

# 2018 Sea Pines CSA Community Survey

Community Service Associates (CSA)  
&  
Lowcountry and Resort Islands Tourism Institute

John Salazar, PhD  
Dipl.-Soz. Anton Abraham  
Kayla Smith  
Nancy Hritz, PhD

# Sea Pines CSA Proposed Referendum Survey

**2,884**  
Completed surveys

## Background information:

**Sea Pines is the oldest large-scale community on Hilton Head Island, and much of our community's infrastructure spending has been deferred, delayed or unidentified for many years.**

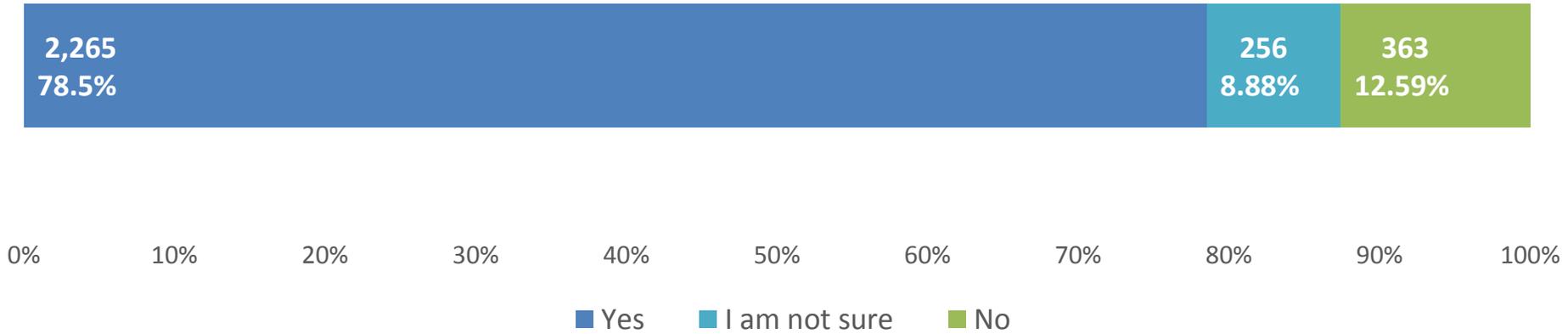
**We are now in a position of trying to catch up. In order to secure the future of Sea Pines and prevent our community from further infrastructure and landscape deterioration and to address traffic concerns, CSA requires additional funding.**

**We believe this investment is critical to protect your investment in your home.**

**In this survey, we will ask you a variety of questions related to your level of awareness and support of certain community needs, as well as your level of support for the proposed *initial* terms of a referendum to increase community funding.**

# Q1: Prior to this survey, have you seen, read or heard of the proposed referendum to amend the Sea Pines covenants to increase community funding to address our infrastructure and landscape deterioration and deficiencies?

Answered: 2,884 Skipped: 0



## Q2: How did you receive the information regarding the proposed referendum? (Please choose all that apply)

Answered: 2,253 Skipped: 631

Answer Choices	Responses	
Emails from CSA	87.1%	1,962
Sea Pines CSA Newsletters	40.5%	913
Other print mailings/letters from Sea Pines CSA	27.2%	612
Sea Pines CSA website-www.SeaPinesLiving.com	19.7%	444
Sea Pines CSA meetings (Community Coffee, CSA Board Meetings etc.)	14.8%	334
Sea Pines CSA Facebook page-www.facebook.com/SeaPinesLiving	7.3%	165
Post on Sea Pines digital gate signs	3.0%	68
Phone calls to Sea Pines CSA office	0.3%	6
Front desk receptionist at Sea Pines CSA	0.2%	5
Other (please indicate the source in the text box below)	18.1%	408
	<b>Answered</b>	<b>2,253</b>
	<b>Skipped</b>	<b>631</b>

## Roadway Infrastructure Management:

Roadway repairs and renovations are critical to addressing traffic, safety, and overall roadway conditions in Sea Pines. In 2016, CSA completed a comprehensive Reserve Study. The study indicated that our primary roadways were in need of some type of repair or renovation. This included, Greenwood Drive, Sea Pines Drive, Lighthouse Road, and Plantation Drive (from Greenwood Drive to Lighthouse Road).

These primary roadways are or were in need of at least some overlay of asphalt and in some cases,

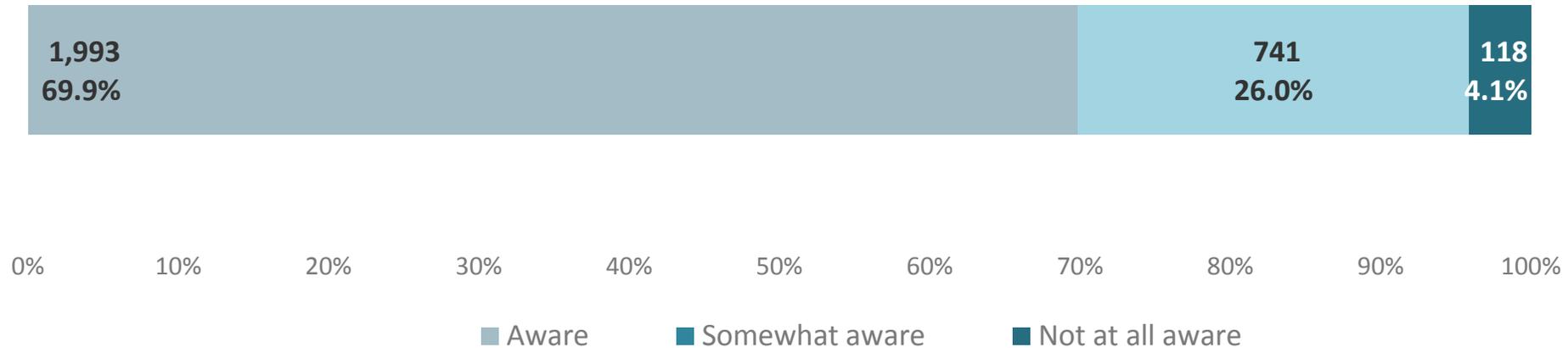
(like that of Greenwood Drive this year), extensive renovation. Last year was the first of a six-year plan to address the roadway infrastructure repairs or renovations along these primary roadways.

The study also indicated that many of our secondary and tertiary roadways will require repair and renovation in the near future.

Please indicate your level of awareness and support for the following:

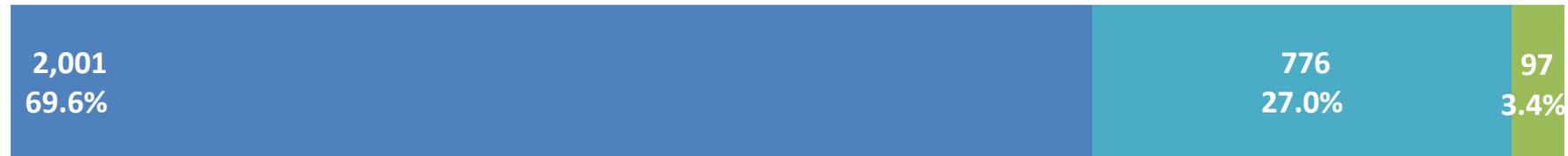
# Q3: Are you aware that our community needs to address the repair, renovation and continued management of the roadways in Sea Pines?

Answered: 2,852 Skipped: 32



## Q4: Do you support the repair, renovation and continued management of the roadways in Sea Pines?

Answered: 2,874 Skipped: 10



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

■ Yes, I support these actions ■ I need more information before I can make a decision ■ No, I do not support these actions

## Gate and Traffic Improvements:

In a survey of property owners conducted in 2015, property owners prioritized “gate improvements” as a high priority with 88.9% of owners indicating that gate improvements were either: Extremely Important (36.3%), Very Important (31.5%) or Somewhat Important (21.1%) to them.

Gate and traffic improvements will help to improve the flow of traffic into Sea Pines. Additionally, CSA currently leases space in the Sea Pines Welcome Center for our pass operations. We intend to provide a long-term location for this operation.

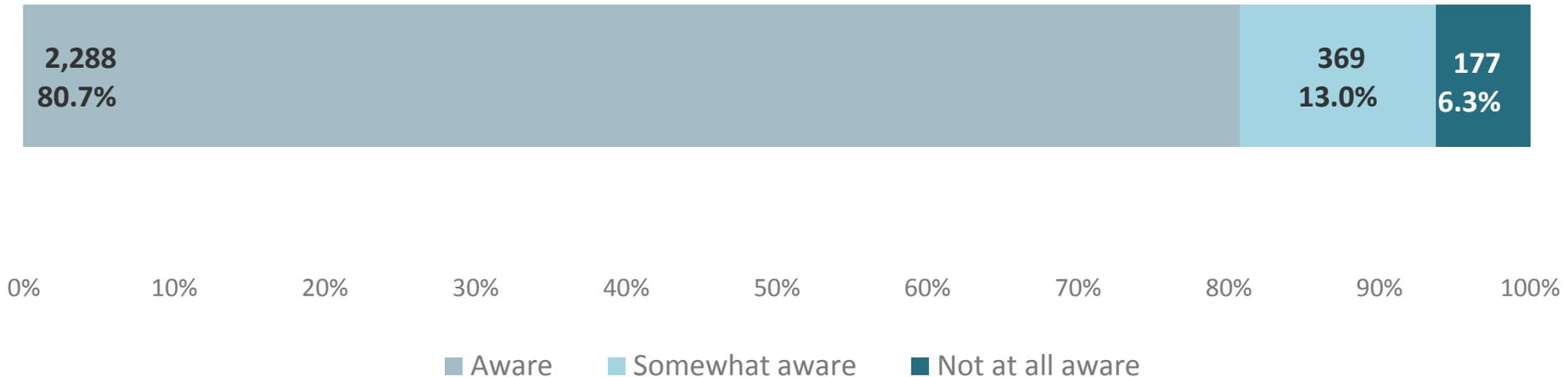
CSA is working to develop an alternative location for gate pass and cash transactions. Our goal is to improve the entry experience and traffic flow through process modification, as well as through physical and technology-based improvements at our gates.

Beginning with the Greenwood Gate and then, when time, access and funding allow, the Ocean Gate. Other intersection and leisure path plans will also make roadway, pedestrian and bicycle traffic safer.

Please indicate your level of awareness and support for the following:

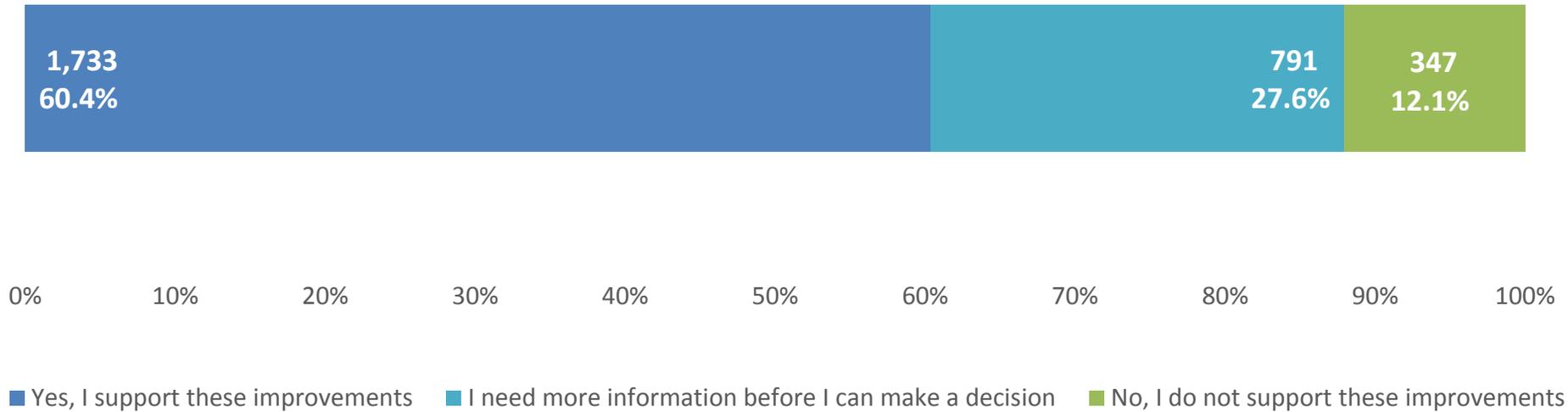
# Q5: Are you aware that CSA is developing a plan to establish an alternative location for gate pass and cash transactions, improve the entry experience and traffic flow through process modification and through physical and technology-based improvements at our gates?

Answered: 2,834 Skipped: 50



## Q6: Do you support these gate and traffic improvements?

Answered: 2,871 Skipped: 13



## Stormwater/Drainage System Care & Management:

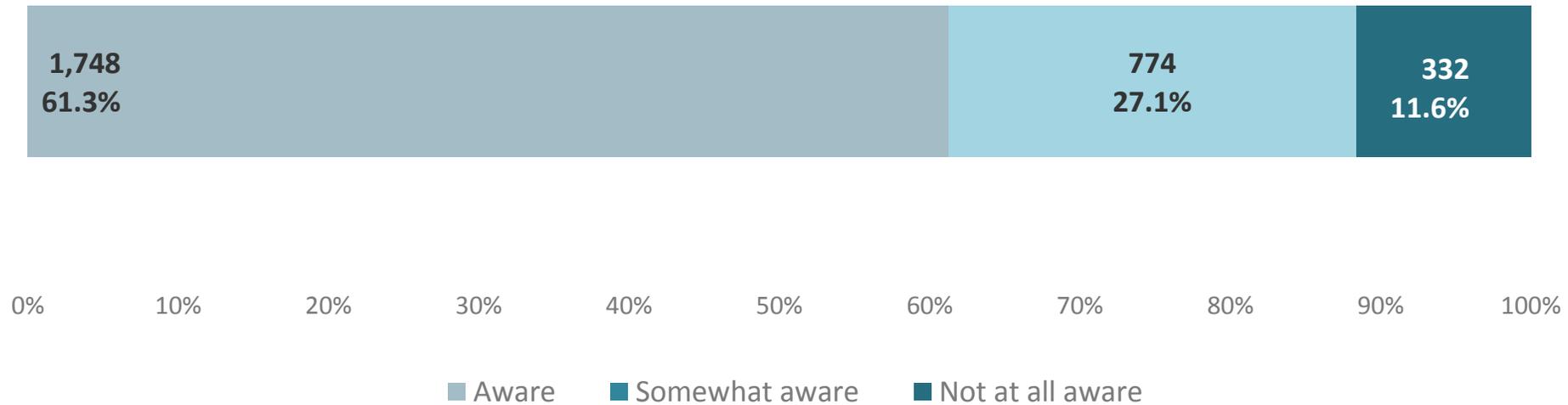
**In 2016, CSA conducted a comprehensive study of the stormwater infrastructure and system conditions in Sea Pines. The study was performed by a qualified engineering firm and identified significant deficiencies throughout our system. The study also identified the need for repair and replacement of these systems over the next 20 to 30 years and then for the continued on-going maintenance and management of our stormwater drainage system.**

**In conjunction with roadway drain systems for stormwater, broader stormwater system repairs and replacements are needed for lagoon dredging and bank erosion. These repairs and replacements will not only provide that the stormwater system returns to its original functionality, but will also restore the natural habitat for the wildlife that lives in and around our lagoons and water channels.**

**Please indicate your level of awareness and support for the following:**

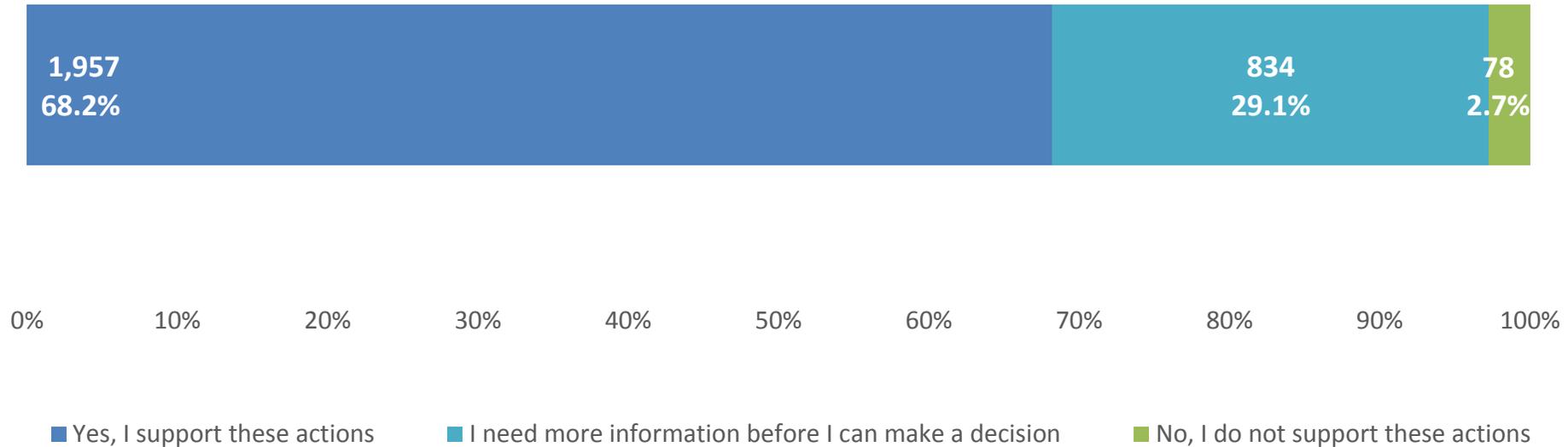
# Q7: Are you aware that our community needs to address the repair, replacement and continued management of the stormwater drainage systems deficiencies within Sea Pines?

Answered: 2,854 Skipped: 30



## Q8: Do you support the necessary repair and replacement of these deficiencies noted above and then, the continued management of the stormwater drainage systems within Sea Pines?

Answered: 2,869 Skipped: 15



## Landscape Care & Management:

In a survey of property owners conducted in 2015, property owners prioritized "landscape and maintenance" as a high priority with 90.4% of owners indicating that landscape and maintenance were either: Extremely Important (20.3%), Very Important (41.8%) or Somewhat Important (28.3%) to them.

A Landscape Maintenance Preference Design survey was also conducted in 2015 and identified that as a whole, survey participants preferred a well-maintained natural look for most types of landscape settings within Sea Pines, with a more formal,

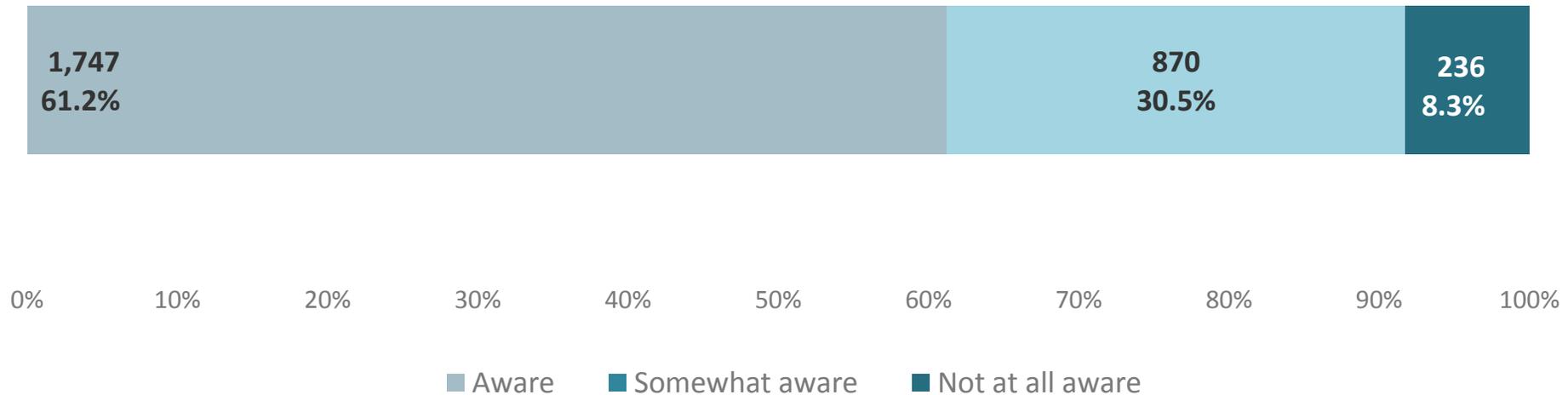
well-maintained setting of plant beds at our entrances, and floral displays in some of the more developed settings.

Due to our recent storms, the aging of our natural species, the introduction of various invasive species, as well as our own current limited maintenance practices, our landscape and natural, but maintained areas in Sea Pines have deteriorated. CSA has begun the process of repairing and replacing these areas, and then maintaining them in a natural manner.

Please indicate your level of awareness and support for the following:

# Q9: Are you aware that our community needs to address the repair, restoration and continued management of CSA owned landscaping throughout the community?

Answered: 2,853 Skipped: 31



# Q10: Do you support the repair, replacement and continued management of CSA owned landscaping throughout the community?

Answered: 2,859 Skipped: 25



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

■ Yes, I support these actions ■ I need more information before I can make a decision ■ No, I do not support these actions

## Funding our Community Shortfall:

The total approximate cost to address the previously mentioned community needs is \$5,498,000 annually over the next seven years. Our anticipated average funds available (during that time-frame) to address these critical needs is \$2,927,000. This estimated average annual shortfall (based on the next seven years) is \$2,571,000.

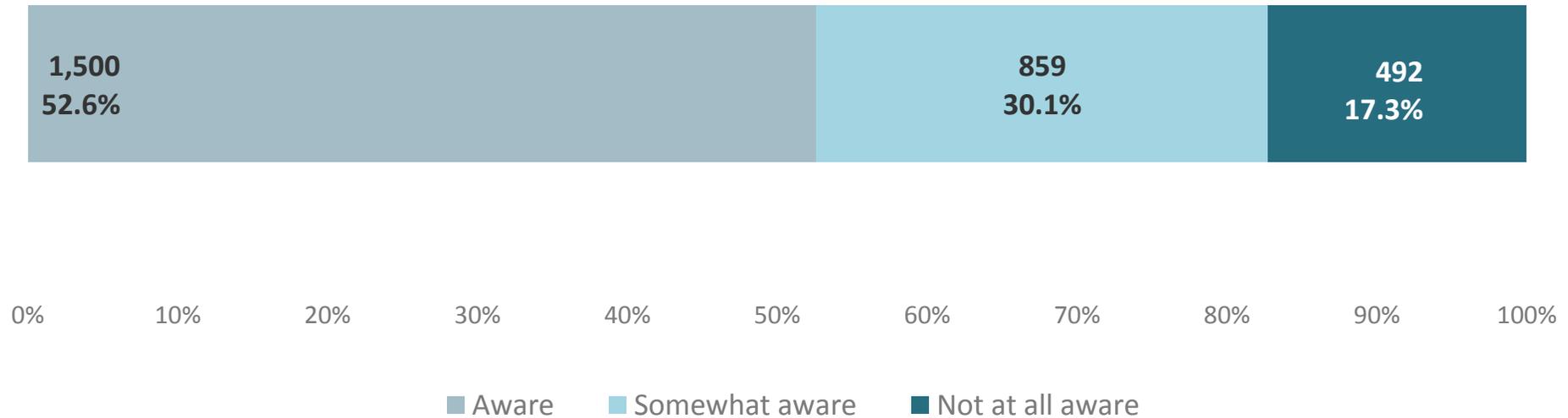
- Average Funds Available  
\$2,927,000
- What is Needed \$5,498,000  
(annually)
- Average Shortfall (\$2,571,000)

The needed repairs, replacements, restorations and renovations previously mentioned will need to continue well into the future, while we also address the replenishment of our reserve funds to an acceptable level.

Please indicate your level of awareness and support for the following:

# Q11: Are you aware of our community shortfall of funds to address the previously described critical community needs?

Answered: 2,851 Skipped: 33



# Q12: Do you support a referendum to address the shortfall of funds for the previously described critical community needs?

Answered: 2,871 Skipped: 13



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

■ Yes, I support these actions

■ I need more information before I can make a decision

■ No, I do not support these actions

## The Proposed Initial Referendum Terms:

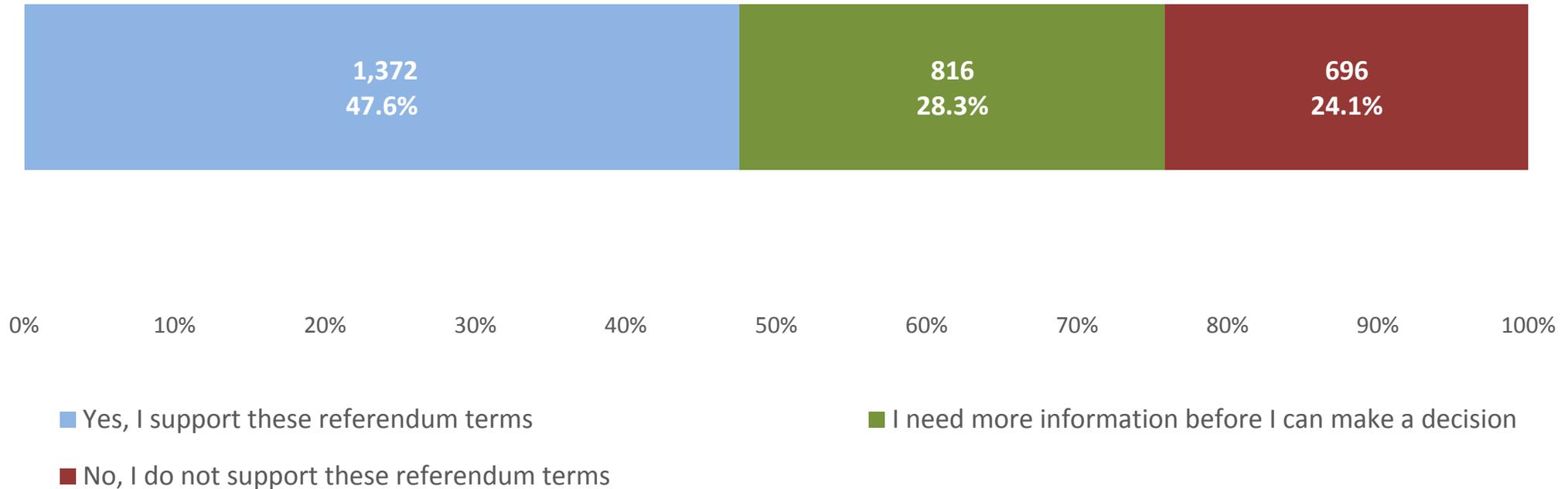
The proposed referendum to fund the shortfall for the previously mentioned critical community needs (repairs, replacements, restorations and renovations) consists of multiple parts that will be wholly voted for or against.

Please review the proposed initial referendum terms:

- The Sea Pines Resort will increase its annual assessment by 50%. (from 0.5% to 0.75% of its gross revenue)
- The Sea Pines commercial tenants will commit to an annual fee increase of 100%
- The Sea Pines Residential Annual Assessment will increase by approximately 28%. (\$300 for an improved property and \$180 for an unimproved property.)
- A real estate transfer fee of 1/2 of 1% of the sale price or fair market value of a property, will be collected on the sale or transfer of property in Sea Pines to include residential, Resort and commercial properties.

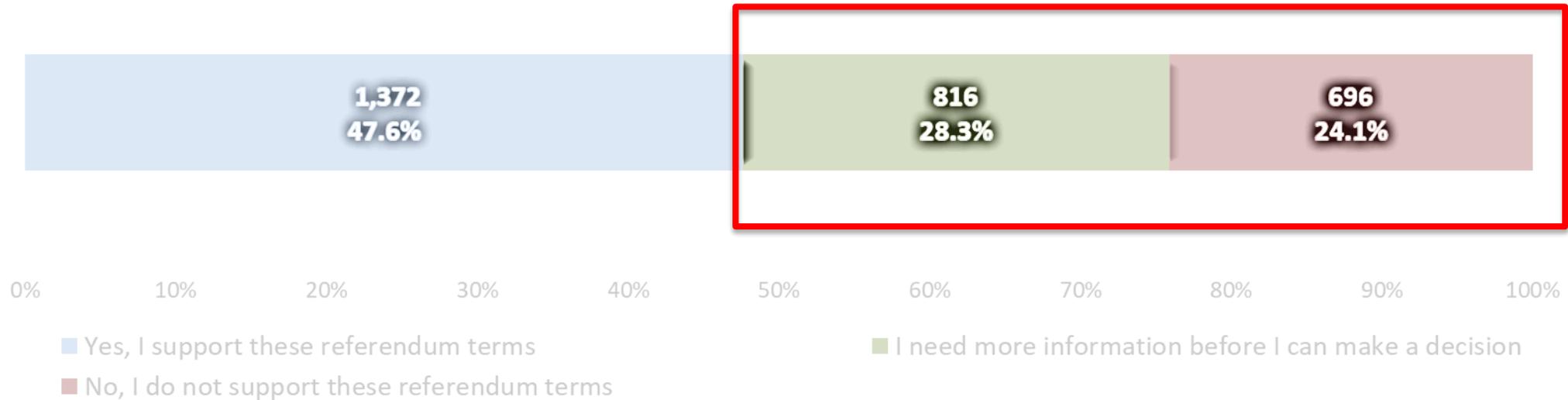
# Q13: Please indicate your level of support for the proposed initial referendum terms.

Answered: 2,884 Skipped: 0



## Q13: Please indicate your level of support for the proposed initial referendum terms.

Answered: 2,884 Skipped: 0



**Only this group (N=1,512) continued with Q14, Q15, Q16.**

**All the other ones skipped the next questions and looped to Q17.**

## Community Funding Contributions From The Sea Pines Resort & Sea Pines Commercial Properties:

### The Sea Pines Resort:

The Sea Pines Resort will agree to increase its annual assessment paid to the community service fund by 50%, from 0.5% to 0.75% of its gross revenue.

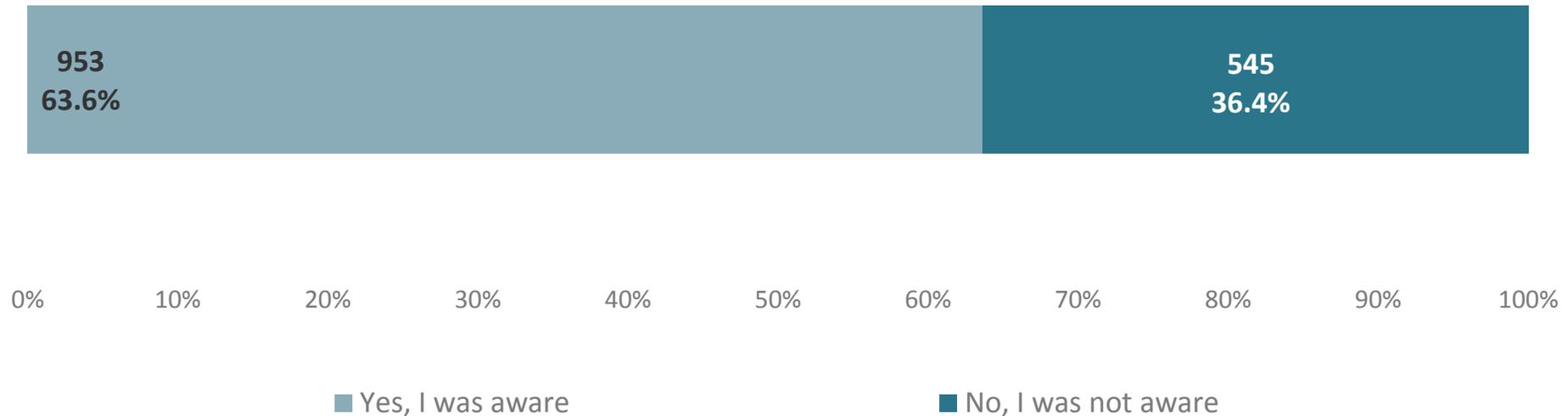
### Commercial Tenant Assessment:

This covenant amendment will formally establish a tenant assessment that will increase in accordance with the same provisions as the residential annual assessment (CPI)

and will immediately double the tenant contribution paid to the community service fund. Additionally, commercial business owners will continue to contribute 1% of their gross revenues to the community service fund.

# Q14: Are you aware that if the referendum passes, The Sea Pines Resort and Commercial Interest will increase their contribution paid to the community service fund to fund the shortfall in this manner?

Answered: 1,498 Skipped: 1,386



## Real Estate Transfer Fee:

The referendum proposes an amendment to our covenants to include a real estate transfer fee. The transfer fee states that 1/2 of 1% of the sale price or fair market value of a property would be collected upon the sale or transfer of property. This would include the sale or transfer of residential, Resort and commercial properties in Sea Pines.

While a real estate transfer fee may be new to Sea Pines, it's certainly not new to our neighboring Island communities.

There are only two other large-scale communities on Hilton Head Island that do not have a transfer fee and they are both less than half the age of Sea Pines.

### Real Estate Transfer Fee Example:

Sales price or fair market value:  
**\$500,000**

**$\$500,000 \times .005$  (1/2 of 1%) = \$2,500**  
(Real Estate Transfer Fee paid to the community service fund)

# Q15: Please indicate your level of support for the proposed Real Estate Transfer Fee to fund the shortfall:

Answered: 1,502 Skipped: 1,382



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

- Yes, I support this Real Estate Transfer Fee.
- I need more information regarding this Real Estate Transfer Fee.
- No, I do not support this Real Estate Transfer Fee.

## Residential Assessment Increase:

**The referendum proposes that the Sea Pines Residential Annual Assessment will increase by \$300 for an improved property and by \$180 for an unimproved property.**

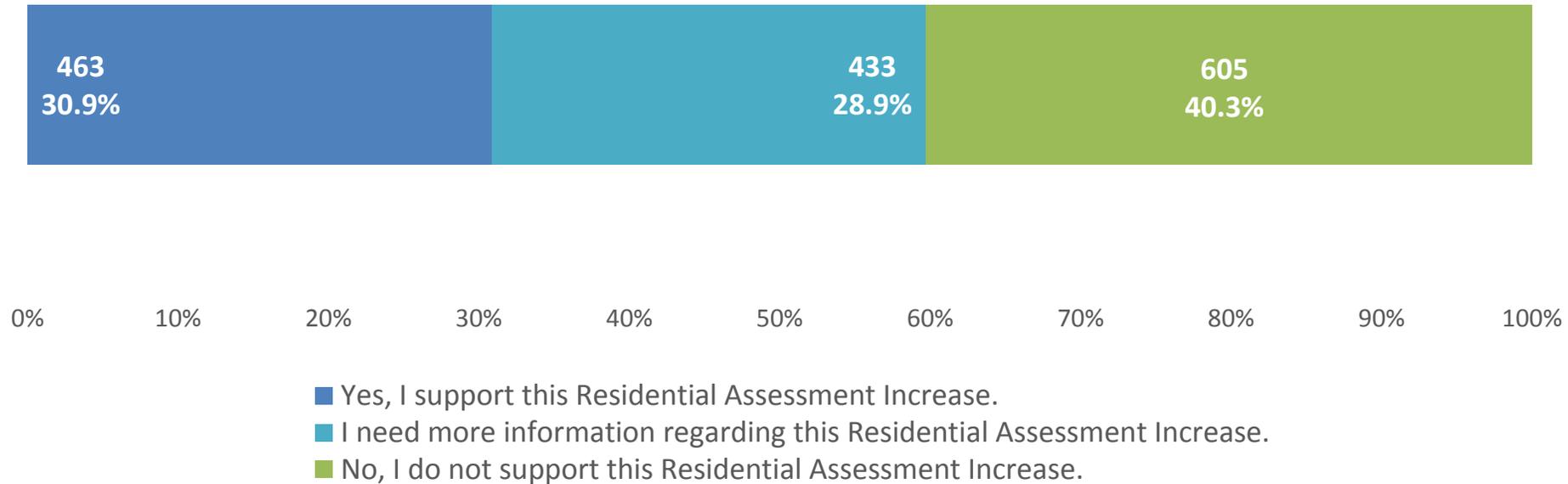
**The 2019 annual assessment for an improved property will be \$1,076. This rate, combined with the proposed increase of \$300, would result in a Residential Annual Assessment for an improved property of \$1,376.**

**If the referendum were approved, this would represent approximately a 28% increase.**

**Even with this increase, we will continue to have the second lowest residential annual assessment of any large scale community on Hilton Head Island.**

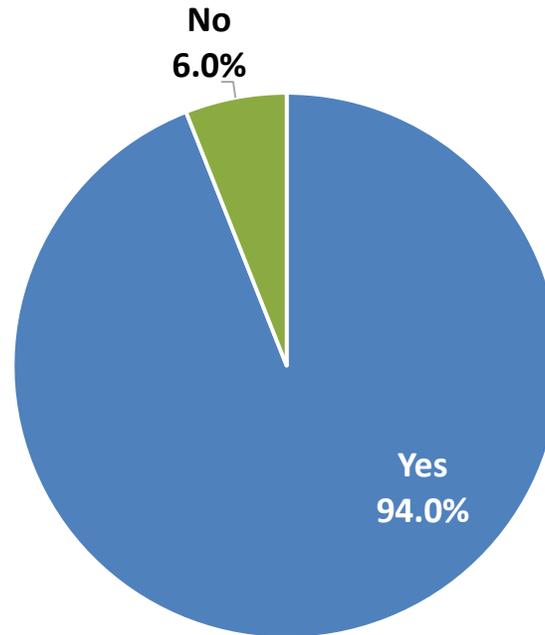
## Q16: Please indicated your level of support for the proposed Residential Assessment increase to fund the shortfall:

Answered: 1,501 Skipped: 1,383



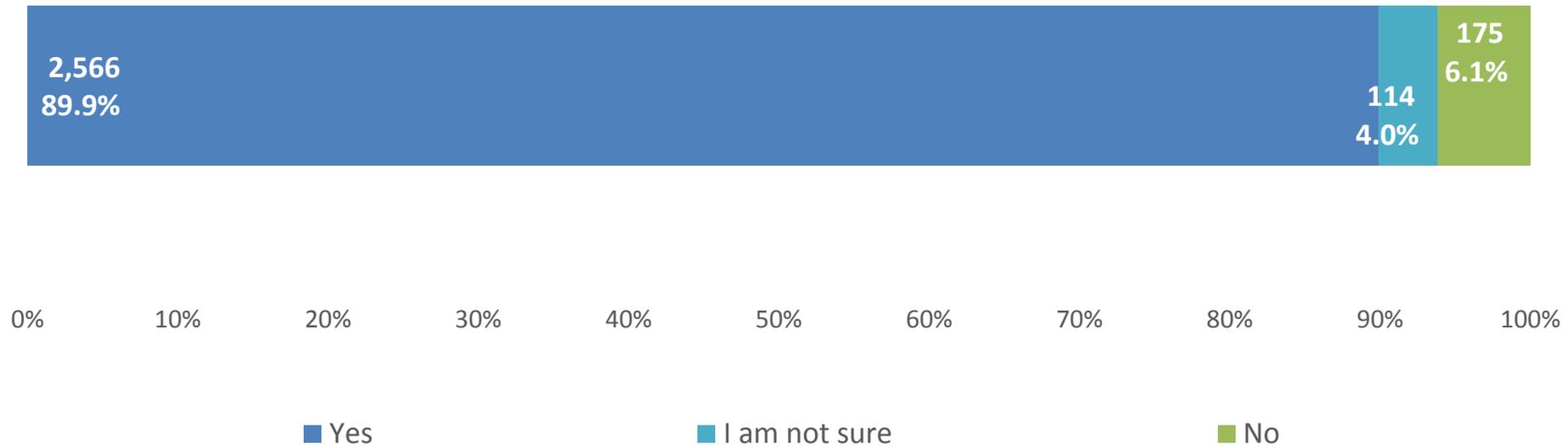
## Q17: Do you intend to vote on the upcoming proposed referendum for increased community funding?

Answered: 2,821 Skipped: 63



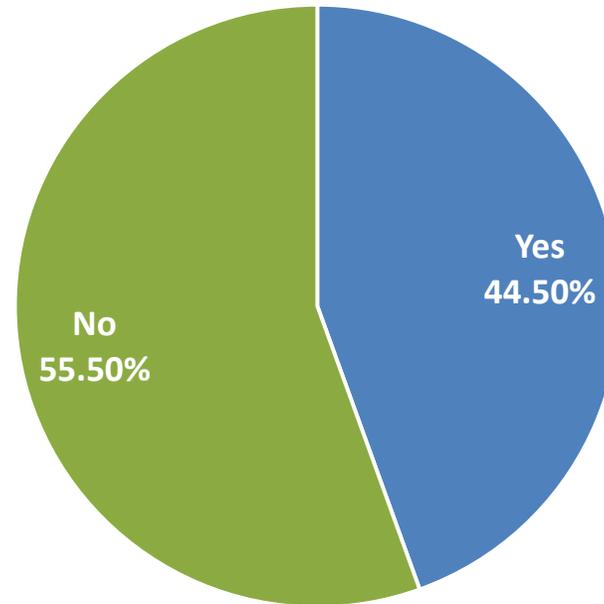
# Q18: Are you the person who submits the ballot/vote for your household?

Answered: 2,855 Skipped: 29



## Q19: Are you a Beaufort County registered voter based on your ownership of property in Sea Pines?

Answered: 2,834 Skipped: 50



## Q20: Do you have any additional questions specifically related to the proposed referendum terms?

Answered: 2,825 Skipped: 59

