

PRESBYTERIAN CHURCH,
CONWAY, S.C.

City of Conway Comprehensive Plan



Cultural Resources Element



INTRODUCTION

The Cultural Resources Element of the City of Conway's Comprehensive Plan includes historic buildings and structures, unique commercial or residential areas, unique natural and scenic resources, archeological sites, educational, religious, and entertainment areas and institutions, and other features or facilities relating to the cultural aspects of the community. (*Comprehensive Planning Guide for Local Governments 2018*).

The City of Conway has many sources of cultural activity – spanning from quilt-making, children's theater, ghost story-telling, historic home tours, community chalkboards, and street-side music nestled under centuries-old live oaks. These resources afford opportunities for cultural enrichment for people of all ages.



Conway Christmas Parade 1950
Source: Horry County Museum

A Brief History:

From the early days of its establishment, Conway has been a cultural center in Horry County. Local farmers have gathered here to purchase their supplies and to sell their products as far back as the 1730's, court sessions have been held here since the establishment of the local county government in 1801, and the Waccamaw River served as a major route for travel and economic activity. In the 1700's, church congregations were active in the community and "Kingston", now known as Conway, became the cultural center of Horry County.

Conway, as the county seat of Horry County, has benefited culturally with facilities located in the city limits like the County Museum, McCown Auditorium, Fifth & Main, and the Conway Library. The Conway City Hall and Historic County Courthouse are also focal points in downtown Conway.

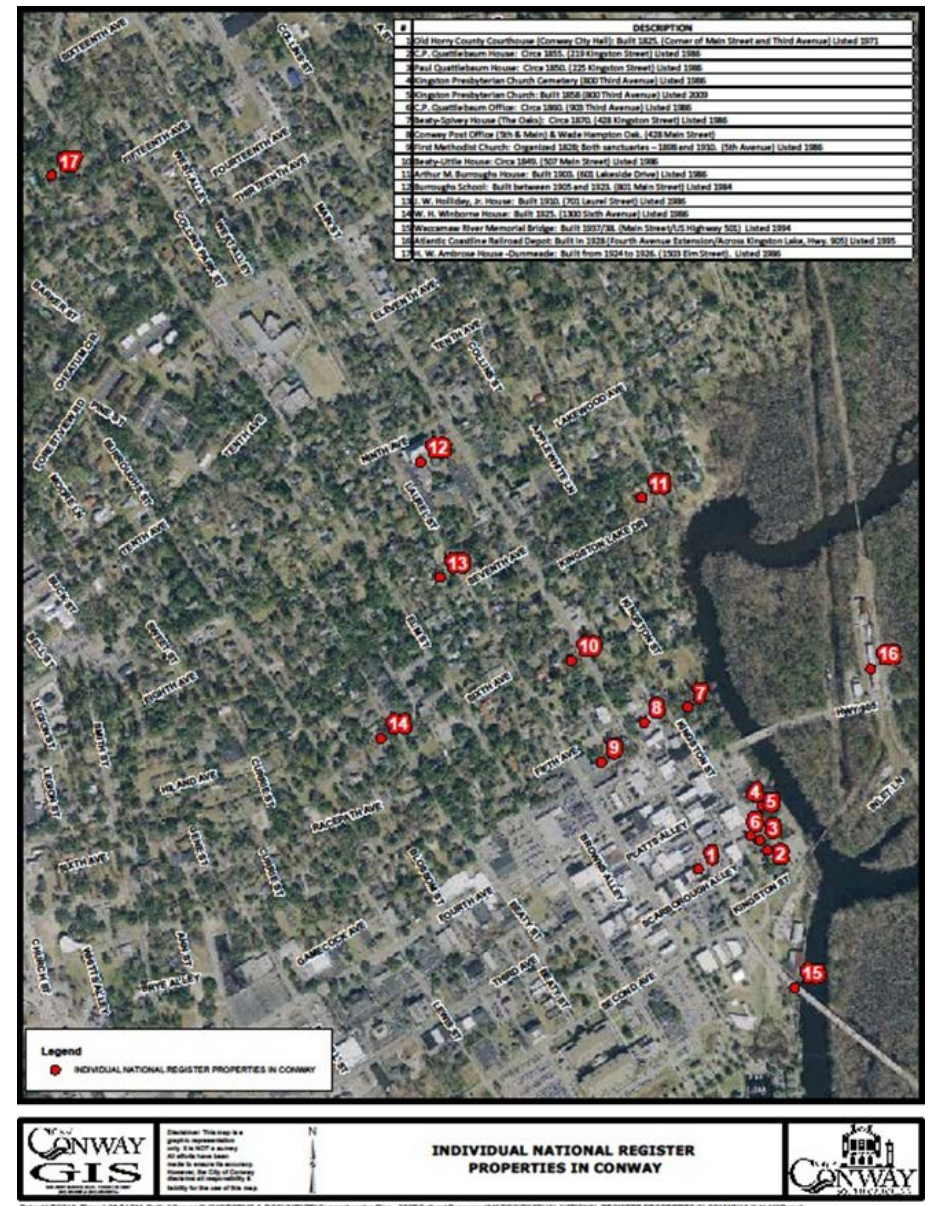
HISTORICAL BUILDINGS, SITES AND STRUCTURES/UNIQUE COMMERCIAL AND RESIDENTIAL AREAS

Conway was established as part of a plan in 1730 by the royal colonial government to spread out the population in South Carolina in order to provide a human buffer, which would protect the city of Charles Town from attack by various groups. While no structures from that period exist today, there are numerous historical houses and commercial buildings that have been designated as places of historical significance.

The following list includes the buildings that have been designated by the United States Department of the Interior in the National Register of Historic Places (*S.C. Department of Archives and History*):

1. Old Horry County Courthouse (Conway City Hall): Built 1825. (Corner of Main Street and Third Avenue) Listed 1971

2. C.P. Quattlebaum House: Circa 1855. (219 Kingston Street) Listed 1986
1. Paul Quattlebaum House: Circa 1850. (225 Kingston Street) Listed 1986
2. Kingston Presbyterian Church Cemetery (800 Third Avenue) Listed 1986
3. Kingston Presbyterian Church: Built 1858 (800 Third Avenue) Listed 2009.
4. C.P. Quattlebaum Office: Circa 1860. (903 Third Avenue) Listed 1986.
5. Beaty-Spivey House (The Oaks): Circa 1870. (428 Kingston Street) Listed 1986
6. Conway Post Office (5th & Main) & Wade Hampton Oak. (428 Main Street) Listed 2009
7. First Methodist Church: Organized 1828; Both sanctuaries – 1898 and 1910. (5th Avenue) Listed 1986.
8. Beaty-Little House: Circa 1849. (507 Main Street) Listed 1986
9. Arthur M. Burroughs House: Built 1903. (500 Lakeside Drive) Listed 1986
10. Burroughs School: Built between 1905 and 1923. (801 Main Street) Listed 1984
11. J. W. Holliday, Jr. House: Built 1910. (701 Laurel Street) Listed 1986
12. W. H. Winborne House: Built 1925. (1300 Sixth Avenue) Listed 1986
13. Waccamaw River Memorial Bridge: Built 1937/38. (Main Street/US Highway 501) Listed 1994
14. Atlantic Coastline Railroad Depot: Built in 1928 (Fourth Avenue Extension/Across Kingston Lake, Hwy. 905) Listed 1995
15. H. W. Ambrose House -Dunmeade: Built from 1924 to 1926. (1503 Elm Street). Listed 1986



Also included are sites that locally are considered places of historical significance.

1. Jenkins House: Built 1909. (1101 Fifth Avenue)
2. Burroughs-Kleine House: Built before 1870. (509 Laurel Street)
3. Norton-Nye-Murphy House: Circa 1910. (511 Laurel Street)
4. Snider House: Built 1908. (801 Sixth Avenue)
5. Sessions-Woodward-Shelley House: 1889. (601 Main Street)
6. Bryan House: Built 1912. (606 Main Street)
7. Sherwood-McMillan House (Sherwood Hill): Built 1910 (504 Kingston Drive)
8. Snowhill. (600 Kingston Drive)
9. Barnhill-Weston House: Circa 1847. (905 Applewhite Lane)
10. Abbott House: Circa 1880. 907 (Applewhite Lane)
11. Lakeside Cemetery: Dates from 1860's. (End of Lakewood Avenue)
12. McDermott-Mathis House: Circa 1882. (610 Laurel Street)
13. Causey House: Circa 1876. (605 Laurel Street)
14. Confederate Monument: (Sixth Avenue and Elm Street)
15. First Baptist Church: Organized 1866. (603 Elm Street)
16. Buck-Cutts House: Built 1929. (701 Elm Street)
17. Gully Store-Burroughs Hospital: Circa 1870. (803 Elm Street)
18. Gurganus-Collins-Wilson House: Built 1864. (902 Elm Street)
19. Bell-Marsh-Pinson House: Circa 1850. (1001 Elm Street)
20. Calhoun-McIver House: Circa 1850. (1300 Ninth Avenue)
21. McNeil-Bell House: Built before 1870. (1301 Ninth Avenue)
22. S.P. Hawes House: Built 1918. (1309 Ninth Avenue)
23. The Muster Field: (Sixth Avenue and Beaty Street)
24. Race Path Avenue
25. Freeman-Duncan House: Built 1912. (1207 Fifth Avenue)
26. Horry County Courthouse: Built 1908. (Third Avenue)

27. Bethel A.M.E. Church: Built 1902. (1530 Race Path Street)

Source: A Historical and Architectural Survey of Conway, South Carolina

Multiple-Resource Historic Districts:

The Conway Downtown Historic District is a collection of commercial buildings, structures, and public buildings in the downtown area of Conway. The commercial buildings represent the development of downtown as the center of commerce in Conway and were constructed primarily from 1900 to 1940. Most of the early frame buildings were destroyed by a major fire, which took place in the 1890's. These buildings were gradually replaced by brick buildings, most of which exist today. Main Street between Third and Fourth Avenues became the main commercial block. Most of the buildings fronting on Third and Fourth Avenues were constructed after the ones on Main Street. Some of the buildings in the district have been altered; however, as a whole the district has not changed significantly since 1940. (*S.C. Department of Archives and History*)



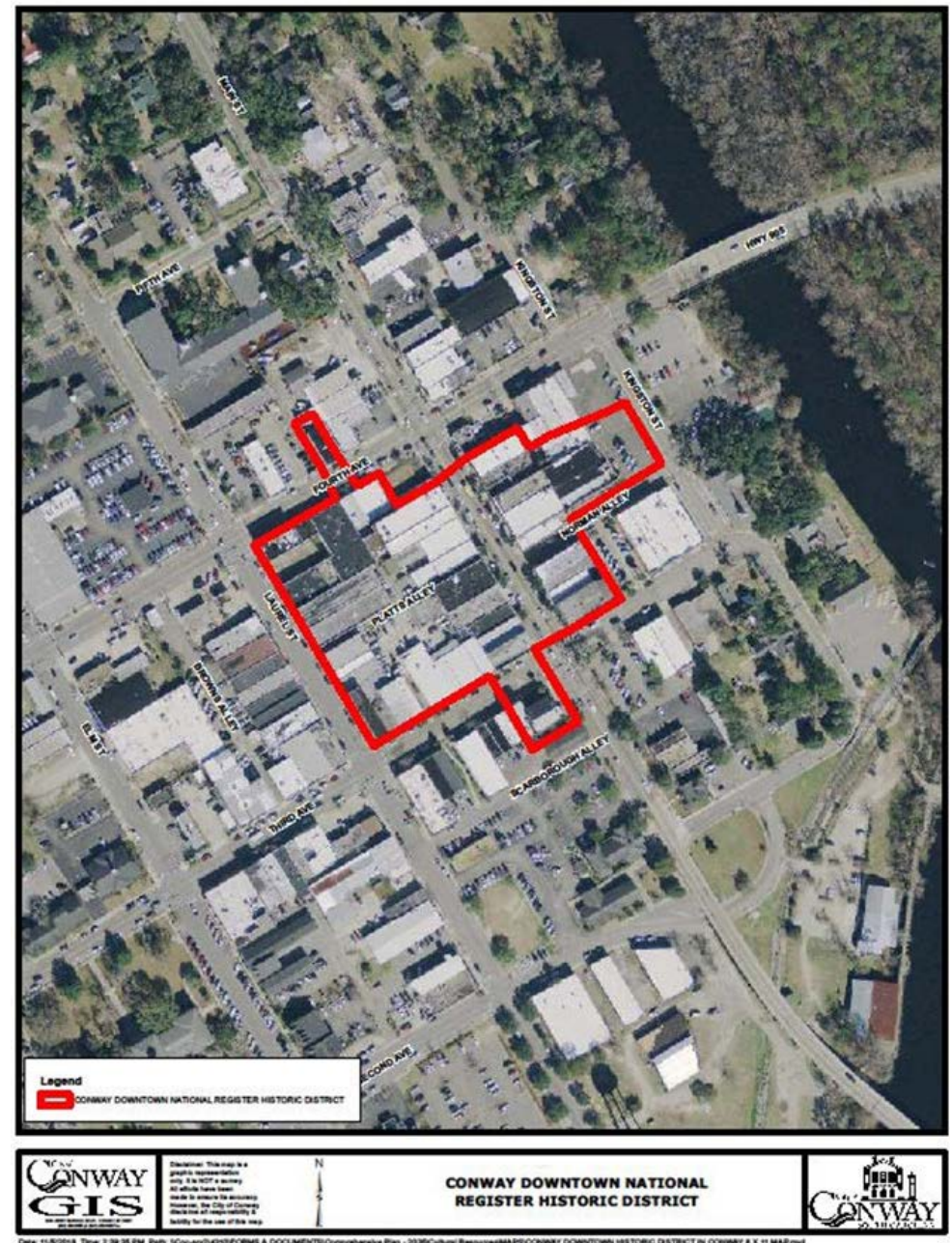
Old Horry County Courthouse (Conway City Hall) | *Source: Conway Downtown Alive*

The buildings and structures of key significance are:

1. Old Horry County Courthouse, Corner of Main Street and Third Avenue: Circa 1825.
2. Town Clock, Corner of Main Street and Third Avenue: Circa 1938.
3. Burroughs Building, 314 Main Street: Circa 1911.
4. Taylor Building (Old Conway Hardware Building), 315 Main Street: Circa 1909.
5. Buck Building, 301 Main Street: Circa 1900.
6. Buck Building #2, 303 Main Street: Circa 1909.
7. Old Horry Drug Store Building, 308 Main Street: Circa 1909.
8. Holliday Theatre, 335 Main Street: Circa 1948.
9. Jerry Cox Building, 316 Main Street: Circa 1909.
10. Collins Department Store Building, 320 Main Street: Circa 1909.
11. Abrams Department Store Building, 318 Laurel Street: Circa 1940.
12. Waccamaw River Memorial Bridge, Main Street (Highway 501 Business): Circa 1937.

In 2010, the district boundary was increased to include 8 more properties, including:

13. 308 Laurel Street: Circa 1925
14. 312/314 Laurel Street: Circa 1925
15. 337 Main Street: Circa 1950
16. 1022 Third Avenue: Circa 1910
17. 1024 Third Avenue: Circa 1910
18. 1026 Third Avenue: Circa 191;
19. 1028 Third Avenue: Circa 1910
20. 1011/1013/1015 Fourth Avenue: Circa 1950.

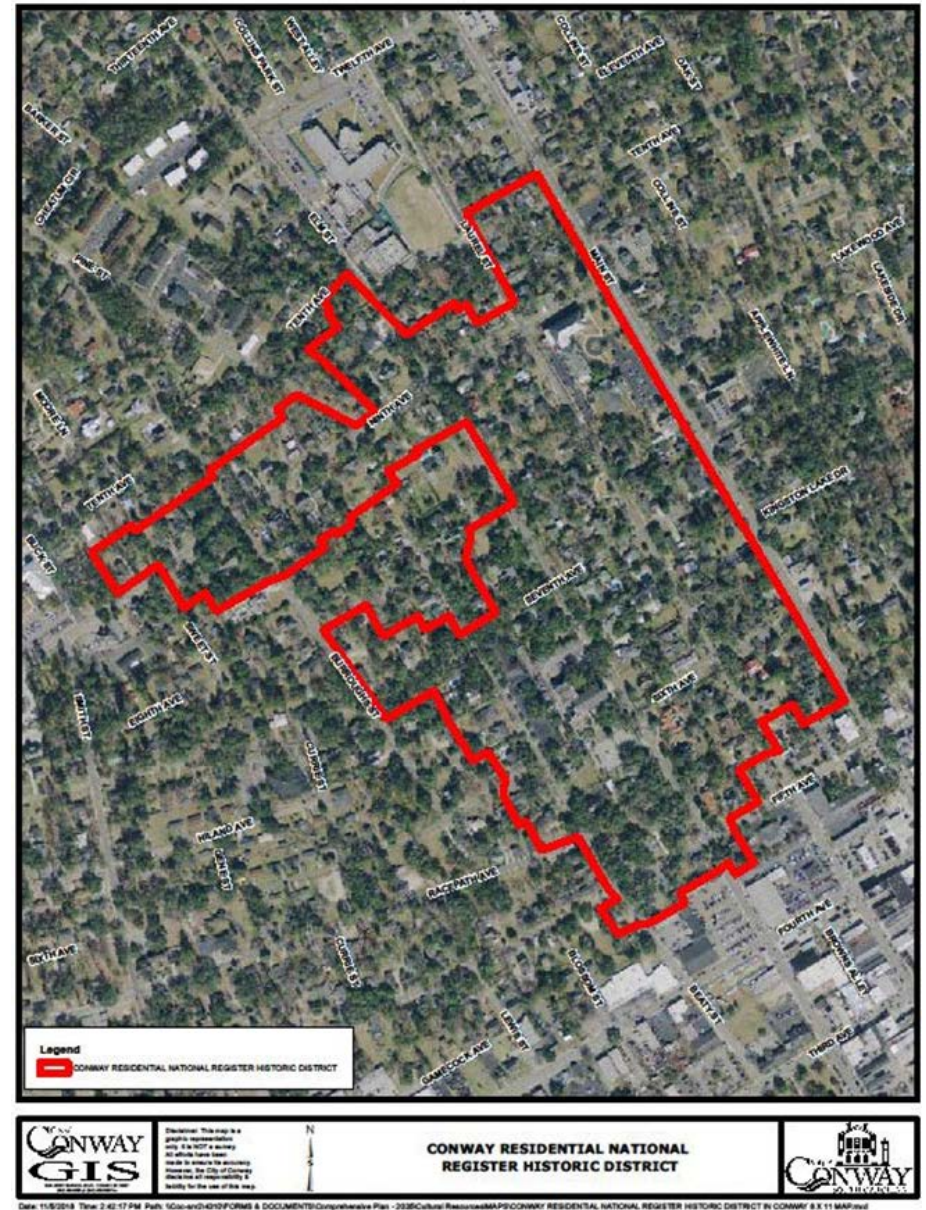


The **Conway Residential Historic District** includes residential development from the mid-nineteenth century until 1955. Architectural styles include Greek Revival, Carpenter Gothic Revival, Queen Anne, Italianate, Neo-Classical, Craftsman, Tudor, Colonial Revival, and Neo-Classical Revival. (S.C. Dept. of Archives and History).



J.W. Holliday House
Source: SC Dept. of Archives and History

In addition to these homes, the District also includes four apartment buildings, one school, a church, and a confederate monument. The ancient live oak trees along this District's streets also contribute to the historic character of Conway's oldest neighborhood.



The **Waccamaw River Warehouse District** includes three buildings, which range in date of construction from 1880 to 1900. Two of the structures are located on the banks of the Waccamaw River; the third warehouse stands a short distance inland. These buildings reflect the business activity of the town in the late nineteenth and early twentieth centuries, particularly as it relates to the Burroughs & Collins Company, one of the town's most influential businesses. The larger warehouse (Lower River Warehouse) directly on the river was built ca. 1880 as the terminal for the Waccamaw Line of Steamers operated by Burroughs & Collins, which ran on the river until 1919. The smaller warehouse (Upper River Warehouse) approximately ninety feet upriver was built ca. 1890, as a warehouse and depot for the Conway Coast and Western Railroad, which was bought by the Atlantic Coast Railroad in 1912. The large trapezoid warehouse (Peanut Warehouse) across the railroad was built ca. 1900, as an agricultural warehouse for Burroughs & Collins. (S.C. Dept. of Archives and History)



Peanut Warehouse
Source: Thompson Farm & Nursery

The Upper River Warehouse is now a popular restaurant that offers riverwalk views, and there are plans for a restaurant in the Lower River Warehouse. The Peanut Warehouse hosts a number of events, including wedding receptions.



Historical and Architectural Survey:

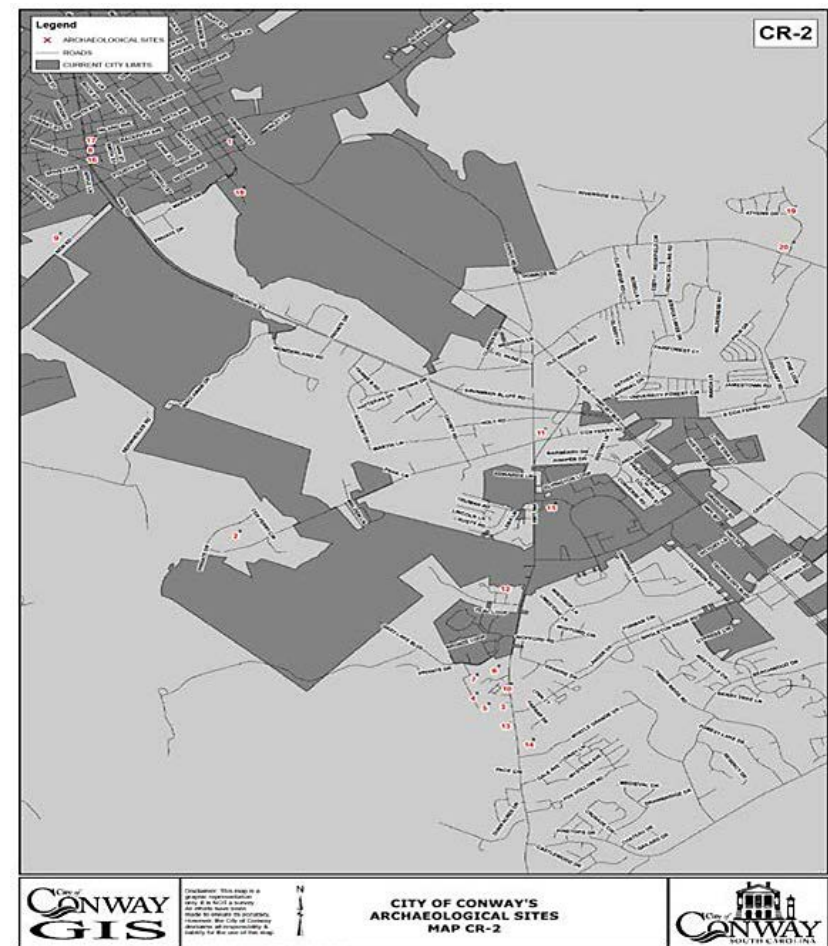
In 2004-2005, the City contracted with New South Associates to conduct a historical and architectural survey of the entire City. Ultimately 762 buildings and structures constructed prior to 1955, were documented with 137 being recommended as eligible to be listed in the National Register. The City of Conway Planning Department has black and white photos and the report on file at 206 Laurel Street.

The report made several recommendations for future action to protect and enhance the historic resources of Conway. Three recommendations were the expansion of the Downtown Historic District to include properties on Main Street, Laurel Street, Third Avenue and Fourth Avenue; the establishment of a Conwayborough Residential Historic District; and the addition of the Kingston Presbyterian Church to the National Register. All three of these recommendations were completed in 2009-2010.

Other recommendations included: 1) The development of a local historical designation program to recognize buildings and structures that contribute to the history of the community for the Race Path and Whittemore Park neighborhoods. Due to the extensive alterations and building removals these areas are not eligible for National Register nominations, nonetheless their importance should be made known as a matter of public record. 2) The railroad bridge over the Waccamaw River, built in 1927, should be considered for nomination with further investigation into its rarity in South Carolina; 3) Local listings are recommended for the James Lynch House, Buck Motor Company, Nye's Pharmacy, Big Planters Tobacco Warehouse, and Bethel AME Church. (Historical and Architectural Survey of Conway, South Carolina)

Archaeological Sites:

The South Carolina Institute of Archaeology and Anthropology recognizes five sites within the City limits of Conway and another fifteen sites in the immediate area outside the city limits as locations of significant archaeological finds. There have been no additions to the list since 1996. These sites contain prehistoric lithic and ceramic scatter (undifferentiated), 20th century historic glass and artifact scatter as well as several homes found in areas of strong African-American heritage. (South Carolina Institute of Archaeology and Anthropology)



Community Appearance Board:

The City of Conway Community Appearance Board (CAB) reviews any alteration of the existing conditions of lands, uses or structures, including signage, within the Commercial Design Review Overlay District, the Main Street Corridor Design Review District, the Downtown Historic Design Review District and the Waccamaw Riverfront Districts 1 and 2.

In 2011, Conway adopted “**Historic Design Review Districts: Community Appearance Guidelines**”. These guidelines help the CAB determine whether proposed changes are compatible with the historic structures and character in the outlined districts.

In 1999, Conway City Council established the **C.P. Quattlebaum Annual Design Awards**, named for the first mayor of Conway. These awards recognize outstanding development, restoration, landscape design, signage, and the efforts of those involved.

City of Conway Historic Tax Incentive

The Historic Tax Incentive encourages the restoration of historic buildings, promotes community redevelopment, and to encourage sound community planning. If you participate in this program, and your property taxes go up as a result of your rehabilitation project, your city property tax portion will be frozen at the pre-rehabilitation rate for fifteen years. (*City of Conway*)

HISTORIC FACILITIES AND ORGANIZATIONS

Horry County Museum:

A Horry County Museum was established in 1979 and opened its doors to the public in 1981. The current museum, located at 805 Main Street, focuses on the history, pre-history, and natural history of Horry County, S.C., and educates the public about these subjects through exhibits, outreach programs, and events.

In 2009, the Museum opened the L.W. Living History Farm. The Farm is a re-creation of life on a one horse family farm between the years of 1900-1955. Visitors to the farm can experience what life was like in a farm community during those years and attend quarterly events.

In 2014, the Museum moved into the renovated 1905 Burroughs School, which is on the National Register of Historic Places. During the renovation, a 4,000-gallon freshwater aquarium was installed that features freshwater fish found in the local rivers and lakes. The aquarium was featured on the Animal Planet show, “Tanked”.

The Horry County Museum Quilt Gala is held each February. The event began in 1994 and was held on the lawn of the Horry County Courthouse. In addition to the display of quilts, the gala hosts demonstrations, speakers, and a featured quilter. (Horry County Museum)

A list of events may be found on their website, horrycountymuseum.org



Fresh Water Fish Tank
Source: Horry County Museum

Horry County Historical Society:

The Horry County Historical Society was originally established by The Horry County Historic Preservation Commission in 1966. The Society's headquarters is located at the Bryan House, 606 Main Street, Conway, S.C. The Society is a not-for-profit organization as defined in Section 501 (c)(3) of the Internal Revenue Code and holds a charter issued by the State of South Carolina.

The mission of the Horry County Historical Society is: to discover and encourage the preservation of all written records and oral traditions touching on or pertaining to the history of Horry County, South Carolina; to aid and encourage individuals and associations in compiling and publishing historical material pertaining to Horry County; to encourage the preservation and restoration of historic buildings and sites in Horry County.

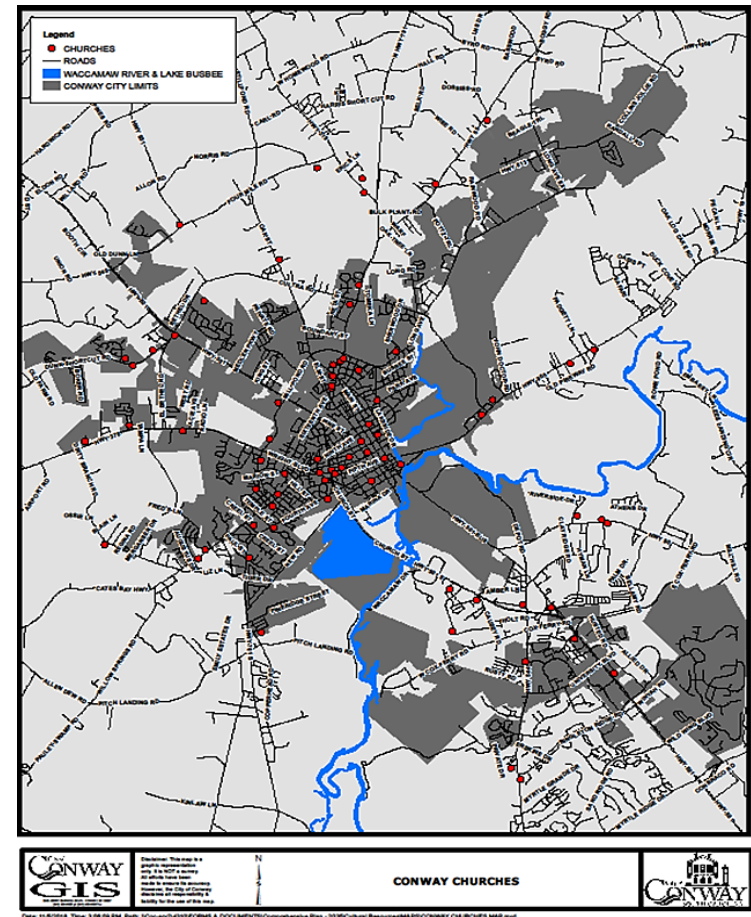
The Horry County Historical Society relies on membership dues, grants and volunteers to support the works of the Society. Those works include maintenance of their headquarters – the Bryan House, built 1912, and the preservation of the historic Quattlebaum Office, built circa 1860.

Additionally, since 1967 the Society has accumulated a wealth of articles on local history which can be accessed online through the Society's web site, hchsonline.org. While one popular collection, the *Independent Republic Quarterly*, ended in 2016 after 50 years of publication, the Society continues to work to collect and preserve the heritage of Horry County through written articles which are available in the *Horry County History Journal*, an online collection begun in 2017 and also available on the Society's web site. (Horry County Historical Society)

Area Churches, Cemeteries and Religious Institutions:

Religious organizations have a long history in Conway. With approximately 76 churches representing numerous denominations in the area, and 47 inside the City limits, community churches add to the

quality of life for local residents. Church life in Conway is not limited to Sunday morning worship services, as a variety of church-related activities take place during the week as well. Recreational outings for youth groups and adults are common in Conway churches and help to unite both the congregation and the community. Several churches also offer nursery, daycare, and educational programs as well.



Local cemeteries have helped to record the history, religion and culture of Conway. Although not a complete list, Horry County cemeteries are listed along with locations and directions on the Horry County Historical Society's website – www.hchsonline.org.

The Horry County Cemetery Project is an ongoing inventory of cemeteries. These cemeteries are mapped with GIS tools in order to protect locations from future development. (Horry County Cemetery Project)

<https://www.horrycounty.org/Online-Services/Cemetery>

Waccamaw Center for Cultural and Historical Studies:

The Waccamaw Center for Cultural and Historical Studies is housed in the Department of History, College of Humanities and Fine Arts at Coastal Carolina University. The purpose of the Waccamaw Center for Cultural and Historical Studies is to involve faculty, students, and the community in the rich heritage of the local area along the beautiful and historic Waccamaw River, which runs from North Carolina to Georgetown, South Carolina. Providing a wide array of public programs, the center also conducts archaeological investigations, with the help of students, on historic and prehistoric sites and coordinates research in a number of areas, including colonial life, slavery, the Revolutionary War, and the history of Myrtle Beach and the surrounding territory. Students may participate in the research through formal course work or independent study and avail themselves of the center's resources. (Coastal Carolina University)

ARTS AND ENTERTAINMENT

Theatre of the Republic:

The Theatre of the Republic, located at 337 Main Street, is a non-profit community theatre troupe that formed in July of 1969 by a small group of Conway residents who were interested in starting a local theatrical group. Known originally as the Conway Little Theatre, it was named the official theatre of Horry County by the legislative designation in January of 1970.

The theatre does five musicals and five book plays each season as well

as several musical reviews and travelling shows. The theatre has a children's program known as Coastal Youth Theatre. They offer two mainstage shows each season as well as a summer program and theatre classes that coordinate with the school calendar. In 2018, the Coastal Youth Theatre Arts Center was completed at 1502 4th Avenue as an extension of the Main Street Theatre. (*Theatre of the Republic*)



Main Street Theatre
Source: Conway Downtown Alive

Buskers:

In April 2018, the City of Conway approved an ordinance to allow Buskers (street performers). A busker is a person who performs in public areas; accepts donations from the public; and has obtained a permit pursuant to the City's ordinance.

Performing includes, but is not limited to, acting, singing, playing musical instruments, pantomime, juggling, magic, dancing, reading, puppetry, side art (working with non-permanent, water-soluble media), and reciting. Performance shall not include the production of or the offer of

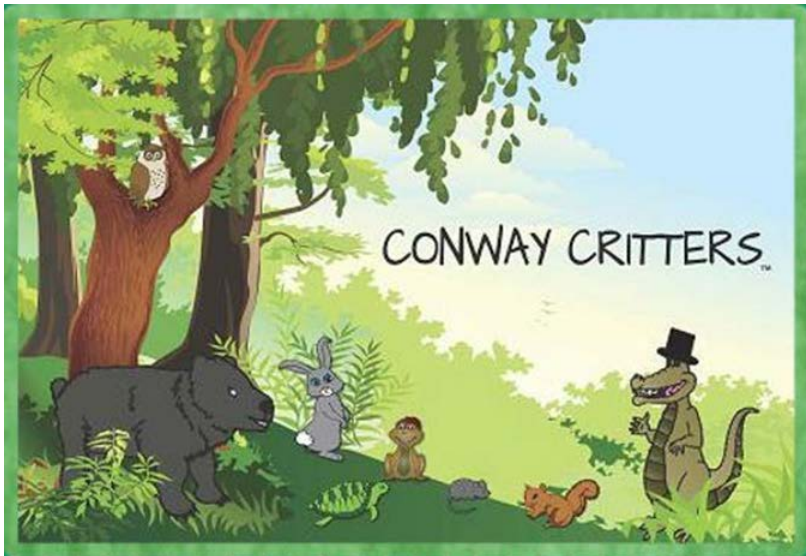
items for sale at the location of the performance, but buskers may offer items in exchange for donations.

As of November 2018, approximately 15 busker permits had been issued. (City of Conway).

Little Free Libraries:

In 2018, the permitting of little free libraries on private property was approved by City Council. The little free libraries, also known as book exchange boxes, are permitted around the city in front and side yards. The boxes are maintained by the property owner. These libraries offer a way for the community to share books, which can build community involvement, spark creativity, and promote literacy and reading. (Create Conway)

Conway Critters:



The Conway Critter project began in 2016 as a unique way to market Conway's downtown attractions. The project features bronze sculptures, in the form of local animals, located in downtown historical

areas to attract both residents and tourists. City Council, along with Coastal Carolina University's sculpture department, designed and produced the bronze critters. A story book and coloring book tell about the critters and their mission. (City of Conway)

Coastal Carolina University:

Coastal Carolina University provides a number of cultural events each month at its numerous facilities for the arts. Each month the University offers a wide range of theatrical choices, musical performances, foreign movies, lectures, and visual art traveling exhibits are offered for their students, faculty and staff as well as the general public.



Aerial view of CCU campus
Source: CCU website

Coastal Carolina University is a vital center for higher learning and cultural activity for South Carolina's Grand Strand Region. A full cultural calendar complements the university experience for students as well as for the dynamic and diverse community surrounding the University.

CCU's Wheelwright Auditorium is used by the music and theater departments for student performances and productions, as well as community events.

The Thomas W. and Robin W. Edwards College of Humanities and Fine Arts has several facilities for cultural events. The Rebecca Randall Bryan Art Gallery, a public center for the visual arts in northeastern South Carolina, is located in this building. The college also houses the Digital Production Studio, The Edgar Dyer Institute for Leadership and Public Policy, the Jackson Family Center for Ethics and Values, and the Athenaeum Press.

Wall Auditorium is used extensively throughout the year to expand the cultural offerings of Coastal Carolina to the people of Conway and Horry County. Wall Auditorium is located in the E. Craig Wall Sr. School of Business Administration. Coastal Carolina University Foreign Film Series presents foreign films from around the world each academic year. The movies are shown at night in the Wall Auditorium.

The Office of Academic and Community Outreach serves the university through the coordination of programs designed to increase access to "learning for a lifetime." The university draws upon the expertise of experienced community members and CCU faculty to offer innovative and comprehensive programming for all ages. Outreach programs such as the Osher Lifelong Learning Institute, Coastal Carolina Kids Camp and continuing education are available. *(Coastal Carolina University)*

Horry-Georgetown Technical College:

Horry-Georgetown Technical College's (HGTC) first and largest campus is located in Conway. It provides a major role as a cultural resource by

providing programs of study in Culinary Arts/Chef Training and Digital Arts where students can specialize in Graphic Arts or Videography. These offerings by HGTC complements the arts curriculum at Coastal Carolina University.

The campus has 11 buildings, including the D. Kent Sharples Student and Community Life Complex. This facility is a 97,000 square foot building, which includes several offices, the HGTC Library, Café 1100 and the Richardson Art Gallery among other uses. The Richardson Art Gallery provides the College with an elegant, artistic environment on the Conway campus in which to hold celebratory events, host meetings for special guests, and serve as a pre-session setting for meetings and conferences. The Burroughs and Chapin Auditorium is a much-used facility at HGTC. Many of the facilities at HGTC are available for rent by the public.



Source: HGTC Website

The two VIP Training Centers offer spa and cosmetology services to the public. In 2017, the 25,000 square foot Advanced Manufacturing

Center opened. The college plans more than \$30 million in academic building construction, ongoing from 2019 to 2024. (*Horry Georgetown Technical College*)

Fifth & Main:

The Historic Post Office building was built in 1935 as the first post office in the area. The second level featured catwalks for watching the mail sorters and breakout doors should an offender be caught mishandling a piece of mail. It served as a post office until 1977. From 1981 until 2014, the building served as the Horry County Museum. The Museum moved to the renovated Burroughs School at the corner of 9th Avenue and Main Street in 2014. The building was then deeded to the City of Conway from Horry County to be renovated as a Visitor Center, meeting facility and offices for Conway Downtown Alive. The building opened in the present form in March of 2017.

The building itself was listed in the National Register of Historic Places in 2009. It was considered architecturally significant as an excellent example of the New Deal-era post office produced by the Public Works Division of the United States Treasury. The building is 6,800 square feet and is one of the few existing public buildings to boast the Classical Revival design.

With the recent renovation of the building, the Visitor Center Facility, located in the 5th & Main 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. (*Conway Downtown Alive*)



Fifth & Main
Source: Conway Downtown Alive

SPECIAL EVENTS

Conway has a number of special events throughout the year staged by a variety of organizations. The Conway Chamber of Commerce and Conway Downtown Alive are instrumental in putting on major events for Conway.

Riverfest, which is held the weekend before the 4th of July, as well as the Christmas Parade in December are sponsored by The Conway Chamber of Commerce. They also host ribbon cuttings and Business After Hours throughout the year. A list of Chamber events may be found on their website, www.conwayscchamber.com (Conway Chamber of Commerce)



Rivertown Music & Beer Festival
Source: Conway Downtown Alive

Rivertown Christmas Celebration and Living Window Displays is a joint venture of Conway Downtown Alive and downtown merchants. Conway Downtown Alive also has other special events during the year, such as the Rivertown Dine Around, Rivertown Wine Around, the Pizza Run, Beat the Heat Walking Tour, Conway Ghost Walk, the Snowball Drop, Holiday Open House, Can Am Days, Rivertown Music and Beer Festival, Laurel Street Yard Sale, the Community Chalkboard, and the Conway Chocolate Walk. Walking Tours of Conway are also available and are organized by Conway Downtown Alive. A list of events may be found on their website, www.conwayalive.com (Conway Downtown Alive)

Since 2008, each Saturday from May to October, a farmers' market is held downtown. Originally located under the Main Street Bridge, it can now be found at the former police station lot on Laurel Street. Produce and craft items are available.

The City of Conway Police Department holds its annual Cop on Top event to raise funds for the Special Olympics of South Carolina. Officers sit on top of Chic-Fil-A over a two-day period collecting donations.

The City of Conway holds many events, including the annual City Tree Lighting outside City Hall. The Conway Celebration of Lights opened in 2016, and is a seasonal one-mile drive-through light display in downtown Conway. The Conway Parks, Recreation, and Tourism Department hosts many events throughout the year, including: Trunk or Treat, Video Gaming Competition, 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. (City of Conway)

UNIQUE NATURAL AND SCENIC RESOURCES

The Waccamaw River and Kingston Lake provide Conway with a unique blackwater setting. The Main Street Bridge with its arches, the Riverwalk and the Trestle (railroad bridge) add to the scenic beauty of the River. The cypress knees and patches of white sand are natural features that also enhance the beauty of the River and Lake.



Source: Donna Thomas Real Estate

The live oaks of Conway are protected by a local ordinance and in some instances Conway's streets are routed around them. Moss draped trees are somewhat of a peculiarity for visitors. The majority of the large live oaks are located in Conway's oldest neighborhoods and downtown serving to compliment the historic buildings and homes that are in close proximity to each other.

The U.S. Fish and Wildlife Service developed the Cox Ferry Recreation Area, a 325-acre property located on West Cox Ferry Road that

extends to the bank of the Waccamaw River. It offers three miles of interpretative nature trail, mountain bike trail, boardwalk, picnic tables, playground area, fishing and scenic observation sites. This site will be included as a stop on the Conway Blueways Trail, a paddling trail that will include Crabtree Canal, Kingston Lake and the Waccamaw River.

The City of Conway developed the Waccamaw River Park in 2017 on land that was purchased with the assistance of The Nature Conservatory. The amenities of this 237-acre park, located at 1050 Depot Road, include a picnic shelter, walking trails, mountain bike trail, boardwalk, observation platforms, a 9-hole disk golf course, and plenty of nature. *(City of Conway)*

GULLAH GEECHEE CULTURAL HERITAGE RESOURCES

Located a mere 15 miles from the shore, Conway lies within the federally designated Gullah Geechee Cultural Heritage Corridor, a narrow region stretching along the coasts of South Carolina, Georgia and into North Carolina and Florida. Throughout this corridor, enslaved West Africans once worked the land, developing their own language and customs that reflected African heritages as well as European American influences. Today, this culture is known as Gullah in the Carolinas and as Geechee in Georgia and Florida. Conway stands to benefit from embracing its connections to this culture.

These connections are threefold. Firstly, several plantations were historically located in and near Conway along the Waccamaw River. Many descendants of slaves from nearby plantations may continue to live in Conway and the vicinity, and although conclusions about area slaves' cultural identities and those of their descendants are not currently available, it is likely that many had West African origins and may therefore have expressed Gullah characteristics. Secondly, Conway is the county seat of Horry County; although not as commonly associated with Gullah culture as neighboring

Georgetown County or the Charleston and Beaufort areas, Horry was once home to Gullah slaves, particularly in its southernmost portion where rice plantations flourished. People from all over the county, including Gullah individuals, have historically had business in Conway due to its role in government. Thirdly, Conway has long been a regional economic center. During the decline of the rice industry in the early 1900s, former slaves and their descendants migrated north seeking work, and many found it in Conway in the lumber industry and in trades such as cooking, cleaning, maintenance and other "day's work" for local families.

Within Conway, African American residential life has historically been concentrated in the Racepath neighborhood and on "The Hill" between highways 501 and 378. Social centers have included churches like Bethel AME on Racepath Avenue, a congregation out of which many other local churches grew, as well as "juke joints" (night clubs) such as the Savoy Hotel, the Cozy Corner and Coon's Place. Juke joints, historically common in African American communities throughout the American Southeast, actually arose from the need for recreation among laborers on plantations and, post-Civil War, work camps; one theory posits that their name is derived from the Gullah word "juk," meaning "disorderly." In any case, such social establishments were once quite popular in Conway, indicating a longstanding cultural presence within the city limits that may be Gullah in nature.

Even though businesses, day-to-day government interactions and educational institutions have changed immensely over the years, Conway remains the center of a county with a rich cultural history, albeit one that is often overlooked by tourists flocking to the Grand Strand. The city has unmistakable interests in rediscovering and reasserting this history as completely as possible. Doing so will enhance

the city's character and sense of community, and may also expand opportunities for economic development. All current and potential businesses that cater to tourists, and especially those that specialize in Gullah food ways or handicrafts, stand to gain from recognition of the area's Gullah culture.

The city can facilitate the growth of cultural tourism and publicize its specifically Gullah connections by initiating and continuing its partnerships with organizations that support the city's economic and cultural health, and by promoting these organizations' efforts. Historic preservation and education initiatives can boost tourism by giving visitors more reasons to come to, or stay in, Conway. Tourism, in turn, can support preservation initiatives by providing an audience that will spread the historic knowledge gained while visiting and spark further inquiry.

Crucial to the public recognition of a Conway Gullah narrative will be the ongoing discovery of this history through the voices of the people who lived it. As such, the city would benefit from a community-wide documentation initiative, the value of which would far exceed increased Gullah historic knowledge, even as valuable as that alone would be. Specifically, a renewed push to record citizens' oral histories could preserve local Gullah heritage information while encouraging contributions from all citizens so that the city's history can be preserved as comprehensively as possible. Potential partners for such a community initiative might include Coastal Carolina University, the Horry County Historical Society and the Gullah Geechee Cultural Heritage Corridor Commission.

SUMMARY OF FINDINGS

Conway takes pride in using its name, “South Carolina’s Historic Rivertown”. Many of Conway’s historic buildings and cultural facilities are located near the Waccamaw River and provide Conway with a variety of cultural choices. However, there are still numerous untapped opportunities and underutilized resources along the river, in downtown and the adjacent historic neighborhoods if developed would greatly enhance Conway’s cultural offerings to its citizens and visitors.

Another major cultural center in Conway are the higher educational institutions of Coastal Carolina University and Horry-Georgetown Technical College whose campuses are located adjacent to each other. Coastal Carolina University’s Cultural Calendar has a wide range of events and activities taking place monthly. CCU, while growing at a rapid rate with over 7,500 credit curriculum students, has over 10,500 individuals taking advantage of continuing education programs. Horry Georgetown Tech in 2017 fall semester had 7,079 enrollments with a full-time equivalency of 4,738.

In 2017, a team from Coastal Carolina University conducted a parks and recreation needs assessment for the City of Conway. The purpose of this study was to determine the current and future parks and recreation needs and planning priorities in Conway by engaging citizens in public input sessions, conducting a benchmarking study of peer/comparison communities, and implementing a town-wide needs assessment survey. Recommendations from this survey include:

1. Look for opportunities to expand across the Waccamaw River to the eastern part of Conway, including expanding relationships with Coastal Carolina University to assist in the provision of recreation particularly the area of cultural arts.
2. Create a multifaceted marketing plan to promote programs, facilities, and parks that the department offers.

3. Create more places for outdoor recreation and nature-based activities.
4. Create and maintain partnership opportunities with relevant stakeholders, including businesses and organizations that are aligned with and share the values of the City of Conway regarding parks and recreation provision.

In 2017, a Riverfront and Downtown Master Plan was created for the City of Conway by Arnett Muldrow, Mahan Rykiel, Community Design Solutions, and Alta Planning. The plan outlines goals for the short, medium, and long term. One important task outlined in the plan is to connect the downtown to the Riverfront. “There is great potential for additional investment in downtown Conway that increases the vitality of the district as well as reinforced connections to the riverfront. Stakeholders in Conway often speak of the ‘downtown’ and ‘riverfront’ as two separate districts because they lack strong connections. The goal with new investment should be to reinforce Conway as a ‘riverfront downtown’ rather than two separate districts.”

The *Horry County Imagine 2040* Survey, which included the question “Are there places in Horry County that you would like to see redeveloped or reinvigorated?” received responses that included specific areas within the City of Conway. Most frequently, the participants called out the need revitalizing the Downtown Conway area as well as rejuvenating the historic area and district around the intersections of US Hwy 378 and Hwy 501 Bypass (Horry County *Imagine 2040, draft*).

The City needs to continue to promote and capitalize upon Conway’s cultural assets including its history, scenic qualities, numerous exhibit and performance facilities and many talents in the art and entertainment community.

GOALS, OBJECTIVES AND STRATEGIES FOR IMPLEMENTATION

Goal: Promote Conway's historic preservation efforts to further cultivate our historic buildings, sites and structures as cultural and economic resources	
Objective: Identify historic preservation projects and programs for consideration that have cultural benefits and economic impact	
Strategies:	
Pursue the recommendations of the New South Historic and Architectural Survey. Create a local historic designation for Race Path and Whittemore Park neighborhoods. Research the rarity of the Trestle (railroad bridge) for possible nomination. Include in the local listings – James Lynch House, Buck Motor Company, Nye's, Big Planters Warehouse and Bethel AME Church.	2020
Objective: Actively support historic building reuse projects.	
Strategies:	
Support the adaptive re-use of the former Whittemore Elementary School into a Community Center.	2019-2021
Continue to work with Downtown Alive on the façade grant program.	On-Going
Continue to promote the City's tax incentives. Compile federal, state and local incentives information for distribution to the public.	On-Going
Goal: Support efforts to preserve, in light of the area's rapid development, historic sites and key archaeological sites in the general Conway area.	
Objective: Consider impacts on historic and cultural amenities when evaluating land use applications and projects.	
Strategies:	
Review residential development standards in the Unified Development Ordinance (UDO) for areas that conflict with implementing context sensitive infill in the historic residential areas.	2019
Objective: Identify potential and significant sites for archaeological exploration.	
Strategies:	
Contact appropriate organizations to determine if mapping is available.	2020
Determine if resources are available at the federal, state and local levels.	2020
Support the efforts of the Waccamaw Center for Cultural and Historic Studies.	On-Going
Goal: Promote a wide range of cultural activities for serving Conway's citizens and visitors, and improve and increase the number of facilities to house these activities.	
Objective: Continue to offer entertainment for the public.	
Strategies:	
Continue to promote and expand the Christmas Celebration of Lights.	On-Going
Promote the buskers' ordinance.	On-Going
Continue to promote Conway Critters.	On-Going
Support efforts to build an amphitheater in downtown Conway and partner with Theatre of the Republic.	2019-2021

Support efforts for Conway as the hub for a passenger train.	2019-2020
Objective: Promote Conway by supporting special events throughout the year.	
Strategies:	
Support existing events and foster new opportunities to establish a full calendar of events for Conway. Work with the Chamber of Commerce, the Visitor Center and Downtown Alive to develop a unified marketing strategy for events.	On-Going
Develop a comprehensive calendar of city's events for the City's website and access channel to include Coastal Carolina University's Cultural Calendar.	On-Going
Continue to promote event venues in Conway.	On-Going
Objective: Seek to understand, preserve and capitalize on Conway's historical and contemporary ties to the Gullah Geechee culture	
Strategies:	
Document the relationship between Conway and the Gullah Geechee culture.	On-Going
Collaborate with community partners to develop a system for oral history documentation, and encourage contributions from citizens.	On-Going
Place digital and/or physical markers at local sites of Gullah Geechee cultural significance (e.g., cemeteries, churches) as more information about these locations comes to light.	On-Going
Encourage growth of cultural tourism in order to educate the public about Gullah culture in Conway.	On-Going
Continue partnerships with organizations that support the city's economic and cultural health.	On-Going
Objective: Create places where children are exposed to cultural resources, educated about Conway's history, and have opportunities to explore their talents and creativity.	
Strategies:	
Support cultural programs for at-risk youth, that involve artists and scholars in partnership with cultural organizations and institutions.	On-Going
Promote partnerships with Theatre of the Republic's Youth program.	On-Going
Continue to promote youth programs at the Recreation Center, and encourage youth programs at the proposed Whittemore Community Center.	On-Going
Partner with the Boys and Girls Club of America to work on the provision of teen-related activities.	On-Going
Consider adding cultural or historical interpretation elements on the history of the property to parks similar to ones included at the Riverwalk. Work with Horry County Historical Society to achieve this goal. (Per the Parks and Recreation Needs Assessment)	On-Going
Continue to promote children's programs at the Horry County Museum.	On-Going
Objective: Increase the variety, number, and type of cultural events.	
Strategies:	
Work with Coastal Carolina to display artwork and other exhibits in City of Conway buildings.	On-Going
Encourage Coastal Carolina faculty and students to expand cultural and performances pieces at off campus locations in the city.	On-Going

Seek grants for the construction of cultural venues and grants at the federal and state levels.	On-Going
Work with educational institutions and non-profit organizations on projects that require additional auditorium and theater space as needed.	On-Going
Promote the idea of a civic space to be built in conjunction with a new City Hall.	2023
Convert City Hall to a cultural use when new City services building is constructed.	2023
Utilize under-used space downtown for art installations.	On-Going
Create City wayfinding signage to direct visitors and citizens to Conway's historic and cultural locations.	2019
Objective: Foster a sense of place in public open spaces.	
Strategies:	
Utilize placemaking enhancements in alleys, courtyards, and empty lots including overhead string lights, wall-mounted access lighting, murals, planter pots, and stamped colored asphalt paving, and street tree plantings (Per Riverfront and Downtown Master Plan).	On-Going
Continue to promote parklets.	On-Going
Install bike facilities, crosswalk and pavement treatments.	On-Going
Objective: Build relationships to expand opportunities across the Waccamaw River, including relationship with Coastal Carolina University, to assist in the provision of recreation particularly the cultural arts. (Objective and Strategies Per the Parks and Recreation Needs Assessment)	
Strategies:	
Display visual and graphic arts in parks (day events) or in PRT buildings.	On-Going
Work with CCU to offer classes in arts that can be led by CCU students and faculty. Provide exposure to the arts and allow Liberal Arts programs to get involved in community.	On-Going
Objective: Create a multifaceted marketing plan to promote facilities, programs, and parks that the department has to offer while also creating community awareness (Objective and Strategies Per the Parks and Recreation Needs Assessment)	
Strategies:	
Work with Coastal Carolina University Wall College of Business Marketing Department or College of Science Recreation and Sport Management program to develop a marketing plan to create awareness.	2021
Program activities at the PRT areas of which residents are not aware. For example, PRT could host an Arts in the Park at Kingston Mini Park.	2020
Work with schools to develop awareness of parks through field trips. Children have the ability to influence their parents to visit sites.	On-Going
Goal: Ensure all of Conway's natural and scenic treasures are protected for the enjoyment of present and future generations.	
Objective: Foster efforts to enhance and use the scenic resources of the Waccamaw River.	
Strategies:	
Connect the downtown area with the riverfront per recommendations outlined in the Riverfront and Downtown Master Plan, including extending lighting under the bridge and extending the Riverwalk.	On-Going
Continue involvement with Upper Waccamaw Task Force, and work to expand the Preservation Corridor.	On-Going

Provide more access to the river for traditional outdoor recreation activities, such as fishing and canoeing/kayaking. Consider building a boat launch at the Park Avenue property or a fishing pier.	2021
Partner with Waccamaw Wildlife Refuge, Playcard Environmental Education Center, and/or Waccamaw Outfitters to provide youth programs focusing on environmental/outdoor education and nature-based programming. (Per the Parks and Recreation Needs Assessment)	On-Going
Partner with the Waccamaw Riverkeeper Program to provide educational resources to citizens, both on the land and on the water	On-Going
Promote the Waccamaw Riverkeeper's Kindness Rocks program at boat landings and other public accesses to the river	On-Going
Continue to maintain natural areas in the downtown core and as natural corridors in its extraterritorial jurisdiction	On-Going
Continue to focus on the Waccamaw River ,and support the expansion of a walkable city, including expanding the Riverwalk and other walkable areas (e.g., Crabtree Canal) and promoting educational resources to enhance the experience	On-Going
Recognize and promote the importance of the nationally designated Waccamaw River Blue Trail as well as the Conway Blue Trail	On-Going
Objective: Continue and expand upon the City's efforts to protect trees.	
Strategies: Conduct a Tree Inventory with GIS of all City-owned trees within the Downtown Historic District. Implement a R-O-W Street Tree Master Plan. This will include the removal of the hazard trees and replanting for the future	
Create a Master Tree Plan for the Conway Recreation Complex. Include the removal of hazard trees and implementation of a diverse tree population on this site.	2020
Work through areas of the city to conduct pruning for the visibility of street signs, stop lights/signs, sidewalk clearance, height clearance on all roads.	On-Going
Collaborate with Coastal Carolina University to encourage and/or assist them in becoming a Tree City Campus.	2020
Collaborate with Santee Cooper to encourage and or assist them in becoming a Tree Line USA.	2020

Sources:

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

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/>

The Charles Joyner Institute for Gullah and African Diaspora Studies: <https://www.coastal.edu/joynerinstitute/>

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

Horry County Museum: <http://www.horrycountymuseum.org/>

Horry County Historical Society: <http://www.hchsonline.org>

Horry County Cemetery Project: <https://www.horrycounty.org/Online-Services/Cemetery>

Theatre of Republic: <http://www.theatreoftherepublic.com>

South Carolina Institute of Archaeology and Anthropology: <http://artsandsciences.sc.edu/sciaa/division-state-archaeologist>

S.C. Department of Archives and History: <https://scdah.sc.gov/>

A Historical and Architectural Survey of Conway, South Carolina by New South Associates, Inc.

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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