



TOWN OF HILTON HEAD ISLAND

Community Development Department

TO: Stephen G. Riley, ICMA~CM, *Town Manager*
VIA: Charles Cousins, *AICP, Director of Community Development*
VIA: Shawn Colin, *AICP, Deputy Director of Community Development*
FROM: Teri Lewis, *AICP, LMO Official*
CC: Jennifer Ray, *ASLA, Planning and Special Projects Manager*
CC: Marcy Benson, *Senior Grants Administrator*
DATE: October 4, 2017
SUBJECT: Workforce Availability -Town Council Key Priority – Housing
Recommendations

Recommendation: That Town Council review and consider approving next steps as recommended by the Public Planning Committee at its meeting on September 28, 2017 to address the housing portion of Town Council's Key Priority: Workforce Availability.

PPC Recommendations - Immediate Action

- Given the importance of and urgent need for affordable housing, Council supports a dedicated staff position to direct and implement affordable housing strategies.
- Staff with PPC and outside assistance will implement a Communication/Education Messaging Plan for residents, businesses and other stakeholders.
- Staff and Planning Commission will establish location criteria for overlay or floating zones and propose amendments to ordinances to stimulate affordable housing investment.
- Council with the assistance of State Delegation will seek to have State Legislature amend criteria for housing tax credits.
- Town and community partners will commit to creating a plan for a 25-unit affordable housing development and ground breaking within 18 months.
- The Private Sector is encouraged to identify steps it can take independently, whether led by the Chamber or some other business group.

PPC Recommendations - Strategic Planning

- Staff will define scope of work for research, analysis and options for Town's Affordable Housing Strategy.
- Council with staff will identify working groups to oversee planning process.
- Council will establish an appropriate budget to prepare the Strategic Plan.

Summary: Town Council developed Key Priorities for 2017. One of the Key Priorities is Workforce Availability; housing is a subset of this Key Priority. The approach of Town Council for the Housing subset of Workforce Availability was a recommendation that the Public Planning Committee form a task force to thoroughly study this issue and make recommendations to Town Council regarding viable solutions prior to year-end.

Background: As stated above one of Town Council’s Key Priorities for 2017 is Workforce Availability. There are two main subcomponents of workforce availability: housing and transportation. Initial meetings between the Public Planning Committee and various stakeholders provided a backdrop for moving forward on these issues. Through those meetings it has become evident that both affordable housing and workforce housing are critical elements of the Town’s infrastructure. Transportation, the other element of workforce availability, will be considered over time and efforts made to date will be discussed.

It is important to note that the County is embarking on an affordable housing needs assessment in October with a target completion date of May 2018; the information contained in that assessment will be critical to the Town’s discussion on affordable housing. A significant portion of the Town’s workforce travels from off-island so it will be important to consider the regional aspects of workforce availability as well. This assessment will help to identify the need which spikes during the summer season but tends to be low the remainder of the year.