

# City of Conway Comprehensive Plan

## THE COMMUNITY FACILITIES ELEMENT



## INTRODUCTION

The Community Facilities Element includes documentation of vital services essential to the growth, development or redevelopment of the community. Separate consideration should be given to the following: water supply, treatment and distribution; sewage system and wastewater treatment; solid waste collection and disposal plan; fire protection plan; emergency medical services plan; plan for any necessary general government facilities (e.g., administrative, court, or other facilities); plan for educational facilities; plans for libraries and other cultural facilities. (Comprehensive Planning Guide for Local Governments – 2018)

Pursuant to Section 6-29-540 of the 1994 SC Planning Enabling Legislation, the City of Conway Planning Commission is required to review proposals for all new public facilities (except utilities). After the adoption of the Community Facilities Element, no new street, structure, square, park, other public way, grounds, open space, or public building may be constructed in Conway until plans have been submitted to the Planning Commission for comments and compatibility with the City's Comprehensive Plan.

The City's departments, facilities and services are summarized below as well as facilities and services provided by others that affect the daily lives of Conway citizens. In order to plan for providing or changing the facilities and services, a complete inventory must be made of the current level of service being received and the adequacy of the facilities for providing those services.

## CITY OF CONWAY PUBLIC FACILITIES AND SERVICE

### City Hall – 229 Main Street:

The Conway City Hall, designed by the famous South Carolina Architect Robert Mills, was built in 1825. It was the Horry County Courthouse from 1825 until 1908. In 1908, the building was sold to the City of Conway. The City Council Chambers, the Municipal Courtroom, and two City departments are located in City Hall. A new slate roof was added in 1989 and renovations began in the interior of the building in 1991 to restore the courtroom and council chambers. Old jail cells are used as offices and these rooms have been remodeled to blend with the function and architectural style of the building.



Old Horry County Courthouse (Conway City Hall)  
Source: City of Conway



Two departments are housed in City Hall, including:

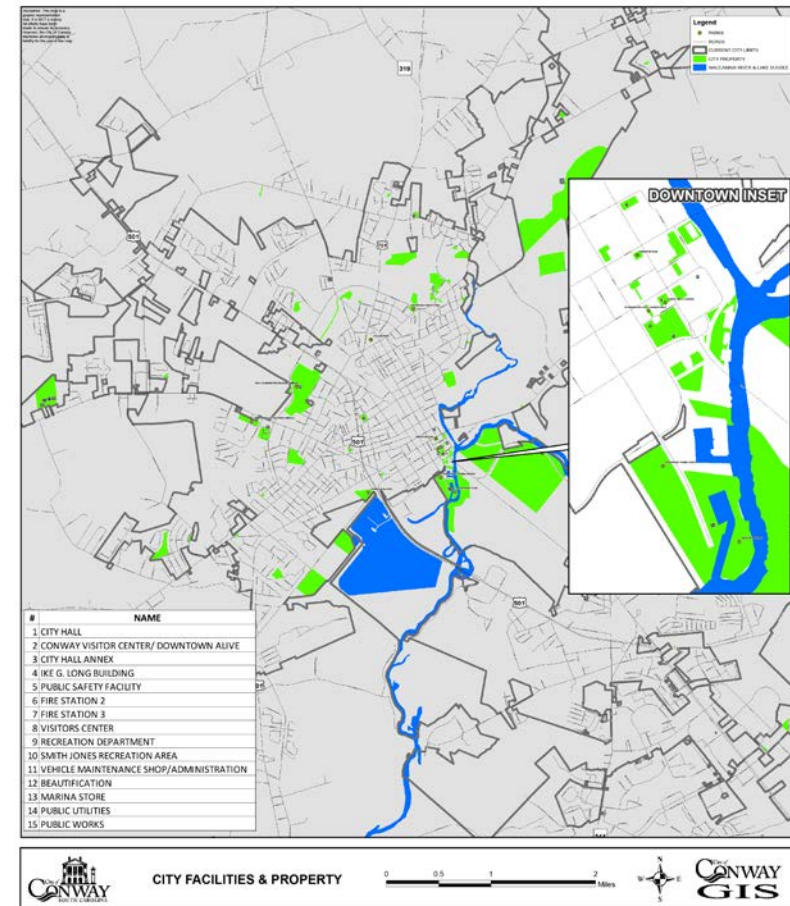
The **Administration Department** administers all policies, ordinances, programs, goals, and objectives adopted by City Council. They coordinate all departments, personnel, finances, and policy matters. They are responsible for applying for and administering all grant programs and special projects. The Administration Department has seven full-time employees being housed at City Hall and it utilizes three vehicles.

The **Municipal Court** is responsible for all judicial functions of City government and tries all cases arising under the City Code of Ordinances. Municipal Court has one part-time judge and three full time employees.

### **Ike G. Long Building – 206 Laurel Street:**

Formerly the location of Southern Electronics, the City purchased the building in December of 1992. The City rented the building for several years to Congressmen Ravenel, Sanford, and Brown prior to moving the Planning and Building Department into the building in July of 2003. A reception was held on October 7, 2003, to celebrate the naming of the building in memory of Mayor Ike G. Long, Jr.

The **Planning Department** is responsible for the land use planning, zoning administration, and land development activities in the City. The Department prepares the long-range comprehensive plan and is responsible for annexation, historic preservation and special projects. Planning staff manages the Department of Housing and Urban Development Entitlement funding which includes housing programs and infrastructure improvements in low and moderate income neighborhoods. Additionally, the Planning staff reviews all plans for zoning



compliance and provides technical assistance to the public regarding zoning matters. The Planning Department is usually the first point of contact for a citizen or company seeking to do a development project in the City limits. The staff handles all rezoning requests and serves as the staff liaison for the Planning Commission, the Zoning Board of Appeals, the Community Appearance Board and a number of other committees. The Geographic Information Systems (GIS) of Conway is housed in the Department. GIS mapping is used by City departments for a

variety of planning functions and information storage by linking spatial and tabular data. The City Arborist is also located in the Planning Department. The Planning Department has seven employees and utilizes four vehicles.

The **Building Department** is composed of two divisions, Code Enforcement and Facilities Maintenance. The Department has ten employees and it utilizes nine vehicles.

- ❑ The Code Enforcement Division: Reviews all construction plans, issues building permits, inspects all development projects, and enforces City codes and ordinances. The Building Department is responsible for enforcing all state and local building codes, the review of building plans, and the issuance of permits. The Department is also responsible for implementing state law governing licensed contractors, modular housing, State Architect and Engineer Board and is fully qualified in all construction expertise, certified by the International Code Council and registered with the State of South Carolina. The department is charged with the enforcement of flood plain management working with the Federal Emergency Management Authority and the South Carolina Department of Natural Resources. The staff handles all requests to the Construction Board of Appeals.
- ❑ The Facility Maintenance Division: Is responsible for evaluating, repairing, constructing and maintaining city facilities. Employees perform building, plumbing, electrical and mechanical installations, repairs and general maintenance as well as janitorial services that clean and stock facilities.

### **City Hall Annex- 1000 Second Avenue:**

The City Hall Annex was built in 1980 and provides offices for the Finance Department and the Human Resources Department.

The **Finance Department** has ten full time employees and two part-time employees, and is responsible for the coordination of the financial affairs of the City, which includes accounting for all City funds, investments and cash management, business license collections and inspections, debt administration, and utility billing and collections. The Finance Department has one vehicle. The City Hall Annex was last renovated in 1990.

The **Human Resources Department** has two full-time employees, and is in charge of payroll and personnel services.

### **Public Safety Facility —1600 Ninth Avenue:**

In 2014, the City of Conway Public Safety Building located at 1600 Ninth Avenue, opened its doors. It serves as the operation center for the Police Department and Fire Department.



*City of Conway Public Safety Facility*

*Source: Stewart Cooper Newell Architects*

The **Police Department** has 60 full-time sworn officers, 2 part-time sworn officers, 9 support employees, and maintains a fleet of 43

vehicles. The department is divided into three divisions, each with its own responsibilities.

- ❑ Patrol Division: Uniformed Patrol Officers.
- ❑ Administrative Division: Property and Evidence, Community Service Officers, Records and Reserve Officers.
- ❑ Support Division: Detectives, SCU Team, K-9 Unit, Drug Enforcement Unit, Downtown Parking, Animal Control, School Resource Officers, Court, Victim Advocacy, and Chaplains.

The Police Department is a full service public safety agency and has the power to enforce City ordinances, State laws and in a limited scope, certain federal statutes. The Department assists and provides enforcement of City ordinances for other City departments – Building, Fire, Planning and Public Works. In partnership with other public safety agencies the Department manages and coordinates evacuations in response to a natural or manmade disasters. Other multi-jurisdictional law enforcement partnerships include traffic safety, drug enforcement, and underage drinking prevention and enforcement.

The Police Department operates under a community oriented policing philosophy that encourages community participation in identifying problems and addressing potential issues with comprehensive alternatives and solutions. This philosophy is put into practice with the Department's efforts in support of the City's neighborhood associations and in coordination of neighborhood watch groups.

Future growth and annexation will likely require more staff, and a police substation. A vehicle processing facility is also needed.

The **Fire Department** provides protection of life and property in the event of an emergency. In addition to **fire protection**, the

fire service related activities of the Department include fire investigations, Emergency Medical Service (EMS) first responder, auto extrications, limited hazardous materials (hazmat) operations, fire prevention, public education, and fire and life safety inspections. The Department serves the entire city plus an area around the city (ranging from one to five miles) through a contract with Horry County.

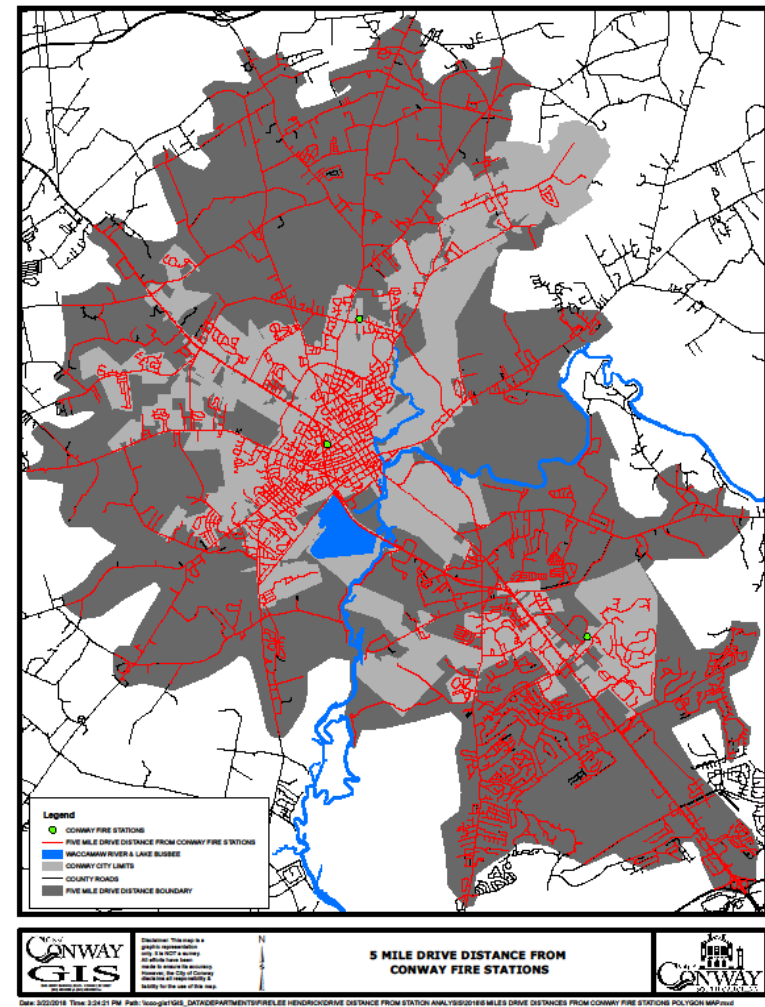
The department has 35 full time employees and 10 volunteers. The Fire Department serves the City from three stations.

- o Fire Station 1 (located in the Public Safety Facility): houses the Fire Chief's office and office space for the Administrative Assistant, Assistant Fire Chief, Training Coordinator, Fire Marshal, and the Shift Commanders. The station has an engine, a ladder truck, the Shift Commander vehicle, and two shallow drive/flat bottom boats.
- o Fire Station 2 (704 Country Club Drive): was built in 1998, and is named in honor of long-time Fire Chief Samuel E. "Tubby" Hendrick. This station houses the Horry County Fire Rescue Ambulance, in addition to the two City of Conway fire engines.
- o Fire Station 3 (703 Century Circle): opened in 2002 and houses a fire engine, and reserve ladder truck. A satellite Police Station is housed at this location and also a 1952 Mack Convertible Engine (parade unit).

The Insurance Services Office (ISO) is a private insurance organization that evaluates fire protection capabilities. Ratings are based on many criteria, including: distance between structures and fire stations (requirement is within 5 drivable miles), composition of structures, and numbers/types of stations, equipment, and personnel. The lower the rating, the lower the insurance premiums for property owners. In 2017, the Conway

Fire Department received an ISO rating of 1. To improve fire protection even more, a fire training facility is needed. This facility would include classrooms, restrooms, a burn tower, a repelling tower, pad, and space for training utilizing a fire hydrant.

As of 2018, the City of Conway Fire Department responds to an average of 9-10 emergency incidents a day and maintains an average response time of under 5 minutes before the first unit arrives. In order to maintain this response time and the ISO rating of one, an additional station may be required if city parcels along northeast expansion are developed.





## Emergency Medical Services

Horry County Fire Rescue provide Emergency Medical Services (EMS) in the City of Conway. The City of Conway Fire Department offers first responder and basic life support services.

Horry County Fire Rescue provides EMS coverage in all the incorporated municipalities in Horry County. It is split into four battalions geographically, operating from 39 stations. It utilizes 20 EMS transport units, and the headquarters is located in the M.L. Brown Building on North Main Street in Conway. *(Horry County Fire Rescue)*

## Emergency Management

The City of Conway Emergency Operations Plan is the governing plan for all operations during a disaster or emergency. The Plan coordinates and establishes actions that are to be taken by the City to reduce the vulnerability of people and property due to any type of disaster that affects the well-being of citizens. The plan also establishes the framework within which the City of Conway may prepare for, lessen the impact of, respond to, and recover from a variety of any type of large scale disasters or emergencies. This document needs to be continually updated.

The City of Conway coordinates with Horry County Emergency Management during disasters. Currently, the Public Safety facility acts as the **Emergency Operations Center** (EOC) as well as a training facility. In the future, a new training space is needed so that the Public Safety facility can act as the EOC only. This training facility can be utilized by both police and fire.

## Parks and Recreation Department – 1515 Mill Pond Road:

The **Parks and Recreation Department** provides a comprehensive program of recreational activities, programs, and facilities for the citizens of Conway and the surrounding area. The department has sixteen full-time employees.

Parks and Recreation employees perform a variety of jobs in organizing and promoting team sports programs and individualized recreational activities for all age levels. The Department maintains a total of ten buildings, five vehicles, and eleven sites including:

- ❑ Recreation Center Complex (1515—Mill Pond Road): The administrative offices of the Recreation Department are located at the Complex. All registrations for the various sports and activities is taken at the administrative offices. The complex has five lighted baseball/softball fields, two lighted multi-purpose fields, one lighted soccer field and a T-ball field. Three of the baseball/softball fields have grass infields. Structures at the Complex include a picnic shelter, concession stands, and playground equipment. It also includes the Conway Senior Center.
- ❑ Collins Memorial Park (Sixteenth Avenue and Main Street): Facilities include lighted tennis courts, lighted pickleball courts, basketball courts, picnic shelters with grills, a gazebo, and a playground area with playground equipment. Two buildings are available to rent for parties and various activities.
- ❑ Sherwood Park 1 & 2 (Sixteenth Avenue and Sherwood Drive): Playground equipment and a picnic area are available at this park as well as a 9-hole disc golf course and an outdoor fitness area.

- ❑ Conway Marina (End of Elm Street and adjacent to the Waccamaw River): Facilities available are permanent or temporary docking for boats, boat launch area, gasoline, concession store, picnic facilities and river boat tours. Showers and restrooms are available for public use.



Riverwalk

Source: City of Conway

- ❑ Riverwalk (located along the Waccamaw River): The Riverwalk can be accessed at Main Street (Highway 501 Business) and Second Avenue or near Kingston Pointe Marina on Laurel Street. The Riverwalk allows visitors to stroll along the river enjoying beautiful scenery and nature at its best. The City completed Phase I in the early to mid-90's from the northernmost historic warehouse to the City Marina. Also included was the extension of Laurel Street to connect to

Elm Street. Phase II was completed in spring of 2001 and included a northern extension of the Riverwalk, the conversion of the campground to a park, and the Marina store. Phase III was constructed in 2007, and includes Elm Street sidewalks, parallel parking at the Marina and a northern connection of the Riverwalk to Second Avenue. The city intends to extend the Riverwalk with the redevelopment of the Riverfront.

- ❑ Smith-Jones Recreation Area (Highway 378 West): Smith-Jones Recreation Area contains two tennis courts, volleyball courts, a picnic shelter with grills, a playground area and a swimming pool. A joint use agreement with the Smith Jones Board allows the City to utilize property and facilities adjacent to Smith Jones Recreation Area, which has two basketball courts, one softball field (unlit), and playground equipment.
- ❑ Twelfth Avenue Recreation Area (Between Twelfth Avenue and Magrath Avenue): Adjacent to Conway Elementary School, the site has a track that is used by walkers.
- ❑ Riverfront Tennis Center (Elm Street): Located on Elm Street, the center offered seven lighted clay tennis courts and a pro shop. With sustained damage due to flooding, the Tennis Center and courts must be moved to a new location.
- ❑ Jasmine Park (Dewberry Lane): Located in Jasmine Woods subdivision, this wetlands area has never been developed.
- ❑ Crabtree Greenway Walking Trail (North Conway off Long Road): The paved trail extends from the trailhead at Long Avenue to US 701 North. Parking is available at Sherwood Drive, Main Street, and Long Avenue.



- ❑ Park Avenue property: This City owned property was donated to the City for recreation purposes. Although it has never been developed, many use this area to launch kayaks.
- ❑ Waccamaw River Park (Depot Road): This facility hosts an 18-hole disc golf course and approximately 2.5 miles of walking trails near the Waccamaw River.
- ❑ Kingston Park (Corner of 4<sup>th</sup> Avenue and Main Street): Passive pocket-park located in downtown Conway.

In addition to the parks, the Parks, Recreation, and Tourism Department supports sports and sports-related programs including football, soccer, baseball, basketball, cheerleading, softball, and tennis. Other recreational activities offered for all ages include Trunk or Treat, Kids Days Out, Father/Daughter Valentine's Ball, Easter Egg Hunts, Youth Fishing Derby, Movies in the Park, Health Fair, Conway Superstar Competition, Fall Ball, Fall into Conway festival, and Stories with Santa.

The National Recreation and Park Association (NRPA) has established national guidelines for quantities of park and recreation facilities related to population. The guidelines listed below should be used to determine the need for new parks.

- Pocket Park (less than an acre in size):
  - Service area: less than ¼ mile radius
  - Use: Specialized facilities that serve a concentrated or limited population or specific group
  - Site Location: May be in residential neighborhoods or commercial centers that currently lack convenient access to a neighborhood park or as part of a planned residential development
- Neighborhood Park (3-15 acres in size):
  - Service Area: ¼ - ½ mile radius

- Use: Area for active recreational facilities such as field games, play court game, crafts area, play apparatus area, skating, shelter, open play area
- Site Location: Easily accessible to neighborhood population by foot or bike; centrally located with safe and convenient walking and biking access
- Community Play Field (25-50 acres in size):
  - Service Area: 3 - 5 Neighborhoods: 1.5 - 2 Mile Radius
  - Use: Area for active recreational facilities such as athletic fields for youth and adult league use, and could include neighborhood park uses
  - Site Location: Easily accessible by motor vehicle; edge of neighborhood or in non-residential area
- Community Park (25-30 acres in size):
  - Service Area: 3 - 5 Neighborhoods: 1.5 - 2 Mile Radius
  - Use: Area of natural or ornamental quality for outdoor recreation such as walking, viewing, sitting, picnicking; could have some field and court games; could include neighborhood
  - Site Location: Proximity to community facilities and natural resources

*(National Recreation and Park Association)*

Three (3) of Conway's parks are considered Pocket Parks, five (5) are considered Neighborhood Parks, one (1) is a Community Play-field, and one (1) is a Community Park. The City also has the Waccamaw River, a natural feature that supplements the parks.



(51.4%), and hiking/walking trails (56.1%) are “important but are not getting this need adequately met” or are “important but is unavailable.” Biking trails were also mentioned in the public input groups for new parks and recreation facilities and amenities.

Focus group participants talked about the importance of outdoor recreation experiences and in particular Waccamaw River usage and access. (City of Conway, SC: 2016-17 Recreation Needs Assessment and Planning Report)

### **City Shop – 2940 Jerry Barnhill Boulevard:**

The Conway City Shop is a facility of five (5) buildings and is headquarters for the Public Utilities Department, Public Works Department, Procurement, and the Beautification Department offices and facilities.

The **Public Utilities Department** and **Vehicle Maintenance** have 42 positions as of 2018. Utilities and Vehicle Maintenance occupies two buildings that were built in 2009. The department has 95 vehicles and pieces of heavy equipment. The Public Utilities is responsible for the construction, maintenance, and operation of the City’s water and wastewater systems.

- ❑ Maintenance and Construction Division: The responsibilities of this division include but are not limited to: repair of water main and service line leaks, repair of sewer force mains and gravity sewer mains and manhole replacements, installation of new water meters and sewer taps, installation of residential sewer pump stations, installation repair and maintenance of fire hydrants, water and sewer line installation, annual backflow preventer testing, utility line extensions and other duties as needed.

- ❑ Operations Division: The responsibilities of this division include: well operations, elevated water storage tank maintenance and operations, sewer lift station maintenance and operations, SCADA system monitoring and installation, electrical and control panel installation and repair, responding to sewer stoppages, clearing up sewer main obstructions, smoke testing the system, operating a sewer camera, vector truck operations, repair and maintenance of ARV’s on sewer force mains, and other duties as needed.
- ❑ Meter Maintenance: The functions of this division include: collecting all monthly water usage amounts system wide and uploading the readings into the billing software, discontinuing water service for non-payment, water meter testing, water meter upgrades, responds to water meter issues, investigates water quality or system pressure problems, and other duties as needed.
- ❑ Construction Inspection/Utility Line Locate: The responsibilities of this division include: plan review, consulting with builders and engineers, participate in pre-construction meetings before all construction projects, inspection of all construction sites where infrastructure will be turned over to the City, locating and marking City owned underground utilities as requested, keep the state 811 system up to date, flow test maintain and keep records of system fire hydrants, locate GPS and exercise all valves in the system, and other duties as needed.
- ❑ Vehicle & Equipment Maintenance: They are responsible for: maintaining all vehicles, large and small equipment, preventive maintenance, performs scheduled and emergency repairs on vehicles and equipment, radio dispatch for Public Works, Public



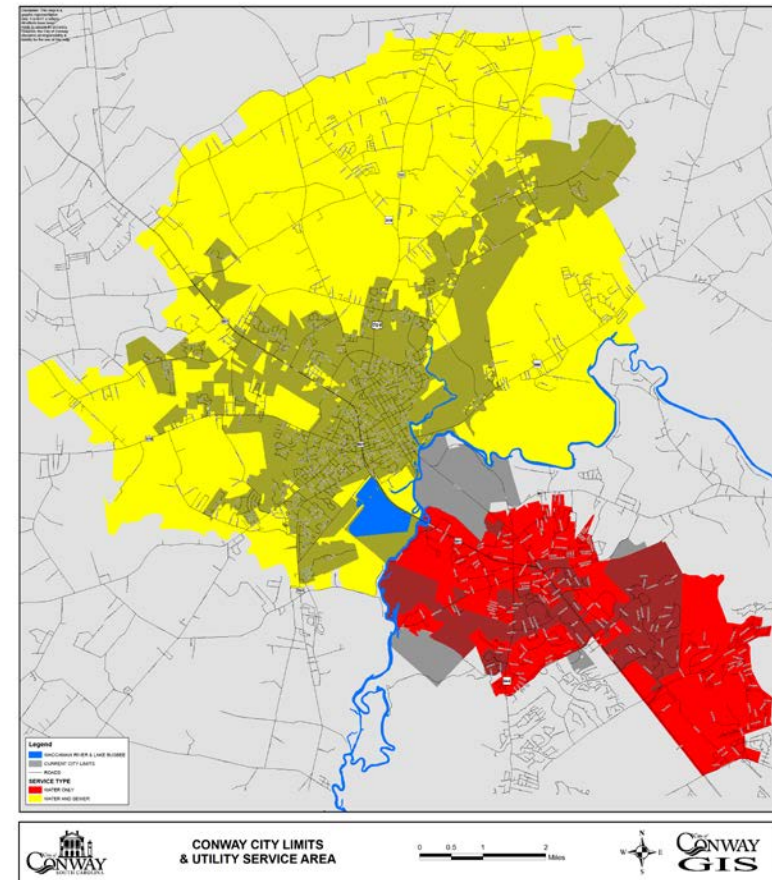
Utilities, Solid Waste, and Public Safety, welding shop, and other duties as needed.

### Public Utilities Infrastructure:

**Water Distribution System:** The City of Conway currently operates two separate water systems, Conway Rural and Conway. The Conway Rural system is located east of the Waccamaw River, and the Conway system is located on the west side of the Waccamaw River.

The City of Conway purchases water from Grand Strand Water and Sewer Authority in both water systems. The water is treated and pumped at the Bull Creek Regional Water Treatment Plant. The average daily demand of the two systems is 3.2 million gallons per day. The City owns seven wells that are no longer in service, however with upgrades these wells could be used again. The Conway Rural system has two elevated water storage tanks with a combined storage capacity of 400,000 gallons. The Conway system has five elevated water storage tanks with a combined storage capacity of 1,000,000 gallons. As of May 2018, the two combined systems have approximately 17,000 water meters, 370 miles of water mains, and 1880 fire hydrants.

**Wastewater Collection System:** Since 1910 The City of Conway has been serving the wastewater collections of the City. The City of Conway Public Utilities Department is responsible for collecting and pumping wastewater within the City's service area and conveying to the Wastewater Treatment Plant located on New Road. The City entered into an agreement with Grand Strand Water and Sewer Authority in 1994 transferring ownership and operational control of the treatment plant.



As of May 2018, the City maintains approximately 140 miles of gravity sanitary sewer lines and 80 miles of sewer force mains. The Utility department maintains 75 large sewer lift stations, 400 small residential pump stations and 3000 manholes. The system has 8490 services connections.

The **Public Works Department** was created in 1997 when the Street & Drainage Department was combined with Solid Waste Management. As of 2017, the Solid Waste Department was

removed from Public Works and became a department of its own.

- ❑ The Street & Stormwater Division manages and maintains the City's transportation system which includes resurfacing, patching and the construction of streets, sidewalk construction and repair, street signage, the construction and maintenance of the City storm drainage systems, mows right-of-way, and coordinates the mosquito control program. The Division has a total of 16 employees and a fleet of 24 vehicles and heavy equipment.

**Street System:** There are approximately 176 miles of public streets in Conway. The City of Conway Public Works Department maintains approximately 81 miles (46%) of streets and the South Carolina Department of Transportation (SCDOT) is responsible for maintaining 77 miles (44%) of all streets and roads. Horry County maintains 18.21 miles of streets of which 2.9 miles are unpaved streets. Of the total public street network, 3.8 miles (2%) are unpaved. The City of Conway is responsible for 1.1 miles of unpaved streets.

OWNERSHIP	CONDITION	MILEAGE
City	C-1	27.331
	C-2	31.379
	C-3	15.084
	C-4	6.499
	CNP (not paved)	0.896
<b>Subtotal</b>		<b>81.189</b>

State	S-1	11.229
	S-2	32.664
	S-3	22.253
	S-4	10.752
<b>Subtotal</b>		<b>76.898</b>

Horry County	HC-1	7.982
	HC-2	6.686
	HC -3	0.667
	HC-4	0
	HCNP (not paved)	2.878
<b>Subtotal</b>		<b>18.213</b>
<b>Total Mileage</b>		<b>176.301</b>

The City Public Works Department inspects all public streets annually to determine their condition. The purpose of the Street Study Report is to identify the streets which are in the greatest need of improvement. The method used in the survey classifies streets in four categories (1-4) as follows: 1- Newly paved or streets in good conditions; 2- Streets that have started to show wear; 3- Streets needing minor improvements or have been excessively patched; and 4- Streets in great need of repair and if left for any long length of time the entire street will be destroyed. The previous table provides a summary of street conditions in Conway as of October 2017.

In October 2017, The County Transportation Committee (CTC) granted \$376,091.00 to the City for resurfacing, asphalt repairs; sidewalk repairs, and drainage projects.

The streets for resurfacing are listed below:

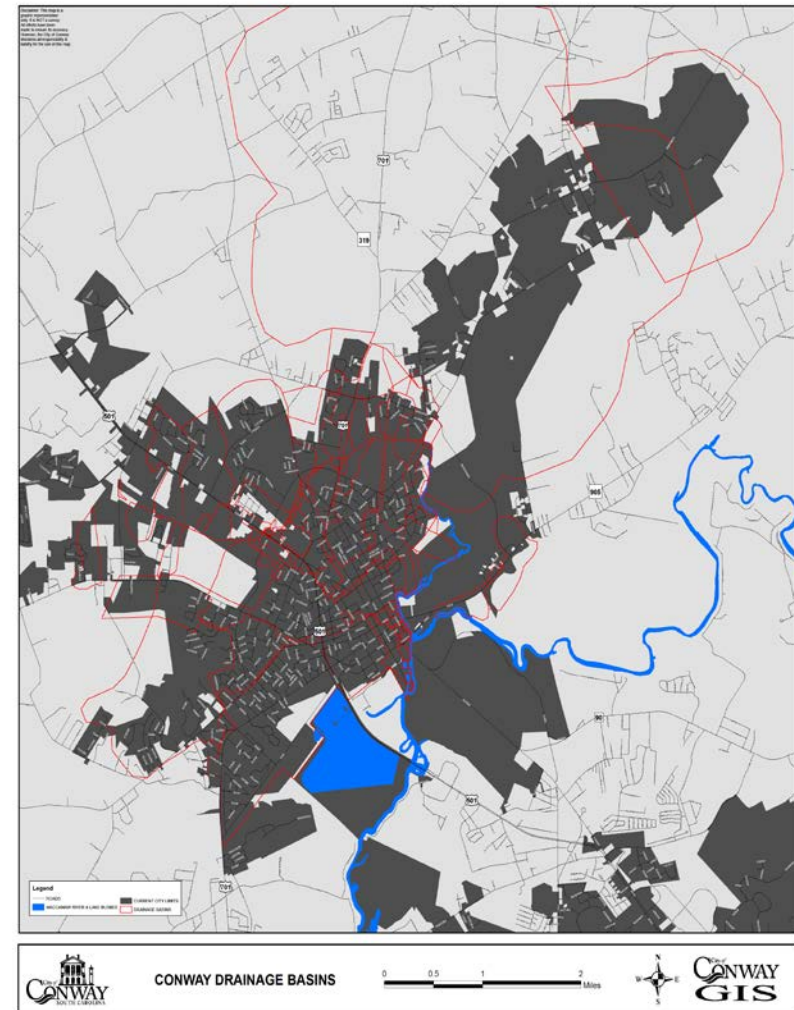
Hickory Drive, Powell Street, Maulden Street, 5<sup>th</sup> Avenue, 1<sup>st</sup> Avenue, Lewis Street, Ridge Street, Live Oak Street, Forest Loop, Florence Street, Jackson Street, Snider Street, Winding Road, Jessamine Street, Woodland Street, Magrath Avenue, Woody Lane, and Horry Street.

The following streets will be resurfaced and funded by RIDE III: Elm Street, Oak Street, Dewberry Lane, Dublin Drive, Sawyer Street, 9<sup>th</sup> Avenue, 16<sup>th</sup> Avenue, East Country Club Drive, 10<sup>th</sup>

Avenue, Oak Street, Melson Street, James Drive, Edgewood Circle, and Lakeland Drive.

### Drainage System:

In 1979, a Storm Drainage Study was completed by the Harwood Beebee Company that divided the City into seven major drainage basins. The sizes of the basins vary with each having differing geological, topographic, and land use characteristics. In March of 2003, the City of Conway created a stormwater utility. The purpose of the utility is to provide for the planning and funding of a comprehensive stormwater management program for the City. The goals of this program are to: promote the health and protect the property of the citizens of Conway, preserve the natural environment, and to enhance the opportunity for economic development in and around the City of Conway.



The initial impetus for the creation of a stormwater utility for the City of Conway is the need to comply with the mandates of state and federal laws. The state law is the Stormwater Management and Sediment Reduction Act, which authorizes the establishment by a municipality of a stormwater utility.



Federal laws include The Federal Clean Water Act and Water Quality Act -National Pollutant Discharge Elimination System (NPDES) Stormwater Program Phase II. NPDES Phase II required that Conway establish a stormwater program that addresses six minimum control measures (MCMs). These MCMs are:

1- Public Education and Outreach, 2- Public Involvement, 3- Illicit Discharge Detection and Elimination, 4- Pollution Prevention and Good Housekeeping in Municipal Operations, 5- Construction Site Runoff Control 6- Post-Construction Stormwater Management in New Development and Redevelopment.

Below is a list of Capital Drainage projects that have been completed or will be constructed when funding becomes available.

#### CAPITAL DRAINAGE IMPROVEMENTS

West Alley	Completed	\$67,219
Lincoln Park	Completed	\$18,872
Chicora Phases 1-4	Designed; Construction 2018-19	\$750,000
Magnolia/Maple	Designed; Construction 2018-19	\$380,000
Chicora Phase V		\$190,000
Chicora Phase IV		\$197,948
Ivy Glen Phase 1		\$200,000
Ivy Glen Phase II		\$150,000
16 <sup>th</sup> Ave & Kingston Apt.		\$120,000
Long Ave & Hawthorne		\$104,000
Powell & 2 <sup>nd</sup> Avenue		\$104,000
Elm Street & Ambrose Alley		\$108,000

Maple Avenue to Green Street		\$175,000
3 <sup>rd</sup> Avenue & Highway 378		\$42,000
10 <sup>th</sup> Avenue & Buck Street		\$33,000
Elm St & 17 <sup>th</sup> Ave		\$72,000
Jordan Circle & Ray Lane		\$150,000
Marina Road		\$44,000
13 <sup>th</sup> Avenue & Barker Street		\$128,000
Woodward & Pittman		\$77,000
6 <sup>th</sup> Avenue & Currie St		\$65,000
6 <sup>th</sup> Avenue & Kingston Street		\$27,000
Tinkertown Avenue		\$40,000
Thompkins & McKiever		\$89,000
6 <sup>th</sup> Avenue & Mauldin Street		\$64,000
1 <sup>st</sup> & Powell		\$31,000
Lakewood & Busbee Street		\$140,000
Cultra Road		\$84,000
16 <sup>th</sup> Avenue & Forest View Road Outfall		\$150,000
New Road Outfall -3 locations		\$66,000
Husted Road		\$125,000
East Cox Ferry Road		\$75,000
	<b>Total</b>	<b>\$4,067,039</b>

In Fiscal Year 2001-2002, the City of Conway created the **Grounds Maintenance Department**. The Department provides beautification and maintenance activities for all City properties. This department, consisting of a Director and fourteen employees, performs landscape maintenance at historic City Hall, City Hall Annex, Riverfront Park, River Walk, Collins Park, cemeteries, FEMA lots, and the Police Department. This Department also maintains public grounds at some intersections, downtown sidewalks, and other City-owned lots. The Department also assists with Conway's numerous festivals and installs/removes the City's Christmas decorations.

The **Solid Waste Department** provides many services to City of Conway to residential customers including:

- ❑ Curbside Recycling Service Each resident is provided a 15- gallon recycling container to place recyclables such as plastic, glass, newspapers, magazines, steel cans, and old corrugated cardboard (OCC). Collection is made once per week. A 65- gallon roll cart is also available for recyclables and a 95- gallon roll cart is available for commercial businesses for recycling.
- ❑ Curbside Solid Waste Pick-up is provided to residents on a weekly basis. For the convenience of the residents, pick-up is made via a 90-gallon roll-out cart. Residents place the roll-out container at the curb before 7:00 a.m. on their scheduled pick-up day.
- ❑ Curbside Yard Debris service is provided to residents on a weekly basis. Loose yard debris is placed at the curb for collection.
- ❑ Curbside Bulk Material Collection Service picks up heavy bulk items such as a refrigerator, washing machine, bedding, water heater, furniture, and other heavy materials on a weekly basis. This service is provided to

allow residents the convenience of disposing of large items or materials without needing to use a special vehicle or finding the necessary manpower to discard the item.

Commercial establishments are provided a diverse level of services based on their particular service requirements. Commercial customers have an assortment of styles and sizes of dumpsters from which to choose ranging from 2.0 cubic yard containers to the large 8.0 cubic yard containers. Additionally, customers can choose their preferred day(s) of service, allowing them the flexibility to manage their solid waste services effectively. Commercial establishments are also provided customized recycling plans to meet the needs of individual businesses.

All recyclable products, once collected, are delivered to a Materials Recovery Facility (MRF) for processing and bundling before being transferred to a distribution facility or to an end user of raw materials. The City collected 1,922.63 tons of recyclables from July 2017 to June 2018. There are three categories of recyclables – recycle 1 (glass, bottles, cans and paper), metal and cardboard. The tonnage breakdown during this year was recycle 1 – 1,113.06 tons; metal – 59.82 tons; and cardboard – 738.75 tons.

Landfill disposal of the Solid Waste Department includes yard waste, bulk materials, residential and commercial solid waste and mixed construction and solid waste roll off materials. The total tonnage for FY 16/17 was 25,043.54 tons.

### Conway Visitor Center - 428 Main Street

Located at 428 Main Street, the Conway Visitor Center (also known as Fifth & Main) is housed in a historic building that once served as Conway's Post Office. Visitors to the Center enjoy free guides for shopping & dining, a historic self-guided walking tour, a tree tour and the Riverwalk. With the recent renovation, the building is available for rent. Since opening in the spring of 2017, the facility has hosted birthday parties, weddings and staff retreats. The beautifully renovated structure has a capacity of 99 people and offers tables and chairs for renter use. Offices for Conway Downtown Alive staff are also located in the building.

## HORRY COUNTY FACILITIES

As the County seat of Horry, Conway is the central location for many of the County's facilities, including the historic Horry County Courthouse.



*Horry County Courthouse*

*Source: Horry County Sheriff's Office*

Three parking lots are owned by the County in downtown Conway, and are located in close proximity to the Historic Courthouse and the Horry County Government and Justice Center. The Government and Justice Center is the largest building in downtown Conway with 246,644 square feet covering more than five and a half acres. Offices in the Center include: County Council Chambers, County Administrator, County Attorney, Finance Department, Public Information Office, Human Resources, Assessor, Treasurer, Auditor, Register of Deeds, Planning and Zoning, Code Enforcement, Sheriff's office, Solicitor, Clerk of Courts, Circuit/General Court, Family Court, Probate Court, Supreme Court, and Master-In-Equity. The Government portion of the building was designed to accommodate a third floor in the future.

The County library is located next to the Horry County Museum, the renovated Burroughs School. The McCown Auditorium, a community landmark, is part of the museum facility and is used for programs and special events. The ML Brown Public Safety Building is located off of Highway 701 North/North Main Street, and includes Horry County Emergency Management, Police, Fire Rescue, and Coroner's Offices.

Other County Facilities located in Conway include Business Licensing & Hospitality Fee Departments, IT/GIS and E911, Community Development and Voter Registration & Elections, Maintenance, Public Defender, and Pretrial Intervention Program.



Horry County Government Facilities in Conway		
Facility Name	Address	Type of Facility
Burroughs Complex	805 Main St.	Museum
Conway EMS	2560 Main St.	Rescue
Conway Library	801 Main St.	Library
Library Admin. Office	1008 5 <sup>th</sup> Ave.	Library Admin.
Conway Library Technical	1603 4 <sup>th</sup> Ave.	Library Admin. Tech.
Gov./Judicial Complex	1301 2 <sup>nd</sup> Ave.	Multipurpose
Historic Courthouse	1201 3 <sup>rd</sup> Ave.	Multipurpose
M. L. Brown Public Safety	2560 Main St.	Multipurpose
Maintenance Complex	307 Smith St.	Multipurpose
Piver Building	203 Laurel St.	Public Defender
Sanders Building	209 Beaty St.	VACANT
Technology Center	103 Elm St.	Multipurpose
Thompson Building	211 Beaty St.	Multipurpose
PTI	114 Laurel St.	Pre-Trial Intervention
Tim Johnson Building	205 Beaty St.	Hospitality
CDBG and Voter Registration	1515 4 <sup>th</sup> Ave.	Multipurpose

Source: Horry County Construction and Maintenance Department

## EDUCATION FACILITIES

### Pre-kindergarten to 12<sup>th</sup> grade

The public educational system for Conway is provided by Horry County Schools. For the 2017-2018 school year, the average daily membership of all Horry County Schools was 44,796. That number was increased by 903 students from the previous year, or by 2.16%. This growth rate is consistent with the District's annual growth rate for the past several decades, resulting in it being the third largest school district in South Carolina. This does not include enrollment numbers and growth estimates for area charter schools.

School	Location
Conway Elementary	1101 Snowhill Drive
Homewood Elementary	108 N. Clemson Road
S. Conway Elementary	3001 Fourth Avenue
Conway Middle	1104 Elm Street
Whittemore Park Middle	1808 Rhue Street
Conway High	2301 Church Street
Conway Education Center	1620 Sherwood Drive
PALM Charter School	826 West Cox Ferry Road
Scholars Academy	104 Chanticleer Drive E
Early College High School	2050 Highway 501 E

Source: Horry County Schools-Division of Planning

Other facilities in the Conway attendance area include Kingston Elementary, Pee Dee Elementary, the Academy for Technology and Academics, the Horry County Education Center and the Conway Education Center. The Academy for Technology and Academics offers a wide variety of career majors, career programs and certifications for high school students throughout Horry County, predominately for 11<sup>th</sup> and 12<sup>th</sup> graders. The Horry County Education Center is the home of the Alternative School for Horry County. The Conway Education Center serves as the Child Development Center for the four year olds in Conway and has an attendance of 200 children. The Conway Education Center also serves the Conway area as a Family Living Center with free childcare for parents taking adult education classes. Other locations for adult classes are Horry-Georgetown Technical College. Scholars Academy is located on the Coastal Carolina University campus, and Early College High School is located on the Horry Georgetown Technical College Campus. PALM (Palmetto Academy for Learning Motorsports) Charter school built a new facility on West Cox Ferry Road in 2018.

As of 2018, Horry County Schools has no plans for additional schools in Conway.

There are two private schools in Conway. ATC (A Touch of Christ) Christian School is located at 1672 Highway 905 and offers PK-7<sup>th</sup> grade to approximately 68 students. Conway Christian School, located at 1200 Medlin Parkway, has approximately 232 students and offers attendance for PK through the 12<sup>th</sup> grade.

There are 9 privately owned and licensed daycare facilities in Conway. This total does not include church day care facilities or daycare homes that have less than 6 children, which are not required to have a City business license.

## Higher Education

**Coastal Carolina University** (CCU) is located on University Boulevard between Highway 501 and Highway 544. CCU sits on 633 acres with 115 main buildings. The University's Center for Marine and Wetlands Studies is located in the Atlantic Center across Highway 501 from the main campus. The University boasts the 18-hole public James Hackler Golf Course at CCU, the only university-affiliated course in Horry County.

CCU updated their Master Plan in 2016. Future projects listed in the plan included: two academic/administrative buildings, HTC Center expansion, track and soccer complex on the east campus, potential future parking structure, Hackler golf course clubhouse, center for literacy education, and PGM programs classrooms and offices. In addition, the plan discusses a potential gateway neighborhood vision" at the intersection of Highway 501 and University Boulevard with a performing arts center. The Master Plan update also included proposed campus circulation projects.

As of 2018, many projects that were outlined in the plan are currently underway. The Academic Enrichment Center and Auditorium has been approved by the Board of Trustees (BoT) and design should begin in 2019. The design for the Soccer Complex is almost complete. The expansion of Brooks Stadium is in construction, and should be completed by early Summer 2019.

The land is being cleared to allow the future plan to shift University Blvd/Highway 544 alignment south for possible football expansion. *(Coastal Carolina University Facilities Planning & Management)*

Several projects from the plan have already been completed. This includes: The Child Development Center at Kingston Hall, music practice rooms, renovations to the Band Hall, and the

Sand Volleyball Complex. A pedestrian walkway at the Wall Building has been completed with two gated cul-de-sacs. These gates can be opened for emergency access and when the campus is not in full operation. This enhanced north-south pedestrian connections and safety between student housing and core campus facilities.

**Horry-Georgetown Technical College (HGTC)** is located on Hwy. 501, close to Coastal Carolina University in Conway. This is the main campus of the two-year technical college. The other two campuses are located in Georgetown and Myrtle Beach. HGTC completed the Early College High School, which blends high school and college students, in 2013 at the Conway Campus.

CCU and HGTC's growth has created a demand for more student housing, primarily high-density residential units surrounding the campuses. The majority of this off-campus housing is located or being planned on Highway 544 across from the campus. This creates safety concerns for students crossing Highway 544, and CCU is reviewing crossing options. Other student housing has been constructed along the 501 corridor and off Lone Star Street.

Students not only live in apartments, but also in the surrounding single-family neighborhoods. To alleviate issues that might arise from students living within these neighborhoods, the City of Conway approved the Coastal Carolina University Neighborhood Overlay Zone in 2015. This was established to provide standards relative to neighborhood appearance and safety in the residential areas surrounding and adjacent to CCU. The Overlay Zone provides occupancy limits and parking requirements. The Zone also provides consistency between County and City zoning standards.

As CCU and HGTC continue to grow, the City needs to continue to monitor infrastructure needs in the area surrounding these campuses.

## LIBRARIES & OTHER CULTURAL FACILITIES

The Conway Library is part of the Horry County Library System. It is located at the Burroughs Complex beside the Horry County Museum and McCown Auditorium. In addition to book, audio, and video rentals, the library offers classes and special events.



Conway Library  
Source: Craig Gauden Davis Architecture

Many Cultural Facilities are located in Conway, and are discussed in detail in the Cultural Resources Element of the City's Comprehensive Plan.



## HEALTH CARE FACILITIES

The **Conway Medical Center (CMC)**, located at 300 Singleton Ridge Road, is a private, non-profit institution, which opened at its current location in 1982. The nonprofit medical center has 210 inpatient beds, a 66-bed long-term care facility, Kingston Nursing Center and a 22-bed sub-acute care facility, Medstar. The hospital employs over 1400, and is one of Horry County's largest employers.

The facility's medical staff is comprised of approximately 200 physicians, representing 30 specialties. The medical center also owns Conway Physicians Group which includes the following physician practices in Conway: CPG Carolina Internal Medicine; CPG Endocrinology; CPG Family Medicine at Bell Street; CPG Gastroenterology; CPG Internal Medicine at Creel Street; CPG Neurology at Cypress Circle; CPG Pulmonary & Sleep Medicine; CPG Waccamaw Cardiology; and CPG Conway OB/GYN. (Conway Medical Center)

The City is also home to many physician, dental, optometrist, podiatry, and counseling offices.

**Lighthouse Behavioral Health Hospital** is located at 152 Waccamaw Medical Park Drive outside the Conway City limits. For adults and seniors, the facility provides inpatient acute psychiatric care, 28-day substance abuse treatment and detoxification as well as dual diagnosis services. For adolescents, acute psychiatric services are also provided.

In addition, the **South Carolina Department of Health and Environmental Control (SCDHEC)** has an office at 1931 Industrial Park Road outside the City limits. DHEC's services include providing vital health care services, coordinating disease control, monitoring and regulating pollution, ensuring food

safety, supporting healthy nutrition, responding to natural disasters, and providing research and statistics on the state's health and environment. (*South Carolina Department of Health and Environmental Control*)

The City of Conway has four nursing homes, and two adult daycare facilities. (City of Conway Business License Department 2018)

As Conway's population grows and ages, there will be a need for more healthcare facilities and services, including nursing homes and assisted living facilities.

## SUMMARY OF FINDINGS

Demand for new services and facilities, as well as renovation of existing facilities will continue as the City of Conway grows in population and its boundaries through annexations. As demand for services increases, the City should continue to share major project information with its partners.

The City should continue to utilize the Technical Review Committee (TRC) to review rezoning requests and major developments. This facilitates coordination between many departments, including: Planning, Building, Public Works, Public Utilities, Fire, Police, and Sanitation. These TRC meetings and reviews ensure that all City ordinances are met, that all City services are capable of support, that fire and police response times are maintained, and that existing infrastructure can support any new developments.

Flooding from extreme storm events has affected the city of Conway in recent years, including Hurricanes Joaquin (2015), Matthew (2016), and Florence (2018). In addition to hundreds of homes and businesses, City facilities were also affected. In particular, after Hurricane Florence, the Riverwalk, Waccamaw

River Park, Riverfront Park, and Sherwood Park all sustained prolonged flooding and damage. The Fireman's Clubhouse was damaged beyond repair and will require demolition. The Riverfront Tennis Center and courts flooded during all three flooding events, which led to contamination which may require relocation. The boardwalk at Waccamaw River Park and the Riverwalk require repair, and the playground at the Riverfront Park must be replaced.

Continual flood mitigation improvements will be needed in coming years. This includes, but is not limited to: park relocations, relocation and/or elevation of sewer lift stations; burial of power lines, and open space acquisition. Many homes that flooded will be bought through FEMA, and given to the City for open space.

The City will need to continue careful planning and budgeting for capital expenditures to ensure that departments are adequately staffed and properly equipped to meet the needs of the existing and growing population. In addition, the City will need to continue to improve disaster recovery and long-term flood resilience planning of facilities and infrastructure.



*Hurricane Florence flooding in downtown Conway*  
Source: City of Conway

## GOALS, OBJECTIVES AND STRATEGIES FOR IMPLEMENTATION

**Goal:** Provide the necessary community facilities and service in an efficient and effective manner for a growing population and to promote and support others' efforts to expand their services in the Conway area.

**Objective:** Establish a plan for the City's facilities in order to better serve the public and increase efficiency of the various departments.

### Strategies:

Ensure that City government facilities are adequate to enable all departments to operate efficiently.	On-going
Continue to evaluate the Capital Improvements Plan (CIP) annually to ensure that it is consistent with the needs of the community.	On-going
Develop a Facilities Master Plan to inform existing and projected facility needs.	2021
Establish short-term plans for minor improvements and renovations.	2019
Continue to provide flood mitigation improvements to City facilities.	On-going
Seek funding to construct a new building that will house the Mayor, City Council, Administration, Court, Finance, Human Resources, IT and Planning & Building Departments in one building.	2019
Develop a plan of use for the current historic City Hall building.	2019
Continue to implement beautification projects at City facilities.	On-going
Continue to coordinate between departments and jurisdictions to ensure cost effectiveness for major investments.	On-going
Construction of new facilities, along with reprogramming of existing buildings to maximize efficiency.	On-going
Maintain the GIS tool "Citizen Problem Reporter" allowing citizens to report problems concerning water/sewer, trash, road, park/tree, environmental health, animal control, and blight.	On-going

<b>Goal: Effective use of downtown Conway and the Riverfront.</b>	
<b>Objective:</b> Secure opportunities for Downtown and Riverfront Development.	
<b>Strategies:</b>	
Explore how the City might develop currently owned properties to encourage thoughtful development and redevelopment of the Burroughs property in partnership with private developers.	On-going
Better connect the Riverfront with the historic commercial district of Conway.	On-going
Implement a plan to develop a public market in the downtown area.	2020
Implement a plan to develop an amphitheater at the riverfront.	2019
Continue to implement the 2017 Riverfront and Downtown Master Plan.	On-going
Begin the process of redeveloping the former Grainger Steam Plant property, first by annexation and rezoning action, then working with partners to help market the site.	2020
Continue to work with City Council, Conway Downtown Alive, the Conway Chamber of Commerce and staff to promote current development incentives.	On-going
Study and plan for a downtown parking structure.	2022
Seek funding for an Inland marina.	2022
Assure that City Riverfront development considers the likelihood of flooding.	On-going
<b>Objective:</b> Improve gateway impressions.	
<b>Strategies:</b>	
Study key gateways into Conway to enhance the visitor experience to the City, encourage visitors and residents to visit the downtown area, and improve the adjacent neighborhoods to these gateways.	2019
Focus on both short-term and long-term enhancements.	On-going



<b>Goal:</b> Continue to provide beautification services to maintain an attractive community for residents and visitors.	
<b>Objective:</b> Review the work requirements of the Beautification Department in order to meet the goals of the department.	
<b>Strategies:</b>	
Establish a priority list of major projects to include right-of-ways, entranceways, downtown, public spaces and parks.	On-going
Seek grants, private donations, and partnerships to attain funds to assist with beautification projects.	On-going
<b>Objective:</b> Promote community involvement with functions designed for litter-control.	
<b>Strategies:</b>	
Continue Community Cleanup Day to be held on the third Thursday of each month and promote the Annual Conway Community Cleanup Day.	On-going
Partner with the Winyah Rivers Alliance on their Cleanup Our Local Waterways Initiatives in the spring and fall, and the year-round Adopt-a-Landing Program	On-going
Consider additional programs to prevent litter.	On-going
<b>Objective:</b> Promote and provide public education on recycle programs to increase recycling in the City of Conway and divert recyclables from the landfill.	
<b>Strategies:</b>	
Educate commercial businesses on commercial recycling carts and how they can save money and landfill space by utilizing the recycling program.	On-going
Continue to provide residential recycling roll carts.	On-going
Work to implement grant programs to increase recycling.	On-going
Consider food composting.	On-going

<b>Goal:</b> Continue to apply for grants that complement the mission of the City.	
<b>Objective:</b> Work with all departments to identify grants that will aid the City.	
<b>Strategies:</b>	

Identify specific projects in order to effectivity search for grants.	On-going
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<b>Goal: Work to develop tourism facilities and expand marketing efforts and special events.</b>	
<b>Objective:</b> Develop strategies with other partners for the development of major tourism projects.	
<b>Strategies:</b>	
Continue to develop plans for making Conway a weekend destination as well as a day trip destination.	On-going
Promote group tours to travel groups, church groups, and other organizations.	On-going
Develop an introductory program/brochure for new residents and tourists.	On-going
Market ecotourism with the blueways, West Cox Ferry trails and the Waccamaw River Park.	On-going
Install wayfinding signage to guide visitors, not only to the Visitors Center, but to downtown, the Riverwalk and Horry County Museum.	2019

<b>Goal: Provide services which improve the safety, appearance, and welfare of the community.</b>	
<b>Objective:</b> Provide efficient review and inspection services for all construction.	
<b>Strategies:</b>	
Ensure the building codes are enforced uniformly.	On-going
Strictly enforce the code with all new construction.	On-going
<b>Objective:</b> Encourage historic preservation and quality rehabilitations.	
<b>Strategies:</b>	
Continue to waive the permit fees for single family dwellings 50 years and older to encourage rehabilitation.	On-going
Ensure that older buildings are safe to occupy.	On-going

<b>Objective:</b> Continue code enforcement efforts.	
<b>Strategies:</b>	
Continue to monitor and assure the removal of abandoned vehicles throughout the City.	On-going
Ensure the condemnation of substandard/unsafe buildings and the demolition of condemned buildings. Keep a list of substandard homes/buildings for demolition ranked by condition. Continue to assure all legal requirements are met with the condemnation and demolition process.	On-going
<b>Objective:</b> Assure compliance with the American with Disabilities Act (ADA) for new buildings.	
<b>Strategies:</b>	
Conduct a city-wide audit of City facilities.	On-going
Review plans submitted to the Building Department for ADA compliance.	On-going
<b>Objective:</b> Protect the City's floodplain and floodway.	
<b>Strategies:</b>	
Recommend ways to limit fill and building in the floodplain.	On-going
Provide Staff training in floodplain management.	On-going
Formalize the review and appeals process for plans located in the floodplain.	On-going
Participate in the National Flood Insurance Community Rating System (CRS).	On-going
<b>Objective:</b> Construct, repair and maintain city facilities.	
<b>Strategies:</b>	
Continue to improve and repair city facilities for the safety and enjoyment of its citizens.	On-going
<b>Objective:</b> Keep city facilities clean and sanitary.	
<b>Strategies:</b>	
Continue to clean and report needed improvements and repairs to city facilities.	On-going

<b>Goal: Continue to provide effective police protection for the safety and welfare of Conway's citizens and businesses.</b>	
<b>Objective:</b> Enhance the department's ability to provide quality police services to the community.	
<b>Strategies:</b>	
Establish small workspace in schools, churches and businesses to allow better in-field work and stay in closer contact to the community.	On-going
Partner with other city departments to monitor and keep pace with growth, traffic, and population density.	On-going
Continue to monitor the City's growth to determine the need for a police substation and vehicle processing facility.	On-going
<b>Objective:</b> Focus efforts on crime issues and restore community quality of life.	
<b>Strategies:</b>	
Expand crime mapping and data collection to provide targeted asset allocation.	On-going
Seek grants and funding sources for camera systems to deploy in areas with violent crime.	On-going
Expand on the community watch program we have as new neighborhoods are established.	On-going
Continue adding assets to Street Crimes Unit with focused objectives to quality of life issues.	On-going
Continue to serve on the Technical Review Committee to ensure that the design of the built environment aids safety and police efforts.	On-going
Consider adding a requirement that every subdivision fund camera and license-plate reader hardware for the City to maintain.	On-going



<b>Goal: Continue to provide quality fire protection within the fire service area.</b>	
<b>Objective:</b> Develop a fire protection plan.	
<b>Strategies:</b>	
Continue to monitor the City's growth and be proactive to meet the future and potential needs for service in our changing environment.	On-going
Provide input concerning further annexations and water and sewer expansion plans.	On-going
Continue to look at the community needs versus response to assess our effectiveness and efficiency.	On-going
<b>Objective:</b> Enhance the delivery of an effective fire prevention and inspection program within our community promoting a safe and productive place to work and live.	
<b>Strategies:</b>	
Provide fire safety programs in our schools, nursing and residential care facilities, hospitals, and businesses.	On-going
Conduct annual fire safety inspections of all businesses within the city limits.	On-going
Continue to work in conjunction with the building inspection office in conducting fire and life safety inspections in the downtown corridor.	On-going
<b>Objective:</b> Maintain an ISO Class One classification.	
<b>Strategies:</b>	
Maintain accurate training records and response data.	On-going
Ensure that all businesses within the City Limits of Conway receive a fire inspection and pre-fire survey at least once during the calendar year.	On-going
Ensure that all required equipment for fire apparatus are provided and kept in working order.	On-going
Work closely with Public Utilities to ensure that the water system for the City of Conway is maintained to the parameters required by ISO.	On-going
Limit new major residential subdivisions in areas that do not have fire stations.	On-going
<b>Objective:</b> Reduce the risk to life and property during disasters.	
<b>Strategies:</b>	
Construct a new fire training facility so that the EOC can be used as the EOC.	2020

Continue to update the City of Conway Emergency Operations Plan.	On-going
Conduct public education events on disaster preparedness.	On-going
Draft a Hazard Mitigation Plan.	2020

**Goal:** Continue to manage and improve our existing recreation facilities, parks, and programs while seeking to expand the recreational opportunities for Conway's growing population.

**Objective:** Focus on basic maintenance and upkeep of neighborhood park and playground facilities, and provide renovations to accommodate safe, active, non-formal recreation and play.

**Strategies:**

Ensure that all playgrounds are renovated/maintained according to recommendations from a recent playground safety inspection.	On-going
Ensure that all playground elements are accessible for youth with disabilities by building an accessible playground in Conway similar but not as big as Savannah's Playground in Myrtle Beach.	2019
Consider adding a zero-entry leisure pool with splash pad and water features adjacent to the existing pool at Smith-Jones or at the Sherwood Forest Park.	On-going
Consider adding new bathroom facility at the Billy Gardner Recreation Complex property to accommodate spectators and participants on the playing fields.(Per the Parks and Recreation Needs Assessment)	2019

**Objective:** Broaden the scope of the City's recreation programs and facilities planning.

**Strategies:**

Develop a Parks, Recreation, and Tourism Master Plan in coordination with Coastal Carolina University and Clemson University that would include the possibility of additional facilities (both indoor and outdoor) for the next 25 years, taking into account projected population growth and demographic changes.	2020
Contract with a landscape architect/site engineer to conduct a feasibility study, including plans and cost-estimates for site work related to renovation and building.	2020
Develop more community and neighborhood parks to meet NRPA guidelines.	On-going
Acquire land for future parks, especially in high growth areas, through land donation, coordination with developers, and use of City-owned lots.	On-going
Work with developers and businesses on land and equipment donation for parks.	On-going

Continue to enforce open space regulations in residential subdivisions.	On-going
Assure that program growth is innovative and included in the plan for the future.	On-going
Coordinate with federal and state agencies and conservation organizations to identify passive recreation opportunities for the Singleton Tract.	On-going
Offer unique and interesting programs and special events to meet the needs and interests of City residents.	On-going
Focus on sports tourism by coordinating tournaments.	On-going
Continue to promote the Conway Recreation Center with youth play programs.	On-going
Pursue new park land in growing, underserved areas of Conway, focusing on the South Conway area.	On-going
<b>Objective:</b> Extend partnerships with Horry County to expand multi-modal trail networks and connectivity throughout the town (Crabtree Greenway).	
<b>Strategies:</b>	
Update and develop a trails inventory for the town and promote walking and biking opportunities on town properties and right of ways.	On-going
Apply for a public access easement to allow extension of Crabtree Greenway.	On-going
Work with Horry County to partner on the extension of Crabtree Greenway.	On-going
Continue to highlight and promote the Waccamaw River Blue Trail, Waccamaw Refuge and other open space properties as an asset to Conway and its citizens.	On-going
<b>Objective:</b> Establish a written maintenance schedule for both repairs and improvements of the City's existing recreation facilities, and relocate facilities that have experienced repeat flooding.	
<b>Strategies:</b>	
Relocate the Riverfront Tennis Center to a higher location in close proximity to existing recreation facilities.	2019
Extend the Riverwalk.	On-going
Re-Imagine the Sherwood Park areas.	2019
Keep all sports equipment up to date and compliant with national standards.	On-going

<b>Goal: Continue to provide improvements and maintenance of the City's transportation system.</b>	
<b>Objective:</b> Broaden the scope of the City's efforts to provide street improvements.	
<b>Strategies:</b>	
Continue to survey streets annually and resurface streets as funding is available.	On-going
Inventory and development plans for sidewalks to include connectivity to schools and the greenway plan trail system.	On-going
Work with Horry County and SCDOT to ensure that future growth and projects are shared amongst organizations.	On-going
<b>Objective:</b> Improve existing City sidewalks.	
<b>Strategies:</b>	
Continue to conduct annual surveys of sidewalks.	On-going
Continue to use concrete grinder to remove trip hazards.	On-going
Replace damaged sidewalks.	On-going
Provide ADA ramps in needed areas.	On-going
Continue to enforce the sidewalk fee-in-lieu ordinance.	On-going
<b>Objective:</b> Improve safety on streets.	
<b>Strategies:</b>	
Inspect street intersections and make improvements to sight triangles.	On-going
Update street lights by upgrading to stronger LED lights.	On-going
Continue efforts to promote "Complete Streets"	On-going

<b>Goal: Provide improvements and maintenance of the City's stormwater system, which will increase the level of service to the citizens and businesses of Conway.</b>	
<b>Objective:</b> Continue to address the six minimum control measures of the storm water program.	
<b>Strategies:</b>	
Perform annual maintenance using the master plan to maintain major outfall channels and ditches.	On-going



Create a resident's guide to understanding stormwater program.	On-going
Map all culverts, illicit discharges, basins, channels and outfalls within the City limits.	On-going
Continue construction site runoff control management.	On-going
Complete an inspection report on drainage structures annually.	On-going
Conduct bi-annual inspections of all stormwater ponds in subdivisions and developments.	On-going
Continue the partnership with Coastal Waccamaw Stormwater Education Consortium to receive educational outreach & public involvement opportunities.	On-going
Identify retrofit opportunities for old stormwater infrastructure, particularly downtown.	On-going
<b>Objective:</b> Identify projects to improve and address stormwater runoff and quality.	
<b>Strategies:</b>	
Schedule capital drainage projects annually from the approved list of projects.	On-going
Perform annual maintenance to main major outfall channels and ditches.	On-going
Use camera system to inspect pipes and schedule cleaning when needed.	On-going
<b>Objective:</b> Incorporate aesthetic features and maximize public educational opportunities into stormwater treatment and control features.	
<b>Strategies:</b>	
Use best available stormwater and quality treatment practices and technology such as urban trees and rain gardens (bioretention cells).	On-going

<b>Goal:</b> Improve the City's information technology and geographic information system capabilities to better service departments and the general public.	
<b>Objective:</b> Centralize and consolidate the IT and GIS functions of the City.	
<b>Strategies:</b>	
Consider the creation of a new department which would include IT and GIS.	On-going

Install a city-wide work order system that utilizes GIS.	On-going
<b>Objective:</b> Improve the City's IT and GIS infrastructure.	
<b>Strategies:</b>	
Install new telephone system (internet Protocol (IP)/telephony).	On-going
Coordinate all technology purchases through the IT and GIS staff.	On-going
Continue to enhance the city website, GIS webpage, mapping apps.	On-going
<b>Objective:</b> Integrate the GIS into all departments daily schedule to improve work flow.	
<b>Strategies:</b>	
Consider providing licensed use of City GIS website to engineers, developers, architects, etc.	On-going
Continue to train staff in utilization of GIS and try to expand mobile GIS solution such as data collection to GIS to various departments.	On-going

<b>Goal:</b> Provide quality water and sewer service and exceptional customer service. This will include plans for expansion, replacement of the system's infrastructure, and continuing maintenance to be proactive rather than reactive to the customer's needs.	
<b>Objective:</b> Select an Engineering Firm to perform a comprehensive Water and Sewer System Evaluation study on the system's infrastructure and system explanations.	
<b>Strategies:</b>	
Review the Water and Sewer System Evaluation study that was performed by BP Barber in 2008. Determine the parts that have been addressed and the sections that have been reprioritized.	On-going
Work with other City Departments to develop projected growth area.	On-going
<b>Objective:</b> Prioritize the replacement of water and sewer infrastructure and system extenuations.	
<b>Strategies:</b>	
Develop a capital improvement plan to address the needed improvements.	On-going
Plan water and sewer line extentions in areas of City growth as needed.	On-going

To protect water quality, work with local utilities and the state to address upgrades to wastewater treatment facilities, including pump stations.	On-going
<b>Objective:</b> Select an Engineering Firm to perform a Utility Rate and Capital Recovery Fees.	
<b>Strategies:</b>	
After the findings from the study are present to the staff they will be shared with other departments for feedback and recommendations.	On-going
The finding of the study with Staff recommendations will be presented to City Council for their consideration.	On-going
Implement the approved plan of the Council.	On-going
<b>Objective:</b> Provide continual system upgrades.	
<b>Strategies:</b>	
Replace water meters as needed.	On-going
Upgrade Dargan Circle lift station.	On-going
Construct a new Park Hill Sewer Lift Station.	On-going
Replace the older, undersized water line and fire hydrants on Main Street with a new 6" line which will improve water pressure and water quality.	On-going
Upgrade/rehab gravity sewer lines where numerous pipe failures and repairs have been made.	On-going
Refurbish manholes in the Downtown area to reduce existing inflow and infiltration problems by eliminating groundwater from entering the system.	On-going

## Sources:

City of Conway: <http://www.cityofconway.com/>

[http://www.cityofconway.com/ConwayMP%20\(4\).pdf](http://www.cityofconway.com/ConwayMP%20(4).pdf)

ConwaySCNow: <http://www.conwayscnw.com/>

Conway Downtown Alive: <https://www.conwayalive.com/>

Conway SC Chamber of Commerce: <https://conwayscchamber.com/>

Coastal Carolina University (SBDC): <https://www.coastal.edu/sbdc/>

Horry Georgetown Technical College: <https://www.hgtc.edu/>

Horry County: <https://www.horrycounty.org>

Horry County Schools: <https://www.horrycountyschools.net>

Conway Medical Center: <https://www.conwaymedicalcenter.com>

Conway Visitor's Center: <https://conwayalive.com/visitor-center>

Grand Strand Water & Sewer Authority: <https://www.gswsa.com>

National Recreation & Parks Association: <https://www.nrpa.org>

Riverfront and Downtown Masterplan for Conway, SC by Arnett Muldrow, Mahan Rykiel, Community Design Solutions, and Alta Planning

City of Conway, SC: 2016-17 Recreation Needs Assessment and Planning Report by Donald L. Rockey Jr, Ph.D., Colleen McGlone, Ph.D., and Thomas Cocke

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