



LMO & Master Plan Updates

July 13, 2023 – Public Planning Committee

Phase 1 – Approved by Town Council

- Changes to staff, waivers, bike storage and permitted zoning districts, July traffic counts for Traffic Impact Analysis Plan Standards, changeable copy, measurement for height calculation, and subdivision amendments.

Phase 2 – Approved by Town Council

- Standards for deviations from previously platted subdivisions.

Phase 3 – Approved by Town Council

- Definitions for single-family/ multifamily and elimination of divisible dwelling units.

Phase 4a – Public Hearing at July 27th Planning Commission Meeting

- Floor area ratio and parking.

Phase 4 – In Development

- Administrative application and procedural changes.
- Family Compound/Subdivision
- Updated residential site design standards: pedestrian connectivity, floor area ratio, parking, open space, setback angles.
- Modified traffic impact analysis methodology.
- Signage standard updates.
- Best-in-class stormwater requirements.
- Construction management plan requirements.
- Strengthening of Tree Regulation, Tree Preservation, and Tree Mitigation lists.

Phase 5 – RFQ Issued

- Comprehensive review of all LMO chapters, organization and user-friendliness of the code.
- Application Process evaluation and Applications Manual.
- Sustainable Development incentives.
- Design guidance graphics.
- Alignment with Our Plan and integration of outcomes from Growth Framework and District Plan initiative.

LMO Amendment Plan Updates

Critical Path

LMO Amendment Plan: Critical Path

07/05/2023

Phase	2022			2023												2024					
	Q4			Q1			Q2			Q3			Q4			Q1			Q2		
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
1		11/1: LMO of PC	12/21: PC-PH	01/26: PPC	02/14: TC WKSP 02/21: TC1	03/07: TC2															
2		11/1: LMO of PC	12/21: PC-PH	01/26: PPC	02/14: TC WKSP	03/07: TC1 03/08: PC 03/21: TC2															
3						03/15: PC 03/29: PC	04/10: PPC 04/18: TC1	05/02: TC2													
4a									07/27 PC	8/10 PPC	9/19 TC1	10/3 TC2									
4											9/20 PC	10/12 PPC	11/7: TC1 11/21: TC2								
5										GROWTH FRAMEWORK AND DISTRICT PLAN INITIATIVE				TCW					PC-PH	PPC	TC1 TC2

Dates for future meetings are subject to change.



Growth Framework and District Plans Updates

Growth Framework and District Plans

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 Districts areas spanning the Island's non-planned communities
Mid-Island District Plan adopted
Marshes and Bridge to Beach next
Developing district plans for **land use**, **policy**, and **systems**

MASTER PLAN



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

Growth Framework

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

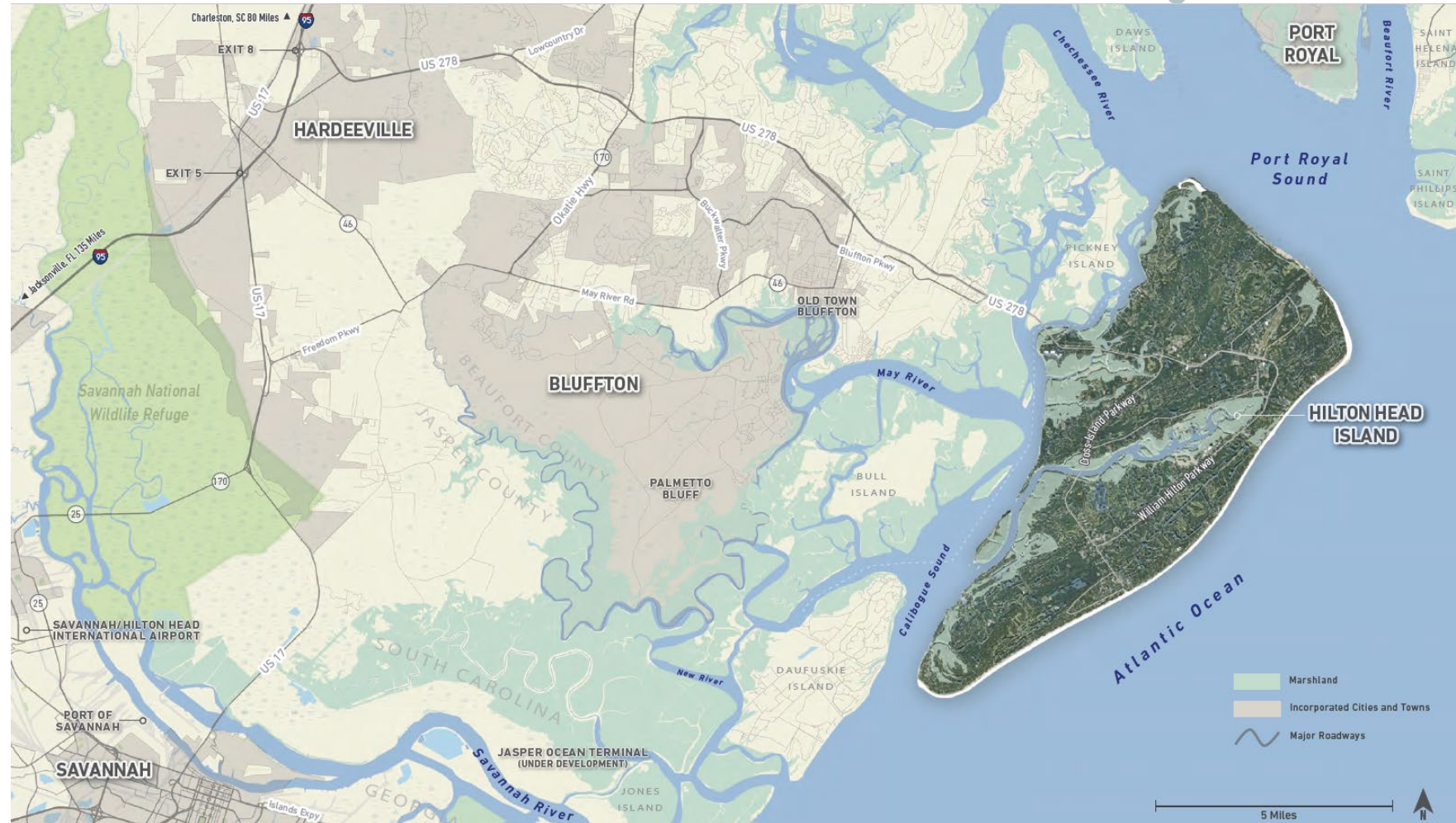
- Conserve and protect neighborhoods, environmentally sensitive areas, and the cultural legacy of the Island
- Consider the future of mixed-use, residential, and nonresidential districts as they adapt to new market forces and pressures and evolve to meet the needs of residents, business owners, and visitors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

Growth Framework Map - Regional Context

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Town of
Hilton Head Island

- Regional context includes:
 - Beaufort County,
 - Jasper County,
 - Savannah Metropolitan Area



Growth Framework - Local Context

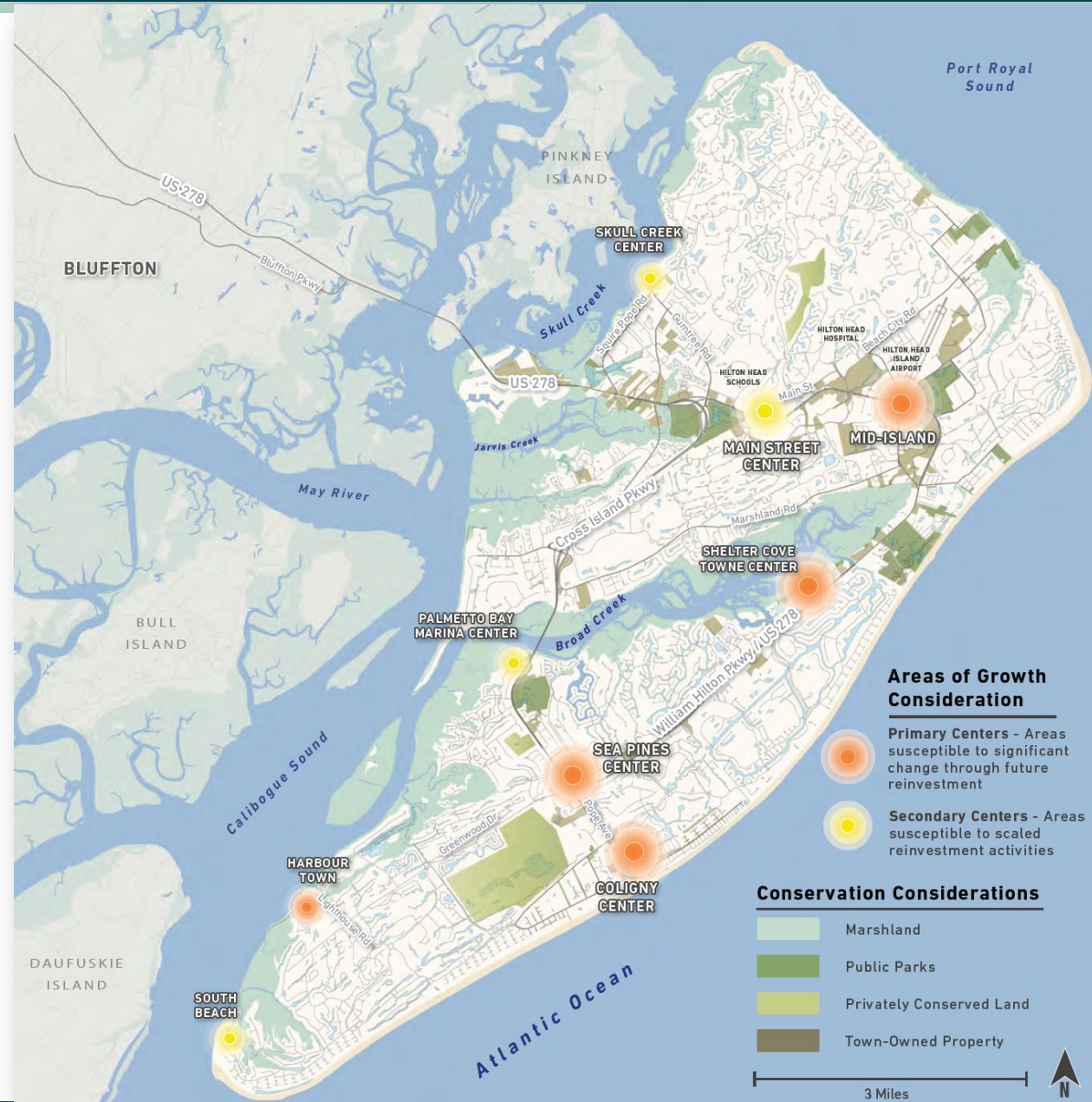
- Local context:
 - 34.5 square miles of land area.
 - Permanent population just under 40,000 residents.
 - Composite of open water channels, marshland, beaches, forested wetlands and mature trees.
 - Public Parks and Open Space, Town-Owned Property, and Private Conservation Areas make up thousands of acres of protected land area.



Growth Framework Map

Conservation and Growth Framework

The Conservation and Growth Framework map provides base direction for possible growth and redevelopment opportunities on the Island and where investment can occur.



Districts Maps

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



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



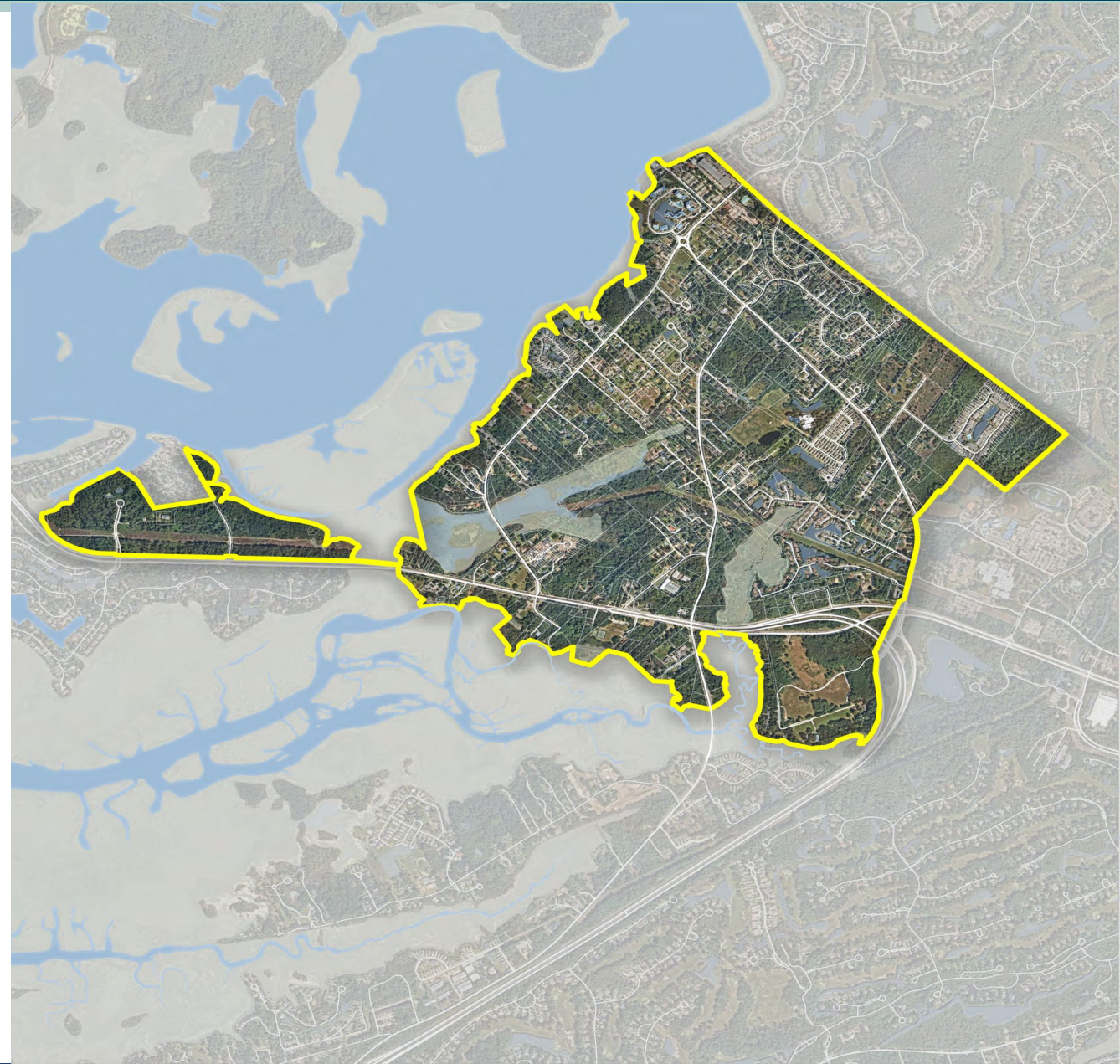
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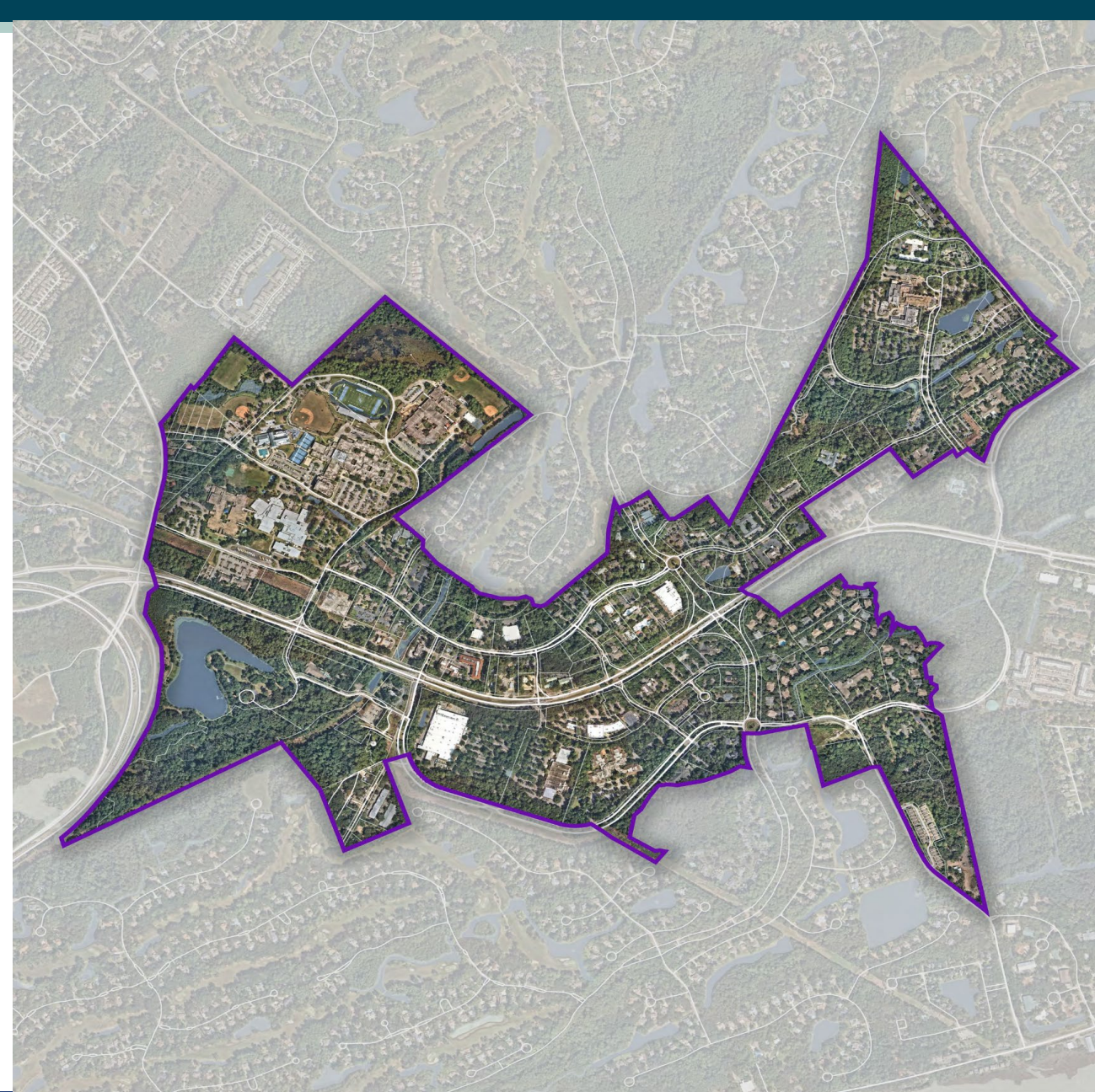
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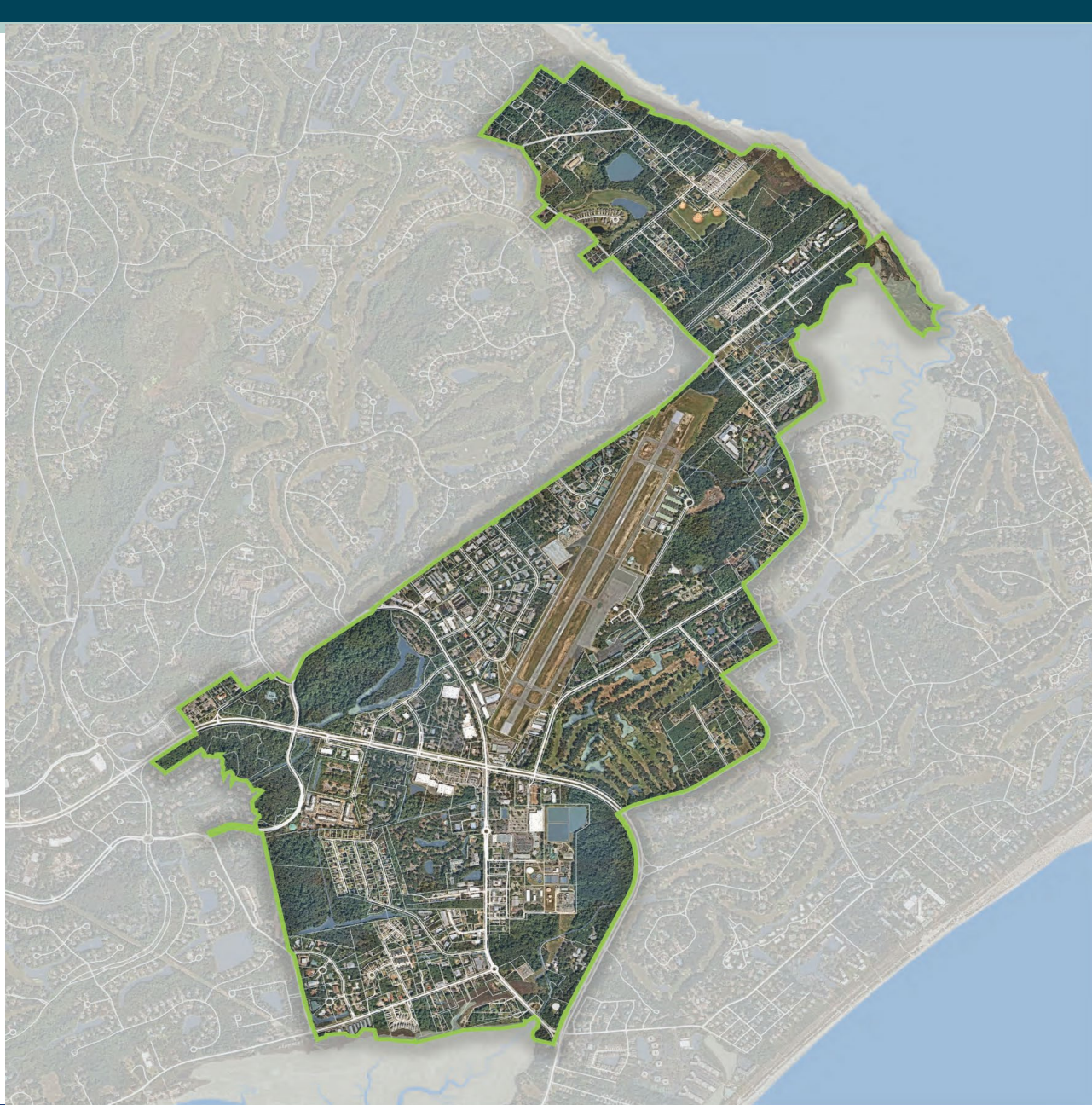
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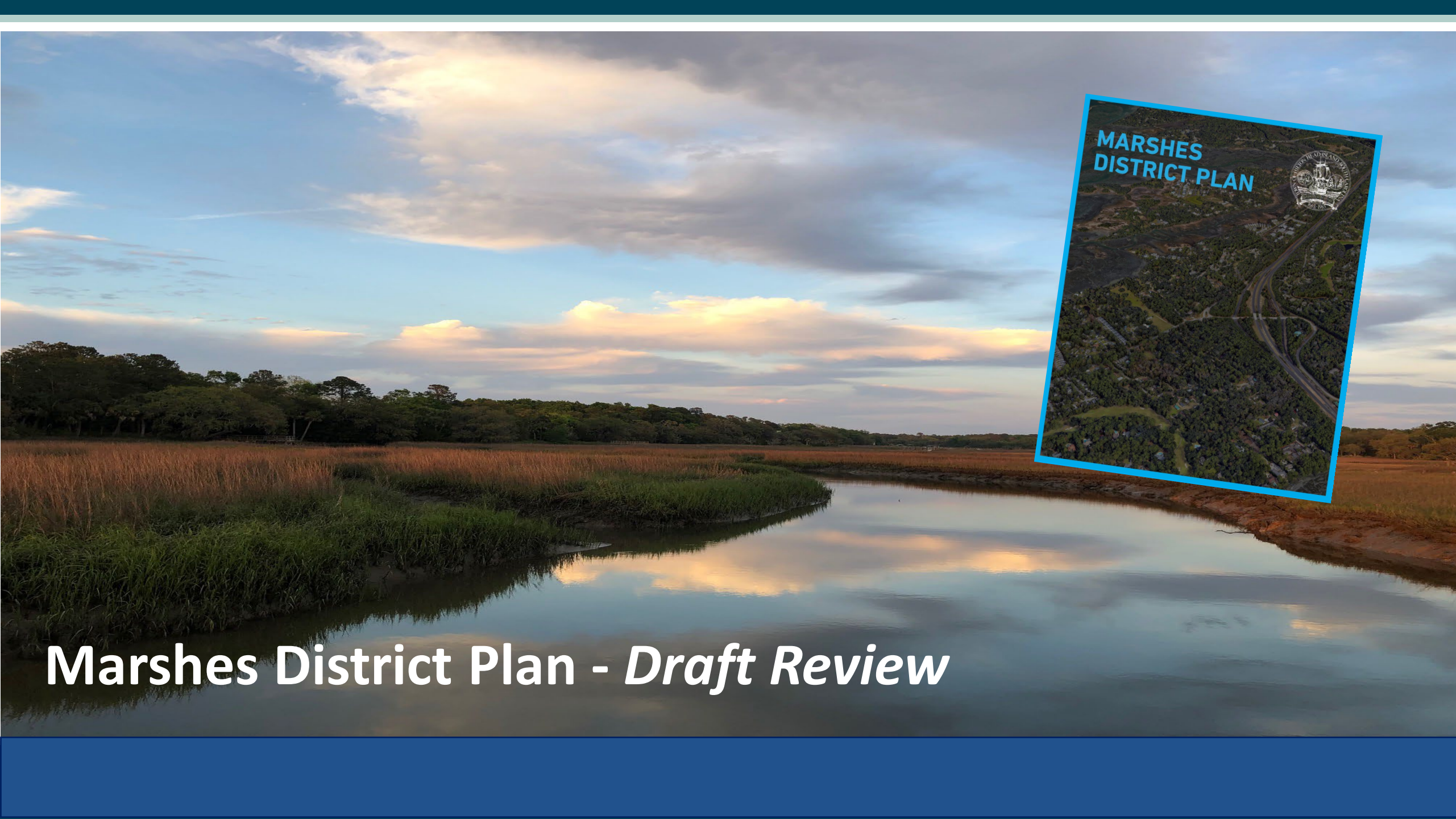
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Marshes District Plan - *Draft Review*

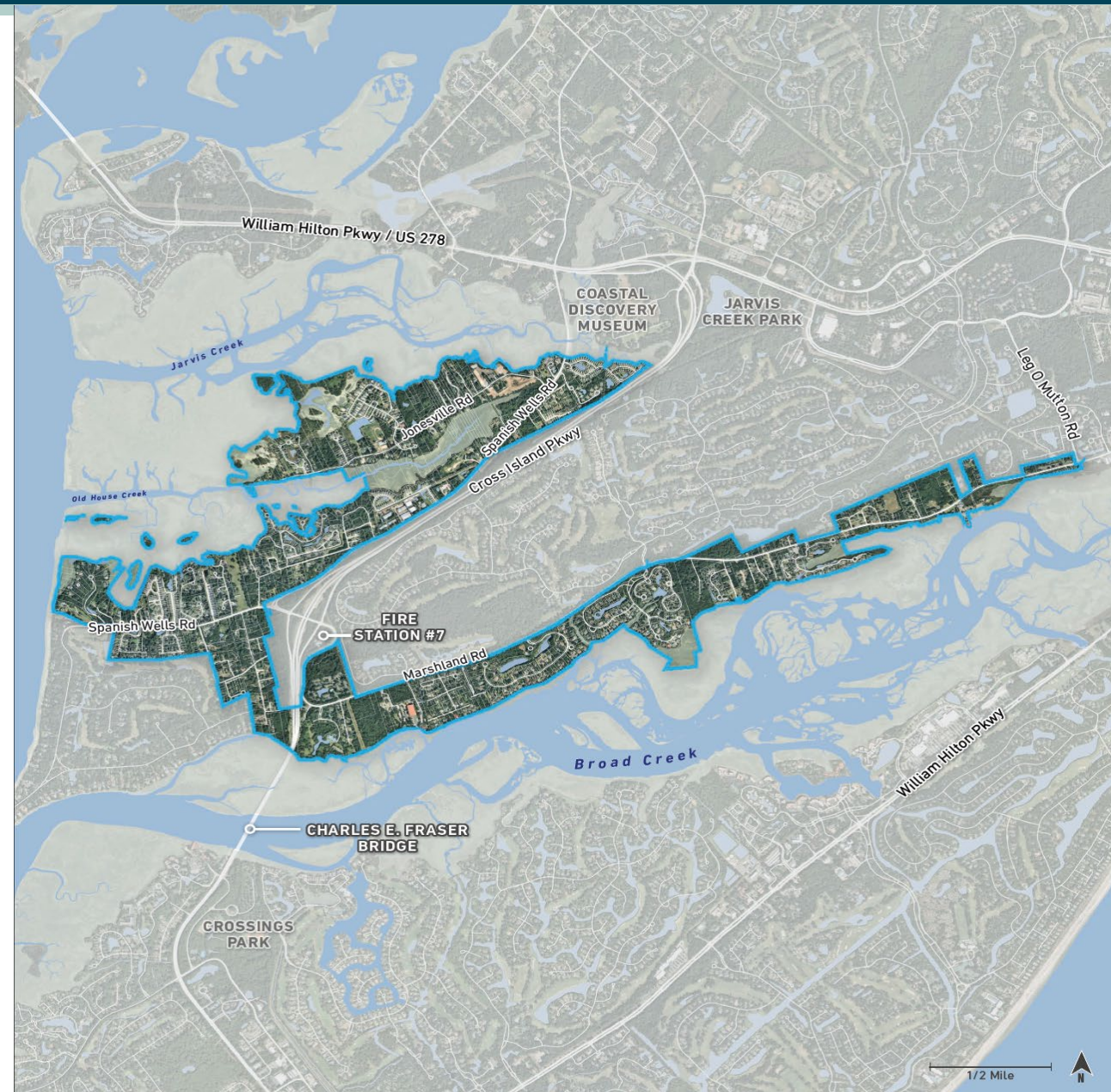
Marshes District Plan Organization

1. **Introduction** – Purpose, Process, Input and Alignment with Plans (Including coordination with Corridors Project)
2. **District Analysis** – Analysis and Key Findings
3. **Strategic Direction** - Guiding Themes, Conceptual Conservation and Investment Diagram, Future Land Use, and Streets and Pathways Plan
4. **Implementation** – Action Plan and Implementation Strategy



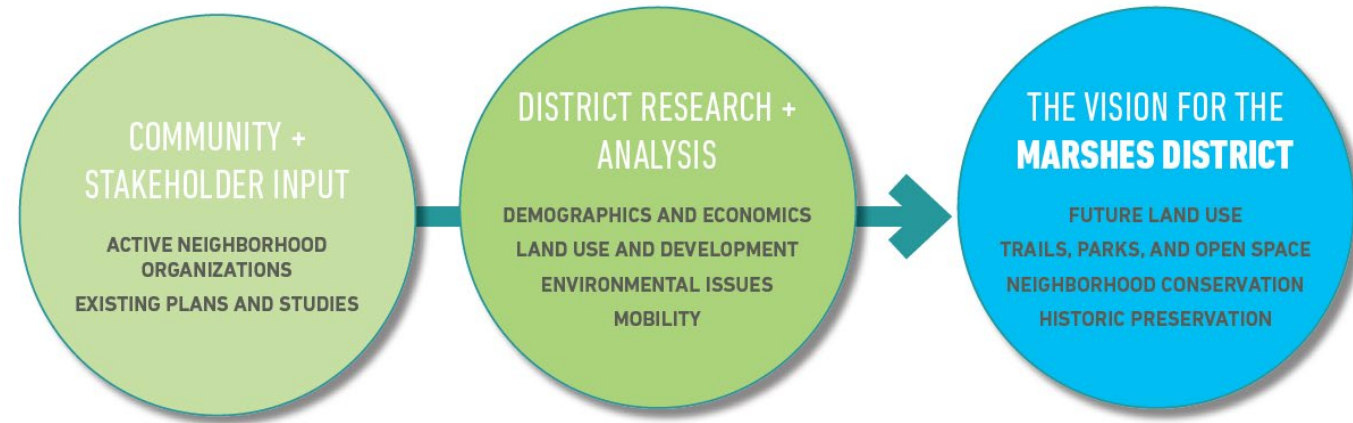
Marshes District Plan

- Bounded on the north by Jarvis Creek and on the south by Broad Creek.
- The Cross Island Parkway bisects the district from north to south.
- Spanish Wells Road and Marshland Road are the other major connections into and through the district.



District Planning Process

- Considering existing plans and studies along with new inputs.
- Aligning with Our Plan, Gullah Geechee Culture Preservation Project Report and Parks and Recreation Master Plan.
- Community conversations around the Marshes most recently subject of concern:
 - Pace and scale of development.
 - Need to "level up" development regulations.
 - Angst around the rapid rise in short-term rentals.
 - Opportunities to better connect internally and externally to pathways.
 - Additional input will be part of this process.



District Analysis

Considers:

- Demographics and Economics
- Utilities
- Road Network and Capacity
- Neighborhoods and Cultural Assets
- Natural Systems and Town-owned Property
- Multi-use Pathways
- 500-Year Floodplain
- Undeveloped and Underutilized Properties
- Zoning
- Land Use
- General Development Trends
- Residential Development Trends



District Analysis - Key Findings

- The community and neighborhoods making up the District include more full-time residents (lower median age, longer tenure, higher workforce participation, etc.).
- The area is home to a small, but important jobs and business base.
- Housing stock mixes some of the oldest structures on the Island with the largest collection of units built after 2000.
- Recent developments and homebuilding have been built at higher intensities than historic averages.
- Vacant and underdeveloped properties are factors for consideration related to future development, character and preservation.



- Old House Creek Dock and Beaufort County boat landing on Marshland Road are the only access to public parks in the District.

Demographics and Economics



2,400

DISTRICT FULL-TIME POPULATION, 2022

6%

SHARE OF TOTAL ISLAND POPULATION

+25%

POPULATION CHANGE, 2010-22

953

HOUSEHOLDS, 2022

2.52

AVG. HOUSEHOLD SIZE, 2022

700

DISTRICT FULL-TIME EMPLOYEES, 2022

89

TOTAL ESTABLISHMENTS

3%

SHARE OF TOTAL ISLAND JOBS

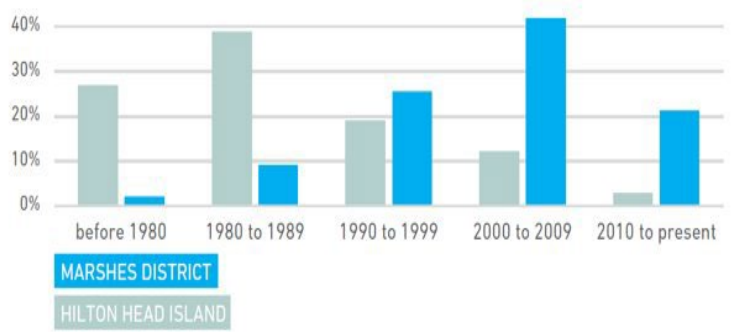
1,113

TOTAL HOUSING UNITS, 2022

\$451,000

MEDIAN HOME VALUE, 2022

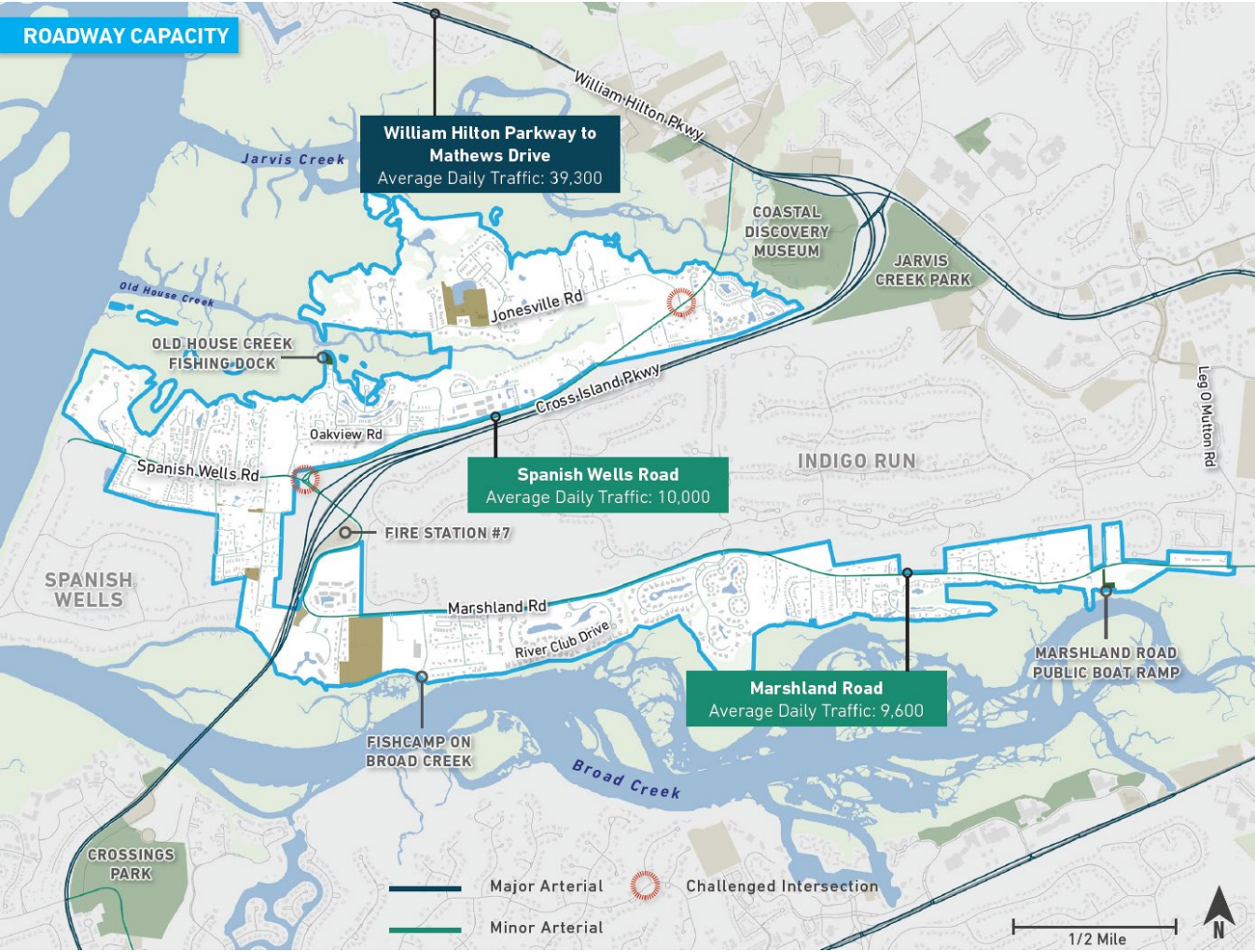
Housing Units by Year Built, 2022



Population Change by District	Pop Change, 2010-2022	Projected Pop Change, 2022-2027
TOWN OF HILTON HEAD ISLAND	1%	4%
Marshes	25%	3%
Parkway	53%	2%
Skull Creek	26%	9%
Main Street	1%	1%
Bridge to Beach	0%	4%
Mid-Island	-1%	1%
Chaplin	-6%	7%
Forest Beach	-20%	1%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

Roadway Network

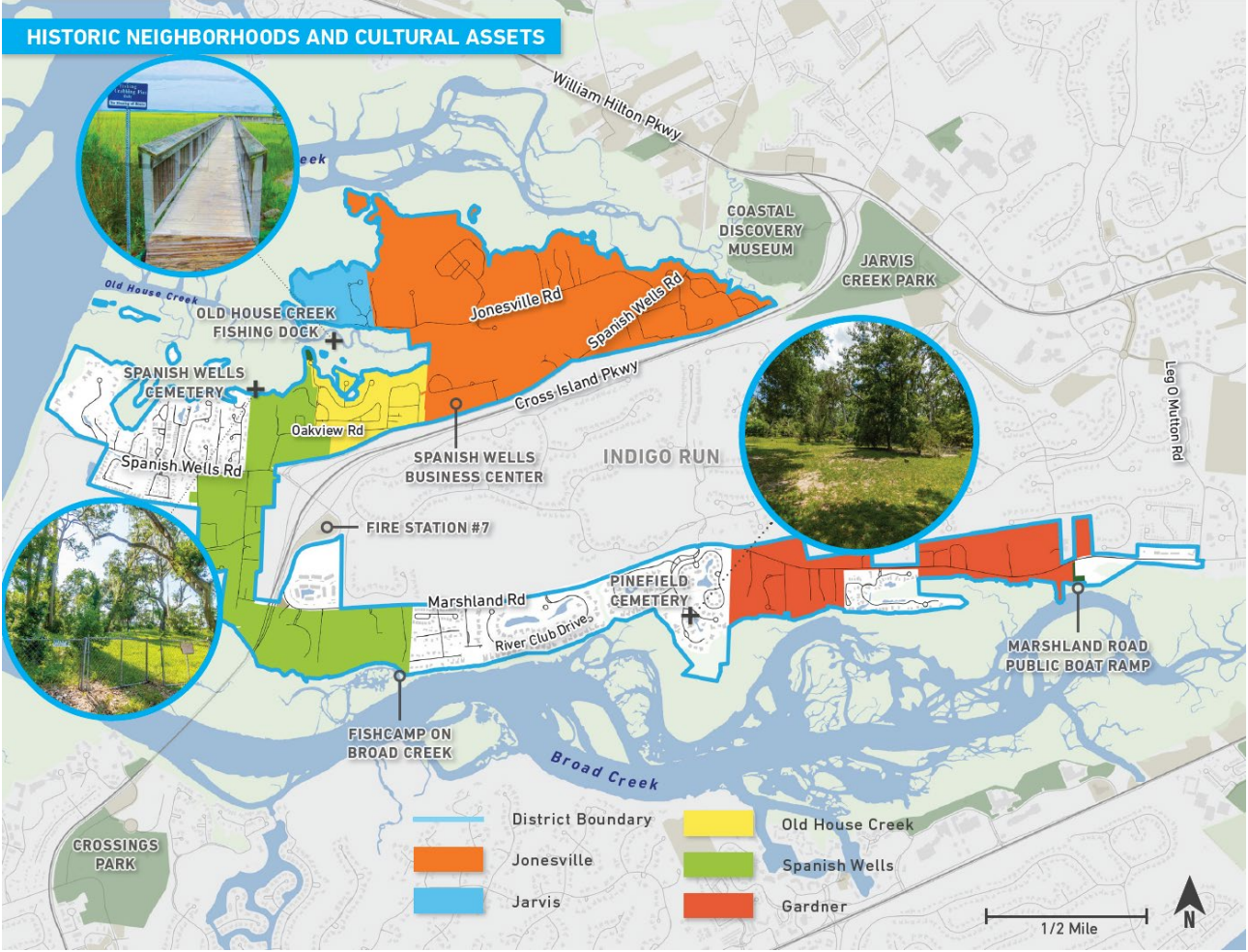


Major Intersections:

- Spanish Wells/Marshland Road
- Spanish Wells/Jonesville Road



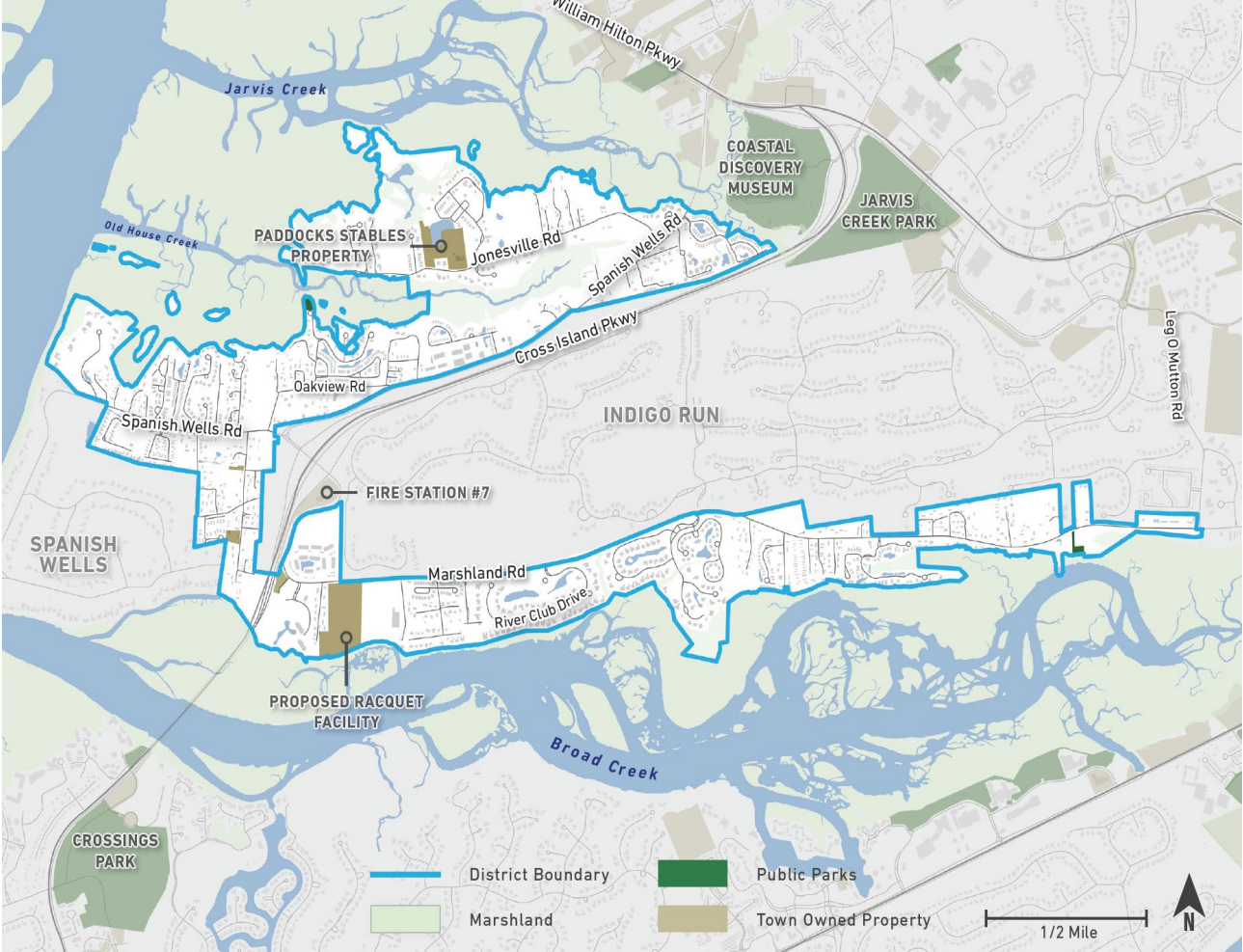
Historic and Cultural Assests



District Assets:

- Old House Creek Dock
- Marshland Road Boat Landing
- Pinefield Cemetery
- Spanish Wells Cemetery

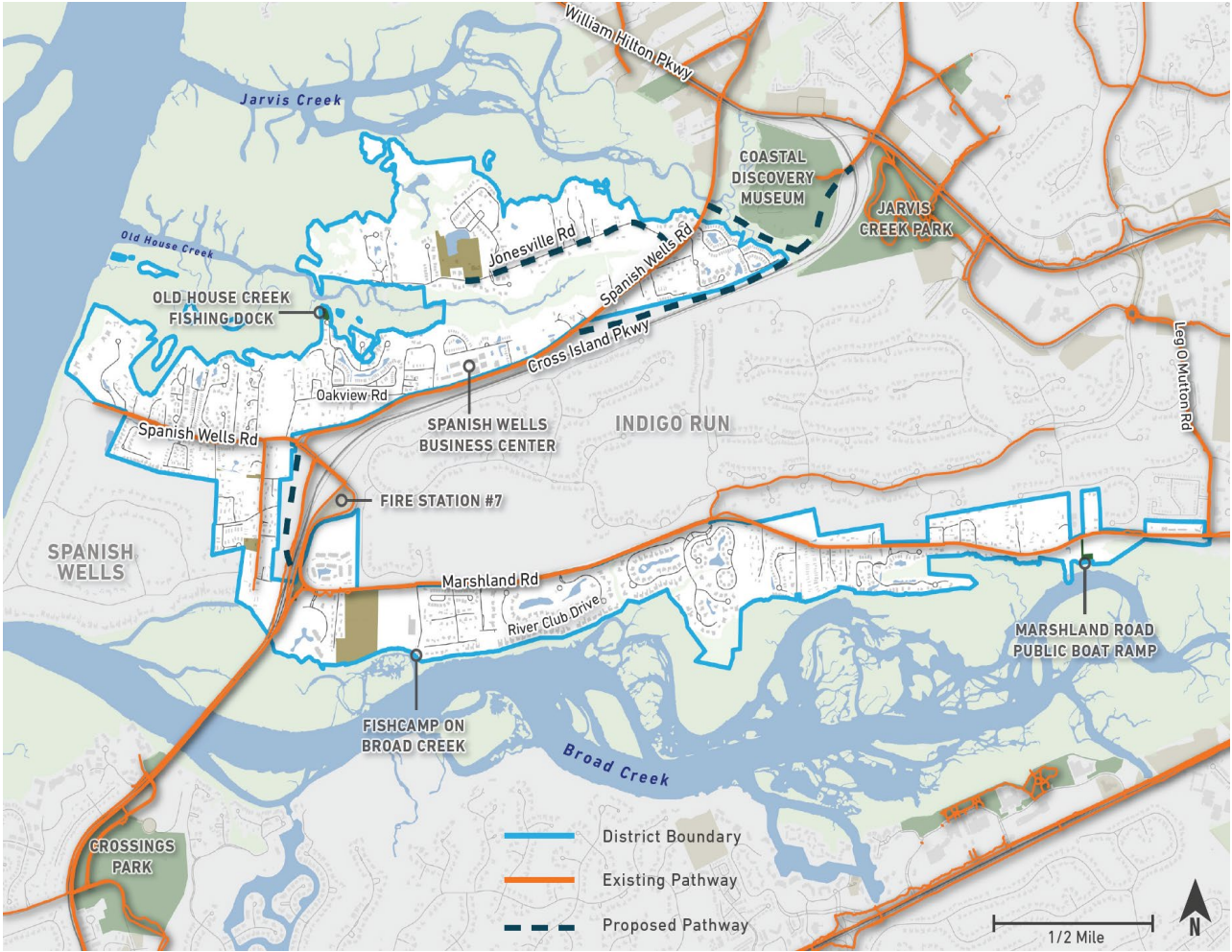
Existing Natural Systems and Town-owned Property



District Assets:

- Stables Property
- Racquet Project on Marshland
- Honey Horn (Adjacent to District)
- Jarvis Creek Park (Adjacent to District)

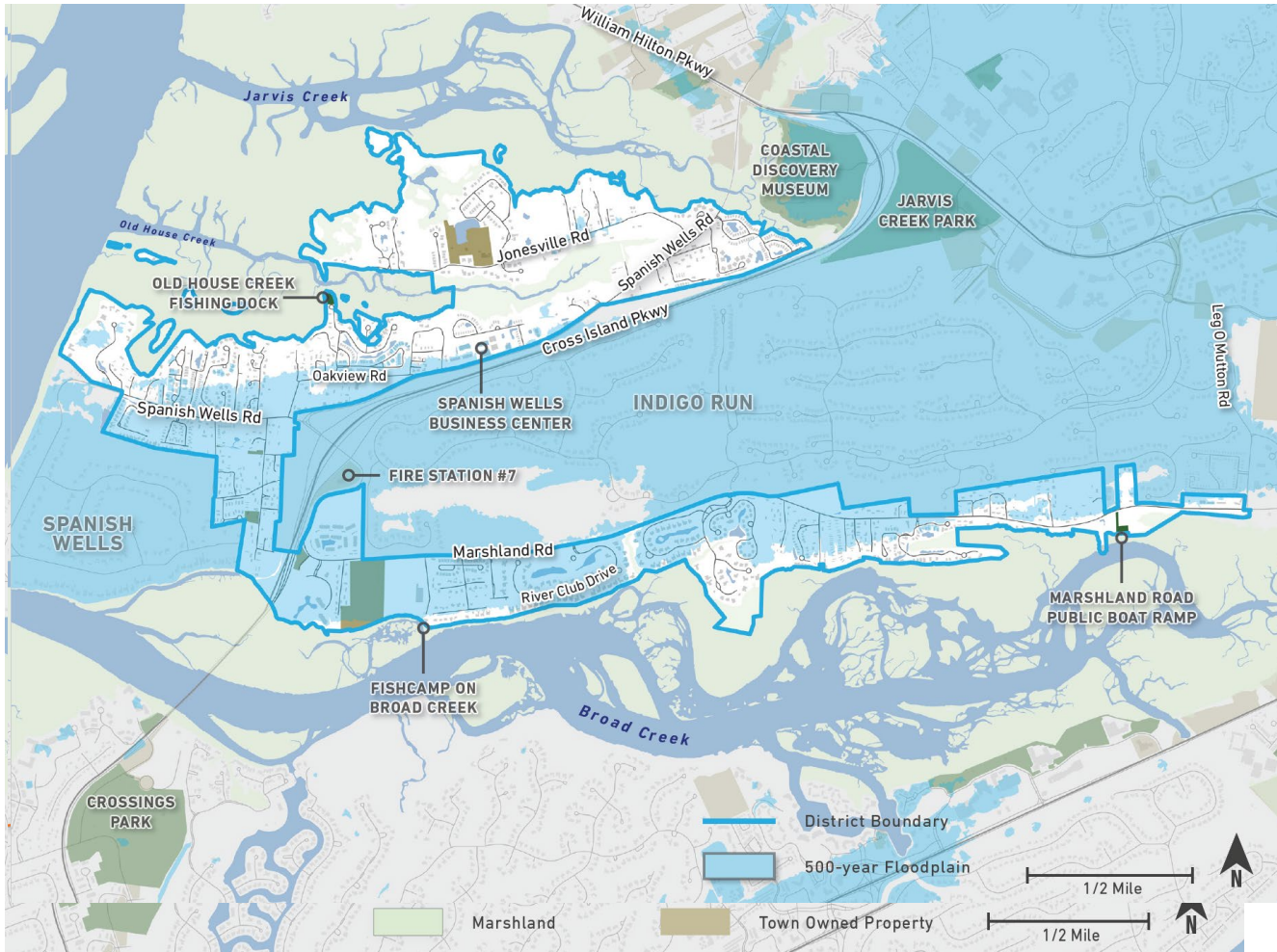
Existing Pathways



District Assets:

- Roughly 5 miles of public pathways span throughout the Marshes District.
- Existing gaps in connectivity along Jonesville Road extending west toward the historic Jarvis neighborhood.
- The Town has initiated designs and permitting for roadway improvements and a potential new pathway along Jonesville Road starting at the Spanish Wells intersection.

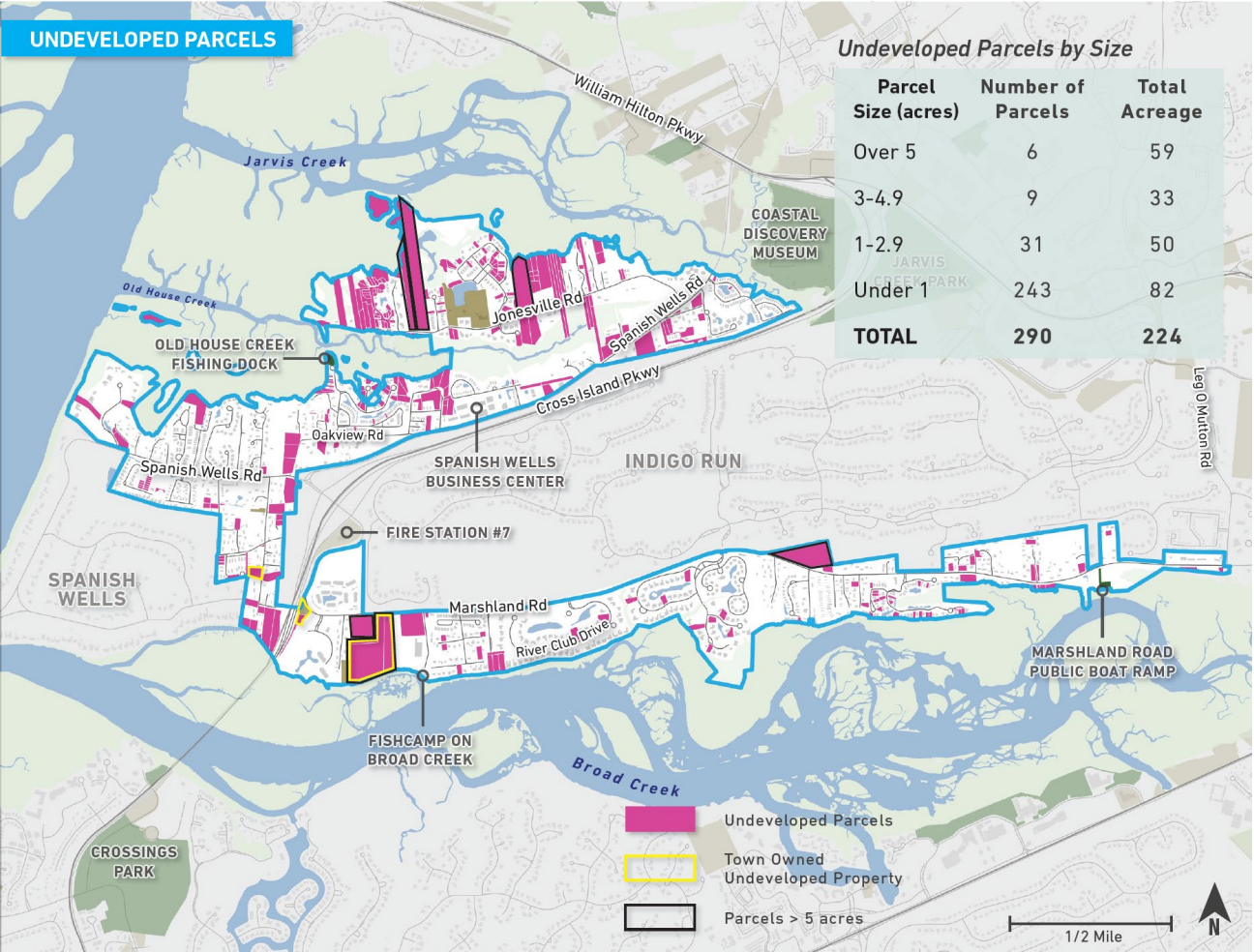
500 Year Floodplain



District Assets:

- 555 Acres within the Marshes District or 44% of the total land area falls under the 500-year floodplain.
- Areas most susceptible to flooding under this classification are most of the Spanish Wells neighborhood and the southern marshlands leading east into the historic Gardner neighborhood.
- A 500-year floodplain identifies areas with a 0.2% (or 1 in 500) annual chance of flooding.

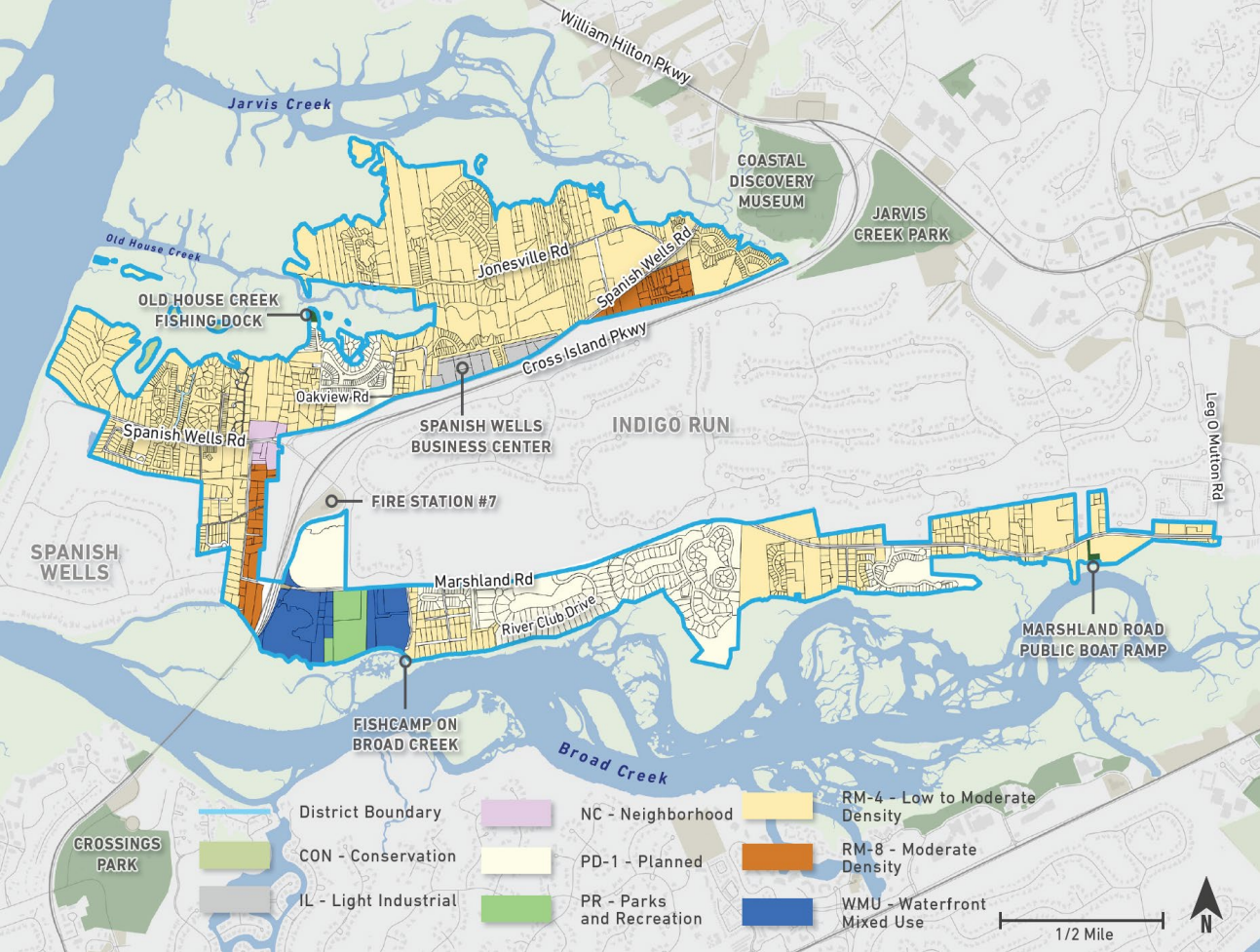
Undeveloped and Underdeveloped Parcels



District :

- There are 290 undeveloped parcels, accounting for 16% of the total parcels in the Marshes District.
- Underdeveloped sites are susceptible to redevelopment with the additional risk of cultural displacement.
- There are around 50 acres of underdeveloped property in the District that could take advantage of higher density permissions (up to 8 units per acre) permitted in RM-4 district.

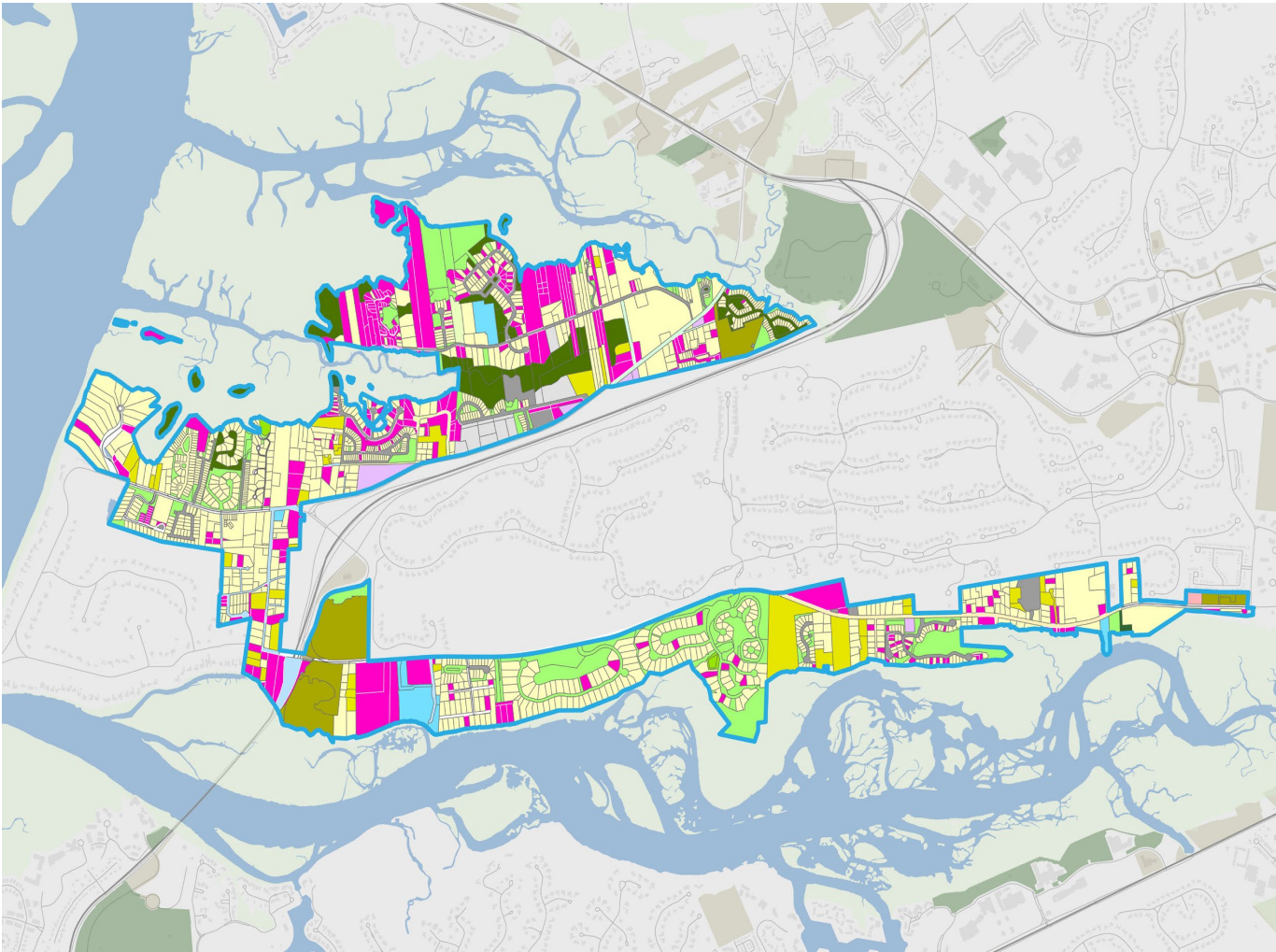
Existing Zoning



District :

- The Marshes District is primarily zoned residential with more than two-thirds of the land area designated RM-4 or Low to Moderate Density Residential District.

Existing Land Use



- District Boundary
- Single-Family and Mobile Home (1,222 Parcels)
- Multi-Family Mobile Homes (41 Parcels)
- Multi-Family (11 Parcels)
- Retail/Services/Sales (8 Parcels)
- Religious Institution and Community Service (6 Parcels)
- Light Industrial (6 Parcels)
- Utility and Vehicle Service (ROW) (33 Parcels)
- Open Space and Park-Active Recreation (45 Parcels)
- Residential Open Space and Golf Course (135 Parcels)
- Agriculture (1 Parcel)
- Cemetery (3 Parcels)
- Other (2 Parcels)
- Undeveloped (292 Parcels)

Development Trends

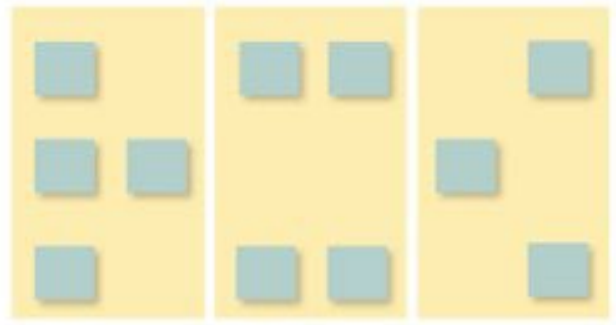
Historic Neighborhood Pattern - RM4



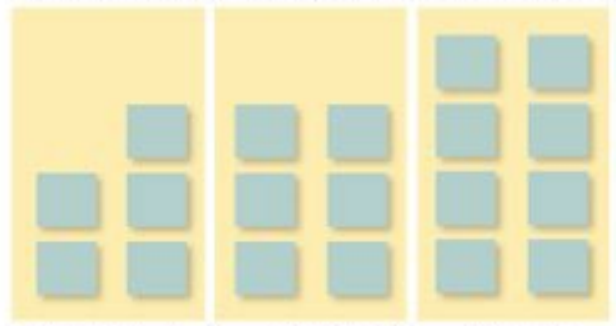
Contemporary Neighborhood Pattern - RM4



Historic RM-4 Development Pattern



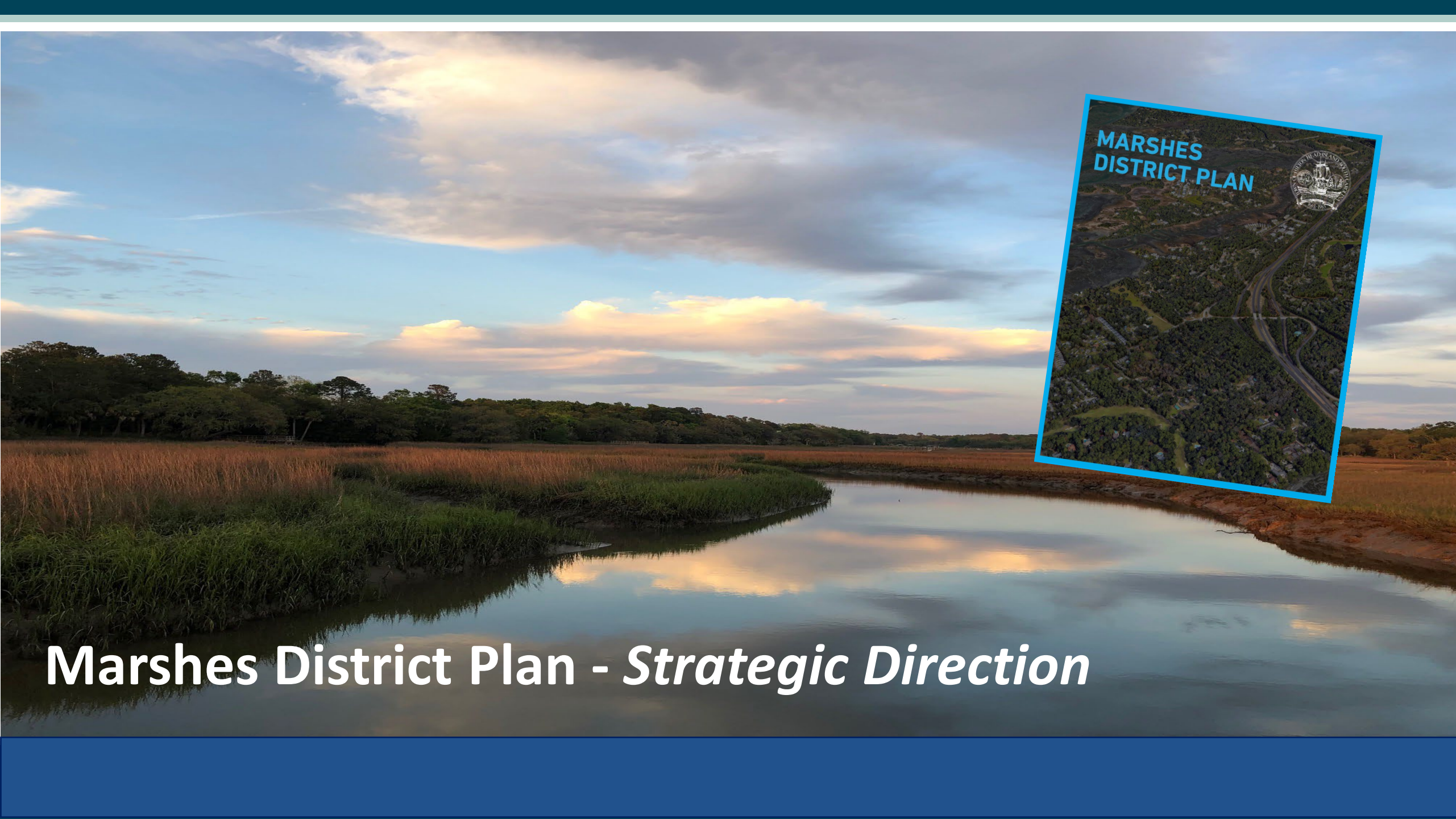
Allowable RM-4 Density: 8 Dwelling Units*



*4 DUs for lots less than 3 acres, 6 DUs for lots 3-5 acres, 8 DUs for lots greater than 5 acres.

District :

- 93.5% of land areas within the Marshes District are zoned for residential.
- Historic residential patterns are less dense compared to contemporary development. Diminishing land resources and rising costs are driving maximum density projects with slimmer profit margins.
- The net effect is smaller lots and more units developed within less regular sites in terms of overall shape and size.

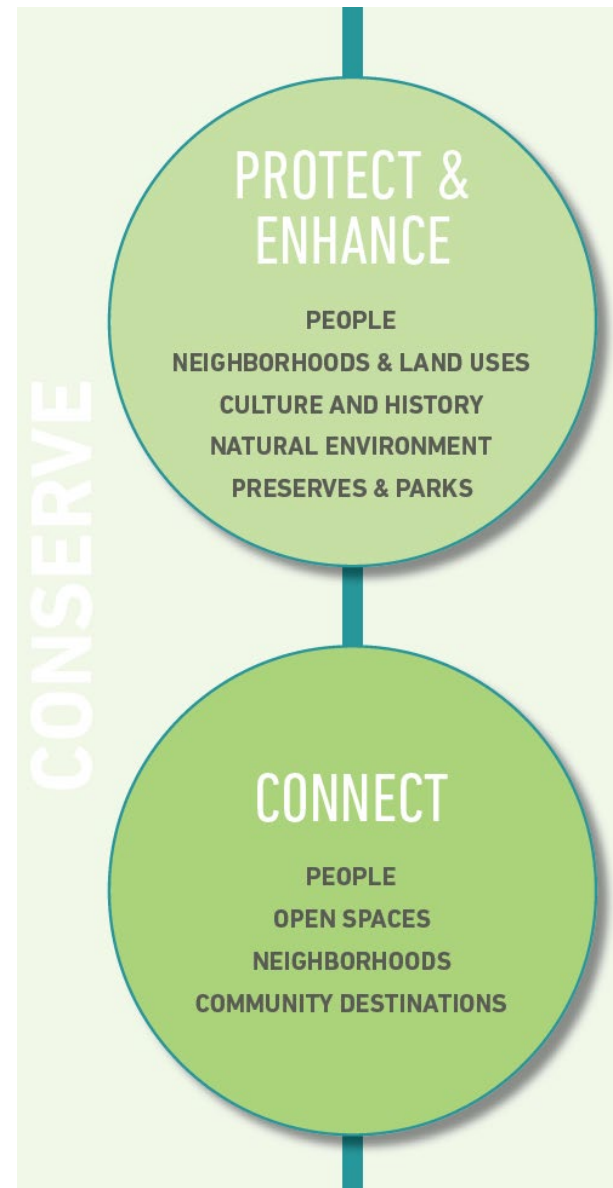


Marshes District Plan - *Strategic Direction*

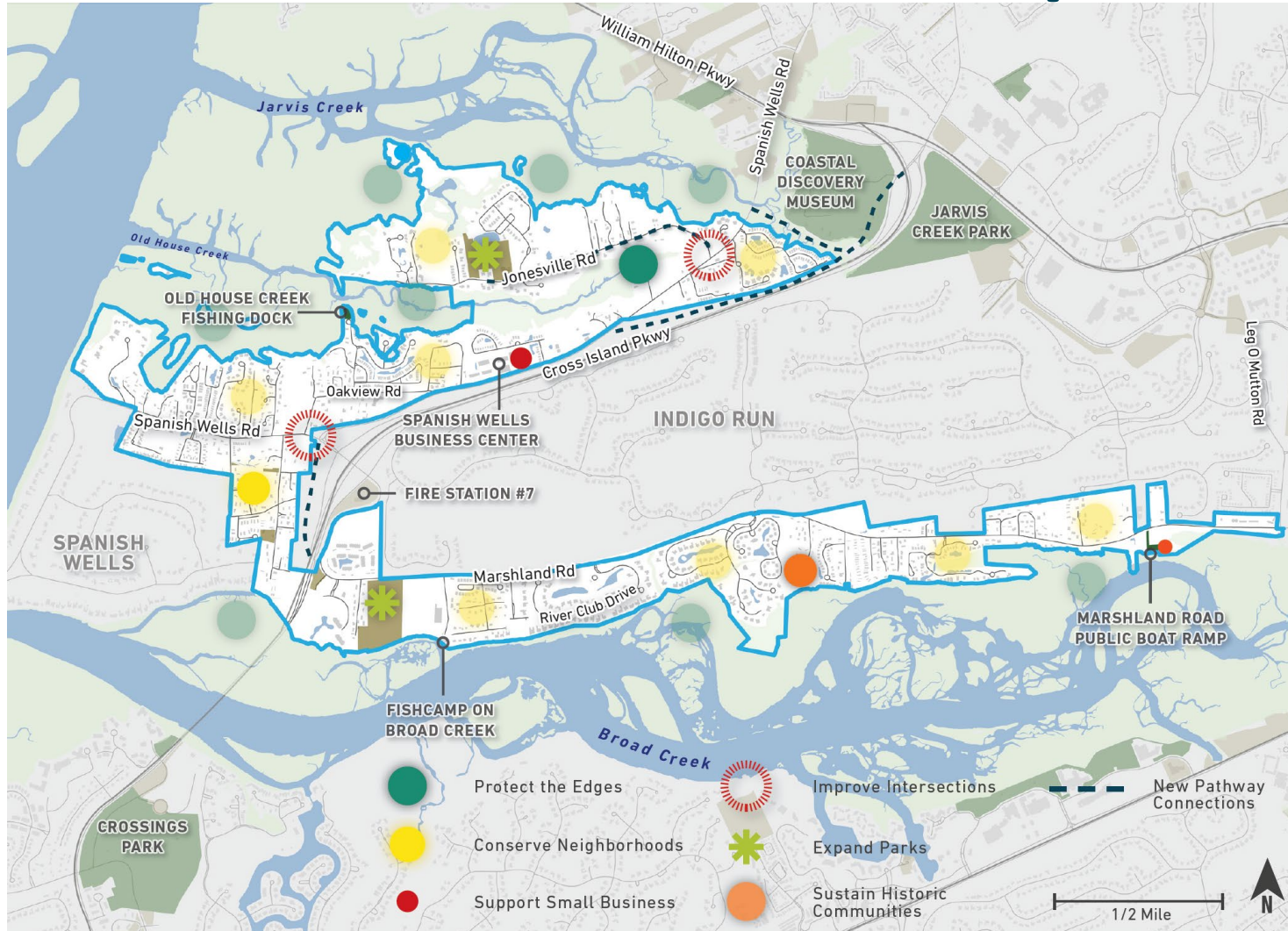


Strategic Direction

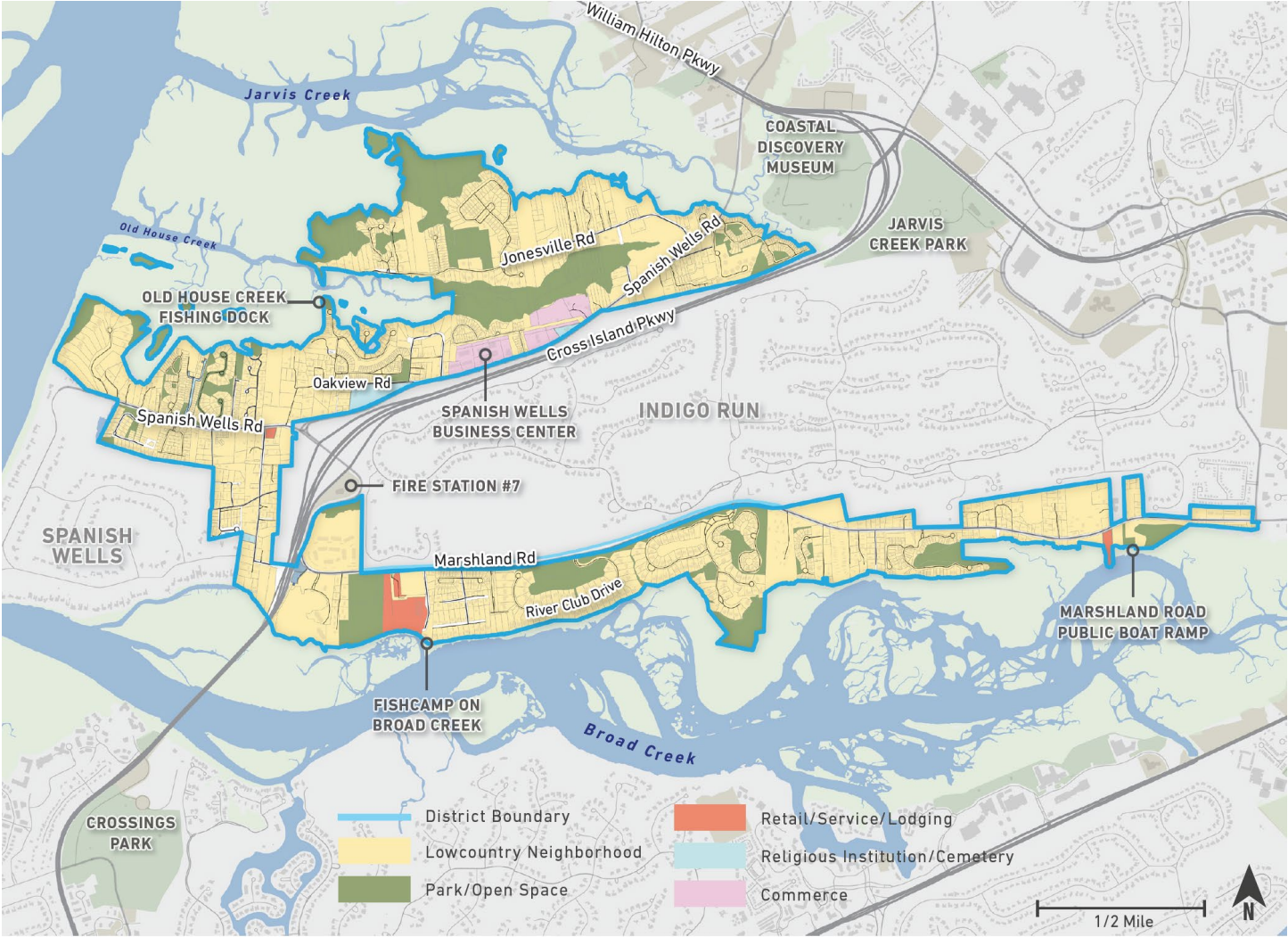
- 1. Protect and Enhance.** The plan will honor people and place by protecting and enhancing the neighborhoods, the culture and history, the natural environment, the preserves and parks, and the overarching character of the Marshes District and the Town. It will do so by investing in new parks, pathways, and open spaces, protecting the character and charm of existing neighborhoods, and sustaining the District's culture, history, and people.
- 2. Connect.** The plan will connect people, open spaces, neighborhoods, and community hubs through a network of pathways, sidewalks, and complete streets.



Conservation and Investment Concepts



Future Land Use



Future Land Use

Lowcountry Neighborhood



Uses Single Family
Historic properties include mobile or modular residences, family compounds, home-based businesses

Density Family Compounds / Subdivisions*:
6 dwelling units per net acre or less
All other Residential: 4 dwelling units per net acre or less

Height 1-2 stories; 35 feet

Lot Requirements Flexibilities in site design for Family Compounds / Subdivisions.

Future Land Use

Commerce



Uses Commercial Support Services, Warehousing, Light Manufacturing

Density Max. GFA: 25,000 sqft, FAR at or below 0.4

Height 1-2 stories; 35 feet, or below existing tree canopy

Future Land Use

Retail/Service/Lodging



Uses Retail, restaurant, services,

Density Determined by design and performance standards

Height 1-2 stories; 35 feet, or below existing tree canopy

Future Land Use

Parks and Open Space



Uses	Parks, Passive Recreation, Active Recreation, Preservation
Density	N/A
Height	1 story, 30 feet

Future Land Use

Religious Institution/Cemetery



Uses Office, Institutional,
Open Space

Density Max. GFA: 25,000 sqft,
FAR at or below 0.4.

Height 1-3 stories; 45 feet

Future Land Use

Religious Institution/Cemetery

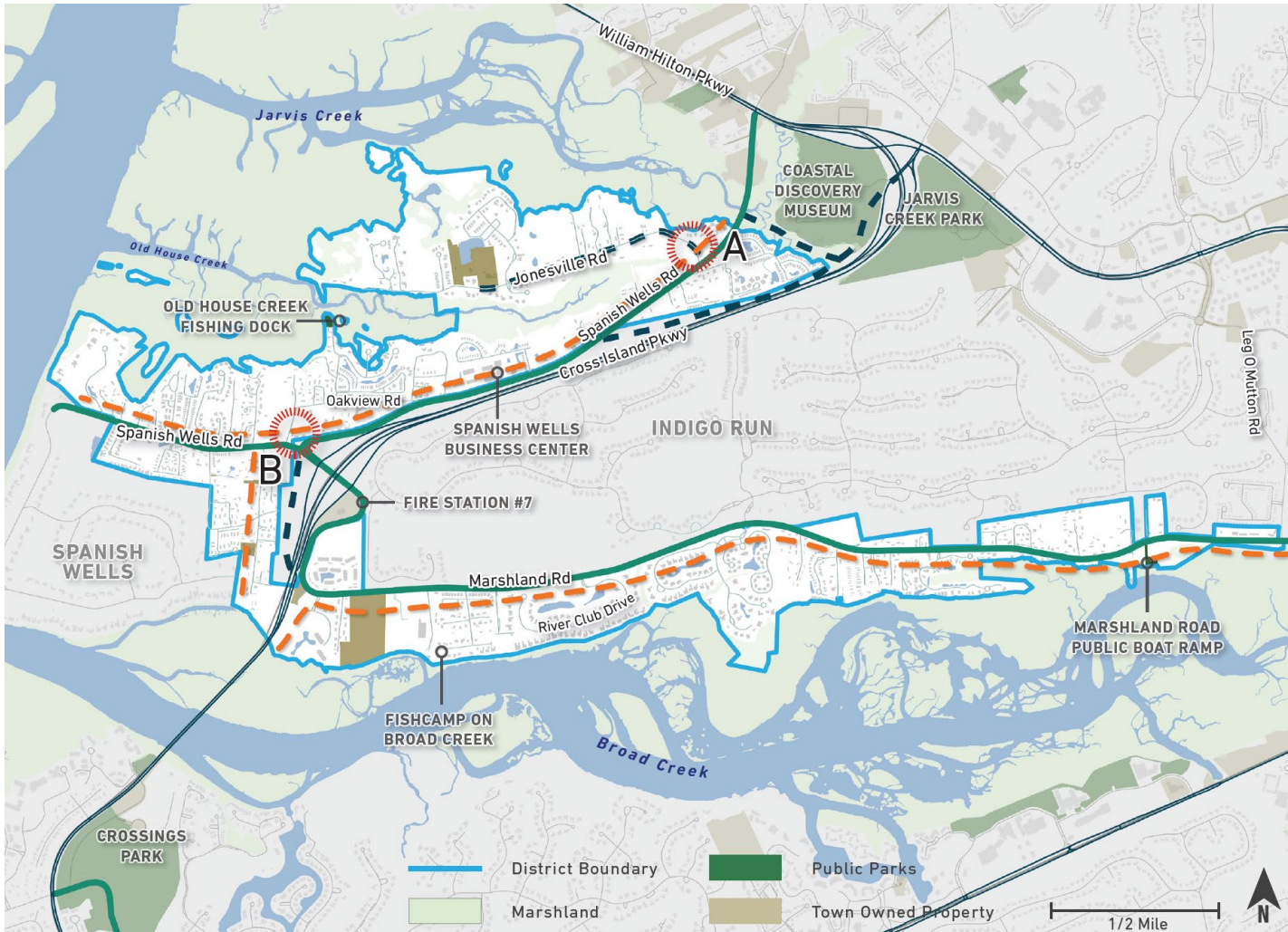







Uses Office, Institutional,
Open Space

Density Max. GFA: 25,000 sqft,
FAR at or below 0.4.

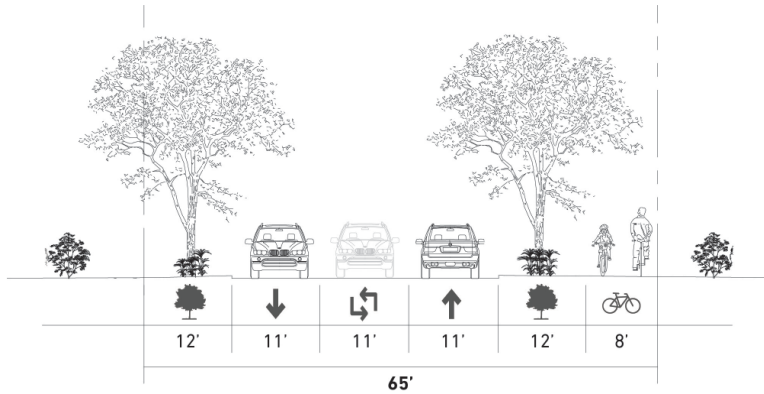
Height 1-3 stories; 45 feet

Streets and Pathways



-  Intersection Improvements
-  Potential Multi-use Pathway
-  Existing Multi-use Pathway
-  Collector Road Typology
-  Local Road Typology

Street Typology



Marshland Road

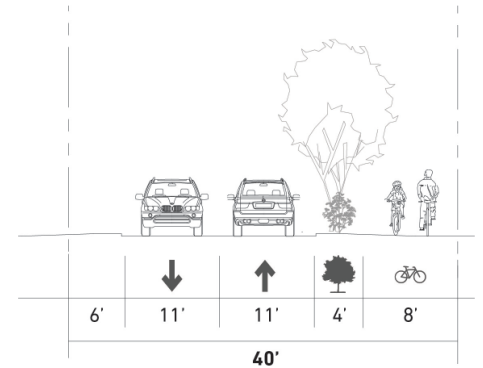
Marshland Road should emphasize pedestrian crossings, landscaping buffers, and access management. A consistent section would include 60ft of right-of-way, landscape buffers, and a pathway.

Spanish Wells Road

Spanish Wells Road is a critical collector street for District residents as it bypasses William Hilton Parkway and services its neighborhoods. Its 65 foot right-of-way width allows for a full-width pathway. Additional improvements should include landscape buffers.

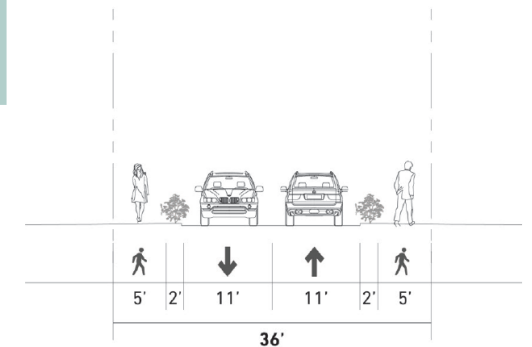
Jonesville Road

Jonesville Road, a two-lane local road with 35 to 40 feet of right-of-way, is being upgraded with a pathway that connects to Spanish Wells Road. Adding an 8ft landscape buffer between the driving lane and the pathway would enhance the pedestrian experience and improve safety.



Local Streets






For any future subdivisions in the Marshes District, sidewalks are a priority and essential components of all newly constructed local roads. Additionally, integrating street trees within the median separating the driving lane and the sidewalk would enhance the overall design and pedestrian connectivity.



District Planning Outcomes

- Nine Strategic Actions
- Associated Tactics
- Timeframes- Short term, long term and continuous
- Responsibility - Captain/Budget/Project Manager
- Partners - Necessary collaborators




KEY

- 0-1 year 
- 1-3 years 
- 3-5 years 
- 5+ years 
- Continuous 



ACTION PLAN

Implementation Strategy

STRATEGIC ACTION AND TACTICS	TIME FRAME	RESPONSIBILITY	PARTNERS
<i>A. Align LMO (Land Management Ordinance) Provisions to the Intent of the Lowcountry Neighborhood Character Area</i>			
A1 Consider removing “sliding scale” density provisions and establish a consistent dwelling unit density (4 units per acre) requirement regardless of parcel size, with exceptions for family compounds and family subdivisions.		Community Development	PC, PPC, TC
A2 Consider whether alternative existing base zoning designations (such as RSF zones) in the Town’s current LMO better align with the existing development scale of historic neighborhoods.		Community Development	PC, PPC, TC
A3 Introduce floor area ratios as a new tool for evaluating compliance to base zoning district requirements, similar to provisions included in existing neighborhood overlays, to encourage a scale consistent with residential structures that attract year-round occupants.		Community Development	PC, PPC, TC

Marshes District Action Plan A

Align Land Management Ordinance (LMO) provisions to the intent of the Lowcountry Neighborhood Character Area

- Six tactics focused on land use, development regulations and enforcement:
 - Consider zoning alternatives and densities
 - Development regulations for scale of residential structures
 - Specific land use and criteria
 - Performance standards
 - Review enforcement procedures

Historic Neighborhood Pattern - RM4



Contemporary Neighborhood Pattern - RM4



Marshes District Action Plan B



Bolster guidelines and introduce standards with respect to Lowcountry residential architecture.

- Four tactics focused on design review and regulations:
 - Develop clear standards for Lowcountry character that reflects long-standing neighborhoods
 - Incorporate critical design guidelines into the LMO
 - Consider design review alternatives
 - Use design standards to promote more sustainable and resilient land use



Marshes District Action Plan C

Address and amend subdivision regulations to match the intention of Lowcountry neighborhood characteristics.

- Eight tactics focused on access management, aesthetics and overall site design:
 - Require sidewalks
 - Reevaluate zero lot line subdivisions
 - Consider buffer standards and adjacent uses
 - Re-align open space requirements
 - Evaluate environmental and historic protections for subdivisions
 - Clear setback requirements
 - Improve access management and connectivity
 - Eliminate LMO loopholes



Marshes District Action Plan D



Expand parks and open space options throughout the district.

- Four tactics focused on recreation, open space and connectivity to these assets:
 - Build the Racquet Facility
 - Consider public uses for the Paddocks Stables property
 - Identify other opportunities for parks, open space and marsh access
 - Expand sidewalk and pathway connections to improve access to parks and cultural sites



Marshes District Action Plan E



Extend and improve multi-use trails.

- Seven tactics focused on expanding public pathways and connectivity to parks:
 - Build pathway along Jonesville Road
 - Build connection between Spanish Wells Road and Jarvis Creek
 - Study pathway improvements and connections between destinations
 - Prioritize connections to nearby parks
 - Consider future facilities and connectivity needs
 - Plan for adequate bike parking
 - Implement Corridor Systems recommendations

Trails & Pathways



Marshes District Action Plan F



Monitor and manage short term rentals in the district.

- Three tactics focused on monitoring and evaluating the impacts of short-term rentals:
 - Study visitor to resident ratio
 - Study the need to limit the number of permits for short-term rentals
 - Continue to monitor for compliance with existing regulations



Marshes District Action Plan G



Support historic neighborhoods.

- Nine tactics focused on implementing the Gullah Geechee Culture Preservation Project Report:
 - Adopt uniform density standards
 - Allow 6 dwelling units per acre for Family Compounds and Family Subdivisions
 - Calibrate setback and buffer regulations
 - Allow for neighborhood commercial, home business opportunities as well as mixed use and gentle infill
 - Proactively monitor tax-vulnerable properties
 - Update survey of heirs' property



Marshes District Action Plan H

Continually address access, safety, and congestion.

- Three tactics focused on monitoring and evaluating roadway and pathway conditions:
 - Study improvements for major intersections:
 - Jonesville/Spanish Wells
 - Marshland/Spanish Wells
 - Continue to monitor capacity.
 - Identify alternative roadway connectivity to address access, safety and congestion.



Marshes District Action Plan I



Increase the resilience of the Marshes District.

- Three tactics focused on monitoring and evaluating stormwater conditions:
 - Integrate future recommendations from resiliency planning efforts
 - Updates stormwater monitoring and LMO requirements



Next steps

- Implement communications and engagement plan
- Finalize draft
- Integrate into full Growth Framework and Master Plan
- Integrate with ongoing LMO amendment process





MASTER PLAN

Town of
Hilton Head Island

Questions & Thank you!