individuals make the complex, conceptual connections between economic prosperity, benefits to society, environmental health, and our own wellbeing. Ultimately, the collective wisdom of our citizens, gained through education, will be the most compelling and most successful strategy for environmental management. Therefore, the Town should take a leadership position to provide enhanced environmental learning opportunities for community development.

16 Dooms, L. 1995. Environmental Education (Belgium: Vrije Universiteit Brussels Press)

17 Sauvé, Lucie. 1996 Environmental Education and Sustainable Development: A Further Appraisal. Canadian Journal of Environmental Education (CJEE), Vol 1, No 1.

18 Fujii, Tomoki. September 2, 2003. Measurement of the benefits of environmental education. Department of Agricultural and Resource Economics, University of California at Berkeley

19 National Environmental Education Advisory Council, Report to Congress, September 2000

20 Complex Environmental Systems: Synthesis for Earth, Life, and Society in the 21st Century, NSF Advisory Committee for Environmental Research and Education (2003) Page 41

3.5 Sustainable Development

Data:

- Sustainability: Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.²¹
- Large scale roads with wide rights-of-way and high speed traffic are barriers to wildlife movement and create habitat fragmentation, affecting large predators most. Small to moderate scale development fragments drainage and vegetation corridors used for food, shelter, and pathways for wildlife. More sustainable development patterns for the island should be considered during the redevelopment process.
- Findings of the Hilton Head Island Community Survey reported that 84% of residents surveyed supported the notion that environmentally responsible architecture and sustainable development should be a focus of redevelopment.
- The economic stability of Hilton Head Island is greatly dependent upon tourism revenues. The presence of abundant wildlife is a major component of the aesthetic appeal of the island. Maintaining intact wildlife habitat in the form of wetlands, creeks, wildlife corridors, vegetated buffers, mature dune systems and dense forests is critical to the long term sustainability of the island's wildlife population and in turn the economy.
- Commercial insurance payouts in the wake of Katrina were estimated at about \$20 billion. Only recently have some insurance companies begun to address the financial repercussions of global warming. For example, one company is introducing commercial insurance policies encouraging the development of "green" buildings that save energy and reduce greenhouse-gas emissions.
- Arlington County, VA reported energy savings of \$100,000 at its government buildings and a 2% drop in energy intensity in the same county buildings from 2007 to 2008. The 89,973 square-foot Court Square West building cut the amount of energy consumed at the site from 2007 to 2008, with a comprehensive lighting retrofit last year reducing electricity use about 10% at the building. The 30,000 square-foot new Leadership in Energy and Environmental Design-certified Parks Operations building cut energy use about 20% last year compared to 2007.
- Across America, examples are emerging where communities are utilizing tools like land conservation, greenway buffers, the creation of park and recreational areas, natural and constructed wetlands, urban and community forestry, waterfront brownfields revitalization, low impact development, watershed-based management, Geographic Information Systems (GIS) mapping, and other tools to reduce non-point source pollution, control stormwater, and improve water quality. These tools for clean water approaches are often more cost-effective than traditional structural solutions like building new wastewater plants or stormwater collection facilities. Moreover, these tools not only enable localities to achieve clean water goals, but they also help maintain other community objectives, such as preservation of open space and parks, cleanup of environmental contamination and community eyesores, creation of sustainable economic development, saving tax dollars through efficient use of infrastructure, and the improvement of overall quality of life.
- The SC Code of Laws (48-39-250(6)) states that "...it is in both the public and private interests to afford the beach/dune system space to accrete and erode in its natural cycle by discouraging new construction in close proximity to the beach/dune system and encouraging those who have erected structures too close to the system in the past to retreat from it." This would suggest that the Town should consider removing the grandfather clause from the Critical Storm Protection and Dune Accretion and Transition Area Overlay District.
- Already nearly two-thirds of the global population crowd along a coastline, or live within 100 miles of one. If trends continue, 75% will reside in coastal areas by 2025. Most coastal ecosystems have been negatively affected by sprawled development and in turn the excessive pollution produced by that development. The negative impact of coastal development may be compounded by the effects of the sea temperatures rising, which can result in increased beach erosion and more intense, frequent storm activity. In order to meet these challenges, future planning for coastal areas needs to be comprehensive and watershed based. It is vital to strike a balance between the different uses of our

21 Brundtland Commission Report, 1987

coasts in the pursuit of long term sustainability through the utilization of low impact development strategies.^{22, 23}

- Business leaders increasingly believe that an environmentally literate workforce is critical to their long term success and profitability, with better environmental practices and improved efficiencies positively impacting the bottom line, while helping to better position and prepare their companies for the future.²⁴
- In New York City a tax measure was recently proposed that would charge six cents for each plastic bag used in stores across New York City. If passed, the tax proposal would bring in an estimated \$16 million, making New York City one of the first cities in the United States to implement such a charge on plastic bags. Seattle Washington has proposed charging twenty cents for each plastic bag used. Similar proposals have succeeded elsewhere. In 2002, a 33 cent fee imposed per plastic bag in Ireland led to a 94% decrease in plastic bag usage. In March 2007, San Francisco became the first U.S. city to ban non-biodegradable plastic bags in favor of recyclable and reusable bags. Large department stores in Britain report that charging customers for bags resulted in a 95% decrease in plastic bag use. Fees on single-use bags are proven to reduce litter and plastic bag use and motivate shoppers to switch.
- The United States Green Building Council in cooperation with the Rocky Mountain Institute worked to produce multiple projects including a government building, a regional high school and a housing development, which all maximized resource efficiency and water conservation for the same cost as conventional design. Quality of life, marketability and sustainability have all been enhanced as a result.^{25, 26}
- It has become very common for consumers to use their purchasing power to become better environmental stewards. Due to this high demand for purchasing information many websites have been created to provide background environmental information for individual companies. The Town can utilize the same resources in order to raise its level of environmental responsibility. Websites such as www.betterworldshopper.com help consumers make better decisions. The Town should consider using some of this information when making large purchases, and choosing vendors for routine services such as fuel supply.
- Low Impact Development (LID) is a comprehensive approach to land development and redevelopment that result in a reduction of stormwater runoff volume, increased infiltration of stormwater into the sod, and treatment of stormwater pollutants before they reach surface waterbodies.

Table 3.21: Summary of Cost Savings between Conventional and LID Approaches

Project	Conventional	LID	Cost Difference	Percent Difference
2 nd Ave SEA St	\$868,803	\$651,548	\$217,255	25%
Auburn Hills	\$2,360,385	\$1,598,989	\$761,396	32%
Bellingham City Hall	\$27,600	\$5,600	\$22,000	80%
Bellingham Bloedel Donovan Park	\$52,800	\$12,800	\$40,000	76%
Gap Creek	\$4,620,600	\$3,942,100	\$678,500	15%
Garden Valley	\$324,400	\$260,700	\$63,700	20%
Laurel Springs	\$1,654,021	\$1,149,552	\$504,469	30%
Mill Creek	\$12,510	\$9,099	\$3,411	27%
Prairie Glen	\$1,004,848	\$599,536	\$405,312	40%
Somerset	\$2,456,843	\$1,671,461	\$785,382	32%
Tellabs Corporate Campus	\$3,162,160	\$2,700,650	\$461,510	15%

Source: United States Environmental Protection Agency

22 Hinrichsen, Don, 1995. Coasts in Crisis. American Association for the Advancement of Science. <http://www.aaas.org/>
 23 National Association of Local Government Environmental Professionals Trust for Public Land. 2003. SMART GROWTH FOR CLEAN WATER: Helping Communities Address the Water Quality Impacts of Sprawl.
 24 Campaign for Environmental Literacy 2007. <http://www.fundee.org/campaigns/nclb/brief2b.htm>
 25 Rocky Mountain Institute, Case Studies, 2009. <http://bet.rmi.org/our-work/case-studies>
 26 United States Green Building Council, 2008. <http://www.usgbc.org/DisplayPage.aspx?CMSPageID=76>

Implications for the Comprehensive Plan

- Coastal municipalities are under increasing pressure to accommodate human-induced changes to the natural environment. In order to sustain long-term wellbeing, the Town needs to employ and encourage others to utilize resource efficiency and low impact development practices on every site.

3.6 Goals and Implementation Strategies

Goals

3.1 Protect Water Quality and Quantity

- ~~The goal is to~~ management of impaired watersheds.
- ~~The goal is to~~ preserve all blueways which are interconnected waterways that provide aquatic trails for wildlife and recreation opportunities for humans (which includes salt marsh, freshwater wetlands, open canals, ditches and open water systems).
- ~~The goal is to~~ encourage water conservation.
- ~~The goal is to~~ encourage private property owners to incorporate water quality protection measures into their home and/or development.
- ~~The goal is to~~ research the possibility of instituting an irrigation inspection program to assist in water conservation and design efficiency.

3.2 Improve Air Quality

- ~~The goal is to~~ explore opportunities for alternative transportation to limit traffic congestion and pollution, including potential for effective mass transit and other innovative transportation strategies.
- ~~The goal is to~~ preserve and plant trees for reduction of the urban heat island effect and to lessen the formation of disease-causing ground-level ozone.
- ~~The goal is to~~ educate residents and visitors about the impacts of idling and traffic congestion and provide ways in which each person can help to reduce idling time as well as reduce overall personal and commercial vehicle usage. The Island imports nearly 100 percent of goods. The commercial fleet utilized to transport these goods should be encouraged to reduce idling time due to its potential impact on air quality.

3.3 Protect Quality of Life through Environmental Preservation

- ~~The goal is to~~ monitor the effectiveness of the Critical Storm Protection and Dune Accretion Area and Transition Area overlay district.
- ~~The goal is to~~ maintain human health through natural resource preservation.
- ~~The goal is to~~ maintain beach ecosystem for wildlife (e.g. ~~S~~sea turtle nesting, island glass lizard habitat, piping plover ~~C~~critical ~~H~~habitat).
- ~~The goal is to~~ preserve open space (including improvement and enhancement of existing).
- ~~The goal is to~~ encourage greenways between present and future town properties.
- ~~The goal is to~~ encourage the preservation and/or enhancement of wildlife habitat on all town properties.
- ~~The goal is to~~ encourage blueways between present and future town properties.
- ~~The goal is to~~ enhance, create and maintain vegetated riparian wetland buffers with viewing corridors and windows.
- ~~The goal is to~~ incorporate wildlife design standards for all roads (new and upgrades to existing).
- To preserve and enhance our urban forest by continuing to preserve native species and the species mix on the Island.

3.4 Maintain Environmental Education and Outreach with the Public

- A. ~~The goal is to~~To initiate and maintain partnerships with other Island, county, state and federal agencies for environmental education purposes (e.g. Coastal Discovery Museum, Friends of the Rivers-Port Royal Sound Foundation, Chamber of Commerce, Clemson University, OCRM, SCDNR, and NOAA).
- B. ~~The goal is to~~To continue to communicate with Island residents and visitors for general environmental education relating to stormwater, native plants, buffers, wildlife, and water quality.
- C. ~~The goal is to~~To continue to create and disseminate brochures and other informational material for visitors and citizens.
- D. ~~The goal is to~~To encourage property owners to become 'wildlife friendly' through environmental education.

3.5 Promote Sustainable Development

- A. ~~The goal is to~~To create incentives for low impact development (both site and structure design).
- B. ~~The goal is to~~To create a "green" standard for all capital improvement projects.
- C. ~~The goal is to~~To establish a "green" maintenance standard for Town properties.
- D. ~~The goal is to~~To create positive environmental effects on the surrounding neighborhood through the Town open space land acquisition program.
- E. ~~The goal is to~~To preserve wetlands (isolated freshwater are of high priority), individual and stands of trees, specimen trees, rare or critical animal habitats, rare or critical plant species, and reduce impervious surfaces in impaired watersheds through land acquisition.
- F. ~~The goal is to~~To reduce and mitigate the negative impacts of sea level rise and global warming effects on Island.
- G. ~~The goal is to~~To explore the opportunity to implement a plastic bag fee for shopping establishments.

Implementation Strategies

3.1 Protect Water Quality and Quantity

- A. Explore incentives to motivate applicants to utilize watershed friendly, low-impact planning strategies during both the development and re-development review process.
- B. Maintain and/or improve watershed condition by reducing impervious surfaces through land acquisition.
- C. Explore the opportunities for trading development rights within impaired watersheds to take development pressure off environmentally sensitive headwater regions, areas of particular concern are watersheds 6, 8, 11, 19, 20, and 22 (see Impervious Surface Analysis Map for more details).
- D. Maintain and/or improve watershed pervious surface for Town projects.
- E. Require wetland buffers vegetated with native plants for all land-use types.
- F. Encourage the use of drought tolerant native plantings with high wildlife value (food and cover).
- G. Consider training qualified staff to conduct field inspections of installed irrigation systems to ensure water resource conservation and design efficiency. Inspections conducted by qualified Town staff would assist in saving money for the owner as well as water resources for the entire Island.
- H. Monitor water quality at stormwater discharge points and use the data to guide future infrastructure improvements.
- I. Use the latest technology to monitor environmental conditions and the effectiveness of current regulation.
- J. Implement the recommendations of the Broad Creek Management Plan.
- K. Avoid channelizing naturalized waterways solely for drainage purposes.
- L. Encourage homeowners to utilize alternative stormwater management techniques; through incentives provided by the Town of Hilton Head Island and the Stormwater Utility.
- M. Highlight resources for alternative stormwater management and designs for both single family and non-single family developments on the Town's website.

3.2 Improve Air Quality

- A. Promote innovative technologies for alternative transportation. Educate visitors and residents of the impacts that idling and traffic congestion have on air quality.
- B. Encourage bicycle friendly roadways through signage.
- C. Encourage walking districts to reduce daily trips.
- D. Explore opportunities for Park-n-Ride lots on mainland for commuters.
- E. Look at opportunities for staggered work hours.
- F. Continue the conversion of the municipal vehicle fleet to more efficient technology whenever practical.
- G. Continue to encourage the conservation of mature forests.
- H. Require island and median width (min. 15 feet) in parking ~~lots~~ lot construction to accommodate large shade trees ~~(min. 15 feet)~~. Flexibility for other site features may be considered to accommodate this provision.
- I. Encourage private developments to create alternative forms of transportation to essential destinations.
- J. Encourage, through incentives, the use of resource efficiency in new and redevelopment projects.
- K. Preserve vertical layers of vegetation (canopy, understory, shrub, herbaceous) wherever possible and restore these layers in disturbed areas.
- L. Initiate an assessment of the Town's Urban Tree Cover.

3.3 Protect Quality of Life through Environmental Preservation

- A. Reduce or remove obstructions for corridors between blueways – especially between freshwater wetlands, salt marshes and beaches.
- B. Investigate incentives to encourage all property owners to replant native trees for those removed and keep 3 of their 4 buffers undisturbed in accordance with Design Review Guide.
- C. Assist utility companies to maintain easements in a natural state.
- D. Recommend methods to enhance wildlife habitat on Town projects such as parks, natural areas and rights-of-way. Some examples could include nesting boxes, nesting platforms, littoral shelves in ponds, wildflower patches, living hedges and thickets, and enhanced buffers.
- E. Utilize wildlife friendly infrastructure for roads, including but not limited to: culverts for under-road crossings; no curbing or rolled curbing; lower speed limits and/or traffic-calming devices (e.g. curved roads, trees on shoulders, landscaped medians); wooded medians on roadways 4 lanes or greater (act as wildlife crossing refuges); signage to alert motorists of crossing areas.

3.4 Maintain Environmental Education and Outreach with the Public

- A. Assist in funding the Clemson Extension Agent.
- B. Host workshops and seminars in Beaufort County for the general public's information on environmental issues and regulations.
- C. Show how to reduce nutrient inputs, sediment, pathogens, organic matter and litter before it reaches drainage conveyance systems using demonstration projects and public education.
- D. Implement interpretive signs at Island parks; include researching grant opportunities for financial support.
- E. Develop an education program to inform property owners of the benefits (to their health, property values and wildlife) of preserving or enhancing native vegetation.
- F. Inform the public about programs for certifying backyard wildlife habitat that help make properties wildlife friendly such as: National Wildlife Federation, National Audubon Society, National Audubon Golf Course Certification, and Carolina Yards and Neighborhoods.

3.5 Promote Sustainable Development

- A. Develop a comprehensive sustainability plan that addresses green practices throughout its operations to position the Town as a nationally recognized leader in the green movement. This sustainability plan would address the design and construction of new facilities and parks as well as retrofits of existing ~~facilities; assist facilities and assist~~ in the formulation of enhanced regulations for the private

sector to follow for new and existing development. It would also include the implementation of an effective Town-wide recycling program and a comprehensive education program.

- B. Integrate a LID menu of optional design techniques into the Land Management Ordinance. Each LID design technique should be incentivized to encourage use by the applicant/developer.
- C. Explore the opportunities for monetary and non-monetary incentives for LID.
- D. Green-up Capital Improvement projects to include achieving green certifications with programs such as Sustainable Sites Initiative, Leadership in Energy and Environmental Design (LEED) or Earthcraft for new and redeveloped Town facilities and infrastructure. It could also include the use of recycled building materials and recycled asphalt for roadways. Other greening initiatives could utilize reflective paint for dark surfaces to reduce urban heat islands, the use of solar panel technology, employment of green roofs, pervious parking, wildlife-friendly crossings during roadway construction, preservation of existing tree canopy, green roofs and rainwater harvest technologies for the capture and reuse of stormwater.
- E. Establish criteria to include during the solicitation process for potential contractors based on level of environmental responsibility. Criteria can be established to evaluate a contractor based on environmental stewardship.
- F. Develop green maintenance strategies, including the use of organic fertilizers and cleaning products, low-VOC paint and carpet.
- G. Increasing building efficiency by utilizing compact fluorescent and other high-efficiency bulbs for light fixtures, and enhancing the weatherproofing for both doors and windows. This may include the need to conduct an energy audit for Town facilities in order to properly assess energy usage and target ways in which the Town could improve efficiency. These projects can then function to provide practical examples for the public to follow and integrate into future developments.
- H. Support beach renourishment activities.
- I. Institute an effective, Island-wide recycling program.
- J. Increase the frequency of the hazardous waste round-ups.
- K. Identify smaller pieces of land for acquisition in order to provide localized benefits such as reduction of stormwater runoff, increased shading of impervious surfaces and overall reduction of impervious surfaces.
- L. Utilize the latest technology to better understand the long term implications of sea level rise and global warming on island natural resources.
- M. Consider eliminating the grandfather clause for non-conformities in the Critical Storm Protection Dune Accretion Area and Transition Area overlay district. This is in order to protect private property from storm surge and sea level rise as well as maintain a mature intact dune system.
- N. The implementation of a small fee for the use of plastic bags would reduce the overall demand, reduce litter, as well as provide a small amount of money to the Town for reinvestment. Low cost reusable bags could be provided by the Town.

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 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 2010) for some variables.

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, 1980 - 2010

Year	Hilton Head Island	% Change	Beaufort County	% Change	South Carolina	% Change
1980	11,344		65,364		3,121,820	
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 2010 Census is 37,099 persons. When compared with the 2010 population of Beaufort County, the Town comprises nearly 23% 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.

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 28% in 2010. Bluffton's share of the population has grown from 6% to 33% during this period, mainly due to annexations of large vacant parcels that have been built as residential developments which surrounded the previous one square mile Town. All of the planning areas have seen a steady increase in their population except Bluffton Township. The population of Bluffton grew 277% from 19,044 in 2000 to 52,777 in 2010.

Table 4.2: Planning Area Population Trends

Year	Hilton Head Island	Beaufort/Port Royal Island	Sheldon Township	St. Helena	Bluffton Township	Lady's Island
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)

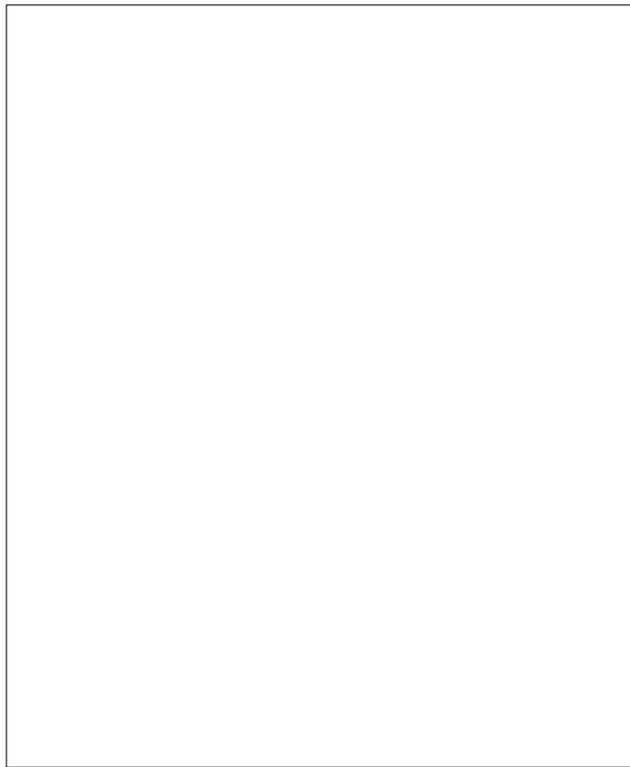
Recent Population Change

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 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 to 2010, shows these six areas along with the population change between 2000 and 2010. Two areas on the south end of the Island had a decrease in population, while two areas on the north end of the Island had significant increases in population. 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 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 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 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.

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. ~~W~~whereas, in 1976 a majority of visitors came to the Island during the summer months of June through August. 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	2010
Spring	19.7%	28.0%	28.9%	29.8%	29.0%	25.9%
Summer	51.1%	33.3%	31.5%	31.0%	31.0%	33.4%
Fall	21.8%	24.0%	24.2%	23.25%	23.0%	22.0%
Winter	7.4%	15.0%	15.4%	16.0%	17.0%	18.7%

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.

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%
<u>2011</u>	<u>37,329</u>	<u>0.01%</u>
<u>2012</u>	<u>38,522</u>	<u>0.03%</u>
<u>2013</u>	<u>39,412</u>	<u>0.02%</u>

Source: U.S. Census Bureau, Population Estimates Program,
 *U.S. Census Bureau 2000, 2010 Population

Projection Sources and Techniques

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

Until recently areas outside of the PUDs have had lower development pressures, but are now targeted as the PUDs are reaching build-out. It is possible that the Island will have reached build-out by 2025, although the concept of build-out is constantly changing as properties can be redeveloped and zoning regulations can change to accommodate higher (or lower) densities. 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.

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% 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
2010*	37,099	N/A
2011	38,323	37,470
2012	39,588	37,845
2013	40,894	38,223
2014	42,244	38,605
2015	43,638	38,991
2016	45,078	39,381
2017	46,566	39,775
2018	48,103	40,173
2019	49,690	40,575

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

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 4.6, 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 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 (22.5% versus 31.4 and 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.

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 28.9% in 2010 from 24.0% in 2000, while it grew to 20.4% in Beaufort County from 15.6% in 2000, and in the State overall it grew only slightly, to 13.6% in 2010 from 12.1% in 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 4.7, 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 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 28.9% in 2010.

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 4.6: Age Distribution: 2010 Town, County, and State

Age	Hilton Head Island	% of Total	Beaufort County	South Carolina
0-4	1,694	4.6	6.8	6.5
5-17	4,451	12.0	14.4	16.8
18-20	816	2.2	4.5	4.7
21-24	1,380	3.7	5.7	5.6
25-44	7,558	20.4	23.2	25.8
45-54	4,567	12.4	11.4	14.3
55-59	2,535	6.8	6.1	6.6
60-64	3,395	9.2	7.6	6.1
65 & Older	9,226	28.9	20.4	13.6

Source: U.S. Census Bureau, 2010

So, while most 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 4.7: 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
0-4	7.9	5.4	6.1	5.9	4.9	4.4	4.6	-3.3
5-17	19.1	15.4	13.4	12.4	12.4	12.8	12.0	-7.1
18-20	4.3	3.3	2.7	2.7	2.3	2.7	2.2	-2.1
21-24	8.6	7.0	6.8	4.9	3.9	4.2	3.7	-4.9
25-44	27.6	27.6	32.5	31.0	27.4	24.6	20.4	-7.2
45-54	8.8	8.8	8.3	9.6	13.0	13.4	12.4	3.6
55-59	6.8	7.1	5.5	5.5	5.9	7.0	6.8	0.0
60-64	7.0	9.7	7.9	7.7	7.2	6.9	9.2	2.2
65 & Older	9.9	15.7	16.8	20.3	23.3	24.0	28.9	19.0

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 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 71.9% of the total population in Beaufort County and 66.2% in the State (Table 4.8, 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. 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 4.9, Trends in Racial Composition of Hilton Head Island's Population).

Table 4.8: 2010 Racial Composition Town, County, and State

Race	Hilton Head Island	% of Total	Beaufort County	% of Total	South Carolina	% of Total
White	30,751	82.9	116,606	71.9	3,060,000	66.2
Black	2,766	7.5	31,290	19.3	1,290,684	27.9
Other	3,582	9.6	14,337	8.8	274,680	5.9

Source: U.S. Census Bureau, 2010

While the actual population of each racial segment has increased over the past 25 years, the trend has been a high percentage of the overall population being composed of whites, an increasing percentage being others, and a decreasing percentage of blacks. From 1975 to 2010, the white population has grown by over 3% of the share of the total population while blacks have lost over a 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%, 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 4.9: Trends in Racial Composition of Hilton Head Island's Population

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

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

Implications for the Comprehensive Plan

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

4.5 Gender Composition

In 2010, there were slightly more females than males on Hilton Head Island, and a similar percentage in the County and State as well (Table 4.10, 2010 Gender Composition Town, County, and State and 4.11,

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 4.10: 2010 Gender Composition Town, County, and State

Gender	Hilton Head Island	% of Total	Beaufort County	% of Total	South Carolina	% of Total
Male	18,206	49.1	80,089	49.4	2,250,101	48.6
Female	18,893	50.9	82,144	50.6	2,375,263	51.4

Source: 2010 U.S. Census

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

Gender	1975	1980	1985	1990	1995	2000	2010	% Change 1975-1985	% Change 1985-1995	% Change 1995-2010
Male	50.1	47.8	48.4	47.8	48.8	50.0	49.1	-1.7	0.4	0.3
Female	49.9	52.2	51.6	52.2	51.2	50.0	50.9	1.7	-0.4	-0.3

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 Census report for the Town of Hilton Head Island reported a total of 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 4.12, 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.

Table 4.12: 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
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
2010	16,535	2.23	64,945	2.42	1,801,181	2.49

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, Hilton Head Island School for the Creative Arts, Hilton Head Island Baccalaureate Academy, and Hilton Head Island Early Childhood Center. There were 4,017 students enrolled in the public schools on Hilton Head Island in the 2010-2011 school year. The projected enrollment for the school year 2013-2014 indicates an increase in enrollment to 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, 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 1340 as of 2011. 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 4.13, 2010 Educational Attainment Town, County, and State). Just over 7.9% of the resident population over the age of 25 has not completed a High School degree. This is compared to a 9.38% high school incompletion rate for Beaufort County and 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 4.14, Trends in Educational Attainment, Hilton Head Island—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 4.13: 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	935	3.3	3,868	3.5	175,549	5.8
9-11	1,319	4.6	6,319	5.8	319,871	10.5
12 ¹	5,030	17.6	26,002	23.8	925,719	30.5
13-15 ²	5,391	18.8	23,959	21.9	621,243	20.5
Associate's	1,674	5.9	8,877	8.1	258,202	8.5
Bachelor's	9,324	32.6	25,184	23.0	473,862	15.6
Graduate	4,940	17.3	15,056	13.8	260,607	8.6
Total	28,613	100	109,265	100	3,035,053	100

Source: 2008-2010 American Community Survey 3-Year Estimates.

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

Table 4.14: Trends in Educational Attainment, Hilton Head Island

Years of School Completed	All Residents 25 or Older								% Change 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	935	3.3	-2.3
9-11	361	4.6	792	4.5	1,252	4.9	1,319	4.6	0.0
12	1,855	23.8	3,394	19.3	4,651	18.1	5,030	17.6	-6.2
13-15	1,815	23.3	4,533	25.8	5,590	21.8	5,391	18.8	-4.5
Associate's	*	--	1,108	6.3	1,686	6.6	1,674	5.9	-0.4*
Bachelor's	3,334	42.7	5,362	30.5	7,902	30.8	9,324	32.6	-10.1
Graduate	*	--	2,213	12.1	3,876	15.1	4,940	17.3	5.2*
Total	7,806		17,603		25,639		28,613		

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

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

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

Implications for the Comprehensive Plan

- The 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.
- 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 per year (Table 4.15, Median Household Income). Not surprisingly, this figure is considerably higher than that of Beaufort County (\$55,549) or South Carolina (\$43,209).

Table 4.15: Median Household Income

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

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 4.16, Trends in Per Capita Income Town, County, and State). At \$46,424, the Per Capita Income of the Town is 42% greater than the National average of \$26,942.

Table 4.16: Trends in Per Capita Income Town, County, and State

	Per Capita Income			
	1980	1990	2000	2010*
Hilton Head Island	\$13,149	\$25,171	\$36,621	\$46,424
Beaufort County	\$6,863	\$15,213	\$25,377	\$32,258
South Carolina	\$5,886	\$11,897	\$18,795	\$23,003

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

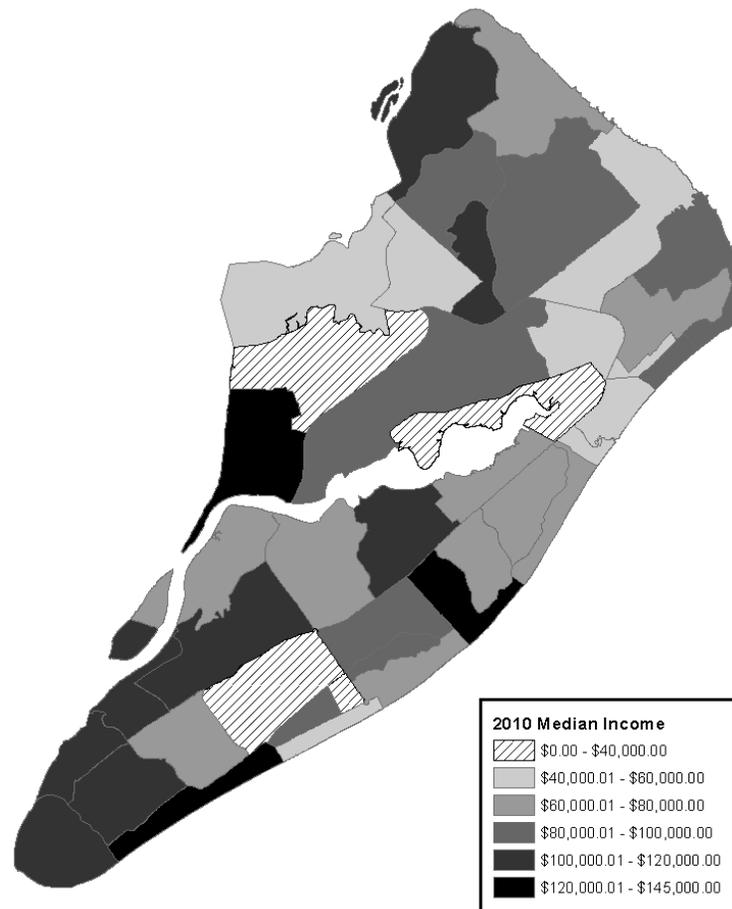
Income Distribution

Despite higher than average Median Household Income and Per Capita Income levels, the Town of Hilton Head Island does have its share of residents that are not financially stable (Table 4.17, Income Distribution, 2010 Town, County, and State). The U.S. Census Bureau produces annual reports detailing poverty thresholds by size of family. 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 annually. The 3 year estimate for 2008-2010 shows that 3,166 Hilton Head Island residents, or about 8.6% of the total population, were below the federally calculated poverty level. Of these 3,166 residents, Census data indicate that 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 4.17: 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	746	4.4	5.7	9.5
\$10,000 to \$14,999	410	2.4	3.9	6.7
\$15,000 to \$24,999	1,521	9.0	9.0	13.1
\$25,000 to \$34,999	1,575	9.4	11.3	11.8
\$35,000 to \$49,999	1,882	11.2	15.2	15.2
\$50,000 to \$74,999	3,238	19.2	19.6	18.2
\$75,000 to \$99,999	2,218	13.2	13.1	11.2
\$100,000 to \$149,999	2,525	15.0	12.8	9.4
\$150,000 to \$199,999	832	4.9	3.6	2.7
\$200,000 or more	1,879	11.2	5.7	2.3

Source: 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 4.18, [Income Type by Household, 2010 Town, County, and State—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 (16,826), 11,234 households, or 66.8%, drew wage and salary income with a mean value of \$77,642 in 2010. This compares with 73.2% for Beaufort County with a mean annual salary of \$64,752 and 76.6% for the State of South Carolina with a mean annual salary of \$58,248. Town of Hilton Head Island households draw a significant amount of their income from retirement and Social Security sources. A total of 5,100 [households](#) or 30.3% in 2010 and 4,128 [households](#) or 28.6% in 2000 ~~of all households~~, received retirement income from a source other than social security. The average amount of non-social security retirement income was \$43,847 in 2010 up from \$32,558 in 2000. Social security income was received by 7,499 households in 2010, up from 5,554 in 2000 for an average of \$20,675 in 2010 and \$14,515 in 2000. Over 45% of all households in the Town of Hilton Head Island receive social security benefits.

Table 4.18: Income Type by Household, 2010 Town, County, and State

Income Type	Households	Percent of Households		
	Hilton Head Island	Hilton Head Island	Beaufort County	South Carolina
Wages and Salaries	11,234	66.8	73.2	76.6
Mean Amount, yearly		\$77,642	\$64,752	\$58,248
Retirement	5,100	30.3	27.5	19.8
Mean Amount, yearly		\$43,847	\$36,344	\$20,585
Social Security	7,499	44.6	38.3	31.2
Mean Amount, yearly		\$20,674	\$19,071	\$15,651
Public Assistance	92	0.5	1.6	1.8
Mean Amount, yearly		\$6,972	\$3,945	\$31,355
Supplemental Social Security	24	0.1	2.0	3.8
Mean Amount, yearly			\$8,173	\$7,504
Food Stamp/SNAP benefits (past 12 months)	762	4.5	8.4	12.6

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

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

4.9 Goals and Implementation Strategies

Goals

4.1 Demographics

- ~~The goal is to~~ acquire accurate Census data.
- ~~The goal is to~~ broaden the types of data available, such as health statistics or more detailed economic information.
- ~~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

- ~~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.
- ~~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~~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~~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~~To develop and support programs and activities to meet the needs of its diverse population and age groups.
- C. ~~The goal is to~~To emphasize "quality of life" issues when reviewing proposed residential developments.

Implementation Strategies

4.1 Demographics

- A. Endorse and fund future efforts to maintain the most current and accurate demographic data for Hilton Head Island.
- B. Request mid-decennial Census counts to provide Hilton Head Island with a more accurate and detailed look at population shifts.
- C. Research other sources of demographic information, such as the University of South Carolina or the S.C. Office of Research and Statistical Services.
- D. Update official Town demographic data on the Town's World Wide Web site regularly.
- E. Develop and update a demographic profile for the Town.
- F. 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.