



**Town of Hilton Head Island  
Public Planning Committee Meeting**

**Thursday, April 2, 2015**

**3:00p.m.**

**Benjamin M. Racusin Council Chambers**

**Agenda**

- 1. Call to Order**
- 2. Freedom of Information Act Compliance**  
Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.
- 3. Approval of the Minutes – March 5, 2015 Meeting**
- 4. New Business**
  - a) **Hilton Head Island Green Blueprint** – Request for recommendation to Town Council for approval of the Hilton Head Island Green Blueprint. The final step in the Audubon International Sustainable Communities Program is to create a long-term sustainability plan. The Hilton Head Island Green Blueprint serves as this document and will guide sustainability efforts by the Town. *Presented by: Marcy Benson*
- 5. Committee Business**
- 6. Adjournment**

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

**TOWN OF HILTON HEAD ISLAND**  
**Public Planning Committee Meeting** **DRAFT**  
**Thursday, March 5, 2015**  
**3:00p.m. – Benjamin M. Racusin Council Chambers**

Committee Members Present: Chairman Tom Lennox, Kim Likins, and John McCann

Committee Members Absent: None

Town Council Present: Mayor Pro Tem Bill Harkins and Lee Edwards, *alternate*

Town Staff Present: Anne Cyran, Senior Planner  
Teri Lewis, LMO Official  
Heather Colin, Development Review Administrator  
Brian Hulbert, Staff Attorney  
Charles Cousins, Director of Community Development  
Jill Foster, Deputy Director of Community Development  
Shawn Colin, Deputy Director of Community Development  
Kathleen Carlin, Administrative Assistant

**1. Call to Order**

**2. Freedom of Information Act Compliance**

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

Chairman Lennox stated that the newly formed Public Planning Committee is holding its first meeting today. The Public Planning Committee was formerly known as the Planning & Development Standards Committee and has similar responsibilities. The committee's responsibilities are to review Town planning, zoning, land use, and growth management under the new Land Management Ordinance and the Comprehensive Plan.

Chairman Lennox stated that the committee will review two separate applications for zoning amendments; however, since the applications are significantly interrelated, the committee would like to review them in tandem.

The staff will make their presentation on both applications first followed by the applicant's presentation on both applications. Following these presentations, the committee will invite public comments. Following public comments, the committee will discuss both of the applications; however, the committee will vote on each application separately. Following this introduction Chairman Lennox requested that Ms. Anne Cyran make her presentation on applications ZA-89-2015 and ZA-91-2015.

**3. New Business**

a. **ZA-89-2015:**

Chester C. Williams, on behalf of Gary L. Dee and Heritage Golf Port Royal, LLC, has applied to amend the Official Zoning Map by amending the Planned Development Mixed-Use (PD-1) Zoning District, specifically the Port Royal Plantation and Surrounds Master

Plan, to clarify and change the allowed uses and to increase the density on a 38.62 acre property. The property is identified as a portion of parcel 277 on Beaufort County Tax District R510, Map 9. The property is addressed as 10 Clubhouse Drive and is known as Port Royal Clubhouse.

Ms. Cyran stated that application ZA-89-2015 was reviewed by the Planning Commission on February 18, 2015. The Planning Commission voted 6-1 to recommend to Town Council that the zoning request be *approved* with the following conditions: (1) that the Port Royal Architectural Review Board has jurisdiction over the property; and (2) that there will be a 30-foot wide vegetative buffer around the tennis courts.

The designated use for the property on the Master Plan is a Golf Course. In addition to a golf course, there is a golf clubhouse, locker rooms, a golf pro shop, and administrative offices on the property. This application will add to the Master Plan the following designated uses for this property: Golf Clubhouse, Golf Pro Shop, Tennis Courts, Tennis Pro Shop, a Fitness and Wellness Center, Locker Rooms, and Administrative Offices. This change will bring the existing uses into compliance with the Master Plan, allow the redevelopment of the property for additional recreational uses and allow an expansion of the administrative office space. The property has no assigned density on the Master Plan; however, there is an existing 7,316 square foot administrative office building on the property. The application will increase the density from no density to 12,500 square feet of administrative office use.

The application will bring the property into compliance with the Land Management Ordinance and the Master Plan by adding the existing, non-conforming administrative office use to the Master Plan and by assigning density for the administrative office use to the Master Plan, which currently has no assigned density.

Beaufort County originally approved the development plans for the property, which was developed in 1983. The Port Royal Plantation and Surrounds Master Plan was approved by the Town in 1984, after the Town was incorporated. The Master Plan did not accurately reflect the existing administrative office use on the property and did not assign the density of the administrative office use to the property.

In 2005, Heritage Golf Port Royal, LLC acquired the property, which is part of an approximately 355 acre tract including the Port Royal Plantation Clubhouse, Barony Golf Course, Robbers Row Golf Course, Port Royal Racquet Club, and the Port Royal Plantation maintenance facility.

To provide capital for the redevelopment of the Property, the Applicant plans to sell the Port Royal Racquet Club portion of the Tract. On January 20, 2015, the Applicant submitted a Zoning Map Amendment application, ZA-91-2015, to rezone the Racquet Club from the Planned Development Mixed Use (PD-1) Zoning District to Resort Development (RD) Zoning District.

Ms. Cyran presented an in-depth overhead review of the application including a review of the Heritage Golf Port Royal Tract Map, the zoning map and the location map.

Ms. Cyran presented a general summary of the Findings of Fact and Conclusions of Law including comments related to Land Use Element and Recreation Element. Staff recommends that the Public Planning Committee forward this application to Town Council with a recommendation of *approval*, finding that the application is consistent with the Comprehensive Plan and serves to carry out the purposes of the Land Management Ordinance.

Ms. Cyran stated that application ZA-89-2015 was reviewed by the Planning Commission on February 18, 2015. The Planning Commission voted 6-1 to recommend to Town Council that the zoning request be *approved* with the following conditions: (1) that the Port Royal Architectural Review Board has jurisdiction over the property; and (2) that there will be a 30-foot wide vegetative buffer around the tennis courts.

At the completion of the staff's presentation, Chairman Lennox requested that the staff make their presentation on application ZA-91-2015.

- b. **ZA-91-2015**: Chester C. Williams, on behalf of Gary L. Dee and Heritage Golf Port Royal, LLC, has applied to amend the Official Zoning Map by changing the base zoning district of an 8.4 acre property from the Planned Development Mixed-Use (PD-1) Zoning District, specifically the Port Royal Plantation and Surrounds Master Plan, to the Resort Development (RD) Zoning District. The property is identified as a portion of parcel 277 on Beaufort County Tax District R510, Map 9. The property is addressed as 15 Wimbledon Court and is known as the Port Royal Racquet Club.

This application will change the permitted uses on the property from recreational to the uses listed in LMO 16-3-105.L.2, Resort Development District – Allowable Principal Uses. This application will increase the density on the property from no density to the Maximum Density allowed in LMO 16-3-105.L.3, Resort Development District – Development Form and Parameters.

This application was reviewed by the Planning Commission on February 18, 2015. The Planning Commission voted 5-2 to recommend to the Public Planning Committee that the zoning request be disapproved finding that the application is not consistent with the Comprehensive Plan and does not serve to carry out the purposes of the Land Management Ordinance.

The subject property is the site of the Port Royal Racquet Club, a tennis facility for the use of residents and guests of Port Royal Plantation, members of the Port Royal Club, and the general public. The Property contains 14 tennis courts, an approximately 2,700 square foot tennis facility, and related parking. The applicant proposes to rezone and sell the property to provide capital for the redevelopment of the Port Royal Club Clubhouse property.

The Master Plan use for the property is Recreation. This application would change the permitted uses on the property to all of the Allowable Principal Uses in the RD District, listed in Land Management Ordinance Section 16-3-105.L.2.

There is no density currently assigned to the property. These recreational facilities are considered amenities of Port Royal Plantation and, per the LMO, they are not required to have assigned density on the Master Plan. This application would change the permitted density on the Property to the Maximum Density allowed in the RD District, listed in LMO Section 16-3-105.L.3. The amount of impervious coverage allowed on properties in the PD-1 District is higher than the amount allowed in the RD District. This application would decrease the Maximum Impervious Coverage allowed on the Property from 65 percent to 50 percent.

The amount of open space required on properties in the PD-1 District is higher than the amount required in the RD District. This application would remove the requirement for 25 percent Minimum Open Space for all types of development on the Property. This application would add a requirement for 16 percent Minimum Open Space for Major Residential Subdivisions on the property

The Master Plan was initially approved by the Town in 1984. The Master Plan designated the property as Port Royal Racquet Club but did not assign density to the property. The property was developed in 1985 with the current design and facilities. The property is primarily accessed from Wimbledon Court. A second vehicular entrance to the property, controlled by a locked gate, is located on Folly Field Road.

In 2005, the applicant acquired the property, which is a portion of an approximately 355 acre tract. The tract includes the Port Royal Plantation Clubhouse, Barony Golf Course, Robbers Row Golf Course, Port Royal Racquet Club, and the Port Royal Plantation maintenance facility.

The applicant's narrative states that the purpose of the application is to rezone the property to support the successful sale, and subsequent redevelopment of the property. The narrative states that, given the limitations of the existing PD-1 District, the property can be redeveloped only for recreational use. The marketing, sale and redevelopment of the property as currently zoned are not economically viable, particularly in light of the lack of a definition of Recreation under the Master Plan. The proposed rezoning would increase the realistic possibilities for reasonable, economically viable redevelopment of the property.

If the proposed rezoning is approved, the applicant plans to develop new tennis facilities on the Clubhouse property to replace the Racquet Club facilities. The applicant plans to sell the Property to provide capital for the new tennis facilities and other redevelopment projects on the Clubhouse property.

Ms. Cyran presented an in-depth overhead review of application ZA-91-2015 including a review of the Heritage Golf Port Royal Tract Map, the zoning map and the location map.

The staff finds that this application meets the nine criteria required for rezoning. The staff recommends that the Public Planning Committee forward the application to Town Council with a recommendation of *approval*, finding that the application is consistent with the Comprehensive Plan and serves to carry out the purposes of the Land Management Ordinance.

Ms. Cyran presented a general summary of the Findings of Fact and Conclusions of Law. Following the staff's presentation, Chairman Lennox requested that the applicant make his presentation.

Chester C. Williams, Esq., made his presentation on behalf of his client, Heritage Golf Port Royal, LLC. Mr. Williams presented an overhead review of the Town's approved Master Plan for the property including comments regarding the Surrounds. Mr. Williams addressed issues of non-conformities as well as redevelopment goals. Mr. Williams presented statements regarding the fitness and wellness center as well as relocation of the tennis facilities from their current location to a more centralized location for the clubhouse's amenities.

Mr. Williams also presented comments regarding the application's relationship to the Community Facilities Element, Recreation Element and the Transportation Element. Mr. Williams stated that his client agrees with the staff's analysis of the criteria required for approval of the application. Mr. Williams introduced Mr. Gary Dee, a principal with Heritage Golf Port Royal, LLC. Mr. Dee presented statements in support of the application including comments regarding the availability of the wellness and fitness center to the island community as a lifestyle enhancement.

The committee discussed parking issues including the Traffic Impact and Access study associated with the application. Following the applicant's presentation, Chairman Lennox requested public comments and the following were received:

- 1) Mr. Bill McGrath, President of the Port Royal Village Community, presented statements in concern of safety issues and the need for additional traffic studies.
- 2) Mr. Chris Abbott, Regime Manager at Fiddler's Cove, presented statements in concern of several issues including the increased density, increased vehicular traffic, and negative impact on bird habitat.
- 3) Ms. Elaine Cornwallace presented statements in concern of increased traffic on Folly Field Road.
- 4) Mr. Bill O'Merra presented statements in concern of the increased density.
- 5) Mr. Jimmy Reese presented statements in concern of over redevelopment and the loss of community open space.
- 6) Mr. Rich Hodsham presented statements in concern of the increased density.
- 7) Mr. Don Blank presented statements in support of the application including the Town's leadership (i.e. the Design Review Board) in overseeing the aesthetics and redevelopment of this property.
- 8) Mr. Ed Weinlein presented statements in support of the application - the community

overwhelming supports this redevelopment project.

- 9) Mr. Bill Berger presented statements in support of the application as a benefit to the entire community.
- 10) Mr. Joe Dahmer, representative of the Ocean Palms Board and Homeowners Association, presented statements in concern of the increased density, traffic issues, and the possible negative impact on home values.
- 11) Mr. Lance Pyle, General Manager of Port Royal Plantation, presented statements in concern of traffic issues. Mr. Pyle also presented comments regarding the covenant restrictions created for this application.
- 12) Mr. Jim Fisher presented statements in concern of the Town's inadequate public notice requirements.
- 13) Ms. Cindy Wolfer presented comments in support of preserving island character.
- 14) Mr. Larry Meyer presented in concern of maintaining quality of life when considering redevelopment projects on the island. Public safety is a very real concern.
- 15) Mr. Howard Arden presented statements in concern of the revaluation of properties in this area.

This completed all public comments on both of the applications. Chairman Lennox stated his appreciation to the public for their input. Chairman Lennox requested that the staff and the applicant respond to the public comments.

Mr. Williams presented statements in response to the public concerns with traffic on Wimbledon Court and Folly Field. Mr. Williams also presented comments regarding the LMO requirements for a Traffic Impact Analysis. The applicant and the staff believe that Folly Field Road has the capacity to absorb the additional traffic associated with the application.

Chairman Lennox and Mr. Williams also presented comments in response to public concerns regarding public notice requirements for these applications.

Ms. Cyran presented follow up comments regarding the Traffic Impact Analysis and the two traffic studies that were conducted as part of the application. The Town's Traffic Engineer has stated that Folly Field Road is capable of absorbing the additional traffic.

Mr. Gary Dee presented final comments in support of the application.

Following final comments by the committee, Chairman Lennox requested that a motion be made for application ZA-89-2015.

Mr. John McCann made a **motion** that the Public Planning Committee **forward** application ZA-89-2015 to the full Town Council with a recommendation of **approval**. Mrs. Likins **seconded** the motion and the motion **passed** with a vote of 3-0-0.

Chairman Lennox then requested that a motion be made for application ZA-91-2015.

Mr. John McCann made a **motion** that the Public Planning Committee **forward** application ZA-91-2015 to the full Town Council with a recommendation of **approval**. Mrs. Likins **seconded** the motion and the motion **passed** with a vote of 3-0-0.

**4. Committee Business**

Chairman Lennox requested that a motion be made to approve the committee's 2015 Meeting Schedule. Mrs. Likins made a **motion** to **approve** the 2015 Meeting Schedule as presented by staff. Mr. McCann **seconded** the motion and the motion **passed** with a vote of 3-0-0.

**5. Adjournment**

The meeting was adjourned at 5:15p.m.

Submitted By:

Approved By:

\_\_\_\_\_  
Kathleen Carlin  
Administrative Assistant

\_\_\_\_\_  
Tom Lennox  
Chairman

DRAFT



# **TOWN OF HILTON HEAD ISLAND**

## *Community Development Department*

**TO:** Public Planning Committee  
**VIA:** Shawn Colin, *Deputy Director of Community Development*  
**FROM:** Marcy Benson, *Senior Grants Administrator* and Sally Krebs, *Sustainable Practices Coordinator*  
**DATE:** March 4, 2015  
**SUBJECT:** Audubon International Sustainable Communities Program – Hilton Head Island Green Blueprint Resolution

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### **Recommendation:**

Staff requests the Public Planning Committee to recommend that Town Council approve the attached resolution for the Hilton Head Island Green Blueprint.

### **Summary:**

The final step “Stage 2: Planning” in Audubon International’s Sustainable Communities Program (hereafter referred to as the Program) is to create a long-term sustainability plan. The attached plan, titled the “Hilton Head Island Green Blueprint”, meets this requirement. Audubon International states that the sustainability plan created during the Stage 2: Planning process should be considered as a guiding document for Town of Hilton Head Island sustainability efforts. When the “Hilton Head Island Green Blueprint” receives approval by resolution from Town Council, Audubon International will present the Program Planning Award and the Town will be eligible to move to the Program’s Stage 3: Implementation.

### **Background:**

In 2010 Town Council requested staff to pursue the Audubon International Sustainable Communities Program certification. In September 2011 the Town of Hilton Head Island received the Audubon International Green Community designation. This designation indicates successful completion of all steps in the Program Stage 1: Assessment. After receiving the Green Community designation Town Council requested Town staff to move forward with Stage 2 of the Program. This stage was a multi-year planning process comprised of four action steps, which included (1) creating a policy statement; (2) completing a sustainability portfolio table; (3) conducting community meetings; and (4) creating a long-term sustainability plan. Completion of Stage 2 of the Program built upon the base established by obtaining the Green Community designation.

The Town’s Green Community Steering Committee began work on Stage 2: Planning in August 2012. The steering committee developed a sustainable community policy which was adopted by Town Council in October 2012. Following adoption of the policy statement the sustainability

portfolio table was completed and community meetings were held in January and February 2013. Development of the Hilton Head Island Green Blueprint began in the fall of 2013.

Community Development Department staff in collaboration with the steering committee, Audubon International staff and Town staff in various departments drafted the Hilton Head Island Green Blueprint which addresses the fifteen focus areas specified in the Program's long-term sustainability plan requirement. Each focus area of the "Hilton Head Island Green Blueprint" includes actions with identified purposes, measurable indicators, status updates and lead and partner designations which are unique to Hilton Head Island. The actions were developed with the aim to move the Town towards greater sustainability and future improvements.

If continuation with Stage 3: Implementation of the Program commences, data gathering, and progress reports pertaining to the actions listed in the "Hilton Head Island Green Blueprint" will be submitted to Audubon International for review and follow-up. The information compiled will be used to develop case studies which would be available to other communities participating in the Program. Continued use of the Audubon International logo and the use of educational and outreach materials provided by Audubon International are other components of participation in Stage 3: Implementation of the Program.

In addition to the Sustainable Communities Program, Audubon International administers the Cooperative Sanctuary Program for Golf Courses, which help golf courses protect the environment and preserve the natural heritage of the game of golf; and the Green Lodgings Program, which provides assurances that audited lodging facilities meet environmental best practice standards. Within the Town of Hilton Head Island there are four (4) Audubon International certified cooperative sanctuary golf courses; Harbour Town Golf Links, Heron Point Golf Course at Sea Pines Resort, Ocean Course at Sea Pines Resort, and Robert Trent Jones Course at Palmetto Dunes. The Arthur Hills Course in Palmetto Dunes is currently participating in the certification process. There are eight (8) Marriott properties located in the Town of Hilton Head Island with the Audubon International certified green lodging designation.

At the March 4, 2015 Planning Commission meeting, the Commission unanimously approved a recommendation to Town Council to approve by resolution the "Hilton Head Island Green Blueprint".

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD  
ISLAND, SOUTH CAROLINA TO APPROVE THE TOWN OF HILTON HEAD GREEN  
BLUEPRINT**

**WHEREAS**, early development of Hilton Head Island was done using sustainable philosophies of many early developers such as Charles Fraser prior to Town incorporation; and

**WHEREAS**, originally in 1985 and most recently in 2010, the Town Council of the Town of Hilton Head Island did adopt the Comprehensive Plan, and, in 1987 and most recently in 2014, did adopt the Land Management Ordinance, which have goals, strategies, and practices that promote sustainability; and

**WHEREAS**, in 2008 the Town Council of the Town of Hilton Head Island has adopted the International Codes Congress Building Codes which contain many sustainable building practices and requirements including the International Energy Efficiency Code; and

**WHEREAS**, the Town Council of the Town of Hilton Head Island has adopted 2030 Guiding Principles, which include:

1. Living in harmony with nature, protecting the natural beauty, and creating a unique sense of place;
2. Sustaining community prosperity through a diversified, strong local economy based upon a resort, retirement, and non-hospitality businesses;
3. Providing meaningful experiences that cherish our history, the arts, cultural diversity, and enrich the lives of our residents and guests; and
4. Providing a serene, safe, and healthy living environment for residents, guests and visitors; and

**WHEREAS**, in 2010 The Town of Hilton Head Island began participating in the Audubon International Sustainable Communities Program which assists communities in assessing natural resources and environmental concerns, and identifies steps which can be taken to move closer to community sustainability; and in 2011, was the first community in the State of South Carolina to be awarded the Green Community designation; and

**WHEREAS**, the Town of Hilton Head Island has written the *Hilton Head Island Green Blueprint* which details the sustainable focus areas specified in the Audubon International Sustainable Communities Program that include actions with identified purposes, measurable indicators, status updates and lead and partner designations which are unique to Hilton Head Island; and

**WHEREAS**, the action items listed in the *Hilton Head Island Green Blueprint* were developed with the aim to move the Town towards greater sustainability and future improvements; and

**WHEREAS**, the *Hilton Head Island Green Blueprint* serves as the final step in the Audubon International Sustainable Communities Program Stage 2: Planning requirement to create a long-term sustainability plan; and

**WHEREAS**, upon approval of the *Hilton Head Island Green Blueprint* the Town would become eligible to move into the Audubon International Sustainable Communities Program Stage 3: Implementation;

**NOW, THEREFORE BE IT, AND IT HEREBY IS RESOLVED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, THAT** the *Hilton Head Island Green Blueprint* has been approved in order to complete Stage 2: Planning of the Audubon International Sustainable Communities Program.

**MOVED, APPROVED, AND ADOPTED ON THIS \_\_\_ DAY OF \_\_\_\_\_, 2015.**

\_\_\_\_\_  
David Bennett, Mayor

ATTEST:

\_\_\_\_\_  
Victoria L. Pfannenschmidt, Town Clerk

APPROVED AS TO FORM:

\_\_\_\_\_  
Gregory M. Alford, Town Attorney

Introduced by Council Member: \_\_\_\_\_

## Category 1: Transportation

### **Action 1      Reduce the number of trips on roadways within the Town by 2030.**

Purpose: Reducing the number of vehicle trips on Island roads reaps major benefits, including less greenhouse gas emissions for better air quality, less formation of ground-level ozone and other health-damaging air pollutants and less stress for drivers. One of the ways to reduce the number of vehicle trips is to continue building and interconnecting multi-use pathways that allow bicyclists and pedestrians to access all parts of the Island. Using these pathways also promotes a healthier population.

Measurable Indicators: Annual traffic counts and bicycle counts, other annual non-vehicular counts, total number of miles of pathway connections

Status: As of 2013, the Town has built 60 miles of pathways and greatly increased connectivity between pathway segments. Some of Town Council's goals are to provide a bike path on both sides of US 278, provide pathways on all secondary roads and provide pathways on all new Town road projects. The Town has received recognition as a Bicycle Friendly Community at the Silver Level from the League of American Bicyclists.

The Town will continue to buy high-density properties, using the Real Estate Transfer fee and other resources, to decrease the number of peak hour trips on our roads.

Lead and Partners: Grants Administrator, Bicycle Advisory Committee

**Action 2 Prepare a Public Transportation Plan by 2020.**

Purpose: Although the Town supports a permanent population of about 40,000 and visitors that number around 2.5 million per year, there is currently no consolidated public transportation system. Having an efficient public transport system could greatly reduce Island traffic and yield human health and environmental benefits mentioned in Action 1.

Measurable Indicators: Number of public transit vehicles entering/exiting the Island per month, frequency of trips of public transit per week, and ridership numbers

Status: This action is a recommendation of the 2010 Comprehensive Plan.

Lead and Partners: Town Traffic and Transportation Engineer, Palmetto Breeze, MPO, LCOG

**Action 3 Make non-automobile transit more convenient for users.**

Purpose: In order to encourage residents and visitors to ride bicycles and walk more often, non-automobile activities should be made as convenient as possible.

Measurable Indicators: Number and availability of bicycle parking spaces, number of hotels offering bike rentals for guests, number of pathway connectors to parks and businesses, number of bicycle spaces at Town facilities

Status: Encouraging an increase in the number of bicycle parking spaces and pathway connectors to businesses are both recommendations of the 2010 Comprehensive Plan. As a Town practice funds are budgeted annually for replacement and installation of new bicycle racks at Town parks. Interconnections between discrete pathway sections are currently planned or being constructed, with the goal being to have non-motorized access to all areas of the Island. The Town has also installed 30 information kiosks along 62 miles of multi-use pathways to assist users in wayfinding. The Town Urban Designer assists with Town pathway and other Town amenities designs; Chaplin Linear Park, which will connect Shelter Cove Community Park with Chaplin Park, is currently being designed. Town maintains

all Town facilities once construction is completed; examples are mulching of nature trails annually, trimming vegetation along pathways as needed, mowing of park turf grass weekly.

Lead and Partners: Grants Administrator, Facilities Manager, Town Urban Designer, Island businesses

## Category 2: Education

### **Action 1      Raise awareness of sustainable practices in the community by 2019.**

Purpose: Showing residents and visitors what steps are being taken by members of the community to lead greener lives encourages the spread of these practices (“lead by example”).

Measurable Indicators: Number of people served by education efforts per year, numbers and types of programs offered, number of hits on the Town website sustainability page, number of published articles on sustainability written by Town staff

Status: The Town has incorporated interpretive signs into green infrastructure projects, such as Jarvis Creek Park and Fish Haul Creek Park, to educate the public on the social, economic and environmental benefits of using green infrastructure. Interpretive signs incorporating technology that illustrate the importance of Broad Creek and how to keep the creek clean and healthy have been recommended along Chaplin Linear Park, which is currently being designed. Town staff plans to work with the Chamber of Commerce to highlight green businesses on the Chamber’s website, and to gauge the interest of the Chamber in an awards program to recognize local green businesses.

Lead and Partners: Sustainable Practices Coordinator, Town Urban Designer, Storm Water Manager, Chamber of Commerce

### **Action 2      Work with local schools to incorporate material on sustainability into their lesson plans by 2019.**

Purpose: Teaching school-age children about the benefits of leading greener lives helps them to start these habits at an earlier age and follow them throughout their lives. Children also often help educate their family and peers.

Measurable Indicators: Number of schools, classes and students served, number and types of programs produced for schools

Status: Staff has contacted two local schools with proposed lesson plans for different age groups.

Lead and Partners: Sustainable Practices Coordinator, area schools

**Action 3      Increase use of multiple platforms to reach all audiences with educational information on sustainability by 2019.**

Purpose: In order to educate all segments of the resident and visitor population, education must be tailored for each audience and presented via media that they use.

Measurable Indicators: Number and types of educational platforms used and number of people served

Status: The Town has produced a Sustainability web page on its website that educates on topics such as how to live greener lives, the importance of green living, how to recycle on Hilton Head Island and the natural history of some of our native species. This web page is intended to be a “living document” with frequent updates.

In cooperation with municipal, county and non-profit partners, the Town has produced a touch screen kiosk that educates about the importance of our watersheds, the environmental, social and economic problems of storm water generation and pollution, and steps that citizens can take to help solve these problems. This kiosk will be circulated through the Property Owner Association offices on the Island in order to reach the maximum number of residents.

The Town continues to present sustainability-themed presentations to both internal (staff) and external (general public, special interest groups, businesses, and visitors) customers. Water utilities have info on websites to educate and encourage their customers to conserve water. Palmetto Electric also educates their customers on energy saving

measures via their website. The RBC Heritage of Golf Tournament presented by Boeing is partially powered by green energy supplied by Palmetto Electric.

Lead and Partners: Sustainable Practices Coordinator, POAs, Utility Providers

## Category 3: Agriculture

### **Action 1      Encourage the growth of community gardens on the Island.**

Purpose: Encouraging community gardens and traditional home gardening on Hilton Head Island would encourage residents to eat healthier, fresher foods and to be more active, both of which would have positive effects on health. Community gardens usually raise enough produce to donate some to charitable organizations on the Island for distribution to in-need sectors of the population. It may also be an opportunity for Island restaurants to purchase locally grown vegetables, which would save fossil fuels used in shipping those foods.

Measurable Indicators: Number of community gardens, pounds of food donated to charity, number of acres used for agriculture

Status: There are currently three community gardens in gated communities on the Island.

Lead and Partners: Sustainable Practices Coordinator, Island Garden Clubs, Master Gardeners, Clemson Extension Cooperative

### **Action 2      Encourage the use of local foods on the Island.**

Purpose: Eating local foods contributes to the good health of our visitors and residents, grows the local economy and saves on the environmental cost of shipping foods long distances.

Measurable Indicators: Attendance at Island Farmers' Markets, Annual Community Oyster Roast and other local food venues

Status: In the coming year, Town staff will be working with the organizers of the Annual Community Oyster Roast to incorporate sustainable food topics into this established festival that celebrates our local oysters.

Lead and Partners: Sustainable Practices Coordinator, Grants Administrator, Island Recreation Association

## Category 4: Economic Development and Tourism

### **Action 1 Provide information on sustainable economies to the Economic Development Corporation.**

Purpose: Develop a more diverse, resilient and sustainable Island economy.

Measurable Indicators: Track diversity of businesses on the Island, track number of green businesses

Status: The Hilton Head Island Economic Development Corporation formed in 2013 and is currently developing its strategic goals

Lead and Partners: Deputy Director of Community Development, Sustainable Practices Coordinator

### **Action 2 Assist Island visitors to reduce their Island carbon footprint by producing and distributing a Green Visitors' Guide.**

Purpose: Tourists visit Hilton Head Island from all over the United States and the world; Hilton Head Island receives approximately 2.5 million visitors a year and has a permanent population of 37,099. Providing green guidance to them for their visit will help reduce the overall carbon footprint of the island.

Measurable Indicators: Number of visits to the webpage after the guide has been posted.

Status: No Green Visitors' Guide currently exists for Hilton Head Island therefore no visits to that webpage have been recorded.

Lead and Partners: Sustainable Practices Coordinator

## Category 5: Environmental Issues

### Subcategory 5.1: Water Quality

#### **Action 1 Organize and analyze water quality monitoring data.**

Purpose: One of Town Council's highest priorities is to maintain and improve water quality. Analyzing monitoring data will allow for determination of impairments to Island water bodies, and show where long-term problems exist to target corrective strategies.

Measurable Indicators: Water parameters such as dissolved oxygen, fecal coliform counts, ammonia, pH, salinity, total Kjeldahl nitrogen, total nitrogen, total phosphorus, turbidity, total suspended solids, water temperature, nitrates

Status: Water quality monitoring is ongoing and data is being organized and analyzed. The goal is to produce an annual water quality report.

Lead and Partners: Storm Water Data and Compliance Administrator, Sustainable Practices Coordinator

#### **Action 2 Evaluate water pollution prevention methods used by Town.**

Purpose: Several storm water treatment methods have been in place for decades but have never been formally analyzed. Doing this analysis will enable the Town to improve its efforts.

Measurable Indicators: Storm water monitoring data parameters such as dissolved oxygen, bacteria counts, phosphate and nitrate levels

Status: Analysis of the storm water green infrastructure at Jarvis Creek Park is currently underway.

Lead and Partners: Storm Water Manager, Sustainable Practices Coordinator

## Subcategory 5.2: Air Quality

### **Action 1      Estimate the percent shading of impervious surfaces on the Island.**

Purpose: Impervious surfaces such as dark-colored roofs and asphalt absorb heat during the day and release it slowly at night. This leads to the urban “heat island” effect, making it more likely that ground-level ozone will form. This chemical is damaging to all organisms, and is especially harmful to lung tissue. Shading these impervious surfaces by planting or retaining existing trees will reduce the urban heat island effect, making it less likely that ground-level ozone will form. This action will allow the Town to address areas of the Island where tree cover provides inadequate shading.

Measurable Indicators: Track the size of the urban forest canopy as compared to the acreage of impervious surfaces; compare traffic counts to tree cover

Status: A comprehensive tree ordinance in place since 1986 provides a robust urban forest that helps improve air quality by shading the built environment, cooling air temperature, and absorbing and breaking down air pollutants. Due to this ordinance, tree canopy on the island is greater than other communities in this area. Staff has produced an impervious surfaces map for the Island which will help to measure the percentage of shading on built surfaces. Report results of urban forest canopy studies to Town Council on a periodic basis.

Lead and Partners: Sustainable Practices Coordinator, GIS staff

**Action 2      Perform an urban forest canopy analysis.**

Purpose: The size and health of the urban forest directly relates to air quality. Trees and other plants can clean the air by absorbing air pollutants and prevent the formation of ground-level ozone by cooling the built environment. These are natural services that trees provide free of charge. There is a significant economic benefit to these services, as well as human health and environmental benefits. The American Lung Association states that there is no safe level of ground-level ozone for humans to breathe.

Measurable Indicators: Characterization of ground cover via analysis of random points on aerial photography of the Island

Status: This analysis recommended in the 2010 Comprehensive Plan will begin in 2014. Report results of urban forest canopy studies to Town Council on a periodic basis.

Lead and Partners: Sustainable Practices Coordinator, GIS staff

### Subcategory 5.3: Biodiversity Conservation

**Action 1      Monitor habitat types on the Island using aerial photography and GIS and correlate with the number of vertebrate species present.**

Purpose: Biodiversity contributes critical natural services to humans and our environment, such as storm water filtration, pest control, environmental sanitation and economic and social benefits.

Measurable Indicators: Track the number of vertebrate species on the Island, track acres and types of habitat available

Status: The Hilton Head Island Audubon Christmas bird count has been ongoing on the Island since the 1970s, as has regular aerial photography. Island beach profiles are also monitored on a continuing basis. Habitat monitoring will be used to educate the public on biodiversity issues and will be reported to Town Council on an as needed basis.

Lead and Partners: Sustainable Practices Coordinator, GIS Staff, HHI Audubon Society, beach renourishment consultant

**Action 2      Monitor the number of rare/threatened/endangered species on the Island and document efforts to preserve them.**

Purpose: The biodiversity on Hilton Head Island is a critical part of the local economy and quality of life.

Measurable Indicators: Number of nesting loggerheads per year, nesting success, number of hatchlings produced; number of wintering piping plovers

Status: The Town has been a partner of the Sea Turtle Protection Project since 1995. Data collected by this project is used to produce a map showing the density of nesting turtles along the oceanfront, which plays a part in permitting beach renourishment and other projects. The Town also partners with Federal and State Agencies in the stranding networks for sea turtles and marine mammals and also monitors the endangered piping plover, which winters on Hilton Head Island. Data from these projects help the Town protect these species and aid the State and Federal Governments with their recovery plans. The results of these monitoring efforts will be used to educate the public and enlist their assistance in efforts at protection and recovery efforts.

Lead and Partners: Sustainable Practices Coordinator, GIS Staff, HHI Audubon Society, US Fish and Wildlife Service, South Carolina Department of Natural Resources, NOAA

## Category 6: Population

### **Action 1      Compile Census data showing age groups/ethnicity/gender/income statistics for each 10 year Census.**

Purpose: Analyzing Census data will allow the Town to determine if services provided are adequate for the Island's population. It also provides an opportunity to determine if additional services for under-served portions of the population, such as the elderly or disabled, are needed.

Measurable Indicators: Monitor the 3-5 year American Community Survey data for unforeseen or unanticipated population or demographic changes; identify levels of service based upon population; monitor monthly visitor statistics provided to the Town by the Hilton Head Island-Bluffton Chamber of Commerce

Status: The Town participates in the U.S. Census Bureau Decennial Census. The last Census was administered in 2010.

Lead and Partners: Grants Administrator, U.S. Census Bureau

## Category 7: Housing

### **Action 1      Identify methods to support construction of new moderate income housing by 2024.**

Purpose: The majority of people that work on Hilton Head Island live off-Island and must commute daily. Availability of moderate income housing on the Island would alleviate traffic on roads and reduce carbon emissions.

Measurable Indicators: Number of acres used for moderate income housing, number of moderate income units on the Island

Status: The 2010 Comprehensive Plan encourages residential developers to construct moderate-income housing options. Town Council approves the annual fair housing resolution proclaiming April Fair Housing Month in the Town.

Lead and Partners: Grants Administrator, Town LMO Official, local developers

## Category 8: Volunteerism and Civic Engagement

### **Action 1 Encourage the tourism industry on the Island to offer visitors a chance to mitigate their travel carbon footprint.**

Purpose: Offering visitors a chance to mitigate their travel carbon footprint advances the sustainability goals of the Town and many accommodations businesses, as well as attracting a group of visitors that otherwise might not visit the Island. It also allows for the accomplishment of many projects (such as beach plantings, sand fencing, marsh clean ups, etc.) that benefit residents, visitors and the environment that might otherwise go undone. It fosters a sense of ownership in visitors that will keep them returning as good stewards of the Island.

Measurable Indicators: Number of businesses offering carbon mitigation, number of visitors participating, number of hours donated, number and types of projects accomplished

Status: Staff has worked with several businesses on the Island, one of which now coordinates a twice a year cleanup of Broad Creek, using visitor and resident volunteers.

Lead and Partners: Various visitor-based businesses, Sustainable Practices Coordinator

### **Action 2 Work with various groups to encourage volunteerism and foster a greater sense of community.**

Purpose: Resident groups that volunteer get to know their neighbors and share ownership of the community. Volunteer groups become good stewards whose efforts benefit everyone in the community.

Measurable Indicators: Counts of number and type of selected volunteer groups and number of individual volunteers, number of hours donated, number and types of projects accomplished.

Status: Hilton Head Island is home to numerous volunteer organizations which dedicate many hours to community services, such as Volunteers in Medicine, Deep Well and Hilton Head Humane Association. For example the Town currently works with the Hilton Head Island Council of Garden Clubs and the Master Gardeners group to maintain and improve the Town's Xeriscape Garden, which is open to the public and encourages the use of native plants and the grouping of like-demand plants for water conservation. These groups have also installed name plates for the plants in the garden, so that visitors can become familiar with native plants.

Lead and Partners: Volunteer groups, Sustainable Practices Coordinator

**Action 3      Make official Town Proclamation for Earth Day.**

Purpose: To create greater local awareness of sustainable activities/initiatives conducted by the Town and encourage residents and visitors to live greener lives.

Measurable Indicators: Number of Earth Day events offered on the Island, number of people attending these events

Status: This Proclamation does not yet exist.

Lead and Partners: Sustainable Practices Coordinator, Grants Administrator

## Category 9: Recreation

**Action 1      Promote outdoor recreational activities which contribute to healthy lifestyle habits of good nutrition, good physical health and good mental health.**

Purpose: Creating outdoor activity venues and encouraging use leads to better overall quality of life for residents, which in turn reduces medical care costs.

Measurable Indicators: Number of active parks, number of activities available at all parks, usage of active fields (baseball and soccer fields, tennis courts), number of miles of pathways Status: The Town owns approximately 1,300 acres of land, and has built numerous active and passive parks with facilities such as playgrounds, multi-use pathways, baseball diamonds, soccer fields, tennis courts and beach parks. A rowing and sailing center is scheduled for construction in 2014. In addition to Town owned and maintained recreational facilities, there are 21 golf courses and numerous tennis courts, and beach and water access points as well as water-oriented recreational activities that are privately owned. Town staff will continue to collaborate with the Island Recreation Association to communicate recreational opportunities to residents and visitors via the Town and Island Recreation Center websites.

Lead and Partners: Grants Administrator, Island Recreation Association, Facilities Division

## **Action 2 Provide walkable access to Parks and Beaches.**

Purpose: The option of being able to walk to parks and beaches increases healthy lifestyle habits and decreases automobile trips. On average a walkable distance can be defined as a quarter mile walked within ten minutes.

Measurable Indicators: Number of walkable beach access points and parks, average distance from nearest residences

Status: The Town currently has eight public beach access points, many of which serve adjacent neighborhoods. The majority of Town parks can be reached by walking from nearby residences or by using existing pathways. Chaplin Linear Park, which will connect Shelter Cove Community Park with Chaplin Park, is currently under design. The Town also has neighborhood beach access points (107) and private beach access points (59) as defined by the Beach Management Plan.

Lead and Partners: Urban Designer

## Category 10: Governance

### **Action 1      Increase energy efficiency in all Town buildings by 10% by 2019.**

Purpose: In order for the Town to continue to improve its efforts to conserve resources and save funds, opportunities should be identified to make improvements in operations. The Town should also advertise successes in these endeavors in order to “lead by example”.

Measurable Indicators: Track water, electricity and alternate energy use at Town Hall and other Town buildings

Status: Palmetto Electric did an energy audit of Town Hall in 2013 and offered useful suggestions on improving energy conservation. In the recent Town Hall conference room renovations, energy efficient ballast/lighting was used and installation of motion sensor lighting in two Town Hall departments and at several Town fire stations was completed. Fire Station 6 is scheduled to have a solar panel installed to assist with heating water supplies and installation of a dual gas/electric HVAC system will improve efforts to conserve resources and save funds. Town Hall has been insulated with spray foam and is scheduled for HVAC duct sweeping in the fiscal year 2015 Town Hall remodel capital improvement project. If approved in the fiscal year 2015 budget, installation of an HVAC thermostat lock-out system at Town Hall will begin.

Lead and Partners: Sustainable Practices Coordinator, Facilities Manager

### **Action 2      Improve indoor air quality in all Town buildings by 2019.**

Purpose: As a species, humans are spending more and more time indoors, creating exposure to chemicals used in paint, carpets, upholstery and cleaning products for longer periods of time, which may result in adverse health effects. Reducing chemicals used in Town offices will result in a healthier environment for Town employees and visitors.

Measurable Indicators: Track efforts to buy greener cleaning products, furniture, carpets, vehicles, etc.; develop recommendation(s) for procurement process to purchase greener products

Status: The Town's Facilities Department has made strides in using greener cleaning materials, low VOC paints and carpet adhesives and less pesticides.

Lead and Partners: Facilities Manager, Director of Administrative Services, Sustainable Practices Coordinator

## Category 11: Open Space and Land Use

### **Action 1      Perform annual land use map update.**

Purpose: The Town's Land Use Map shows how land use changes over time. Monitoring these changes help to determine if any proposed uses are incompatible with natural features such as tidal creeks.

Measurable Indicators: Change in acreage of open space, change in percent vacant land

Status: This update is performed annually in mid-January.

Lead and Partners: Grants Administrator, GIS staff

## Category 12: Planning, Zoning, Building and Development

### **Action 1      Work sustainable initiatives into new ordinances by 2019.**

Purpose: The Town has long been known for its environmental stewardship; the next step in the Town's evolution is to maintain and enhance this stewardship from social, economic and environmental perspectives.

Measurable Indicators: Number of new or amended Ordinances that contain sustainable goals

Status: The current Comprehensive Plan includes information on why sustainability is important and recommendations on changes to Town Ordinances to become more sustainable. The Land Management Ordinance, which carries out the recommendations of the Comprehensive Plan, is currently being rewritten.

Lead and Partners: LMO Official, Sustainable Practices Coordinator, Planning staff, Building Codes, Stormwater Division

## Category 13: Public Safety and Emergency Management

### **Action 1 Provide the highest level of Fire and Rescue and Emergency Management services to Island residents and visitors.**

Purpose: Hilton Head Island is a top destination for visitors. Because of this, during peak season, Island population swells to many times its off-season size. The Town's fire and rescue and emergency management departments must be prepared to handle this increase, and do it in a manner that satisfies residents and keeps visitors interested in returning to visit or live.

Measurable Indicators: Number of emergency calls, number of certifications held by Fire and Rescue and Emergency Management staff, average response time

Status: Call records and department data are maintained by the Fire & Rescue division.

Lead and Partners: Deputy Fire Chief, Battalion Chief of Planning

## Category 14: Resource Use/Conservation

### **Action 1      Reduce the Town's environmental impact by using sustainable design, construction, operation and maintenance of Town facilities and assets.**

Purpose: The Town should serve in a leadership role to set an example for businesses and residents in these areas as a method of education and leadership.

Measurable Indicators: Number of reams of copy paper used by Town Departments, number of tons of recycled electronics and household hazardous waste collected, number of Christmas trees recycled

Status: In the last three years, the Town has begun accepting electronic submissions for permit applications, which has greatly reduced the amount of paper generated and used. All plan documents, as well as Ordinances, are now available electronically and are no longer sent out in hard copy except under special circumstances. This has decreased use of paper for copying and printing. The Town provides receptacles for recycling along the 12 miles of beach and at all Town owned parks and Town Hall. When the full life-cycle of toilets and hand dryers at Town owned buildings have reached their maximum level, they are replaced with energy efficient models. When appropriate during building and/or rehabilitation projects, old construction materials are recycled. The current construction of Fire Station 6 will result in the building being LEED compliant at the silver level. An energy audit of Town Hall by Palmetto Electric offered additional suggestions, several of which had already been done, as mentioned above. As a matter of practice Town staff intends to examine a future purchasing policy to further encourage use of green products, including recycled and/or reusable items.

Lead and Partners: Facilities Manager, various businesses, Sustainable Practices Coordinator