SPECIAL THANKS
Horry County would like to thank the following persons who have generously committed their time, knowledge and dedication to the people of Horry County, for which this Preservation Plan serves as a guideline for the future. The following people have been involved with the Preservation Plan as members of the Board of Architectural Review and Historic Preservation, Planning Commission and County Councilmen:

BOARD OF ARCHITECTURAL REVIEW AND HISTORIC PRESERVATION

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Additional thanks to Horry County Planning staff, the staff from participating jurisdictions, including the elected and appointed representatives from those jurisdictions, historical groups and the people of Horry County.

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Director           David Schwert
Deputy Director    John Danford
Principal Planner  Leigh Kane
Senior Planner     Lou Conklin
Senior Planner     Ashley Cowen
Administrative Assistant  Darra Hucks

PARTICIPATING ENTITIES

Horry County Archives Center
Horry County Historical Society
Horry County Museum
Horry County Register of Deeds
City of Conway
City of Myrtle Beach
Daughters of the American Revolution, Peter Horry Chapter
Sons of the American Revolution, Colonel Lemuel Benton Chapter
North Myrtle Beach Preservation Society
Surfside Beach Historical Society

The Board of Architectural Review and Historic Preservation
INTRODUCTION

In 1987, Horry County Council created the Horry County Board of Architectural Review and Historic Preservation (BAR). The authority for County Council to create this board comes from Chapter 29, Article 5, Section 6-29-870 of the South Carolina Code. Article XVII in the Horry County Zoning Ordinance, declares the purpose of the BAR is to preserve the local heritage of Horry County as an irreplaceable asset through the creation of a list of designated individual properties, sites and landmarks and through the creation of Historic Preservation Districts. Per the Horry County Code of Ordinances, Article XVII, the powers, duties, and responsibilities of the BAR, making them a quasi-judicial board are the following:

- To promote the purposes and objectives of Article XVII which pertains to the Board of Architectural Review and Historic Preservation;
- To review and recommend to the Horry County Council the designation of individual historic properties, buildings, resources, sites, landmarks and historic districts;
- To review plans and applications for construction, rehabilitation and restoration on historic properties, resources or sites, to historic landmarks or buildings, or within historic areas or districts, and any demolition pertaining to or affecting duly designated historic properties, resources, sites, buildings or districts;
- To coordinate with the comprehensive land use area plan;
- To approve, deny or approve with conditions the demolition or alteration of building exteriors, or interiors, if designated as historic. The BAR also shall review proposed new construction in a historic district;
- To review and comment on National Register of Historic Places nominations and exercise other duties specifically needed by a community;
- To maintain an inventory of local historic properties; and
- Promote education about historic preservation and procedures.

Horry County is steeped in history and tradition ranging from its tourism, ship building, and agricultural foundations. In recent years, Horry County has been under intense development pressure and it is now more imperative than ever, to preserve the stories, places and history of the County. In addition, Horry County’s population is projected to increase to approximately half-a-million residents. The speed at which Horry County has been growing and is projected to continue to grow is creating development and growth concerns among the preservation community.

Population Growth in Horry County, 1910-2040

Sources: Historic population-Census. Projections – SC Revenue and Fiscal Affairs Office and Research, and Horry County Planning and Zoning

The purpose of the Horry County Preservation Plan is to enable government officials and citizens to effectively protect historical resources in light of growth, environmental changes and an inexact future. The Preservation Plan identifies the County’s historical assets and challenges for the future while making recommendations to County Council, additions to the Horry County Historical Property Register, and identifies where preservation efforts need to be focused in unincorporated Horry County. The Board has no jurisdiction in any municipalities.

Bar Designations

In 1987, Horry County became the first, and at the time of this update, is still the only county in South Carolina to be designated as a Certified Local Government (CLG) by the South Carolina Department of Archives and History. The CLG program in South Carolina promotes community preservation planning and heritage education through partnership with the State Historic Preservation Office (SHPO) and National Park Service that facilitates funding, technical assistance, and training. Through local preservation
planning, CLGs are better prepared to protect the historic and prehistoric resources that are significant to their community, the state and the nation.

In 2007, Horry County became the first county in South Carolina to be named a Preserve America Community. Preserve America is a federal initiative that recognizes and designates communities, including municipalities, counties, neighborhoods in large cities, and tribal communities, that protect and celebrate their heritage, and use their historic assets for economic development and community revitalization. The program also encourages people to experience and appreciate local historic resources through education and heritage tourism.

PAST STUDIES

The first Historic Survey in Horry County was conducted in 1973. The Waccamaw Regional Planning and Development Council, in cooperation with the South Carolina Department of Archives and History and local citizens, undertook a survey of historic places that identified 137 historic sites within the County. Of these, nineteen were sites where something once stood but had already disappeared. Currently, thirty-two of these sites are either on the National Register or Horry County Historic Property Register. Some of the rest have been destroyed, some altered and no longer eligible for preservation, and some have deteriorated to the extent they no longer can be saved.

The second survey was conducted in 1988 by David and Olin Utterback. This was a more detailed survey listing 407 properties as historic. Two years later, Preservation Consultants listed an additional twenty-three sites that were not included in the 1988 survey. In 2005, the BAR selected its top priorities for preservation from these surveys and included them in the Horry County Preservation Plan (2013). The list is comprised of 136 properties. Twenty-four have been added to the Horry County Register or the National Register, and forty-one have been lost. This leaves seventy-one properties on the top priority list to continue to be researched and considered for preservation.

The South Carolina Department of Archives and History maintains a mapping tool showing the results of all the surveys done in South Carolina, including the ones mentioned above, on its website at: http://archsite.cas.sc.edu/ArchSite. In addition there is some archaeological information included in this database.

Numerous archaeological studies and surveys have been completed throughout the last several decades within Horry County. In large part these surveys were completed to comply with the Historic Preservation Act and the Section 106 Review, which is required of each federal agency to identify and access the effect their actions will have on historic resources, or state and federal regulations. Often, these studies were privately funded and as such, their data is not publicly available.

PARTNERS

In addition to these studies, there are numerous organizations which work to preserve the history of Horry County. The BAR should continue to create and strengthen ties to these groups.

Horry County Historical Society

The Horry County Historical Society is a not-for-profit organization whose mission is to discover and encourage the preservation of all written records and oral traditions touching on or pertaining to the history of Horry County; to aid and encourage individuals and associations in compiling and publishing historical material pertaining to Horry County; and to encourage the preservation and restoration of historic buildings and sites in Horry County. The Society’s vast wealth of historic information, which can be accessed online, has been the foundation of much of the work that has been done in Horry County regarding historic preservation.
Horry County Museum
The Horry County Museum was established with the mission to collect and preserve materials and objects relating to the history, prehistory and natural history of Horry County; to interpret and to create exhibits of such materials and to prepare educational programs related to them for presentation to the public, particularly the citizens of Horry County, and to operate a facility for this purpose. The Museum serves over 31,000 visitors each year and accomplishes its mission through permanent exhibits, special events and a myriad of educational programs for school children. The Museum is located in the renovated historic “Burroughs School” in Conway and contains 28,000 square feet and includes a 600-seat auditorium, which allows the Museum to host educational programs geared for larger audiences.

L. W. Paul Living History Farm
The Horry County Museum offers the opportunity for visitors to sample the everyday life of a Horry County farm family at the L. W. Paul Living History Farm. This farm was established with the mission to preserve and protect the materials and objects relating to the history and culture of the Horry County farm family in the period of 1900-1955. The farm teaches the history of the Horry County farm family through interpretative displays in a working traditional farm setting. Events and demonstrations change with the seasons to interpret the activities that take place annually on a farm.

Libraries
Horry County boasts ten County libraries, each of which have a small section containing literature and other sources of local and regional history. The main branch of the County’s library system is located in the City of Conway and has the largest collection of local history and genealogical resources. Chapin Memorial Library in Myrtle Beach, which is not a County library, also maintains a large selection of local resources and genealogical materials, aided in part by the Grand Strand Genealogical Society.

Both Chapin Memorial Library and the Conway Library have complete sets of the Horry County Historical Society’s Independent Republic Quarterly (IRQ) newsletter. The IRQ dates from 1967 to 2006 and contains a vast amount of historical information, photographs, and documentation of Horry County’s heritage.

Horry County Archives Center
The Horry County Archives Center (HCAC) at Coastal Carolina University focuses on researching the history of Horry County and the five other surrounding counties that were once part of the Georgetown Judicial District in 1769. The HCAC Research Room contains Kimbel Library’s “Waccamaw Collection”, a collection of books dealing mainly with the history of the Waccamaw River region and microfilm copies of historic state land records. This research room and the Coastal Carolina University Digital Collections are available to the public. These online collections contain research, scholarly output, and digital collections from Coastal Carolina University (CCU) along with digital collections from the surrounding region. Additional collections hosted elsewhere can be viewed via links through the HCAC.

Horry County Register of Deeds
While the Register of Deeds continues to record documents to the present day, they are also a resource for documents recorded long ago. Historic documents from 1803 to the present include deeds, plats, mortgages, power of attorney, liens and military discharges. Military discharges may also contain useful personal information such as physical characteristics, medals received, positions held, etc.

Freewoods Farm
Freewoods Farm is the only African-American historical living farm in the United States. Located in the Burgess Community this non-profit charitable farm is devoted to recognizing and perpetuating the contributions of African-American farmers and provides education, documentation and preservation of the activities and practices of these farms.

Additional Organizations
There are other organizations within the County that also work to preserve its history, including, but not limited to:

• Sons of Confederate Veterans (SCV) has two local chapters, the Litchfield Camp 132 and the Horry Rough and Readys Camp 1026. The SCV does preservation work, historical re-enactments, scholarly publications, researches cemetery records and locates and marks the gravesites of Confederate soldiers. In addition they actively seek to help restore and maintain these gravesites;

• Sons of the American Revolution (SAR). The Colonel Lemuel Benton Chapter does educational outreach initiatives and efforts to promote American Patriotism;

• Daughters of the American Revolution (DAR) is a women’s service organization dedicated to promoting historic preservation, education, and patriotism that honors the patriots of the Revolutionary War. The local chapters are the Peter Horry and Carolina Gold Chapters;

• Burgess Elementary Museum located in the Burgess Elementary School and created by the students, contains information on the local history. The displays include plant and animal life which involve the students in a variety of ways, including creating historical displays.

Located within Horry County’s municipalities are additional preservation organizations which are:

• North Myrtle Beach Historic Preservation Society;
• North Myrtle Beach Museum;
• Surfside Beach Historical Society;
• City of Conway, Certified Local Government;
• Conway Downtown Alive; and
• Loris Historical Society.
PLAN DEVELOPMENT

Preservation Survey

In preparation for the Preservation Plan update, a twenty question online survey titled, “Planning for Historic Preservation in Horry County” was conducted from August 29 until November 16, 2018. In addition, paper surveys were printed and available at the Planning & Zoning Office, as well as BAR, Parks & Open Space, and Planning Commission meetings and at local outreach events.

Information about taking the survey was posted on the County News Channel, on the home page of the County website, on the BAR Facebook page, and emails were sent to people who had signed up for the comprehensive plan updates in addition to people who had contacted the BAR in the past. A total of 235 responses were collected with 229 online responses and 6 paper copies submitted. Survey questions addressed topics of places lost, places that needed preserving, suitable tools and strategies to use, and ranking projects the BAR is currently doing. Respondents could also indicate projects they felt the BAR should be doing, any interest they may have in helping with preservation efforts, or how preservation information should be shared. A few demographic questions were asked at the end.

Respondents overwhelmingly indicated that Historic Preservation is important by a response of 233 to 2. However, approximately one third (34%) did not know that Horry County had a Preservation Board. In addition, 58.5% of the respondents indicated that a place they cared about in Horry County has already been lost. The number one answer for what places that you cared about were lost, was the Pavilion in Myrtle Beach followed by schools, Ocean Forest Hotel, tobacco barns and the Allsbrook house.

Another survey question asked, what historic places in Horry County would you like to see protected/preserved? Because this was an open ended question the answers ranged from all historic places that are left to specific buildings or sites, such as Hickory Grove Baptist Church or the fire tower in Aynor.

Participants were also asked if they had volunteered in the past or were willing to volunteer in the future to help with various aspects of preservation? While the response showed a few people had helped in the past, it also revealed that many were willing to help in the future. Categories to help included; serve on a board/organization that preserves history; advocate to others in person or using social media; volunteer labor to work on a property; donate money; volunteer to fund raise, and; it’s in my job description. One further note to add is that 145 people gave their email address at the end of the survey so they could receive information and updates from the BAR.

One theme that came out in the survey regardless of the question, was the response for more online communication and education. Specifically when asked the open ended question, is there a project you feel the Board should be doing, eight out of thirteen responses suggested some type of online communication/education. (See XXXX for the complete survey)

Q13: How do you access information about history and preservation? Select all that apply

Social Media was #1 for Accessing Information Regarding Historic Preservation
Source: Survey Monkey

PRESERVATION PLAN AND PUBLIC INPUT

The Planning for Historic Preservation in Horry County survey was the first initiative to collect public input. From this survey, a list of emails was collected and information throughout the rewrite process was sent including communication on meeting dates, draft copies of the plan and the solicitation of public responses. In addition an email list of 191 participants from the comprehensive plan update, was also used to solicit public input regarding the Preservation Plan. Draft copies were available at the Planning and Zoning Office, BAR meetings and other Planning and Zoning meetings with public input cards provided for comments.

Preservation Workshop

On January 15th 2019, the BAR hosted a Preservation Workshop. The workshop included representatives from the cities of Conway and Myrtle Beach, Daughters of the American Revolution, Sons of the American Revolution, Surfside Beach Historical Society, North Myrtle Beach Preservation Society, Horry County Historical Society, Horry...
County Archives Center, Horry County Museum (including the L. W. Paul Living History Farm), and Horry County Register of Deeds. The meeting sought to inform participants of the results from the on-line historical survey, seek goals for the plan, and discuss future partnerships to enhance all preservation efforts within the county.

Public Meetings
Public input is an important component to the Preservation Plan. Comments regarding the plan were sought at the following meetings.

Board of Architectural Review and Historic Preservation; October 15, 2019
November 19, 2019
Planning Commission; XXXXX
County Council; XXXXX

FINDINGS
There are resources and organizations the BAR has available to help them reach their goals. Partnerships need to be strengthened between community organizations, municipal governments and the BAR, while coordinating efforts within the various preservation groups. The last preservation survey is out of date, and the addition of historic buildings added to the register needs to be a top priority. The 2018 survey shows that people find preservation to be important to the County. The survey confirmed utilization of social media, the County website and the internet is a very useful way to get information out to the public. Traditional methods of soliciting comments regarding the Preservation Plan update were also sought at public meetings. However, the board needs to improve awareness of historic preservation, along with continued efforts to improve, update and survey historic resources to support preservation efforts.
Chapter 1

HISTORIC PROPERTIES

There are two mechanisms to recognize a historic property: the National Register of Historic Places and the local register which is the Horry County Historic Property Register. The BAR serves as an important role in these designations by recommending properties to be added to either list. The following describes both the National Register and the local register and explains the difference between the two.

NATIONAL REGISTER OF HISTORIC PLACES

The National Register of Historic Places is the nation’s official list of cultural resources worthy of preservation on a national level. Authorized under the National Historic Preservation Act of 1966, the National Register program seeks to coordinate and support public and private efforts to identify, evaluate, and protect our historic and archeological resources. All properties to be listed on the National Register are evaluated and must meet certain criteria. The National Register is administered by the National Park Service, which is part of the U.S. Department of the Interior.

The National Register honors a historic place by recognizing its importance to the community, state or the nation. In addition to honorific recognition, listing in the National Register results in the following for historic properties:

- Consideration in planning for Federal, federally licensed, and federally assisted projects;
- Eligibility for certain tax advantages;
- Qualification for federal grant programs; and,
- Consideration for mining and other utility permitting processes.

Owners with properties on the National Register have no obligation to open their properties to the public. Also under Federal law, owners of private property listed on the National Register are free to maintain, manage, or dispose of their property as they choose, provided that there has been no Federal involvement providing grants or tax advantages. Therefore some properties do not have the same integrity as when they were originally listed on the National Register. The only site in Horry County to have been removed from the National Historic Property Register is the Chesterfield Inn located in the City of Myrtle Beach, which was torn down.

Currently there are three properties and two historic districts in unincorporated Horry County on the National Register; Buck’s Upper Mill Farm, Hebron Church, John P. Derham House, Galivants Ferry Historic District and Socastee Historic District. A historic district is an area that has more than one historic resource located within it. At the time of this plan update, there are a total of 33 listings within the County on the National Register, with the majority of these properties located within the City of Conway. (For a complete listing of the properties within Horry County on the National Register see http://www.nationalregister.sc.gov/horry/nrhorry.htm)

The Board of Architectural Review is responsible for recommending properties that may be eligible for the National Register to SHPO. SHPO then makes their own determination as to whether the property is eligible for the National Register and forwards their recommendation to the National Park Service for final determination. As of this update there is one property that is a priority to add to the National Historic Register. The Third Avenue Courthouse in Conway is owned by the County and still in use today. A report was sent to SHPO which presented evidence as to why this building should be on the National Historic Register. SHPO approved and a formal submission will follow.

There are also two areas identified in the County per the last historic survey that are eligible to be named as a National Register Historic District, one is at the crossroads of Pee Dee Highway and Hughes Landing Road. There is a second opportunity with this site as there is a Pee Dee Highway should also be considered for a Scenic Highway through the State.

The Chesterfield Inn was removed from the National Historic Register.

Source: Horry County Planning and Zoning

The school is indicated as contributing to this eligible district. The John P. Derham House which would also be included in this district is already on the National Register as a standalone entry. The second historic district identified as eligible for the National Register is at the crossroads of Pee Dee Highway and Hughes Landing Road. There is a second opportunity with this site as the Pee Dee Highway should also be considered for a Scenic Highway through the State.
City of Conway National Register Sites
Source: Planning and Zoning

Key
1. Ambrose H. W. House
2. Atlantic Coast Line Railroad Depot
3. Beaty-Little House
4. Beaty-Spivey House
5. Burroughs School
6. Burroughs, Arthur M. House
7. Conway Downtown Historic District
8. Conway Methodist Church, 1898 & 1910 Sanctuaries
9. Conway Post Office
11. Kingston Presbyterian Church
12. Kingston Presbyterian Church Cemetery
13. Old Horry County Court House
14. Quattlebaum, C. P. Office
15. Quattlebaum, C. P. House
16. Quattlebaum, Paul, House
17. Waccamaw River Memorial Bridge
18. Waccamaw River Warehouse Historic District

HORRY COUNTY HISTORIC PROPERTY REGISTER

It is the job of the BAR to maintain a local inventory of historic properties more than fifty years old and recommend to Horry County Council from this list, properties to be placed on the Horry County Historic Property Register. Currently there are approximately 15,000 properties on this inventory with 6,272 potential properties that are in unincorporated Horry County. A property under consideration for the local register may be designated historic if one or more of the following criteria are met, in addition to being at least fifty years old:

- Has significant inherent character, interest, history, or value as part of the community or heritage of the community, state, or nation; or
- Is the site of an event significant in history; or
- Is associated with a person or persons who contributed significantly to the culture and development of the community, state or nation; or
- Exemplifies the cultural, political, economic, social, ethnic, or historic heritage of the community, state or nation; or
• Individually, or as a collection of resources, embodies distinguishing characteristics of a type style, period or specimen in architecture or engineering; or
• Is the work of a designer whose work has influenced significantly the development of the community, state or nation; or
• Contains elements of design, detail, materials, or craftsmanship which represents a significant innovation; or
• Is part of or related to a square or other distinctive element of community planning; or
• Represents an established and familiar visual feature of the neighborhood community; or
• Has yielded, or may be likely to yield information important in pre-history or history.

In the fall of 2007, the BAR began an aggressive effort to add historic properties to the Horry County Historic Register. This register is a list of properties that are given protection to preserve the character of the property and provide eligibility for tax benefits. (For the complete Horry County Historic Property Register see Local Register) The first properties were added in early 2008. As of 2019, 269 properties have been added to the register. Of these properties there are:

7 homes;
4 farms;
1 plantation;
1 homestead;
3 schools;
1 barn;
4 trees;
2 commercial properties;
2 bridges;
1 church; and
244 cemeteries.

This means that 90% of the Horry County Historic Property Register is comprised of cemeteries. Some of these cemeteries also have historic churches located on the same property, but the churches were not included on the register for protection. Of the 273 properties listed on the local register, Horry County owns two of them, Vereen Gardens and the Cochran School. There are currently no other known properties owned by Horry County that are eligible for historic register protection, but are not on the register.

DESIGNATION PROCESS

For a property to be added to the local Register, a multi-faceted process must occur. Initially, properties that may be considered historic are recommended to the BAR by Planning and Zoning staff. Currently, staff researches, documents and prepares a summary sheet along with multiple photographs for presentation to the board. Properties that will be presented to the BAR are placed on the next month’s agenda for a hearing. A minimum of twenty-one days prior to the hearing, planning staff sends property owners of the proposed historic parcels a letter detailing the upcoming meeting. Property owners are invited to attend and discuss the nomination of their property at the hearing. However, a property owner may remove their property from this potential list at any step in the process.

Should the BAR decide that the historic property meets the requirements to be designated historic and added to the Historic Property Register, the nomination is then forwarded to the Horry County Infrastructure and Regulation Committee (I&R) for review prior to presentation to Horry County Council. Assuming a property is forwarded by I&R to County Council, Council must then have three readings for that property to be added to the Historic Property Register. On the second reading, a Public Hearing is held to allow the public to comment on the addition of the individual properties.

If a historic district is proposed an extra step in the designation of the district is added. Between the BAR nomination and the I&R review, the Planning Commission is afforded the opportunity to review the proposed historic district and pass on to County Council the recommendation of the Commission regarding the district.

Once a property or district is added to the local register, the BAR must review any demolition, alteration, modification, addition or construction to the historic property, and approve any new construction within a historic district. The Board of Architectural Review assesses the proposed action to make sure that it conforms to the Secretary of the Interior’s Standards of Historic Preservation. If
the BAR approves the proposed action, a Certificate of Appropriateness (COA) is issued to the property owner at which time a building permit or zoning compliance form can be issued.

In certain circumstances, a COA may not be necessary. If the proposed action is minor and does not materially change the historic characteristics of the property or district, Planning staff can issue a Certificate of No Effect (COE) and work can commence. Any project that is underway without either a COE or a COA shall have a stop work order issued by Horry County Code Enforcement until either is obtained. The local register is the only true protection for maintaining the historic integrity of a property or district.

**FINDINGS**

The board has decided to concentrate on evaluating eligible properties of the County, based upon public input and evaluation of historic surveys. The Board has decided to concentrate on Little River, Green Sea, Hickory Grove, Socastee, Nixons Crossroads and the Pee Dee Highway. Evaluation of eligible properties will rely upon a combination of fieldwork and targeted public outreach. This will allow for historic districts to be added to the local register preserving more than one individual property at a time.

While the Board has made some headway into preserving assets of the County, other important resources are not being protected. This is shown with cemeteries composing the greatest percentage of the Horry County Historic Property Register. With 6,272 potentially eligible properties, there are ample opportunities to increase the number of designated historic properties in the County. The Board also needs to continue to improve, update, and survey historic resources to support preservation efforts as every year more properties will hit the fifty year historic mark and be eligible for protection.
Chapter 2

**BENEFITS OF HISTORIC PRESERVATION**

There is great value to Historic Preservation. While some beneficial aspects are easier to qualify than others, all facets of preservation play an important role in contributing to the health of a community.

**SENSE OF PLACE**

Historic Preservation is the protection of the tangible evidence of who we were, how we developed into who we are today, and what makes our communities unique. The National Historic Preservation Act of 1966 states:

- The spirit and direction of the Nation are founded upon and reflected in its historical heritage;
- The historical and cultural foundations of the Nation should be preserved as a living part of our community life and development in order to give a sense of orientation to the American people;
- The preservation of this irreplaceable heritage is in the public interest so that its vital legacy of cultural educational, aesthetic, inspirational, economic, and energy benefits will be maintained and enriched for future generations.

This sense of place is different for various people based on their varying experiences and what they hold as valuable. In the survey conducted from August 29 until November 16, 2018, 58.5% of the responders indicated a place they cared about in Horry County was gone. When asked what was lost, the answers varied from commercial locations, to houses, schools, barns and farms. People get attached to the things they grow up with and/or see every day.

**ENVIRONMENTAL**

In addition to the social benefits which are not easy to quantify, preservation has a positive impact environmentally. A situation that all cities, counties and states face is the removal and disposal of solid waste materials. Each year waste is produced and in no segment is it more evident than construction debris. In Horry County, approximately 123,250 tons of Construction and Demolition Debris (C&D) waste were disposed in FY 2017, 108,509 tons in FY 2018 and 124,290 tons in FY 2019. Per Horry County Solid Waste Authority, as of June 30, 2019, there is enough capacity left until the middle of 2023 for C & D material. Currently, this landfill is being expanded.

A building that is not demolished does not contribute to the County landfill. Because of this fact, historic preservation has been referred to as “The Ultimate Recycling.” When a building is demolished not only is the landfill effected, but a variety of unfriendly environmental issues may also need to be dealt with. Older buildings may contain asbestos, termites, mold, fungus, and/or lead based paints and when disturbed must be treated appropriately. It is often unnecessary to remove materials like asbestos and lead based paint. In fact, in most cases the danger come from disturbing the materials which releases the toxins. Instead of the more costly abatement or removal of the substance, various methods of encapsulation may be possible to reduce costs and environmental impacts.

Historic Preservation also conserves energy required to manufacture, and supply to the point of use, a product, material or service. For example, the iron that makes up a nail was mined, refined and smelted into the nail. The nail was packaged and shipped to a retailer. The retailer sold that nail to a builder, who took it to the job site and hammered the nail into the building. Miners, manufacturers, paper makers, truck drivers, stock persons, sales clerks, carpenters and countless others contributed to that one nail being used in the structure. Embodied energy occurs in the process of constructing a building, although remodeling will also add to the embodied
energy. The EPA on their webpage, Smart Growth and Preservation of Existing and Historical Buildings, states “A new green energy-efficient office building that includes as much as 40 percent recycled materials would nevertheless take approximately 65 years to recover the energy lost in demolishing a comparable existing building.”

The life cycle of a building is described as the service over the course of its entire life, including the design, construction, operation and disposal of it. Each of these steps has energy involved with it, whether embodied or operational. The following chart shows that to demolish a building and replace it with a new one has the longest time before any life cycle energy savings would be achieved. To tear down historical buildings and replace them with new ones is the worst choice when considering the energy involved. In a report by Place Economics to the federal agency, the Advisory Council on Historic Preservation, it is stated, “Historic buildings are often regarded as energy inefficient in measurements systems that focus solely on annual energy usage. This approach ignores two important factors: 1) the annual energy use in an appropriately rehabilitated historic building is not measurably greater than for a new building; and 2) Fifteen to thirty times as much energy is used in the construction of a building than its annual operation. For an existing building the energy has already been “embodied” in the structure.” (SHPO Measuring 2013)

Comparison of energy between reuse of a building and a new building
Source: Green Building Alliance

Also, the construction standards currently in practice and those that existed when historic buildings were being constructed are not the same. Older building techniques are in many ways more durable than current practices. Buildings that have withstood multiple hurricanes will likely withstand many more. While technology has allowed developers to creatively build near and sometimes on wetlands and flood prone areas, construction in the past was more concerned about protecting significant investments and families by building away from areas likely to be affected by devastating natural events. These buildings still standing are proof that such planning was well conceived.

ECONOMIC

Property values change when a historic district is created. During the years from 1995 to 1998, four studies were funded by the SC Department of Archives and History on housing prices in local historic districts. The market, it was shown, recognizes the added protection that historic districting can provide. John Kilpatrick, the study author acknowledged, “Historic district designation places a ‘seal of approval’ on the individual properties within the district. In other words, the properties are now publicly recognized as having some historic value, which like a painting or antique, has an intrinsic value separate and apart from normal utility derived from the use of the property.” While the case studies consistently showed higher values, examples of case studies results are:

- In Georgetown’s Historic District houses were worth 11% more;
- In Sumter’s Hampton Park District, houses were worth 17% more than comparable houses not within this district;
- In Beaufort, houses within the historic district sold for 21% more than comparable houses not in the district; and
- In Columbia, housing prices in local historic districts increased 26% per year faster than the market as a whole. (SHPO Historic 2000)

REDEVELOPMENT

In addition to these economic benefits for historic districts, preservation efforts can be a catalyst for economic revival in a small town. The National Main Street is a program run by the National Trust for Historic Preservation. 2,500 communities and a few urban neighborhoods have used the Main Street Program, which has been called the most cost-effective economic development program (SHPO Measuring 2013). The City of Conway is an example of this. In the 1980’s, the City had high commercial vacancy rates and decaying buildings within its commercial district. This small community worked together to create a historic district, encouraged the removal of false facades on historic buildings, restored a historic movie theater, and approved a historic preservation ordinance. A downtown revitalization organization, Conway Main Street USA (now Conway Downtown Alive) still works to preserve the historical aspects of Conway. This effort created new jobs and had $14,268,299 in private money reinvested in the City. (SHPO Downtown 2007)
Both the Horry County Register and the National Register offer tax benefits when rehabilitating a historic property. A property may be listed on both registers, locally and nationally and local tax benefits may be applied for and used concurrently with Federal or State grant/tax benefits. In addition, some State and Federal tax/grants benefits may also be used concurrently.

In addition, suburban sprawl is economically expensive for communities to provide adequate services. One of the most effective methods of reducing sprawl is a more intensive use of buildings and sites already in place within the community, which minimizes the need for additional public infrastructure and the ensuing maintenance of it. Every square foot of existing building space, both residential and commercial, that is reused or adapted for reuse, is a square foot of space that needn’t be constructed elsewhere. Further the reuse of an existing building minimizes harm to the natural environment and appropriately fits within the neighborhood.

**JOB GROWTH**

Historic preservation has additional economic benefits. A study done in Delaware in 2010 quantified the economic impacts, by looking at the number of jobs created and the income those jobs produced per one million dollars of investment. Compared to the number of manufacturing jobs and new construction jobs, rehabilitation jobs were both greater in number and produced a greater impact on household income. Skilled craftsmen are needed to do renovation work. A similar study has not been done in Horry County.

**Heritage Tourism**

The National Trust for Historic Preservation defines heritage tourism as traveling to experience the places, artifacts, and activities that authentically represent the stories and people of the past and present. According to the 2008 South Carolina Comprehensive Outdoor Recreation Plan, more than half of South Carolinians polled, had visited a historic site within the past year and visiting historic sites ranked 8th out of 43 recreational activities. The number of South Carolinians visiting these sites has also risen steadily since 1990, from 47% to more than 52% in 2005.

While clearly the beach and the associated entertainment activities along the Grand Strand are the largest tourism draw in Horry County, a number of historic resources are present that could either draw additional tourism dollars or complement the already present tourism market. The following chart illustrates the most popular activities of people visiting South Carolina in 2006. While shopping, the beach, and dining lead the list of activities, more than 12% of those surveyed visited a historic site or historic church; an additional 8.5% visited a museum; and, 7.3% visited an old home or mansion. Each of these activities can be defined as an aspect of heritage tourism. Although it would be a misstatement to add these figures

<table>
<thead>
<tr>
<th>Activity</th>
<th>Participation Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping</td>
<td>48.3%</td>
</tr>
<tr>
<td>Beach</td>
<td>45.1%</td>
</tr>
<tr>
<td>Fine Dining</td>
<td>34.0%</td>
</tr>
<tr>
<td>Family/friend event/reunion</td>
<td>33.9%</td>
</tr>
<tr>
<td>Rural Sightseeing</td>
<td>31.4%</td>
</tr>
<tr>
<td>Golf</td>
<td>12.4%</td>
</tr>
<tr>
<td>Historic sites/churches</td>
<td>12.1%</td>
</tr>
<tr>
<td>Urban Sightseeing</td>
<td>8.7%</td>
</tr>
<tr>
<td>Museums</td>
<td>8.5%</td>
</tr>
<tr>
<td>Old Homes/Mansions</td>
<td>7.3%</td>
</tr>
<tr>
<td>Theme Park</td>
<td>7.2%</td>
</tr>
<tr>
<td>Nightlife/Dancing</td>
<td>7.0%</td>
</tr>
<tr>
<td>Wildlife Viewing</td>
<td>6.9%</td>
</tr>
<tr>
<td>State/National Park</td>
<td>6.4%</td>
</tr>
<tr>
<td>Gardens</td>
<td>5.6%</td>
</tr>
</tbody>
</table>

**Most popular activities for out-of-state visitors to SC - 2006**

Source: South Carolina Parks, Recreation & Tourism
together to overstate the potential of heritage tourism, certainly heritage tourism is a major tourism possibility for Horry County. With tourism being Horry County’s leading industry, adding and promoting more heritage tourism in this area would expand this already vast economic driver.

FINDINGS

From the Congress of the United States to local studies, it is found that historic preservation has a positive impact upon the nation, states, counties, cities and their citizens. These positive impacts are social, environmental, and economic. Historic preservation reduces sprawl and preserves the character and sense of place. In addition, historic preservation can also be promoted as heritage tourism, helping to draw vacation dollars to the area. The BAR needs to improve awareness of historic preservation and create a sense of pride with owners of historic properties and businesses.
Chapter 3

THREATS TO HISTORIC PRESERVATION

DEVELOPMENT

There are many hindrances to historic preservation worldwide. While some of these threats do not occur in Horry County such as war, the County still has its own list of preservation hardships. A major theme New South Associates Survey found woven throughout the 2006 study was the loss of historic buildings and historic materials. The study further stated, “This has the potential to eradicate all remnants of structures related to particular periods of the County’s history.” Little evidence of the naval stores and lumber industry are left in Horry County. Only the two chimneys of the Henry Buck mills remain. The mills founded by him are gone (New South Associates 2009). Other areas have disappeared such as Eddy Lake, which is also not recognized in any manner.

The biggest threat to our historic resources is development. New large developments changes the landscape, while small individual projects can tear down individual historic buildings such as the 1928 Irma Causey house. A local business purchased the site and constructed a satellite office.

The danger of losing buildings is not limited to old homes. The New South Associates Survey also list as threats, the demolition of buildings from the mid twentieth century, alterations to commercial buildings - especially the facades, the addition of vinyl siding and replacement windows to buildings; school buildings which are at risk due to efforts to update them and then the abandonment of them for newer buildings; and specific to landscapes are golf courses which are updated and do not retain their historic integrity. (New South Associates 2009)

Growth patterns are able to help us identify areas where the loss of historic buildings, structures, landscapes and historic names are most likely to occur. By looking at where building permits, rezoning, road projects, population projections, and new subdivisions that are being permitted, it can be seen which areas of the county are under the most development pressure. The new Conway Perimeter Road will impact three structures that are currently on the County’s list for buildings older than 50 years. As new and improved roads wind their way through the County, more areas will open up to large developments. This will include farmland, which developers especially like to obtain because the land is already cleared. Per the 2017 Census of Agriculture, Horry County has lost 18% of the farms since the last Census of Agriculture in 2013. This translates to a 4% loss in overall farm acreage.

The Future Land Use Map in the Imagine 2040 Comprehensive Plan, identifies vicinities for conservation easements which can help to preserve areas of the County which are still rural. One of the main goals of Imagine 2040 is to preserve the rural areas and lifestyles, along with the natural resources and assets, through land use decision and policies. One way to help implement this goal of the Comprehensive Plan is to preserve farms and landscapes with conservation easements (For more information see Imagine 2040 at https://www.horrycounty.org/Departments/Planning-and-Zoning/IMAGINE2040).
Future Land Use Map
Source: Planning and Zoning

Development not only effects individual houses but in order to accommodate tourism the past is erased for taller, more modern or different enterprises to capture more of the tourist dollars. A good example of this is the Chesterfield Hotel in Myrtle Beach, which was formerly on the National Register. Owners tore most of it down to build a 3 story putt-putt golf course. After the failure of this endeavor the remaining skeleton of the hotel was demolished to make way for a strip mall.

The site of the Chesterfield Inn being constructed into a strip mall
Image Source: Google

ABANDONMENT

In addition to the loss of farm land is the loss of the historic homes on these farms which are being replaced with newer homes, leaving older homes either abandoned to decay or torn down. The old homes are not the only structures being lost to decay. Old tobacco barns and pack houses along with crossroad communities are decaying and disappearing, while those remaining are in danger of demolition by neglect. Another category of loss due to demolition of the sites pertains to historic black communities. Specific to these communities is the lack of knowledge as to the location of these historical sites and the lack of written records documenting them. (New South Associates 2009)

Also, a new problem has appeared when looking at the most recent buildings that have hit the fifty year mark, (the age considered to be historic). The problem is the aging of the building materials themselves, as modern methods of building and the materials used have a shorter life expectancy than structures built in the past. (SHPO New 2006)

Looking at these circumstances from a proactive point, the County does have a special tax relief program in place for rehabbing historic properties. However, there are no local government programs such as grants, and low or no interest loans, to increase the likelihood that older properties will be maintained. And last, there is no available process for delaying demolition of a historic structure until a review process is concluded.

Population Projections
Source: Planning and Zoning
NATURAL HAZARDS

Hurricanes have also disposed of many buildings and structures within the county, especially along the coast. Looking at the present stock of building in Garden City, it can be noted that there are no buildings eligible for the National Register according to the last historic survey taken of the area. Hurricanes and storm surges repeatedly wreak havoc along the coast as anyone in Garden City can attest to in the aftermath of Hurricane Matthew. Horry County is vulnerable to a wide variety of natural hazards. The hazards as ranked by Emergency Management that are most likely to occur within Horry County are hurricanes, wildfires, flooding, and severe thunderstorms. (See Horry County Multijurisdictional All-Hazards Mitigation Plan) Horry County Emergency Management takes the lead with the County’s all-hazard comprehensive emergency management program and plans. Updates to the All Hazards Mitigation Plan, from the BAR for the 2020 update should include community education programs on adequate insurance, and flood and wind proofing techniques for historic properties.

Attempting to bring historic structures up to current safety measures may negatively impact the historic integrity of a structure. Such as in the case of fire prevention, by removing materials that are prone to burning or encapsulating them in nonflammable materials. Sprinkling systems could be installed, but the installation itself may cause damage and if the system were to malfunction or even overspray during a fire, sensitive and sometimes irreplaceable building materials may be lost. However, the inclusion of fire extinguishers in historic homes may mitigate potential damage without the risk of incidental damages caused by their use.

Similar difficulties exist with flood-proofing historic structures. As of this update to the Preservation Plan, there are 5,181 structures, fifty years or older that are found within the flood zone. 2,122 of the properties are located in unincorporated Horry County. This translates to 33% of the 6,272 structures eligible for the local register under the County’s jurisdiction being threatened by flooding. There are also 24 properties within the flood zone that are on either the National or Local Register under the same threat. The best method for removing a flood threat is moving the structure. Unfortunately, the moving of a historic structure removes that structure from the setting in which the building was originally located. This diminishes some of the historic integrity of the structure and often results in ineligibility of a structure from National Register listing.

There are several ways in which a historic structure may be made to be less prone to flooding. The first is to elevate the structure in such a way as to make the elevation unnoticeable and undetectable. This can sometimes be done by not elevating the structure as high as typical and using creative landscaping.

![House after elevation, incorporating landscaping](Source: 2018 NAPC Forum Flooding, Dominique Hawkins)

Two other methods for flood-proofing are dry proofing and wet proofing. Dry proofing involves making the lowest levels of a structure impenetrable to flood waters. Dry proofing would not be effective if water levels exceed the height of the seal or if there is not a water tight seal under the home. Wet proofing allows flood water to flow into and out of the home in such a manner so as not to trap any water. However, this method may cause irreparable damage to decorative molding and personal belongings.

Sea walls and floodwalls are sometimes used. However, seawalls do not protect from storm surge and flood walls typically on riverfront properties, must not interfere with stormwater runoff and need to account for seepage. Seepage can be resolved with drains, pipes or pumps which can be quite successful, but are often cost prohibitive.

Last, the risk of high wind associated with individual storms, hurricanes or tornados presents a unique challenge for historic homes. Many of the currently recommended techniques such as, to reduce the amount of overhang at the eave, lower the pitch of the roof, or add shutters are not compatible with keeping the integrity of a historic building.

While changing the roof line obviously changes the look of a structure, inappropriate hurricane shutters can also drastically change the look of a building. Several types of roll-down or temporary hurricane shutters are available that would not permanently alter the historic integrity of historic structures. But without shutters, windows and doors are vulnerable to debris breaking or damaging these openings. Often, impact resistant window and doors are installed in high wind areas; however, windows and doors are very important features of most historic structures and should seldom be replaced. Most historic windows and doors can be restored to make them both fully functional, energy efficient and more resistant to both wind and water damage. The cost of restoration often closely matches the cost of replacement windows.
While these are not the only hazards historic structures face, they are the most likely. A one size fits all approach cannot be taken with hazard mitigation for historic structures. Each structure needs to be assessed for its strengths and weaknesses and an appropriate plan for each property put in place. As historic homeowners may not be aware of the choices available to them to create a hazard plan, the BAR can provide resources and guidelines on common practices.

**FINDINGS**

Horry County has lost a substantial amount of historic structures in the past and continues to do so to the present day. Deterioration leading to demolition by neglect or active demolition along with specific threats that confront individual communities have added up to a significant amount of loss concerning historic resources. In addition, while natural disasters have taken their toll on historic resources, current development trends looming on the horizon with the increase in population, is set to create another round of destruction to historic resources. There are also additional proactive incentives that are not currently be used including conservation easements. Greater effort needs to be used in identifying incentives, funding sources and financial incentives for historic preservation and rehabilitation, along with improving protection of historic resources from natural disasters. Updates to the County’s All Hazard Mitigation Plan should include:

- Develop a community education program for historic property owners to assure that they are adequately and appropriately insured in the event of a natural disaster
- Develop a community education program on historically sensitive flood proofing techniques for historic structures most likely to be affected by flooding
- Develop a community education program on historically sensitive wind proofing techniques for historic properties, including windows, doors and roofs
Chapter 4

PRESERVATION AND EDUCATION

While history is a subject taught in schools to both children and adults, local history is often missing from this equation. Knowing and understanding local history is crucial to understanding the heritage, cultural, environmental, technological and aesthetic make-up of the community. The most effective means of teaching children local history is with the cooperation of the Horry County School District. The BAR has engaged with school children through the school system with three separate projects.

In 2001 the BAR initiated two projects for use within the school system. The first project was created by the National Park Services titled, “Teaching with Historic Places (TWHP)” Although the TWHP was implemented in Horry County, it did not materialize into an effective tool for historic preservation during this 2001 attempt. The second project during this time period was a historical essay contest. Middle School students wrote essays with the theme, “the most important historic building in (their) neighborhood.” Prizes were issued for winning entries. These program ended as the school teachers did not have the time to promote them within the required curriculum.

Additional, more recent efforts to integrate local history into the local school system have been met with resistance due to curriculum based teaching methods.

The third and only program still engaging students is the High School Video Contest. The objective is for high school students to create local historically related videos, telling the story of a building or site within Horry County increasing their awareness of local history and enhancing the public’s knowledge of local historical structures or sites within the county. Winning videos receive cash prizes.

The BAR received the 2013 Historic Preservation Service Award from the Palmetto Trust for Historic Preservation which recognized the Local Historic Sites and Structures High School Video Contest. This contest reinforces local history to high school students.

In addition to middle and high school involvement with local history, Coastal Carolina University (CCU) revived their archaeology program in 2010. During the summer of this year CCU’s Archaeology Field School investigated the site of a turn-of-the-century ship building facility located within the City of Conway’s utility relocation project. Also in 2010, County staff conducted a survey with the Field School of a Native American burial site in Western Horry County, using both ground penetrating radar and handheld Trimble mapping devices.

Adult education has also been considered as a venue to present Horry County history. However this is the area that presents the biggest challenge as this segment of the population is not contained within a classroom. While there are many adults who hold in high esteem the history and heritage of Horry County, as one of the fastest growing counties, there are also many newcomers who may be unaware of the area’s unique heritage. One way to engage this group is through instruction on historic preservation techniques.

Lastly, the need educate to County staff is also a concern. This should include the various boards and decision making bodies about the value of historic resources to our community. Planners, engineers, inspectors, etc. should be educated about the County’s resources and provided guidance on identification and treatment of historic resources as it relates to the various department tasks and responsibilities.

The BAR, in conjunction with Conway Main Street USA and the Horry County Historical Society held the first Horry County Old House Fair in 2011. The daylong event educated residents on tools and benefits of historic preservation. Topics included, restoring hardwood floors, proper landscaping, converting a historic home to a bed and breakfast, and restoring old windows. This same year, planning staff worked with CCU’s Osher Lifelong Learning Institute, offering adult education courses on historic preservation efforts in Horry County.

The BAR continues to send a representative to CCU to explain what it does, projects it is currently working on and how students may get involved. However, over the past two years no students have engaged with the efforts of the BAR.

FINDINGS

There are minimal local history projects within the school system as projects proposed have met resistance within the schools themselves. Currently the only project the BAR has which involves schools is the high school video contest. The BAR continues to send a representative to CCU in an attempt to engage CCU students. Also, with the influx of people moving here, it is hard to involve and educate new residents because there is no formal classroom to engage them in. In addition, residents that own historic structures are...
not always aware how to protect them. There are ample opportunities for an increase in educating the public on historic matters, however a suitable venue needs to be found. The development of high quality, meaningful programs and projects to preserve Horry County’s heritage must continue.
Chapter 5

PROJECTS OF THE BAR

The BAR has other duties beyond building the historic property list, reviewing proposed construction to historic properties, and educating and promoting historic preservation. The Historic Preservation Ordinance requires the BAR to:

- Promote the use and conservation of the historic resources of the County;
- Safeguard the County’s unique heritage;
- Identify, preserve, and enhance the important characteristics of the culture, history, and architectural history of the County; and
- Improve property values and strengthen the local economy by fostering preservation, restoration and rehabilitation.

To accomplish these goals, the BAR has developed and implemented numerous projects.

HISTORIC HIGHWAY MARKERS

Beginning in 1941, organizations in Horry County began erecting roadside markers describing historical events and areas associated with them. The first marker was erected by the Horry County Historical Society in 1941 pertaining to Jeremiah Vereen. This marker has since been replaced and renamed as Washington’s Southern Tour, after the original was misplaced during a road widening project. To date there are thirty roadside markers within Horry County. (For more information on historic highway markers, visit the State Historic Preservation website at [https://scdah.sc.gov/historic-preservation/programs/historical-markers](https://scdah.sc.gov/historic-preservation/programs/historical-markers))

In addition to Highway Markers and in conjunction with the state, the Board also has the opportunity to help the Horry County Historical Society add to the Gazetteer database of historical names. SCDOT will install community signs meeting their criteria. This could be another option to bring back historic names for places.

George Whitefield Historic Marker Installation
Source: Planning and Zoning

CEMETERY PROJECT

The Horry County Cemetery Project began in 2007 as an effort to catalogue and preserve sensitive historic sites throughout the County. The Cemetery Project seeks to locate, inventory, photograph, map and preserve an estimated 450 historic cemeteries in the County’s unincorporated areas. In Horry County, where development has been tremendous, numerous historic cemeteries were either lost or destroyed. As of FY2020, 330 cemeteries have been inventoried. Of these, 248 cemeteries have been placed on the Horry County Historic Property Register. New graveyards and grave sites are continually being discovered, including four found within the past year.

Using cutting edge technology, including ground penetrating radar and GIS mapping, the project is the most comprehensive and pioneering endeavor of its kind in the nation. The project was awarded the 2011 J. Mitchell Graham Memorial Award for the best County project in South Carolina, the 2011 Archaeology Stewardship Award from the Palmetto Trust for Historic Preservation, and the 2012 Achievement Award Winner from the National Association of Counties.

The cemetery information is available for public access on an interactive website that allows gravesite searches by name, place and dates. For more information on this project visit; [https://www.horrycounty.org/Online-Services/Cemetery](https://www.horrycounty.org/Online-Services/Cemetery)
HISTORIC DRIVING BROCHURES

To date, the BAR has developed, printed and distributed four separate driving brochures, which can be viewed on the BAR’s website at https://www.horrycounty.org/Boards/Architectural-Review/Historical-Brochures/Horry-County

Each brochure details historic sites and structures in Horry County. The Galivants Ferry brochure illustrates the National Register Historic District of Galivants Ferry, a unique area which was the center of life along the western edge of the county in years past. The Socastee brochure highlights the Intracoastal Waterway and a handful of historic buildings which are also contained within a National Register Historic District. The Little River brochure details many historic buildings and cemeteries in this historic fishing village which was one of the earliest settlements in Horry County. The final brochure features historic sites scattered around the County. Thousands of these brochures have been distributed throughout the County at visitor’s centers, County buildings, chambers of commerce and schools. The next level for this project is to develop a historic driving tour mobile application which will cut down on both the expense and consumption of paper thus becoming a win-win situation for the BAR and the environment.

LEGACY BUSINESS RECOGNITION

The Legacy Business Recognition Program pays tribute to local businesses that have contributed to the economic heritage of Horry County for more than fifty years. Each business is presented with a wall plaque and a ribbon cutting ceremony is performed. The BAR has had the honor of recognizing thirty-two businesses so far and continues to locate and recognize these established institutions. The BAR received the 2016 Preservation Service Award for its Legacy Business Recognition Program.

DIGITAL IMAGES

One of the biggest hurdles in assessing properties for consideration for the Horry County Historic Property Register is the lack of historic photographs of these properties. Undoubtedly photographs of many historic buildings and sites exist; however, there had never been a coordinated effort to obtain either the originals or digital copies. The BAR, the Horry County Museum and the Horry County Historical Society now actively pursue all opportunities to locate and scan images of Horry County’s rich and colorful past. These images are housed at the Horry County Museum.

CENTURY FARM ASSISTANCE PROGRAM

The Century Farm Program is a state-run initiative designed to honor pioneer families in South Carolina. In 1974, the Program was inaugurated in the Pendleton District, made up of Anderson County, Oconee County and Pickens County. The South Carolina General Assembly later approved legislation to expand it into a state-wide program and charged the Pendleton District Commission to administer the Program.

In general, the Century Farms Program honors those families whose property has been in the same family’s ownership for 100 years or more. Applicants for this honor must show documentation that the property has remained in the family for 100 years. The BAR helps our local farm families apply for this program, by researching available documentation pertaining to property ownership.

HIGH SCHOOL VIDEO CONTEST

Each year since 2013 the BAR has sponsored a High School Video Contest. Applicants create a video no longer than three minutes pertaining to a historical structure or site within Horry County that is at least fifty years old. This contest introduces local history to a new generation of the population and videos are placed on YouTube thereby further expanding the audience. Videos are judged on the following criteria;

- Incorporation of local history;
- Creativity, originality, and impact;
- Informational content;
- Entertainment value/Interest level

The BAR won the 2013 Historic Preservation Service Award from the Palmetto Trust for Historic Preservation for the High School Video Contest.
Approved Century Farms applicants receive a yard plaque and a certificate designating their property as a “Century Farm in Historic South Carolina.” As of 2019, there are fourteen designated Century Farms in Horry County, and there are many potentially eligible properties. In addition to helping historic family farm owners to obtain their designation as a Century Farm, the BAR evaluates these properties for inclusion to the Horry County Historic Property Register and/or possible conservation easements. While there are fifteen Century Farms within the County, the whereabouts of only fourteen are known as applicants may request that the farm location not be disclosed to the public.

FINDINGS

The BAR has been recognized throughout the years for innovative efforts in preservation. As the BAR moves forward it will need to continue championing innovative projects that have won awards while striving to protect the architectural assets of the County. Currently, the BAR has a variety of programs that fulfill different goals of the Board. The Board will need to continuously evaluate the effectiveness of current programs and discontinue those that become ineffective, while continuing to add new programs to achieve the goals of this plan. The role of these programs should improve awareness of historic preservation and strengthen current partnerships. The BAR will also need to continue to improve, update and survey historic resources to support preservation efforts and to help evaluate collaborate efforts and projects.
Chapter 6

GOALS AND STRATEGIES

As areas of the county are different, projects and plans must be tailored to suit a variety of needs and concerns, while enhancing the quality of life for the community and its citizens. The increasing pressure of development must be balanced with the need for Horry County to retain the visual character of its past.

Objective: Increase the number of designated historic properties in Horry County.

- Maintain a database of properties and structures that are eligible for the Horry County Historic Register and National Register of Historic Places. (annually)
- Establish a list of priority properties, structures and districts in the County to consider for the Horry County Historic Register. (short-term)
- Distribute information to eligible property owners for the National Register and Local Register about the programs including financial incentives. (continuous)
- Pursue and assist National Register listings for properties which have owner support. (continuous)
- Add at least 10 properties in western Horry County to the Horry County Historic Register by 2025. (mid-term)
- Research and create historic districts. (continuous)
- Promote the Century Farm Program and assist with the establishment of at least five new Century Farms by 2025. (mid-term)
- Apply for National Register status for the 3rd Avenue Court House. (short-term)
- Determine criteria for historic trees to be added to the local register. (short-term)

Objective: Continue to improve, update and survey historic resources to support preservation efforts.

- Continue to catalog existing documentation on historic resources and archaeological sites for ease in reference during planning phases of both public and private projects. (continuous)
- Integrate historic resource data with the County’s GIS database. (short-term)
- Make historic information available via the County’s website easing research for interested parties and promoting heritage tourism. (mid-term)
- Identify and fill gaps in documentation through additional survey projects. (mid-term)
- Encourage a survey focused on mid-century architecture to give a historic context to these properties. (long-term)
- Document and photograph unprotected historic structures that are proposed for demolition. (continuous)

Objective: Coordinate preservation efforts with various community organizations and municipal governments.

- Identify organization and roles in the public, private and non-profit sectors with an interest in and/or an impact on historic resources and maintain a contact list. (continuous)
- Host a Preservation Workshop yearly to maximize preservation effectiveness and minimize duplication of efforts. (continuous)
- Accept historic preservation award nominations from partners. (continuous)
- Partner with area Chambers of Commerce to promote BAR projects and events. (continuous)

Objective: Identify incentives, funding sources, and financial incentives for historic preservation.

- Research and implement development incentives for historic preservation and adaptive reuse of historic buildings. (long-term)
- Recommend the establishment of economic incentives to promote sensitive rehabilitation activity, i.e. grants, low-interest loans, tax abatement, paint rebate programs, facade loan programs, reduction or abatement of building permit fees. (long-term)
- Coordinate with the Parks and Open Space Board and area partners to distribute information on conservation easement programs. (continuous)
- Seek available state and federal grant funds to conduct archaeological surveys of designated historic period sites and/or districts, including photographic documentation as appropriate, to evaluate their archaeological resource potential. (continuous)
- Acquire copies of historically significant documents that are in the possession of the SC Department of Archives and History to make research more convenient and accessible. (long-term)
- Start a project and coordinate with SHPO, using the last historic survey data and update site information including pictures using the collector application. (short-term)

Objective: Create a sense of pride with owners of historic properties and businesses.

- Continue Historic Preservation Awards Program recognizing the efforts of the citizens of the community in historic preservation. (continuous)
Objective: Improve awareness of historic preservation.

- Review and modify the name for the Board of Architectural Review and Historic Preservation, to a name that better reflects the historic aspect of the Board. (short-term)
- Publicize BAR meetings and activities. (continuous)
- Continue to add to the current email list interested parties on events and updates to BAR activities. (continuous)
- Work with IT to create an application for the historical driving tours. (long-term)
- Continue to maintain the BAR Facebook page. (continuous)
- Encourage the Board to write newspaper articles, editorials and presentations pertaining to historic resources in Horry County, such as specific architectural styles or historic buildings, and historic preservation programs/organizations at the local, state, and national levels, including state and national preservation conferences. (continuous)
- Prepare a portable informational exhibit for local and regional display focusing on BAR activities and the designation process. (mid-term)
- Conduct informational meetings on various topics such as the advantages of historic preservation, protection of historic buildings from natural disasters, or architectural styles and building types that are prevalent in Horry County. (continuous)
- Engage in community events that recognize the County’s historic resources and promote the activities of the BAR. (continuous)
- Enlist the media to publicize community events that promote historic preservation. (continuous)
- Provide public forum meetings to allow communities to discuss their vision of historic preservation for their communities and set up historic districts. (mid-term)
- Utilize the County’s television station to promote historic preservation and heritage tourism. (long-term)
- Coordinate with partners to add storyboards conveying Horry County history at appropriate public facilities. (mid to long-term)
- Ensure that communities and public facilities are appropriately named and signed according to their geographic location or historic figures. (continuously)
- Approach relevant CCU and HGTC departments about opportunities for student projects in historic preservation locally. (continuous)
- Enlist the assistance and support of existing citizens groups to organize and promote educational programs in historical preservation. (continuous)

Objective: Improve protection of historic resources from disasters.

- Create a brochure for historic property owners explaining measures to properly wind-proof and weatherize their structures and to encourage them to have adequate insurance on their property to allow for repair/rebuild in the event of natural disaster. (mid-term)
- Review and make recommendations to the County’s Emergency Operation Plan and Mitigation Plan as it relates to the County’s historical resources. (with updates to the plans)

Objective: Develop high quality, meaningful programs and projects to preserve Horry County’s heritage.

- Update the Horry County Historic Register Book to a more professional look. (mid-term)
- Pursue the installation of Historic Highway Markers at sites of historic significance within the County. (continuous)
- Continue the Driving Brochure Program to include other areas of the County and topics that promote Heritage Tourism. (mid-term)
- Research and Utilize Certified Local Government grants to implement new and proposed projects. (continuous)
- Establish an expert advice program with a list of preservation professionals willing to offer advice to historic property owners. (long-term)
- Create audio and video media presentations promoting the history of the County and make these available on the County’s public access channel. (mid-term)
- Investigate the possibility of creating or joining a Heritage Area Trail, Scenic Byway or Corridor, i.e. the Tobacco Trail, Francis Marion Trail, Pee Dee Hwy etc. (long-term)
- Complete the Cemetery Project and make all findings available on the County’s website. Use ground-penetrating radar on those cemeteries that merit further investigation. (continuous)
- Research, document and pursue all remaining Rosenwald and Rosenwald styled schools in Horry County for addition to the Horry County Historic Property Register and where appropriate, the National Register. (long-term)
- Begin a barn identification and documentation program using the collector application with photographs, to assure...
the significant agricultural heritage of Horry County is preserved. (mid-term)

• Research and coordinate with SHPO on a church identification and documentation survey. (long-term)

• Recognize significant areas that at one time contributed to the industrial viability of the County and are no longer in existence, i.e. Eddy Lake, Causey, etc. (continuous)

• Finish the Kings Highway project started in 2014, identifying and mapping the original route of Kings Highway and pinpoint any sites of significance along the route. (long-term)

• Coordinate with the Sons of the American Revolution, the Daughters of the American Revolution and Sons of Confederate Veterans to research, preserve and promote areas of significance during the Revolutionary and Civil Wars. (long-term)

• Maintain and utilize the Preserve America status for promotion of the heritage of the County and for grant opportunities.

• Research methods to preserve salvage materials from historic structures that are being demolished so that they can be reused in historic buildings that are being restored or repaired. (mid-term)

Objective: Update and codify ordinances and plans pertaining to the BAR

• Maintain Certified Local Government Status. (continuous)

• Update and codify the Board of Architectural Review and Historic Preservations By-Laws. (short-term)

• Update and add criteria to Article XVII of the Horry County Ordinances for designating Historic Districts. (short-term)

• Review and amend, as necessary the Historic Preservation Plan a minimum of every five years with a complete update every ten years.