

MASTER PLAN

Town of Hilton Head Island

Our pattern framework for Conservation and Growth





Master Plan Briefing

April 10, 2023 – Public Planning Committee



Agenda

1. Purpose + Outcomes
2. Connected Plans, Studies, and Processes
 - Preview of Conditions & Trends Assessment
3. Workflow and Deliverables
4. Growth Framework
5. District Identification
6. Next Steps

DISCUSSION

DISCUSSION



Writing the next chapter...

- 2023, Important moment for the Island
 - New pressures and fast-moving changes
 - Opportunities to direct and shape future investment
 - Craft a plan to maintain Island character and move confidently, and intentionally into the community's next phase
- The Master Plan will be our blueprint for how and where we conserve, protect, and grow our Island
- Always in a manner that is true to who we are and who we want to become

The Purpose

The Master Plan will ...

- **Build** upon conclusions from existing plans and studies
- **Engage** the community directly
- **Reveal** the design for the next chapter of conservation, development, and redevelopment
- **Establish** supporting policy across key, interrelated community issues (Growth Framework & District Plans)
- **Set** “first steps” and commit to implementation (Land Management Ordinance)



Plan foundation and Inputs



Analysis & Mapping
Stakeholder Direction



**CONDITIONS & TRENDS
ASSESSMENT**



Town of
Hilton Head Island



Base Community
Issues and Priorities

Outcomes

1. The Vision

- Clear view of the “next chapter” based on input from the community, stakeholders, leadership, and the realities of the data
- Subjective side of the “capacity” question – Who do we want to be?

2. Physical Direction

- District-by-district growth framework to guide conservation, development, redevelopment, and circulation

3. Policy Direction

- A path forward on key community issues and systems in synchronicity with physical direction
- Issues include labor, housing, demographics, real estate, etc.

4. Clear Next Steps

- A work plan for Staff and connected parties to proceed
- An inventory of necessary “zoom in” activities or plans

CONDITIONS & TRENDS ASSESSMENT

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Hilton Head Island



Process

The assessment will ...

- **Build** upon recent, relevant work (including Our Plan) to expand knowledge and understanding;
- **Engage** stakeholders and leadership, and;
- **Serve** as an initial, foundational step for the forthcoming planning processes.



Topics and clusters



Demographics



Workforce



Economics



Real Estate



Environment



Housing



Governance



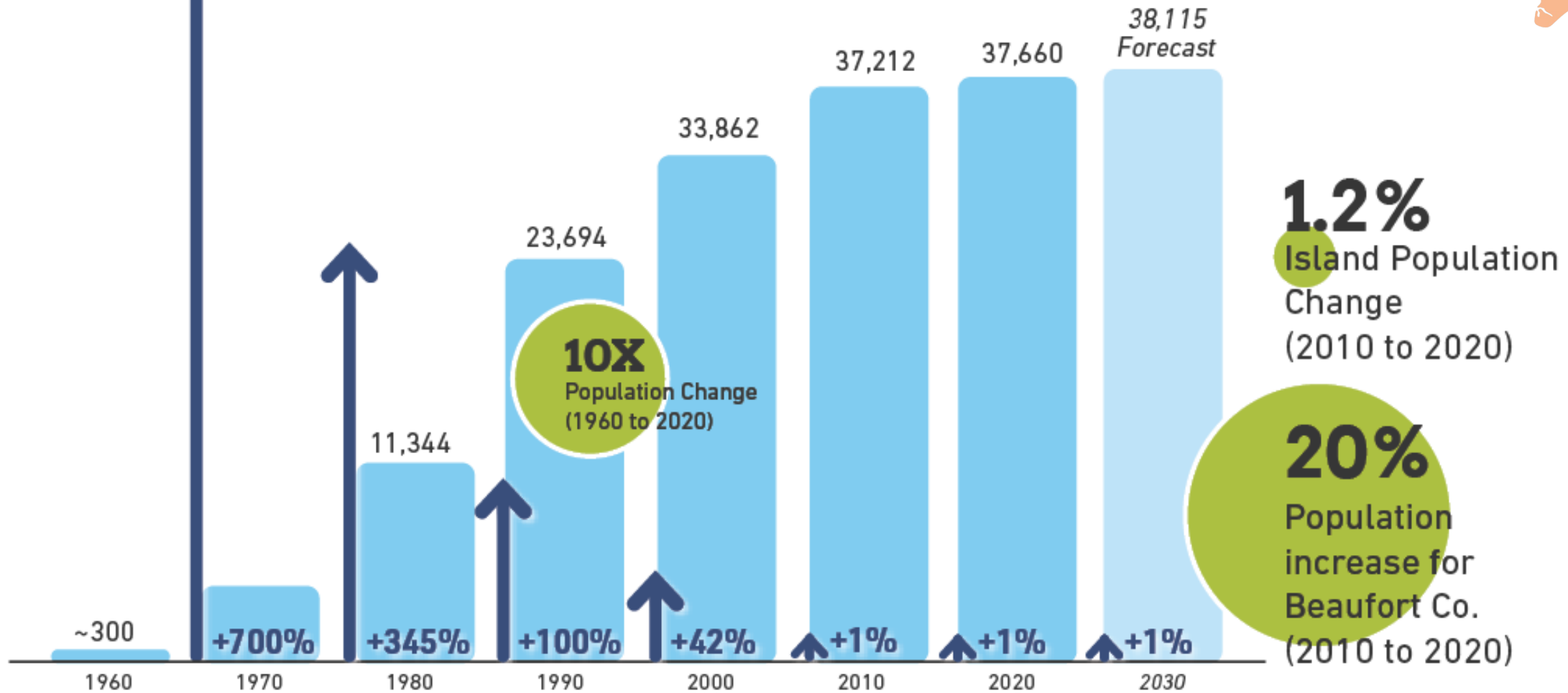
Engagement



Systems

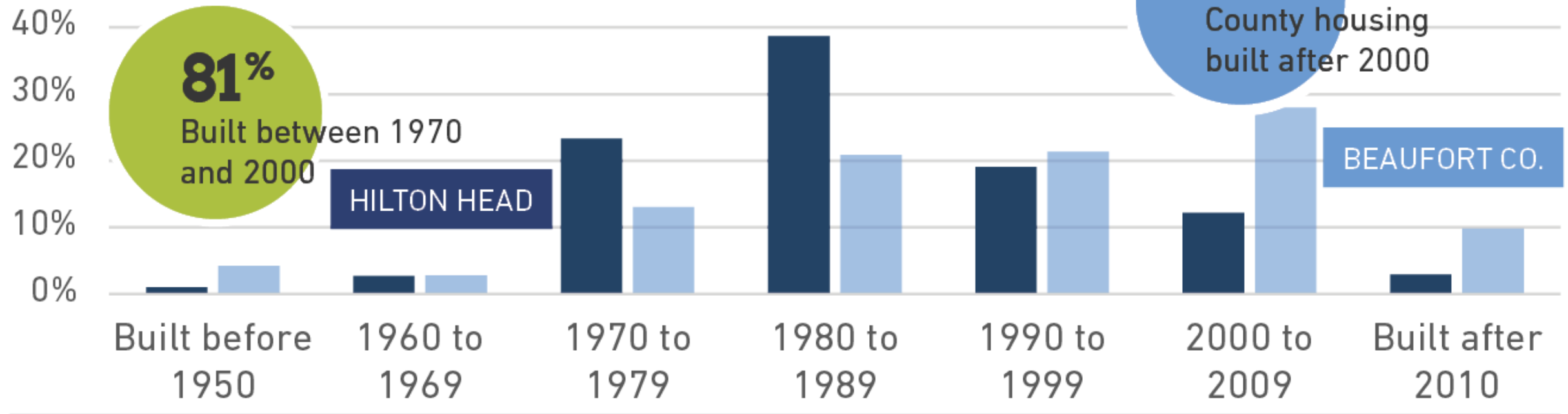


Island Population Change





YEAR-BUILT DATE FOR HOUSING UNITS

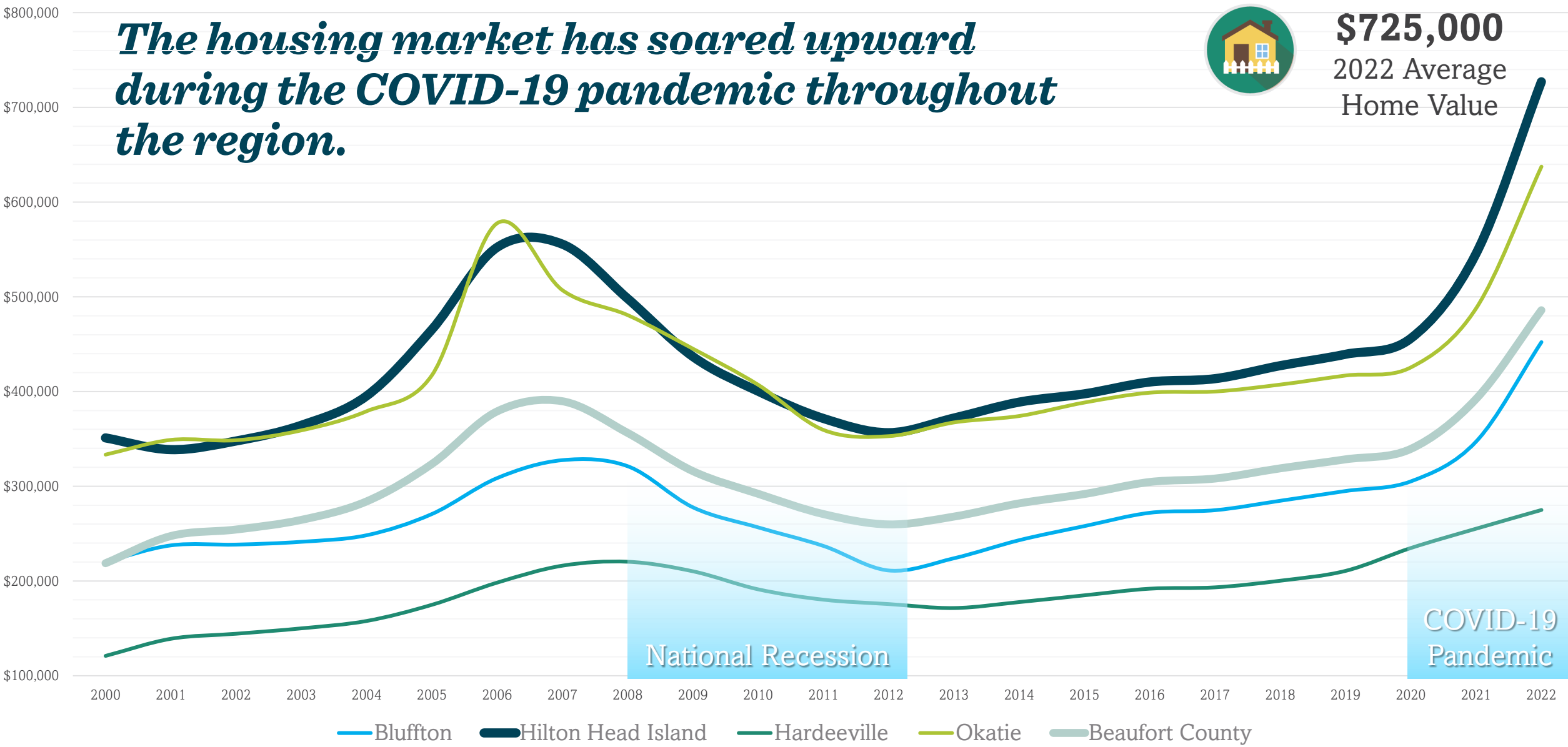


Source: US Census

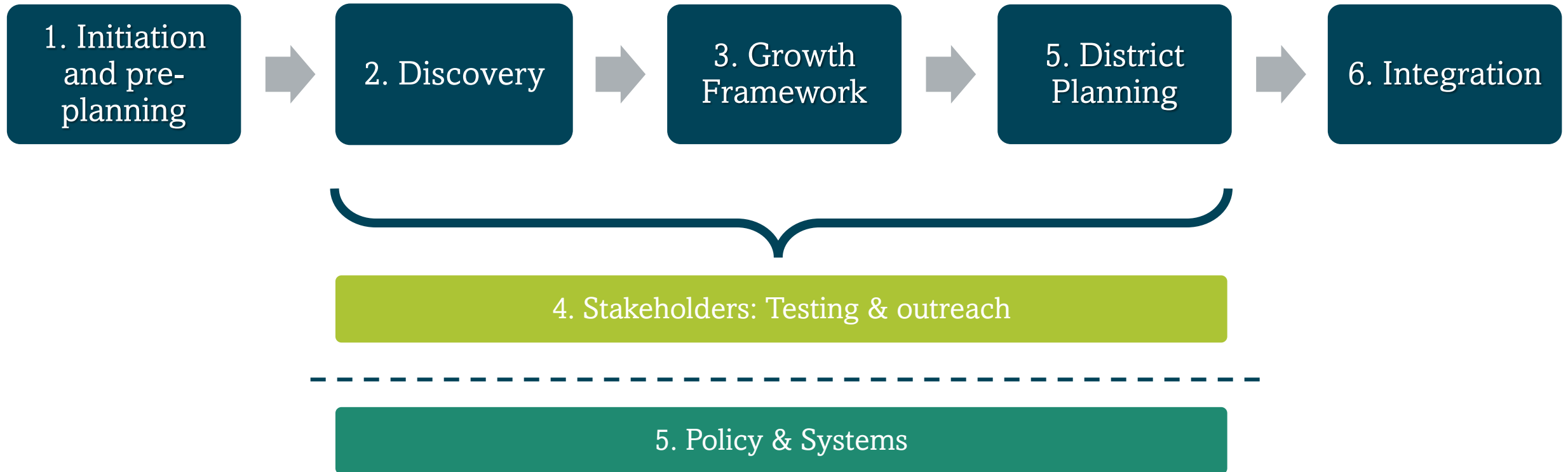
The housing market has soared upward during the COVID-19 pandemic throughout the region.



\$725,000
2022 Average Home Value



Workflow + Deliverables



Growth Framework + District Planning

1. Initiation and pre-planning
2. Discovery
3. Growth Framework
4. District Planning
5. Testing and outreach
6. Integration
7. Policy and systems



Our Plan Comprehensive Plan



Land Use amendment to the 2020 Our Plan Island Comprehensive Plan

Growth Framework Map

How and where we will conserve and grow on the Island
Conceptual first step into conservation areas, land use, and character

District Plans

Eight areas spanning the Island's non-planned communities
Applying the broad concepts from the growth framework to neighborhood-level considerations
Developing a district plan for **land use**, **policy**, and **systems**

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Future Land Use Map

Parcel-specific land use assignments for District areas

Land Management Ordinance Amendments

Schedule of necessary amendments based on future land use

Recommendations

Additional recommendations based on District Plan outcomes (i.e., trail connections)

District Planning Outcomes



- Conceptual development planning based on place types
- Principles for conservation, development, redevelopment, and circulation
- Detailed district planning (ex. Mid-Island District Plan) to assign specific concepts
- Implementation strategy
- Key issues identified through recently completed work (CTA, Corridors, Short Term Rental Analysis, etc.)
- Policy direction based focused analysis, stakeholder feedback, and staff work sessions
- Guide to public and private investment



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Growth Framework

Discussion

Growth Framework






The Growth Framework is a conceptual diagram depicting where we will...

- Conserve and protect neighborhoods, environmentally sensitive areas, and the cultural legacy of the Island
- Consider the future of mixed-use, residential, and nonresidential districts as they adapt to new market forces and pressures and evolve to meet the needs of residents, business owners, and visitors
- Edge conditions are essentially transitions. They are transitions between properties, corridors, developments, districts, and primary or secondary centers.



Growth Framework

LEGEND



Areas and Edges

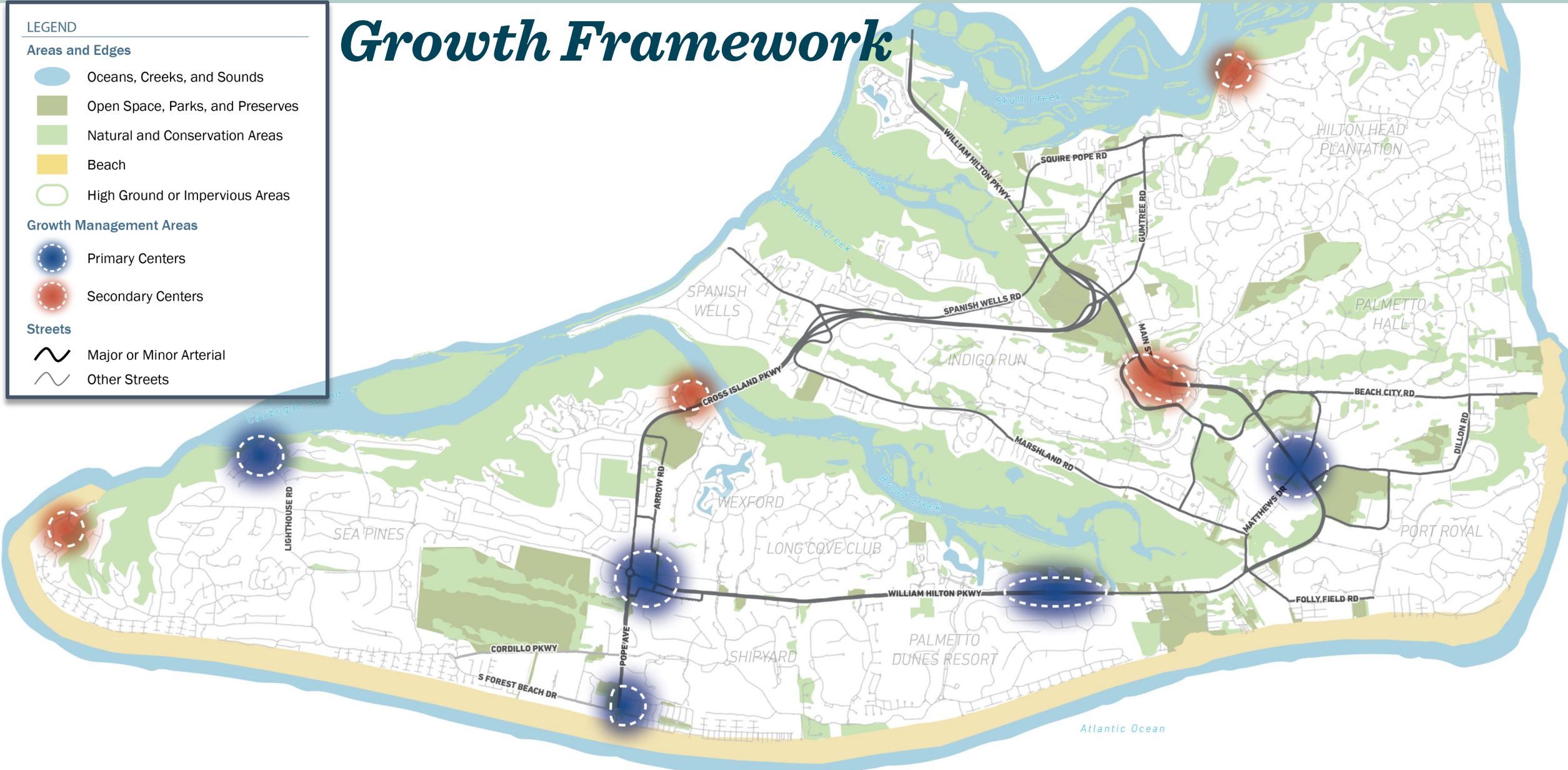
-  Oceans, Creeks, and Sounds
-  Open Space, Parks, and Preserves
-  Natural and Conservation Areas
-  Beach
-  High Ground or Impervious Areas

Growth Management Areas

-  Primary Centers
-  Secondary Centers

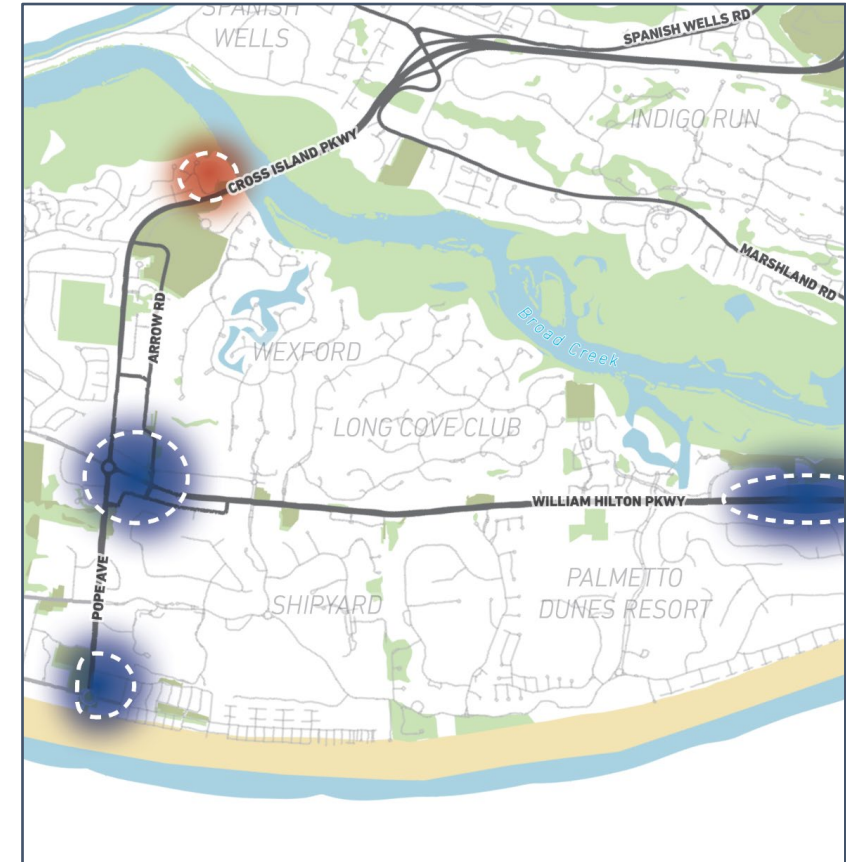
Streets

-  Major or Minor Arterial
-  Other Streets



Next steps, Growth Framework

- Refine based on feedback from PPC, Town Council, and Stakeholders
- Further articulate “intention” across conserve, consider, and edge areas
- Marry high-order vision with ground-level District Planning process and planning
- Detailed analysis around Primary Centers and Edges. Moving toward illustrative planning /secondary opportunities





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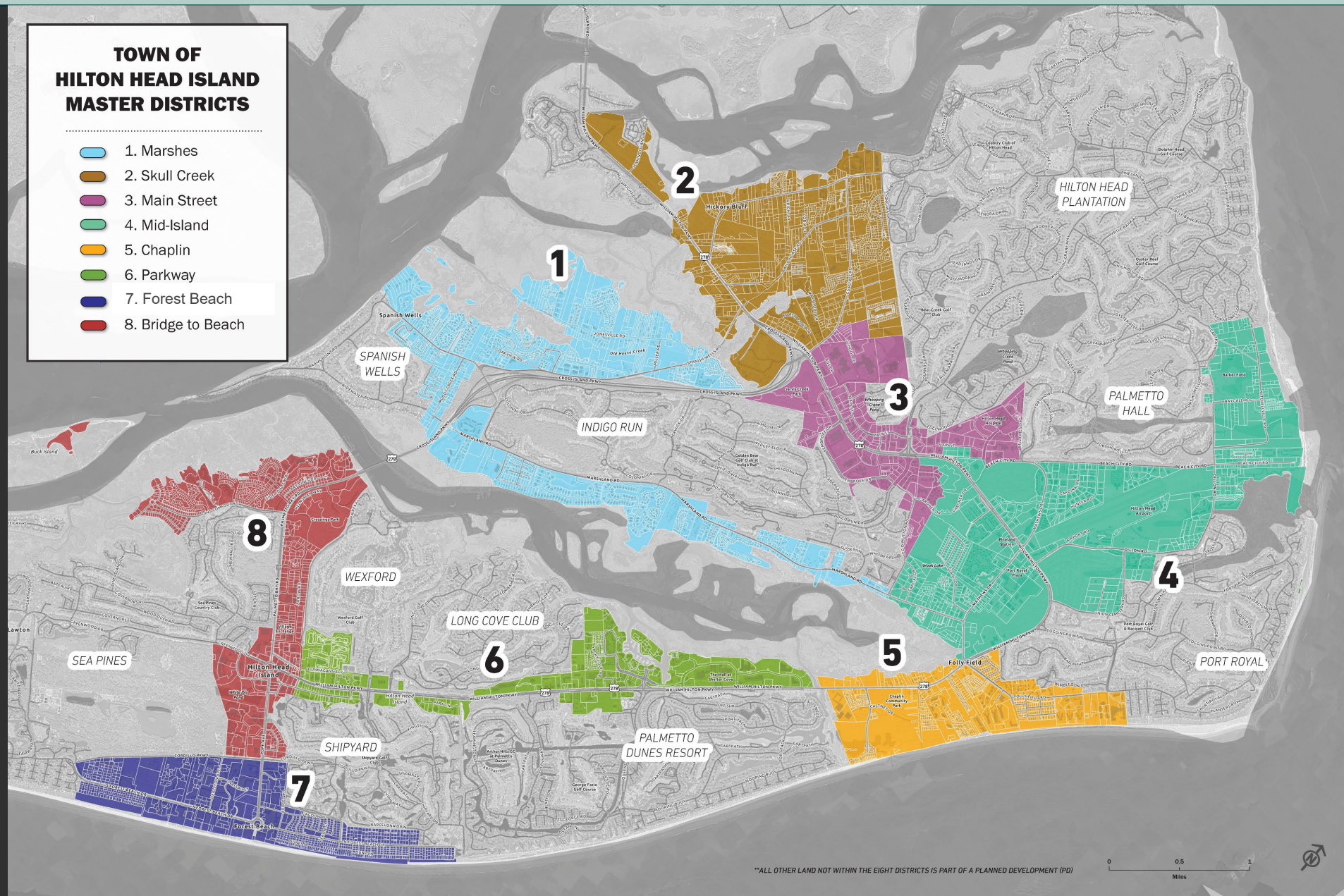
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District Identification

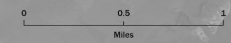
Team

**TOWN OF
HILTON HEAD ISLAND
MASTER DISTRICTS**

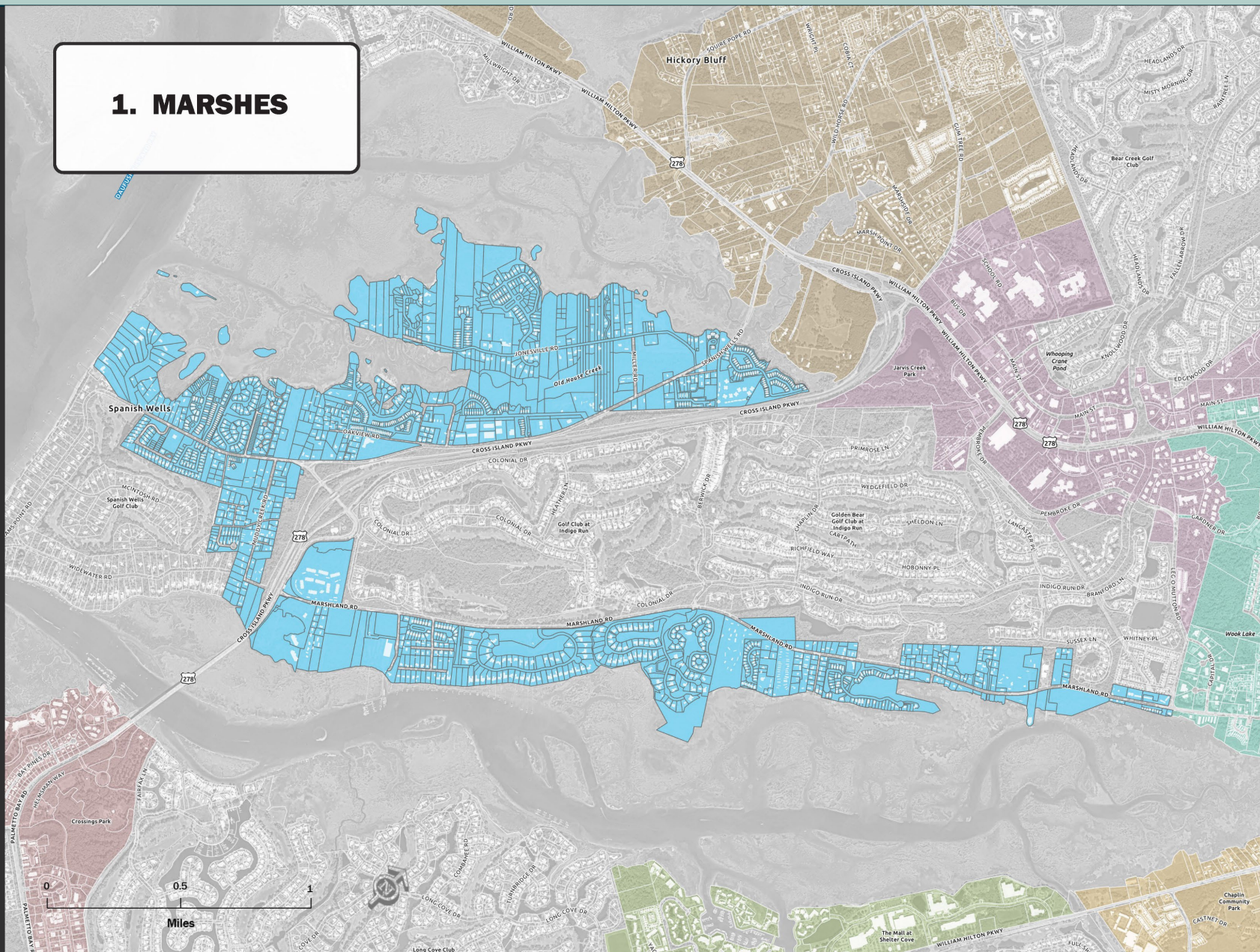
- 1. Marshes
- 2. Skull Creek
- 3. Main Street
- 4. Mid-Island
- 5. Chaplin
- 6. Parkway
- 7. Forest Beach
- 8. Bridge to Beach



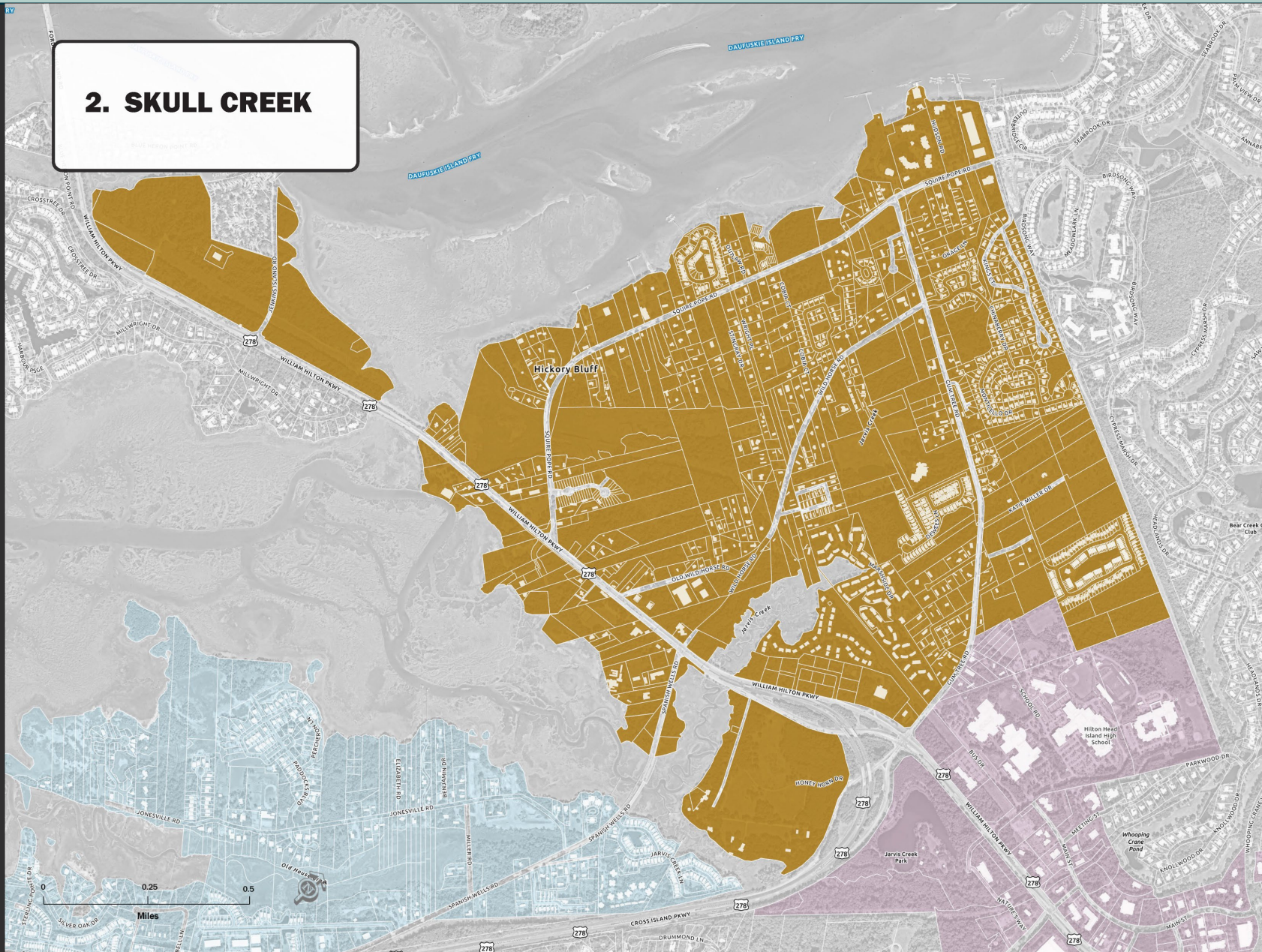
***ALL OTHER LAND NOT WITHIN THE EIGHT DISTRICTS IS PART OF A PLANNED DEVELOPMENT (PD)



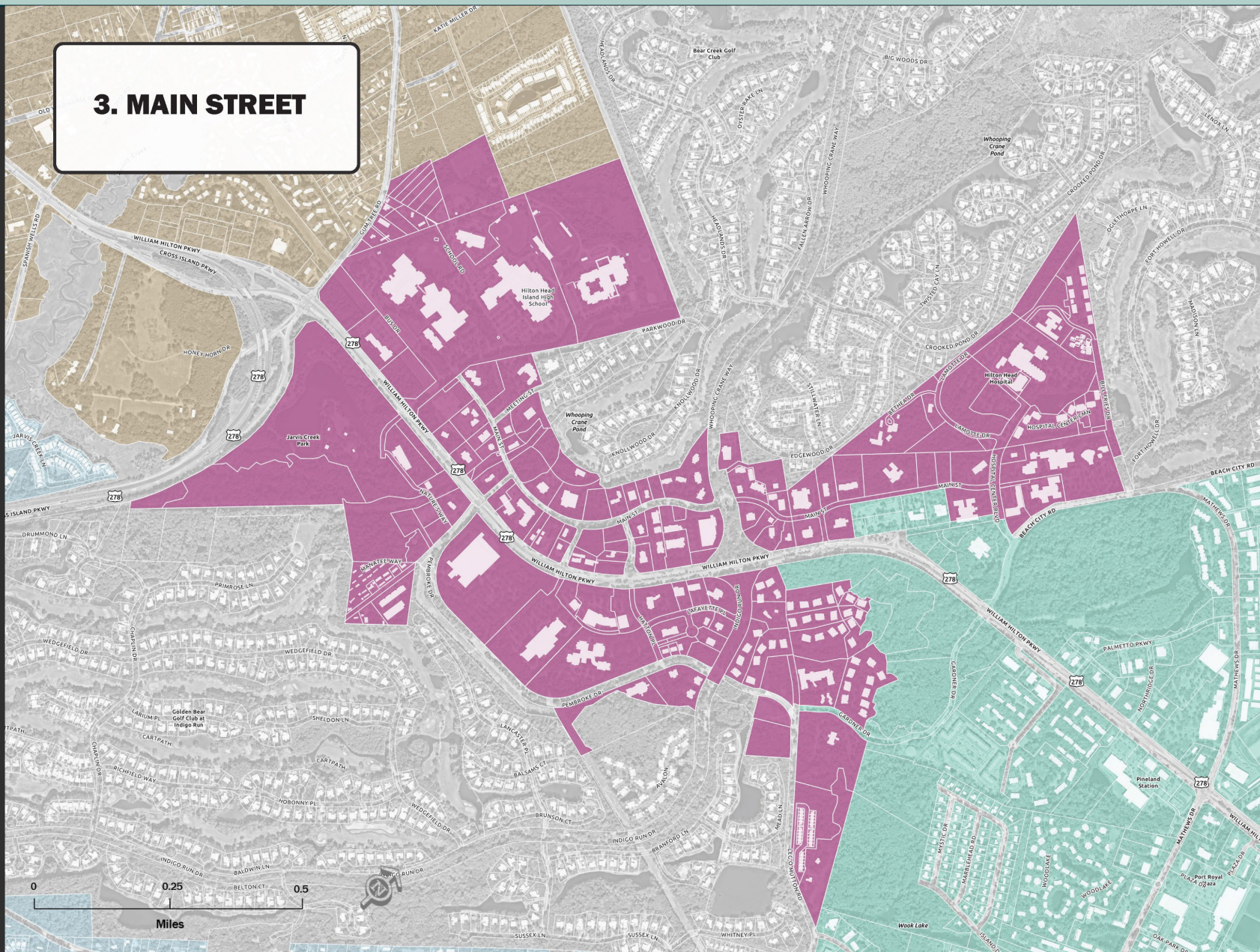
1. MARSHES



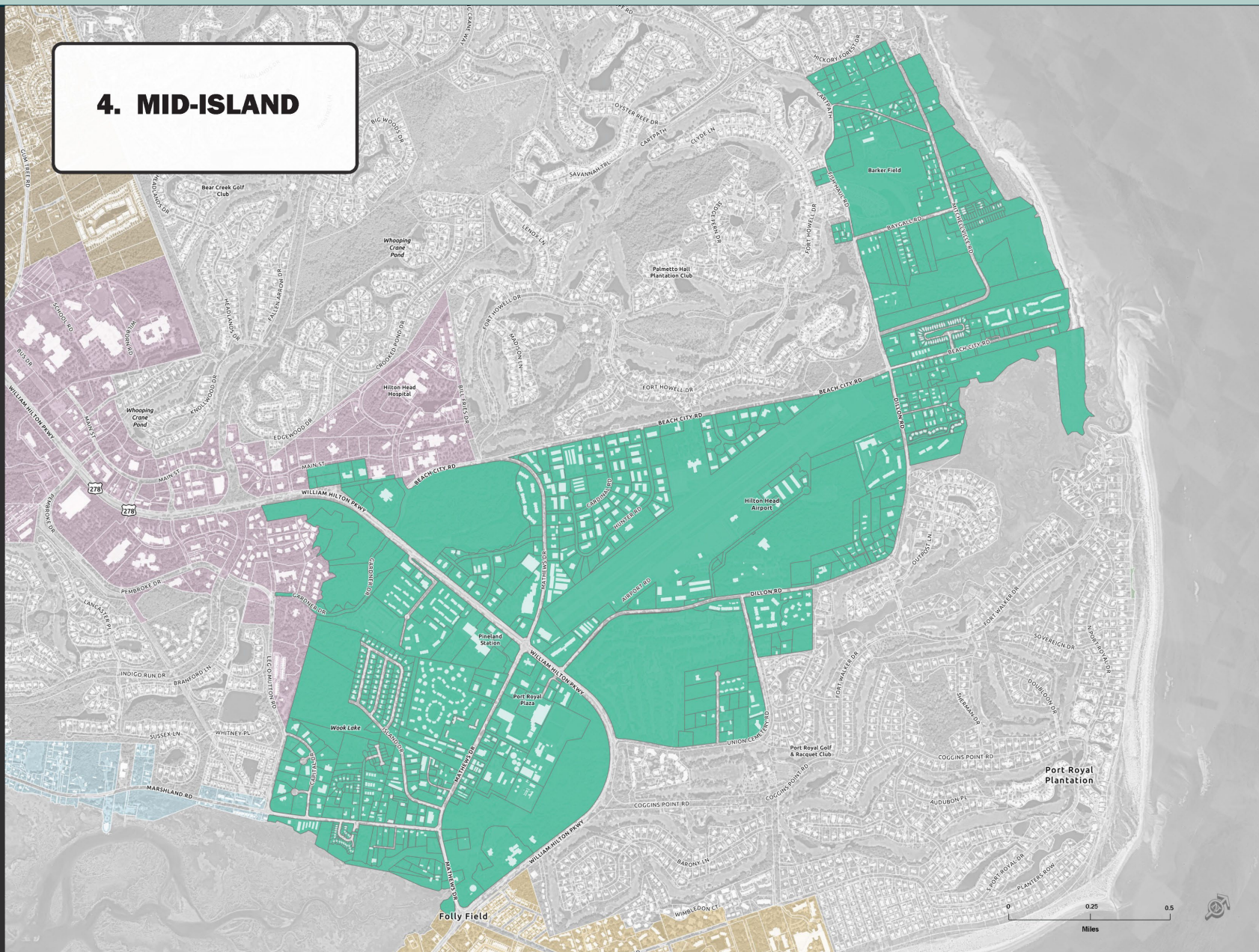
2. SKULL CREEK



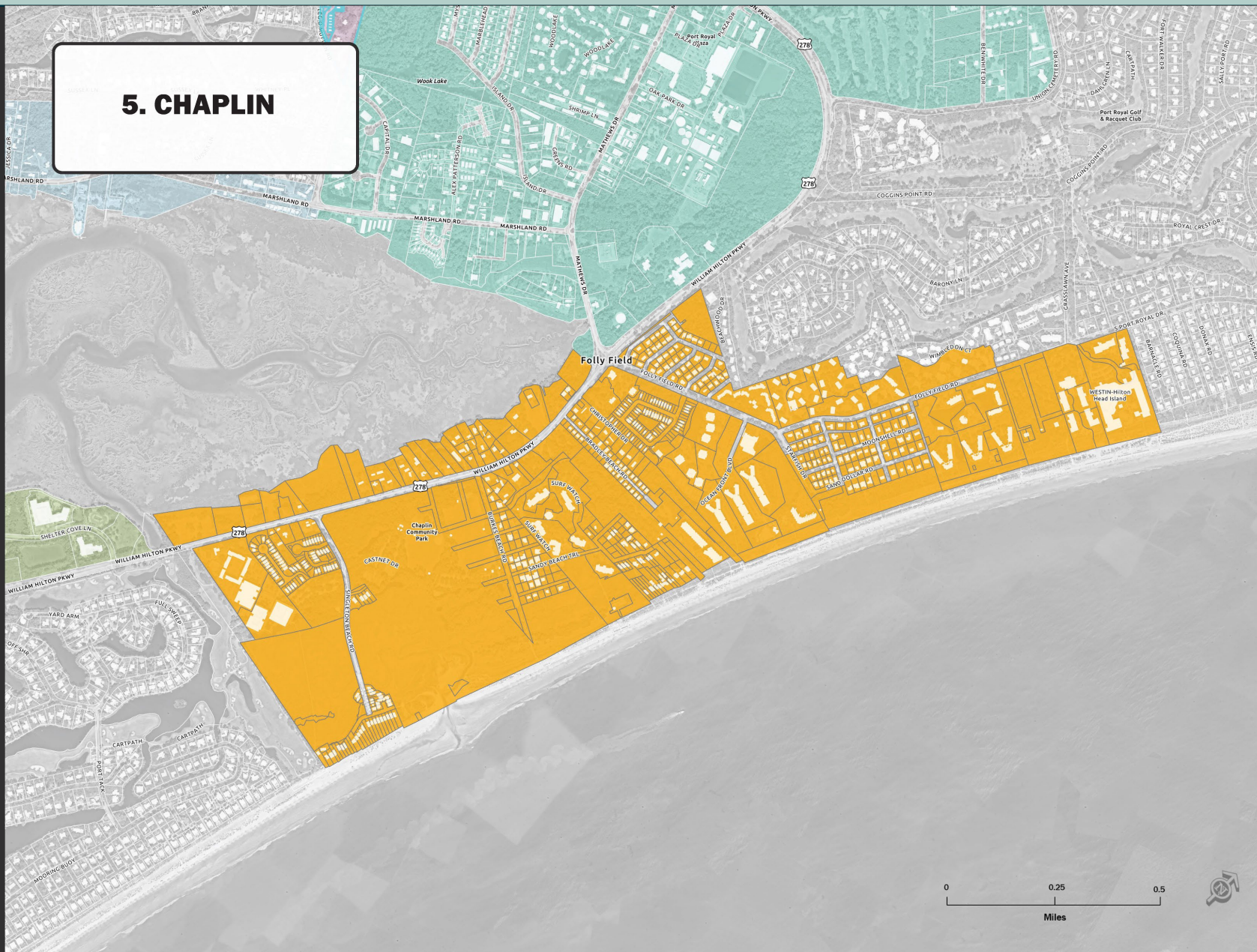
3. MAIN STREET



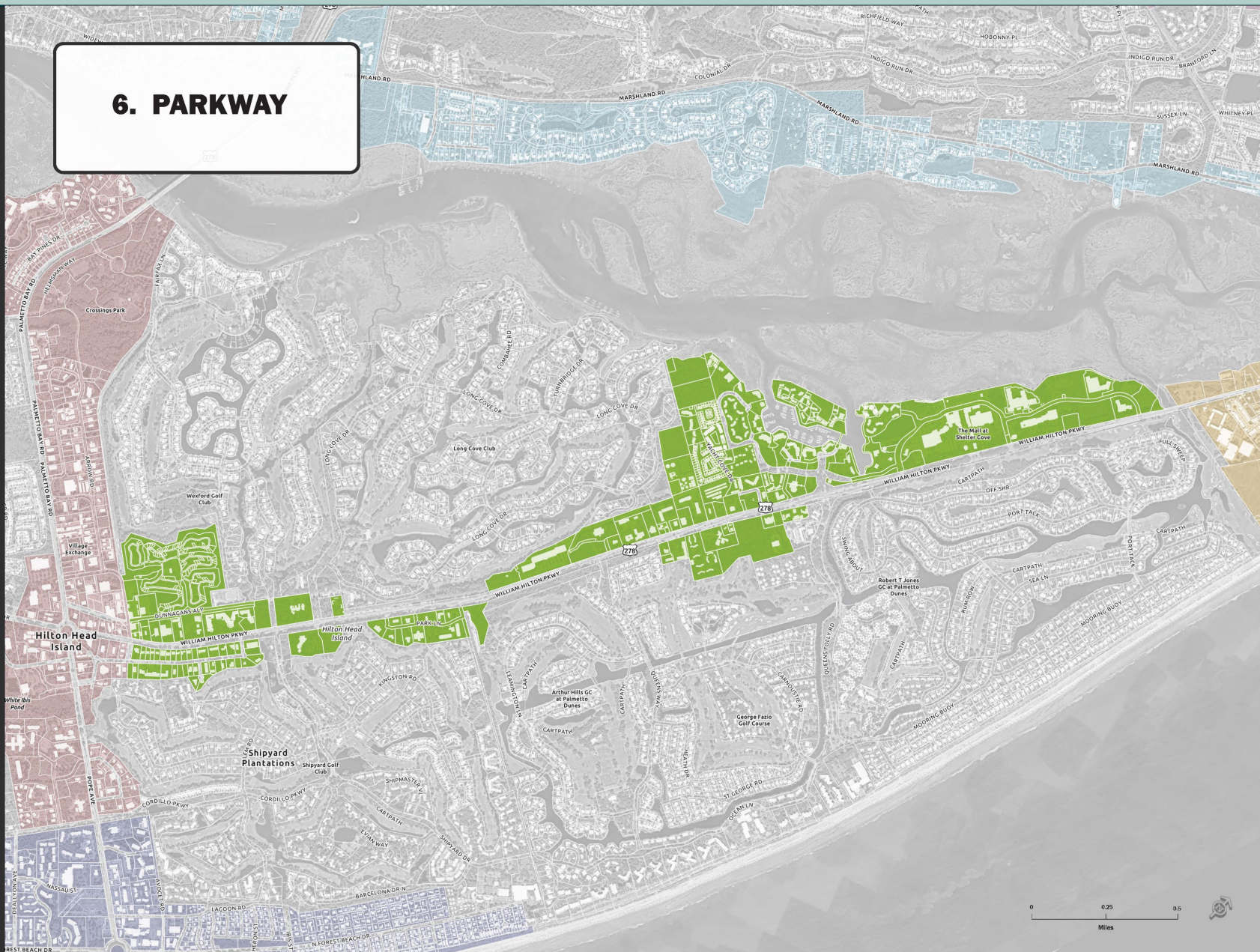
4. MID-ISLAND



5. CHAPLIN



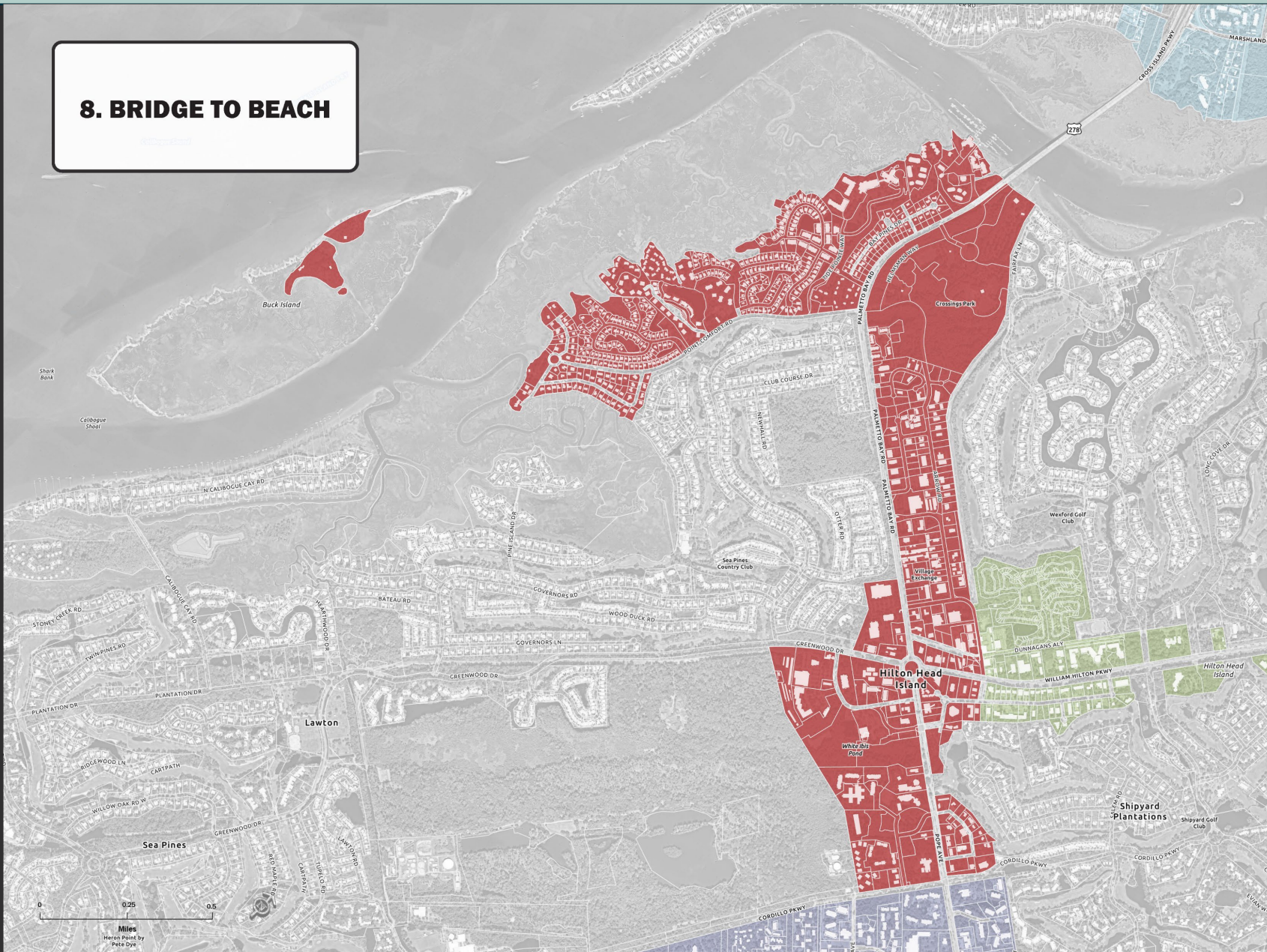
6. PARKWAY



7. Forest Beach



8. BRIDGE TO BEACH



Next steps

- Finalize Growth Framework draft concept and district planning boundaries
 - 3 initial priorities: Marshes, Chaplin, Forest Beach
- Conduct stakeholder charrette
- Implement strategy for broader communications and engagement plan
- Integrate with ongoing LMO amendment process





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Questions & Thank you!