

Workforce Housing Framework Update

Finding Home

Our Goal:

The Workforce Housing Framework aims to provide the Town and municipal leaders with specific strategies and defined actionable tactics that address both the need for housing preservation and new production. The Workforce Housing Framework is the foundational document pulled from the 2019 Strategic Workforce Housing Plan and the Town’s 2020 Our Plan to uplift specific strategies that can be prioritized and implemented over the next 24 months.



The Town is Committed to Workforce Housing Solutions.



Workforce Housing
Households should spend no more than 30% of their income on housing.

THE FRAMEWORK IS FOCUSED ON 4 CORE PILLARS:

1

COMMUNITY PILLAR

Engage, collaborate, and inform the community on housing challenges, and identify community-led housing programs and solutions.

2

PLANNING PILLAR

Create a social, political, and economic environment that stimulates workforce housing through planning, policy making, and programming.

3

MANAGEMENT PILLAR

Establish a management program and policies to advance workforce housing opportunities.

4

REVENUE PILLAR

Provide a consistent, sustainable, and multi-sourced revenue model for funding workforce housing initiatives and partnerships.

COMMUNITY PILLAR

ASSET MAPPING:

New

- The Town completed an asset map in partnership with the Beaufort Jasper Housing Trust. The map includes various housing-related community partners, nonprofits, local and state agencies, and a list of local churches.
- The asset map will be updated continuously to include new partners and resources identified in the future.

HOUSING ACTION COMMITTEE (HAC):

New

- In May, the Town Council approved the creation of a Housing Action Committee.
- The Town is requesting applications from interested and qualified candidates to serve on the committee. It will include up to 11 members that possess expertise from various backgrounds, including but not limited to workforce housing, real estate, development, social services, nonprofits, philanthropy, employers, and representatives that may live in workforce housing.
- Interested candidates may apply here: www.hiltonheadislandsc.gov/boards/hac

ANTI-DISPLACEMENT PLAN:

New

- The Town is drafting an Anti-Displacement and Support Plan to define strategies and actions to help preserve housing.
- The Town plans to work with the Housing Action Committee to further coordinate and prepare.

MANAGEMENT PILLAR

WORKFORCE HOUSING PROGRAM MANAGER:

- The Town is actively recruiting for a Workforce Housing Program Manager to support the implementation of the Town's Workforce Housing Framework.
- Candidate review and interviews are underway.

PLANNING PILLAR

TOWN LAND ANALYSIS:

- The Town has reviewed all Town-owned land to determine what properties could be eligible for workforce housing.
- The Town approved the acquisition of 7.19 acres of land.

NORTHPOINT:

- The Town released an RFQ and an RFP to select a development partner to support a workforce housing development project on Town-owned land.
- The Town Manager anticipates awarding the RFP to the Town's preferred development partner in June.

HABITAT FOR HUMANITY:

- Town staff met with the Hilton Head Regional Habitat for Humanity about the expansion of additional sites for workforce housing.

TOWN TOOL KIT:

- The Town plans to review existing zoning ordinances to revise and implement new strategies to incentivize developers to develop and preserve workforce housing.
- Efforts will include considering changes to the current density bonus and commercial conversion programs in the Land Management Ordinance.

REVENUE PILLAR

REGIONAL HOUSING FUND:

New

- The Town is a partner in the Beaufort Jasper Housing Trust.
- The Housing Trust requested applications for interested developers for their first funding round in May. Over \$7.5 million was requested for projects across the region. The Housing Trust will make funding decisions by August, pending project readiness.

\$3.3M COMMITTED:

New

- In June, Town Council approved \$3.3 million to launch a new Housing Fund to support workforce housing initiatives within the Town.