

City of Conway Comprehensive Plan

THE LAND USE ELEMENT



INTRODUCTION

The Land Use Element deals with the development characteristics of the land. It considers existing and future land use by categories, including residential, commercial, industrial, agricultural, forestry, mining, public and quasi-public, recreation, parks, open space, and vacant or undeveloped. This element is influenced by all the other elements and the findings, projections and conclusions from the other elements will influence the amount of land needed for the various uses (MASC 2019).



Source: City of Conway

The Land Use Element is a long-range plan for development within the City, providing goals, policies and standards for where and how to develop, redevelop and to preserve historical areas of the City through these land use designations. The purpose of the land use element is to achieve the best possible

development and environment for the city and its population. The element also should show general areas which should be set aside for future residential, commercial, industrial, public and recreational uses.

The Land Use Element is divided into two main areas: Existing Land Use and Future Land Use. Existing land use serves as the basis for recommendations on future land use. Future land use provides the community with information regarding real estate development, economic growth, open space and potential changes in regulatory policy that could impact future growth in our area.

A Land Use Steering Committee was established to guide the future land use map and accompanying text. In addition to members of the City of Conway Planning Commission, this Committee was comprised of engineers, architects, contractors, conservation groups, economic development groups, cultural groups, industries, and concerned citizens.

With the help of this Committee, the City held two Community Workshops in August 2019 to provide opportunities for the public to view, discuss, and make recommendations on the draft proposed Future Land Use Map. The first workshop was held on August 7 at Whittemore Park Middle School. The second was held at the Conway Recreation Center on August 15.

In addition, a public online survey was created to gather information from the public. The public meetings, as well as the online survey, were advertised on the City's website, government access channel, and social media. Information was also included in utility bills, and posted in public locations throughout the City. 180 members of the public participated in

the survey. Interestingly, the majority of individuals who completed the survey were retired, 65 years or older, and had lived in Conway for one to five years.

A little history...



The City's town clock still stands at the corner of Main Street and Third Ave (est. 1938). Mayor Dr. Carl L. Busbee, wanted to assure farmers that their custom was appreciated. Designed by master cabinetmaker W.H Winborne, built using local cypress, and clockworks provided by Seth Thomas, the clock cost approximately \$2,000. This was paid for by fines collected for

offenses committed by the local population. The clock became the symbol of Conway's merchants' dependence on the farmers in the surrounding areas. Since its installation in 1938, the town clock has been known as a city symbol and landmark.

Excavation for the clock's foundation exhumed a three foot cannon barrel. It is believed to be a surveyor's mark by William Hemingway in 1802. The barrel was reburied, and lies at the base of the clock. Unfortunately, earlier maps from 1732 and 1783 were lost to time. Mr. Hemingway's map is preserved in City Hall. Hemingway's map laid out the village in streets and lots in a grid pattern and the sale of lots began. Lots ranged in price from \$1.75 (the north side of town) to \$51.50 (lot on Kingston Lake).

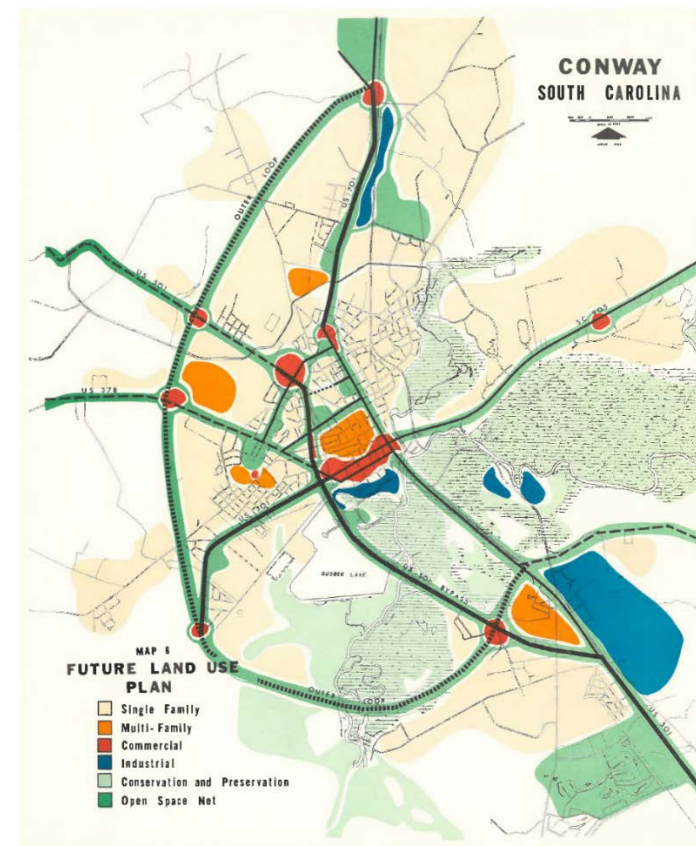
Where the straight pattern yields on the map, it is due to the city's great live oaks.

Source: SC Dept. of Archives and History

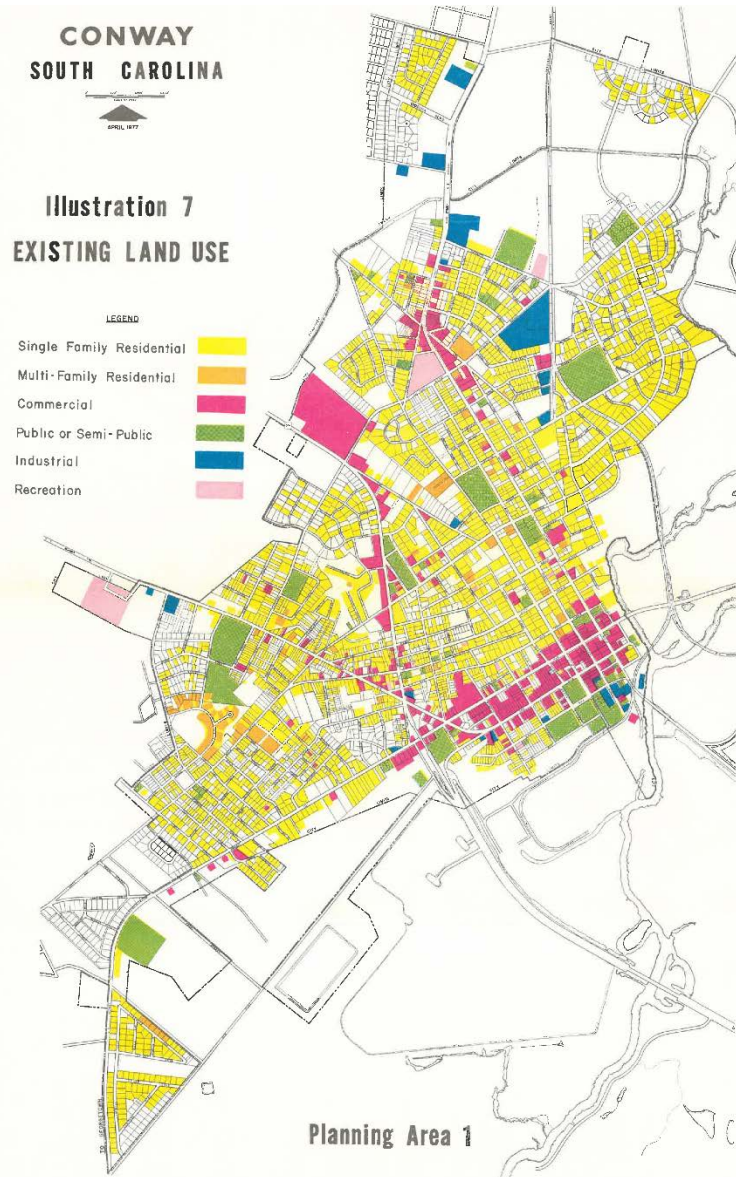
HISTORY OF LAND USE / ZONING IN CONWAY

Conway completed its first Development/Future Land Use Plan in 1970, its first Existing and Future Land Use Plans in 1977, and adopted its first Zoning Ordinance in 1978.

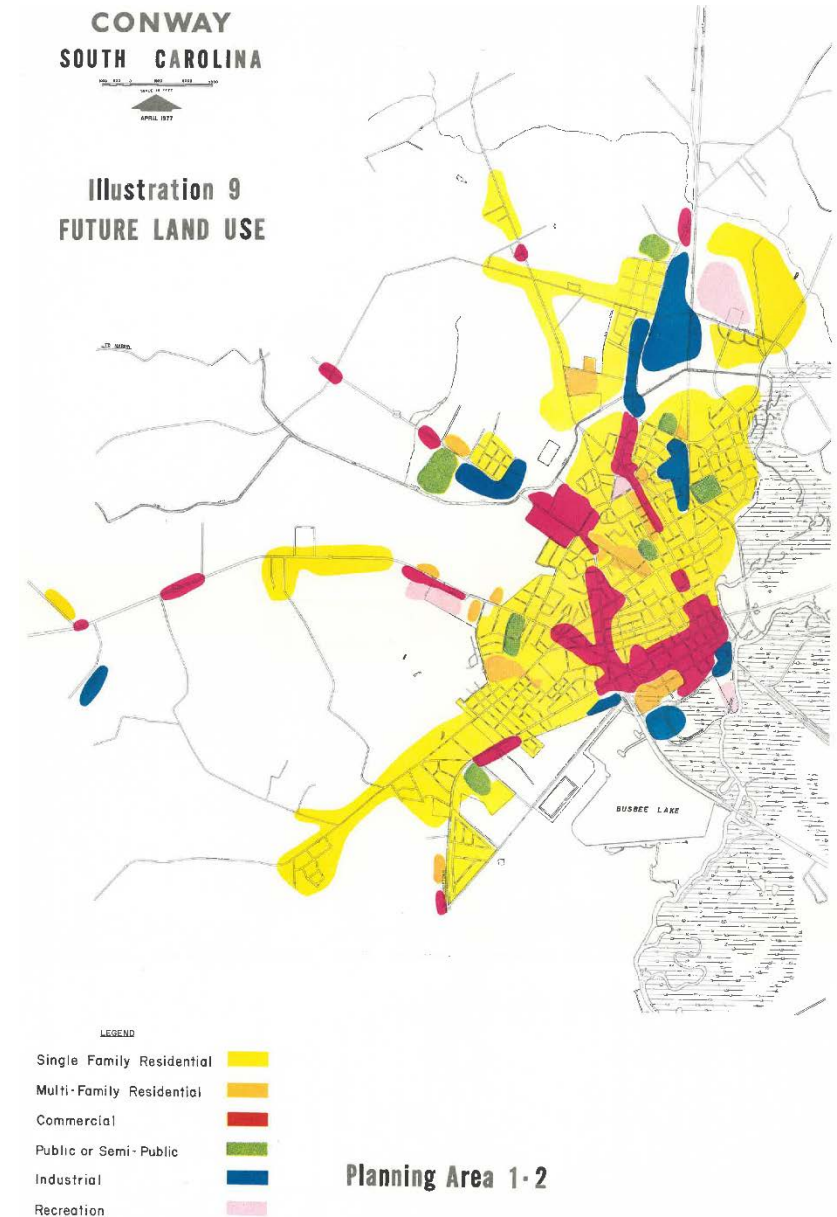
Future Land Use – Conway, 1970



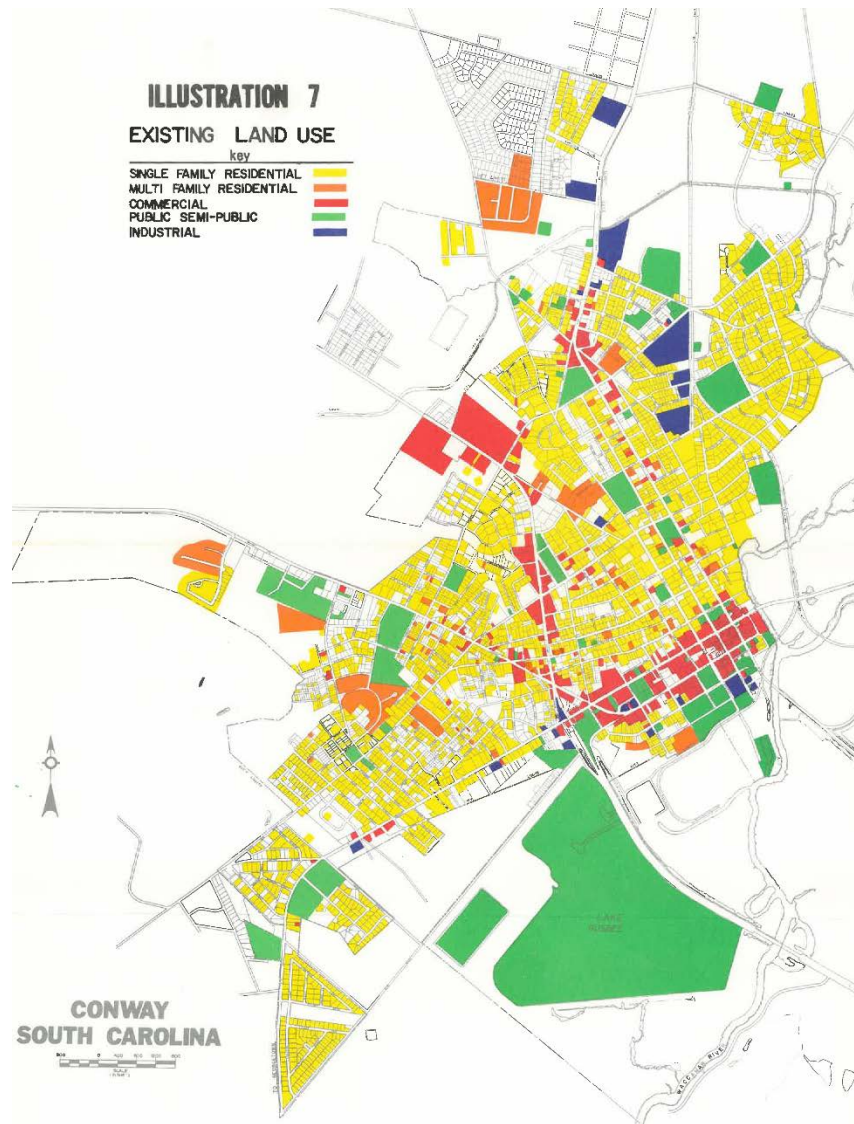
Existing Land Use – Conway, 1977



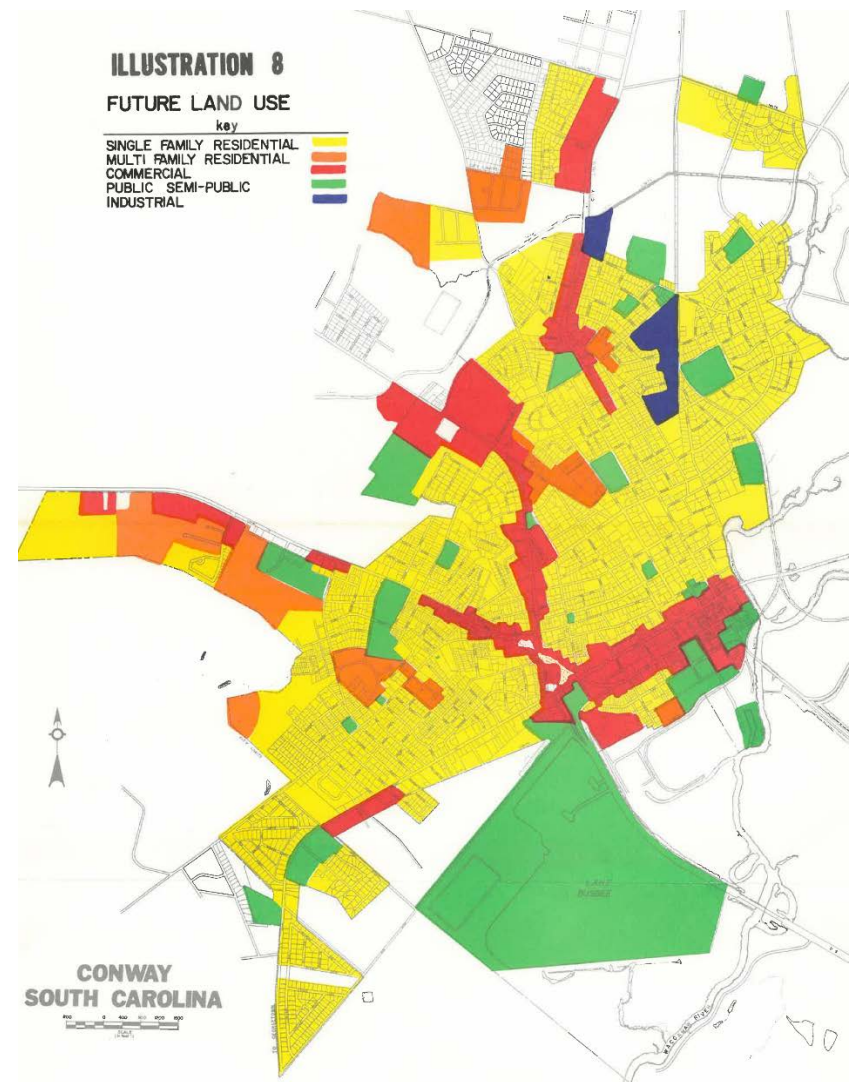
Future Land Use – Conway, 1977



Existing Land Use – Conway, 1984



Future Land Use - Conway, 1984



Existing and Future Land Use

In 1977, 1984, 1997, 2007, and 2018, the City performed a land use survey of all existing land uses. (Please note that the land use categories varied in some years).

Table of Land Use 1977

Land Use Designation	1977 Acreage	% of Total Acreage
Single Family Residential	744.3	28.4
Multi-family Residential	67.5	2.6
Commercial	162.9	6.2
Public and Semi-Public	166.5	6.3
Recreation	39.5	1.5
Industrial	40.6	1.5
Street and ROW	370.3	14.1
Undeveloped	1032.4	39.4
Totals	2624.0	100%

Table of Land Use 1984

Land Use Designation	1984 Acreage	% of Total Acreage
Single Family Residential	760.9	20.6
Multi-family Residential	84.4	2.3
Commercial	161.4	4.4
Public and Semi-Public	837.8	22.6
Industrial	57.7	1.6
Street and ROW	437.5	11.9
Undeveloped	1351	36.6
Totals	3360.7	100%

Table of Land Use 1997

Land Use Designation	1997 Acreage	% of Total Acreage
Single Family Residential	2,172.94	45%
Multi-family Residential	144.86	3%
Commercial	724.31	15%

Public and Semi-Public	144.86	3%
Recreation	482.88	10%
Industrial	48.29	1%
Undeveloped	1110.61	23%
Totals	4828.75	100%

Assumption: Total acreage per use in 1997 does not equal total acreage due to roadways and other public right of ways. Source: Shaping Our Future: 2007

Table of Land Use 2008

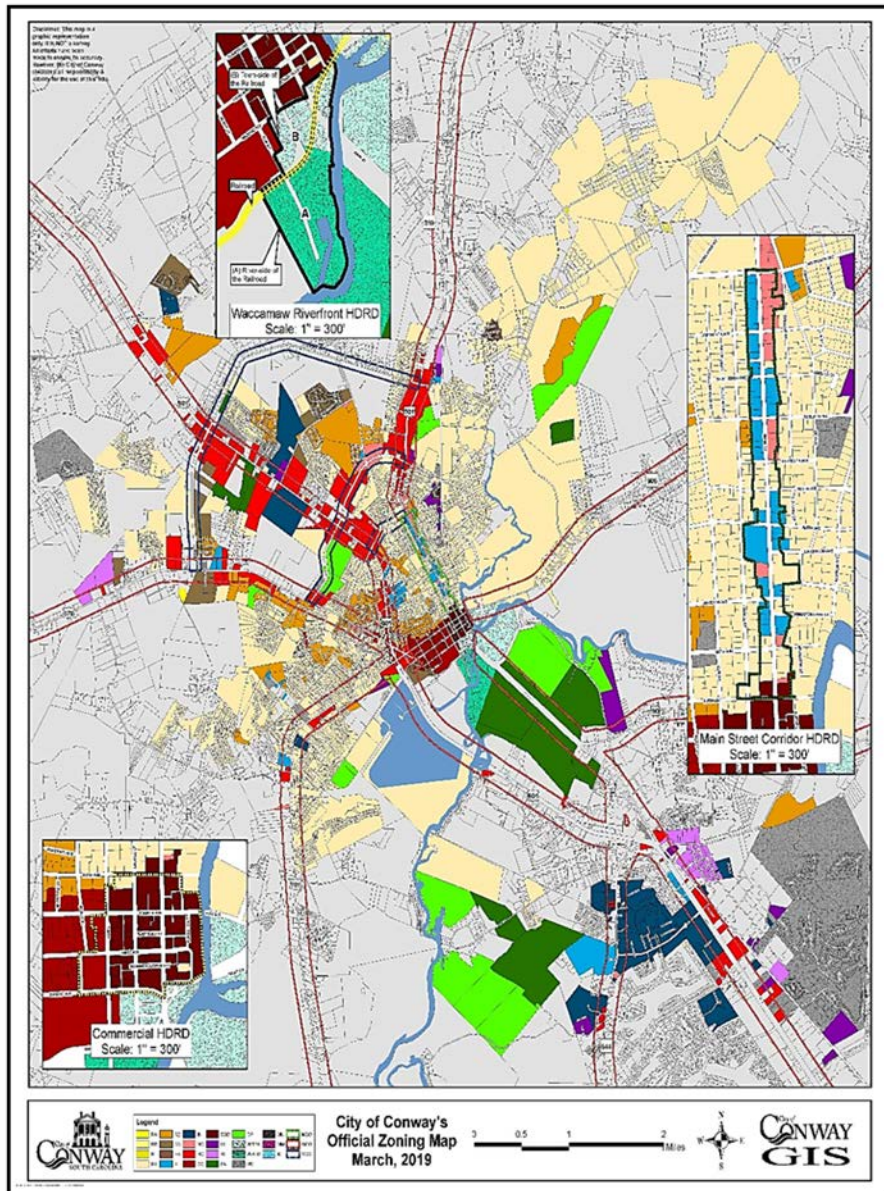
Land Use Designation	2008 Acreage	% of Total Acreage
Single Family	1,783.21	14.44%
Multi-Family	61.63	0.50%
Commercial	1293.56	10.48%
Exempt (churches, schools, government, etc.)	2194.56	17.77%
Industrial	1293.51	10.48%
Agricultural	5,222.58	42.29%
Vacant	1460.84	11.83%
Utilities	22.05	1.80%
Other (mobile homes, homeowners assn. buildings, etc.)	100.18	0.81%
Totals	12,348.44	100%

Source: Horry County Tax Assessor's Office

Table of Land Use 2018

Land Use Designation	2018 Acreage	% of Total Acreage
Single Family	3,599.75	26.27%
Multi-Family	212.10	1.55%
Commercial	1,781.25	13.00%
Exempt (Churches, Schools, Government, etc.)	1,390.90	10.15%
Industrial	49.12	0.36%
Recreation	367.92	2.68%
Vacant	5,559.51	40.57%
Utilities	744.40	5.43%
Totals	13,704.95	100.00%

Source: City of Conway
Current Zoning Map 2019



Zoning Acreage and Percentages 2008 and 2018

Zoning percentages and total acreages for 2008 and 2018 give us an indication of general land use in Conway and how that has changed over the past ten years.

Interesting conclusions can be taken from the following table (next page). Almost 52% or 7,097 acres of the total acreage in Conway in 2018 is zoned Low Density Residential – R-1 for single family residential homes on individual lots. The overall acreage has only increased by 59 acres since 2008.

Forest Agriculture areas were reduced by rezoning from 1,075 acres in 2008 to 917.7 acres in 2018.

Commercial areas including CBD, CC, NC, and WRD remain relatively unchanged from 2008 to 2018. High Commercial acreage increased 7.64%. Industrial areas remain relatively the same since 2008.

Since 2008, the City has grown in Professional (5.29% growth), High Density Residential (16.04% growth), Institutional (22.75% growth), and Medium-Density Residential (43.71% growth). **The largest growth of 128.29% was in Conservation Preservation, which expanded from 426 acres in 2008 to 972.52 acres in 2018.**

Acres and Percentages by Zoning Classification

ZONING	ACRES 2008	% OF CITY IN 2008	ACRES 2018	% OF CITY IN 2018	% ACREAGE CHANGE
COMMERCIAL					
CENTRAL BUSINESS DISTRICT (CBD)	29	0.23%	29.44	0.21%	1.52%
CORE COMMERCIAL (CC)	78	0.61%	83.19	0.61%	6.66%
NEIGHBORHOOD COMMERCIAL (NC)	59	0.46%	59.27	0.43%	0.45%
HIGHWAY COMMERCIAL (HC)	735	5.71%	791.18	5.77%	7.64%
TOTAL	901	7%	963.08	7%	6.89%
OFFICES & ASSOCIATED USES					
PROFESSIONAL (P)	163	1.27%	171.62	1.25%	5.29%
INSTITUTIONAL (IN)	570	4.43%	699.67	5.11%	22.75%
TOTAL	733	5.70%	871.28	6.36%	18.87%
LIGHT INDUSTRIAL					
PRODUCTION, SERVICE & INDUSTRY (PSI)	386	3.00%	N/A	N/A	DISTRICT NO LONGER EXIST
LIGHT INDUSTRIAL (LI)	N/A	N/A	190.42	1.39%	DISTRICT DID NOT EXIST IN 2008
HEAVY INDUSTRIAL (HI)	N/A	N/A	164.75	1.20%	DISTRICT DID NOT EXIST IN 2008
TOTAL	386	3.00%	355.16	2.59%	-7.99%
RESIDENTIAL					
LOW DENSITY RESIDENTIAL (R-1)	7,038	54.72%	7,097.39	51.80%	0.84%

MEDIUM DENSITY RESIDENTIAL (R-2)	512	3.98%	735.77	5.37%	43.71%
HIGH DENSITY RESIDENTIAL (R-3)	224	1.74%	259.92	1.90%	16.04%
TRADITIONAL RESIDENTIAL (R-4)	43	0.33%	18.77	0.14%	-56.34%
RURAL RESIDENTIAL (RR)	9	0.07%	8.47	0.06%	-5.87%
TOTAL	7,826	60.84%	8,120.33	59.26%	3.76%
OTHER					
PLANNED DEVELOPMENT (PD)	1,326	10.31%	1,306.29	9.53%	-1.49%
WACCAMAW RIVERFRONT DISTRICT (WRD1)	110	0.86%	110.14	0.80%	0.13%
WACCAMAW RIVERFRONT DISTRICT (WRD2)	80	0.62%	79.38	0.58%	-0.78%
MIXED USE (MU)	0	0.00%	1.31	0.01%	WAS NO MU IN 2008
CONSERVATION PRESERVATION (CP)	426	3.31%	972.52	7.10%	128.29%
FOREST AGRICULTURE (FA)	1,075	8.36%	917.70	6.70%	-14.63%
RURAL AGRICULTURE (RA)	N/A	N/A	5.20	0.04%	DISTRICT DID NOT EXIST IN 2008
MINERAL MINING DISTRICT (MM)	N/A	N/A	0.00	0.00%	DISTRICT DID NOT EXIST IN 2008
INSTITUTIONAL CAMPUS DISTRICT (IC)	N/A	N/A	0.00	0.00%	DISTRICT DID NOT EXIST IN 2008
TOTAL	3,017	23.45%	3,392.53	24.76%	12.45%
ENTIRE CITY LIMITS (EXCLUDING ROADS & RIGHT OF WAYS)	12,863	100.00%	13,702.38	100.00%	6.53%

Annexation History and Recent Development

In 2008, the City of Conway occupied approximately 22.3 square miles or 14,273 acres. In the last ten years the City has annexed an additional 1.61 square miles or 1,029 acres for a total of 23.91 square miles or 15,302 acres.

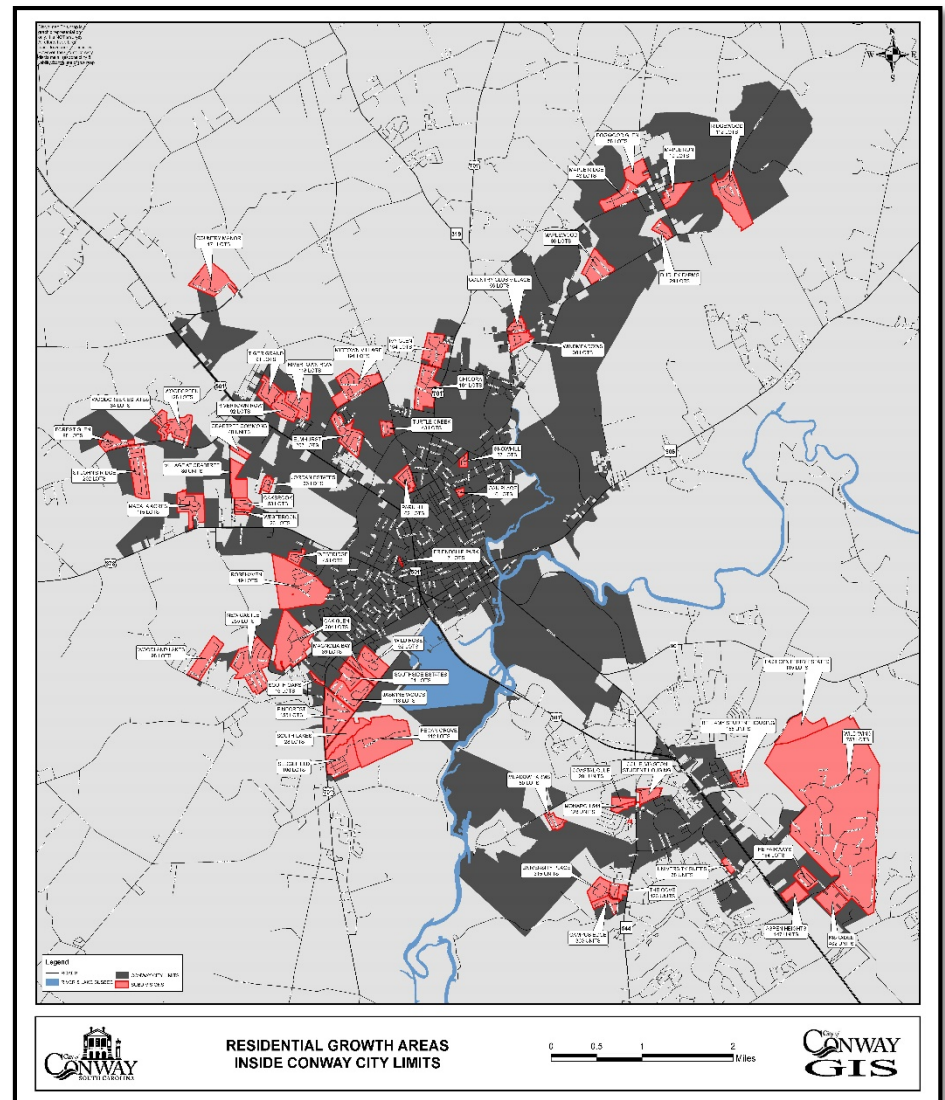
The entire Conway Water and Sewer Service Area consists of 66.68 square miles or 42,675 acres. The table below shows a comparison in the increase (in percentages) of the City's service area for multiple years, beginning in 1976.

The major residential developments are shown on the following map⁷. The largest developments are located outside the core of the City where larger tracts are located.

City of Conway – Size Increases and Percentage Change

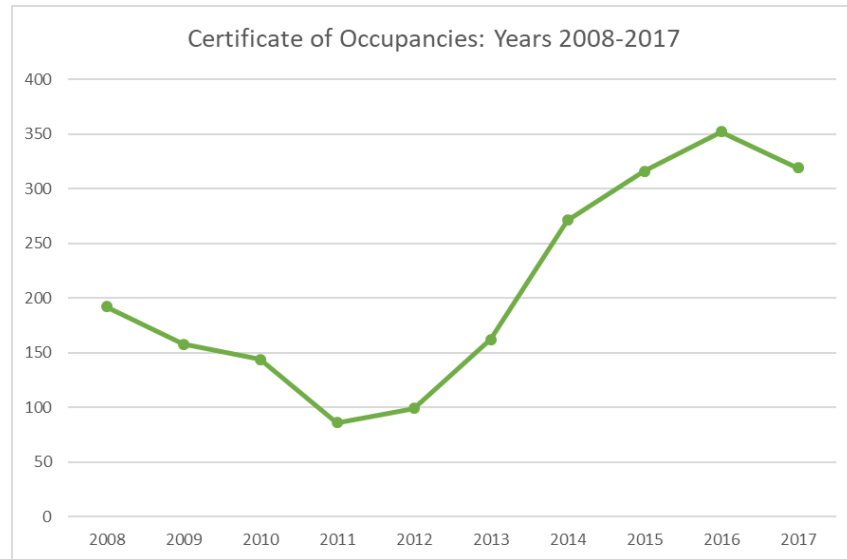
YEAR	SQUARE MILES	ACRES	PERCENTAGE CHANGE
1976	4.09	2,619	
1984	5.25	3,361	28.3%
1990	6.31	4,038	20.1%
1997	7.54	4,829	19.6%
2008	22.3	14,273	196.0%
2019	23.91	15,302	7.2%
SERVICE AREA (2019)	66.68	42,675	

Major Residential Growth in 2018



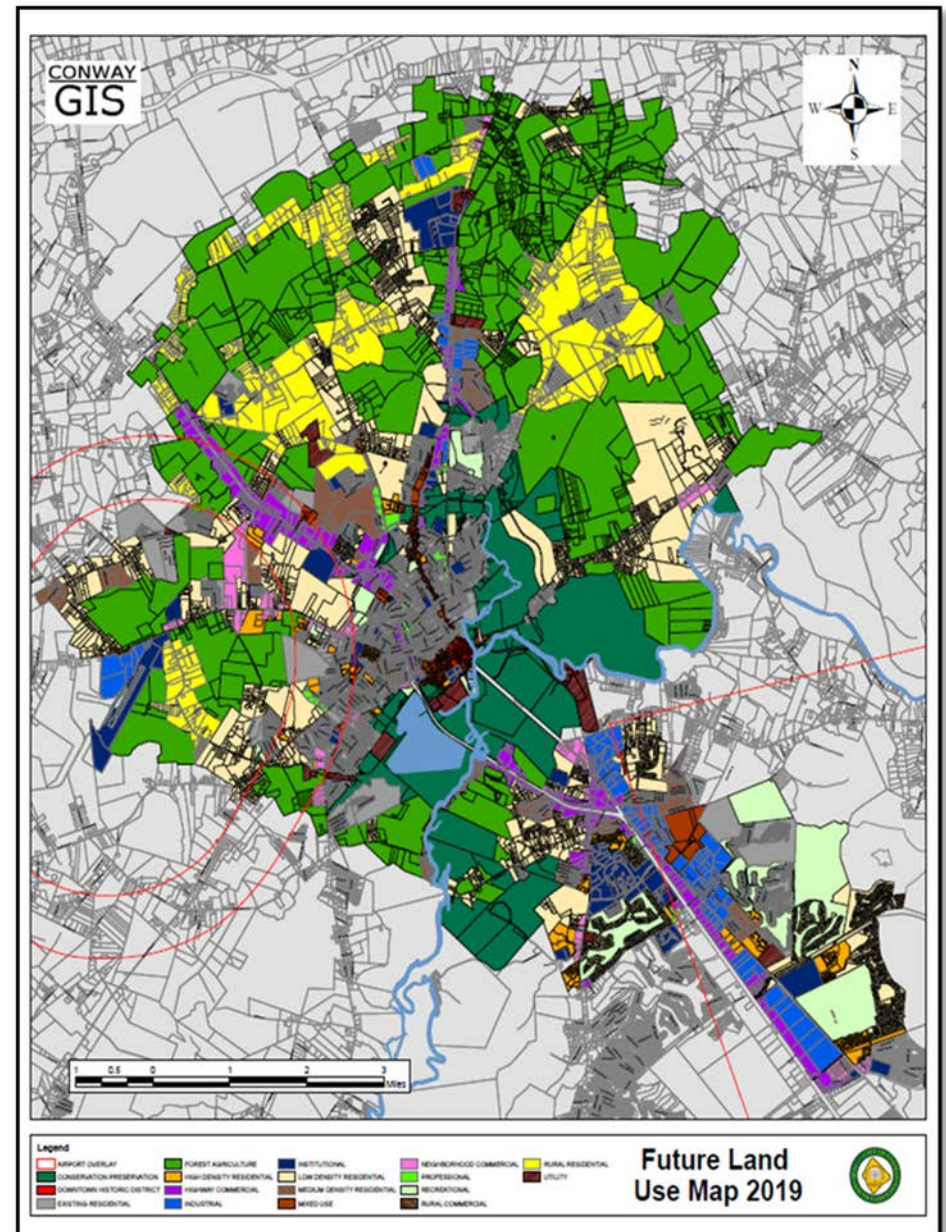
: Certificate of Occupancies for Years 2008-2017
Source: City of Conway Building Dept.

Shaping the Future 2017 (summary)



One of the primary goals of the 2008 Land Use Element of the Comprehensive Plan was to develop strategies that identified areas where zoning designations may have contributed to underutilization of properties and blighted conditions. In addition, the City wanted to identify areas where zoning changes would further encourage development while meeting the goals of the City. Other goals of the plan were to address neighborhood issues where residential and commercial areas share boundaries and make them compatible as to reduce possible negative impacts on neighborhoods within the City.

Future Land Use Map 2019



HORRY COUNTY IMAGINE 2040: LAND USE ELEMENT (draft)

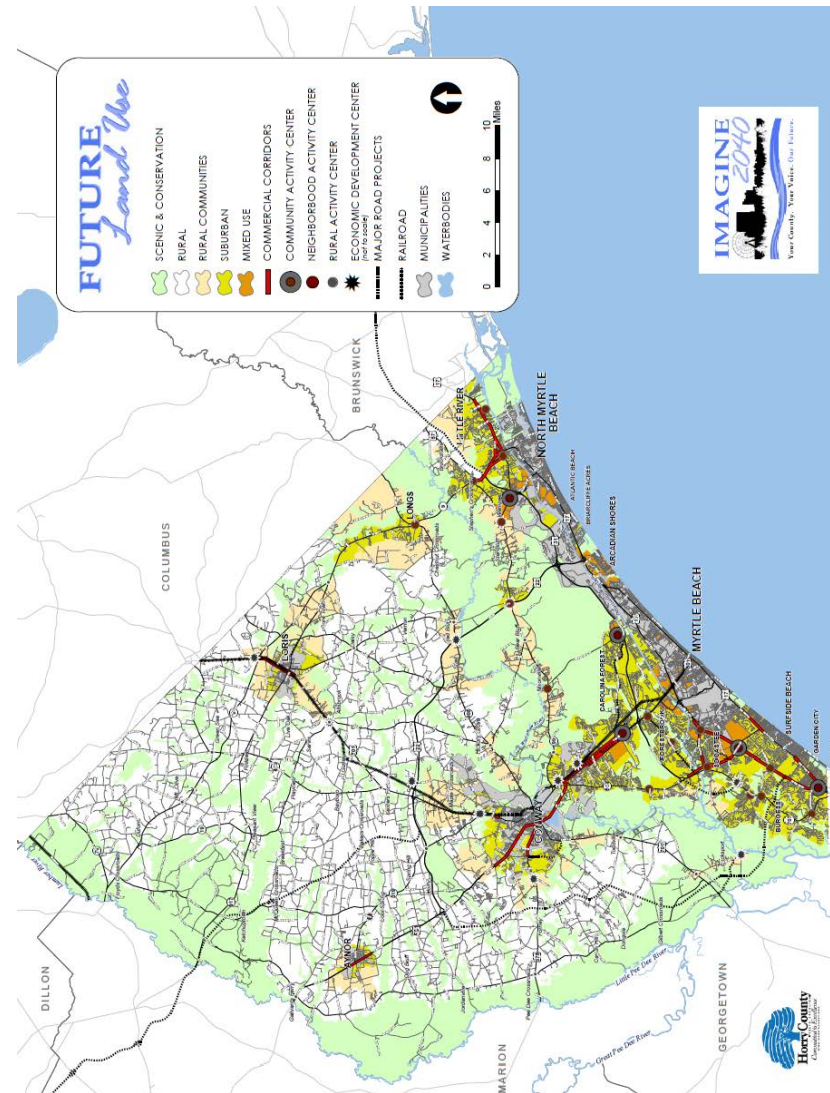
Horry County's Imagine 2040 Land Use Element (draft) provided an introduction into Land Use, with the two major components of Current and Future Land Use. The Land Use element of Imagine 2040 concentrates on four separate areas: Planning & Regulatory History, Development Trends, Growth Strategy and Future Land Use Map and Definitions.

Specific sections of the county plan that are pertinent for Conway to consider in its Land Use Element include:

- current Overlay Zones within the City limits of Conway
- recommended land uses in Scenic and Conservation areas in and around Conway
- recommended land uses and the desired development pattern in Rural Communities and Suburban Communities in and around Conway
- recommended land uses and desired development patterns along Commercial Corridors that go through Conway
- recommended uses and desired development patterns for Economic Development Centers in and around Conway

Annexations are likely to continue occurring at a rapid pace as Conway continues to grow. The Horry County Future Land Use Map illustrates several areas in and around the city limits of Conway for increased residential development, with commercial corridors encompassing the major thoroughfares into Conway.

Horry County Imagine 2040 (draft) – Future Land Use Map



ZONING TYPES

Zoning codes have evolved over the years as urban planning theory has evolved and social and political conditions have changed. Zoning can be divided into four broad areas or types: Euclidean, Performance, Incentive, and Design-based. The Land Use Element identifies areas within our existing City limits and our Service Area where mixed uses and zoning types other than Euclidean may encourage more compact development, foster a sense of place with development designed on a human scale, encourage all modes of transportation, and be responsive to our environmental and cultural resources.

Euclidean

Euclidean zoning codes are the most widely used codes in the United States and was named for the type of zoning code adopted in the town of Euclid, Ohio. Euclidean zoning is characterized by the segregation of land uses into zoning districts with regulations controlling the amount of development that is allowed on parcels within each type of district. Uses within each district are usually heavily prescribed to exclude other types of uses considered to be non-compatible. Accessory or conditional uses may be allowed in order to meet the needs of the primary uses but must be incidental to the primary use. Typical standards are setback requirements, height limits, minimum lot sizes, lot coverage limits, and other requirements that apply to all structures built on lots.

The City of Conway has Euclidean zoning, but does have allowances for mixed use in its Planned Development District and a Mixed Use District. The Central Business District allows

upper floor residences and the Waccamaw Riverfront District allows multi-family residential uses in addition to commercial uses.

Performance Zoning

Performance or effects-based zoning uses performance-based criteria to set review parameters for development projects in any area of a city or county. Performance zoning typically utilizes a "points-based" system which allows a developer to apply credits toward meeting established zoning goals through selecting from a list of compliance options. Mitigation of environmental impacts, providing public amenities, and building affordable housing units are types of zoning goals that might be used. Other discretionary criteria may also be put in place as part of the review process.

Incentive Zoning

Incentive zoning is intended to provide a reward-based system to promote development that addresses established goals of a city or county. Typically, certain absolute requirements on development will be set in place along with a list of incentives. A reward scale is connected to the incentives which provides an enticement for developers to include the desired options into their development.

Form-based Codes

Form-based codes rely on rules applied to development sites according to both prescriptive and in some instances discretionary criteria. These criteria vary according to parcel or tract size, location, proximity, and other site and use characteristics. Form-based codes are a method of regulating

development to achieve a specific urban form to create a predictable public realm. Form-based codes are primarily concerned with the physical form and less concerned with the type of land use.

Form-based codes offer considerably more flexibility in building uses than does Euclidean codes but may be more challenging to create. Form-based codes should contain appropriate illustrations and diagrams in order to be used effectively.

Form-based codes address the relationship between building facades and the public realm, the form and mass of buildings and their relationships, and the scale and types of streets and blocks. The regulations and standards in form-based codes, presented in both diagrams and words, are keyed to a regulating plan that designates the appropriate form and scale of development rather than only the differences in land-use types. This is in contrast to conventional zoning's focus on the segregation of land-use types, permissible property uses, and the control of development intensity. Form-based codes are regulatory, not advisory and should not be confused with design guidelines.

Hybrids

Hybrids are a combination of any of the above types of zoning. For many communities throughout the United States this typically consists of Euclidean zoning and one or a combination of the other types of zoning.

Great care should be taken to understand each has its strengths and weaknesses. Determining the proper utilization of the zoning options available to produce the desired results will take

a considerable amount of time and effort by the City and its citizens. The end product should be able to meet the goals of the community in terms of land use while assuring the social, cultural and environmental conditions are improved and not compromised in order to achieve and maintain sustainability.

South Carolina's 2018 Comprehensive Planning Guide for Local Governments list several new techniques that were not explicitly allowed in previous legislation, however the law does not limit local government to the listed zoning techniques (per SC Code 6-29-720 (c)):

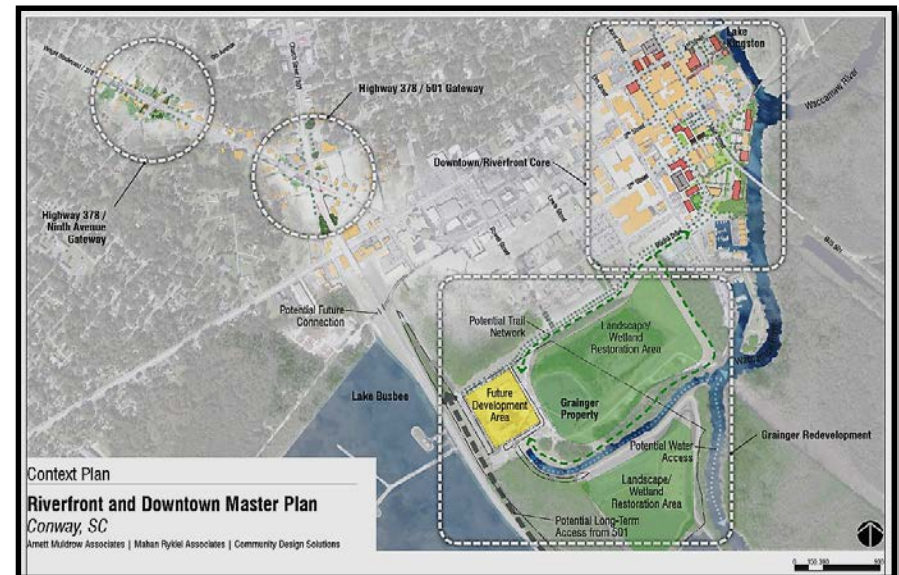
- ❑ *Cluster Developments* – the grouping of residential, commercial, or industrial uses within a subdivision or development site, permitting a reduction in the otherwise applicable lot size, while preserving substantial open space on the remainder of the parcel.
- ❑ *Floating Zones* – a zone which is described in the text of a zoning ordinance but is unmapped. A property owner may petition for the zone to be applied to a particular parcel meeting the minimum zoning district area requirements of the zoning ordinance through legislative action.
- ❑ *Performance Zoning* – zoning which specifies a minimum requirement or maximum limit on the effects of a land use rather than, or in addition to, specifying the use itself, simultaneously assuring compatibility with surrounding development and increasing a developer's flexibility.
- ❑ *Planned Development District* – a development project comprised of housing of different types and densities and of compatible commercial uses, or shopping centers, office parks, and mixed-use developments. A planned development district is established by rezoning prior to development and is characterized by a unified site design for a mixed use development.

- ❑ *Overlay Zone* – a zone which imposes a set of requirements or relaxes a set of requirements imposed by the underlying zoning district when there is a special public interest in a particular geographic area that does not coincide with the underlying zone boundaries.
- ❑ *Conditional Use* – zoning ordinance provisions that impose conditions, restrictions, or limitations on a permitted use that are in addition to the restrictions applicable to all land in the zoning district. The conditions, restrictions, or limitations must be set forth in the text of the zoning ordinance.
- ❑ *Priority Investment Zone* – zones in which the governing authority adopts market-based incentives or relaxes or eliminates nonessential housing regulatory requirements, as they are defined, to encourage private development in the priority investment zone. The governing authority also may provide that traditional neighborhood design and affordable housing, as the terms are defined, must be permitted within the priority investment zone.

CONWAY RIVERFRONT AND DOWNTOWN MASTERPLAN

As the community has continued to thrive, many parcels along the waterfront have remained vacant under the ownership of the Burroughs family. In 2016, the Burroughs Company, agreed to partner with the City on the development and redevelopment of key parcels along the Waccamaw and in downtown Conway. The City of Conway commissioned the Riverfront and Downtown Master Plan to accomplish several important goals:

- Explore how the city might utilize properties in its possession to encourage thoughtful development and redevelopment of the Burroughs property;
- Better connect the Riverfront with the commercial district of Conway, which heretofore, has been viewed by some as separate districts;
- the study area that may go beyond the initial investments under consideration;



Riverfront and Downtown Master Plan, Context Plan

Exhibit 1: Context Plan

Source: *Riverfront and Downtown Master Plan, City of Conway*

- Study key gateways into Conway to enhance the visitor experience to the City, encourage visitors and residents to go downtown, and improve the adjacent neighborhoods to these gateways.

The City of Conway engaged with design and planning professionals to craft the plan with input from key stakeholders throughout the community, consultation with City Council in public sessions, and through the cooperation of experienced City Staff. The key focus areas of the plan include Hwy 378/9th Ave gateway, Hwy 378/501 gateway, the riverfront and the entirety of downtown Conway.

The plan provides a blueprint for the future of downtown Conway that recognizes the City is facing the most important economic opportunity for thoughtful growth of the downtown in nearly a century. The plan was divided into three key strategies:

- Changing the mindset: Gateway Impressions
- Securing Opportunities: Downtown and Riverfront Development
- Building the Network: Enhancing Physical Connections

Recommendations included with the first two strategies are focused within four areas of the City as illustrated in Exhibit 1: Context Plan. Additional recommendations dealing with connectivity and included in the third strategy are city-wide.

OPPORTUNITY ZONES

The *Horry County Imagine 2040* Survey included the question “Are there places in Horry County that you would like to see redeveloped or reinvigorated?” It received responses that included specific areas within the City of Conway. Most frequently, the participants called out the need to revitalize

Downtown Conway 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*).

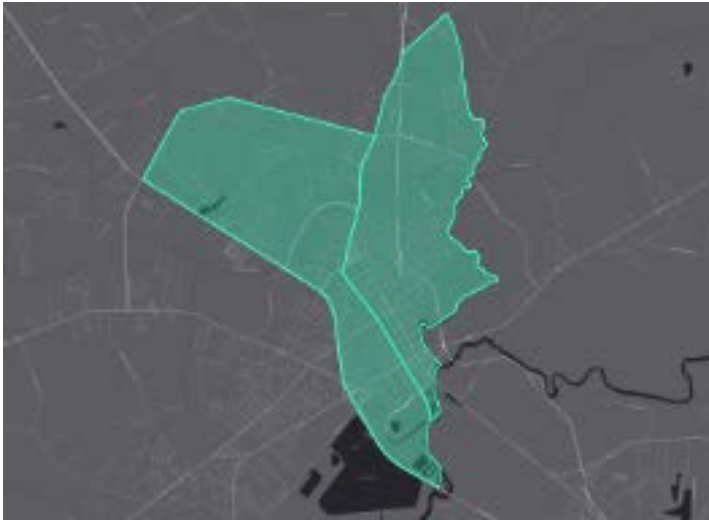
As part of the Tax Cuts and Jobs Act of 2017, Congress established a community development program designed to encourage long-term private investments in low-income communities, called “Opportunity Zones.” This program provides a federal tax incentive for taxpayers who reinvest unrealized capital gains into “Opportunity Funds” dedicated to investing in the designated Opportunity Zones. These zones are comprised of low-income community census tracts and designated by governors in every state. South Carolina designated 25 percent of qualifying census tracts as an Opportunity Zone, and are based on the 2011-2015 American Community Survey (*Horry County Imagine 2040, draft*).

The program offers investors the following incentives for putting their capital to work in low-income communities:

- Investors can roll existing capital gains into Opportunity Funds with no upfront tax-bill.
- A 5-year holding results in a 10% exemption in capital gains owed.
- A 7-year holding results in a 15% exemption in capital gains owed.
- Investors can defer their original tax bill until December 31, 2026 at the latest, or until they sell their Opportunity Fund Investments, if earlier.
- If opportunity fund investments are held for at least 10 years, there will be no capital gain whatsoever on the appreciation of the investment.

Horry County has six Opportunity Zones, with two located in the City limits of Conway:

- Tract 702 (Conway – Main Street)
- Tract 703 (Conway – West Downtown/Grainger Plant)

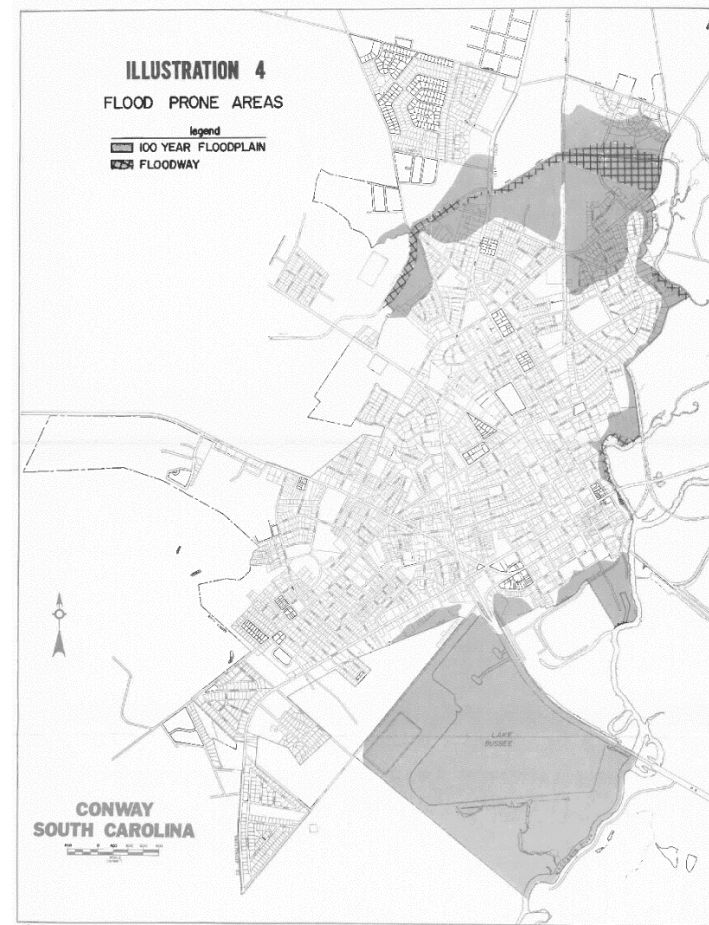


Opportunity Zones

Source: www.grandstrandopportunityzones.com

FLOODING

The City of Conway has endured destructive flooding from successive hurricanes in recent years – 2015, 2016, and 2018. Prior to this, the City survived other major flood events, including the flood of 1928 and Hurricane Floyd in 1999. In the 1984 City of Conway Comprehensive Plan, a “Flood Prone Areas” Map was included that was largely accurate when it came to future flooding.



Hurricane Joaquin, October 2015

In October 2015, Hurricane Joaquin formed in the Atlantic Ocean. This storm did not directly affect South Carolina, but a non-tropical low formed over the Southeast and tapped in the Hurricane's moisture resulting in catastrophic rainfall and flooding. The flooding was a 1-in-1,000 year event. Flash

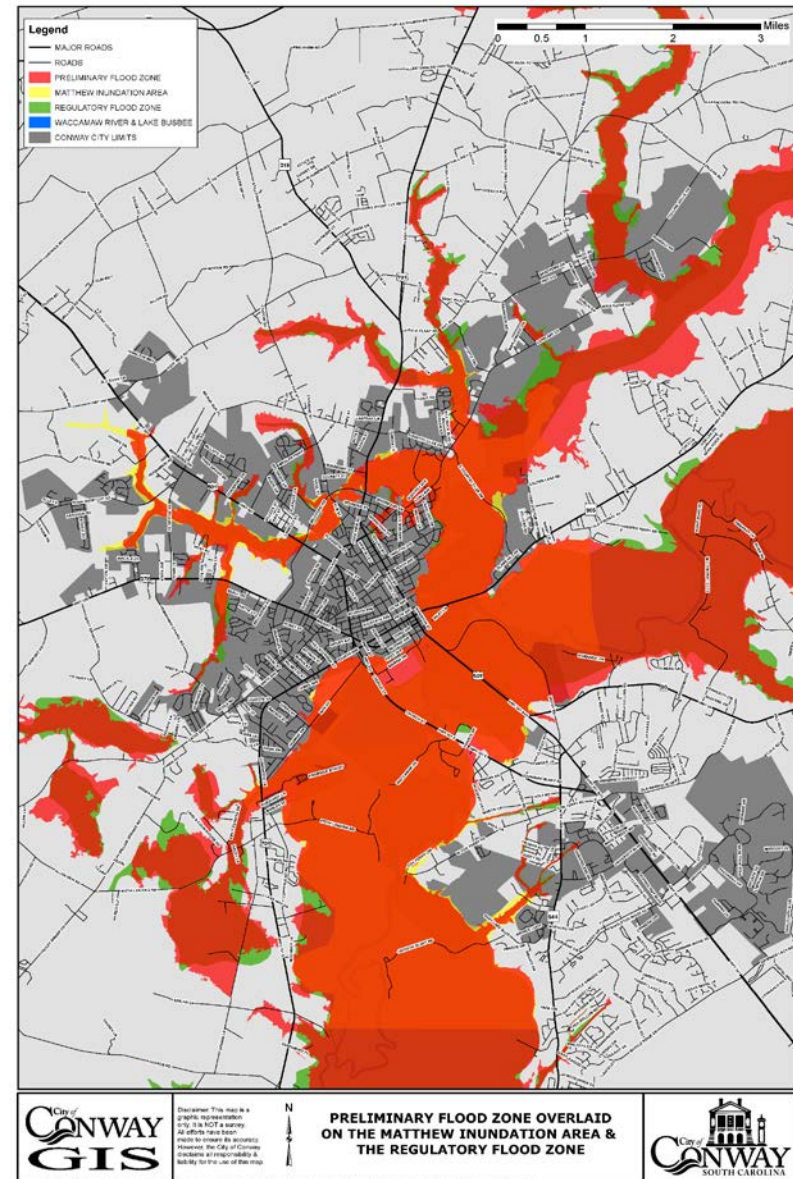
flooding and riverine flooding affected a large portion of South Carolina from the coast up into the midlands.

Approximately 10-12" of rain fell in Conway in an 8-10 hour period. This completely overwhelmed the drainage systems, creeks, and tributaries. Many roadways were closed and several houses were flooded. Riverine flooding occurred over the next 12 days and the Waccamaw River crested at 16.07' on 10/08/2015, which was the third highest crest on record. A rain system moved through the area on the same day which caused a second crest of 16.20' on 10/10/2015.

Hurricane Matthew, October 2016

In October 2016, Hurricane Matthew approached the coast of South Carolina as a strong Category 3 hurricane. On Saturday, October 8, 2016, Hurricane Matthew made landfall in northern Horry County as a Category 1 hurricane bringing torrential rain, damaging winds, and flash flooding.

Approximately 12-14" of rain fell in the City of Conway which resulted in flash flooding and long term riverine flooding. The Waccamaw River crested on October 18, 2016 at a new record of 17.89' which was higher than the original record of 17.81' set in 1928.



Hurricane Florence, September 2018

In September 2018, Hurricane Florence approached the coast of South Carolina as a strong Category 5 hurricane. On Friday, September 14, 2018, Hurricane Florence made landfall in Wrightsville Beach, NC as a category 1 hurricane. The storm stalled and dumped 30-40" of rain in the Waccamaw River basin in North Carolina and 12-14" of rain in the City of Conway. The Waccamaw River crested on September 26, 2018 at a new record of 21.16'.

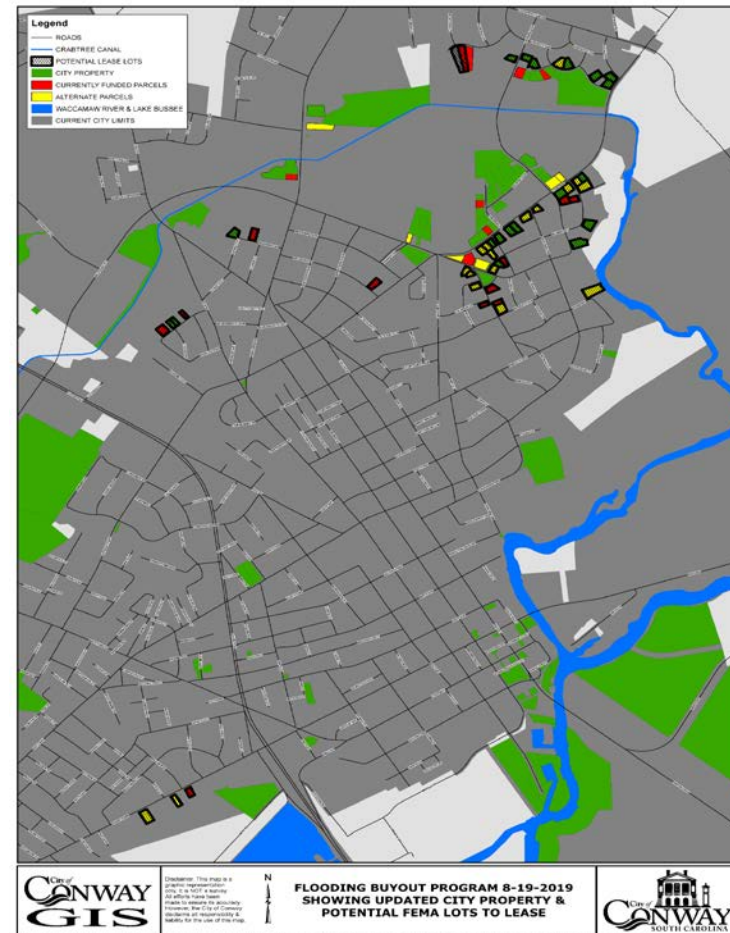


Hurricane Florence flooding in downtown Conway
Source: City of Conway

With the multitude of recent flood events, the City must take action, and **begin to think differently about the future land uses in the City**. Many steps have already been taken to reduce flood risk for current and future residents.

FEMA Buyout Program

The City acquired parcels of impacted residential and commercial floodplain property through the Federal Emergency Management Agency (FEMA) Hazard Mitigation Grant Program to remove structures from flood prone areas. These parcels will be used for flood protection, ecological protection, and potential community benefits.



Flood Damage Prevention Ordinance

The City of Conway Unified Development Ordinance (UDO) and Code of Ordinances were amended to adopt all flood maps, including Hurricane Matthew levels. The Ordinance now states: *"Such building area shall lie at or be elevated to at least two (2) feet above the one-hundred (100) year flood elevation as provided for in the Flood Damage Prevention Ordinance."*

Conservation Subdivision Ordinance

The City's UDO includes a Conservation Subdivision ordinance that provides flexibility in ensuring preservation of open space within new residential developments. This conservation subdivision design preserves open space while maintaining the prorated density of residential units for the overall site area. Natural density is achieved by allowing smaller individual owned residential lots in neighborhoods that include or are adjacent to aesthetically and ecologically important areas. The goal of the design process is to identify and set aside conservation areas prior to the delineation of transportation and residential pod layouts. Open space areas include wetlands, stream buffer zones, woodlands, farmlands, playing fields, and meadows, depending on the resources of the land.

The purpose of conservation subdivision is below.

1. Preserve significant areas of land for ecological, recreational, and agricultural purposes in perpetuity.
2. Afford greater flexibility of design and placement of buildings and structures.
3. Preserve and protect exceptional terrain, natural beauty, or sites of historic interest.
4. Preserve the Waccamaw River and its streams and tributaries as natural resources.

5. Prevent flooding, erosion, and water pollution, and protect the quality and quantity of drinking water.
6. Preserve wetlands, aquifers, topographical or soil features, marine and wildlife habitat; and other features having conservation values, including views, vistas, and indigenous vegetation.
7. Promote interconnected greenways and corridors throughout the city.
8. Promote contiguous open space with adjacent jurisdictions.

Conservation Subdivisions are permitted by-right in the R, CP, RR, RA, and R-1 zoning districts. As of 2019, the Ordinance has not been utilized, however City staff continues to encourage its use.

Property Acquisition

The City of Conway continues to acquire property for conservation. In 2019, the City acquired the 152-acre Westmoreland II Tract.

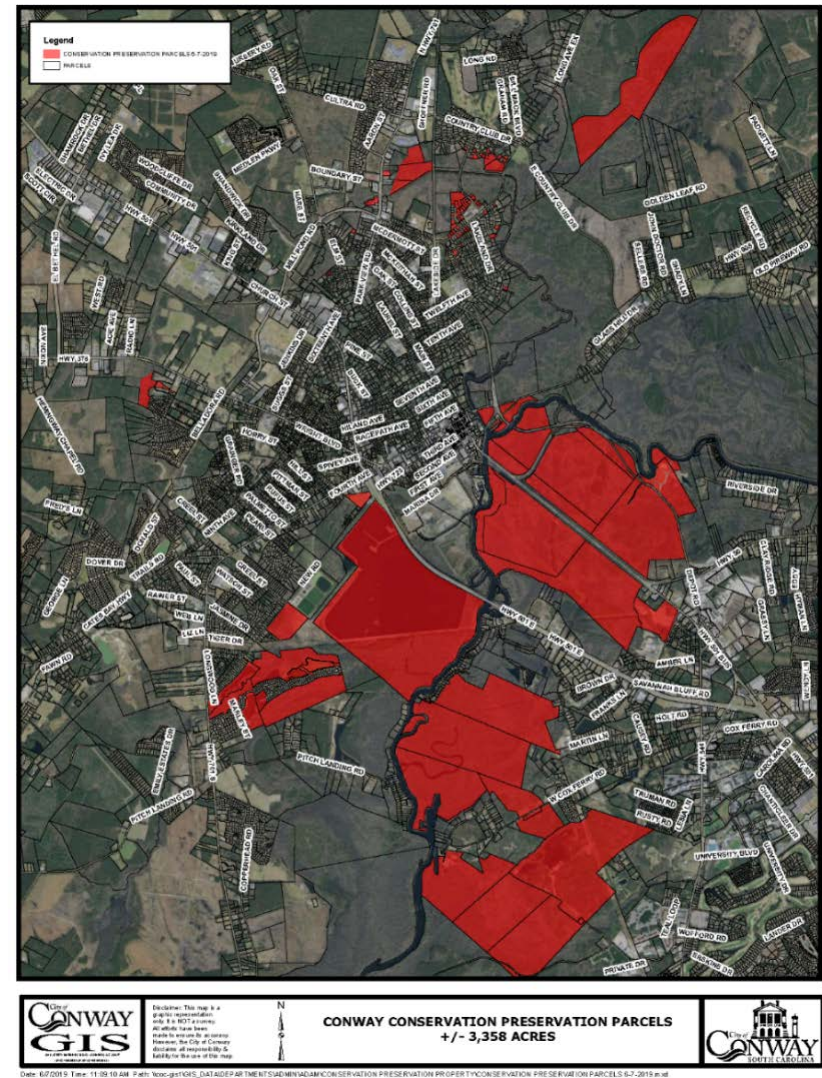
Community Input

In the Future Land Use Survey, the following question was included: "Due to recent flooding events, the City continues to address future flood risks. City code requires that all buildings be elevated to at least 2-ft above the 100-year flood elevation. Additionally, the City continues to acquire property for conservation, and is participating in the FEMA buyout program to remove homes and businesses from flood prone areas. Currently, the City has 3,358 acres in conservation property, approx. 22% of the City. What other flood mitigation measures would you like to see the City participate in?"

Suggestions included:

- increase required building elevation
- river cleanup
- discourage building in or near flood zones and wetlands
- less development
- redesign of Crabtree Canal
- increased retention ponds
- preservation of trees and avoid clear-cutting
- build flood walls
- less concrete
- maintenance of drainage systems
- professional flood study
- elevated flood-prone roadways
- additional route across the river

The City should continue to work with citizens and other agencies to improve flood mitigation measures.



FUTURE LAND USE STRATEGIES AND POLICY

Conway is a unique city in Horry County in that it offers residents an array of amenities including a vibrant downtown, pristine natural resources, modern recreational facilities, prominent educational institutions and a range of housing options. The overall goal of the future land use map is to provide a blueprint for growth that both enhances the quality of life for current Conway residents and accommodates future development. Through the land use categories outlined below, it is the intent of the City to protect established residential areas, focus commercial and industrial growth where there is appropriate infrastructure, preserve and enhance historical resources, and blend the transition areas between differing land uses through site design. It is also essential to ensure that future growth can be accommodated in an environmentally and fiscally responsible manner while preserving Conway's unique sense of place.

The future land use map addresses all property in the Conway Water and Sewer Service Area. Each area has been given a future land use classification based on the categories defined below:

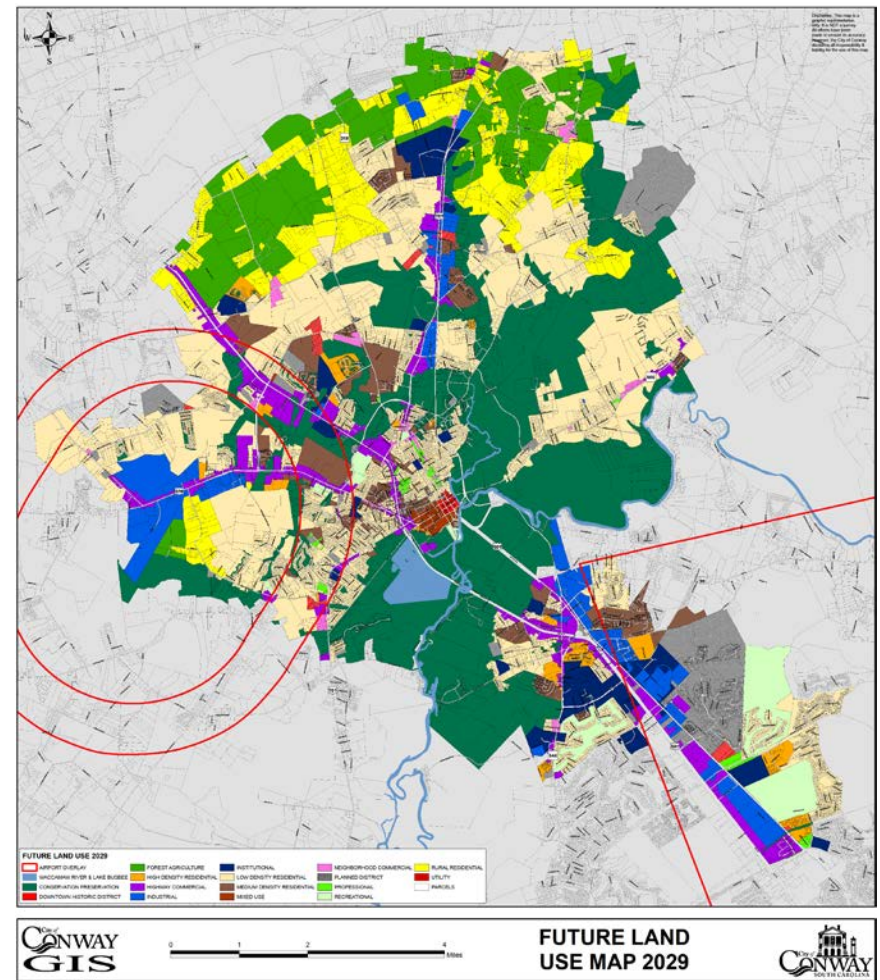
- ❑ Existing Residential – Conway has many established residential neighborhoods, which vary greatly in housing style, lot size and density. In those areas that have a clear and consistent development pattern, future building should reflect the land use and density that has already been established.
- ❑ Rural Residential – The Rural Residential category is applied to areas, which remain rural in nature with large parcels and are

nearer to the outer boundaries of the Service Area. These areas, if developed, are typically half acre lots or larger.

- ❑ Low Density Residential – Lot sizes for this category usually range from 7,500 to 20,000 square feet in size and are found throughout the Conway area.
- ❑ Medium Density Residential – Lot sizes are generally 6,000 to 7,500 square feet in size and are found throughout the Conway area.
- ❑ High Density Residential – Typically multi-family uses but may be small lot developments and are found throughout the Conway area.
- ❑ Conservation/Preservation – This category allows the least intense use of all categories due to its location, which in many cases, provides critical wildlife habitat or is in environmentally sensitive areas such as floodplains and wetlands. Most parcels are suitable for passive recreation and in some instances active recreation.
- ❑ Forest/Agriculture – This category is applied to rural areas suitable for agricultural use and timber harvesting.
- ❑ Recreational – This land use category is applied to parcels that are suitable for a variety of either passive or active recreation.
- ❑ Institutional – Institutional land use includes educational facilities, government buildings, libraries, and hospitals.
- ❑ Professional – The professional land use category is used for areas suitable for professional office development.
- ❑ Industrial – The industrial category is applied to large parcels near major highways, which may have rail service. Existing water and sewer service are important in locating industrial uses.

- ❑ Rural Commercial – This category is used to designate areas that define rural communities and provide convenient services. They many times are located at crossroads or intersections.
- ❑ Neighborhood Commercial – Commercial locations that provide or could provide convenient neighborhood shopping and do not disrupt adjacent residential uses.
- ❑ Highway Commercial – This category provides a host of shopping and entertainment opportunities and is typically found on or near major highways.
- ❑ Utilities and Services – This category includes but is not limited to sewer substations, electrical substations, major power lines rights of way, power plants, and fire towers.
- ❑ Mixed Use – This category will be applied to areas with different existing conditions: 1) areas where properties have buildings that may be underutilized or in danger of blighted conditions; 2) multiple vacant parcels that may serve to blend different uses; 3) areas where mixed use allowances would help establish a better land use pattern; 4) Areas where mixed use allowances are appropriate due to adjacent development patterns.
- ❑ Downtown Historic District(s) - This category is used to preserve centrally located businesses in the core area where historically the buildings are compact.

Map DRAFT City of Conway Future Land Use Map (2029)



SUMMARY OF FINDINGS AND LAND USE POLICY

Land use plays an essential role in balancing demands for different uses with the needs of the community while also protecting the City's character and resources. Land use planning provides a guide for a more efficient development pattern that maximizes community resources and enhances the quality of life for Conway's residents.

The Land Use Element and its land use categories and map have a major impact on the way Conway grows. As annexation occurs, the land use categories are used to determine how properties are zoned. If the City does not make its decision for zoning based on the Future Land Use Map, the City must officially amend the Future Land Use Map. The importance of properly defining the land use categories and correctly applying those categories to the Future Land Use Map is critical in providing the City with a meaningful way to address land use and growth issues. This will allow Conway to continue to grow while maintaining its unique identity as a historic Rivertown and a Tree City which values greatly its "oldest citizens".

Conway has grown tremendously in size and population over the last twenty years. While many of the effects of this growth have been positive, there are challenges the City must address as this growth continues.

Annexations have significantly increased the City's size. This has resulted in the extension of the city limits into areas that are

remote from the City's core. Areas that extend far from the core include Wild Wing subdivision to the south and southeast and The "Maple area" in a northeasterly direction. The negative effect of this strategy has been its impact on the delivery of services such as solid waste collection, and the creation of "donut holes". As the City moves forward, an annexation strategy should be implemented to address these issues.

Horry County has completed the majority of its comprehensive plan, Imagine 2040, including their land use element. The City should continue to coordinate with the County to jointly address any land use issues that may exist, and better plan for annexations.

The protection, preservation and enhancement of our natural resources are key parts of any land use plan, especially with the historic flooding that has occurred in recent years. The City should continue to concentrate on how future land use can reduce flood risks for current and future residents.

In completing the goals of this element, Conway will have a comprehensive land use policy to provide general guidance for addressing all land use issues. There are numerous planning movements, techniques and processes that provide us with ways to address and manage growth and development. There are several zoning types that offer a variety of ways to effectively regulate and influence in a proactive way how Conway will develop.

GOALS, OBJECTIVES AND STRATEGIES FOR IMPLEMENTATION

Primary Goal:

To implement a sustainable land use policy and regulations that encourage efficient land use, protects and preserves natural resources and fosters a distinctive, attractive City with a strong sense of place.

GOAL: Protect and preserve the history and unique character of the city while encouraging complimentary, responsible, and appropriate growth.	
Objective: Strengthen the role of downtown as the historic heart of Conway and Horry County	
Strategies:	
Continue to promote the City's incentive programs.	On-going
Promote "heads in beds" development in the CBD, WRD, and CC Districts.	On-going
Work with Coastal Carolina University to establish facilities in downtown Conway.	On-going
Work with appropriate officials and research incentives and grants to promote downtown Conway as a location for fine arts, cultural and historic groups and facilities.	On-going
Continue to support and enhance Conway's unique identity as a Rivertown and a Tree City USA.	On-going
Encourage mix of uses, including retail, employment, civic, entertainment, and residential uses, to bring people downtown and generate activity throughout the day and evening.	On-going
Encourage a variety of downtown housing options to reach the critical mass of people needed to support downtown businesses and increase mixed-use vibrancy.	On-going
Work with owners of vacant and underutilized properties and developers to encourage infill commercial and residential development.	On-going
Objective: Preserve and build upon Conway's established and successful development patterns	
Strategies:	
Seek funding to expand and improve the City's network of sidewalks to enable access to essential services, employment centers, and recreational uses.	2020
Review the current zoning and subdivision regulations and update as appropriate to ensure that density, setbacks, and other relevant requirements are consistent and complementary to the City's established development patterns.	2020
Promote infill development where appropriate.	On-going
Coordinate and work with Horry County to ensure compatible land use and zoning designations for properties in potential growth areas and those adjacent to the City.	On-going
Implement an annexation strategy to address "donut holes" in the city limits and improve the efficiency of city service delivery.	2020
Objective: Protect the historic and architectural character of neighborhoods and downtown	
Strategies:	
Encourage new residential and commercial development in appropriate locations that is complementary to and respectful of historic resources and the City's character.	On-going

Draft residential design standards, and continue to implement the Non-Residential Design Standards.	2020
Promote the preservation and awareness of the City's commercial and residential National Register properties.	On-going
Enforce property maintenance codes, particularly in the downtown historic district and neighborhoods.	2020
Continue to work closely with the Conway Area Chamber of Commerce and Conway Downtown Alive on design-related projects.	On-going
Support the revitalization of blighted and neglected neighborhoods.	On-going
Review and revise (if needed) the City's development review regulations (site plan and development review) to require that applicants identify any known historic resources on the development site and document how these resources will be treated to maintain their historic value where feasible.	2020
Objective: Conserve, protect and enhance natural resources identified in the City's natural resources element	
Strategies:	
Continue to protect and preserve significant trees through the City's Tree Ordinance and Unified Development Ordinance (UDO).	On-going
Integrate and coordinate natural resources mapping and other pertinent natural resources information into the land development review process.	On-going
Create a Green Infrastructure Plan for the City of Conway.	2021
Objective: Extend partnerships with Horry County to expand multi-modal trail networks and connectivity throughout the City.	
Strategies:	
Update and develop a trails inventory 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
Objective: Improve gateway impressions.	
Strategies:	
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.	2020
Focus on both short-term and long-term enhancements along the major corridors entering the City, and coordinate with Horry County for consistency.	On-going
Install wayfinding signage to guide visitors.	2020
GOAL: Promote land use development that meets the current and future needs of Conway residents and businesses.	
Objective: Continue to coordinate the City's land use planning decisions with those of other local governments in the region.	
Strategies:	
Continue to serve on the Grand Strand Area Transportation Study (GSATS) Policy Committee.	On-going
Continue to coordinate with Horry County to ensure compatible land use and zoning designations for properties that will eventually annex into the City.	On-going

Continue to coordinate with the Conway Chamber of Commerce and Myrtle Beach Regional Economic Development Corporation to attract business and industries to the Conway area.	On-going
Objective: Promote the development of a broad range of housing options	
Strategies:	
Encourage new and innovative approaches to residential development to expand housing options.	On-going
Continue to work with Grand Strand Housing and Community Development to provide affordable housing in the City of Conway.	On-going
Explore partnerships, incentives, and programs to encourage the development of an appropriate mix of housing types, sites, sizes, and prices to meet the current and future needs of all City residents.	On-going
Objective: Promote a variety of commercial/industrial uses and development in appropriate locations that are compatible with surrounding land use, provide employment opportunities, and serve the needs of local residents	
Strategies:	
Explore ways to encourage quality development in potential high growth areas.	On-going
Continue to plan for infrastructure and transportation needs in high growth areas.	On-going
Promote more industrial uses in designated areas on the Future Land Use Map.	On-going
Encourage pedestrian-friendly neighborhood commercial development near residential areas to enable and encourage walking and biking to essential services.	On-going
Continue to promote incentives that encourage the adaptive re-use of existing commercial structures.	On-going
Accommodate and encourage mixed-use development in appropriate locations.	On-going
Objective: Provide for a compact, integrated mix of uses that creates a complete community and supports walking and biking Improve accessibility and comfort for non-auto modes.	
Strategies:	
Improve pedestrian and bicycle connections within and between developments.	On-going
Ensure integration of parks and schools into neighborhoods in locations where safe, convenient connections from adjacent neighborhoods on foot and bike are or will be available.	On-going
Provide a mix of housing, open space / recreational features and shopping / services that allows residents to meet many of their needs within their neighborhoods / communities / downtown area.	On-going
Develop public spaces (streets, paths, parks, plazas, etc.) to support urban vitality, walking and biking and community gathering spaces.	On-going
GOAL: Promote sustainable development, resilience, and resource protection	
Objective: Continue to reduce flood risk for current and future residents while protecting land in flood-prone locations.	
Strategies:	
With the help of a Hazard Mitigation Committee, develop a Hazard Mitigation Plan for the City of Conway, separate from Horry County, to address specific needs.	2020
Develop a Flood Mitigation and Resiliency Plan (in addition to the Hazard Mitigation Plan) with a specific focus on flood risk and will identify long-term strategies to reduce risk and vulnerability, and include a hydrology/hydraulic study based on the watershed within the City limits.	2021

Encourage the City's conservation subdivision ordinance for all new residential developments.	On-going
Encourage staff and elected/appointed officials to attend educational workshops focused on climate change, adaptation, nature-based solutions to mitigation, green infrastructure, regional solutions to water management, value of wetlands, land restoration, and strategies to incorporate the Green Growth Toolbox for habitat, conservation, and preservation.	On-going
Participate in the National Flood Insurance Community Rating System (CRS).	2021
Continue to purchase land or acquire conservation easements from willing sellers, or hold land in partnership with WLR.	On-going
Continue to buyout properties that are repeatedly flooded.	On-going
Restore riparian and wetland vegetation.	On-going
Provide tax incentives for conserving vulnerable land.	On-going
Continue the FEMA Buyout Program.	On-going
Consider hosting an annual public workshop for residents to discuss current and future land use.	2020
Continue planting trees along riverbanks.	On-going
Objective: Improve flood resilience in river corridors, vulnerable communities, and the watershed.	
Strategies:	
Conserve land and discourage development in particularly vulnerable areas along river corridors, such as floodplains and wetlands.	On-going
Where development already exists in vulnerable areas, protect people, buildings, and facilities to reduce future flooding risk.	On-going
Continue to encourage new development in areas less vulnerable to flooding.	On-going
Consider implementing enhanced stormwater management techniques to slow, spread, and infiltrate rain water and flood water.	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 County: <https://www.horrycounty.org>

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

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

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

United States Census Bureau: American Community Survey (ACS)

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Special thanks to the Land Use Committee for their time, expertise, and help drafting this plan. Committee members include:

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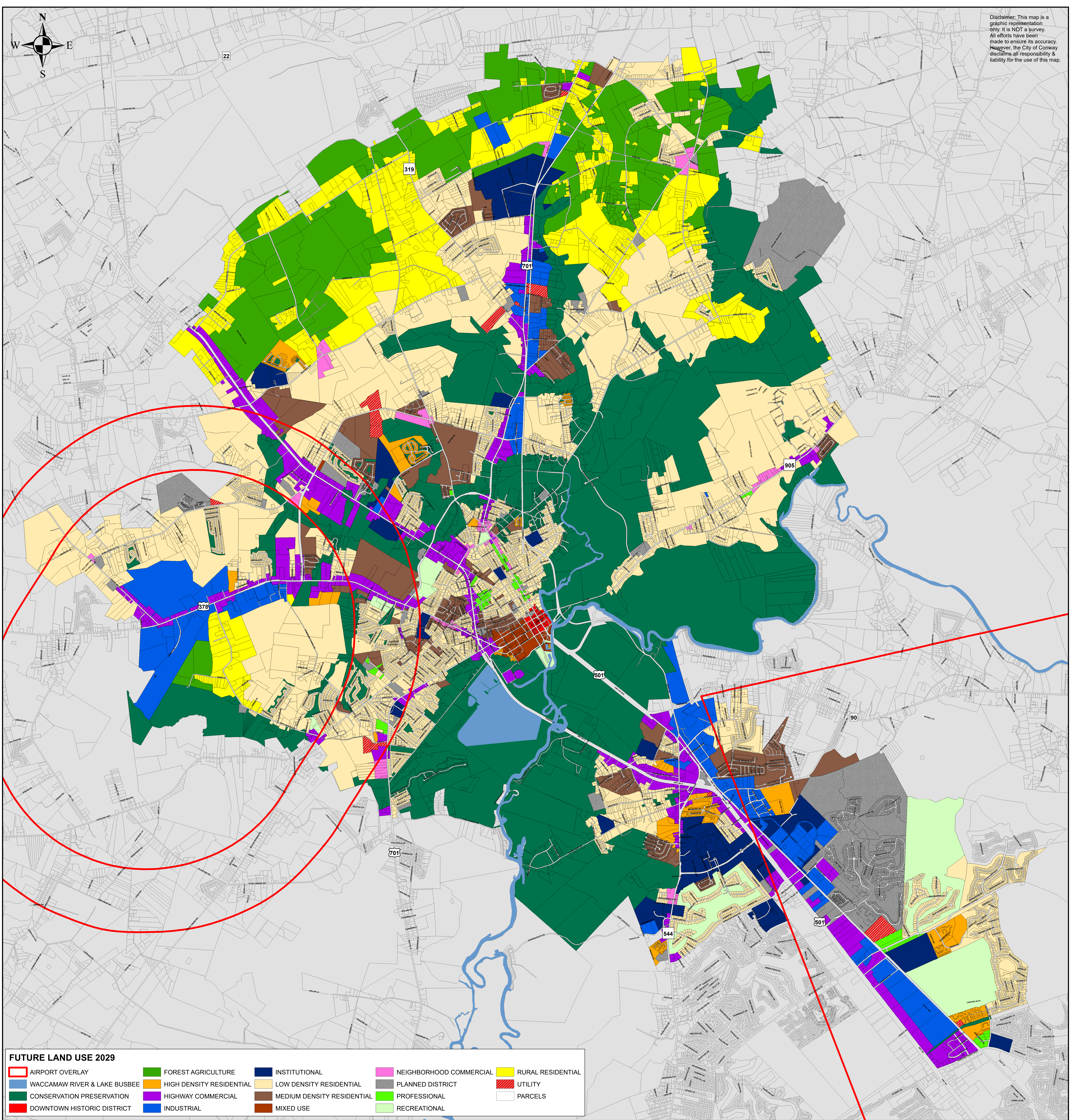
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APPENDIX A

Disclaimer: This map is a graphic representation only. It is NOT a survey. All efforts have been made to ensure its accuracy. However, the City of Conway disclaims all responsibility & liability for the use of this map.



FUTURE LAND USE 2029

AIRPORT OVERLAY

WACCAMAW RIVER & LAKE BUSBEE

CONSERVATION PRESERVATION

DOWNTOWN HISTORIC DISTRICT

FOREST AGRICULTURE

HIGH DENSITY RESIDENTIAL

HIGHWAY COMMERCIAL

INDUSTRIAL

INSTITUTIONAL

LOW DENSITY RESIDENTIAL

MEDIUM DENSITY RESIDENTIAL

MIXED USE

NEIGHBORHOOD COMMERCIAL

PLANNED DISTRICT

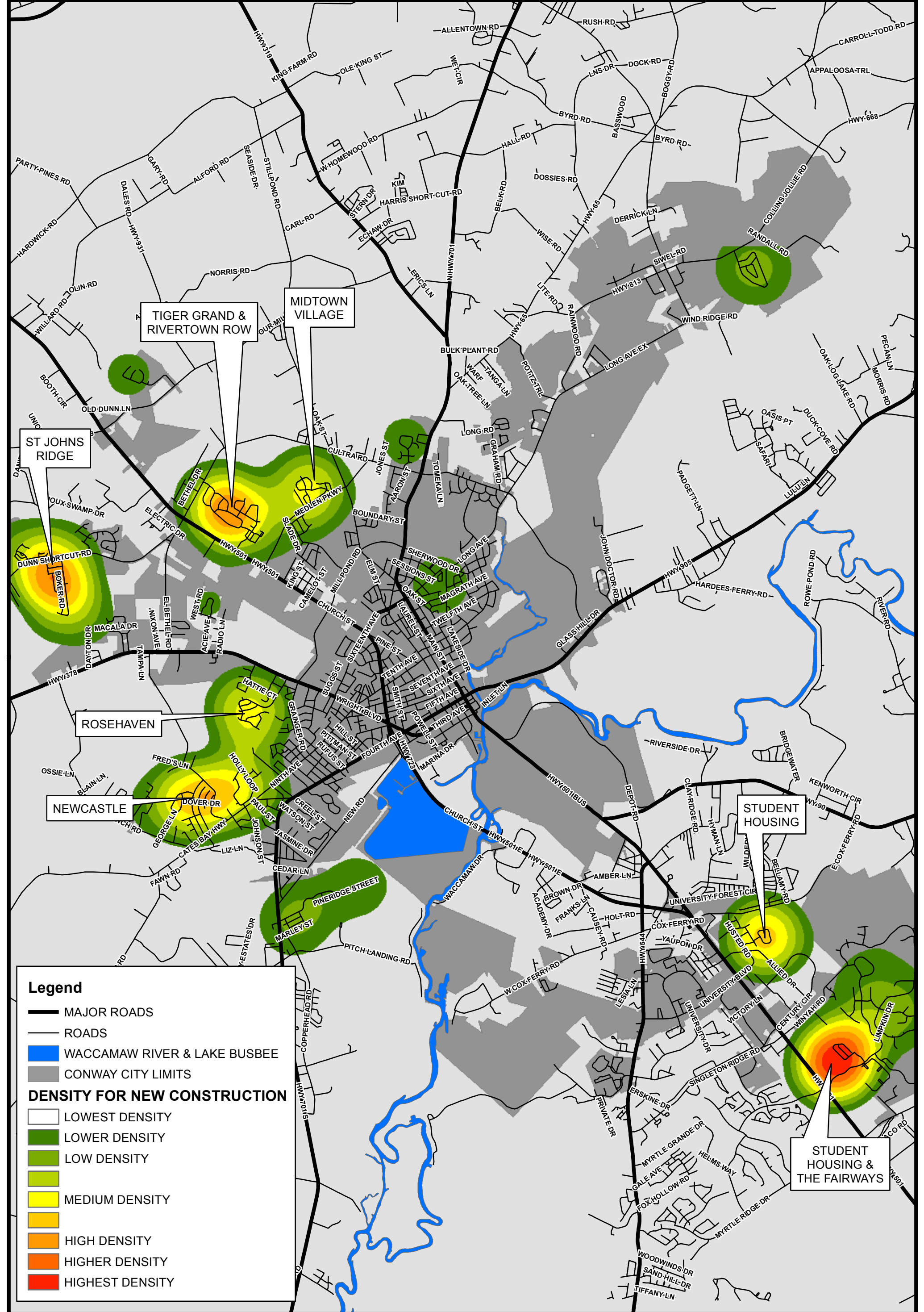
PROFESSIONAL

RECREATIONAL

RURAL RESIDENTIAL

UTILITY

PARCELS



- Legend**
- MAJOR ROADS
 - ROADS
 - WACCAMAW RIVER & LAKE BUSBEE
 - CONWAY CITY LIMITS
- DENSITY FOR NEW CONSTRUCTION**
- LOWEST DENSITY
 - LOWER DENSITY
 - LOW DENSITY
 - MEDIUM DENSITY
 - HIGH DENSITY
 - HIGHER DENSITY
 - HIGHEST DENSITY



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HOT SPOTS FOR NEW CONSTRUCTION FROM BUILDING PERMITS COED IN LAST 10 YEARS (BACK TO JAN 2009) IN CONWAY CITY LIMITS



