IMAGINE 2040

Planning Commission Special Workshop
October 25, 2018
Composition of Committee

- Steven Neeves, Chair
- Marvin Heyd, Vice-Chair
- Joe Burch
- Pam Creech
- Ruth Anne Ellis
- Rick Elliott
- Christy Everett
- Chris Hennigan
- Kimberly Hardee
- Bo Ives
- Sammy Johnson
- Al Jordan
- Josh Kay
- Eric Sanford

Established in December 2017
The Role of the Comprehensive Plan

• Required by SC Code of Laws, Article 3, Chapter 29, Title 6 as a prerequisite to have zoning, land development and subdivision regulations.

• Serves as a guiding document for County decision-making in regards to land use, facilities, services, and capital improvements.

• Required update every 5 years and rewrite every 10 years.

• Minimally has to look 10 years into the future.

• County looking out to 2040 to be consistent with other major planning efforts.
SC Comprehensive Plan Requirements

- Required to adopt subdivision and land development regulations
- Required to adopt a zoning ordinance
Timeline

• January – February
  • Countywide Survey 850+ respondents
  • 4 Community Open Houses

• May – Community Land Use Workshop

• June – Community Open House -Future Land Use Map

• January – August – 10 Committee Meetings, Drafting of Plan

• August – October – Plan Editing

• October 4 – Introduction to Planning Commission

• Today’s Workshop

• Next Steps – 30-Day Public Comment Period, Public Hearing, and Planning Commission Vote to Consider. After which, review by Infrastructure and Regulation Committee and County Council

Written Comments
Public Input Guiding Plan

• Website
• Press Releases
  • December 21, 2017
  • January 17, 2018
  • June 7, 2018
  • October 19, 2018
• 4 Quarterly Enewsletters
• Postcards – 400 to religious institutions
• Flyers – Libraries, Recreation, and Senior Centers
• Mailers – 200+ initially and another round going out
• Facebook Posts – 70+ posts
• Listserv – 164 opted in, plus 200 more added
• Advertised Public Hearing and Comment Period Notice
Vision Statement

“Horry County will sustain and enhance the quality of life for our residents and visitors by fostering healthy and safe communities, preserving our natural assets and rural heritage, encouraging business growth and economic diversification, and providing services and public facilities that will protect and strengthen our future.”
Overarching Goals

COMMUNITY CHARACTER
‘Promote a sense of place within our existing and emerging communities by preserving and cultivating their unique character and identities.’

RURAL PRESERVATION
‘Preserve rural areas and lifestyles, along with natural resources and assets, through land use decisions and policies.’

REVITALIZATION, REDEVELOPMENT, AND INFILL
‘Encourage and support community revitalization, redevelopment, and infill development that stabilizes and improves property values, promotes additional reinvestment, and enhances quality of life for our residents.’

HEALTHY, LIVABLE COMMUNITIES
‘Foster the development of healthy, livable communities in which residents and visitors alike have access to a variety of housing and transportation options, facilities and services, culture and arts, and recreational and natural assets.

SAFE COMMUNITIES
‘Protect the health, safety, and welfare of residents and visitors by providing adequate public safety facilities and services, enforcing and improving regulations, and minimizing incompatible land uses.’

COMMUNITY FACILITIES AND SERVICES
‘Coordinate growth and infrastructure improvements to efficiently and equitably meet the public facility and service needs of our existing and future populations.’

MOBILITY AND TRANSPORTATION
‘Promote development patterns and fund infrastructure projects that result in a well-integrated and maintained transportation system.’

ENVIRONMENTAL SUSTAINABILITY
‘Encourage and incentivize sustainable development activities that minimize and mitigate the impact on the natural environment and avoid adverse impacts on existing development.’

ECONOMIC GROWTH
‘Develop a more diversified and resilient economy that supports the recruitment and retention of businesses, encourages new investments, capitalizes and expands upon our existing niches, and ultimately results in greater economic stability of our residents and local businesses.’

COMMUNITY ENGAGEMENT
‘Create an environment in which residents, businesses, and other stakeholders are engaging and informed of planning efforts, regulatory changes, infrastructure projects, and volunteer and partnership opportunities.’
Population Element

Population Projections by County Census Division

- Major Roads
- Planned Roads

Source: 2017, SC Revenue and Fiscal Affairs Office and Horry County Planning & Zoning.

Population Projection

- 1910: 26,995
- 1920: 32,077
- 1930: 39,376
- 1940: 51,951
- 1950: 59,820
- 1960: 68,247
- 1970: 69,992
- 1980: 101,419
- 1990: 144,053
- 2000: 196,629
- 2010: 269,291
- 2020: 354,800
- 2030: 460,300
- 2040: 584,500

Graph showing population trends from 1910 to 2040.
Cultural Resources Element
Natural Resources Element
Community Facilities Element
Public Safety Element

• Many departments/offices having the same future needs.
• Co-locate services on the same site.
• Critical facilities need to be located outside the 500 year floodplain.
• County needs a Master Plan for all facilities both safety and community.
Transportation Element

Existing Road Network

Horry County – 1,464 miles – 864 paved and 600 unpaved
SCDOT – 1,338 miles
US Highways – 223 miles

Desire for a Complete Streets Network
Economic Development Element

Employment by Industry

- Accommodation and Food Services (72) 23.1%
- Arts, Entertainment, and Recreation (71) 4.0%
- Health Care and Social Assistance (62) 9.7%
- Educational Services (61) 6.6%
- Administrative and Support and Waste Management and Remediation Services (56) 5.9%
- Management of Companies and Enterprises (55) 0.4%
- Professional, Scientific, and Technical Services (54) 3.4%
- Real Estate and Rental and Leasing (53) 3.7%
- Finance and Insurance (52) 2.2%
- Transportation and Warehousing (48) 1.8%
- Information (51) 1.4%
- Retail Trade (44) 17.6%
- Wholesale Trade (42) 1.8%
- Construction (23) 6.4%
- Manufacturing (31) 2.5%
- Utilities (22) 0.4%
- Mining, Quarrying, and Oil and Gas Extraction (21) 0.1%
- Agriculture, Forestry, Fishing and Hunting (11) 0.5%
- Other Services (except Public Administration) (81) 3.9%
- Public Administration (92) 4.6%
Priority Investment Element

FY2019 Revenues – $28,262,416

FY2019 Expenditures – $28,262,416
Guiding Factors

- Community Character
- Revitalization, Redevelopment and Infill
- Healthy, Livable Communities
- Safe Communities
- Mobility and Transportation
- Environmental Sustainability
- Economic Growth
- Community Facilities and Services
- Rural Preservation
Developing the Future Land Use Map
Scenic & Conservation Area Definition

Environmentally sensitive and scenic areas, such as Carolina Bays, estuarine and forested wetlands, undeveloped beachfront, forestlands, floodplains, agricultural lands, and natural recreational and open spaces.

Limited development. If developed, design should use low impact designs principles to support environmental preservation and avoid natural hazards.

Subdivision into less than 5 acres is discouraged.

Should be considered for Open Space in Urban and Suburban areas.
Scenic & Conservation Area Definition

**Primary Land Uses:** Open space, nature-based recreation, timberland, agriculture and agricultural/forestry support uses.

**Secondary Land Uses:** Permanent and temporary educational and research facilities, eco-tourism and agritourism operations.

**Conditional Uses:** Mining, outdoor shooting ranges, campgrounds.
Scenic & Conservation Area Definition
Rural Definition

Rural areas should support the preservation of farmland and prime agricultural soils, in addition to the preservation of other natural resources, scenic views, and cultural and historic resources.

Development should retain the rural character.

Commercial development and services are allowable in Rural Activity Centers.

Subdivision for residential is allowed with minimum lot size of ½ acre.
**Rural Definition**

**Primary Land Uses:** Agriculture, timberland, and their support uses and services, including, but not limited to crop and livestock processing facilities, stables, veterinary services and farm equipment sales. Single-family detached houses, including mobile homes, on individual large lots.

**Secondary Land Uses:** Agritourism and eco-tourism uses.

**Conditional Land Uses:** Rural amusement, outdoor shooting ranges, campgrounds, and mining operations.
Rural Areas
Rural Communities Definition

Single family residential areas that have historically grown at a higher density than surrounding Rural Areas.

Located in close proximity to municipalities or have grown organically over time.

Individual single family lots are encouraged as long as they coincide with the existing density and character of the community.

Subdivision allowed with minimum lot size of 14,500 sq ft or 3 units per gross acre.

Commercial uses and services along major arterial roadways and along SCDOT business routes, where appropriate.
Rural Communities Definition

**Primary Land Uses:** Single-family detached houses, including mobile homes, individual lots or within subdivisions.

**Secondary Land Uses:** Neighborhood commercial uses and tradeshops.

**Conditional Land Uses:** Rural amusement, campgrounds, mobile home parks.
Rural Communities
Rural Activity Center Definition

Provides opportunities at major rural crossroads for commercial development and services.

This includes small feed stores, restaurants, convenience grocery markets, and similar smaller scale retail uses and services.

Residential uses are not encouraged within these activity Centers in order to preserve these areas for economic activity.

1/8 mile radius and be ¼ mile across. In cases where there are environmental constraints, impacts to these areas should be avoided.
Primary Land Uses: Feed stores, restaurants, convenience stores, gasoline and automobile service stations, and produce stands.

Secondary Land Uses: Grocery and general stores, auto and farm equipment sales, tradeshops, and other commercial uses.

Conditional Land Uses: Rural amusement, ecotourism and agritourism operations, campgrounds.
Rural Activity Center
Suburban Definition

Mixture of housing types and suburban densities, providing a transition from low-density rural communities to more intense high-density urban environments.

Support healthy lifestyles through active recreation, open space, bicycle and pedestrian access, and walkable block lengths.

Multi-family developments are encouraged near Neighborhood Activity Centers, within Community Activity Centers, and where there is adequate road capacity and potential for public transit options.

Neighborhood and regional commercial uses and services are encouraged at Activity Centers.

Smaller commercial uses and services are allowed along major arterial roadways, SCDOT business and bypass routes, and Commercial Corridors if compatible with the community and the property is adequately sized.
Suburban Definition

**Primary Land Uses:** Single-family detached houses, duplexes, townhomes.

**Secondary Land Uses:** Multi-family development and condos. Commercial uses, services, and professional offices.

**Conditional Land Uses:** Outdoor Amusement and resort uses.
Suburban Areas
Neighborhood Activity Center Definition

Should provide the commercial and institutional uses necessary to support the common day-to-day demands of the surrounding neighborhood.

Grocery store shopping center will normally be the principal establishment.

Include medical offices, restaurants, coffee shops, dry cleaners, small banking facilities, and other convenience retail.

¼ mile radius and are up to ½ wide.
Neighborhood Activity Center Definition

*Primary Land Uses:* Grocery store, restaurant, bar, personal service, professional office, financial institution, small format medical office, personal service, drug store, drive-through restaurants, convenience stores, gasoline stations, and smaller scale retail shopping.

*Secondary Land Uses:* Multi-family housing, amusement, storage facilities.

*Conditional Land Uses:* Tradeshops and other uses that require outdoor storage and repair.
Future Land Use: Neighborhood Activity Center
Commercial Corridor Definition

Commercial corridors include arterial roadways that have historically developed with commercial, office, and service uses. They do not include established single-family residential subdivisions that may back up to the corridor.

May provide a vertical and horizontal mix of suburban scale retail, commercial, office, residential, and institutional land uses.

Punctuated by higher intensity development located at Activity Centers and Mixed Use Areas where the highest intensity and integration of uses occurs.

Opportunities for infill and redevelopment that organize uses in a pedestrian-friendly format with sidewalks and landscaping.
Commercial Corridor Definition

**Primary Land Uses:** Retail shopping, drug stores, restaurants and bars, drive-through restaurants, convenience stores and gasoline stations, automobile sales, professional offices, financial institutions, medical offices, personal services.

**Secondary Land Uses:** Hotels and amusement activities. Services, storage, and light industrial.

**Conditional Land Uses:** Townhomes and multi-family developments are appropriate along the corridor, but are preferably developed within Mixed-Use areas and Community Activity Centers.
Commercial Corridor
Mixed-use areas should provide a vertical and horizontal mix of retail, commercial, office, moderate to high density residential, and institutional land uses.

Open spaces and parks are also important uses within Mixed-Use Areas and often serve as focal points of major developments.

Grid and modified grid development patterns with short block lengths are preferred over curvilinear and cul-de-sac designs to support interconnectivity, walkability, and pedestrian scale development.

Residential greater than 7 units per gross acre near Community Activity Centers. Residential less than 7 units per gross acre is located along the fringe of Mixed Use areas.
Primary Land Uses: Resorts, hotels, dense multi-family housing, professional offices, restaurants and bars, financial institutions, medical offices, personal services, drug stores, large and small scale retail shopping.

Secondary Land Uses: Single-family, detached and attached, drive-through restaurants, convenience stores and gasoline stations.

Conditional Land Uses: Light industrial and tradeshops.
Mixed Use
Community Activity Center Definition

Should include an integrated mix of commercial (shopping, services), office, and residential uses, arranged in a walkable pattern with an active pedestrian realm where buildings front streets.

Center may include both vertically (within multi-story buildings) and horizontally mixed, with ground floor retail and offices and housing on upper floors.

Centers are located within 1/2 mile of the crossroads with a total width being up to 1 mile across.

Traditional grid pattern fashion and be focused on outdoor civic space. The center should be surrounded by residential areas that support the inner core.
Community Activity Center Definition

**Primary Land Uses:** Large and small format retail centers and shops, grocery stores, restaurants, bars, personal services, multifamily housing located above non-residential uses on the ground floor, and public gathering spaces such as plazas.

**Secondary Land Uses:** Stand-alone multi-family housing, professional offices, and other commercial uses, including amusement, entertainment, and tourism related uses.

**Conditional Land Uses:** Light industrial and tradeshops.
Future Land Use: Community Activity Center
Economic Development Center Definition

Concentrated areas of high quality employment facilities, adjacent to complementary retail and commercial uses and/or residential uses.

Encourages development of manufacturing, industrial, distribution, services, and office uses in locations that will minimally affect surrounding properties.

Commercial uses are secondary to major employment uses.

Residential should be greater than 7 units per acre in order to preserve these areas for economic growth.

Railroad corridor should be preserved for industrial uses.
Economic Development Center Definition

**Primary Land Uses:** Manufacturing, warehousing and logistics centers, light and heavy industrial, research and development facilities, business parks, and other major employers.

**Secondary Land Uses:** Personal service, financial institution, small format medical office, personal service, drug store, smaller-scale retail shopping, and restaurants. Resorts, large sports tourism or amusement facilities, and other commercial uses, such as drive-through restaurants, convenience stores and gasoline stations, are more appropriately located near highway interchanges.

**Conditional Uses:** Multi-family housing, schools, and other uses that may inhibit the development of these sites for major economic development initiatives.
Economic Development Center
Goals, Objectives, and Strategies

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Announcements

Public Hearing
December 6th

Step 1
1. IMAGINE 2040 Committee and county planning staff research and develop drafts of each of the nine elements.
2. Inventory existing conditions
3. Update statistical data
4. Gather public input
5. Develop statements of needs, goals, and implementation strategies.

Step 2
1. IMAGINE 2040 Committee will present the Comprehensive Plan draft to the Planning Commission
2. 30-day window for public comment
3. Planning Commission Public Hearing and Resolution to the County.

Step 3
1. The Comprehensive Plan draft will be presented to the County Council
2. Three readings at County Council Meetings and a Public Hearing
3. The process concludes with a County Council vote to adopt the Comprehensive Plan.

Public Comments through November 29
Email IMAGINE2040@horrycounty.org
For More Information:

IMAGINE 2040 Webpage
www.tinyurl.com/imagine2040

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