

“Charting the Island’s Future
– *From Here to 2030*”



Town of Hilton Head Island
2010 Comprehensive Plan
Introduction and Vision

Planning Commission (PC)

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CPC (Comp Plan Committee)

LMO (Land Management Ordinance)

CIP (Capital Improvement Program)

*CPC member, ** ex-officio member of all committees



- The Comprehensive Plan is the essential first step in the planning process (state requires a new plan every 10 years)
- It gives authority to have a Land Management Ordinance and other Regulatory Tools
- Provides Direction for Policymakers to make Decisions

For more information visit the Town's website at:

<http://www.hiltonheadislandsc.gov/>

and clicking on the following link:

[Charting the Island's Future ~ Comprehensive Plan Update~](#)

or contact [Shawn Colin](#) or [Randy Nicholson](#) at Town Hall.

Introduction

The State of South Carolina mandates that each municipality “undertake a continuing planning program for the physical, social, and economic growth, development, and redevelopment of its jurisdiction.” The Town’s Planning Commission has been charged with developing, re-evaluating and updating this *Comprehensive Plan* on a 5-10 year basis. Our first *Comprehensive Plan* was adopted in 1985—long before it was mandated by the State. It was most recently updated in 2004, and efforts are now underway for a 2010 rewrite and adoption.

During this *2010 Comprehensive Plan* rewrite, the Planning Commission determined to use an industry ‘best practice planning approach’ to assure that issues were addressed in a rigorous way. This led to critically examining our Island’s environment, assets, capabilities, economic engines, image and values (that is, recognizable brand), our potential & limitations, and our need for a vibrant future. The Commission also sought leading examples from successful competitor resorts and residential communities to see what can be learned from their achievements.

Surveys, interviews, and multiple community interactions revealed that the community believed they liked our Island “pretty much the way it is” and did not want any significant changes to the Island’s image, character, values or “soul.” While the participants recognized that economic growth was vital, they indicated that “character preservation” and “sensitive renewal” should also be used as guides to growth, regulation and management.



(Continued from page 3)



Our major challenge in the *2010 Comprehensive Plan* rewrite is to maintain the sound philosophy that led to the wish to keep our Island “the way it is” with our natural resources, character, image, and spirit, yet allow for renewal, redevelopment and continued economic growth. This will require extraordinary effort, sensitive management, and leadership with a strong vision.

Thus a strong knowledge base combined with the core themes obtained from community input provides an emerging vision for the Town. This *Vision* is a compelling, long range ‘picture’ of our Island’s future aspirations. In other words, a vision of keeping our Island a great place to visit, live, retire, and to operate a successful business while staying competitive in an ever-increasing world market with ever-changing technology.

In developing the *2010 Comprehensive Plan*, the Planning Commission addressed the state-mandated Elements, with a few additions that are specific to our Island:

- | | |
|----------------------------------|---------------------------------|
| <u>ECONOMIC DEVELOPMENT (ED)</u> | <u>NATURAL RESOURCES (NR)</u> |
| <u>LAND USE (LU)</u> | <u>CULTURAL RESOURCES (CR)</u> |
| <u>COMMUNITY FACILITIES (CF)</u> | <u>TRANSPORTATION (TR)</u> |
| <u>RECREATION (REC)</u> | <u>HOUSING (HO)</u> |
| <u>POPULATION (POP)</u> | <u>PRIORITY INVESTMENT (PI)</u> |
| **COMMUNITY DESIGN (CD) | **ENERGY (E) |

** Anticipated in 2010

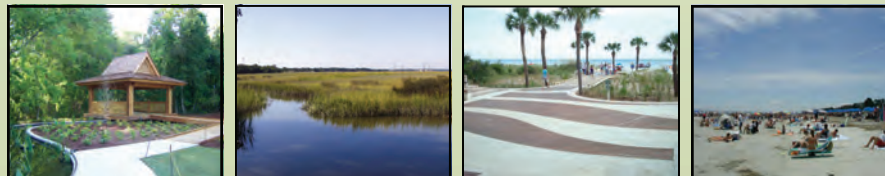
These Elements, the [appendices](#), and [plans](#) linked by reference to the 2010 Comprehensive Plan, include specific implementation strategies and provide a guide to test future community initiatives and requests.

2010 Comprehensive Plan Vision

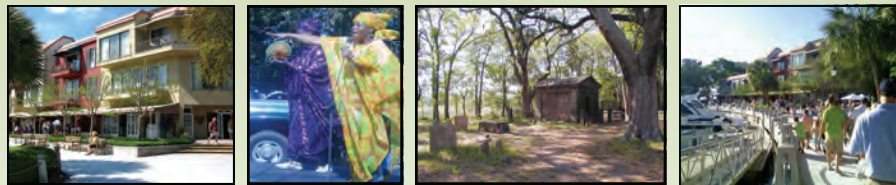
Hilton Head Island seeks to be a great place to live, work and visit where the natural assets combine with rich history, distinctive amenities, diverse cultures, and forward-thinking management of all the Island's resources into "One Island, One Community."

Numerous potential strategies have been identified to make this vision a reality. Each element of the Comprehensive Plan includes potential strategies, some of which are listed below with reference to a particular plan element or elements.

- Continue public investment and public policies to maintain a vibrant economy in order to assure that the Town can continue to be a steward and protector of its land, waters and special heritage. (ED, NR, LU, CF, PI, CR)



- Protect the unparalleled natural assets of pristine beaches, green spaces, parks, trees, and waterways for future generations through sensitive Town governance and by recognizing and rewarding protective measures. (NR, LU, POP, CF, PI, ED)
- Acknowledge the rich and significant history of the Island, including the heritage and legacies of the Native Island community which might be capitalized upon by development of a "Center for Gullah Studies". (CR, ED)



- Revitalize the effort to attract both residential and retiree growth with efforts directed to assisting the residential community to "age in place" understanding that as the community ages and needs change, housing and service options must facilitate these needs. Consider the successful "Center for Creative Retirement" model in Asheville, N.C. (ED, HO, LU, POP, CF, REC, PI)

(Continued from page 5)

- Encourage the developing and growing arts community in its effort to make the Town a prestigious and nationally known arts destination for visitors and residents alike, possibly through a “Center for the Arts”. (ED, CR, CF, PI)



- Attract the prosperous and growing telecommuting market by improving mobile telecommunication technology and sensitive development of the local airport. (ED, CF, TR)
- Develop a “Center for Economic or Small Business Excellence” through collaboration with regional schools (USCB, TCL), Chamber of Commerce, and other organizations to attract and retain potential local successful entrepreneurs in an effort to renew and grow the Island’s retail and service economy. (ED, CF, PI)
- Support development and redevelopment concepts and architectural styles that promote Island and community character while preserving the culture, history and natural environment. (NR, LU, CR)
- Encourage a growing, prosperous and socially integrated middle class by creative and varied solutions to obtainable housing, addressing housing issues through a systemic approach that integrates other elements such as economic development, transportation and land use. (HO, ED, TR, POP, LU, PI)
- Creating incentives for redevelopment that encourage diversity in housing cost and transportation modes to provide opportunities for the work force to reside on the Island. (HO, TR, POP, ED, LU)
- Preserve wildlife habitat in wetlands, creeks, corridors, buffers, dune systems and forests for aesthetic appeal and for our economy. (NR, ED)
- Protect the coast for future sustainability, recognizing natural hazards of the coastal environment, with Town actions and advocacy at other levels of government. (NR, LU, CF)

- Promote the multi-use pathway system for use by residents, visitors and work force and continue building connections to other pathways, parks, commercial and residential areas and potentially off-Island pathway connections. (TR, ED, REC, CF, PI, LU)



- Encourage expansion of private shuttle systems to reduce trips on Island roads and to encourage private enterprise. Consider the potential for coordination with public transportation routes. (TR, CF, PI, ED)
- Educate residents, visitors and businesses about recycling options that provide positive impacts on environment and economy. Provide cost effective and efficient recycling and disposal systems. (NR, ED)
- Assure higher and continuing education opportunities for citizens with emphasis on opportunities that match the specific needs of our local population and economy (resort services, culinary arts, recreation, hospitality, health care, education). (ED, CF, CR, PI)
- Build on the successful events/festival models to promote the Island's economy and increase exposure of the Island's many assets. (ED, PI)



- Cooperate with Chamber of Commerce and others to promote the Island as a premier meeting and event destination for corporations and businesses. (ED, PI)

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- Maximize the Island's water geography by considering expansion of water based transportation and recreation. (TR, REC, CF, ED, NR)
- Evaluate the policies of the Land Acquisition Program in light of the approaching community build out and maturity. (ED, CF, HO, NR)



The diagram below is intended to illustrate growing the economy. Leveraging off the core of what we know and do well presents lower risk than diversifying away from that core.

