

City of Conway

Comprehensive Transportation Plan

December 2008

JACOBS Carter Burgess

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1. Introduction

Purpose

Conway has an important regional presence in Horry County and the greater Myrtle Beach (Grand Strand) area due to it position as the county seat and confluence point of a number of major transportation corridors. Both population and employment have grown over the years and the city has expanded rapidly due to this growth and continuing annexation activities.

The Comprehensive Transportation Plan (CTP) for the City of Conway will be the basis of the transportation element of the concurrently underway Comprehensive Plan. Building from prior regional and county planning efforts, the CTP will assess and provide a vision for Conway's multi-modal transportation system that will help it to achieve sustainable future growth.

The CTP covers automobile, pedestrian, bicycle, and transit modes within Conway and its immediate vicinity. Identified within the CTP are current and future conditions and needs, short to long-term potential capital improvements, and additional policy direction for future growth in relation to transportation facilities.

Relationship to Other Plans

The City of Conway has been involved in a number of recent in-depth planning efforts. Thus, to obtain a thorough understanding of key transportation needs in the City of Conway, previous plans and public feedback gained from the currently underway comprehensive planning effort were reviewed. Additional issues and opportunities were addressed in recent CTP-related meetings with the City's steering committee and general public. Detailed knowledge of relevant plans and community feedback is crucial to ensuring that the City of Conway Comprehensive Transportation Plan complements, continues, and improves upon previous work to the greatest possible extent. The following resources have been reviewed, and their relevance to transportation in the City of Conway is discussed in **Appendix A**:

- City Plans
    - City of Conway Comprehensive Plan (in progress)
    - City of Conway Greenway Master Plan (July 2005)
- Regional and County Plans
    - Waccamaw MPO Grand Strand Area Transportation Study (GSATS) Long Range Transportation Plan (March 2005)
    - Ride II Report (May 2004)
    - Southern Evacuation LifeLine Environmental Impact Statement (August 2008)
    - Horry County – Envision 2025 Comprehensive Plan (1999, updated June 2007)

- Grand Strand Transportation Improvement Programs (2006-08, 2008-10)
- Riding on a Penny One-Cent Capital Projects Sales Tax for Roads (2007-14)

From most to least recent, a brief description of several related plans follows. Each plan has successively built on prior planning efforts, though the geography of associated study areas varies.

City of Conway Comprehensive Plan

The City of Conway's Comprehensive Plan is presently under development, to be completed concurrently with this transportation study. The purpose of the Comprehensive Plan is to provide a policy guide for Conway's growth over the next 20 years. The following elements are included within the Comprehensive Plan: population, housing, community facilities, cultural resources, natural resources, economic development, neighborhoods, recreation and open space, tourism, priority investments, land use, and transportation.

City of Conway Greenway Master Plan

Funded by the United States Forest Service, the Greenway Master Plan for Conway was completed in July 2005. The purpose of this plan was to develop a series of "green" linkages throughout the city that could be used for recreation, transportation, and/or conservation of sensitive environmental features. These linkages primarily expand the bicycle network but are also available for use by pedestrians and, in one instance, kayakers. The CTP builds on the recommendations of Conway's Greenway Master Plan, focusing on the mobility-related aspects of proposed sidewalk and bicycle corridors.

Waccamaw MPO – GSATS Long Range Transportation Plan

The Grand Strand area includes South Carolina coastal communities between Georgetown and Little River as well as the City of Conway, as seen in **Figure 1.1**. The census-defined Myrtle Beach Urbanized Area is completely encompassed by the greater Grand Strand study area. Completed by the Waccamaw Metropolitan Planning Organization (MPO) in March 2005, the Grand Strand Area Transportation Study Long Range Transportation Plan (GSATS LRTP) serves as the regional transportation plan, and can be adopted by any government within the region to serve as the basis of the transportation element of their Comprehensive Plan. Thus, the GSATS LRTP serves as the launching point for the City of Conway's current comprehensive transportation planning effort.

Ride II Report

The RIDE II report was completed in May 2004. The RIDE II committee was formed to continue the work done in the 1990's on the RIDE I effort to develop "a roadway improvement program aimed primarily with increasing the mobility of the citizens of Horry County, as opposed to the visitors or tourists." The proposed projects could not be roadways of "regional significance"; that is, they had to have the ability to be properly funded by local sources and to be designed, permitted and constructed within a seven-year timeframe. Fourteen projects were ultimately identified and prioritized, including four in Conway.

Community Design Charette

In June 2008, the City of Conway hosted a community design charette to address beautification and improvement of streets and intersections in Conway. This process resulted in recommendations for gateways into the community, as well as, streetscaping along downtown streets, thoroughfares, and at key intersections. Several of these improvements have been reflected in the Transportation Plan recommendations.

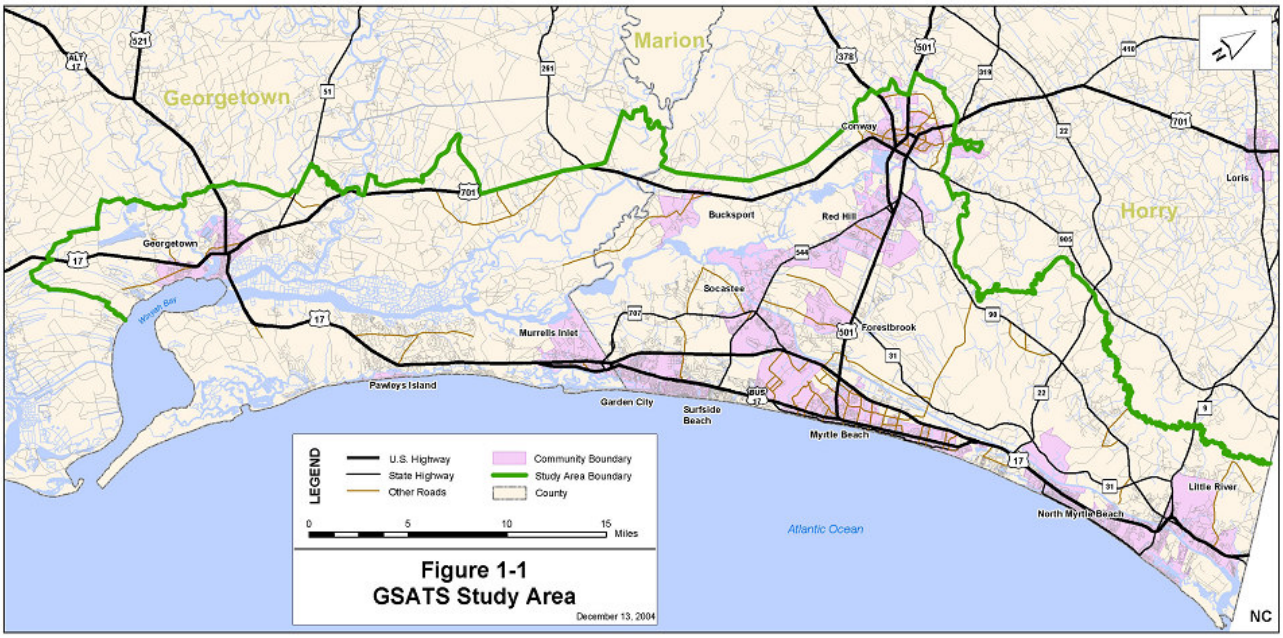


Figure 1.1 Grand Strand LRTP Study Area Including Conway, SC

(Source: GSATS LRTP)

Conway CTP Study Area

In the past decade, Conway has increased its geographic area a number of times through annexation, so that it now encompasses 22.3 square miles as compared to 13.3 square miles in 2000. The current city limits can be seen in **Figure 1.2**. Because of the irregular shape of the city limits and the likely prospect of continued annexation, the conceptual study area for this transportation plan is the combined city limits and current public water/sewer utility service area, also seen in Figure 1.2. Defining a larger study area (approximately 66.3 square miles) than the currently incorporated area will help ensure that the greater local economy and travel patterns are taken into account when assessing the potential transportation needs of the community.

City of Conway Comprehensive Transportation Plan

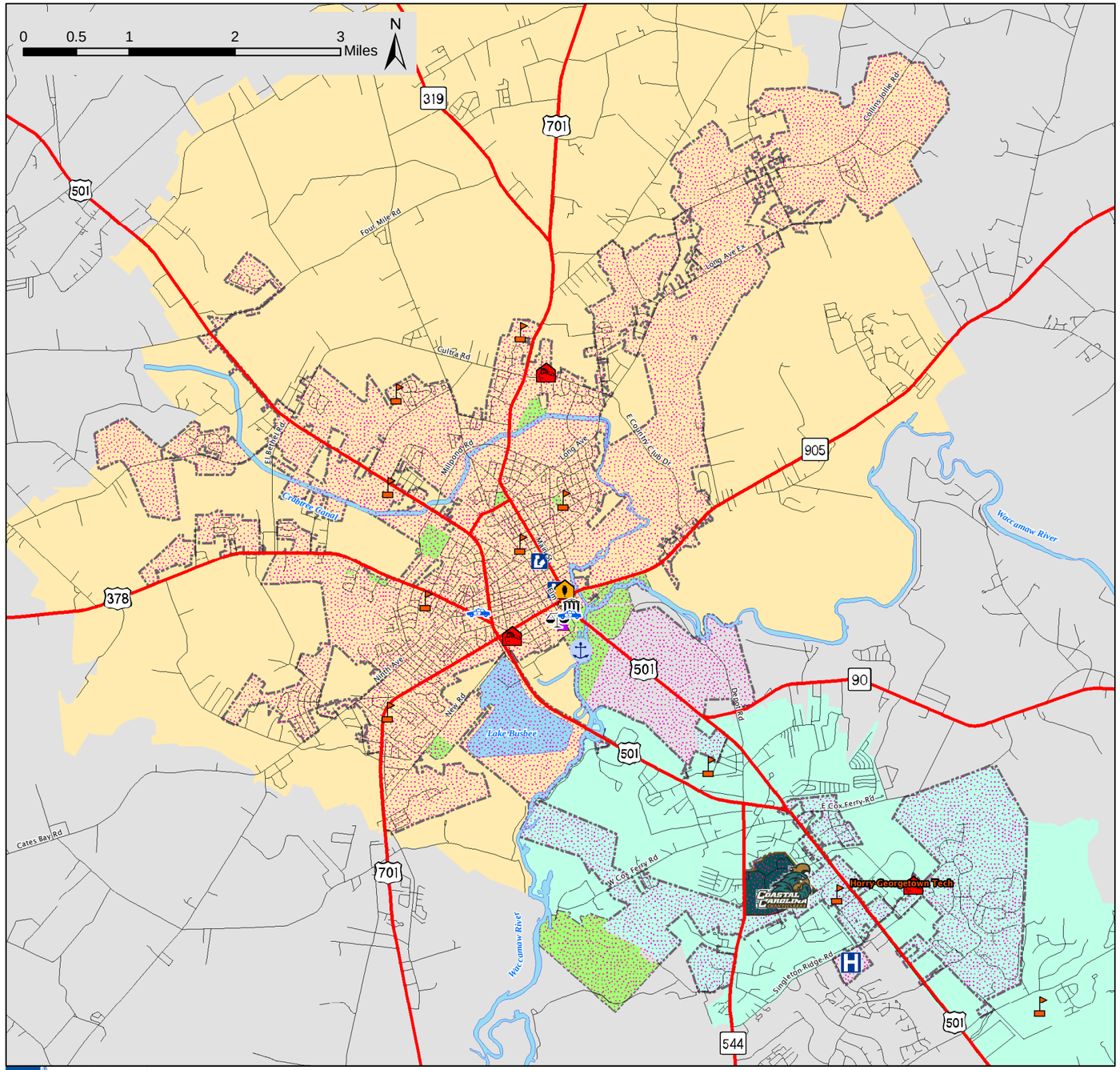
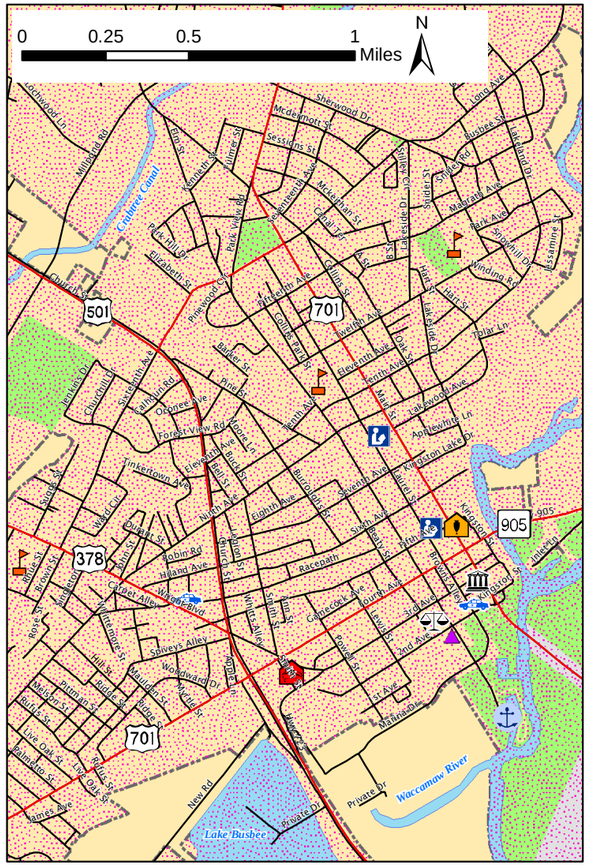
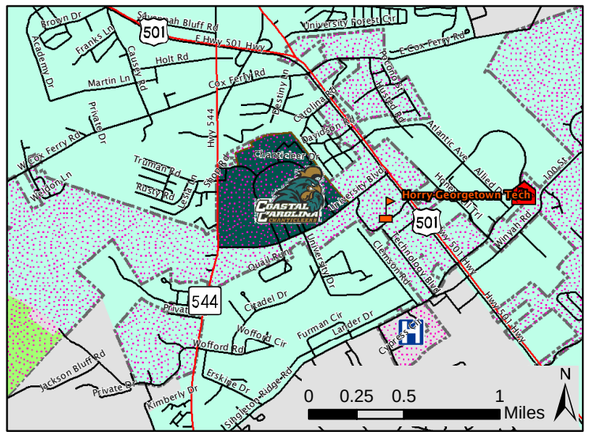


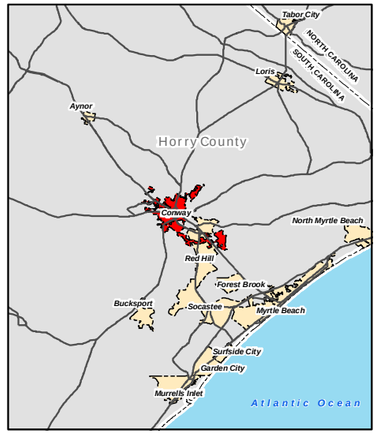
Figure 1.2 CTP Study Area



Downtown Conway, SC



University District



Region

LEGEND

Study Area
- Water & Sewer Service Area
- Water Service Area
- City of Conway

Community Facilities
- Fire Station
- Police Station
- City Hall
- Local Schools
- Library Facility
- Courthouse (Historic)
- Horry County Museum
- Technology Center
- Marina
- Park / Recreation / Conservation

Road Network
- US / State Highway
- Local Road

Other Layers
- Lake / River / Canal
- Coastal Carolina University Main Campus

Source: City of Conway, NRHP, & Jacobs Carter Burgess

This map is intended for planning purposes only.

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2. Planning Context

The transportation system cannot be studied in isolation from the environment in which it exists, the people it serves, and the industries whose development it facilitates. Evaluating context is crucial in determining how well the transportation system is performing and what current or future demands on it might be present. For instance, the intensity and arrangement of land development in a place directly relate to the types of transportation services and facilities that can be effectively implemented. Concentrations of jobs, services, and residences allow a wider range of viable multi-modal options, especially public transit and walking. More spread-out development patterns tend to increase dependency on private automobiles to satisfy mobility needs.

Because a variety of land development patterns may be desirable to the community, transportation solutions must be tailored towards the desired character of each area. Conversely, land use decisions must also be tailored towards the type of transportation infrastructure that is or can be effectively implemented. Based on field observation and a review of prior planning efforts, a summary of the various economic, social, and land development considerations that influence travel demand are presented in this section. Knowledge and analysis of these considerations are essential in planning an integrated transportation system.

Place

Established in 1732, Conway is one of the oldest towns in South Carolina. Throughout the 1800s, it served as a trading outpost for deerskins, timber, tobacco, and naval stores. Much of its present-day downtown was built in the early 1900's following the arrival of a railroad. Around that time, residents constructed summer homes at what is now known as Myrtle Beach. Over the past three decades, Myrtle Beach has attracted tourists and residents at an increasing rate, forming part of Conway's regional economy and continuing the city-to-city travel patterns that were established at the beginning of the century.

Community Facilities and Land use

Community facilities include travel generators such as municipal buildings, parks, hospitals, and schools. Because these facilities are important destinations for all members of the community regardless of age, income, or vehicular status, special attention should be paid to providing multi-modal access to Conway's community amenities.

As the county seat of Horry County, Conway is the central location for many County government facilities in addition to those serving the City of Conway. Most of Horry County's municipal buildings are located in downtown Conway. There are 11 recreational sites within Conway, including parks, nature trails, ball fields, picnic areas, and a marina. Nature paths can serve as an integral part of the bicycle/pedestrian transportation system, in addition to providing recreational opportunities.

Conway's primary hospital is located off Singleton Ridge Road. Schools are located throughout the study area. There are five elementary schools, two middle schools, and one high school in Conway. There is also a preschool, county alternative school, and adult education center. Together, these facilities serve around 7,000 students (2007-2008 school year). Coastal Carolina

University and Horry-Georgetown Technical College have an additional 13,500 students in attendance. The aforementioned community destinations can be seen in **Figure 2.1**.

Historic downtown Conway covers approximately twenty city blocks, adjacent to the Waccamaw River. Following WWII, the city experienced a greater rate of physical expansion, primarily to the north of the historic downtown, in the form of single-family neighborhoods that extended much of the original grid pattern. More recent development has occurred in every direction, but especially in the southern and eastern directions. Due to the presence of natural water barriers, a desire to exploit the growing market in the university area, and the opportunistic purchase and subdivision of undeveloped land parcels, much of the recent development is noncontiguous to the older parts of the city.

Figure 2.2 depicts the land use and zoning of Conway and adjacent unincorporated areas of Horry County. Differing land uses generate different types of travel demand in terms of traffic quantity and mode. Commercial uses tend to have the highest trip generation rates, followed by residential and industrial uses. Industrial, agricultural, and some commercial areas can generate relatively more truck traffic, which has an impact on area roadway operations. Heterogeneous land uses within a relatively small area allow more walking and bicycling trips, while concentrations of activities (employment, cultural, shopping, etc.) and direct routes between activity centers are amenable to transit. Multi-acre homogeneous zoning (of any type) and ample parking encourage the use of personal vehicles to fulfill travel requirements. Ultimately, the spatial distribution and quality of land uses, down to the site level, dictate the nature of travel demand even more than the simple quantity of activity generators present.

As previously noted, Conway has annexed land a number of times, typically in response to land developer requests for utility service. This annexation, while increasing government responsibility as well as the tax digest, provides opportunity for the City of Conway to define and enforce more strict development controls than those of surrounding unincorporated Horry County. Inside of its jurisdiction, Conway can create ordinances covering urban design and transportation-related topics such as density, setbacks, multi-modal access points and spacing, provision for open space and sidewalks, and the desired character of corridors, nodes, and neighborhoods. Carefully defining the desired physical attributes of public spaces can help to ensure that future development continues the patterns and character of existing neighborhoods, streets, and activity centers.

Cultural and Historic Resources

When planning transportation improvements, it is necessary to mitigate potential negative impacts to cultural resources such as historic buildings, districts, and archaeological sites. There are 44 structures considered locally to have historic significance, of which 16 are listed in the National Historic Register. There are also two historic districts: the Conway Downtown Historic District and the Waccamaw River Warehouse Historic District. In 2004-05, a historical and architectural survey of the entire city was conducted. Based on this assessment, 762 buildings were found to be constructed prior to 1955, with 137 eligible to be listed in the Register.

City of Conway Comprehensive Transportation Plan

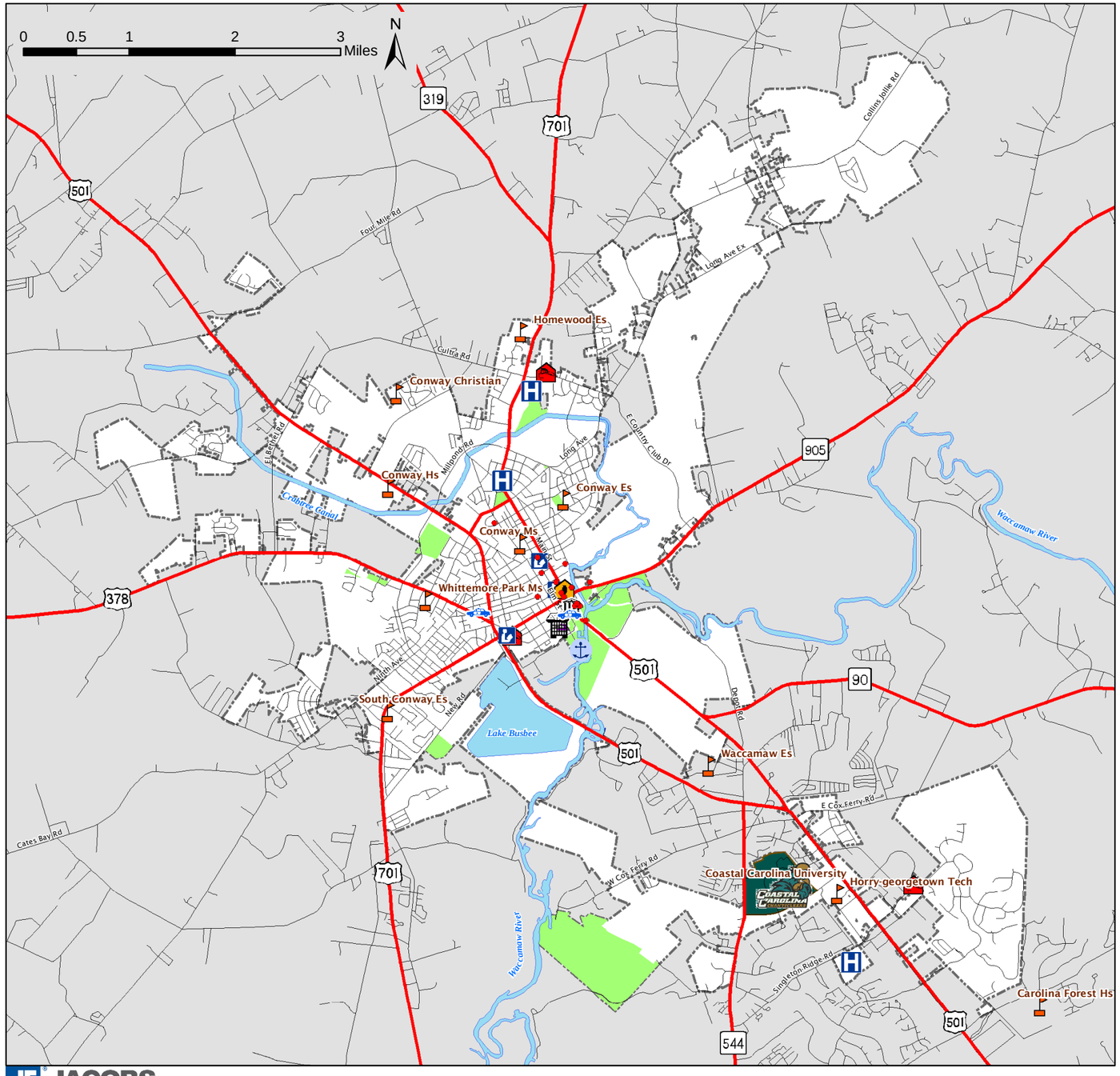
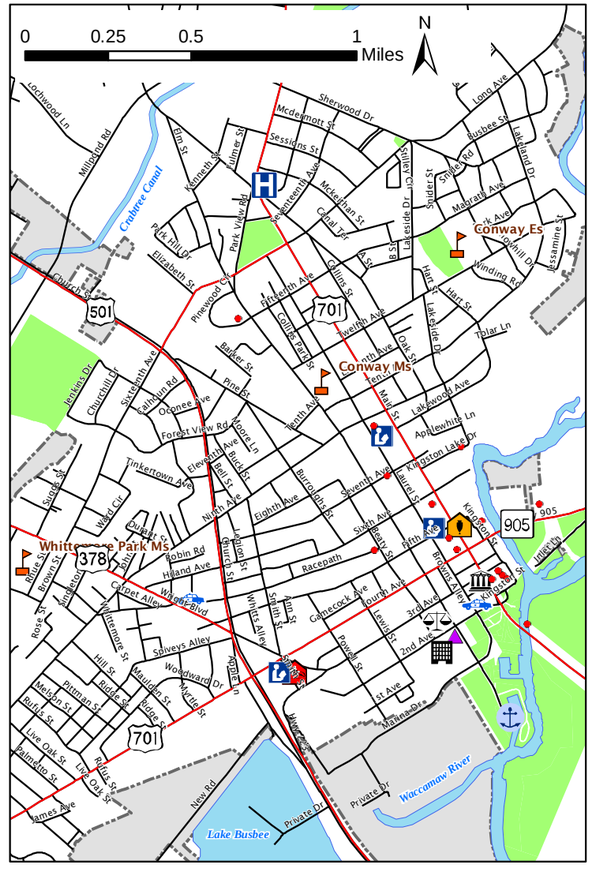
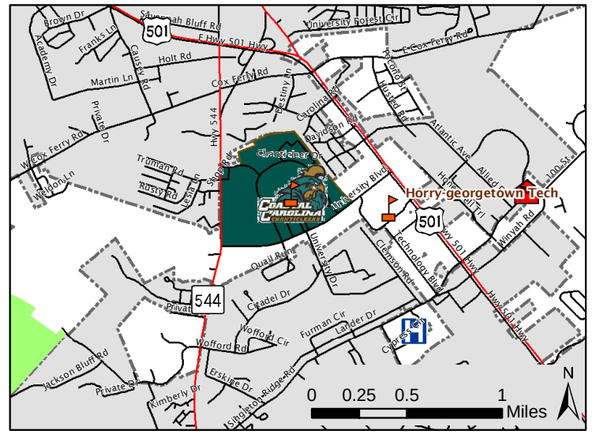


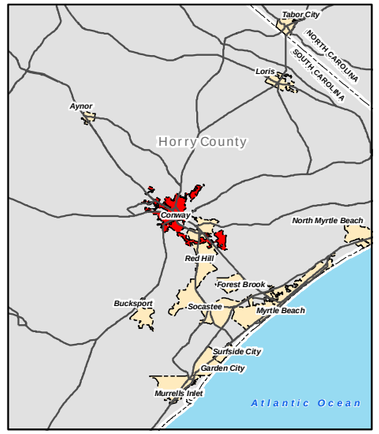
Figure 2.1 Community Facilities



Downtown Conway, SC



University District



Region

Community Facilities

- Fire Station
- Police Station
- EMS / Health Facility
- City Hall
- Local Schools
- Library Facility
- Governmental / Judicial Complex
- Courthouse (Historic)
- Horry County Museum
- Technology Center
- Marina
- NRHP Historic Location
- Park / Recreation / Conservation

Road Network

- US / State Highway
- Local Road

Other Layers

- Conway City Limits
- Lake / River / Canal
- Coastal Carolina University Main Campus

Source: City of Conway, & Jacobs Carter Burgess

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City of Conway Comprehensive Transportation Plan

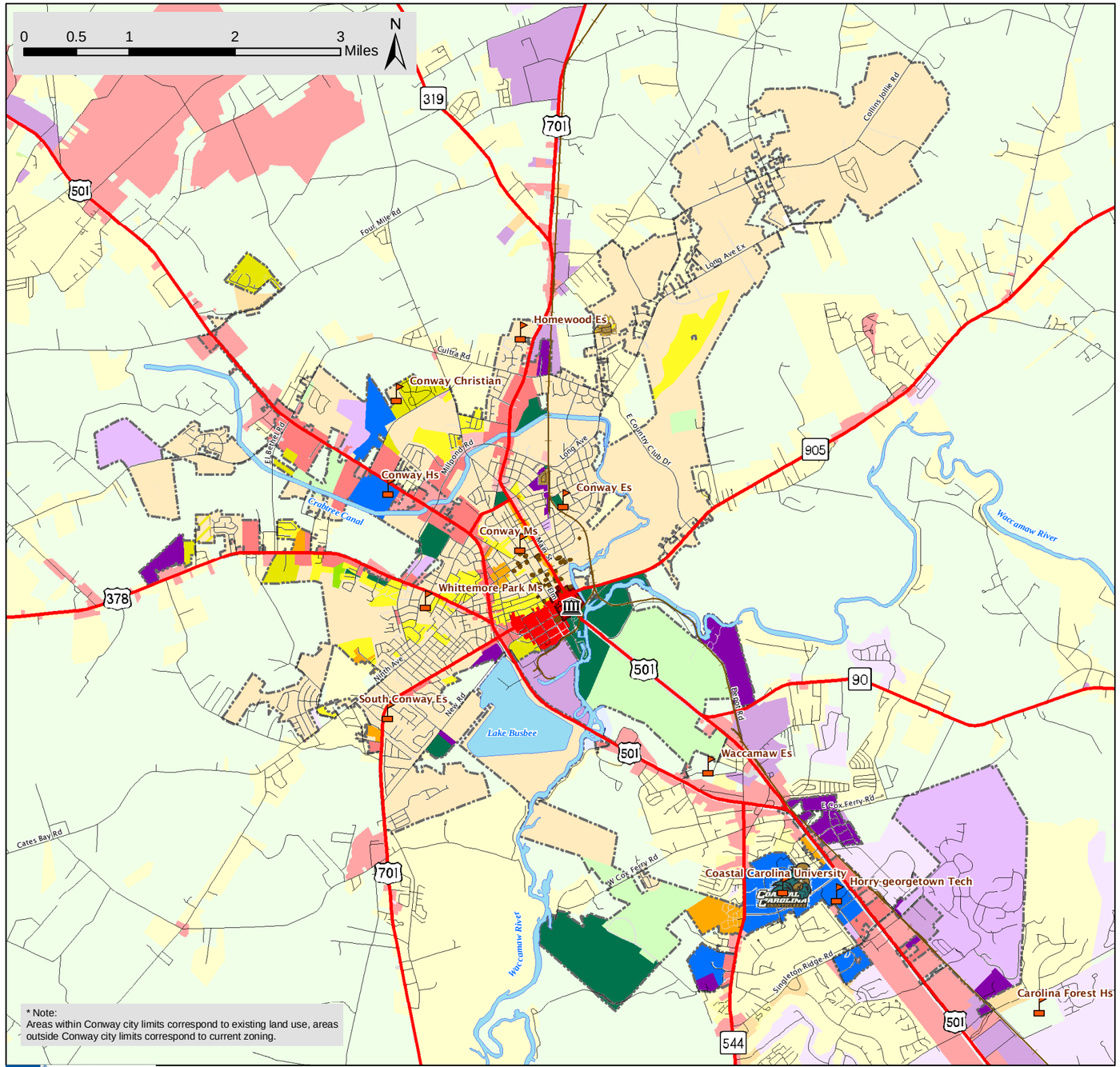
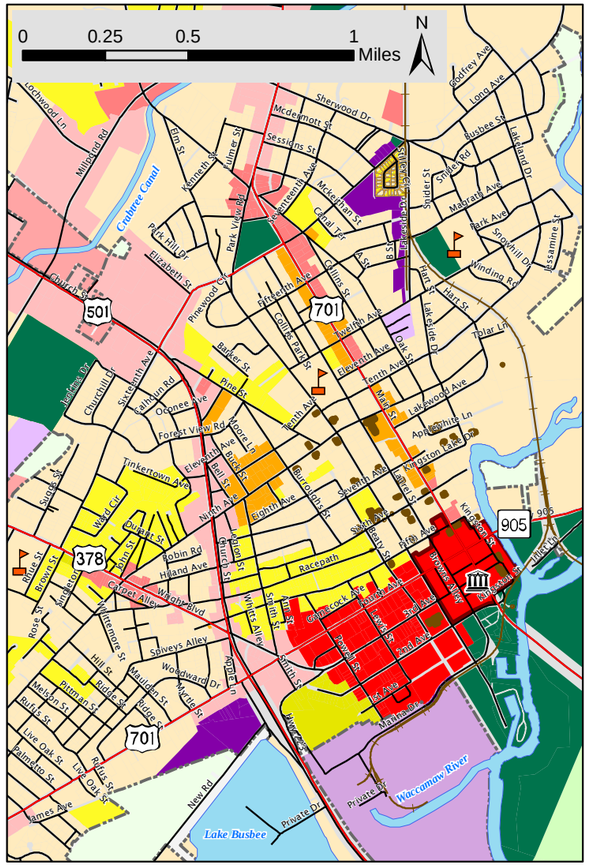
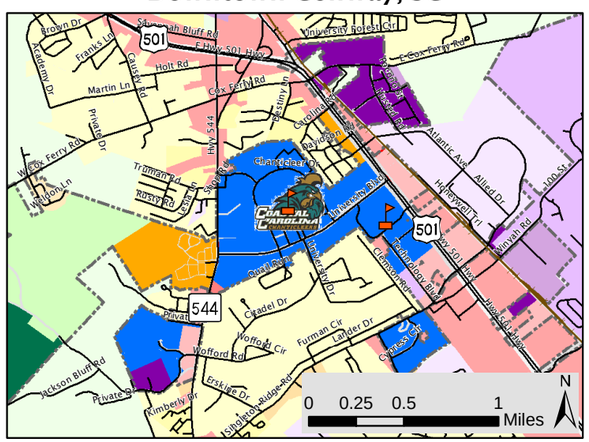


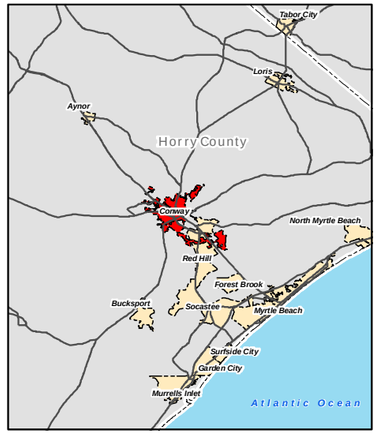
Figure 2.2 Current Land Use and Zoning in Conway and Vicinity



Downtown Conway, SC



University District



Region

LEGEND

Current Zoning*

- Central Business District
- Core Commercial
- Highway Commercial
- Neighborhood Commercial
- Mixed Use / Professional
- Rural Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- TND Residential
- Production Service Industry
- Institutional
- Resort - Commercial
- Resort - Residential
- Planned Development
- Conservation Preservation
- Forest Agriculture
- Park / Recreation / Conservation

Other Layers

- City Hall
- US / State Highway
- Local Road
- Railroad
- Historic Building
- Conway City Limits
- Lake / River / Canal

Source: City of Conway & Jacobs Carter Burgess

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Several overlay districts exist in Conway as well: Main Street and Commercial Design Review, which includes most major transportation corridors. To maintain Main Street's unique character, the non-profit civic group Conway Main Street USA has been in operation since 1986. Among other duties, it provides design assistance to merchants and property owners making exterior alterations so that buildings may be in conformity with the Downtown Historic District design guidelines. Thus, any transportation improvements recommended in this area should conform to the existing urban context. Significant historic amenities and overlay districts are shown in **Figure 2.3**.

People

Population and Housing

Horry County was the third fastest growing county in South Carolina from 2000 to 2005, increasing in population by 15 percent. Conway experienced similar growth rates (14 percent) during the same period, and both the city and county have seen much higher growth rates in the last 40 years than South Carolina and the United States as a whole. The residential population of Conway in 2005 was 13,442 people.

Demographically, non-white minorities make up 45 percent of the city population, while children (under age 15) and the elderly (age 65 and over) make up a combined 35 percent of residents. Approximately 33 percent of residents over age 3 are enrolled in school, either full or part-time. These groups tend to utilize transit and non-vehicular transportation modes more than average.

Conway lags in per capita, median household, and median family income levels behind Horry County, South Carolina, and the United States. In 2000, the median household income was $32,155 and 20 percent of the population lived in poverty.[1] Lower incomes limit vehicular ownership and affect travel behavior.

According to the 2000 Census, 71 percent of residences were single-family detached housing units, a slight decrease from 1990. Housing affordability is a recognized issue in Conway. Housing prices and affordability influence the amount of household budget that can be spent on other needs, including various modes of transportation. Additionally, the proximity of housing units to each other and other land uses has direct effect on travel behavior, alternative mode choice, and the physical characteristics and extent of necessary supportive infrastructure.

[1] According to the federal Census Bureau, the poverty threshold in 2000 for a four-person household (including two children under 18) was an income of $17,463. For a single person household (under age 65), the poverty line was drawn at $8,959 annual cash income.

City of Conway Comprehensive Transportation Plan

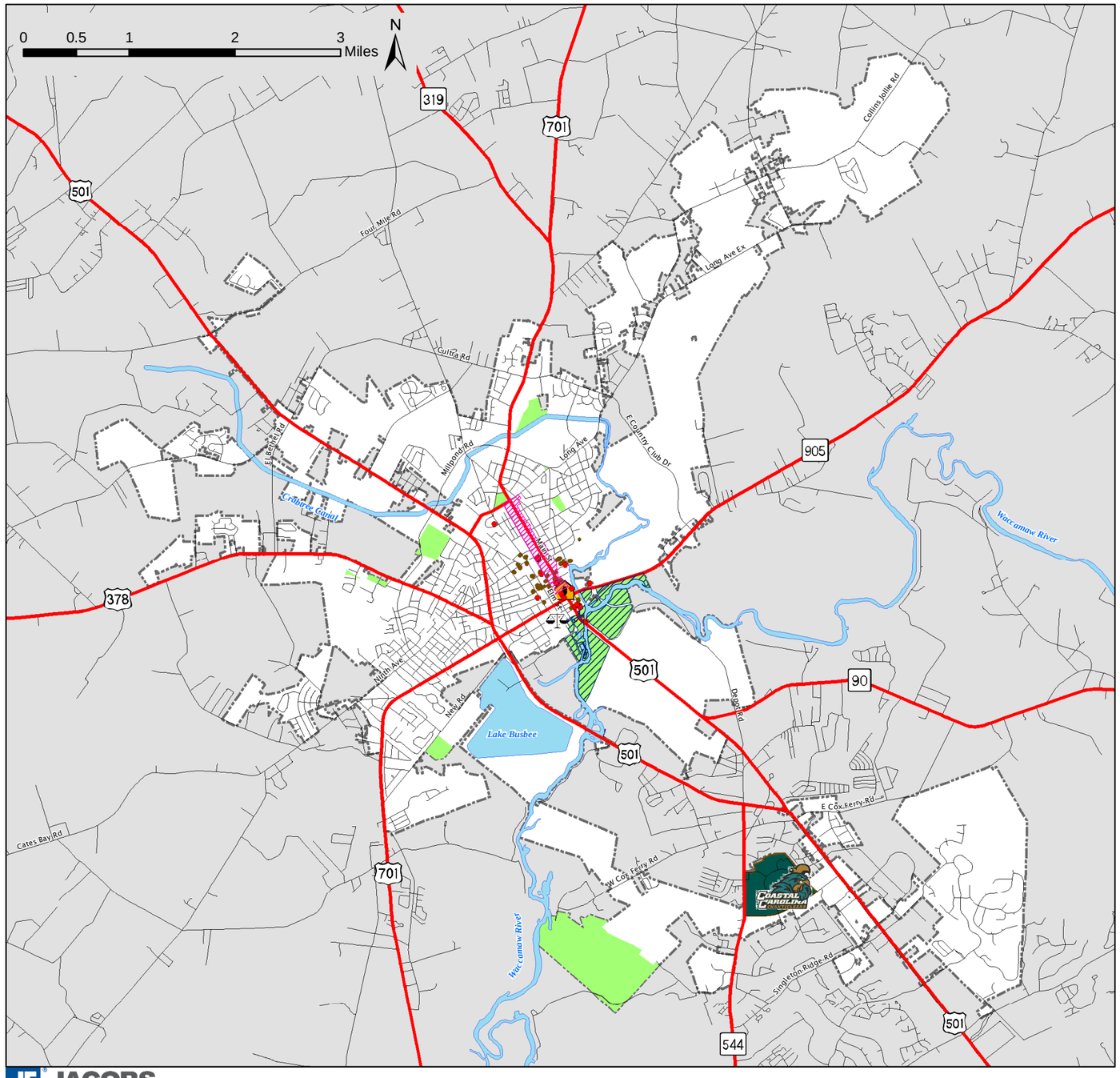
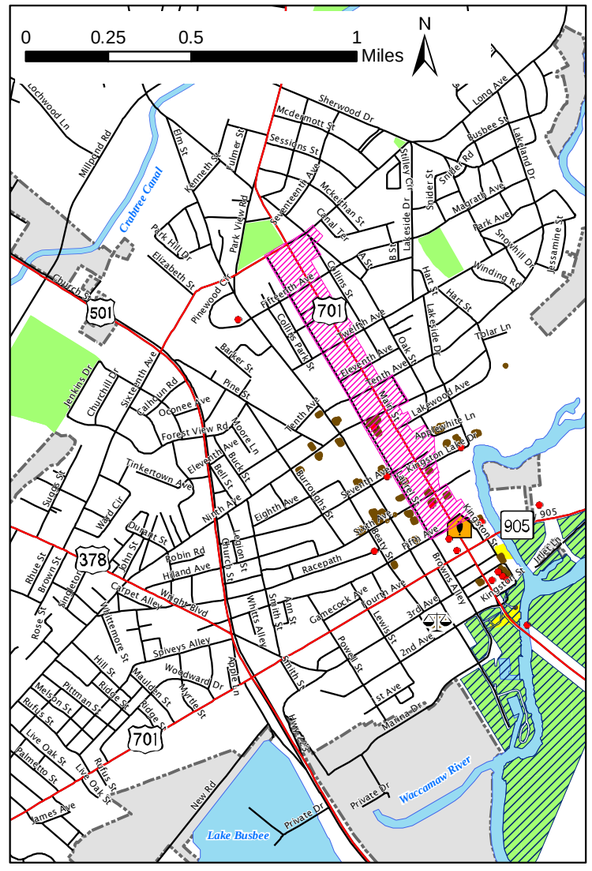
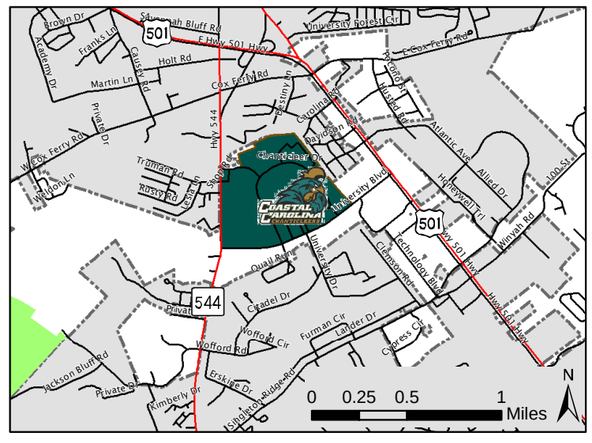


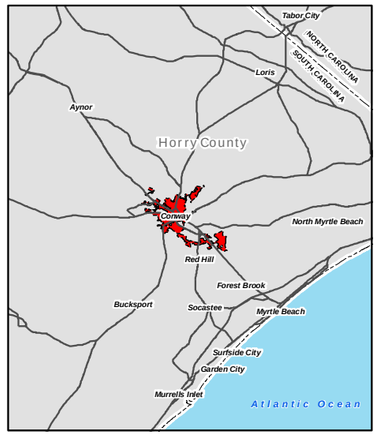
Figure 2.3 Cultural and Historic Resources in Conway



Downtown Conway, SC



University District



Region

Cultural & Historic Resources

- Courthouse (Historic)
- Horry County Museum
- NRHP Historic Location
- Historic Building on Walking Tour
- NRHP Historic Region
- Main Street Overlay District
- Waccamaw River District

Road Network

- US / State Highway
- Local Road

Other Layers

- Conway City Limits
- Park / Recreation / Conservation
- Lake / River / Canal
- Coastal Carolina University Main Campus

Source: City of Conway, NRHP, & Jacobs Carter Burgess

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Employment and Travel Characteristics

In 2000, the City of Conway had a population of 11,788, of which approximately 5,236 (44 percent) were in the labor force. As seen in **Tables 2.1a-b**, twenty-five percent of employed residents worked in the City of Conway, while another 17 percent lived in Conway and worked in the City of Myrtle Beach. Most of the labor force worked in unincorporated parts of Horry County, while small percentages commuted to neighboring counties and beyond.

Tables 2.1a – b Labor Force Characteristics for the City of Conway

Source: Census LEHD OTM

City where Conway's labor force is employed	2004		2003		2002	
	Count	Share	Count	Share	Count	Share
Conway	1,338	25.6%	1,409	26.9%	1,409	25.3%
Myrtle Beach	884	16.9%	1,015	19.4%	1,051	18.9%
Socastee	250	4.8%	228	4.4%	281	5.0%
Columbia	148	2.8%	148	2.8%	133	2.4%
North Myrtle Beach	101	1.9%	64	1.2%	77	1.4%
Red Hill	84	1.6%	69	1.3%	84	1.5%
Greenville	77	1.5%	58	1.1%	59	1.1%
Florence	70	1.3%	55	1.1%	45	0.8%
Georgetown	62	1.2%	65	1.2%	73	1.3%
North Charleston	58	1.1%	48	0.9%	69	1.2%
All Other Locations	2,164	41.3%	2,073	39.6%	2,289	41.1%
TOTAL	**5,236**	**100.0%**	**5,232**	**100.0%**	**5,570**	**100.0%**

County where Conway's labor force is employed	2004		2003		2002	
	Count	Share	Count	Share	Count	Share
Horry	3,950	75.4%	4,016	76.8%	4,256	76.4%
Richland	266	5.1%	228	4.4%	237	4.3%
Charleston	140	2.7%	126	2.4%	168	3.0%
Georgetown	131	2.5%	134	2.6%	145	2.6%
Florence	130	2.5%	103	2.0%	107	1.9%
Greenville	96	1.8%	89	1.7%	78	1.4%
Lexington	76	1.5%	53	1.0%	80	1.4%
Pickens	34	0.6%	27	0.5%	23	0.4%
Spartanburg	34	0.6%	41	0.8%	33	0.6%
Sumter	33	0.6%	39	0.7%	40	0.7%
All Other Locations	346	6.6%	376	7.2%	403	7.2%
TOTAL	**5,236**	**100.0%**	**5,232**	**100.0%**	**5,570**	**100.0%**

As the county seat, Conway is an employment hub for Horry County and contained over 11,000 jobs in 2004, swelling the daytime population of the city to more than 20,000 people. As seen the following **Tables 2.2a - b**, 82 percent of the people that work in Conway originate in Conway or other parts of Horry County. The majority come from unincorporated parts of the county, though workers from incorporated cities east of Conway (Myrtle Beach, etc) account for at least 20 percent of those employed within city limits.

Tables 2.2a – b Employment Characteristics for the City of Conway

Source: Census LEHD OTM

Cities from which people that work in Conway originate	2004		2003		2002	
	Count	Share	Count	Share	Count	Share
Conway	1,424	12.9%	1,477	14.0%	1,484	14.1%
Red Hill	670	6.1%	669	6.3%	651	6.2%
Myrtle Beach	536	4.8%	526	5.0%	538	5.1%
Socastee	420	3.8%	395	3.7%	434	4.1%
North Myrtle Beach	232	2.1%	215	2.0%	185	1.8%
Garden City	188	1.7%	152	1.4%	146	1.4%
Forestbrook	153	1.4%	156	1.5%	139	1.3%
Little River	136	1.2%	134	1.3%	133	1.3%
Surfside Beach	136	1.2%	131	1.2%	133	1.3%
Loris	129	1.2%	131	1.2%	118	1.1%
All Other Locations	7,039	63.6%	6,593	62.3%	6,561	62.4%
TOTAL	**11,063**	**100.0%**	**10,579**	**100.0%**	**10,522**	**100.0%**

Counties from which people that work in Conway originate	2004		2003		2002	
	Count	Share	Count	Share	Count	Share
Horry	9,098	82.2%	8,912	84.2%	8,983	85.4%
Georgetown	280	2.5%	246	2.3%	269	2.6%
Cherokee	204	1.8%	117	1.1%	24	0.2%
Marion	200	1.8%	188	1.8%	165	1.6%
Florence	145	1.3%	126	1.2%	133	1.3%
Columbus, NC	95	0.9%	75	0.7%	90	0.9%
Richland	64	0.6%	55	0.5%	55	0.5%
Charleston	62	0.6%	70	0.7%	68	0.6%
Brunswick, NC	56	0.5%	47	0.4%	46	0.4%
Spartanburg	56	0.5%	21	0.2%	18	0.2%
All Other Locations	803	7.3%	722	6.8%	671	6.4%
TOTAL	**11,063**	**100.0%**	**10,579**	**100.0%**	**10,522**	**100.0%**

For the 5,000 workers that live in Conway, 76 percent drove alone to work, while 15 percent carpooled, according to the 2000 US Census. Regarding alternative modes, 4 percent walked to work, while the remainder took transit (2.7 percent), bicycled (0.2 percent) or worked at home (0.7 percent). The mean commuting time was 23.2 minutes. While no precise statistics regarding transportation mode to work exist for the 11,000 people that commute into Conway on a regular basis, county-level statistics (which apply to 82 percent of city workers) reveal that 79 percent drive alone, 14.4 percent carpool, and 0.5 percent take transit, while the rest walk (1.7 percent), bicycle (0.5 percent), or work at home (2.7 percent).

A review of traffic count figures from the area indicates that a substantial portion of daily traffic is attributable to local and commuter vehicle movement. Additional activity seen during the summer and on weekends (particularly on Fridays and Sundays) is most likely related to tourist through-movement to the coast, as described in further sections.

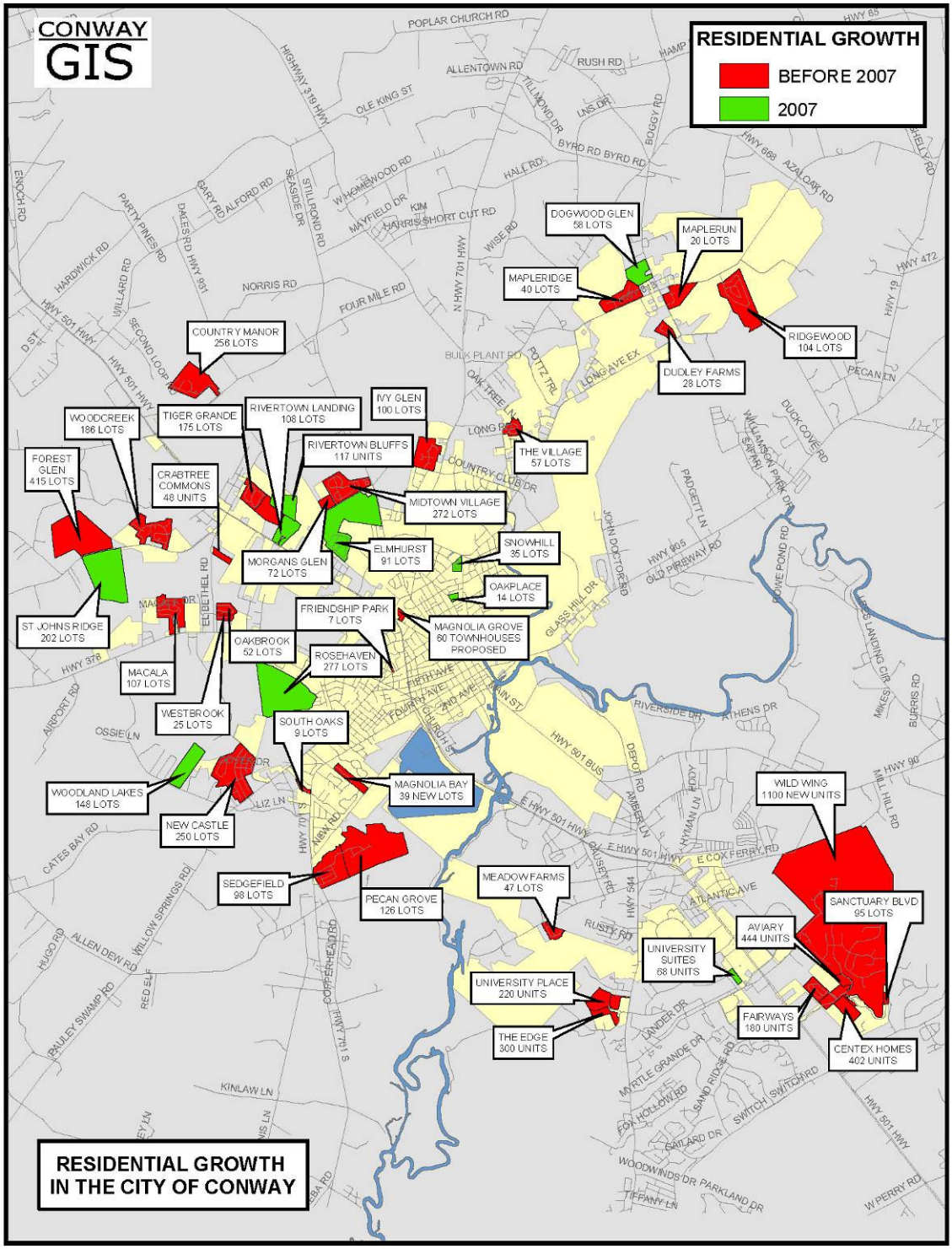
Future Trends

The horizon year of this plan is 2030. Through this date, population and employment should continue to grow in the Conway and Grand Strand areas, whose recent growth rates have outpaced the rest of the state. Though tempered by rising energy costs, more people and jobs will place additional demand on the transportation system. To anticipate and respond to this demand, the Waccamaw MPO has developed a travel demand model, which estimates the number of trips taken by various travel modes and distributes them throughout the transportation network based on underlying land uses in small areas. To give an idea of the location and quantity of some future growth, **Figure 2.4** depicts recently approved residential developments and the number of units associated with them.

If created according to typical suburban-style standards (e.g. large setbacks, quarter-acre or larger lots, prolific use of cul-de-sacs, and single-use zoning), the economic and physical impacts of new developments are greater than those using a more efficiently laid-out gridlike street system within the city. Increased travel on roadways contributes to traffic congestion and increases the wear and tear on the facilities, and thus the cost of maintenance. In addition, proportionally more infrastructure must be built to accommodate spread-out development.

Figure 2.4 New and Recent Development in Conway

Source: City of Conway Planning Department



3. Existing and Future Conditions Analysis

In order to plan for the future, it is necessary to evaluate past and present trends. The process of assessing the needs of Conway's transportation network began with a review of previous planning efforts, community feedback, and identification of issues and opportunities as detailed in **Appendix B**. To supplement the qualitative input provided by the steering committee and citizens, the existing transportation inventory was then assessed and related quantitative data and technical analyses were used to determine future needs.

Streets

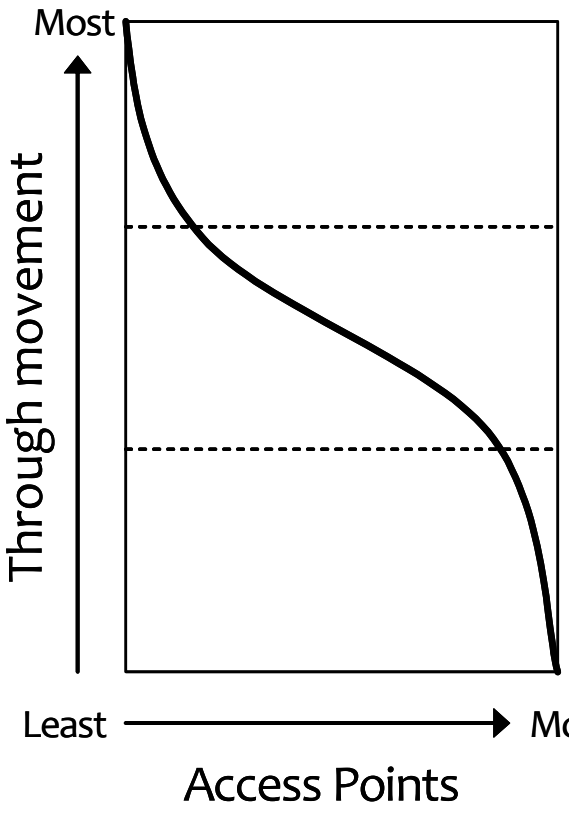
Streets are the backbone of Conway's transportation system, providing a means of access to destinations for people utilizing various modes of transportation – automobiles, transit, bicycles, and walking. To evaluate current conditions and prepare for future growth, the existing street system was examined. Key considerations include:

- Functional classification
- Configuration and connectivity
- Roadway jurisdiction and maintenance
- Intersection operations
- Congestion and other impediments to traffic circulation
- Traffic calming
- Safety
- Parking

Existing Conditions

Functional Classification

The functional classification system is used to define a street network hierarchy by describing the mobility and access characteristics of various types of streets. At one end of the spectrum are limited-access highways that allow high-speed travel with few conflict points, while the other end is composed of local roads that are narrower, slower, and have provisions for pedestrians and bicyclists. In the middle are collectors and arterials whose functions, respectively, are to collect local neighborhood traffic and to carry it between activity centers. The goal of selecting functional classes for particular roadways is to provide a suitable balance of the competing objectives of access, mobility, multi-modal transport, and facility design. **Figure 3.1** depicts the functional classification hierarchy.



Functional Classification	FHWA recommended (urban)	FHWA recommended (rural)
Interstates and Expressways	5 – 10%	2 – 4%
Principal (other) and Minor Arterials	15 – 25%	6 – 12%
Major and Minor Collectors	5 – 10%	20 – 25%
Local Roads	65 – 80%	65 – 75%

Figure 3.1 Functional Classification System Diagram

A number of major corridors frame Conway's landscape: Main Street (US 501 Business), US 501, US 378, and US 701. SC 905, SC 90, and SC 544 are also located in the City of Conway or vicinity. According to the SCDOT functional classification system, US 501 and 378 are principal arterials, and the remaining state and US highways mentioned above are classified as minor arterials. Collector roads include East Country Club Drive, Cultra Road, Long Avenue, Grainger Road, and Singleton Ridge Road. **Figure 3.2** depicts the functional classification of non-local roadways within the GSATS travel demand model, and **Figure 3.3** shows the number of lanes in area roadways.

Based on functional classification and regional connectivity, some roads have been designated as truck routes. These roads include US 501, US 378, US 701, SC 90, SC 905, SC 544, SC 319, and Mill Pond Road, and can be seen in **Figure 3.4.** While Main Street (US 501 Business) is not a designated truck route, through-trucks do occasionally use this route, which has led to some complaints by local business owners and residents.

City of Conway Comprehensive Transportation Plan

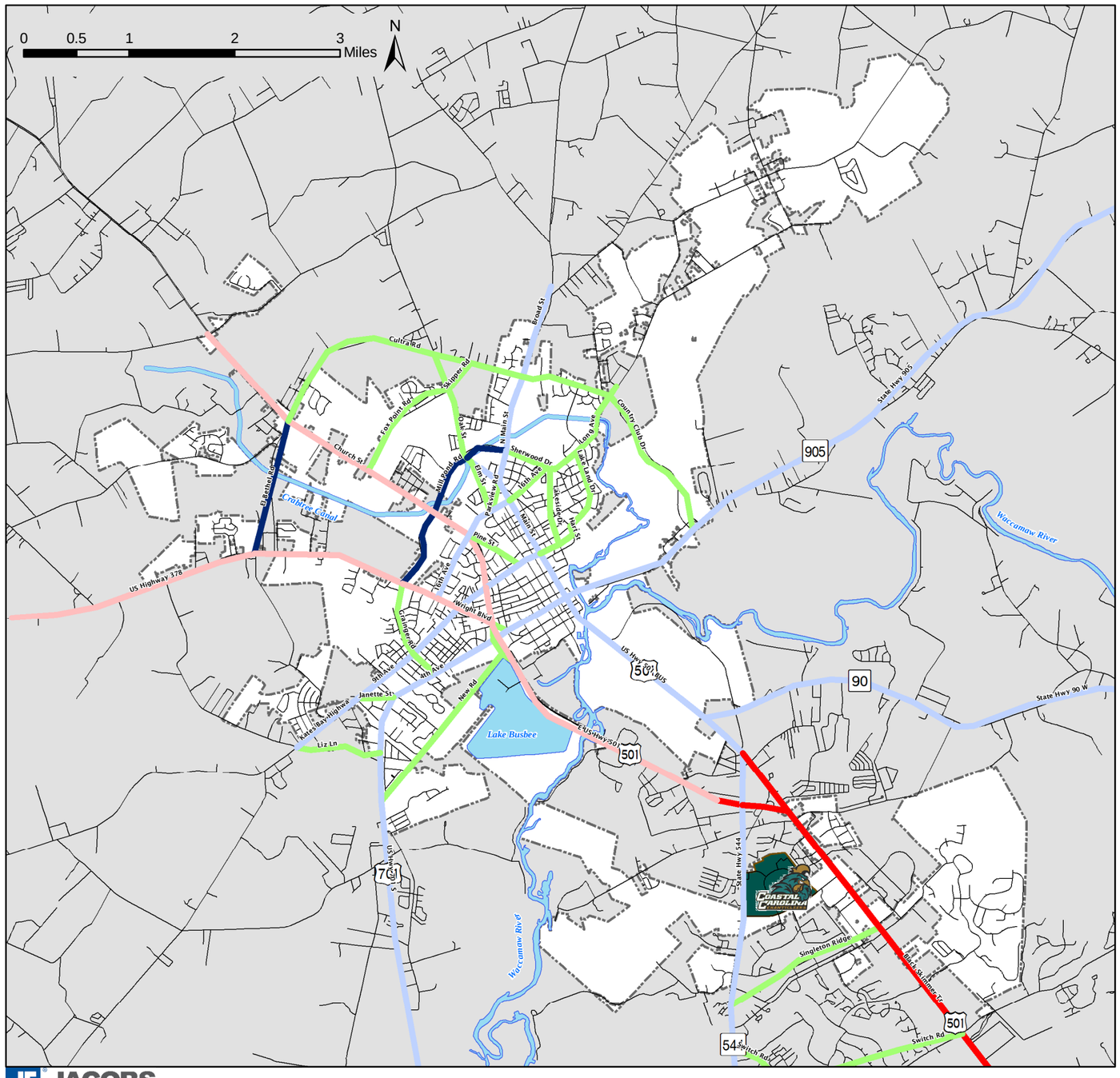
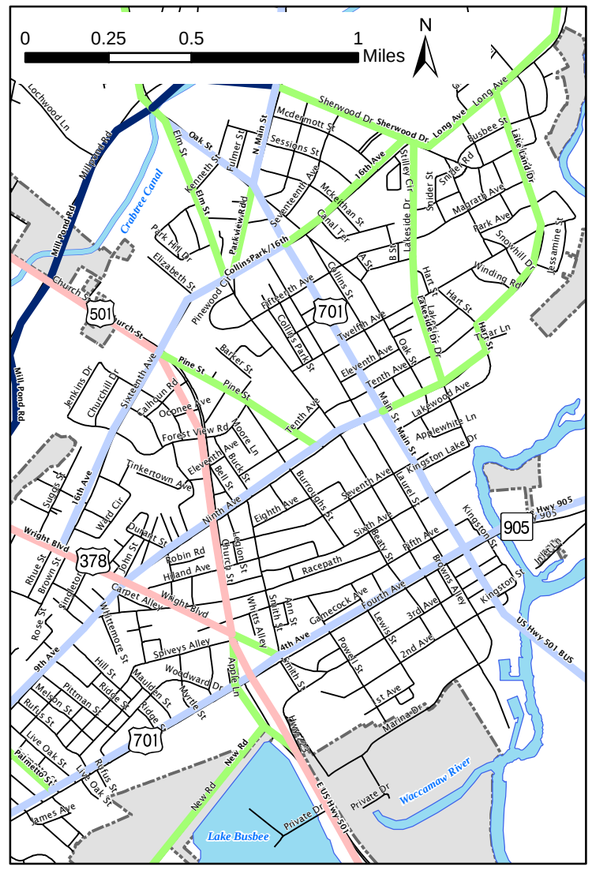
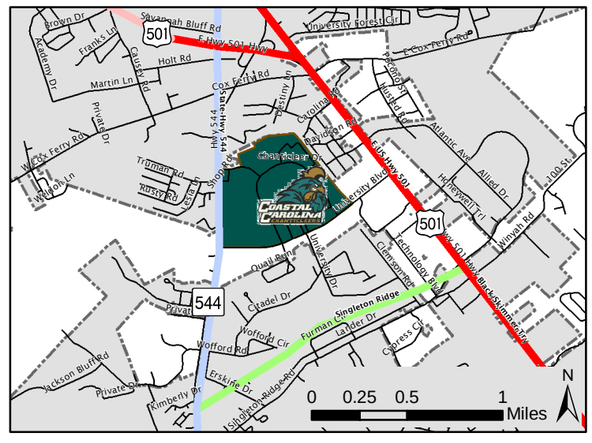


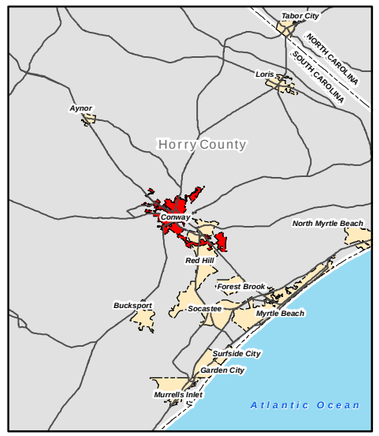
Figure 3.2 Functional Classification of Major Roadways in Conway



Downtown Conway, SC



University District



Region

2030 Existing Plus Committed (E+C) Functional Classification

- Undivided Collector
- Undivided Minor Arterial
- Divided Minor Arterial
- Undivided Principal Arterial
- Divided Principal Arterial
- Other Roads

Other Layers

- Conway City Limits
- Lake / River / Canal
- Coastal Carolina University Main Campus

Source: City of Conway & Jacobs Carter Burgess

This map is intended for planning purposes only.

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City of Conway Comprehensive Transportation Plan

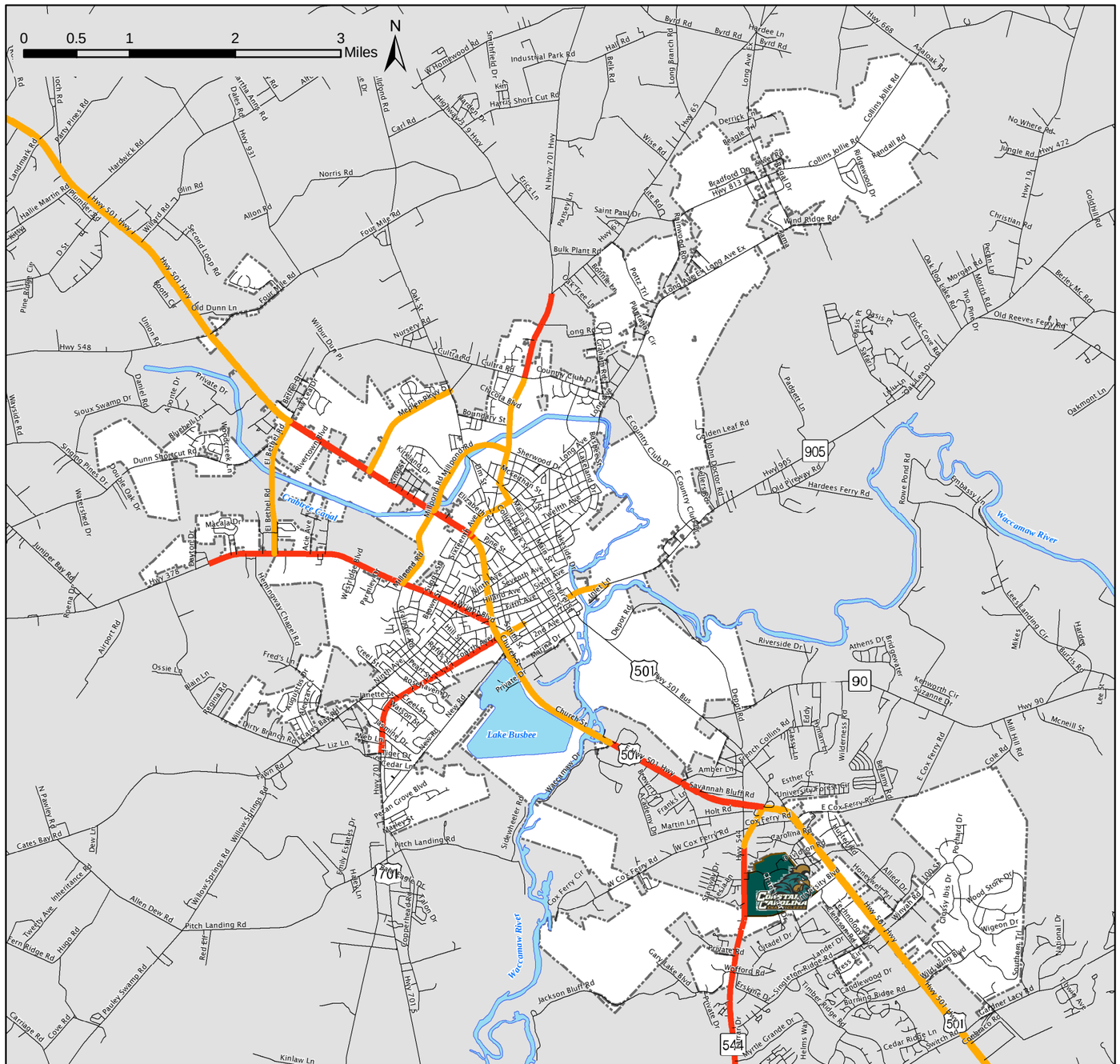
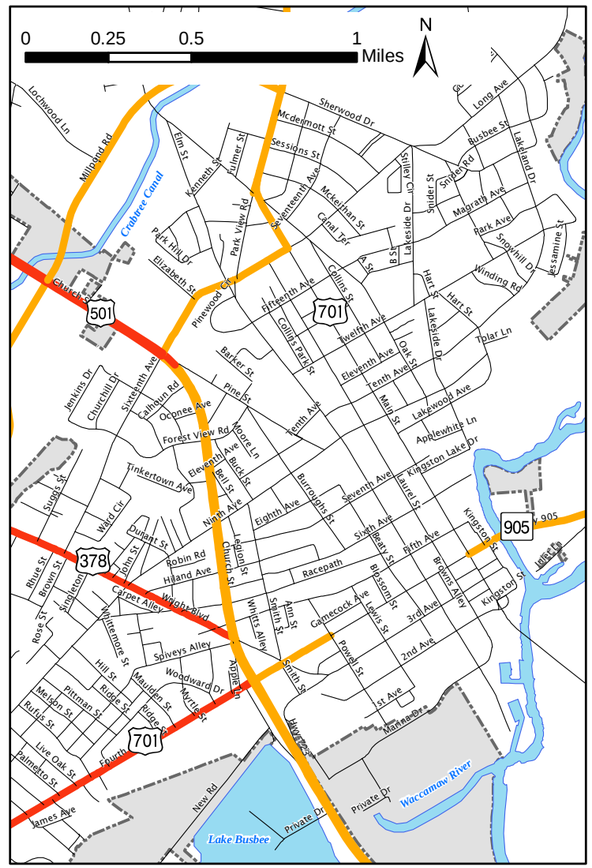
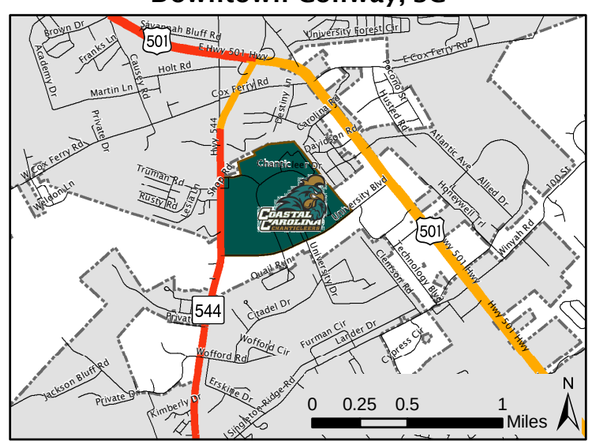


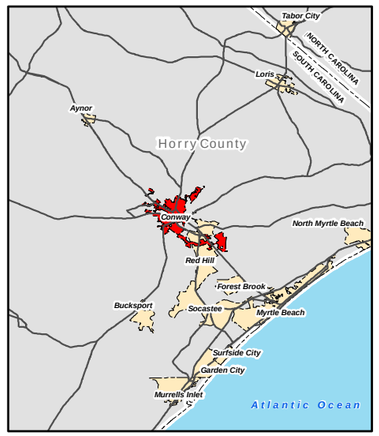
Figure 3.3 Number of Roadway Lanes



Downtown Conway, SC



University District



Region

Number of Roadway Lanes

- 5 Lane Roadway Feature
- 4 Lane Roadway Feature
- 3 Lane Roadway Feature
- 2 Lane Roadway Feature

Other Layers

- Conway City Limits
- Lake / River / Canal
- Coastal Carolina University Main Campus

Source: City of Conway & Jacobs Carter Burgess

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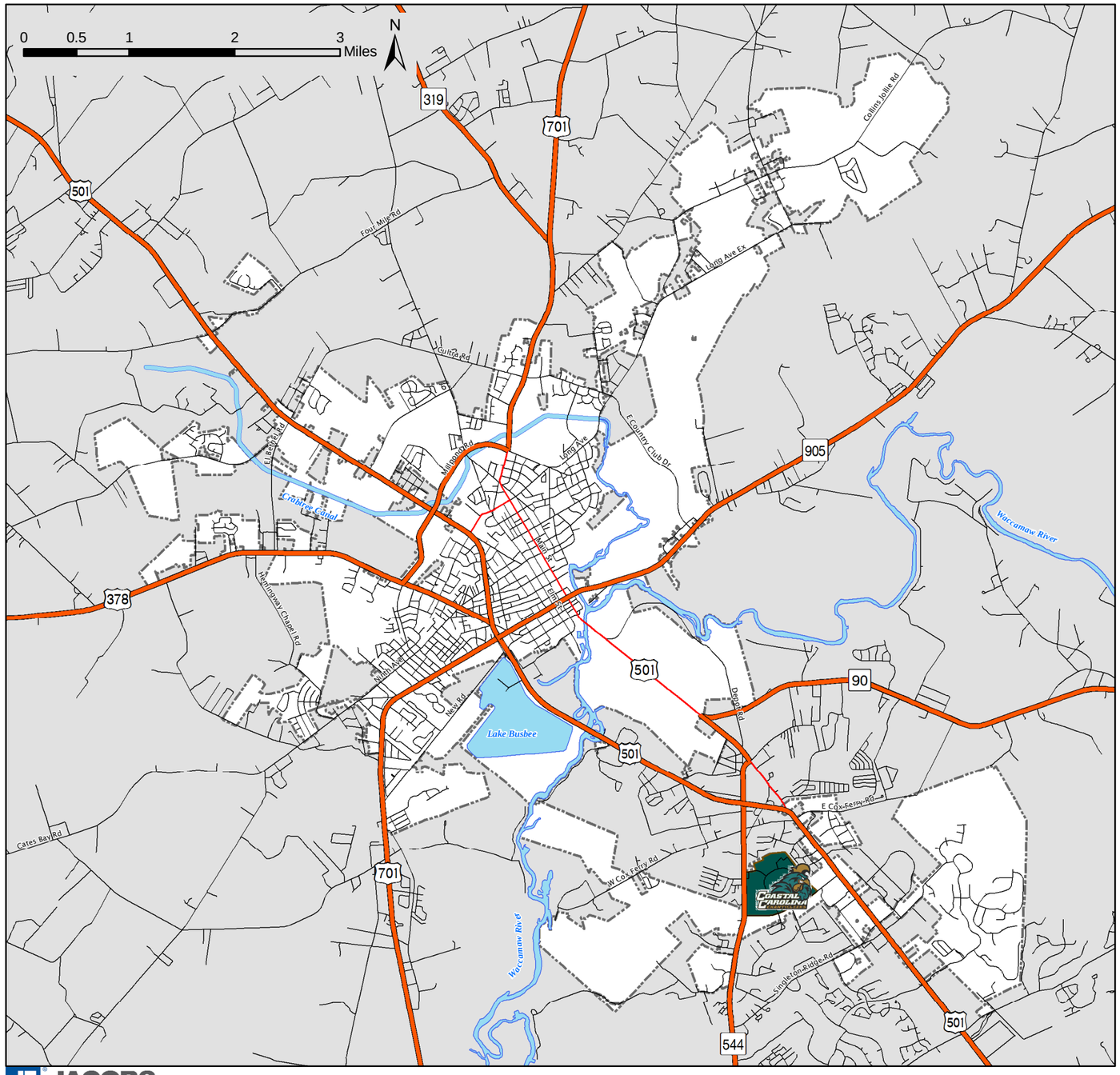
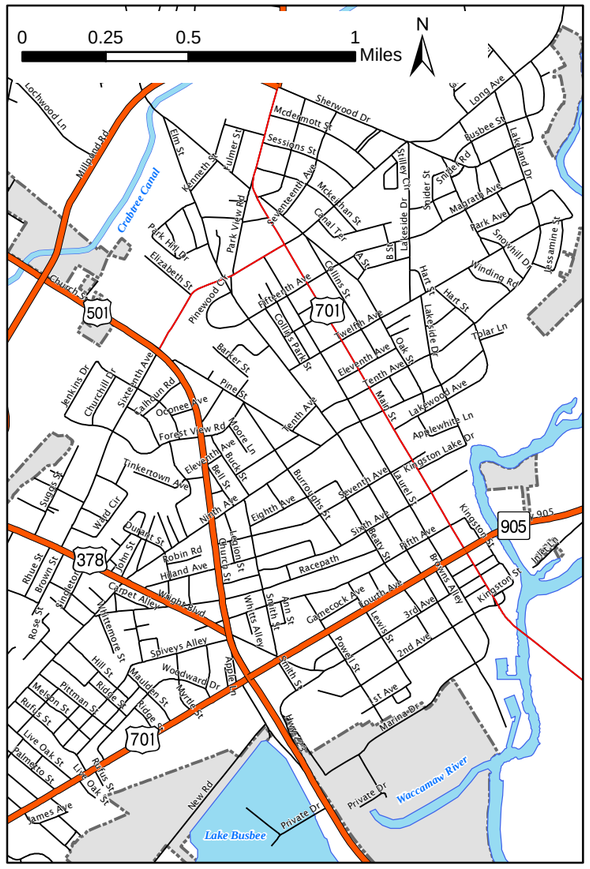
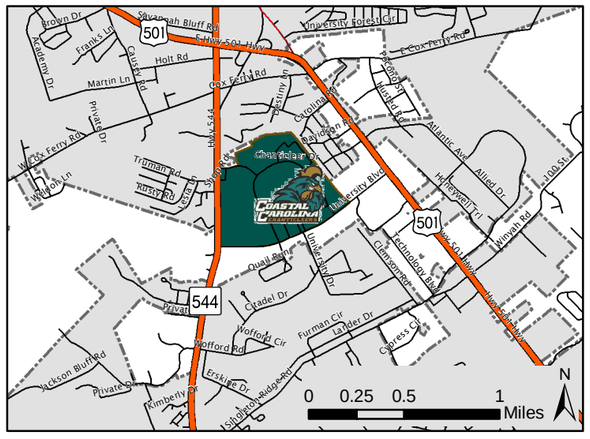


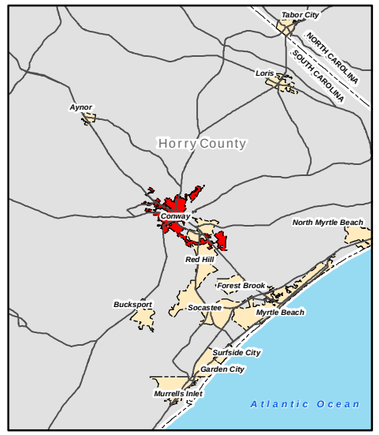
Figure 3.4 Truck Routes



Downtown Conway, SC



University District



Region

LEGEND

Truck Route
- Truck Route

Road Network
- US / State Highway
- Local Road

Other Layers
- Conway City Limits
- Lake / River / Canal
- Coastal Carolina University Main Campus

Source: City of Conway & Jacobs Carter Burgess

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Configuration and Connectivity

The present street system consists of several patterns of configurations. In the historic downtown and lower Main Street area, the street system is a traditional grid pattern with relatively uniform blocks and numerous intersecting streets at intervals of 400 to 700 feet. A modified grid pattern appears in older neighborhoods (Racepath, Whittemore, etc), while the predominant street pattern in newer subdivisions is curvilinear with many streets ending in cul-de-sacs.

In general, there is good connectivity in the older areas of the city, though the Waccamaw River poses a significant barrier to north-south movement due to the presence of only two bridge crossings. Bicycle and pedestrian accommodations are limited or non-existent on the bridges. US 501 is also an impediment to cross-town local traffic of all modes due to its primary emphasis on accommodating a high volume of through-traffic. To the south, extensive wetland coverage, discontinuous rural and suburban-style roadways, and reliance on arterials to serve local traffic movement have served to limit connectivity in the vicinity of Coastal Carolina University.

Roadway Jurisdiction and Maintenance

There are approximately 141 miles of public roadway in Conway; all but 5.7 miles (4 percent) are paved. Ownership and maintenance responsibilities are split between the City of Conway Public Works Department (39 percent), the South Carolina Department of Transportation (50 percent), and Horry County (11 percent). Roadways are inspected annually by the Public Works Department to assess their conditions and prioritize improvements. There are four categories of street conditions:

1) Newly paved or streets in good condition;
2) Streets that have started to show wear;
3) Streets needing minor improvements or which have been excessively patched;
4) Streets in great need of repair and if left for any long length of time the entire street will need full reconstruction.

As displayed in the Community Facilities element of the Comprehensive Plan, **Table 3.1** summarizes Conway's street conditions as of January 2007. Based on this table, 30.0 miles (21 percent) of all streets are listed as "Condition 1", 77.8 miles (55 percent) are "Condition 2", 15.9 miles (11 percent) are "Condition 3", and 11.6 miles (8 percent) are in "Condition 4." Thus, almost 28 percent of Conway's roads are in need of major or minor repairs. In particular, the outer lanes of Highway 501 show extensive rutting from heavy vehicles, and should be improved to accommodate additional weight as it is the primary truck route in Conway.

Table 3.1 Street Ownership, Conditions, and Mileage

Ownership	Condition	Mileage	Percent
City of Conway	1	15.24	27.7 %
	2	24.39	44.4 %
	3	6.80	8.0 %
	4	7.43	13.5 %
	Not Paved	1.11	2.0 %
Subtotal		**54.97**	**100.0%**
SC DOT	1	13.0	18.4 %
	2	45.0	63.8 %
	3	8.77	12.4 %
	4	3.77	5.3 %
	Not Paved	0.00	0.0 %
Subtotal		**70.54**	**100.0%**
Horry County	1	1.74	11.2 %
	2	8.41	54.4 %
	3	0.30	1.9 %
	4	0.40	2.5 %
	Not Paved	4.60	29.8 %
Subtotal		**15.45**	**100.0%**
TOTAL		**140.96**	

Source: City of Conway Public Works Department

Intersection Operations

The presence of intersections in a road network impacts mobility, connectivity, and safety. Closely spaced intersections with traffic control devices can significantly slow down vehicle through-movements, though coordination of electronic signals can improve traffic flow. Either effect may be desirable depending on the character of the roadway where devices are installed. Pedestrian signals and phasing can also be integrated into intersection operations to provide safe crossing opportunities.

There are 32 signalized intersections in the City of Conway, and a total of 39 within the study area. The majority of the signals are part of one of two coordinated interconnected systems; one system covers the downtown area while the other controls movement along US 501. A number of signals are acting in isolation along US 378, US 701, SC 544, and US 501 east of the Waccamaw River. The location and status of all of Conway's signalized intersections can be seen in **Figure 3.5**.

City of Conway Comprehensive Transportation Plan

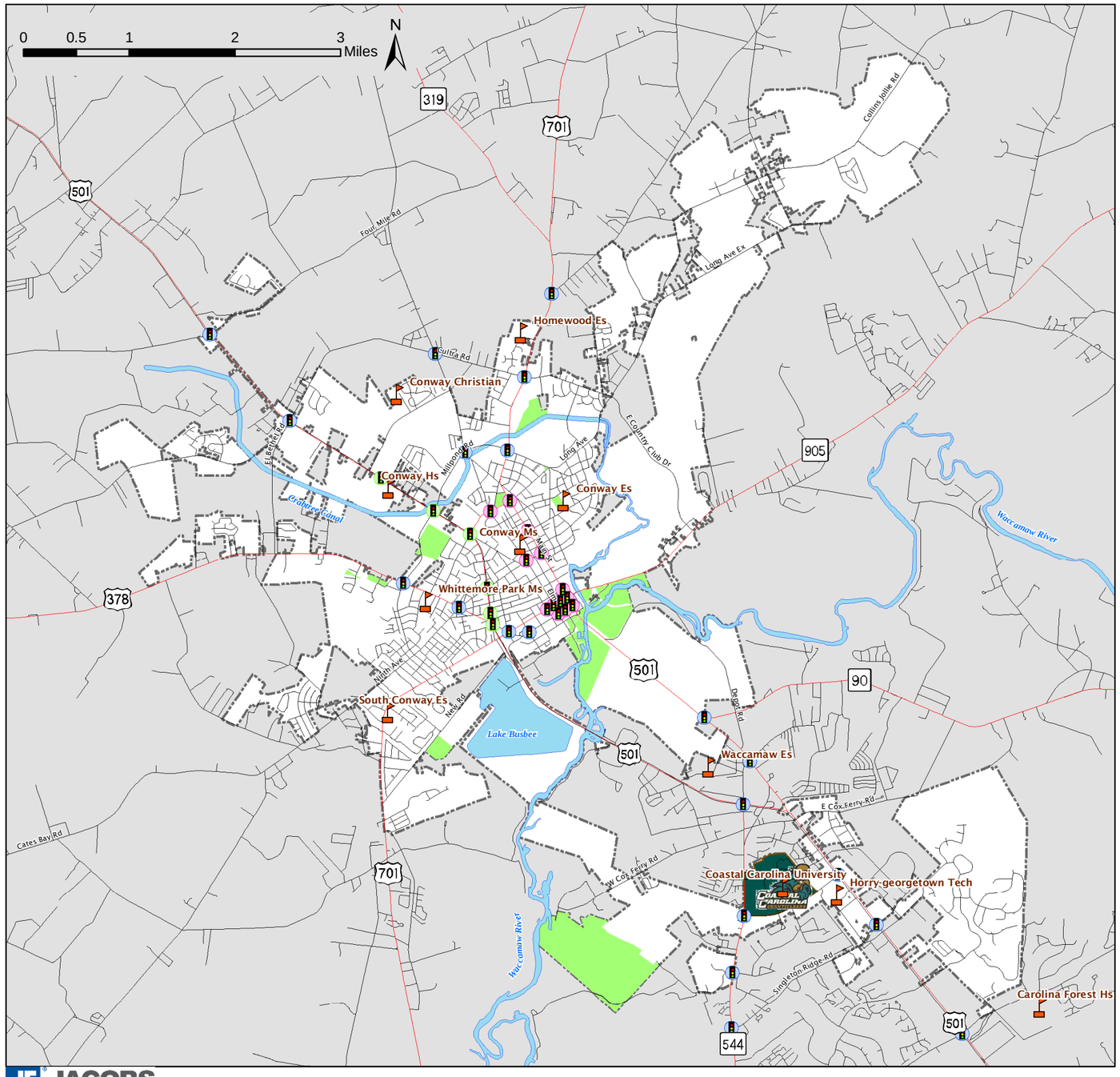
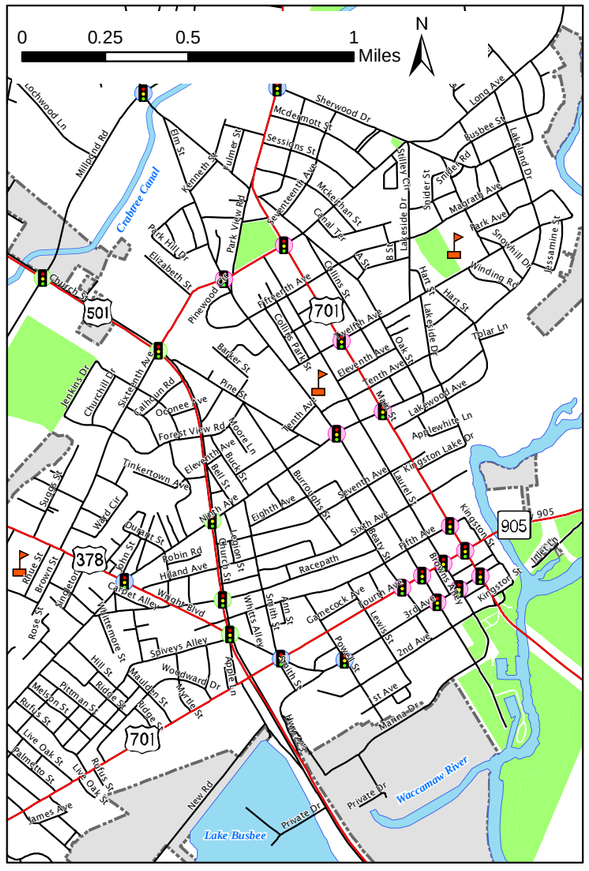
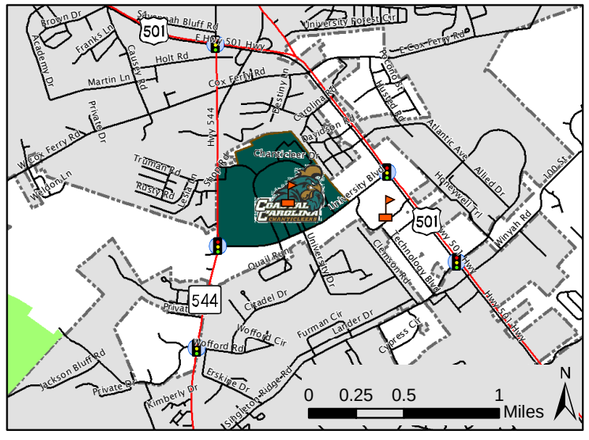


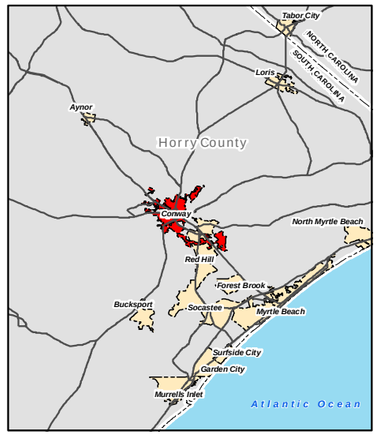
Figure 3.5 Signalized Intersections



Downtown Conway, SC



University District



Region

LEGEND

Signalized Intersection Systems

- Conway CBD System
- US 501 System
- Isolated / No System

Road Network

- US / State Highway
- Local Road

Other Layers

- Conway City Limits
- Lake / River / Canal
- Parks / Recreation / Conservation
- Coastal Carolina University Main Campus

Source: City of Conway & Jacobs Carter Burgess

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Congestion and Other Impediments to Traffic Circulation

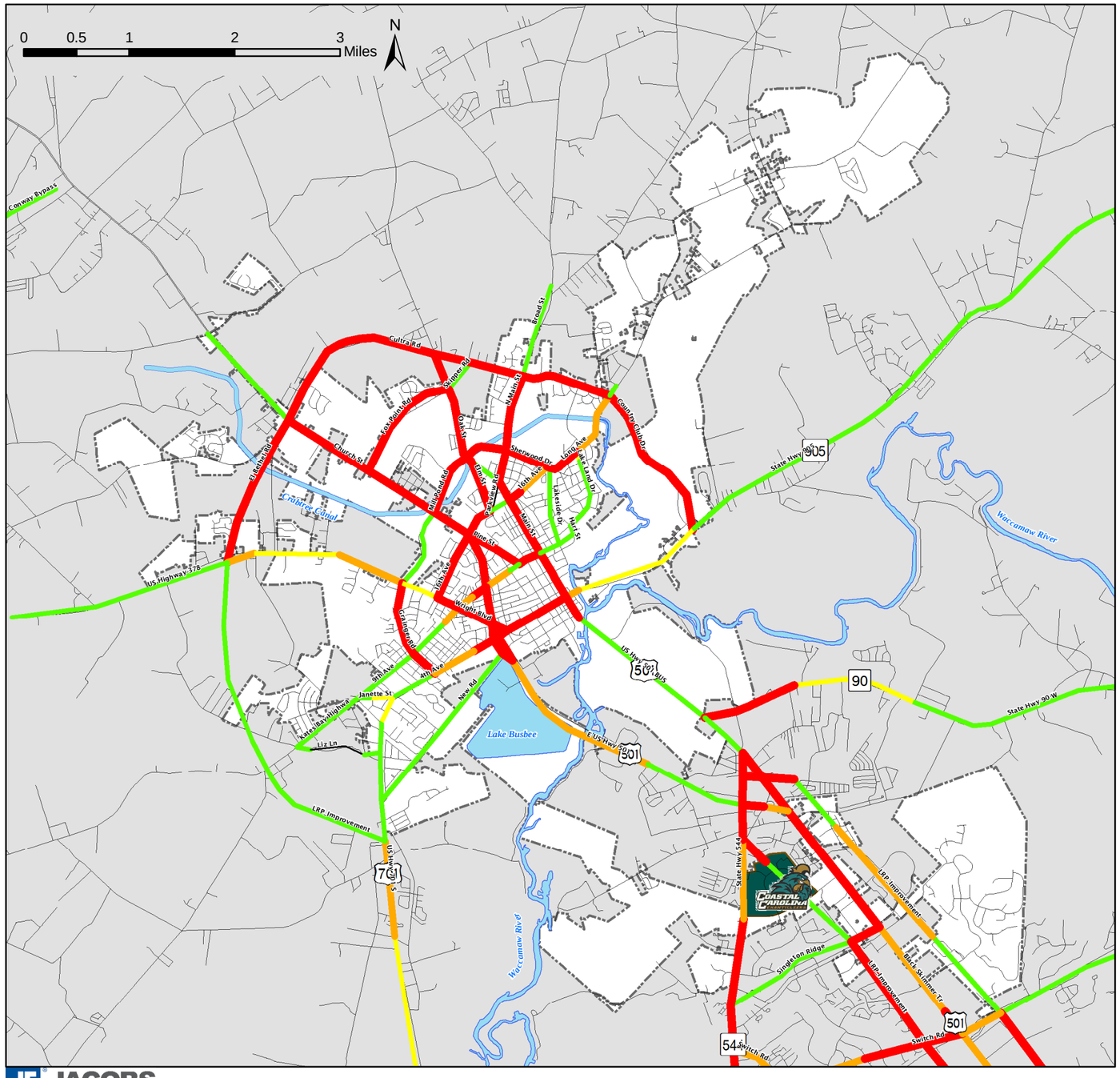
There are many causes of impediments to traffic circulation, including congestion, roadway design, inadequate sight distance, improper traffic routing, and a lack of proper traffic control devices. In Conway, peak-period and tourist-related congestion tends to have the largest detrimental effect on vehicular movement, as traffic often slows to a crawl or stop on some parts of the network when excessively burdened. Besides sheer vehicle volume, there are a number of reasons that heavy congestion is occurring in Conway. The primary reason is the lack of nearby regional routes that cross the Waccamaw River to access the Grand Strand area, causing many vehicles to bottleneck on US 501, the most direct route to Myrtle Beach that happens to go through the middle of Conway. As US 501 built up to accommodate beach-bound travelers over the years, strip-development with numerous curb cuts proliferated. The lack of access management along this primary route is detrimental to traffic operations, and also poses a safety hazard to pedestrians, bicyclists, and transit users.

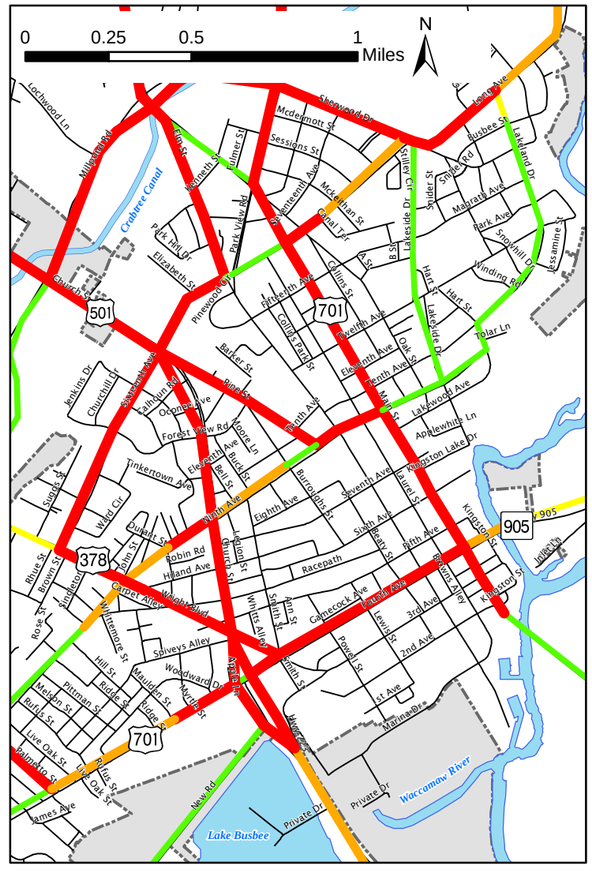
Because tourist traffic currently constitutes a large percentage of vehicle movement in the Grand Strand area, the 2030 travel demand model uses peak trip generation numbers (such as Friday afternoon traffic in the summertime) to give an idea of the worst-case scenario transportation network users can expect to experience. **Figure 3.6** depicts the level of service (LOS) anticipated in the year 2030 with the projects identified in the GSATS Long Range Transportation Plan in place. LOS is a measure of effectiveness used to evaluate roadway operations whereby roadways are given a letter designation. The Highway Capacity Manual provides ranges of delay for each LOS definition, spanning from free flowing conditions (LOS A) to congested conditions, where traffic demand exceeds available capacity (LOS F). As this figure shows, extreme congestion is projected along US 501 in the year 2030 and is spilling over to affect adjacent roads. Key assumptions of the travel demand model relate to presumed land use-based trip generation rates as well as recent travel behavior trends, primarily observed during a time of relatively low energy prices.

While many of Conway's streets are predicted to experience extreme congestion during peak periods, based on current trends, building capacity on existing congested roadways may worsen congestion by making those routes more attractive to additional travelers. Construction of new local and regional connector routes would make a greater difference, particularly if additional river crossings were provided. One such regional planning effort that was recently completed is the Southern Evacuation LifeLine (SELL) study[2], which sought to identify and assess the environmental impacts of potential new corridors across the Waccamaw River between Conway and Georgetown to help quickly evacuate the greater Myrtle Beach area and provide more mobility to the citizens of the South Strand.

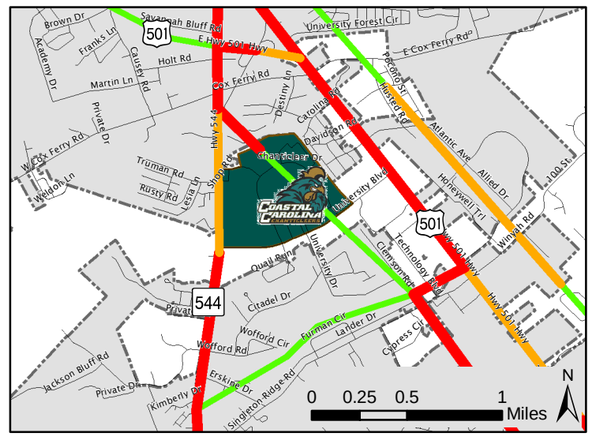
[2] www.southernlifeline.com

City of Conway Comprehensive Transportation Plan

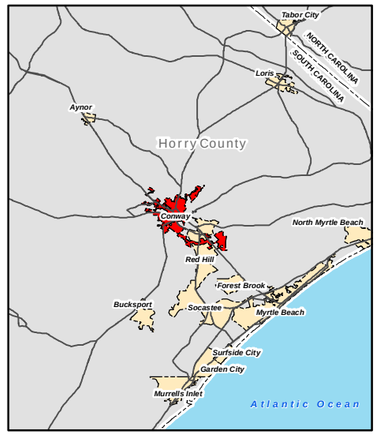




Downtown Conway, SC



University District



Region

Long Range Transportation Plan (LRTP) Peak Hour Congestion

Level of Service (LOS)

- LOS F
- LOS E
- LOS D
- LOS A-C
- Not Part of Model Network

Other Layers

- Conway City Limits
- Lake / River / Canal
- Coastal Carolina University Main Campus

Source: City of Conway, GSATS LRTP Model, & Jacobs Carter Burgess

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Figure 3.6 Long Range Transportation Plan (LRTP) Peak Hour Congestion

December 2008

Figure 3.7A depicts a number of corridors that were evaluated during the SELL study. Though 28 alternative alignments were originally identified, eight were selected for further analysis relating to wetlands, river/stream crossings, and impacted structures. Alternatives #1 and #8 came the closest to Conway and would have provided the most realistic alternative for Myrtle Beach-bound tourist traffic that would otherwise utilize US 501. Both of these alternatives, however, were removed from further consideration due to their projected route through the Bucksport Wildlife Management Area between US 701 and SC 544.

As seen in **Figure 3.7B**, a combination of alternatives #2 and #4 was eventually selected as the preferred alternative following the completion of the Draft Environmental Impact Statement in August 2008. Though the preferred alternative for the SELL route will not benefit the City of Conway as much as #1 and #8 in terms of tourist-related congestion relief, it will still provide an attractive route for South Strand visitors and will alleviate a portion of the heaviest traffic on US 501 and US 501 Business with minimal environmental impact.

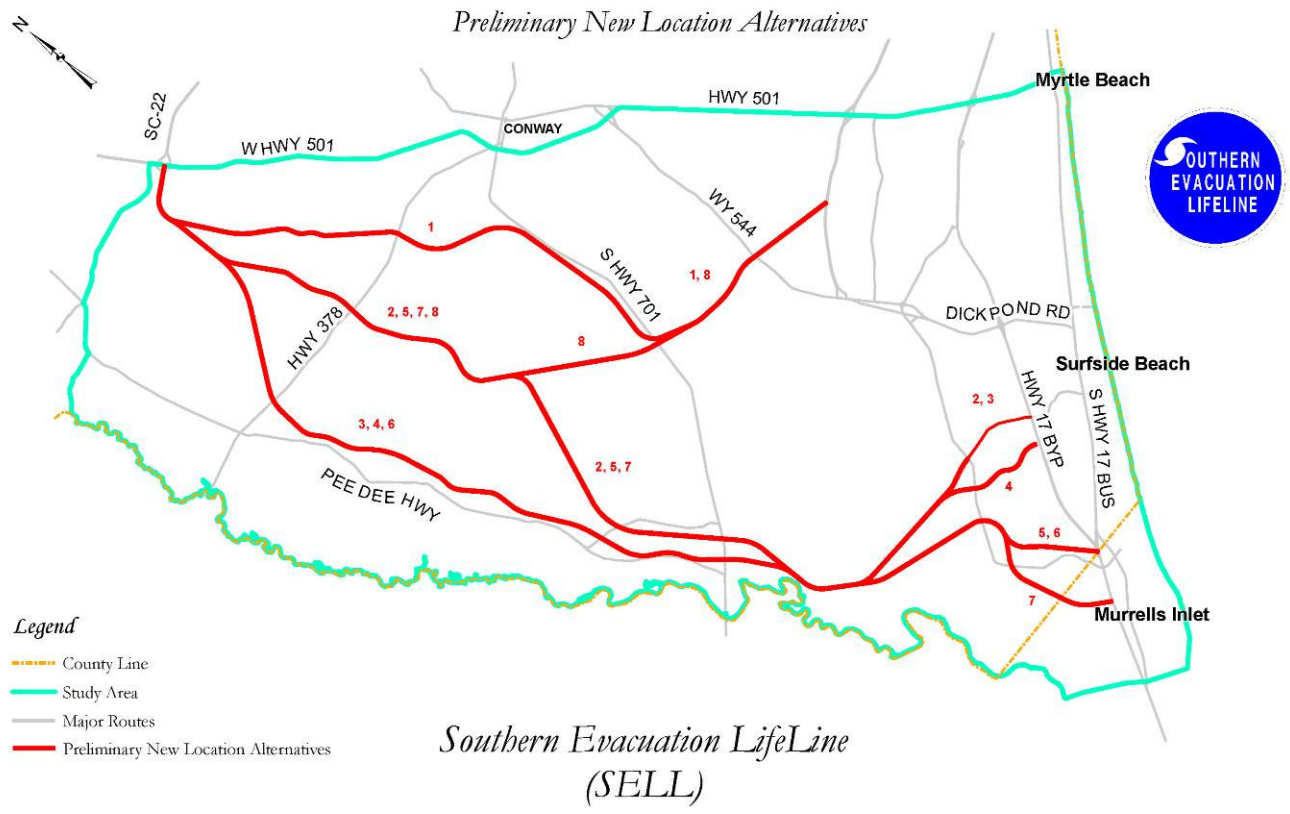


Figure 3.7A Preliminary SELL Alternatives

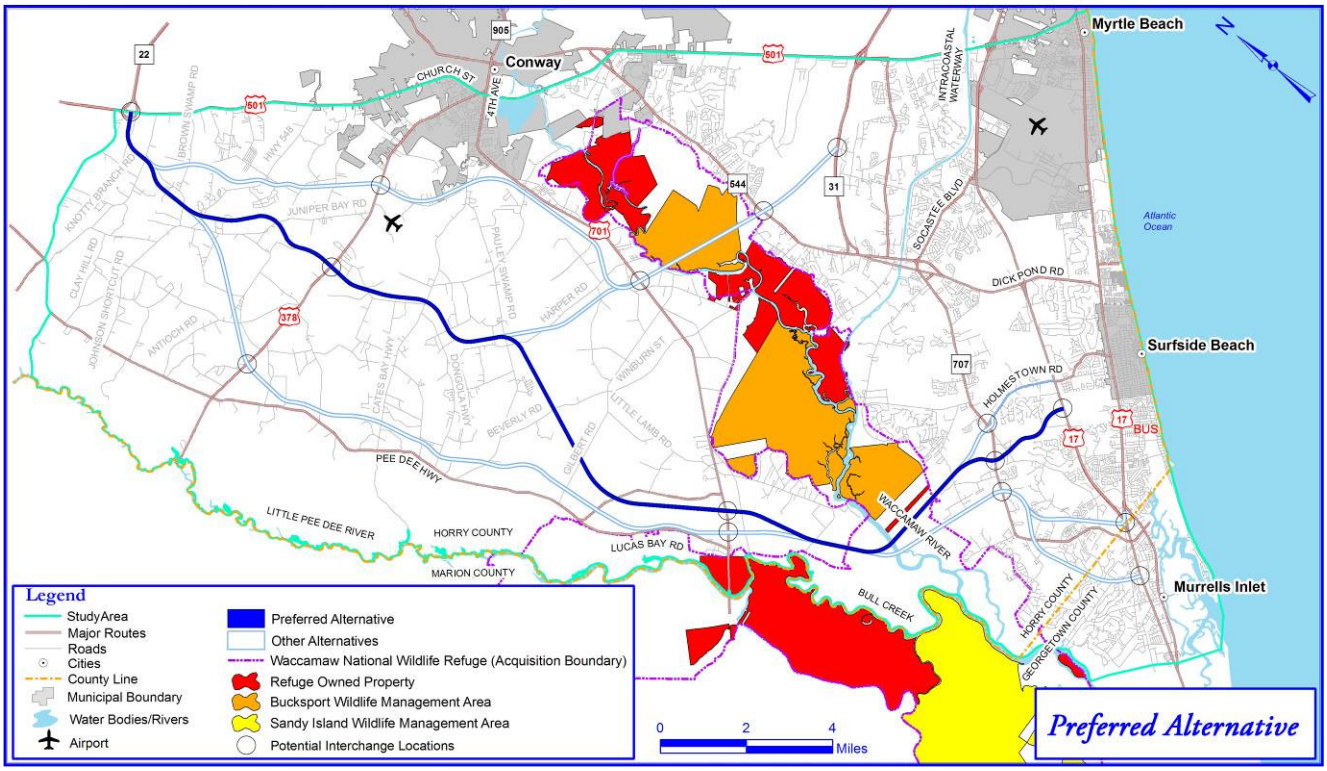


Figure 3.7B Preferred SELL Alternative

Traffic Calming

The intentional use of roadway design to slow down vehicular movement is known as "traffic calming." For instance, some of Conway's older streets such as 6th and 7th Avenues accommodate trees jutting into the road (known as "chicanes"), making them curvy and narrower in places. On-street parking, speed humps, and roundabouts are additional methods used to calm the flow of traffic. Residents can make a formal request to the Conway Police Department to quantitatively determine if their streets can have traffic calming implemented on them.

Traffic calming is most appropriate along low volume/low speed residential streets. In these areas traffic calming can reduce speeds to be compatible with the speed limit. Long continuous streets and those with high volumes of through traffic are most prone to speeding. Many jurisdictions develop a series of traffic thresholds that must be satisfied to qualify a street for traffic calming. Some suggested standards include:

- Traffic volumes less than 6,000 vehicles per day
- Speed limit of 25 mph
- Measured travel speeds averaging more than 5 mph above posted speed limit
- Approval by 67% of residents along the street

The city may choose to follow a temporary installation that has proven to be effective with a permanent installation. In this case, the City may wish to assess an annual fee to the residents along the street to cover the cost of traffic calming installation and maintenance. When an assessment is made, it is typically done as a part of the residential property tax bill, similar to a street light assessment.

Safety

The Conway Police Department attended to 2,347 vehicular incidents over the three years between January 1, 2004 and December 31, 2006. A number of additional incidents occurred on state highways in the vicinity and were responded to by the South Carolina Highway Patrol. In Conway, the intersection experiencing the most crashes was US 501 at 16th Ave, which saw almost 100 incidents. Other US 501 intersections that experienced a high number of crashes include those at Cultra Road (36), Waccamaw Drive (33), 9th Avenue (32), and University Boulevard (31). 16th Avenue at both Elm Street and Main Street each saw more than 30 incidents during this timeframe. Intersections typically have higher crash rates than roadway segments because they serve multiple conflicting movements. Traditional 4-legged intersections have 32 "conflict points" where the paths of left, right, and through-moving vehicles cross. While some incidents are attributable primarily to exposure (traffic volume), geometric or operational issues may exist to worsen crash rates. Along 16th Avenue in particular, limited sight distance and unexpected alignments likely contribute to its incident count.

Timely incident response and evacuation ability are important to public safety. In Conway, a limited roadway network and congestion threatens efficient emergency vehicle movement. In recent years, incidents on either of the two bridges over the Waccamaw River have caused hours of delay for motorists. Median dividers installed on US 501, while reducing head-on collisions, have also made it more difficult for emergency vehicles to access crash sites on the bridge or on the other side of the river.

Parking

Pedestrian-friendly environments encourage on-street parking on all streets but those classified as arterials. Besides helping to meet demand for vehicle storage and providing easy access to building frontages, on-street parking helps to reduce traffic speeds and protects pedestrians by creating a buffer between moving vehicles and the sidewalk. In commercial areas, on-street parking helps contribute to a small-town feel. Although on-street parking is a valuable component to a downtown transportation network and streetscape, it must be applied in appropriate areas to allow intersections to function properly and to maintain sight distance for turning vehicles.

Because on-street parking cannot typically meet the demand for vehicle storage by itself, additional parking areas should be designated, preferably behind or to the sides of destinations. Large surface lots currently exist in the downtown area near the government complex, but do not appear to have adequate signage directing potential users to them. With the various events occurring by the riverfront and revitalization of the downtown area underway, a parking study may be warranted to assess the efficient use of existing spaces and possible need for more in the area.

Roadway Needs

Based on the previous analysis and input from the community, the following needs exist for Conway's roadway network:

- Multi-modal accessibility throughout the city to include automobiles, transit, pedestrians, and bicycles
- Access management on major corridors to improve multi-modal operations and reduce conflicts with vehicles turning out of driveways
- Access and connectivity standards for new developments to maintain pattern of existing street grid and enhance mode choice for area residents
- New local bridge location(s) and regional river crossings to increase mobility, connectivity, and emergency response time
- Major roadway connectivity and continuity to enhance local movement
- Comprehensive coordinated signal system to make traffic movement more efficient, reducing delays and providing more mobility to cross-street traffic of all modes
- Improvement of intersections accruing high numbers or rates of incidents through geometric, operational, or other improvements
- Street geometry and operations along Main Street and throughout Downtown to give priority to the pedestrian travel mode
- Signage and gateways to indicate downtown and major destinations
- Parking supply that is adequately marked and balanced to downtown needs
- Traffic calming in neighborhoods where speeding is determined to be a problem and as requested by citizens

Sidewalks and Multiuse Paths

According to a statewide recreational participation survey conducted in 2005, walking is the most common form of recreation in both the Waccamaw Region and State of South Carolina, with 85 percent and 83 percent, respectively, of citizens responding that they undertook this activity on a regular basis. In addition to providing pleasure, walking is an important mode of transportation. Every trip begins and ends on foot, and providing for safe and convenient pedestrian travel is an essential part of creating vibrant cities and neighborhoods. Bicycling, too, provides a healthy and energy-efficient way to get from one place to another over mid-range distances of one to ten miles. According to national daily travel surveys, over half of all automobile trips are less than five miles in length, with half of these covering less than two miles.

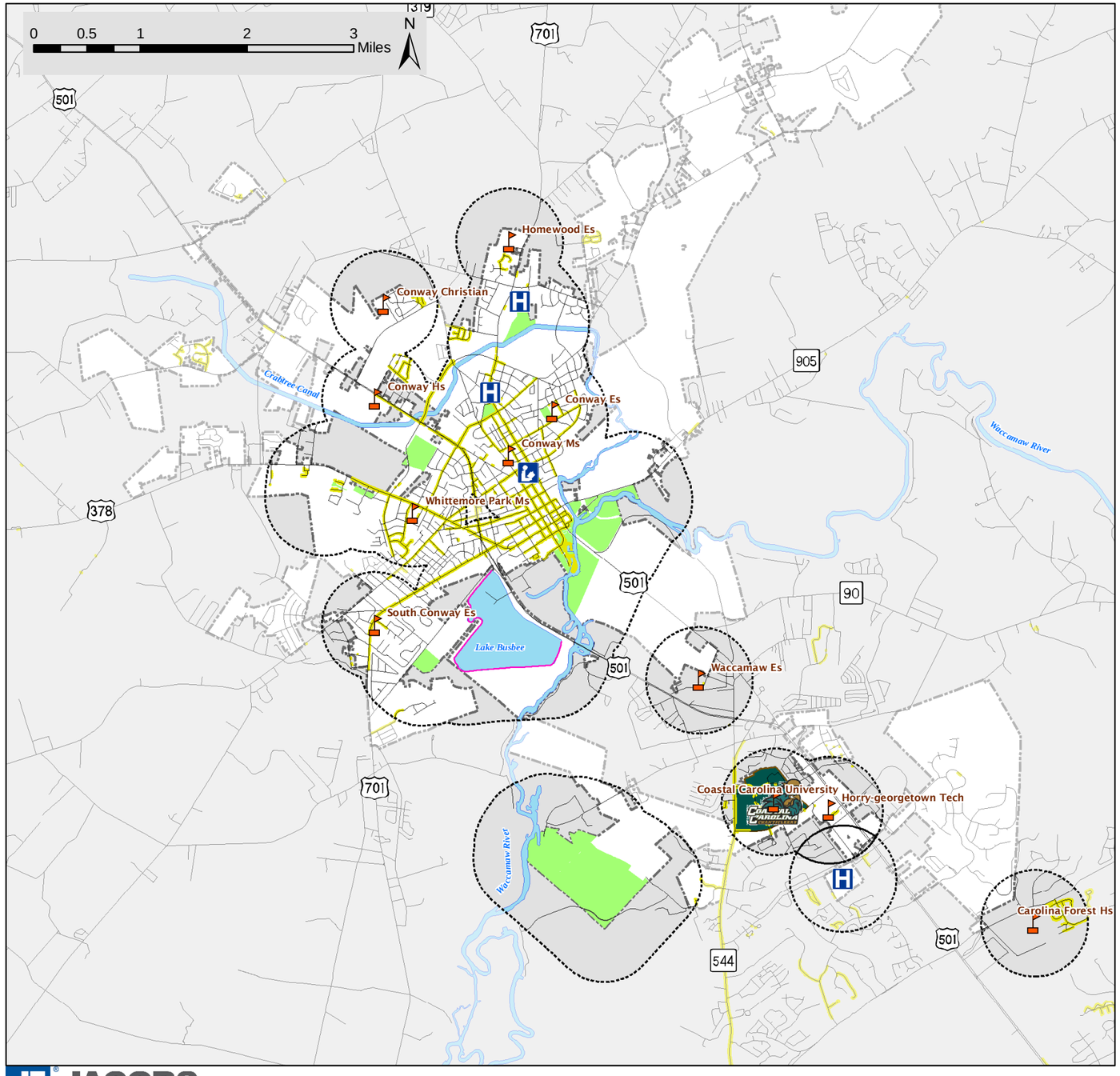
Existing Conditions

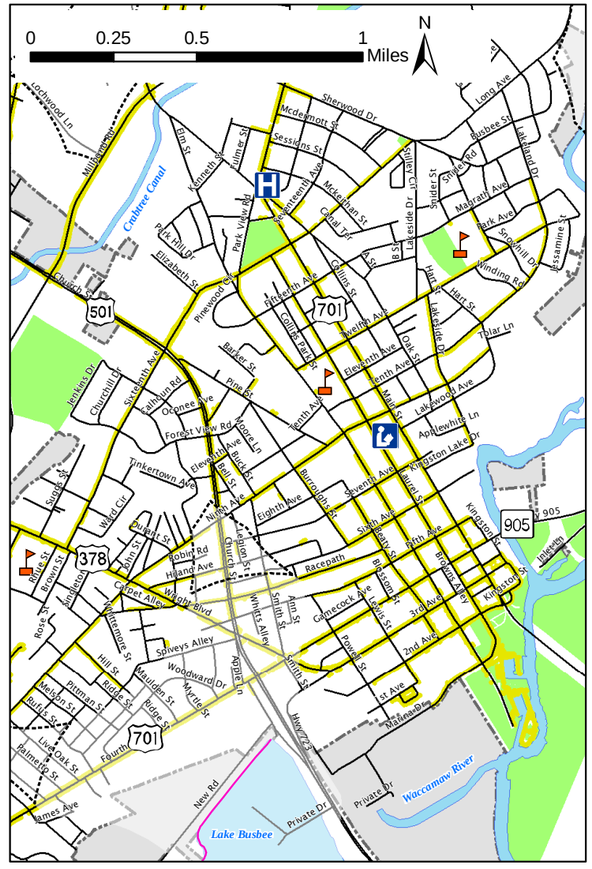
Current Network

Conway's existing sidewalk system (based on impervious surface data from 2005) can be seen in **Figure 3.8**. To prioritize improvements, it is helpful to look at gaps in the existing network in the vicinity of community facilities and along roadways with non-local functional classification. The figure depicts the location of the highest priority sidewalks: those within ½ mile of schools, parks, and other community facilities. Gaps in this radius, and along higher functional class roads, should be filled in first. Noticeable gaps exist outside of the Historic Downtown, as well as the entirety of the University District with the exception of SC 544.

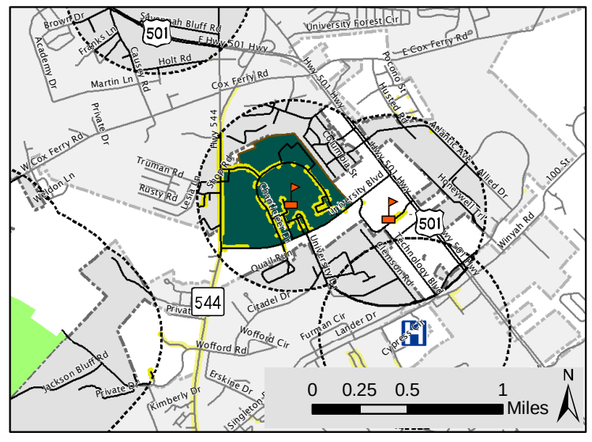
Though a State Bicycle Route travels through Conway along US 701 / SR 905, bicycles currently share roadway travel lanes with vehicles throughout the city as no dedicated facilities exist at this time. As Conway continues to grow and make efforts to improve the quality of life for its citizens, additional bicycle facilities will be needed to provide travel and recreational opportunities. A variety of facilities (signed routes, marked lanes, and multi-use paths) should be implemented to accommodate bicyclists of all skill levels, from children and casual recreational riders who would prefer to be separated from automobile traffic to longer distance commuters and cyclists who are comfortable sharing the road.

City of Conway Comprehensive Transportation Plan

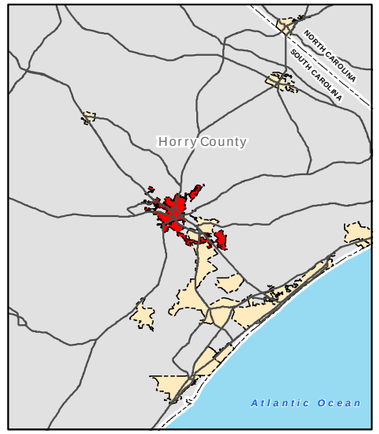




Downtown Conway, SC



University District



Region

Pedestrian Traffic Generators

- Local School
- Library
- EMS / Health Facility
- Lake Busbee Trail
- Park / Recreation / Conservation

Sidewalks

- Existing Sidewalk
- 1/2 Mile Buffer of Pedestrian Traffic Generators

Road Network

- Roadway Centerline

Other Layers

- Conway City Limits
- Lake / River / Canal
- Coastal Carolina University Main Campus

Source: City of Conway & Jacobs Carter Burgess

This map is intended for planning purposes only.

LEGEND

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Figure 3.8 Areas Within a 1/2 Mile Walkable Distance From Schools, Parks and Community Facilities

December 2008

Greenway Master Plan

In 2005, the City of Conway developed a Greenway Master Plan to define and prioritize bicycle and pedestrian corridors connecting to various community destinations. Seven types of greenway facilities were planned for Conway: natural (mostly unimproved) corridors, low-impact trails or boardwalks, unpaved multi-use trails, roadway bike lanes or sidewalks, paired roadway bike lane and sidewalks, paved multi-use trails, and water-based trails (blueways). These facility types were combined to create a system of approximately 15 prioritized corridors, some of which have existing pedestrian facilities that should be improved.

These corridors pass destinations and points of interest including schools, parks, historic sites, and environmental features, and take advantage of existing roadways, utility easements, railroad rights-of-way, and other boundary features such as property lines. As detailed in **Table 3.2**, six corridors were selected by the study team to have the highest implementation priority: these are corridors A, B, D, E, J and L. **Figure 3.9** depicts the proposed greenway system.

As shown in Figure 3.9, proposed greenway trails do geographically cover most of the City. In a few places, however, the recommended bicycle or pedestrian network is not continuous. Specifically, there is no pedestrian connection recommended between the university district and downtown Conway. Neither of the two highway bridges that cross the river between these two areas have adequate bicycle or pedestrian facilities on them. Though Coastal Carolina University is contemplating constructing a new stadium and other associated buildings across US 501 from its main campus, there is no bicycle or pedestrian connection between the two areas, forcing students to drive or rely on circulating buses. Additionally, many businesses are located along US 501. To access them or effectively serve the route with transit, it is necessary to have pedestrian and bicycle facilities. In general, all arterial and collector roads should have multi-modal accommodations.

Bicycle and Pedestrian Needs

Based on the previous analysis and input from the community, the following needs exist for Conway's bicycle and pedestrian network:

- Safe and attractive sidewalk system to encourage walking in Downtown Conway
- Implementation of the Greenway Master Plan, with amendments to take advantage of additional opportunities such as power line easements
- Retrofitting of gaps in sidewalks, particularly in the vicinity of schools, parks, and other community facilities
- Pedestrian and bicycle signals and marked crosswalks at key intersections, where appropriate, to ensure safe crossing of major corridors including US 501, US 378 and Main Street
- Pedestrian and bicycle connection from Downtown Conway to Coastal Carolina University and Horry-Georgetown Technical College

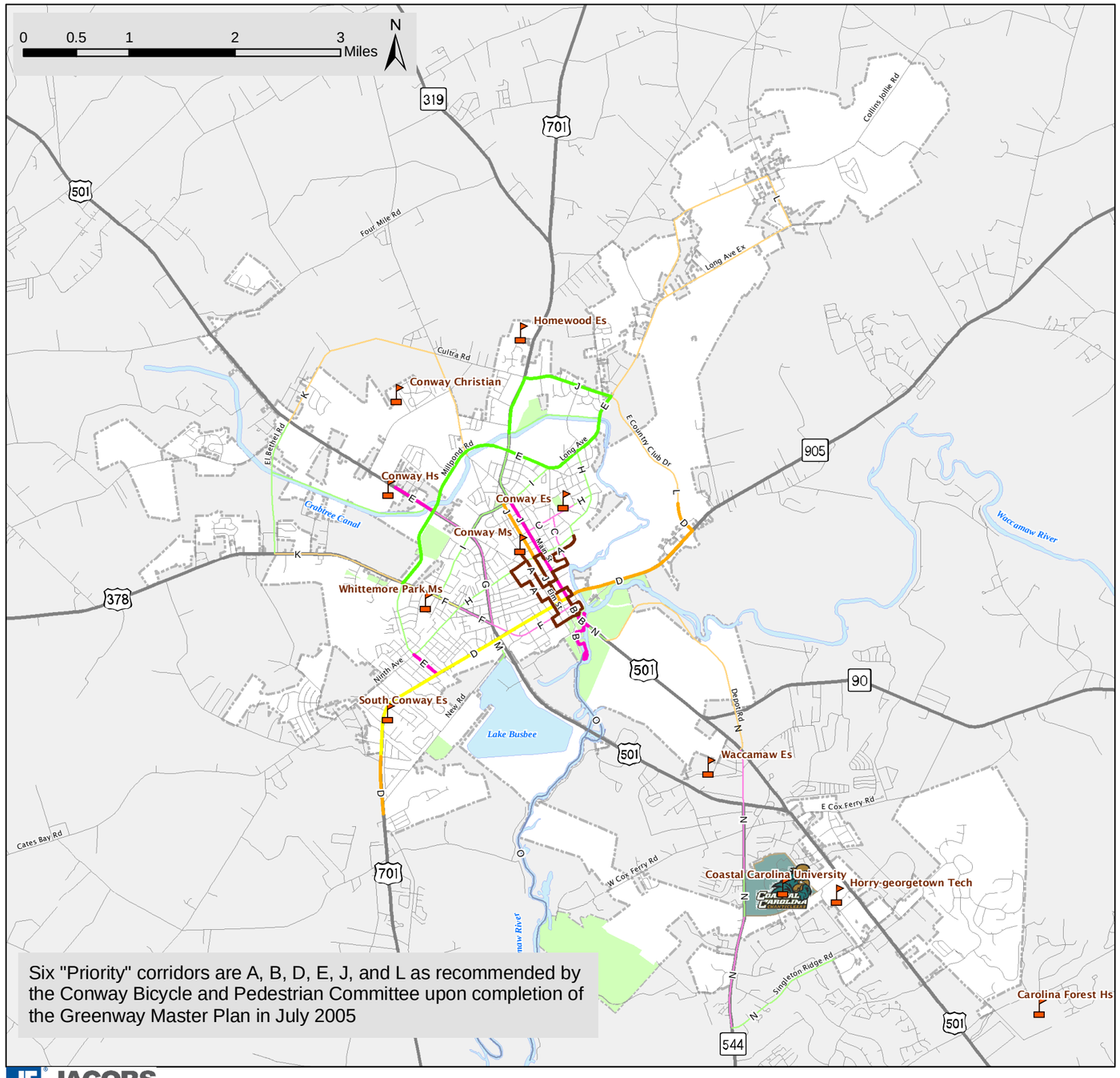
- Safe and Americans with Disabilities Act (ADA) compliant pedestrian connections including curb ramps, marked crosswalks, and well-maintained sidewalks, particularly in the vicinity of transit facilities
- Policy of "Complete Streets" for new developments and in conjunction with major roadway improvements to increase multi-modal accessibility throughout the city

Table 3.2 Description of Priority Greenway Trails

Corridor	Length	Destinations	Comments
A: Historic Walking Trail	4.0 miles	Downtown Conway, Conway Middle School, Library, City Hall, Horry County Judicial Center	Using existing sidewalks and the route of the existing Conway Historic Walking Tour, this corridor takes advantage of Conway's unique historic setting. With easy access from the downtown commercial district, few improvements are necessary to serve and educate residents and tourists alike.
B: Riverwalk	0.9 miles	Downtown Conway, City Hall, Waccamaw River	The Conway Riverwalk is already a wonderful facility and should remain that way for years to come. In the future, maintenance should be a primary budget item in order to keep this asset, and one of a few access points to the Waccamaw River, a safe and enjoyable destination.
D: Main Street/Highway 905 Trail	4.5 miles	South Conway Elementary School, Downtown Conway	Designated as the Coastal Route for the South Carolina Bikeways system, this stretch of highway could serve as a major east/west connector, not only statewide, but city wide as well. Some areas, like US Highway 701, may only require re-striping. Other areas, 4th Avenue near Main Street, will require more thorough consideration and cost.
E: Mill Pond Road Trail	4.0 miles	Conway Recreation Complex, Sherwood Mini-Park	Located along new and future sections of Mill Pond Road, this corridor serves a large number of residential areas. Due to existing distances between curbs on Mill Pond Road, on-grade bike lanes are not an option.
J: North Main Street / Crabtree Creek Swamp Trail	2.8 miles	Downtown Conway, City Hall, Library	This greenway corridor includes a very unique section, the existing Crabtree Creek Swamp Trail, connecting Downtown Conway to one of the city's large Waccamaw tributaries.
L: East Bikeway (East Country Club Drive, Long Avenue)	6.5 miles	None	This area of Conway may be the fastest growing section of the city, as far as new residential development is concerned. This is the second corridor aimed at providing safe facilities for long-distance cyclists.

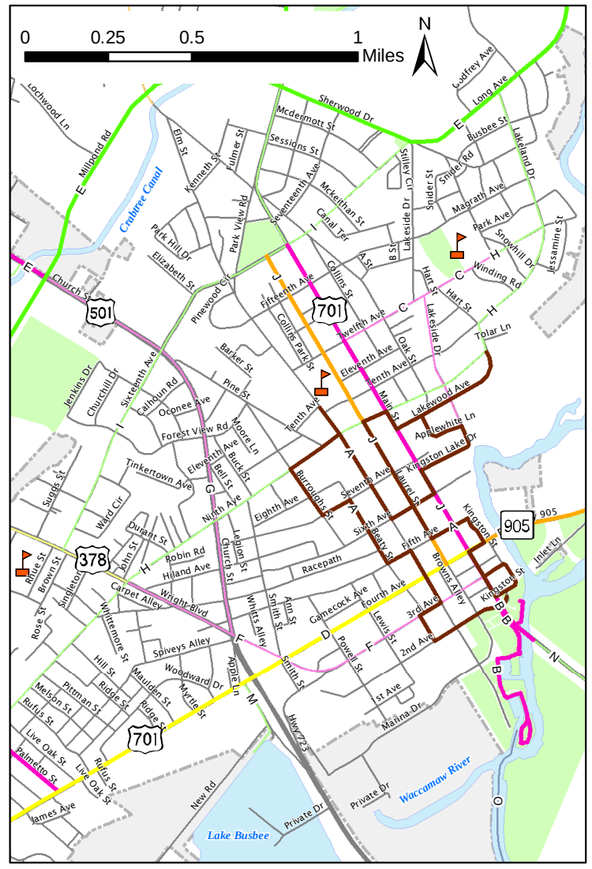
Source: Greenway Master Plan (2005)

City of Conway Comprehensive Transportation Plan



Six "Priority" corridors are A, B, D, E, J, and L as recommended by the Conway Bicycle and Pedestrian Committee upon completion of the Greenway Master Plan in July 2005

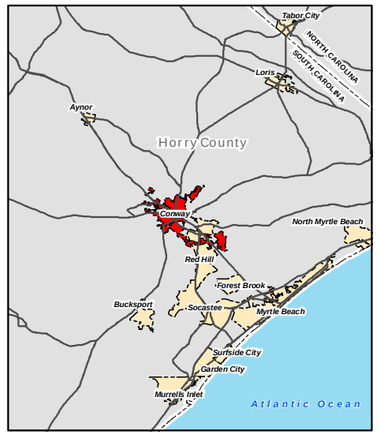
Figure 3.9 Greenway Master Plan



Downtown Conway, SC



University District



Region

LEGEND

Proposed Greenways

- Historic Walking Trail
- Sidewalk
- Sidewalk and Bicycle Lane
- Multi-Use Trail
- Bicycle Lane
- Waccamaw Blueway (Water)

Road Network

- US / State Highway
- Local Road

Other Layers

- Conway City Limits
- Lake / River / Canal
- Parks / Recreation / Conservation
- Coastal Carolina University Main Campus

Source: City of Conway, Haden Stanzaile PA & Jacobs Carter Burgess

This map is intended for planning purposes only.

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December 2008

Transit

Public transit serves an important role in the community, providing an alternative to the personal vehicle for the one-third of Americans who cannot or will not drive for physical, financial, legal, or other reasons. Effective transit can shift trips from private automobiles to buses or other transit vehicles, thus potentially reducing the number of vehicles on the roadway and congested conditions.

Existing Conditions

Fixed route bus service and demand-response paratransit services in Horry and Georgetown counties are provided by the Coast Regional Transportation Authority (RTA). Coast RTA's fleet consists of more than 50 vehicles and offers year-round service 7 days a week. All buses and most shuttles/vans are wheelchair accessible.

Fixed Route Service

Currently, Coast RTA operates 11 fixed routes using 47 vehicles, which include commuter shuttles, local transit service, neighborhood circulators, and tourist shuttles. Areas served include Conway, Georgetown, Myrtle Beach, Surfside Beach, and Murrells Inlet. More routes were offered in the past but recent financial difficulties have resulted in service cuts. Between October 2007 and May 2008, the local Conway route (#1) was cut entirely, but was reimplemented in a limited fashion beginning in mid-May 2008 due to appeals from the community. Morning and afternoon peak service supplemented with off-peak demand-response transit along the fixed route are in place.

Demand-Response Service

In addition to its fixed route service, Coast RTA provides demand-response paratransit services in Horry County. These services include Medicaid transportation, Citizen's Accessible Transit Service (CATS) – a complementary ADA service for persons with disabilities, contractual adult daycare shuttle services, and Dash About for Seniors – a service designed to provide transportation to citizens over the age of 60, the disabled, and the general public on a space-available basis.

Emergency Evacuation Service

Coast RTA also provides Horry County with emergency evacuation shuttles. Equipped with high-capacity, wheelchair accessible buses, shuttles, and vans, Coast RTA is able to provide transportation in the event of a natural disaster or emergency. Coast RTA is a part of Horry County's Emergency Operations Plan and maintains a station at the Emergency Operations Center when activated. (Envision 2025)

Stops, Shelters, and Park-and-Ride

Coast RTA has received $1,000,000 that is designated for construction of bus stop signs and shelters. Of this, Conway is slated to receive enough to install between five and ten bus facilities. At this time, one shelter has been installed at the corner of Smith Street and 5th Avenue. Coast RTA plans to make each bus stop sign and shelter functional and informational by providing route maps, timetables, and general system information at each location. Additional locations will be determined via input from local public officials. A planner has been hired by Coast RTA to expedite siting and execution. Via partnership with local communities, Coast RTA also plans to establish

regional park and ride lots for commuters. Locations for future regional park and ride lots, as well as a general transit service analysis for the region, will be assessed via a MPO-funded Transportation Development Plan scheduled to be completed in 2009.

Intermodal Center

Coast RTA has outgrown its current facility located on 3rd Avenue in Conway and plans to build a new intermodal center closer to Myrtle Beach. The current location does not provide adequate capacity to properly house and maintain its entire fleet. Coast RTA has already received earmarked funding in support of this project, though a precise physical location has yet to be determined. The intermodal facility would become the primary hub for the Fixed Route service. The Conway facility would remain a satellite facility for routes servicing central and western Horry County. The Conway facility would also remain the primary hub for the demand-response service because of its central location. A large portion of the demand-response ridership is located in the rural areas of Horry County. (Envision 2025)

Ridership and Finances

For Fiscal Year (FY) 2008, the Coast RTA has received approximately $810,000 in local funding from the following sources:

- Horry County – $300,000
- City of Myrtle Beach – $210,000
- City of Conway – $5,000
- Coastal Carolina University – $300,000

Local grants, contracts, and passenger fares contribute a combined 41 percent of the FY 2008 budget for the system. The Federal Government accounts for an additional 24 percent of funding, whereas the State of South Carolina is contributing only 6 percent. Other sources (including Medicaid) provide 29 percent of system funding. Federal and state aid is often dependent on a local match.

Due to rising gas prices and funding limitations, service cuts have been implemented across the board, resulting in reduced ridership. At the same time, however, many people in Conway and other areas are dependent on transit to fulfill daily needs such as getting to work and grocery shopping. **Table 3.3** depicts ridership numbers over the last three years for the Conway local circulator and selected other fixed routes. August and February ridership numbers are shown as, historically, these are the most and least busy months of the year for the Coast RTA transit system when all routes are fully running. (Coastal Carolina University, which accounts for a significant portion of ridership, is on holiday break for several weeks in December and January, thus reducing ridership totals during these months.)

As evidenced from Table 3.3, there was historically a large seasonal difference in system ridership. As the level of service has been reduced, many local choice riders and tourists have stopped using the system, revealing a base level of about 20,000 to 25,000 boardings per month on fixed routes. Paratransit consistently accounts for another 4,000 to 7,000 boardings per month. As service has been reimplemented during a time of increasing gasoline prices, recent transit ridership has gone up.

Table 3.3 Coast RTA Ridership, 2005 – 2008, August and February

Route	Description	Ridership					
		Aug-05	Feb-06	Aug-06	Feb-07	Aug-07	Feb-08
1	Conway Local Circulator	3,464	2,960	2,213	1,218	1,776	-
7	Conway to Myrtle Beach	12,879	6,328	8,231	4,314	5,298	3,574
10 S	Myrtle Beach Neighbor-hood South Circulator	1,257	1,063	1,306	600	449	-
15 S	Ocean Blvd South	24,258	2,966	11,391	2,576	4,212	731
16	Georgetown to Myrtle Beach	1,887	945	1,550	1,766	1,419	1,349
17	Coastal Carolina Circulator	10,071	8,930	13,121	9,494	6,020	11,628
Remainder	(4 to 11 other routes)	17,273	5,000	8,699	2,854	6,618	6,376
All Routes	**10 to 17 total fixed routes**	**71,089**	**28,192**	**46,511**	**22,822**	**25,792**	**23,658**

Identification of Potential High Priority Service Areas

To assist Conway and the Coast RTA in identifying high priority areas in which to implement transit service, the following **Figure 3.10** shows the location of important community facilities as well as areas containing higher than average populations of low-income, elderly, and minority residents (environmental justice populations). For a variety of reasons, all of these population subgroups have a tendency to make greater use of transit than the average citizen.

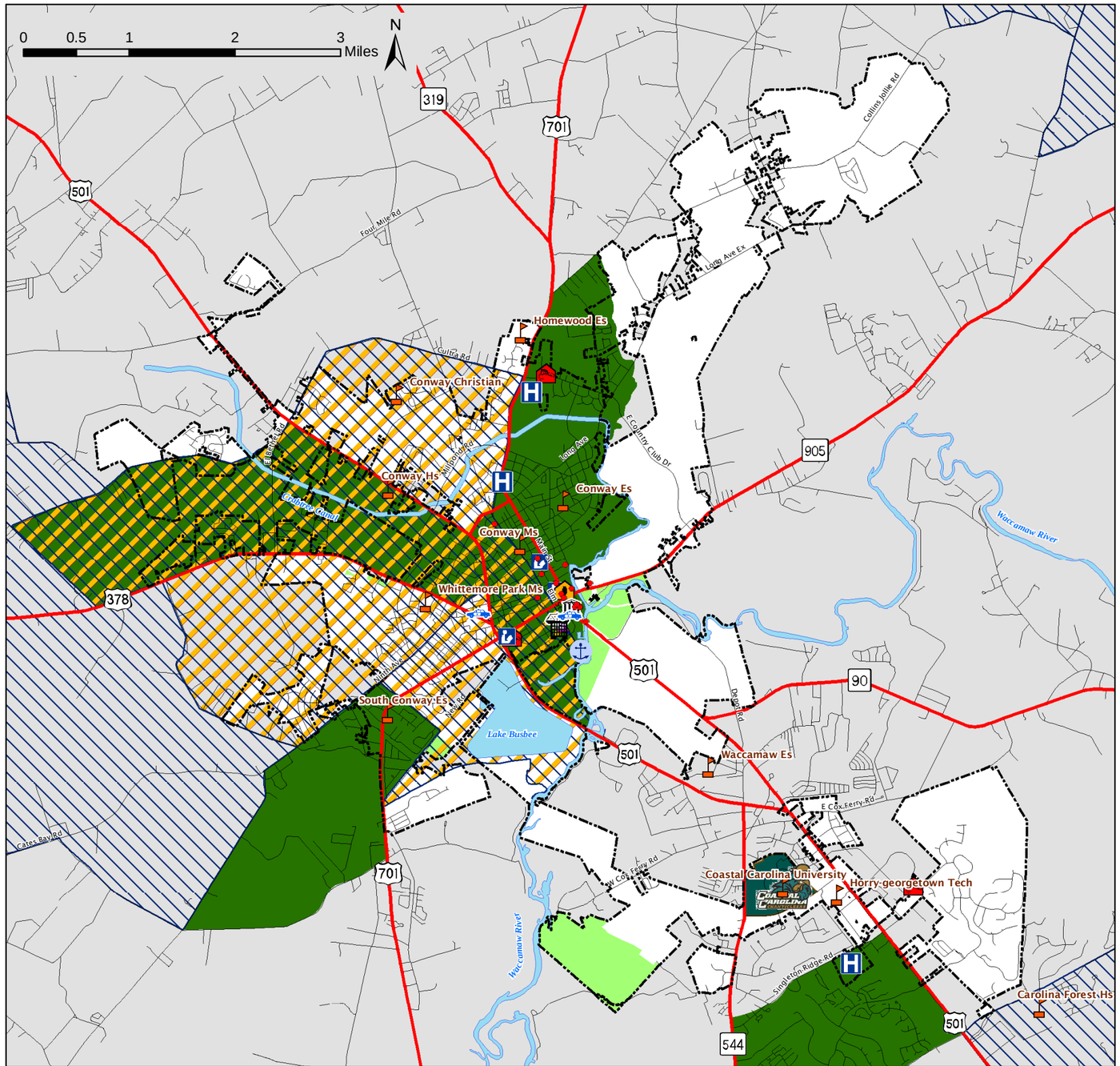
In addition, transit connections for students and affiliates between the university district and various destinations in Conway including downtown, commercial centers, and recreational areas could reduce automobile trips and strengthen the connections between the universities and the city.

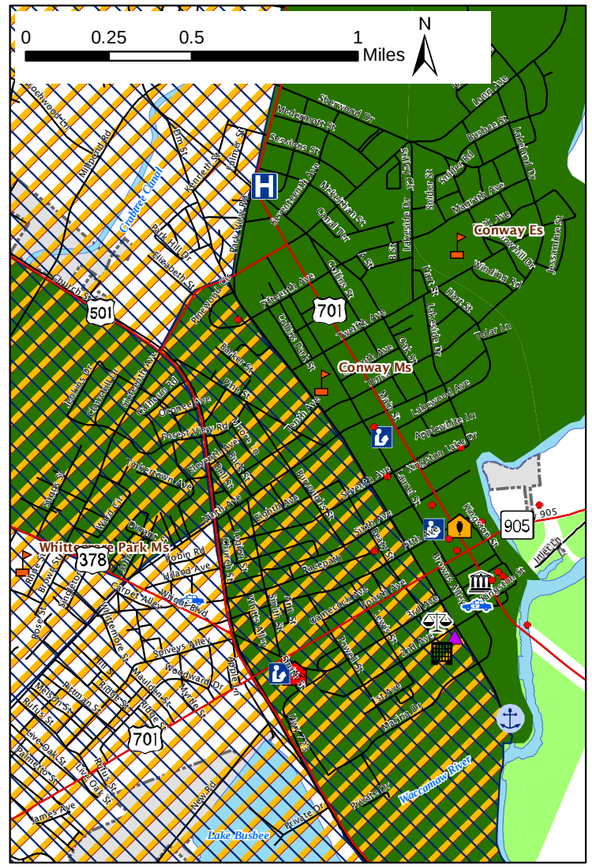
Transit Needs

Based on the previous analysis and input from the community, the following needs exist for Conway's transit system:

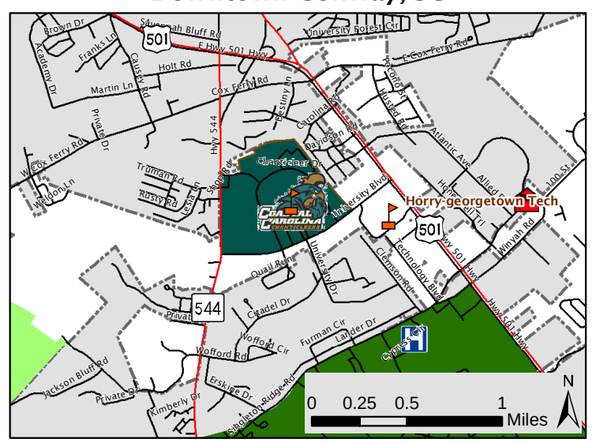
- Frequent and reliable bus service along local routes
- Bus stop shelters at high volume stops and route transfer points
- Circulation routes between colleges and downtown Conway
- Clearly demarcated bus stops with current maps and schedules to assist system users
- Express bus routes geared towards commuters and tourists with park-and-ride lots to allow efficient access to transit and promote carpooling
- Explore opportunities for joint use with schools

City of Conway Comprehensive Transportation Plan

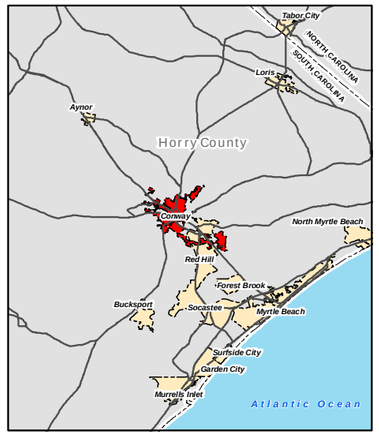




Downtown Conway, SC



University District



Region

Community Facilities

- Fire Station
- Police Station
- EMS / Health Facility
- City Hall
- Local Schools
- Library Facility
- Governmental / Judicial Complex
- Courthouse (Historic)
- Horry County Museum
- Technology Center
- Marina
- Park / Recreation / Conservation

Environmental Justice Areas

- Areas of Poverty Population Exceeding State Average
- Areas of Minority Population Exceeding State Average
- Areas of Elderly Population Exceeding State Average

Road Network

- US / State Highway
- Local Road

Other Layers

- Conway City Limits
- Lake / River / Canal
- Coastal Carolina University Main Campus

Source: City of Conway, NRHP, 2000 US Census & Jacobs Carter Burgess

This map is intended for planning purposes only.

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Figure 3.10 Environmental Justice Areas and Community Facilities

December 2008

4. Goals, Objectives, and Strategies

Following identification of the existing and future conditions of Conway's transportation system, the study team coordinated with city stakeholders to develop a set of goals and objectives to guide the development of transportation improvement projects, programs, and policies. An overall vision was crafted, which summarizes the highest goals for the system:

> *Provide safe, accessible, and efficient multi-modal transportation options for citizens and travelers in Conway. Increase alternative mode choice throughout the city and give priority to non-automobile modes in the historic downtown area. Recognize the relationship between transportation and land use in the city and promote a balanced and mutually supportive system.*

The following sections describe five individual goals in the vision statement and associated measurable objectives and implementation strategies. Projects and programs designed to realize the goals are listed in the next chapter.

Goal 1: Safety

"Increase the safety and security of Conway's transportation system"

Intent

A foremost directive for transportation officials is to minimize the number of preventable traffic incidents via appropriate design of transportation facilities, including roadway segments, intersections, sidewalks, and bicycle infrastructure. In addition, rapid emergency response and evacuation should be supported in both a physical and programmatic sense.

The design of a multimodal transportation system should take into account the safety of all users. Geometric improvements, such as the realignment of dangerous roadway segments and intersections, can provide for safer travel for motorists. Additionally, the implementation of access management can reduce the number of accidents along busy corridors by reducing the number of turning vehicles and, thus, the potential conflicts. Pedestrians and bicycles are particularly vulnerable to severe incidents and special consideration should be given to ensuring their safety by providing adequate sidewalks with buffers and protected crossings to shield them from vehicular traffic.

The ability to quickly and efficiently respond to incidents and emergencies is another key component to providing a safe transportation system. To minimize the response time to incidents, the transportation network should provide adequate connectivity and offer technologies such as emergency vehicle pre-emption. Considering its proximity to the coast, preparations should be made to better accommodate evacuations, with a focus on moving both personal vehicles and transit through the City as safely and efficiently as possible.

Objectives and Strategies

1.1. Objective: Reduce the number of vehicular accidents

1.1.1. Implement access management along high volume corridors to reduce unprotected vehicular turning movements.

1.1.2. Improve intersections experiencing a high rate or number of incidents.

1.1.3. Identify and mitigate roadway segments with inadequate geometry that contributes to incidents.

1.2. Objective: Reduce the number of pedestrian and bicycle accidents

1.2.1. Construct and maintain continuous sidewalks within one mile of schools, parks, libraries, civic buildings, commercial centers, and other activity centers.

1.2.2. Provide sidewalks of adequate width and buffer along high speed and/or high volume corridors.

1.2.3. Provide protected crossing (crosswalks and pedestrian crossing signals) of major roads at reasonable intervals. Work with SCDOT to implement on state routes.

1.3. Objective: Increase timely incident response

1.3.1. Increase connectivity of highways and local streets to provide alternative routes for emergency vehicles.

1.3.2. Identify, seek funding, and construct additional crossing of Waccamaw River in vicinity of Conway.

1.3.3. Implement signal pre-emption for emergency vehicles.

1.3.4. Work with SCDOT to install median breaks at defined intervals along major divided highways to allow u-turns for emergency vehicles.

1.4. Objective: Support and maintain key facilities and services necessary for timely evacuation

1.4.1. Support regional effort to build more facilities to handle evacuation traffic volume (e.g., SELL project, I-73).

1.4.2. Prioritize maintenance of pavement and bridges located on emergency evacuation routes. Share with County and SCDOT.

1.4.3. Work with Coast RTA to evaluate and update plan for transit evacuation assistance as necessary.

Goal 2: Accessibility

"Increase accessibility for all citizens in all modes"

Intent

"Accessibility" refers to the overall ease with which a person can reach a desired destination, and is a combination of "mobility" and "connectivity". While often thought of as "speed", "mobility" refers to the ability and knowledge of a person to travel from one place to another at reasonable cost (time and money). Mobility is dependent not just on travel speed, but also on proximity of destinations. Encouraging mixed residential, commercial, and civic zoning will have the effect of bringing typical origins and destinations closer together, thus potentially shortening travel time and allowing more modes to be used during travel.

"Connectivity" refers to the physical arrangement of transportation facilities and nearby land uses and concerns the directness of travel paths and the density of path intersections. For instance, a grid-based street system with many small blocks has greater connectivity than a neighborhood of cul-de-sacs or a high-volume arterial with few signalized intersections. Adding connectivity to the street network allows network traffic to disperse over multiple routes, decreasing congestion and the strain on existing critical intersections. Connectivity makes short trips easier and potentially safer for locals if they can avoid entering and exiting high-speed, high-volume arterials while traveling to their destinations.

Pedestrian and bicycle infrastructure such as sidewalks, bike lanes, multi-use paths, crosswalks, and bridges must also be part of a highly connected network to be effective. Intersections without adequate provision for non-vehicular modes limit accessibility, and ultimately reduce the number of visitors to nearby businesses or recreational opportunities. It is particularly important to have multi-modal accessibility in areas surrounding schools for reasons of safety and health.

Objectives and Strategies

2.1. Objective: Continue to implement a grid pattern within the street network to add connectivity

2.1.1. Discourage the building of cul-de-sacs unless necessary based on topography or other insurmountable barriers. If cul-de-sacs are constructed, minimize their length through development regulations.

2.1.2. Retrofit the existing transportation network by installing sidewalks and bike lanes, or multi-use paths, on both sides of every street classified as a collector or above. For local streets, sidewalks should be provided on at least one side for those streets that experience a sufficiently high vehicular traffic volume; provide direct connection between activity centers or other streets of high functional classification; or are in the vicinity of schools, libraries, commercial destinations, transit stops, and other pedestrian traffic generators.

2.1.3. Discourage construction of gated communities and require multiple access points whenever feasible.

2.2. Objective: Reconfigure intersections or small geographic areas where accessibility is a known issue

2.2.1. Study the 501/378/701 subarea and identify alternative alignments or solutions to enhance local vehicle movement as well as pedestrian and bicycle crossing.

2.2.2. Evaluate intersections at corners of Collins Park and identify solutions to increase safety and multimodal access to the park.

2.3. Objective: Increase sidewalk, bicycle, and transit coverage to aid non-drivers in reaching destinations

2.3.1. Require consideration of all transportation modes ("Complete Streets") for new and improved roadway facilities.

2.3.2. Implement Greenway Master Plan and desired revisions to help retrofit existing streets with pedestrian and/or bicycle facilities.

2.4. Objective: Bring potential origins and destinations closer together to shorten trips and increase the number of viable transportation mode choices

2.4.1. Encourage mixed use buildings and blocks.

2.4.2. Increase street network connectivity to provide shorter, more direct routes between origins and destinations.

2.4.3. Increase permitted intensity of land uses in selected areas to increase diversity of uses, opportunities for social interaction, and ability to satisfy basic needs locally.

Goal 3: Efficiency

"Improve the efficiency and performance of the transportation system"

Intent

With ballooning material and construction costs, it is imperative to extract as much efficiency from the existing transportation system as possible. Operational improvements will save money, energy, and time. These improvements can also serve as short-term solutions to issues that might require more substantial long-term consideration.

By utilizing existing infrastructure, operational improvements can be achieved at lower cost than capacity enhancing projects. Access management can improve the flow of traffic along a roadway without adding capacity by limiting the number of access points along a corridor, and thereby reducing the friction caused by turning motorists. Additional operational improvements include traffic signal timing projects, which balance the needs of traffic along the main corridors with those of the traffic on the side streets.

In addition to operational improvements, opportunities exist to provide key connections that will help facilitate local movements. By filling in small gaps in the system and providing alternate routes, the City can improve connectivity and provide travelers with greater route choice, thus decreasing overall travel times and inserting more redundancy and flexibility into the transportation system.

Objectives and Strategies

3.1. Objective: Implement access management along major corridors

3.1.1. Identify locations where new parallel local roadways can be constructed to provide rear entry to business without forcing local traffic to utilize arterial routes for short trips.

3.1.2. Promote and develop requirements for interparcel connectivity.

3.1.3. Minimize residential driveways or subdivision entrances on arterials and rely on collector or local roads instead to provide access to housing.

3.1.4. Work with SCDOT to limit developments to a maximum of one driveway along arterials. If unsignalized, allow right-in/right-out turns only.

3.1.5. Develop and implement access management standards, including: interparcel connectivity, signal and driveway spacing, and acceleration/deceleration lanes.

3.1.6. Install median treatments such as raised and landscaped medians to limit unprotected left turns.

3.1.7. Coordinate signals to enhance mobility of through traffic where desired.

3.2. Objective: Make cross-town local movement easier for citizens

3.2.1. Conduct environmental studies for new potential local bridge(s) over Waccamaw River.

3.2.2. Conduct environmental studies for major roadway connections: El Bethel Road extension, Highway 90 extension.

3.2.3. Install high-visibility pedestrian crosswalks and countdown timers at appropriately spaced key intersections along major corridors. Work with SCDOT to implement on state routes.

3.2.4. Provide actuated left turn signals with appropriately positioned loops for traffic on major corridors to access cross streets.

3.2.5. Evaluate traffic signal operating characteristics and balance delay on local streets with the need to accommodate through-movement on major streets at certain times.

3.3. Objective: Promote regional alternatives to travel along US 501

3.3.1. Work with local groups to enhance use of US 22 for Grand Strand through-traffic via better signage and traveler information systems.

3.3.2. Promote the use of buses to serve Conway's tourism needs.

Goal 4: Choice

"Increase pedestrian, bicycle, and transit options throughout Conway"

Intent

Choice is based on availability and convenience of existing infrastructure. Therefore, the objectives and strategies related to this goal aim to achieve an integrated alternate mode system, with a range of travel options available throughout the city. By providing pedestrian, bicycle, and transit connections, the City can encourage the use of such facilities, thereby reducing the demand on the roadway network.

A mix of strategies must be employed to advance Conway's transportation and provide sufficient travel choices to residents and visitors. An enhanced pedestrian system, consisting of additional safety features, improved connectivity, and new aesthetic features would help promote walking as a viable mode of transportation within the city. The implementation of the extensive network of greenways would provide both recreational and functional opportunities for pedestrian and bicycle travel. Finally, providing additional transit options encourages the use of alternate modes for longer distance trips that cannot easily be accommodated by foot or by bicycle.

Objectives and Strategies

4.1. Objective: Implement the Greenway Master Plan and desired revisions

4.1.1. Revise the Greenway Master Plan to take advantage of existing utility and transportation easements for bicycle and pedestrian connections.

4.1.2. Revise the Greenway Master Plan to include more direct bicycle and pedestrian connection across river from University area to Downtown Conway.

4.1.3. Revise Greenway Master Plan to complete Lake Busbee Trail loop and provide more access from Conway High School to nearby recreation areas.

4.1.4. Program Greenway Master Plan recommendations in short-term capital improvement list, and identify and obtain funding for future improvements.

4.2. Objective: Provide appropriately spaced safe crossing opportunities for pedestrians and bicyclists and remove barriers to movement

4.2.1. Implement pedestrian crosswalks and countdown timers at all signalized intersections, beginning with the highest-volume roadway facilities.

4.2.2. Minimize driveway crossings via access management along major corridors.

4.2.3. Where appropriate, reconfigure driveway geometry to locate stop bars behind sidewalks and bike lanes and remove sight distance impediments from adjacent driveway corners to reduce potential conflicts.

4.2.4. Ensure that ADA-compliant sidewalk ramps exist at each street corner with sidewalks.

4.2.5. Provide median refuges where appropriate for pedestrians and bicyclists crossing streets with more than two lanes.

4.3. Objective: Increase the comfort and safety of existing pedestrian-oriented areas

4.3.1. Ensure that street furniture, lighting, landscaping, and waste receptacles are installed at appropriate intervals.

4.3.2. Engage in public space beautification projects such as public art, façade improvements, and alleyway enhancement and lighting.

4.3.3. Improve perception of safety by promoting vibrant street life via a concentration of mixed uses, resulting in a 24-hour downtown

4.4. Objective: Prioritize pedestrian, bicycle, and transit movement in downtown Conway above personal automobile movement

4.4.1. Consider shortening traffic signal cycle length to increase pedestrian crossing opportunities and reduce queue lengths.

4.4.2. Provide wayfinding signage directing travelers both to destinations and to parking areas to encourage "park-once and visit multiple destinations" behavior for motorists.

4.5. Objective: Provide frequent, accessible transit service throughout the city, connecting key destinations in a direct and timely manner

4.5.1. Identify locations to add bus stops, including places that may be jointly utilized by local schools as well as Coast RTA.

4.5.2. Reassess local circulator route and include destinations such as Downtown Conway, Coastal Carolina University, Horry-Georgetown Technical College, Conway Medical Center, Atlantic Center industrial park, and various commercial centers on the same route.

4.5.3. Identify locations in Conway to provide park-and-ride lots for carpooling opportunities and express bus service to Myrtle Beach and vicinity.

Goal 5: Compatibility

"Ensure that transportation facilities and land development are mutually supportive, and that new development and redevelopment continues desirable characteristics of the city"

Intent

Transportation infrastructure and land development patterns are highly interdependent. In order for each to function harmoniously and efficiently, it is necessary to use compatible forms. The implementation of development codes that ensure efficient use of existing infrastructure and the appropriate standards for new developments will help foster land use and transportation compatibility.

As development occurs, it is essential to have standards and policies in place to promote growth that is in balance with supporting infrastructure and supportive of community goals, known as "smart growth". Development codes regulating parking are already in place, but require modification to meet changing mobility needs and promote alternate modes of travel. Vehicle and pedestrian access standards can improve multi-modal choices and provide a regularity of infrastructure character that actually provides more flexibility in land use and redevelopment.

Objectives and Strategies

5.1. Objective: Modify land development code with respect to parking standards

5.1.1. Require that no parking be located between a building and the front property line. On corner lots, no parking can be located between the building and either of the two front property lines.

5.1.2. Include maximum number of spaces allowed, along with minimum parking requirements.

5.1.3. Include available on-street parking and shared parking opportunities in calculations to determine automobile parking need.

5.1.4. Provide bicycle parking racks within close proximity to the front entrances of buildings in appropriate ratio to automobile parking spaces.

5.2. Objective: Modify land development code with respect to connectivity and access standards

5.2.1. Create and enforce access standards for vehicles and pedestrians for developable parcels, depending on the functional class of roadway they abut.

5.2.2. Along local roads, new roadways should be constructed a maximum of 500 feet apart from each other and accommodate all modes. Alternatively, a maximum block perimeter distance (such as 1700 ft) may be used in defining connectivity standards.

5.2.3. Along collector and arterial roads, pedestrian connections should be provided in maximum intervals of 500 feet. Pedestrian connections include pedestrian-only pathways, as well as sidewalks adjacent to roads accommodating vehicles. Vehicular connections along arterials should be spaced further apart (up to 2600 foot distance between signalized intersections in developed areas) to satisfy mobility needs as well as connectivity.

5. Recommended Projects and Programs

Projects and programs were developed based on the stated goals, objectives, and strategies to create a transportation improvement plan for the City of Conway. A number of major "regional" projects that would fundamentally alter the flow of traffic through and around the city were identified, as well as more localized transportation improvements that enhance automobile, pedestrian, and bicycle travel in particular geographic areas or intersections. GSATS LRTP and Ride II recommendations serve as a launching point for transportation recommendations in Conway, and several conceptual small area plans and discussion of physical remedies for specific known "problem spots" are included. Additional policies and programs concerning future planning efforts and land development support the projects and provide general guidance in obtaining more sustainable future growth.

Funding Sources and Cost Estimation

A variety of funding sources exist to pay for transportation improvements; each has its own set of restrictions and implications. Generally, funding is provided at the federal, state, and local levels. From these, the primary source for relatively more costly roadway, transit, bicycle and pedestrian projects is Federal funding authorized by the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU). State funds are also an important component of transportation funding, particularly for capital projects. Lastly, a local match is usually required for transportation projects that are not on major state or Federal routes.

At the Federal level, funding sources include the National Highway System, Interstate Maintenance, Surface Transportation Program (STP), Highway Safety Improvement Program, Highway Bridge Replacement and Rehabilitation Program, congressional earmarks, Congestion Mitigation and Air Quality Improvement Program, Safe Routes to School, Recreational Trails Program, and a number of transit-oriented programs.

State and federal funding for transportation in the City of Conway is provided through the Grand Strand Area Transportation Study (GSATS), the designated Metropolitan Planning Organization (MPO) for the Grand Strand Region. The Guideshare funding source is a combination of state and some Federal Funding, which is expected to provide $112 million for the GSATS area through year 2030, according to the GSATS 2030 Long Range Transportation Plan (LRTP). This plan also projects other federal funding to amount to $290 million through year 2030. As the GSATS LRTP indicates, this funding amount will account for 25% of the funds needed during this timeframe.

The GSATS LRTP identified potential funding mechanisms to fill this gap between transportation needs and available federal and state funding. These include: Impact Fees, Capital Local Option Sales Tax, Motor Fuels Tax (1 cent per gallon), Vehicle Registration ($5 per vehicle), Accommodations Tax (1%), and Admissions Tax (1/4%). In addition, the RIDE II Committee identified other potential funding sources. Of these sources, the Capital Local Option Sales Tax (1%) would be expected to generate the largest amount of Revenue ($1.1 billion dollars through year 2030 according to the LRTP).

Unit costs were estimated for roadway, pedestrian, and bicycle network facilities based on typical construction costs and from the Greenway Master Plan. The unit costs used in the project list are shown in **Table 5.1**.

Table 5.1 Estimated Unit Cost by Project Type

Project Type	Estimated Cost per Mile	$ / linear ft
Paving of 2-lane road	$610,000	$116
New Construction - 4 lane road with sidewalks*	$7,352,000	$1,392
New Construction - 2 lane road with Sidewalks & Bike Lanes (urban)*	$5,137,000	$973
New Construction - 2 lane road with sidewalks (urban)*	$4,859,000	$920
New Construction - 2 lane road (urban)*	$4,628,000	$876
New Construction - 2 lane road with sidewalks (rural)*	$4,012,000	$760
New Construction - 2 lane road (rural)*	$3,781,000	$716
New Construction - 2 lane road with 8' Multi-Use Path (rural)*	$4,059,000	$769
New Construction - 2 lane road with Sidewalks and Bike Lanes (rural)*	$4,143,000	$785
New Construction - 2 lane freeway (rural)*	$4,048,000	$767
Widening with Landscaped Median and Sidewalks*	$5,654,000	$1,071
Sidewalks on both sides with curb/gutter, concrete, 5'	$739,000	$140
Sidewalk on one side with natural drainage, concrete, 5'	$79,000	$15
Multi-Use Path - one side, asphalt, 10' + 2' gravel shoulders	$535,000	$101
Multi-Use Path - one side, unpaved, 10'	$249,000	$47
Bike Lane Striping + Signage	$7,000	$1
Bike Lane: (roadway widening, 5' each side)	$90,000	$17
Bike Route: Wide Outside Lane (widen 2' each side)	$40,000	$8
Streetscaping (planted median)	$1,584,000	$300
Bike Route Signage	$2,000	-
Intersection upgrade to add turn lanes	$750,000	-
Signalization	$120,000	-
Pedestrian Countdown Timers (each crossing)	$6,000	-
Crosswalks (International) x 4	$1,200	-
Crosswalks (Patterned Concrete) x 4	$20,000	-
Pedestrian Overpass - crossing 5 lane arterial (total cost)	$1.5M - $2.0M	-
Bridge over River (Typical cost per square foot ranges from $85 to $125)	depends on location	-

* Note: Costs for new roadway construction and roadway widening included estimated right-of-way costs. Right-of-way costs are not included for other projects, as many may be constructed with limited additional right-of-way needs.

Implementation Timeframe

Although a large number of transportation improvements have been recommended, it is not practical nor desirable to implement all of the improvements at one time. A phasing plan was developed to provide decision makers with a starting point to use in prioritizing recommended projects for funding and implementation. The recommended improvements were grouped into three implementation timeframes, based on level of need, estimated cost, and difficulty of implementation from a planning, design, and permitting perspective. The three implementation time periods are as follows:

- ***Short-term (2009-2013):*** Improvements that are a high priority with anticipation for funding in the near future.
- ***Mid-Term (2014-2020):*** Improvements that are high priority, but which require longer term planning, design, and coordination.
- ***Long-Term (2021 – 2030):*** Improvements that are not currently needed, but that are anticipated with future growth, as well as high priority improvements requiring significant lead time for funding and/or right-of-way acquisition.

The specific improvements recommended for the short-term, mid-term, and long-term implementation are identified in Tables 5.2 and 5.3, presented later in this chapter.

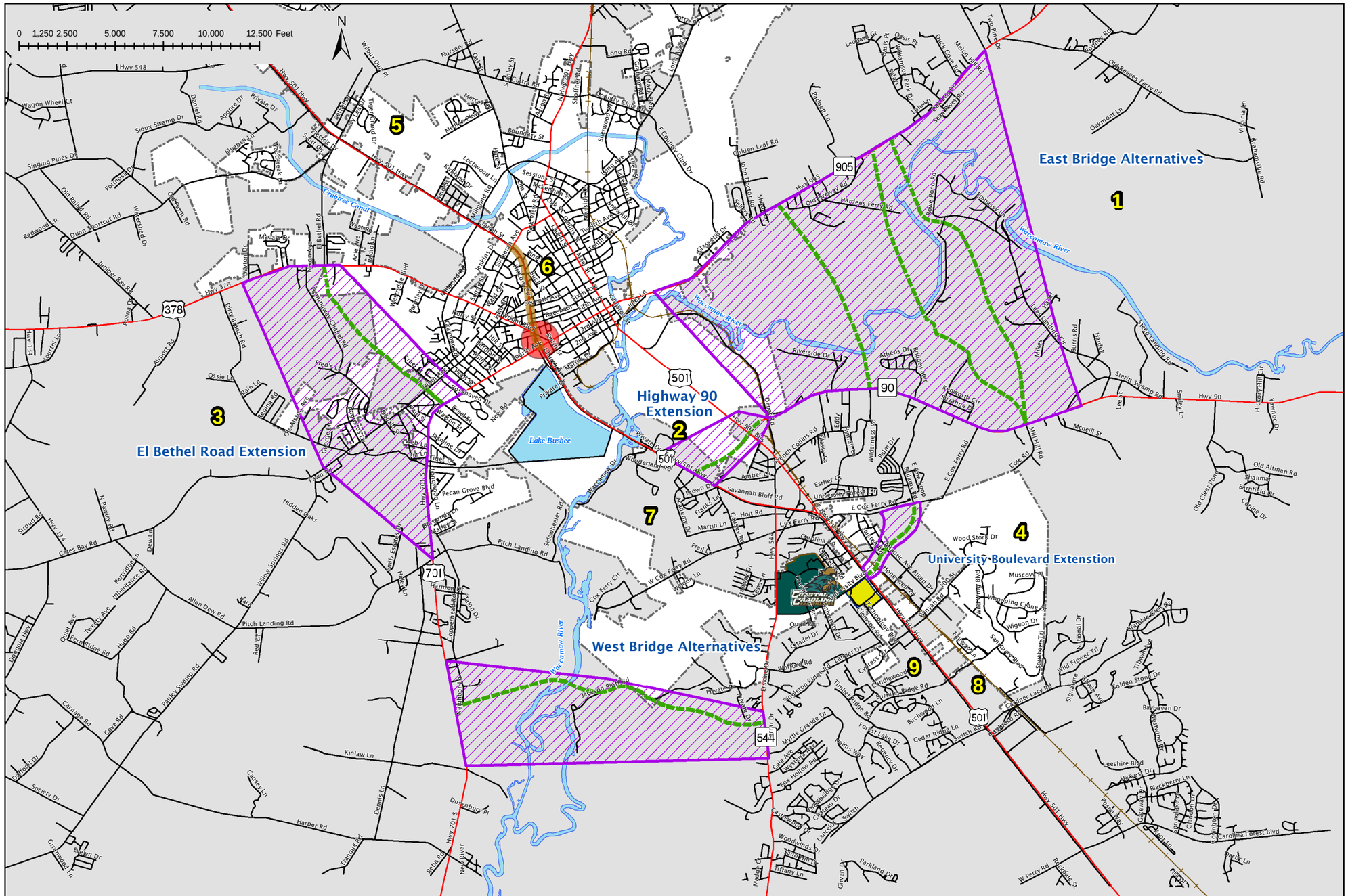
Streets

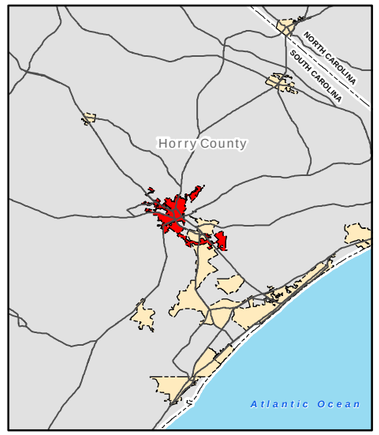
Projects that are of primary benefit to motor vehicles (but may also benefit other modes) are grouped into several categories depending on their scale and geography. Maps depict major study area projects and local improvements.

Major Projects

Several projects were singled out as providing significant new connectivity or otherwise fundamentally affecting automobile and truck movement throughout the city. These projects include a new bridge over the Waccamaw River, state highway extension, arterial road connections, US 501 access management projects, and a series of linkages drawn to forge a better relationship between geographically separated university campus buildings and the greater surrounding community. An overview of all of these improvements can be seen in **Figure 5.1**. Each project would need extensive environmental, engineering, and locational analysis prior to implementation, and thus the improvements shown on the map are not “official”. Preliminary suggested study areas and alignments are shown, based on initial perception of minimal impact to existing structures and wetlands.

City of Conway Comprehensive Transportation Plan





Region

Recommended Major Roadway Improvement Projects

- # Associated Project Numbers
- Potential Alignment Option
- Study Area for Identifying Alignment
- Intersection Improvement
- Interparcel Connectivity

Road Network

- US / State Highway
- Local Road

Other Layers

- Railroad
- Conway City Limits
- Lake / River / Canal
- Coastal Carolina University Main Campus
- Horry Georgetown Tech Main Campus

Source: City of Conway & Jacobs Carter Burgess

This map is intended for planning purposes only.

LEGEND

JE JACOBS Carter Burgess

Figure 5.1 Major Roadway Improvements

December 2008

River Crossing

In multiple planning efforts including this one, the need for an additional bridge over the Waccamaw River in Horry County was identified to facilitate emergency evacuation and response activities. The recent Southern Evacuation LifeLine (SELL) study process evaluated numerous potential locations in southern Horry County and included some routes located in the vicinity of Conway. These routes close to the city would have provided everyday relief for US 501 in addition to accommodating tourist traffic and intermittent coastal evacuations. Due to environmental constraints, however, the final "preferred alternative" primarily serves the South Strand and crosses the river approximately 19 miles southwest of Conway. This SELL route will reduce some US 501 traffic volume, however future volumes for peak season travel are expected to exceed available capacity along US 501 in the year 2030 according to the GSATS travel demand model. The physical constraint caused by limited river crossings focuses traffic on the US 501 corridor. Implementation of a connecting road crossing the river on the east side of Conway will provide and effective alternative to the US 501 corridor for local trips.

Preliminary bridge locations for further study are also shown in Figure 5.1, with the stakeholder preferred route being located somewhere east of E Country Club Drive on SC 90, to connect to SC 905. For even greater citywide connectivity, extensions in either direction from potential termini are possible. Adding a river crossing to the northeast of downtown Conway would reduce commuter pressure on Main St, potentially allowing easier access to downtown businesses and creating a more pleasant pedestrian and bicycle environment. The southwestern bridge location (potentially extending west from Singleton Ridge Road) is less preferable in terms in overall connectivity in light of future predicted growth patterns, and may also be infeasible due to the same environmental constraints that removed the nearest SELL route alternative from further consideration.

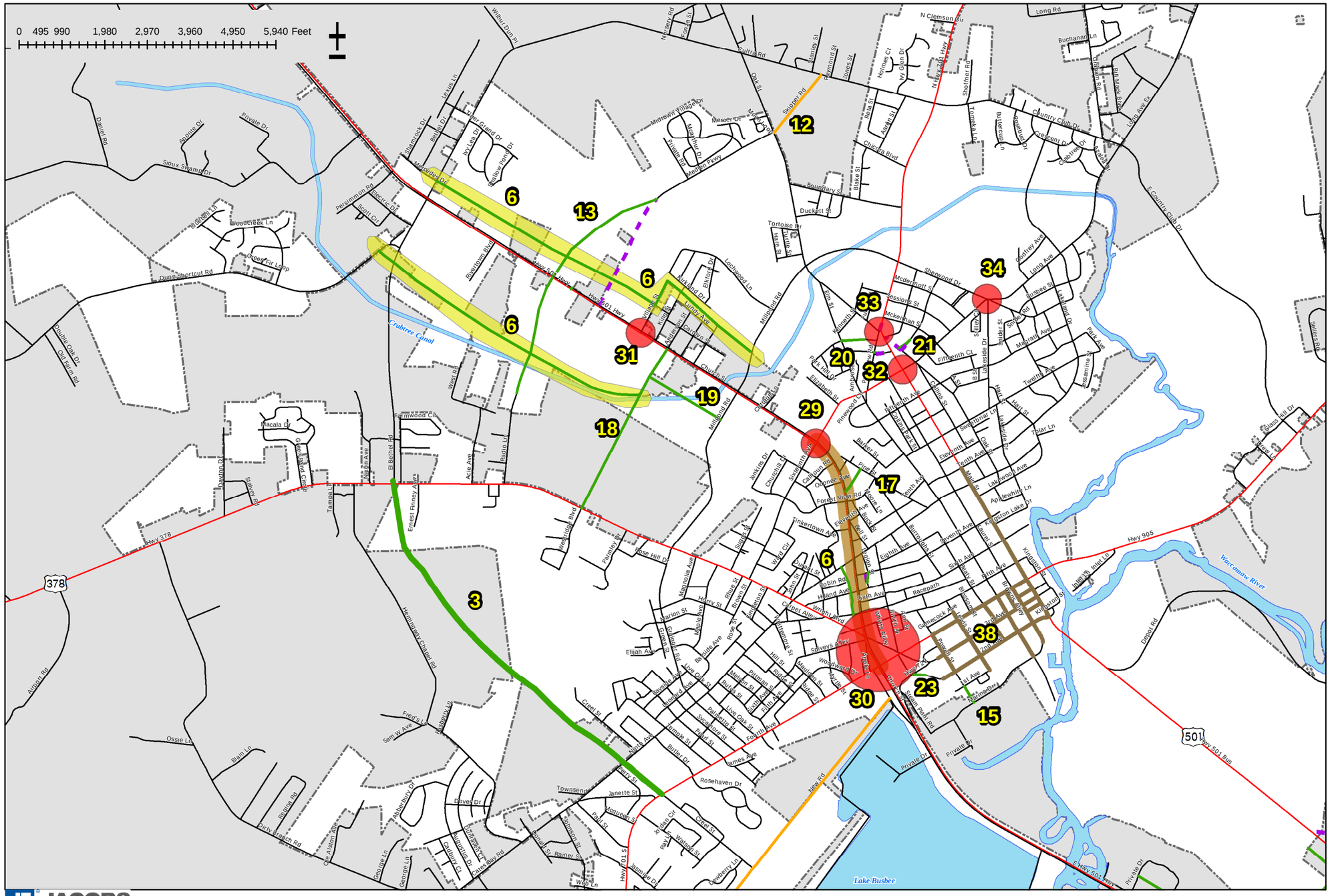
State Highways and Arterials

Truck movement through Conway is a major concern for local officials. Heavy trucks create air and noise pollution, and cause substantially more damage to roads than do lighter cars. Properly maintaining and defining truck routes can help limit the consequences of truck movement to very specific paths. In Conway, US 501 is the primary truck route; other state and federal highways also see a higher percentage of truck traffic than most local roads. SC 90 is a popular East-West route, which connects directly to US 501 Business, just north of its split with US 501. Because it is difficult to access US 501 from SC 90, some truck drivers have been utilizing Main Street as a through-route, eventually turning left on 16th Avenue or Millpond Road to reach US 501. Extending SC 90 approximately 4,500 feet west to directly connect with US 501 would assist truck drivers in safely accessing and staying on high-grade roads that are designed to handle more and larger vehicles. In similar fashion, an extension of El Bethel Road to US 701 would provide additional truck and local connectivity. This project has been listed as a priority roadway improvement in previous planning efforts and is included in the GSATS LRTP and RIDE II Report.

US 501 Access Management

Access management focuses on the process of balancing access to property with the desire to preserve efficient through-movement. As development increases along a roadway, effective systems should combine and reduce street access points to increase public safety, extend the life of the roadway, reduce congestion, support alternative modes of transportation, and improve roadway character. Techniques to manage access to land parcels adjacent to arterials or collectors include installing interparcel linkages and parallel local roads for rear and side access. Additionally, properly spacing and coordinating signalized intersections, and attempting to concentrate most access points at these intersections, will help traffic flow more smoothly and reduce potential conflict points.

Figure 5.2 depicts potential access management strategies for the US 501 corridor. In some places, new blocks can be created, providing redevelopment opportunities as well as rear and side access to existing land parcels. Along other more built-out stretches of highway, retrofitting interparcel access (i.e. driveways and walkways between adjacent uses) should be encouraged. A description of recommended strategies for each highlighted area is found in the project list at the end of this section.


0 495 990 1,980 2,970 3,960 4,950 5,940 Feet
Crabtree Canal
Lake Busbee
Waccamaw River
Hwy 378
Hwy 501
Hwy 905
Hwy 501 Bus
Hwy 501 Hwy
Hwy 701 Hwy
N Clemson Dr
Long Rd
Buchanan Ln
Country Club Dr
E Country Club Dr
Crescent Dr
Chicora Blvd
Boundary St
Duckett St
Tortoise Br
Hare St
Tuttle St
Skipper Rd
Oak St
Gurley Ave
Long Ave
Bisbee St
Lakeland Dr
Park Ave
Shepherd Dr
Medenhall St
Jessamine St
Sessions St
McKeithan St
Elm St
Selmont St
Main St
Sherwin St
Stalvey Ave
Snyder St
Singleton Ridge Rd
Mallard Ave
Twain Ave
Fittieenth Ct
Lakeside Dr
B St
Park Rd
Park View Dr
Elizabeth St
Pinewood Dr
Amherst Dr
Gilliland St
Eleventh Ave
Hart St
Tyler Ln
Lakeside Dr
Sweetbriar Ln
Oakwood Ave
Ninth Ave
Eighth Ave
Seventh Ave
Sixth Ave
Fifth Ave
Fourth Ave
Third Ave
Second Ave
First Ave
Racepath
Robin Rd
Holland Ave
Wright Blvd
Sibleys Alley
Woodward Dr
Arcadia
Pine St
Blossom St
Gadsden St
Gapeseed Ave
Kingston St
Kingston Lake Dr
Kingsburg Dr
Glass Hill Dr
Depot Rd
Main Ave
Main Street Alley
Church St
Singleton Ridge Rd
Forest View Rd
Tinkertown Alley
Bethel Church Rd
Bethel Church Cir
Macala Dr
Gapway Dr
Nixon Ave
El Bethel Rd
Formwood Cir
Acie Ave
Redfox Ln
Ernest Finney Ave
Tampa Ln
Shirley Rd
Dixon Dr
Double Oak Dr
Dunn Fairm Rd
Dunn Shortcut Rd
Woodcreek Ln
Green Fir Loop
Bluffton Ln
Private Dr
Annette Dr
Sioux Swamp Dr
Daniel Rd
Petsimmon Rd
Electric Dr
Scott Cir
Shamrock Dr
Bellaire Dr
Lexus Ln
Ivy Tea Dr
Ivy Grand Dr
Shallow Point Dr
Midtown Village Dr
Midtown Dr
Mercer Dr
Medical Park Dr
Medical Park Rd
Midtown Pkwy
Alvarado Rd
Willard Dunn Pl
N Kelsey Rd
Elm St
Gurley Rd
Mumford St
Jones St
Holmes Ct
Ivy Glen Dr
N Hwy 701 Hwy
Shofner Rd
Tomeka Ln
Buttercup Ln
Bill Mack Blvd
John Ave
Dr Johnson Rd
Blake St
Aaron St
Rose St
Sherwood Dr
Sweetbriar Ln
Cultivation Rd
Caldwell Rd
Orange Ave
Pine Ridge Dr
Jerome Dr
Churchill Dr
Sweetbriar Dr
Tinkertown Ave
Wood Cir
Dawn St
Robin Rd
Holland Ave
Sixth Ave
Racepath
Wright Blvd
Sibleys Alley
Woodward Dr
Arcadia
Pine St
Blossom St
Gadsden St
Gapeseed Ave
Kingston St
Kingsburg Dr

Local Projects

"Local" projects are those that tend to be small immediate improvements in an area, that would have less regional impact than the previously mentioned projects. They are shown by geography to provide greater visual detail.

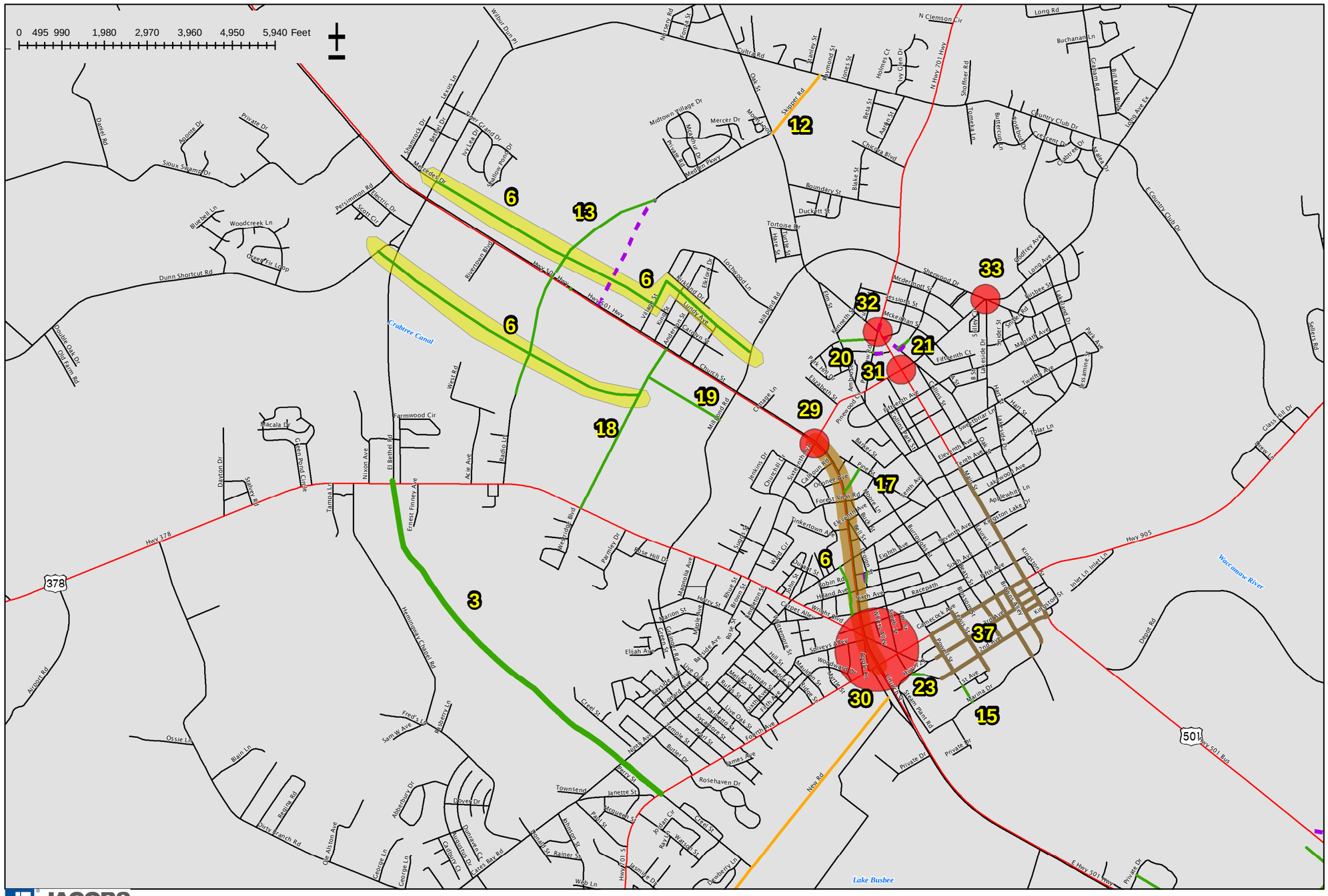
Downtown and University Areas

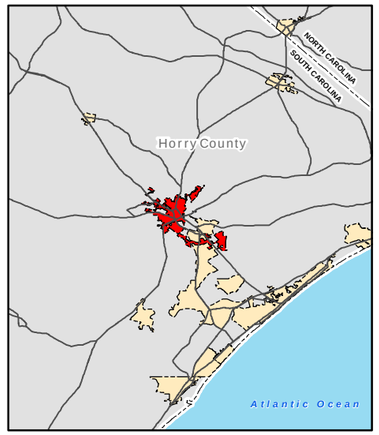
Downtown Conway is defined as the parts of the study area northwest of the Waccamaw River, with the Historic Downtown being located along Main Street and several blocks adjacent to the riverfront area. The University Area includes Coastal Carolina University, Horry-Georgetown Technical College, the regional hospital, the industrial park, and other destinations east of the Waccamaw.

The Downtown Map, as seen in **Figure 5.3** includes a number of new proposed roadway links including short spans relating to US 501 access management efforts. These are intended to provide an example of how increased connectivity can be achieved in this area. Primarily parallel roads, these links will provide local residents with a way to get to destinations such as shopping centers, Conway High School, recreation areas, and local small businesses without having to travel on arterial roads. Other improvements identified include the paving of selected roads, and extensions of the Historic District road grid to Marina Drive. Small realignments in the Racepath neighborhood and in the vicinity of Collins Park will help with local movement as well.

In the University area, as seen in **Figure 5.4**, a major focus again was on access management and providing alternatives to travel along US 501. The roadway links added between US 501 and US 501 Business depict a way to develop additional infrastructure for an accessible small business and neighborhood area without adding driveways along this congested stretch of US 501. Further down US 501, parallel routes are identified, with a suggested northern alignment providing frontage for potential transit oriented development along the railroad track. The railroad is a direct link between Conway and Myrtle Beach and may be used to accommodate tourist and commuter travel if demand grows in the future. In the interim, it is helpful to maintain general access to the tracks and limit encroaching private development; a frontage road is a way to accomplish this.

The industrial park area as well as CCU's "satellite" campus on the northern side of US 501 are currently lacking in appropriate connectivity. It is recommended that University Boulevard is extended to eventually link up with East Cox Ferry Road, in addition to roads serving small businesses in the area. Cox Ferry Road is a critical east-west connector already in place that could be utilized more efficiently. Though Century Circle may have been originally designed to support manufacturing operations, most of the tenants rely to an extent on walk-in business and would benefit from easier customer access. The new road links shown in this area represent critical links in directing traffic movement in a logical manner. While actual implementation of new roadways may deviate from what is shown, based on the goals and needs of future redevelopment activity, it is important that new linkages are direct and connect to existing intersections wherever possible. Various traffic calming measures such as roundabouts, raised medians, on-street parking, and narrow lanes can be used to mitigate potential concerns about through traffic. Complementary projects such as an SC 90 extension and Cox Ferry Road signalization will also change area traffic patterns.





Region

Recommended Roadway Improvement Projects

- # Associated Project Numbers
- Potential network to be coordinated with redevelopment
- New / Realigned Corridors
- Pave Road Segment
- Remove Road Segment
- Widen Road Segment
- Streetscaping
- Intersection Improvement
- Interparcel Connectivity

Road Network

- US / State Highway
- Local Road

Other Layers

- Railroad
- Conway City Limits
- Lake / River / Canal
- Coastal Carolina University Main Campus

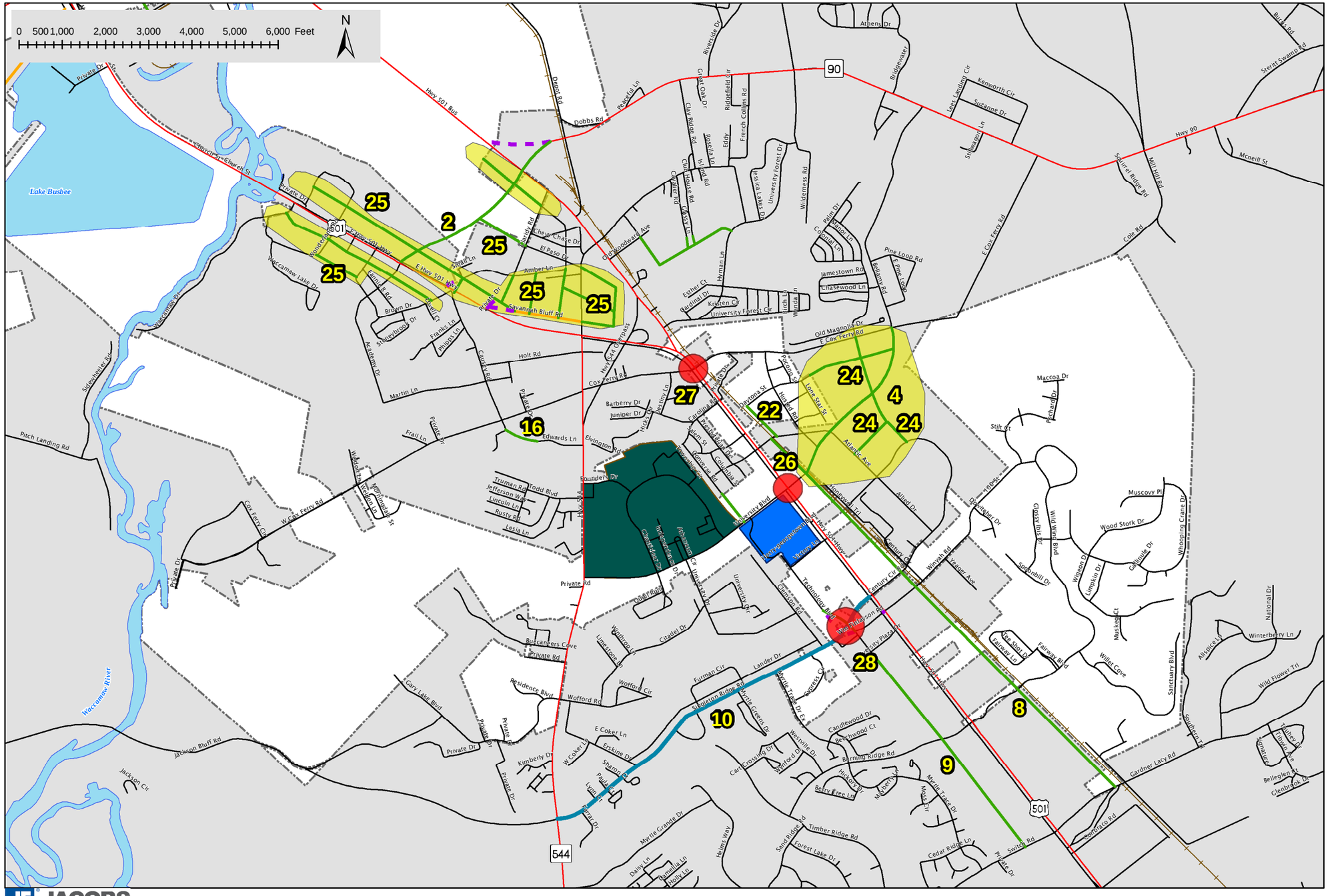
Source: City of Conway & Jacobs Carter Burgess

This map is intended for planning purposes only.

LEGEND

JACOBS Carter Burgess

Figure 5.3 Downtown Area Improvements


0 500 1,000 2,000 3,000 4,000 5,000 6,000 Feet
N
Lake Busbee
Waccamaw River
Hwy 501 Bus
Dobbs Rd
Peaceful Ln
Riverside Dr
Great Oaks Dr
Clay Ridge Rd
Ridgefield Cir
French Collins Rd
Eddy
Bosella Ln
Island Rd
Chandler Rd
Clay Lick Ln
Chesterfield Rd
University Forest Dr
Jessica Lakes Dr
Wildemess Rd
Athens Dr
Bridgewater
Lees Landing Cir
Kenworth Cir
Suzanne Dr
Sylvia Gail Ln
Hwy 90
Sterrett Swamp Rd
Burke Rd
Squirrel Ridge Rd
Mill Mill Rd
Mcneill St
Cole Rd
E Cox Ferry Rd
Pine Loop Rd
E Pine Loop
Bellamy Rd
Jamestown Rd
Chasewood Ln
Palm Dr
Manor Ln
Colonial Dr
Old Woodward Ave
Hyman Ln
Esher Ct
Cardinal Dr
Kristen Cir
University Forest Cir
Witch Ln
Wanda Ln
Old Magnolia Dr
Church St
Church St
Private Dr
Private Dr
Private Dr

Intersection Improvements

Safe and efficient operation of intersections is vital to reducing congestion since intersections are the points where roadway capacity is most constrained. In addition to vehicular improvements and key intersections, it is recommended that crosswalks and pedestrian countdown timers be installed at every signalized intersection, beginning with those that have the highest pedestrian or vehicular volume (i.e., Main Street and US 501).

Several critical intersections need immediate improvement based on their safety record, operating deficiencies, or awkward geometry, as verified by field surveys. These intersections can be seen in the previous figures and include US 501 at US 378 and US 701, US 501 at 16th Avenue, SC 905 at Main St, US 501 at East Cox Ferry Road, Sherwood Drive at Long Avenue and 16th Avenue, Singleton Ridge Road near US 501, and Main St at Oak and Park View. Potential solutions for these problem intersections are recommended based on a preliminary review of field observations. Further analysis and design will be needed prior to implementation of improvements.

US 501 at US 378 and US 701

High traffic volume, irregular geometry, and complicated turning movements plague the operation of the intersection of three major highways at the edge of Downtown Conway. While through traffic on US 501 north and south comprises the dominant movement, there is significant commuter flow from US 378 west of the City onto US 501 southbound, and vice versa. Double left turn lanes on US 501 NB set up to assist this movement do not always accommodate the entire vehicle queue, which backs up on the US 501 bridge. Additionally, wayfinding signage does not adequately address the proliferation of numbered routes and area destinations. Intersection improvement recommendations, shown in Figure 5.5 include:

<u>Short term- Intersection improvements</u>

- Install pavement sensors and signs along US 501 northbound approaching US 378 to indicate that drivers should prepare to stop when flashing. Turn on when light is turning yellow with light traffic and when queuing reaches bridge, flash all the time
- Install northbound right turn lane on US 501 approach to US 378
- Assess and consolidate existing signage. Create gateway to Downtown Conway as suggested in the recent urban design charrette

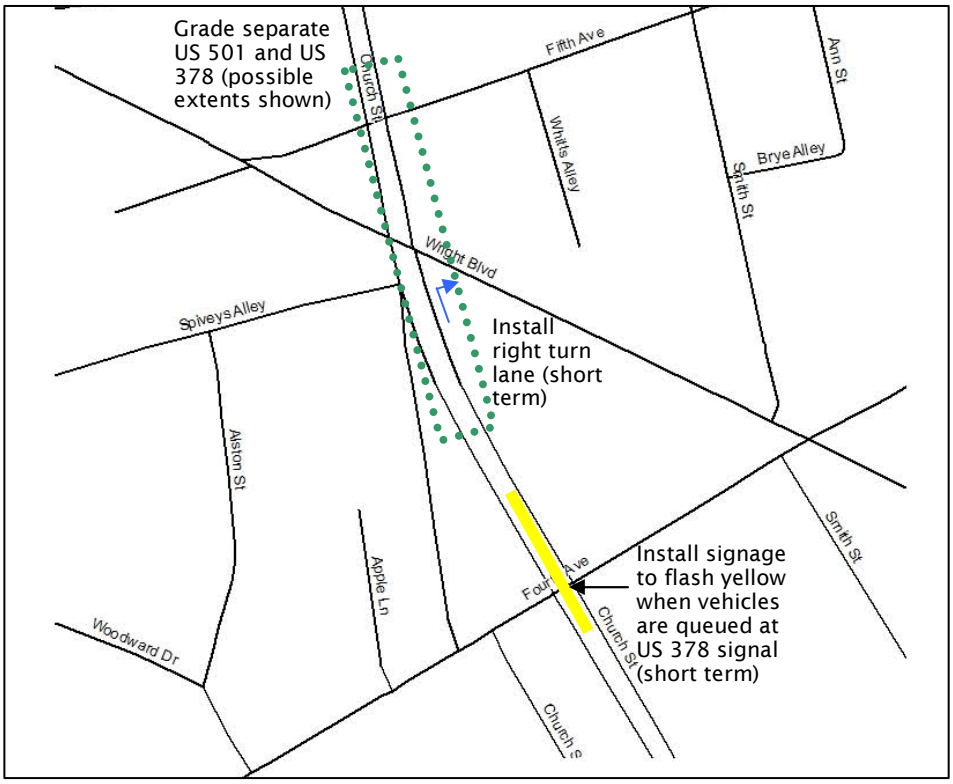


Figure 5.5 Suggested Intersection Improvement at US 501 at US 378 and US 701

Long Term Intersection Improvement

- Consider grade separation as a two level signalized intersection (US 501 on the upper level) as shown in **Figure 5.6**. Using this design, four signal phases can operate concurrently, resulting in greater intersection capacity (and less delay) than that of a standard at-grade intersection. In comparison to a tight urban diamond interchange, ROW needs are not extensive. As an alternative, a flyover ramp from US 501 northbound to US 378 eastbound should also be considered.
- It may also be possible to reconfigure streets to align Fourth Avenue east of US 501 with US 378 and Third Avenue east of US 501 with Fourth Avenue west of US 501.

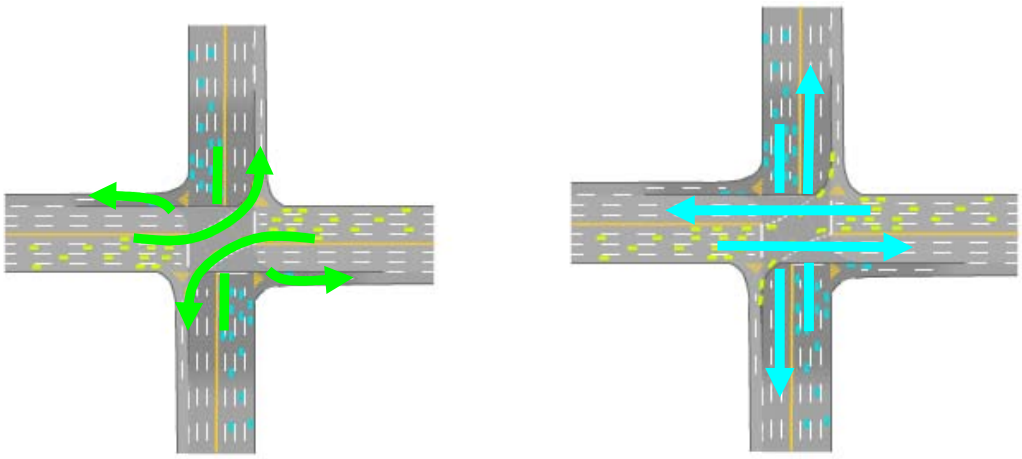


Figure 5.6 Phases of a two-level signalized intersection

Source: www.roadnext.com

US 501 at 16th Avenue

This intersection experiences the most crashes of any location in Conway. In reviewing accident records and interviewing public safety officials, it was determined that many crashes result when right-turning vehicles on 16th Avenue eastbound pull directly into the right lane of US 501 southbound and are hit from behind or at an angle by vehicles on the major road. Roadway curvature on US 501 south of this intersection reduces driver visibility and also contributes to a safety deficiency. The proliferation of businesses and neighborhoods in the area make it necessary to improve safety for all modes, including pedestrians and bicyclists. Recommended intersection improvements, shown in Figure 5.7, include:

- Install channelized right turn lane on 16th Ave eastbound and acceleration lane on US 501 southbound, with pedestrian refuge island
- Paint highly visible crosswalks and install pedestrian countdown timers

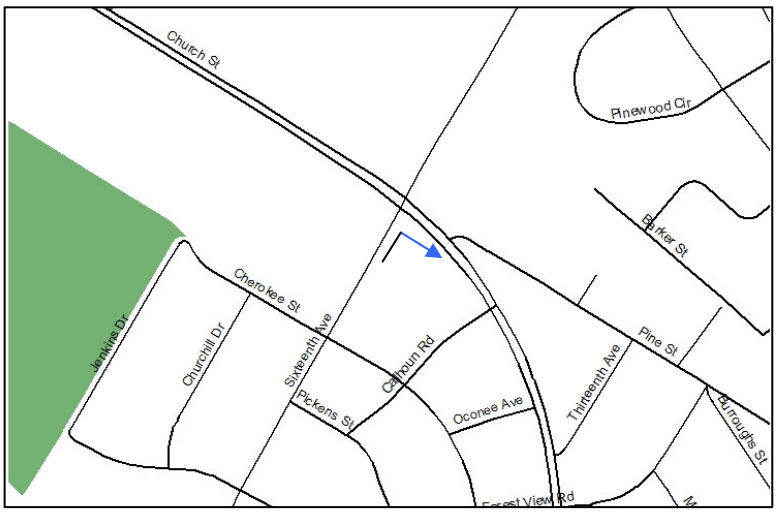


Figure 5.7: Suggested Intersection Improvement at US 501 at 16th Avenue

US 501 at East Cox Ferry Road - Improve intersection and signalize

Cox Ferry Road is an existing direct link between a nature preserve, residential areas, industrial uses, and SC 90. Because of its connectivity and directness, it is highly utilized by locals for crosstown traffic. The lack of protected crossing at the high-volume US 501, however, limits its effectiveness as a through street and resulted in almost 20 crashes between 2004 and 2006. Signalization, intersection realignment, and improved sight distance would make this intersection safer and encourage more efficient use of the road network in the part of Conway. It would also be helpful to provide a protected crossing for bicyclists and pedestrians so that they could better access recreational opportunities and recommended multi-use paths improvements. Intersection improvement recommendations, shown in Figure 5.8, include:

- Install shadow left turn lanes along US 501northbound and southbound
- Install left turn lanes along East and West Cox Ferry Road approaches to US 501
- Realign eastbound approach of Cox Ferry Road to intersect US 501 at a right angle
- Remove trees along US 501 north of East Cox Ferry Road to improve southbound sight distance to intersection
- Signalize intersection and provide crossing for pedestrians and bicycles

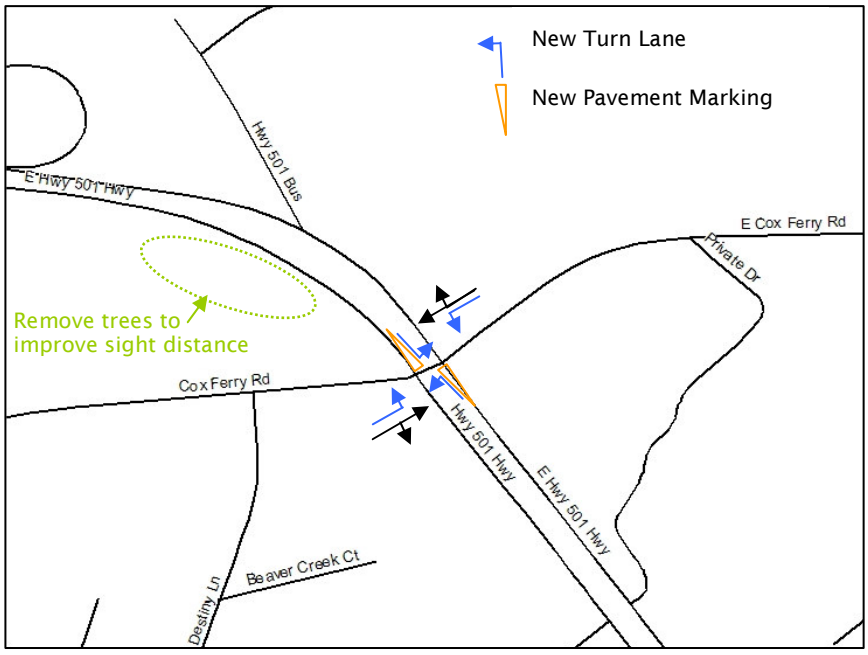


Figure 5.8: Suggested Intersection Improvement at US 501 at 16th Avenue

Sherwood Drive at Long Avenue and 16th Avenue

Centered on a seldom used railroad track, this five-legged intersection is a gateway into the more rapidly growing area of northeast Conway. While few crashes have occurred in this location, awkward geometry and confusing traffic control devices could cause problems in the future as vehicular volume increases and the railroad becomes more active. There are currently four stop signs and a yield sign controlling the intersection, an irregular approach which has led to some motorists running stop signs, stopping in the wrong place, or being unsure of which vehicle has the right-of-way when multiple vehicles are in the intersection. While a short-term measure would be to replace the yield sign with another stop sign, addressing the geometric issues would be more effective in the long run with regards to safety. Descriptions and renderings of one potential solution follows (see Figure 5.9). Regardless of the final improvement implemented, additional railroad crossings should be avoided.

- Realign 16th Ave to Sherwood Dr west of RR tracks
- Realign Lakeside Drive to connect to Long Avenue
- Construct four-way stop intersection east of current intersection of Sherwood Dr and Long Ave east of RR track

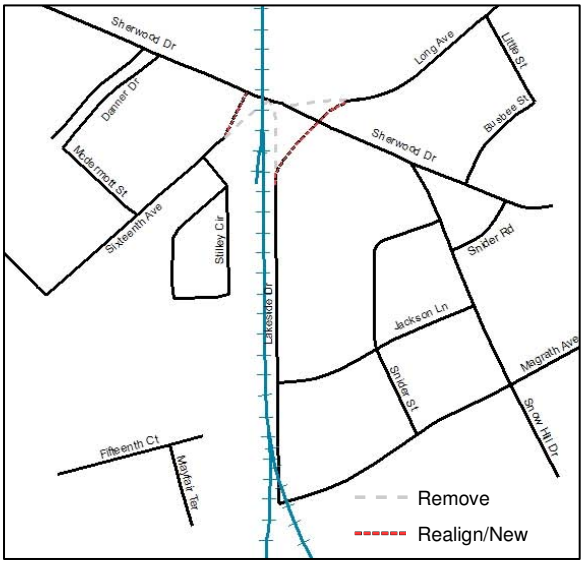


Figure 5.9 Suggested Intersection Improvement at Sherwood Dr and Long Avenue

Singleton Ridge Road near Finlayson Road, US 501, and Technology Boulevard

Awkward geometry and poor access management contribute to safety and connectivity problems in this area of Singleton Ridge Road. The angled intersection of Finlayson Road at Singleton Ridge Road is hazardous to visitors of the multiple adjacent medical establishments, who must utilize it as Finlayson Road is unprotected at its intersection with US 501. Singleton Ridge Road does not adequately accommodate the relatively high vehicle and intersection volume that is occurring.

Additionally, Technology Boulevard could be employed to a greater extent by college-affiliated vehicles (including bicycles) as an alternative to US 501. The following suggestions, illustrated in Figure 5.10, should improve safety, connectivity, and multi-modal efficiency in this area.

- Improve capacity at US 501 at Singleton Ridge Road intersection: Add turning lanes and storage length based on results of detailed traffic analysis
- Close median break along US 501 at Finlayson Rd
- Work with existing developers to provide interparcel access along US 501 north and south of Singleton Ridge Road
- Realign and extend Technology Park Drive to connect to Medical Park Drive, while removing a short leg of Finlayson Road where it comes into Singleton Ridge Road. Extend Medical Park Drive parallel to US 501 to Switch Road and beyond for alternate access to area destinations
- Reconfigure driveway access to businesses near intersection as necessary

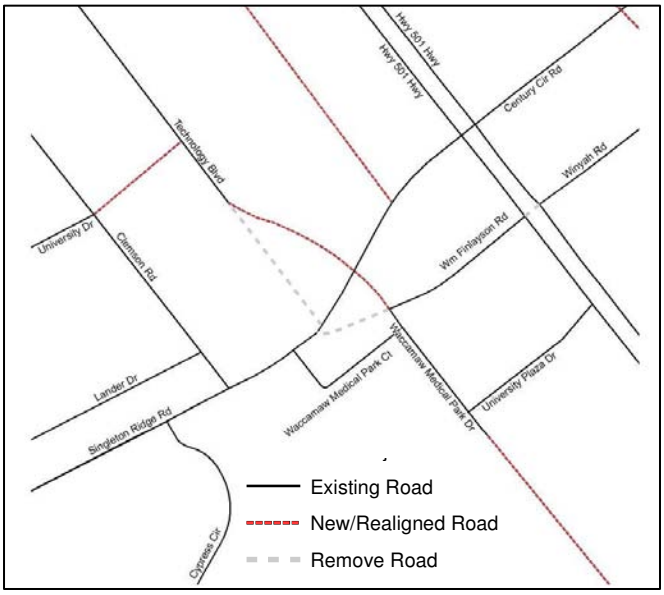


Figure 5.10 Suggested Intersection Improvement on Singleton Ridge Road

Main Street at Oak Street and Park View Road

Collins Park serves as a marker defining entry to Downtown Conway. It is also the largest and most popular park in this area of Conway. Because of the relatively heavy traffic volumes on Main Street, 16th Avenue, and Park View Road, access to the park has been somewhat compromised. Unusual roadway geometry at each corner of the triangular park area has also contributed to access and safety issues. A number of geometric and operational improvements in the area are necessary to improve safety and multi-modal park access while accommodating typical traffic movements.

Oak Street is a fairly significant direct link in north Conway's street network, and accommodates some southbound vehicular traffic that enters Main Street. However, It should be considered as a

local road after crossing Main Street due to its more residential nature and lack of signalized intersections. It is recommended that the section of Oak Street between 17th and 18th Avenues be closed to motor vehicle traffic to discourage through movement across Main Street. At the same time, 17th Avenue should be realigned to provide better multi-modal access to Collins Park. It would also be beneficial to have more vehicular parking (for both automobiles and bicycles) to encourage park use. Turning Park View Road into a one-way street and adding striped parking spaces would help achieve this aim. Designating northbound one-way rather than southbound would reduce through traffic on the street, and would allow easier utilization of the existing bus parking spaces on the east side of the street. As seen in **Figure 5.11**, Area improvement recommendations include:

- Eliminate the combined Main Street/Oak Street/Park View Road intersection by removing the small northbound leg of Main Street that currently continues on to Park View. A raised, landscaped area with a "welcome" sign can be put here to serve as a northern gateway to downtown Conway.
- Make Oak Street one-way westbound between Park View Road and Main Street.
- Realign 17th Avenue on either side of Collins Park and connect between Main Street and Oak Street to add multi-modal access and provide a continuous route.
- Close Oak Street to motor vehicle use between 17th and 18th Avenue to discourage unprotected left turns from Main Street.

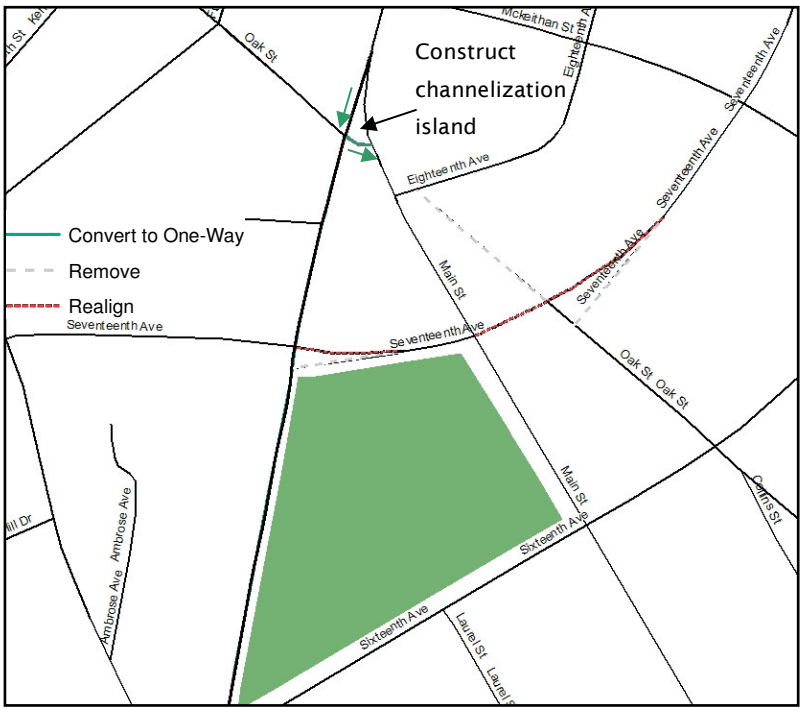


Figure 5.11 Suggested Intersection Improvement at Main St, Oak St, and Park View Dr

Small Area Concept Plans

A number of concept plans were drawn to demonstrate how additional street network connectivity could be added in certain areas during redevelopment activities, in coordination with the existing transportation system. The following figures depict two concept plans: (1) a predominantly residential build-out with traffic calming street curvature in the growing area between Medlen Parkway and Millpond Road in **Figure 5.12**, and (2) an infill road grid geared more towards light industrial uses with a focus on access management and truck-friendly routing near the US 501 split in **Figure 5.13**. While the westward extension of SC 90 is a recommendation of the CTP, it is not necessary that the potential road networks in the concept plans are implemented exactly as shown. However, the City of Conway can use these networks and the principles behind them in evaluating future subdivision and land development requests.

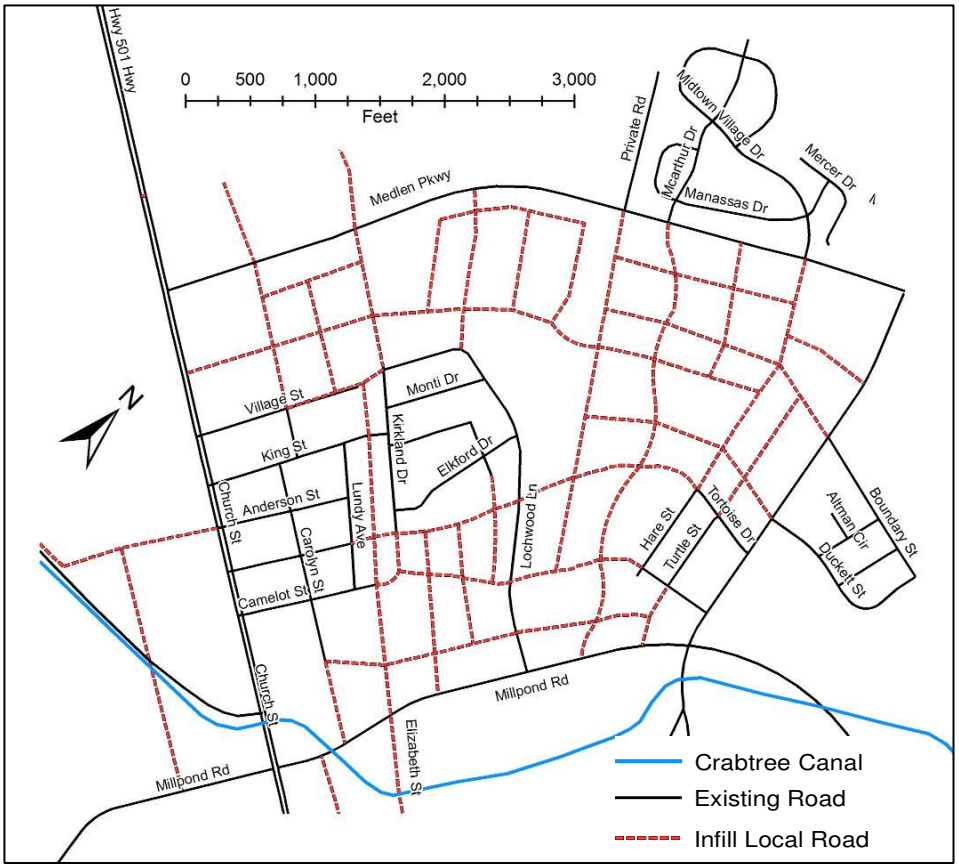


Figure 5.12 Concept Plan: Medlen Parkway to Millpond Road

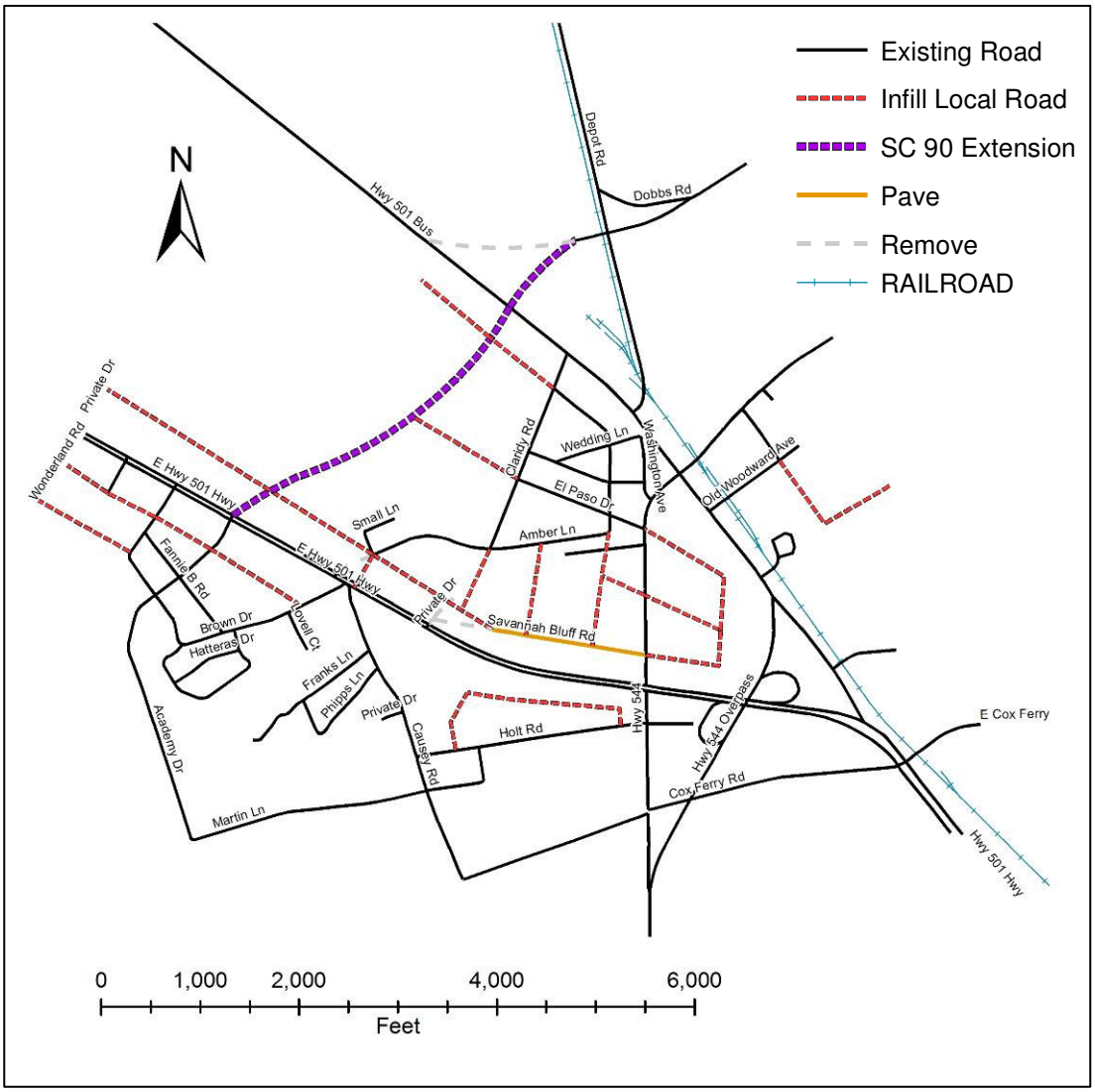


Figure 5.13 Concept Plan: US 501 Split

Project List

Recommended roadway improvement projects and their estimated costs are listed in **Tables 5.2 to 5.5.** Specifically, **Table 5.2** lists "major" improvements, **Table 5.3** lists more "local" impact projects, **Table 5.4** lists intersection-related improvements, and **Table 5.5** lists recommended transportation studies and urban design improvements. These tables contain projects to be implemented through the year 2030. As described at the beginning of the chapter, "phasing" refers to the anticipated implementation timeline: Short-range (2008-2013), Mid-range (2014-2020), and Long-range (2021-2030). Recommended projects satisfy one or more goals, as shown. Since Goal 5, "compatibility" between land development and transportation infrastructure, is more programmatic than oriented to individual capital improvements, it is not included in project Tables 5.2 to 5.4.

In the spirit of providing "Complete Streets" for all appropriate transportation projects, the cost estimates shown in the following tables are primarily based on upgraded facilities that can accommodate pedestrians and bicyclists in addition to motor vehicles, even if not shown explicitly in included project maps. Though inclusion of pedestrian and bicycle facilities increases initial costs, it is almost always more economical to include multi-modal accommodations during initial construction than it is to retrofit street segments. Further, there is opportunity to work with developers to reserve or provide transportation infrastructure during medium and large-scale land development which may reduce the estimated costs shown in the following tables.

The estimated costs indicated on the following tables are for planning purposes and comparison to available funding. These preliminary estimates would need to be refined through the design process to determine the costs for funding allocation. The costs are based on unit costs, as indicated in Table 5.1. These costs include estimated right-of-way costs for new road construction and roadway widening. As Table 5.3 shows, no costs have been estimated for the proposed new bridge over the Waccamaw River east of downtown Conway, as further concept development and initial environmental screening would be needed to determine a preliminary cost.

Table 5.2 Recommended Major Roadway Improvements

Project ID #	Project	Description	Approximate Length (ft)	Approximate Length (mi)	Estimated Cost	Phasing	Goal 1	Goal 2	Goal 3	Goal 4
1	New bridge over Waccamaw River	Connects SC 905 to SC 90, east of Country Club Drive. Exact location TBD.	n/a	n/a	Variable	Long	++	+	++	
2	SC 90 extension	Extend current western terminus at US 501 Business (Main St) to US 501. Listed in LRTP as "interchange improvement between US 501 / SC 544 / SC 90"	4,519	0.86	$3,464,000	Mid	+	+	++	
3	El Bethel Road extension	El Bethel Road terminus at US 378 to US 701. (Also in LRTP and RIDE II)	9,901	1.88	$13,786,000	Mid	+	++	+	+
4	University Boulevard extension	Extend current eastern terminus to E Cox Ferry Road. Connect to existing intersection at Bellamy Road.	5,995	1.14	$5,393,000	Mid	+	++	+	+

+ Project achieves goal

++ Project exceeds requirements of goal

Table 5.2 Recommended Major Roadway Improvements, continued

Project ID #	Project	Description	Approximate Length (ft)	Approximate Length (mi)	Estimated Cost	Phasing	Goal 1	Goal 2	Goal 3	Goal 4
5	501 - Access Management (1)	El Bethel Road to 16th Ave: Construct new roads parallel to 501 to provide local alternatives. Includes Elizabeth Street and Carolyn Street extensions (in LRTP)	15,030	2.85	$11,421,000	Mid	+	+	++	+
6	501 - Access Management (2)	16th Ave to 4th Ave / US 701: Encourage interparcel access where appropriate, construct new roads with redevelopment (16th Ave @ US 501 and along US 501 between 9th Ave and Racepath Ave)	1,375	0.26	$1,265,000	Long	++	+	+	+
7	501 - Access Management (3)	Waccamaw Dr to SC 544 overpass: Construct new roads parallel to 501 to provide entry to roadside businesses. Also encourage interparcel access for existing businesses.	5,038	0.95	$3,608,000	Mid	+	+	++	+

Table 5.2 Recommended Major Roadway Improvements, continued

Project ID #	Project	Description	Approximate Length (ft)	Approximate Length (mi)	Estimated Cost	Phasing	Goal 1	Goal 2	Goal 3	Goal 4
8	501 - Access Management (4)	Daytona St to Gardner Lacy Road (north side): construct new road adjacent to RR tracks to provide non-arterial access to areas businesses as well as street frontage for future transit oriented development. Listed in LRTP as "Construct Postal Way from Waccamaw Pines towards Conway on north side of US 501".	20,084	3.80	$18,002,000	Long	+	+	++	++
9	501 - Access Management (5)	University Plaza Drive to Switch Road (south side): construct new road parallel to 501 to provide non-arterial entry for roadside businesses. Implement interparcel access for existing adjacent developed parcels.	15,468	2.93	$11,679,000	Mid	+	+	++	+
		Total Length and Cost of Recommended Major improvements	**77,410 +**	**14.67 +**	**$68.62 + M**					

Table 5.3 Recommended Local Roadway Improvements

Project ID #	Project	Description	Approximate Length (ft)	Approximate Length (mi)	Estimated Cost	Phasing	Goal 1	Goal 2	Goal 3	Goal 4
10	Singleton Ridge Road widening	Widen Singleton Ridge Road to either four lanes or two through lanes plus right and left turn bays in appropriate locations. Also construct multi-use path(s) at time of widening. Listed in LRTP	9,251	1.75	$9,907,000	Mid			+	+
11	New Road paving	Reconstruct entire length of New Road between US 501 on-ramp and US 701 and pave road. Put in wide shoulder for Bike route and install sidewalk along east end.	7,554	1.43	$1,122,000	Mid		+	+	+
12	Skipper Road paving	Pave entire length of Skipper Road, treat as extension of Medlen Pkwy and signalize intersection of Skipper Rd @ Oak St if necessary.	1,741	0.33	$201,000	Short		+		
13	Medlen Parkway extension	Realign western terminus at US 501 so that it can continue straight ahead to access US 378	5,626	1.07	$5,178,000	Long		+	+	
14	Lewis St extension	Extend current southern terminus at 1st Ave to Marina Dr as multiuse path (no vehicular access).	450	0.09	$175,000	Short		+		+

Table 5.3 Recommended Local Roadway Improvements, continued

Project ID #	Project	Description	Approximate Length (ft)	Approximate Length (mi)	Estimated Cost	Phasing	Goal 1	Goal 2	Goal 3	Goal 4
15	Powell St extension	Extend current southern terminus at 1st Ave to Marina Dr. Install sidewalks.	166	0.03	$152,000	Mid		+		+
16	Causey - Edwards Connector	Extend current northern terminus to Causey Rd at West Cox Ferry	790	0.15	$566,000	Long		+		
17	Barker St/Pine St Connector	Extend from Barker St to Pine St - Connectivity	684	0.13	$438,000	Long		+		+
18	Conway High School Connector	Connect 501 at Conway High School to US 701 at Westridge Blvd.	4,188	0.79	$3,671,000	Long		+	+	
19	Conway High School - Cherokee Connector	Connect Conway High School to Millpond Rd and extend Multi-Use Path through recreation area to Cherokee St.	3,358	0.64	$2,582,000	Short		+	+	+

Table 5.3 Recommended Local Roadway Improvements, continued

Project ID #	Project	Description	Approximate Length (ft)	Approximate Length (mi)	Estimated Cost	Phasing	Goal 1	Goal 2	Goal 3	Goal 4
20	Park View - Park Hill Connector	Increase connectivity near Collins Park	746	0.14	$687,000	Short		+		+
21	17th Avenue Realignment	Increase connectivity near Collins Park	737	0.14	$678,000	Short		+	+	+
22	Daytona - Atlantic Connector	Increase connectivity in Century Circle area	1,000	0.19	$760,000	Short		+	+	
23	2nd Avenue Extension	Extend 2nd Avenue to Highway 723	250	.05	$242,000	Short		+		
24	University Blvd Grid	Increase connectivity in vicinity of University and E Cox Ferry. Coordinate with development to reduce cost. Includes extension of University Blvd to Bellamy Rd	5,040	0.95	$3,830,000	Mid		+		+
25	US 501 Split Grid	Increase connectivity and access management in vicinity of 501 split. Preserve ROW and build w/ development to reduce cost. Pave Savannah Bluff Road	19,462	3.69	$13,775,000	Long	+	+	+	+
		Total Length and Cost of Recommended Local improvements	**61,043**	**12.00**	**$44.0 M**					

Table 5.4 Recommended Intersection Improvements

Project ID #	Project	Description	Estimated Cost	Phasing	Goal 1	Goal 2	Goal 3	Goal 4
26	Intersection: University Blvd at US 501	Install grade-separated pedestrian and bicycle crossing.	$2,000,000	Mid	+	+		+
27	Intersection: Cox Ferry Road at US 501	Realign intersection and signalize for safety.	$1,700,000	Short	+	+	+	+
28	Intersection: Singleton Ridge Road near Technology Blvd	Safety-related realignment. See text.	$745,000	Mid	+		+	
29	Intersection: 16th Ave at US 501	Install channelized right turn lane and acceleration lane from 16th Ave EB to 501 SB. Provide gateway/streetscape improvements as indicated in the Conway Charette Report.	$780,000*	Short	+		+	
30	Intersection: US 378 at US 501	Undertake engineering analysis; consider grade separation for one or more turning movements. See text. (Also in LRTP and RIDE II). Provide gateway/streetscape improvements as indicated in the Conway Charette Report.	$100,000*	Mid	+	+	+	+
31	Intersection: US 501 at Conway High School	Install grade-separated pedestrian and bicycle crossing.	$2,000,000	Mid	+	+		+
32	16th Ave at Main St	Provide gateway/streetscape improvements as indicated in the Conway Charette Report.	N/A*	Short		+		

Project ID #	Project	Description	Estimated Cost	Phasing	Goal 1	Goal 2	Goal 3	Goal 4
33	Main St at Oak St and Park View Rd	Modify intersection and connecting roads to reduce vehicle conflicts at multi-leg intersection. Remove Main St to Park View Rd Southbound connection. Convert Park View Rd to one-way northbound. Convert Oak St to one-way eastbound between Park View Rd and Main St. Realign 17th St and Connect between Main St and Oak St. Close Oak St between 17th Ave and 18th Ave. Provide gateway/streetscape improvements as indicated in the Conway Charette Report.	$82,000*	Short		+		
34	Sherwood Dr at Long Ave and 16th Ave	Realign intersections to simplify operations and separate from railroad tracks. Realign 16th Ave to Sherwood Dr west of railroad tracks. Realign Lakeside Dr to connect to Long Ave. Construct 4-way stop east of current intersection of Sherwood Dr and Long Ave east of railroad tracks.	$1,094,000	Short	+			
35	Every signalized intersection	Install pedestrian countdown timers and high-visibility crosswalks at all signalized intersections.	$1,123,000	Mid	+	+		+
36	Traffic Signals: Main St	Reduce cycle length to minimize pedestrian delay in crossing Main St.	$10,000	Short	+	+		+
37	Traffic Signals: General	Add isolated signals along US 501 to existing networks and coordinate using Intelligent Transportation Systems (ITS)	$100,000	Short		+	+	
		Total cost of recommended improvements	**$9,734,000**					

*Cost does not include gateway/streetscape improvements

Table 5.5 Recommended Studies and Urban Design Improvements

Project ID #	Project	Description	Phasing	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5
38	Urban Design: Downtown Conway	Provide streetscape improvements in downtown Conway is indicated in the Conway Charrette Report. Install curb bulbouts and sidewalk ramps throughout the historic downtown area. Undertake additional streetscape improvements such as the installation of benches, trees, and lighting. Fix sidewalks in areas of disrepair.	Short	+	+		+	+
39	Study: Wayfinding	According to design charrette recommendations, install "branded" and coordinated wayfinding signage to direct non-locals to areas of interest including historic attractions, recreational areas, parking lots, and alternative routes. Also consider renaming roads with multiple names, such as El Bethel Rd/ Cultra Rd/ East Country Club Dr.	Short	+		+		+
40	Study: Pedestrian Infrastructure	Update inventory of sidewalks, and undertake study of curb ramps, street trees, benches, lighting, public art, etc.	Short	+	+		++	+
41	Study: US 501 Corridor	Develop corridor plan to include access management, development regulations and streetscaping. Include study of median break spacing, determine whether breaks may be needed to be added or removed in places to control access and/or allow emergency vehicle movement. Review development regulations regarding building setbacks, parking, and signage. Provide streetscape plan for corridor. This project was listed in the LRTP.	Short	+	+	+	+	+
42	Study: US 378 Corridor	Develop corridor plan, including access management, streetscaping, and adequate multi-modal accommodation. Also listed in LRTP.	Mid	+	+	+	+	+
43	Study: US 701 Corridor	Develop corridor plan, including access management, streetscaping, and adequate multi-modal accommodation. Also listed in LRTP.	Mid	+	+	+	+	+

In addition to the recommendations above, **Table 5.6** shows projects that were included in the GSATS LRTP and RIDE II program but which are not explicitly recommended in the Conway Comprehensive Transportation Plan. They are listed separately for a variety of reasons, including scope, suitability, and potential dependency on other nearby facility improvements.

Table 5.6 Additional LRTP and RIDE II Projects

Project	Notes
Construct four interchanges along US 501 at Carolina Forest Blvd, Factory Outlet, Blvd, Singleton Ridge Road, and Gardener Lacy Blvd	Other access management strategies in project list could potentially mitigate this need.
Construct Interchange at US 501 and Coastal Carolina	An interchange here would hamper non-vehicular road crossing to satellite campus. Not recommended.
US 501 widening to 6 lanes between Forestbrook Rd and Conway	Other capacity and access management strategies could potentially mitigate this need.
Upgrade Highway 701 to five lanes from Conway to Highway 22	Outside of the CTP scope, not evaluated
Widening US 701 to 4 lanes between Conway & Georgetown	Outside of the CTP scope, not evaluated
SC 905 widening from Conway to SC 22 (Conway Bypass)	Outside of the CTP scope, not evaluated
Widen SC 90 from US 501 to SC 22 (Conway Bypass)	Outside of the CTP scope, not evaluated
US 501 exit into Conway at First Avenue	Need potentially mitigated by improvement of 501/378/701 intersection, as well as better wayfinding signage on alternate routes (3rd Ave, etc). Continue to study.
US 501 at 9th Ave, intersection improvements (Conway)	Evaluate in context of grade-separated intersection at 501/378/701.

Sidewalks and Multiuse Paths

Pedestrian

According to the pedestrian needs analysis, almost every street segment in Conway should have sidewalks to provide access to community facilities within a half-mile radius of these destinations. The university and hospital area on the south side of the Waccamaw River also has a need for sidewalks and multi-use trails to serve the growing student, medical, business, and residential population. At present, sidewalks exist throughout the historic downtown area and in sporadic locations elsewhere. The Greenway Master Plan focused on prioritizing “routes” throughout Conway. The Comprehensive Transportation Plan recommendations create a much tighter and more regular sidewalk network than currently recommended by the Greenway Plan.

To encourage walking, pedestrian connections are optimally provided in a gridlike fashion with access points and intersections every 200 to 500 feet along local and collector roads. **Figure 5.14**

depicts roadway segments with sidewalks existing on one or both sides, as well as additional strategic connections throughout the study area. A first step in implementing a comprehensive sidewalk network is to update the existing city sidewalk inventory and then focus on filling in gaps on these roads (i.e. places where the sidewalk is in disrepair or spans less than 4-6 continuous blocks on the same side).

Additional connections not originally identified in the prior plan provide greater access to recreation areas and fill in gaps, particularly near Coastal Carolina University and Horry-Georgetown Tech. These connections include more access to Lake Busbee from either side of the Waccammaw River as well as the nature preserve at the end of West Cox Ferry Road, both currently popular walking spots. Pedestrian facilities are needed to connect sections of CCU located on either side of US 501, as well as provide safe non-vehicular passage to student necessities such as grocery stores and area housing. At present, almost no pedestrian infrastructure exists outside of the CCU main campus, forcing people to utilize personal vehicles for every need. While circulating buses are available in the immediate vicinity of campus, the lack of sidewalks and bicycle facilities puts great pressure on facilities designed to accommodate motor vehicles including roads and parking lots.

With the implementation of these pedestrian connections, safety issues should be considered and addressed. Sidewalks and multiuse paths should have adequate lighting. Additional safety consideration should be focused on isolated facilities, such as multiuse trails which travel through undeveloped areas. At these locations, the City should consider installing call boxes and/or organizing a voluntary citizen watch or deploying police patrols.

Golf Cart

The increase in fuel prices has sparked interest throughout the US in alternatively fueled vehicles. One such vehicle, the golf cart, is locally prevalent and typically electrically powered. The City of Conway currently allows golf carts to operate along local streets. Although they can be operated in a fuel efficient manner, golf carts have different operating characteristics than either automobiles or pedestrians/bicycles.

Although they have similar operating characteristics to cars, golf carts are not crash tested or outfitted with safety features. Operation on roads with automobiles could potentially result in crashes with far more severe injuries than would be experienced if both vehicles were automobiles. In order to make currently permitted local street golf cart use as safe as possible, limiting this use to residential streets having speed limits of 25 mph or less is recommended. It is further recommended that crossing of higher volume/speed two-lane roads be allowed only at areas designated with golf cart crossings to be indicated with signage and striped as crosswalks.

Golf carts require more width than bicycles and travel faster than pedestrians, making their operation on multi-use paths more likely to result in conflicts between golf carts and other travel modes. In addition, one reason for providing multi-use trails is to promote walking and bicycling for exercise and health benefits. Inclusion of golf carts will reduce the number of active users along multi-use trails. Therefore, inclusion of golf carts along the multi-use paths identified in this plan is not recommended.

Bicycle

In identifying potential bicycle improvements, emphasis was placed on creating a continuous citywide network that served both recreational riders and those wishing to access specific destinations in a safe and timely manner. The recent Greenway Master Plan provided an extensive basis for bicycle facilities in Conway. Follow-up analysis revealed the potential for more recreational access than was depicted in the original plan. Like the pedestrian improvements above, the additional bicycle-related recommendations shown in the following Figure **5.15** focus on "filling in the gaps" of the Greenway Plan.

Specific improvement strategies include creating a multi-use trail (paved or in the form of a boardwalk) along US 501 along the south side of the highway between US 701 and Cox Ferry Road. This is a critical link in providing both non-automobile transportation and recreational access across the river, which does not currently exist. Though the Greenway Plan highlights Depot Road and Main Street as a primary bicycle connection between Downtown and CCU, this route is circuitous and can have no dedicated bicycle (or sidewalk) infrastructure on the bridge due to its historic nature. Ultimately, separated facilities alongside US 501 would be safer and provide direct access to a greater number of destinations.

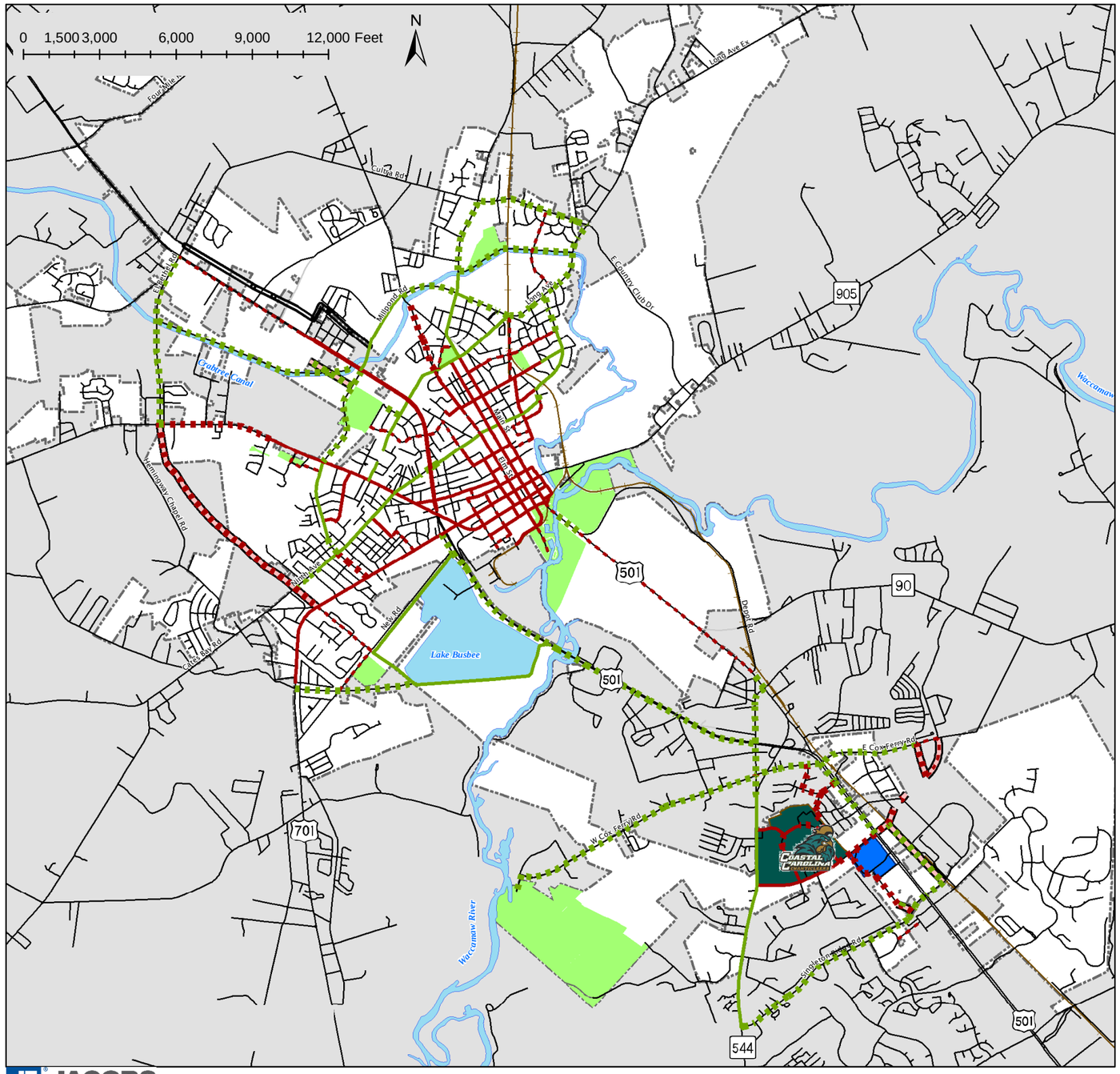
Project List

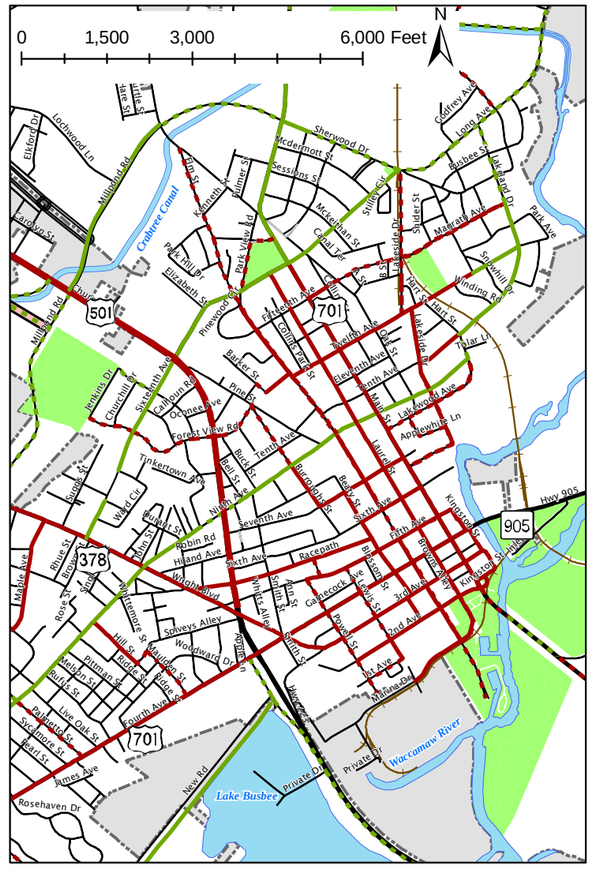
Bicycle and pedestrian projects include every corridor shown in the maps that has either existing sidewalks or is considered to be of high priority within an integrated alternative transportation system. **Table 5.7** contains 145 projects to be implemented through the year 2030, with an overall estimated cost of $25 million. The majority of sidewalks are assumed to be installed to "urban" standards which includes curbs, gutters, and underground drainage. Bicycle lane cost estimates assume that most roads will need to be widened to accommodate separate lanes and markings. Multi-use paths are typically installed on one side of the street rather than in sets.

Based on the presence of existing sidewalks along a given street segment, a "coverage factor" is used to predict whether recommended improvements will need to be built from scratch or whether they will mainly fill in gaps and repair existing facilities. The coverage factor denotes the amount of additional sidewalks necessary in that location to provide full coverage. For example, an area with existing sidewalks along both sides of the road for one quarter of the segment would have a coverage factor of 75 percent, while an area with no sidewalks would have a coverage factor of 100 percent. The estimated total cost for each pedestrian or bicycle network link is the product of the length multiplied by the unit cost and coverage factor.

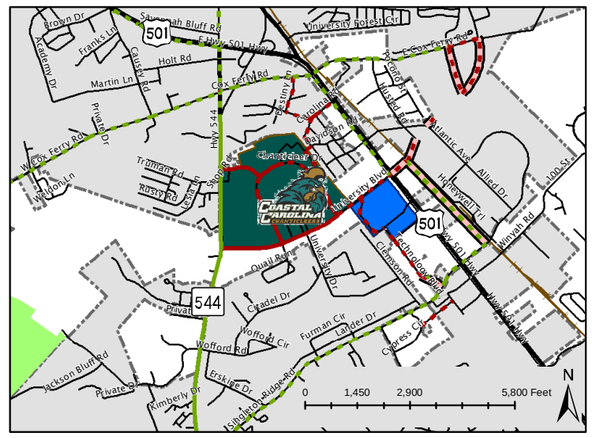
The estimated costs indicated on the following tables are for planning purposes and comparison to available funding. As with the cost for roadway improvements, these preliminary estimates would need to be refined through the design process to determine the costs for funding allocation. The costs are based on unit costs, as indicated in Table 5.7. These costs include estimated right-of-way costs for the construction of new bicycle, golf cart and pedestrian facilities.

City of Conway Comprehensive Transportation Plan

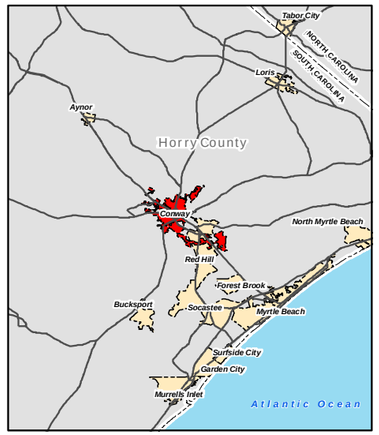




Downtown Conway, SC



University District



Region

Recommended Pedestrian Projects

- Construct Sidewalk
- Existing sidewalks on one or two sides of street
- Construct Multi-Use Path
- Construct Multi-Use Path by widening existing sidewalks

Road Network

- US / State Highway
- Local Road
- Potential New Road

Other Layers

- Railroad
- Conway City Limits
- Lake / River / Canal
- Parks / Recreation / Conservation
- Coastal Carolina University Main Campus
- Horry Georgetown Tech Main Campus

Source: City of Conway, Haden Stanzaile PA & Jacobs Carter Burgess

This map is intended for planning purposes only.

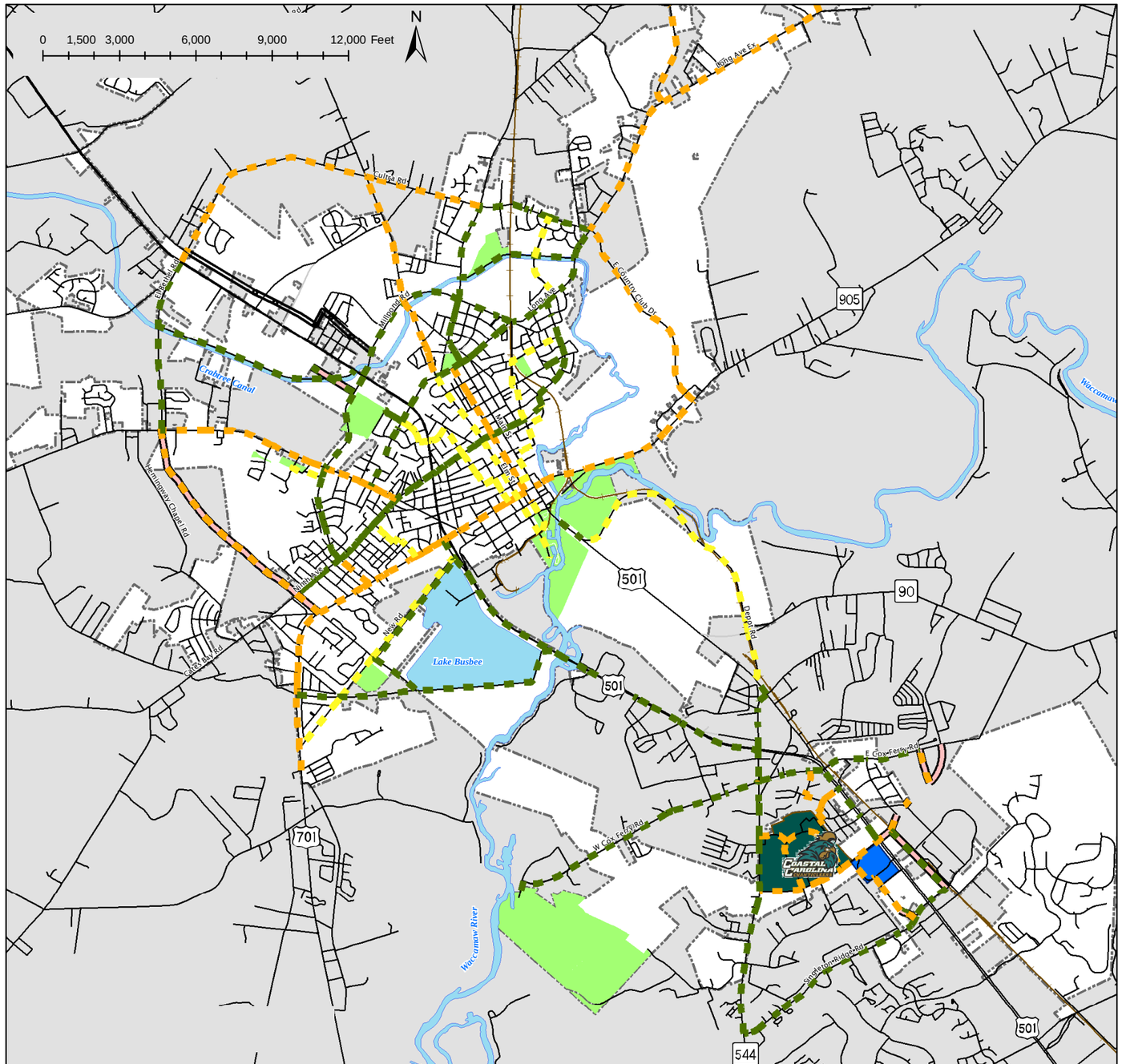
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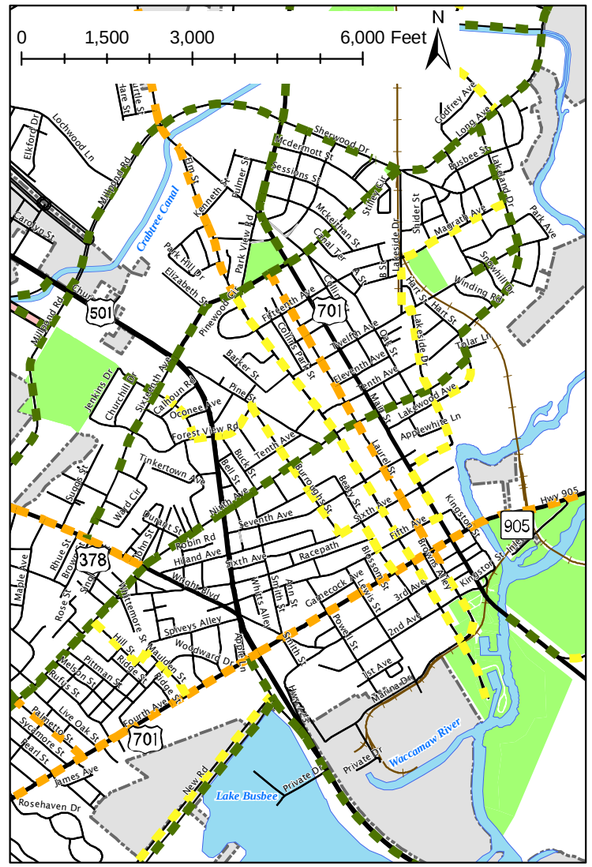
JACOBS Carter Burgess

Figure 5.14 Recommended Pedestrian Projects

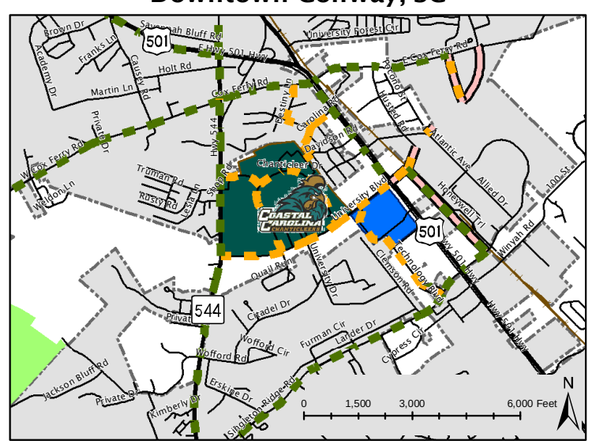
December 2008

City of Conway Comprehensive Transportation Plan

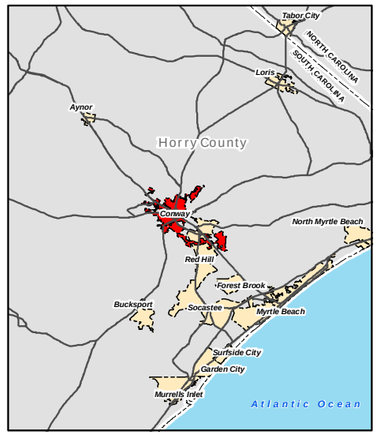




Downtown Conway, SC



University District



Region

Recommended Bicycle Projects

- Multi-Use Path
- Marked Bike Lane
- Signed Bike Route

Road Network

- US / State Highway
- Local Road
- Potential New Road

Other Layers

- Railroad
- Conway City Limits
- Lake / River / Canal
- Parks / Recreation / Conservation
- Coastal Carolina University Main Campus
- Horry Georgetown Tech Main Campus

Source: City of Conway, Haden Stanzaile PA & Jacobs Carter Burgess

This map is intended for planning purposes only.

LEGEND

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Figure 5.15 Recommended Bicycle Projects

December 2008

Table 5.7 Recommended Pedestrian and Bicycle Improvements

Street Name	Improvement	Extents	Length (ft)	Est. Cost/Ft	Est. Coverage Factor	Est. Total Cost	Sides of street w/ existing ped. facilities
1st Ave	Sidewalk	Powell St to Lewis St	700	$140	100%	$98,100	zero
2nd Ave	Sidewalk	Main St to Kingston St and back to Main St	1,142	$140	50%	$79,900	one
2nd Ave	Sidewalk	Lewis St to 2nd Ave Connector	1,798	$140	10%	$25,200	two
2nd Ave Connector	Sidewalk	2nd Ave to Main Street	149	$140	10%	$2,100	two
3rd Ave	Sidewalk	Powell St to Lewis St; Beaty St to Elm St; Laurel St to Main St	1,421	$140	50%	$99,500	one
3rd Ave	Sidewalk	Lewis St to Beaty St; Elm St to Laurel St; Main St to Kingston St	1,478	$140	10%	$20,700	two
Applewhite Ln	Sidewalk	Lakewood Ave to Lakeside Dr	858	$15	100%	$12,900	zero
Barker - Elm Path	Sidewalk	Barker St Ext (see next project)to Elm St	531	$140	10%	$7,400	two
Barker St Ext	Sidewalk	Barker St to Elm St	250	$140	100%	$35,000	zero
Beaty St	Sidewalk	7th Ave to 6th Ave; 4th Ave to 2nd Ave	1,562	$140	10%	$21,900	two
Beaty St	Sidewalk & Bike Lane	6th Ave to 4th Ave	1,062	$148	10%	$15,700	two
Burroughs St	Bike Route	7th Ave to 6th Ave	603	$8	100%	$4,600	zero
Burroughs St	Sidewalk & Bike Lane	Pine St to 9th Ave	1,276	$148	100%	$188,300	zero
Burroughs St	Sidewalk & Bike Lane	9th Ave to 7th Ave	884	$148	50%	$65,300	one
Crabtree Canal Trail - NE	Multi-Use Path	Main St to Long Ave	4,743	$101	100%	$480,300	zero
Crabtree Canal Trail - NW	Multi-Use Path	El Bethel Rd to Church St	8,217	$101	100%	$831,900	zero

Street Name	Improvement	Extents	Length (ft)	Est. Cost/Ft	Est. Coverage Factor	Est. Total Cost	Sides of street w/ existing ped. facilities
Carolina Rd	Sidewalk & Bike Route	Destiny Lane to E Hwy 501	1,486	$158	100%	$235,400	zero
CCU Nhood Connector	Sidewalk & Bike Route	Township Cir to Converse Rd	228	$158	100%	$36,200	zero
Century Circle Rd	Multi-Use Path	Hwy 501 to RR Frontage	858	$101	100%	$86,800	zero
Chanticleer Dr	Sidewalk & Bike Route	Existing one lane sidewalk to Founders Rd; Between ends of Township Cir	1,292	$158	100%	$204,600	zero
Chanticleer Dr	Sidewalk & Bike Route	University Blvd to existing one lane sidewalk; Founders Rd to Township Cir; Existing on lane sidewalk to University Blvd	3,745	$158	50%	$296,600	one
Cherokee St	Bike Route	16th Ave to Forest View Rd	1,103	$8	100%	$8,400	zero
Cherokee St	Multi-Use Path	Jenkins Dr to 16th Ave	779	$101	100%	$78,800	zero
Church St	Multi-Use Path	4th Ave to proposed multi-use path on Hwy 501 (just east of Lake Busbee Loop)	6,572	$101	100%	$665,500	zero
Church St	Sidewalk	Small section west of Village St; 11th Ave to Tinkerton Ave; 5th Ave to Wright Blvd	896	$140	100%	$125,400	zero
Church St	Sidewalk	Village St to Millpond Rd; Tinkertown Ave to 9th Ave; 6th Ave to Racepath	6,478	$140	50%	$453,500	one

Street Name	Improvement	Extents	Length (ft)	Est. Cost/Ft	Est. Coverage Factor	Est. Total Cost	Sides of street w/ existing ped. facilities
Church St	Sidewalk	Millpond Rd to 11th Ave; Tinkertown Ave to 10th Ave; 9th Ave to 6th Ave; Racepath to 5th Ave	11,368	$140	10%	$159,200	two
Converse Rd	Sidewalk & Bike Route	Carolina Rd to Davidson Rd	931	$158	100%	$147,400	zero
Country Club Dr	Multi-Use Path	Main St/Hwy 501 to Long Ave	4,493	$101	100%	$455,000	zero
Cox Ferry Rd	Multi-Use Path	Hwy 544 to E Hwy 501	2,573	$101	100%	$260,500	zero
Creel St	Sidewalk	4th Ave/Hwy 701 S to New Rd	2,715	$15	100%	$40,700	zero
Cultra Rd	Bike Lane	Hwy 501 to N Hwy 701	14,096	$18	100%	$259,300	zero
Depot Rd	Bike Route	Main St/Hwy 501 Bus to Hwy 501 Bus	12,556	$8	100%	$95,100	zero
Destiny Ln	Sidewalk & Bike Route	Cox Ferry Rd to Carolina Rd	1,004	$158	100%	$159,100	zero
E Country Club Dr	Bike Lane	Long Ave to Hwy 905	8,236	$18	100%	$151,500	zero
E Cox Ferry Rd	Multi-Use Path	Conway Plantation Dr to Bellamy Rd	3,867	$101	100%	$391,600	zero
E Cox Ferry Rd	Sidewalk	E Hwy 501 to Conway Plantation Dr	863	$15	100%	$12,900	zero
E Hwy 501 Hwy	Multi-Use Path	East of Lake Busbee Loop to Hwy 54	8,819	$101	100%	$892,900	zero
El Bethel Rd	Multi-Use Path	Hwy 501 to 4th Ave/Hwy 701 S	6,814	$101	100%	$689,900	zero
Elm St	Sidewalk	16th Ave to Pinewood Cir; 12th Ave to 9th Ave	2,630	$140	100%	$368,300	zero
Elm St	Sidewalk	Pinewood Cir to 12th Ave; 4th Ave to 3rd Ave; 2nd Ave to Marina Dr	2,687	$140	50%	$188,100	one

Street Name	Improvement	Extents	Length (ft)	Est. Cost/Ft	Est. Coverage Factor	Est. Total Cost	Sides of street w/ existing ped. facilities
Elm St	Sidewalk	9th Ave to 6th Ave; 5th Ave to 4th Ave; 3rd Ave to 2nd Ave	2,501	$140	10%	$35,000	two
Elm St	Sidewalk & Bike Route	Oak St to 16th Ave	2,752	$158	100%	$435,800	zero
Fifteenth Ave	Sidewalk	Oak St to Lakeside Dr	1,208	$140	100%	$169,100	zero
Fifteenth Ave	Sidewalk	Main St to Oak St	588	$140	50%	$41,200	one
Fifth Ave	Sidewalk	Powell St to Lewis St; Blossom St to Beaty St	1,011	$140	50%	$70,800	one
Fifth Ave	Sidewalk	Lewis St to Blossom St; Beaty St to Main St	1,811	$140	10%	$25,300	two
Food Lion Path	Multi-Use Path	Technology Blvd Realignment to Food Lion	146	$47	100%	$6,900	zero
Forest View Rd	Sidewalk	Jenkins Dr to Cherokee St	2,073	$15	100%	$31,100	zero
Forest View Rd	Sidewalk & Bike Lane	Cherokee St to Pine St	1,249	$148	100%	$184,400	zero
Founders Dr	Sidewalk & Bike Route	Hwy 544 to Chanticleer Dr	1,186	$158	50%	$94,000	two
Fourth Ave	Bike Lane	Kingston St to Hwy 905	126	$18	100%	$2,300	zero
Fourth Ave	Sidewalk	Kingston St to Kingston St	63	$140	100%	$8,900	zero
Fourth Ave	Sidewalk & Bike Route	Blossom St to Beaty St; Elm St to Laurel St; Main St to Kingston St	1,046	$158	50%	$82,800	one
Fourth Ave	Sidewalk & Bike Route	Creel St to Blossom St; Beaty St to Elm St; Laurel St to Main St	9,035	$158	50%	$715,500	two
Grainger Rd	Multi-Use Path	Bayside Ave to Palmetto St	225	$101	100%	$22,800	zero
Grainger Rd	Multi-Use Path	Wright Blvd to Bayside Ave	3,097	$101	50%	$156,800	one

Street Name	Improvement	Extents	Length (ft)	Est. Cost/Ft	Est. Coverage Factor	Est. Total Cost	Sides of street w/ existing ped. facilities
Hart St	Multi-Use Path	10th Ave to 9th Ave	450	$101	100%	$45,600	zero
Hill St	Sidewalk & Bike Lane	9th Ave to 6th Ave	1,068	$148	50%	$78,800	one
Horry-Georgetown Blvd	Sidewalk & Bike Route	University Blvd to near Technology Blvd	1,403	$158	100%	$222,300	zero
Walkway between Hospital & Med. offices	Sidewalk	Cypress Cir to Waccamaw Medical Park Dr	1,124	$15	100%	$16,900	zero
Hwy 378	Multi-Use Path	Just west of El Bethel Rd Ext to Spain Ln	210	$101	100%	$21,300	zero
Hwy 378	Sidewalk & Bike Route	Spain Ln to Westridge Blvd	4,279	$158	100%	$677,800	zero
Hwy 378	Sidewalk & Bike Route	Westridge Blvd to Smith Jones St	1,704	$158	50%	$134,900	two
Hwy 501 Bus	Multi-Use Path	Depot Rd to French Collins Rd	780	$101	100%	$79,000	zero
Hwy 501 Bus	Sidewalk	Main St to Depot Rd	8,733	$140	100%	$1,222,600	zero
Hwy 501 Hwy	Multi-Use Path	Cox Ferry Rd to University Blvd	3,434	$101	100%	$347,700	zero
Hwy 501 Hwy	Sidewalk	Cultra Rd/El Bethel Rd to Church St	5,660	$140	100%	$792,500	zero
Hwy 544	Multi-Use Path	Hwy 501 Bus to Hwy 544 Overpass	4,325	$101	100%	$437,900	zero
Hwy 544	Multi-Use Path	Hwy 544 Overpass to Singleton Ridge Rd	9,198	$101	50%	$465,700	two
Hwy 544	Sidewalk & Bike Route	W Cox Ferry Rd to E Cox Ferry Rd	37	$158	100%	$5,900	zero
Hwy 701 S	Bike Lane	Tiger Dr to Pecan Grove Blvd	3,218	$18	100%	$59,200	zero
Hwy 701 S	Sidewalk & Bike Route	Paul St to Tiger Dr	1,754	$158	50%	$138,900	one

Street Name	Improvement	Extents	Length (ft)	Est. Cost/Ft	Est. Coverage Factor	Est. Total Cost	Sides of street w/ existing ped. facilities
Hwy 701 S	Sidewalk & Bike Route	Creel St to Paul St	1,516	$158	50%	$120,100	two
Hwy 813	Bike Lane	Rainwood Rd to Long Ave Ext	5,212	$18	100%	$95,900	zero
Hwy 905	Bike Lane	Kingston St to E Country Club Dr	6,841	$18	100%	$125,800	zero
Kingston Lake Dr	Sidewalk	Main St to Lakeside Dr	860	$15	100%	$12,900	zero
Kingston St	Sidewalk	Norman Alley to 2nd Ave	761	$140	50%	$53,300	one
Kingston St	Sidewalk	5th Ave to Norman Alley	785	$140	10%	$11,000	two
Lakeland Dr	Multi-Use Path	Long Ave to Magrath Ave	1,469	$101	100%	$148,700	zero
Lakeland Dr	Multi-Use Path	Magrath Ave to Hart St	2,751	$101	50%	$139,300	one
Lakeside Dr	Sidewalk	Sherwood Dr to 12th Ave	2,547	$15	100%	$38,200	zero
Lakeside Dr	Sidewalk	12th Ave to Kingston Lake Dr	2,509	$15	50%	$18,800	one
Lakewood Ave	Sidewalk	Main St to 9th Ave	2,101	$15	100%	$31,500	zero
Laurel St	Sidewalk	2nd Ave to Elm St	1,397	$140	10%	$19,600	two
Laurel St	Sidewalk & Bike Route	16th Ave to 10th Ave; 4th Ave to 3rd Ave	3,101	$158	50%	$245,600	one
Laurel St	Sidewalk & Bike Route	10th Ave to 4th Ave	3,020	$158	50%	$239,200	two
Leonard Ave	Sidewalk	Grainger Rd to Maple Ave	529	$140	10%	$7,400	two
Lewis St	Sidewalk	5th Ave to 2nd Ave	1,491	$140	100%	$208,700	zero
Lewis St	Sidewalk	2nd Ave to 1st Ave	396	$140	50%	$27,700	one
Long Ave	Multi-Use Path	Sherwood Dr to Country Club Dr	5,009	$101	100%	$507,100	zero
Long Ave Ex	Bike Lane	Hwy 813/Collins Jollie Rd to Country Club Dr	15,758	$18	100%	$289,900	zero

Street Name	Improvement	Extents	Length (ft)	Est. Cost/Ft	Est. Coverage Factor	Est. Total Cost	Sides of street w/ existing ped. facilities
Magrath Ave	Sidewalk	Lakeside Dr to Lakeland Dr	2,065	$15	100%	$31,000	zero
Main St	Multi-Use Path	Cultra Rd/Country Club Dr to Canal MU NE; Sidewalks south of 2nd Ave to Depot Rd	4,189	$101	100%	$424,200	zero
Main St	Multi-Use Path	South of Canal MU NE to Sherwood Dr; McDermott St to Sessions St; South of McKeithan St to 16th Ave	2,425	$101	50%	$122,800	one
Main St	Multi-Use Path	Sherwood Dr to McDermott St; Sessions St to south of McKeithan St	1,017	$101	50%	$51,500	two
Main St	Sidewalk	2nd Ave to Multiuse path north of Depot Rd	693	$140	100%	$97,100	zero
Main St	Sidewalk	Kingston Lake Dr to 5th Ave/Kingston St	1,024	$140	50%	$71,700	one
Main St	Sidewalk	16th Ave to Kingston Lake Dr; 5th Ave/Kingston St to 2nd Ave	5,635	$140	10%	$78,900	two
Maple Ave	Sidewalk	Leonard Ave to Wright Blvd	2,048	$140	50%	$143,400	one
Marina Dr	Sidewalk	West of Elm St	695	$140	100%	$97,300	zero
Marina Dr	Sidewalk	West of Elm St	1,076	$140	50%	$75,300	one
Maulden St	Sidewalk & Bike Lane	6th Ave to 4th Ave	1,056	$148	100%	$155,800	zero
Millpond Rd	Multi-Use Path	Wright Blvd to Church St; Oak St to Main St	6,394	$101	100%	$647,400	zero
Millpond Rd	Multi-Use Path	Church St to Oak St	3,351	$101	50%	$169,700	two
New Rd	Bike Route	Longwood Ln to Cedar Ln	1,711	$8	100%	$13,000	zero

Street Name	Improvement	Extents	Length (ft)	Est. Cost/Ft	Est. Coverage Factor	Est. Total Cost	Sides of street w/ existing ped. facilities
Ninth Ave	Multi-Use Path	Creel St to Temple St; Hickory Cir to Bell St	2,145	$101	100%	$217,100	zero
Ninth Ave	Multi-Use Path	Temple St to Durrant St; Bell St to Smith St; Sweet St to Burroughs St; Main St to Hart St	7,407	$101	50%	$375,000	one
Ninth Ave	Multi-Use Path	Durrant St to Hickory Cir; Smith St to Sweet St; Burroughs St to Main St	2,661	$101	50%	$134,700	two
Oak St	Bike Lane	Cultra Rd to Elm St	5,681	$18	100%	$104,500	zero
Palmetto St	Multi-Use Path	Grainger Rd to 9th Ave	484	$101	100%	$49,100	zero
Palmetto St	Sidewalk & Bike Route	9th Ave to 4th Ave	1,516	$158	100%	$240,100	zero
Park View Rd	Sidewalk	16th Ave to existing sidewalks near 17th Ave	849	$140	100%	$118,900	zero
Powell St	Sidewalk	5th Ave to SE end of Powell St	2,354	$15	100%	$35,300	zero
Powerline Path	Multi-Use Path	Hwy 701 S to Lake Busbee Loop	4,770	$47	100%	$225,400	zero
Racepath	Sidewalk	Wright Blvd To Church St	719	$140	50%	$50,300	one
Racepath	Sidewalk	Church St to Beaty St	2,548	$140	10%	$35,700	two
Racepath–5th Path	Sidewalk	Racepath to 5th Ave	334	$15	100%	$5,000	zero
Rainwood Rd	Bike Lane	Hwy 813 to Long Ave Ext	4,044	$18	100%	$74,400	zero
Seventeenth Ave	Sidewalk	Park View Rd to Main St	189	$15	100%	$2,800	zero
Seventh Ave	Sidewalk	Beaty St to Elm St	408	$140	50%	$28,600	one
Seventh Ave	Sidewalk	Burroughs St to Beaty St; Elm St to Main St	1,298	$140	10%	$18,200	two
Sherwood Dr	Multi-Use Path	18th Ave to Lakeside Dr	1,696	$101	100%	$171,700	zero
Sherwood Dr	Multi-Use Path	Main St to 18th Ave	469	$101	50%	$23,700	two

Street Name	Improvement	Extents	Length (ft)	Est. Cost/Ft	Est. Coverage Factor	Est. Total Cost	Sides of street w/ existing ped. facilities
Singleton Ridge Rd	Multi-Use Path	Hwy 501 to Hwy 501	81	$101	100%	$8,200	zero
Sixteenth Ave	Multi-Use Path	Wright Blvd to Dewitt Ave; Ward Cir to Church St; Main St to Sherwood Dr	5,967	$101	50%	$302,100	one
Sixteenth Ave	Multi-Use Path	Church St to Main St	2,746	$101	50%	$139,000	two
Sixth Ave	Bike Route	Burroughs St to Beaty St	447	$8	100%	$3,400	zero
Sixth Ave	Sidewalk	Elm St to Laurel St	399	$140	50%	$27,900	one
Sixth Ave	Sidewalk	Beaty St to Elm St; Laurel St to Main St	808	$140	10%	$11,300	two
Sixth Ave	Sidewalk & Bike Lane	Hill St to Maulden St	278	$148	100%	$41,000	zero
Smith Jones/Rose Hill Cemetery	Bike Route	Wright Blvd to Grainger Rd	1,856	$8	100%	$14,800	
Technology Blvd	Sidewalk & Bike Route	Victory Ln to Technology Blvd Realignment	1,263	$158	100%	$200,000	zero
Tenth Ave	Sidewalk	Lakeside Dr to Hart St	869	$140	50%	$60,800	one
Township Cir	Sidewalk	CCU Neighborhood Connector to Chanticleer Dr	714	$15	100%	$10,700	zero
Twelfth Ave	Multi-Use Path	Snow Hill Dr to Lakeland Dr	927	$101	50%	$46,900	one
Twelfth Ave	Sidewalk	Elm St to Laurel St; Main St to Snow Hill Dr	3,287	$140	50%	$230,100	one
Twelfth Ave	Sidewalk	Laurel St to Main St	385	$140	10%	$5,400	two
University Blvd	Sidewalk & Bike Route	Chanticleer Dr to Hwy 501	1,878	$158	100%	$297,500	zero
University Blvd	Sidewalk & Bike Route	Hwy 544 to Chanticleer Dr	3,448	$158	50%	$273,100	one

Street Name	Improvement	Extents	Length (ft)	Est. Cost/Ft	Est. Coverage Factor	Est. Total Cost	Sides of street w/ existing ped. facilities
Victory Ln	Sidewalk & Bike Route	Technology Blvd to end of Victory Ln	344	$158	100%	$54,400	zero
W Cox Ferry Rd	Multi-Use Path	Western end of W Cox Ferry Rd to Hwy 544	10,879	$101	100%	$1,101,500	zero
W Hwy 501 Hwy	Sidewalk	Existing sidewalks to Church St	136	$140	100%	$19,100	zero
Waccamaw Riverfront to Long Ave Ext. Path	Bike Route	Elm St from Conway Marina to Mill Pond Rd; Azalea Ave from Long Ave to Country Club Dr; Follows route along eastern edge of downtown from Elm St to Long Ave	17,112	$8	100%	$136,900	Varies
Wright Blvd	Sidewalk	9th Ave to Hilland Ave; McCray Aly to east of Racepath; 5th Ave to Church St; Gasque Ave to Hwy 723; West of Powell St to Powell St	1,414	$140	50%	$99,000	one
Wright Blvd	Sidewalk	Hilland Ave to McCray Aly; East of Racepath to 5th Ave; Church St to Gasque Ave; Hwy 723 to west of Powell St	2,461	$140	10%	$34,500	two
Wright Blvd	Sidewalk & Bike Route	Smith Jones St to 9th Ave	3,649	$158	50%	$289,000	two
TOTAL	**147 projects**		**401,611 linear ft**	**$65 (avg)**	-	**$25,118,100**	-

Transit

Based on stakeholder input and earlier analysis in this CTP, there is a need to provide better transit service within the City of Conway. Service improvement includes items such as modifying routing and headways, shoring up facilities and information systems, and increasing coordination and communication between city entities and Coast RTA.

The Waccamaw MPO recently initiated a Transportation Development Plan (TDP) process designed to assess and improve the operations of transit in the Grand Strand region. The TDP will provide a greater depth of understanding than what is currently possible within this CTP process, and will guide the implementation of large-scale improvements after the study is completed in 2009. Over the next year, representatives from the City of Conway, local colleges, and hospital, at a minimum, should make every effort to be involved with the TDP process. In the interim, there are several steps that the City of Conway can undertake to make incremental progress towards a better transit system.

First, the City of Conway must determine the level of participation that they would like to have with regards to regional transit and begin to identify potential funding sources to match this level. In Fiscal Year 2008, Conway contributed $5,000 to Coast RTA, significantly less than what the City of Myrtle Beach and Coastal Carolina University each provided to the system. The amount of service provided in a given area is correlated with funding and, as a result, the local Conway circulator route is currently operating at minimum standards (as described in Chapter 3 under “Fixed Route Service”) following a six-month period of non-service.

Next, the City of Conway should approach Coastal Carolina University and discuss the possibility working together to provide a shuttle between the college campus, Downtown Conway, and other desired destinations. There may be an opportunity to modify the route of an existing CCU circulator bus to fill this request. A committee may also wish to work with Coast RTA to reassess the routing of the local Conway circulator, route #1.

At present, an effort is underway to install five to ten new bus shelters at potential high ridership locations. Using the previous Figures 3.8 and 3.9, which highlight walkable community facilities and environmental justice areas, respectively, the City of Conway should work with Coast RTA to identify the best locations for these shelters. Because they should be installed over the next year, it is important to select locations with existing pedestrian access in the form of adjacent continuous sidewalks, crosswalks, curb ramps, and planned pedestrian signal locations.

Implementation Action Plan

The Comprehensive Transportation Plan for the City of Conway contains recommended transportation strategies to support defined transportation goals and objectives. These strategies identify recommended actions that could be performed by the City of Conway to work towards achieving the identified goals and objectives. In addition, projects have been developed based on the stated goals, objectives and strategies. These projects have been grouped into short, mid, and long-term implementation time periods based on priority for implementation and timeframe anticipated to design and implement improvements. Costs for the recommended improvements total $145 million and similar to the GSATS Long Range Transportation Plan, represent more

improvements than can be accomplished through year 2030 with current funding levels. Therefore, seventeen projects that are deemed to be most beneficial overall for implementation are identified below in the order they are presented in the plan. Eleven of those projects, indicated with checkmarks below, are recommended for priority implementation. The costs for implementation of the eleven projects is $37 million.

- New Bridge Over Waccamaw River on East Side of Conway (1) – A new bridge crossing of the Waccamaw River would link US 501 and SC 90 with Highway 905 east of Conway. This link would help relieve heavy traffic along US 501 business (Main Street) and US 501 for travel to the growing areas of east Conway. [Conway to coordinate with GSATS to support further testing and concept work through their long range planning process. Coordination with SCDOT regarding potential state designation of this route, construction, and funding is also recommended]

- ☑ El Bethal Road Extension (3) – This project will provide a valuable north/south connection on the west side of Conway. [Conway to lead this improvement].

- ☑ University Boulevard Extension (4) – Extension of University Boulevard to East Cox Ferry Road at Bellamy Road would directly link the University and commercial area east of US 501 to East Cox Ferry Road and SC 90 without the need to travel along US 501. [Conway to lead this improvement and coordinate with development planned east of US 501].

- Prepare Plans for Access Management along US 501 (5, 6, 7, 8, and 9) – These improvements consist of interparcel and new local road connections to link properties along US 501 to one another and provide access to side streets without the need to access US 501. [City staff to develop plan through coordination with property owners and SCDOT]

- ☑ Singleton Ridge Road Widening (10) – Widening of this key connecting road is important to improve traffic operations and support growth in the medical center. [Conway to lead this improvement].

- Medlin Parkway Extension (13) – This project provides connectivity both east and west of US 501 on the north side of Conway. [Conway to lead this improvement].

- Conway High School Connector (18) – This road will connect US 501 near Conway High School to US 378. [Conway to lead this improvement].

- ☑ Conway High School-Cherokee Connector (19) - This road will connect Conway High School to Millpond Rd and extend the multi-use path through the recreation area to Cherokee Street.

- ☑ Park View-Park Hill Connector (20) – The new road will enhance connectivity near Collins Hill Park.

- ☑ 17th Avenue Realignment (21) – The realignment of 17th Avenue will provide a continuous route through the Collins Park Area.

- ☑ Pedestrian Grade Separation of US 501 near University Boulevard (26) – This improvement will provide a pedestrian and bicycle connection linking the primary Coastal Carolina University campus west of US 501 to expanding campus areas east of US 501. [Conway to coordinate with Coastal Carolina, GSATS, and SCDOT for design and implementation].
- ☑ Improvement of Singleton Ridge Road near Technology Boulevard (28) – Improvement of this key intersection will ease movement into the medical center and surrounding businesses, enhancing safety and traffic operations. [Conway to lead this improvement]
- ○ Grade Separation of US 501 at US 378 (30) – Major improvement at this key intersection will enhance travel to/from downtown Conway and will reduce US 501 congestion. [Conway to coordinate with GSATS and SCDOT for design and implementation.]
- ☑ Pedestrian improvements at traffic signals (34 and 35) – Installation of pedestrian countdown timers for crossing US 501 will provide valuable information to pedestrians crossing this wide street. Reduction of the signal cycle length along Main Street will reduce the wait time for pedestrians, orienting this key street to pedestrian travel. [Conway to coordinate recommended changes with SCDOT].
- ☑ Urban Design in Downtown Conway (37) – This project is important to improve the walkability of downtown. Intersection improvements to enhance crosswalk visibility and provide curb bulbouts will improve crossing safety and aesthetics. [Conway to lead this improvement].
- ○ Construction of sidewalks within ½ mile of schools and parks – Providing sidewalk for access to these areas enhances safety for current users and provides a viable alternative to automobile travel for other users. [Conway to lead this improvement].
- ☑ Continue Neighborhood Speed control program – Continue efforts to assist in neighborhood speed control through implementation of traffic calming measures. Formalization of the analysis and decision process regarding these installations and consideration of requiring residents to pay for construction and maintenance of long-term solutions is recommended. [Conway to lead this improvement].

As indicated above, ongoing coordination with GSATS, Horry County, and SCDOT is necessary to ensure these projects are evaluated, programmed, and implemented in an efficient manner. In addition, programming funding for improvements not already in the GSATS Long Range Transportation Plan will require coordination and inclusion in future plan updates.

APPENDICES

to

Conway Needs Assessment Report

Previous Plan Review

The City of Conway is fortunate to have been involved in a number of recent in-depth planning efforts. Thus, to obtain a thorough understanding of key transportation needs in the City of Conway, previous plans and public feedback gained from the currently underway comprehensive planning effort were reviewed. Additional issues and opportunities were addressed in recent CTP-related meetings with the City's steering committee and general public. Detailed knowledge of relevant plans and community feedback is crucial to ensuring that the City of Conway Comprehensive Transportation Plan complements, continues, and improves upon previous work to the greatest possible extent. The following resources have been reviewed, and their relevance to transportation in the City of Conway is discussed here:

- City of Conway Plans
    - City of Conway Comprehensive Plan (in progress)
    - City of Conway Greenway Master Plan (July 2005)
- Regional and County Plans and Programs
    - Waccamaw MPO Grand Strand Area Transportation (GSATS) Long Range Transportation Plan (March 2005)
    - Ride II Report (May 2004)
    - SELL Alternatives and Descriptions (February 2007)
    - Horry County – Envision 2025 Comprehensive Plan (1999, updated June 2007)
    - Grand Strand Transportation Improvement Programs (2006-08, 2008-10)
    - Riding on a Penny One-Cent Capital Projects Sales Tax for Roads (2007-14)

City of Conway Plans

City of Conway Comprehensive Plan

The City of Conway's Comprehensive Plan is presently under development, to be completed concurrently with this transportation study. The purpose of the Comprehensive Plan is to provide a policy guide for Conway's growth over the next 20 years. The following elements are included within the Comprehensive Plan: population, housing, community facilities, cultural resources, natural resources, economic development, neighborhoods, recreation and open space, tourism, priority investments, land use, and transportation. The transportation element will be adapted from this study and the land use element will be written based on transportation element to show the interdependency of the two.

Highlights of the comprehensive plan directly relevant to transportation include the following items:

Population

- Horry County was the third fastest growing county in South Carolina from 2000 to 2005, increasing in population by 15 percent. Conway experienced similar growth rates (14 percent) during the same period, and both the city and county have seen much higher growth rates in the last 40 years than South Carolina and the United States as a whole. The residential population of Conway in 2005 was 13,442 people.
- Demographically, non-white minorities make up 45 percent of the city population, while children (under age 15) and the elderly (age 65 and over) make up a combined 34.5 percent of residents. Approximately 33 percent of residents over age 3 are enrolled in school, either full or part-time. These groups tend to utilize transit and non-vehicular transportation modes more than average.
- Conway lags in per capita, median household, and median family income levels behind Horry County, South Carolina, and the United States. In 2000, the median household income was $32,155 and 20 percent of the population lived in poverty. Lower incomes limit vehicular ownership and travel behavior.

Housing

- According to the 2000 Census, 71 percent of residences were single-family detached housing units, a slight decrease from 1990. Housing affordability is a recognized issue in Conway. Housing prices and affordability influence the amount of household budget that can be spent on other needs, including various modes of transportation. Additionally, the proximity of housing units to each other and other land uses has direct effect on travel behavior, alternative mode choice, and the physical characteristics and extent of necessary supportive infrastructure.

Community Facilities

- Community facilities include travel generators such as municipal buildings, parks, hospitals, and schools. Because these facilities are important destinations for all members of the community regardless of age, income, or vehicular status, special attention should be paid to providing multi-modal access to community amenities.
- As the county seat of Horry County, Conway is the central location for many County government facilities, in addition to those serving the City of Conway. Most of Conway's municipal buildings are located downtown and along Main Street.
- There are 11 park and recreation sites in Conway; these include parks, nature trails, ball fields, picnic areas, and a marina. Nature paths can serve as an integral part of the bicycle/pedestrian transportation system, in addition to providing recreational opportunities.
- There are 5 elementary, 2 middle, and 1 high school in the Conway area. There is also a preschool, county alternative school, and adult education center in Conway. Together, these facilities serve around 7,000 students (2007-2008 school year). Coastal Carolina University and Horry-Georgetown Technical College have an additional 13,500 students in attendance. For various reasons (age, economic, health, etc.), students have a greater propensity to utilize alternative forms of transportation in getting to or around school. Thus, special attention should be paid to providing sidewalks and bicycle facilities in the vicinity (one to two mile radius) of schools.
- The Conway Medical Center is a 7-building, 50-acre complex located off Singleton Ridge Road. There are 160 beds with plans to add an additional 50 in 2009. Numerous doctors' offices are located in the vicinity of the Medical Center.

Recreational Facilities

- Parks, open space, and trails constitute not only recreational destinations but also important elements of the non-motorized transportation system. In Conway, there are 11 recreational areas including parks, sports centers, water-related activities, and walking trails (the Riverwalk and Crabtree Canal Trail). A Greenway Master Plan was completed in 2005 to identify and prioritize greenway corridors as described in further sections of this document.
- "Complete Streets" is a policy that can facilitate development of the Greenway Master Plan, as well as provide multi-modal options to users as streets are constructed or improved throughout the city. Bicycle, pedestrian, and transit accommodations are routinely implemented on complete streets except where 1) prohibited by law, 2) costs are excessive, or 3) there is an absence of need.

- Concerning open space required in new residential developments, accessibility to both vehicular and pedestrian traffic will be assessed.
- As part of the Comprehensive Plan Community Workshop series, participants had the following levels of satisfaction with recreational services relating to transportation:
    - Sidewalks: 5 very satisfied, 24 somewhat satisfied, 21 average, 14 somewhat dissatisfied, 8 very dissatisfied
    - Street connectivity: 13 very satisfied, 31 somewhat satisfied, 17 average, 6 somewhat dissatisfied, 1 very dissatisfied
    - Access to the river: 16 very satisfied, 24 somewhat satisfied, 23 average, 6 somewhat dissatisfied, 2 very dissatisfied
    - Almost everybody felt that access to off-street trails and streetscape/corridor beautification were very or somewhat important issues in Conway.

Cultural Resources

- When planning transportation improvements, it is necessary to mitigate potential negative impacts to cultural resources such as historic buildings, districts, and archaeological sites. There are 44 structures considered locally to have historic significance, of which 16 are listed in the National Historic Register. There are also two historic districts: the Conway Downtown Historic District and the Waccamaw Warehouse Historic District. In 2004-05, a historical and architectural survey of the entire city was conducted. Based on this assessment, 762 buildings were found to be constructed prior to 1955, with 137 eligible to be listed in the Register.
- Several recommendations were made to protect and enhance Conway's historic resources into the future: expand the downtown historic district, establish Conwayborough residential historic district, develop a local historical designation program to recognize historic buildings and structures in the Racepath and Whittemore Park neighborhoods, and other recommendations to nominate specific places in the community that were not already listed on the Register. As a transportation issue, historic preservation plays a role in recommended transportation projects primarily within the vicinity of downtown. There are also 20 archaeological sites located in and around Conway.

Natural Resources

- Preservation or enhancement of natural resources is an important part of planning activities. Natural resources include forests, plant and animal habitats, unique park and recreation areas, scenic views and sites, wetlands, soils, watersheds (including floodplains and floodways), mineral deposits, air quality, and water quality. In addition to being impacted by transportation projects, some features can also serve as recreational traffic

generators. By law, environmental impacts and mitigation measures must be assessed for all major transportation projects.

- Covering 18,000 square miles, the Waccamaw River Subbasin has the largest watershed on the east coast, and has good water quality thanks in part to the general lack of development within the geography. However, two sites, the Crabtree Swamp and Kington Lake, are on the SC Impaired Waters list and have documented sources of fecal coliform bacteria and low dissolved oxygen. Both of the sites receive drainage from the City of Conway and neighboring rural areas. Contaminants picked up by stormwater runoff from impervious surfaces (including roads and parking lots) are the leading cause of water pollution throughout the nation.
- The number of "good air quality days" slightly decreased in Conway between 2000 and 2005, and currently constitutes approximately 80 percent of monitored days. The EPA measures six criteria pollutants: nitrogen dioxide (NO_2), particulate matter of varying sizes (PM_{10} and $PM_{2.5}$), sulfur dioxide (SO_2), volatile organic compounds (VOC), and carbon dioxide (CO_2). On-road sources (vehicles) accounted for almost half of NO_2 emissions and over a quarter of VOC emissions in Horry County in 2006. Transportation sources are also primary emitters of CO_2. Reducing the number of vehicles on the road is an important part of reducing greenhouse gas emissions that contribute to global climate change. In addition to physical coordination of land use, density, and transportation infrastructure (which can encourage non-vehicular travel), travel demand management (TDM) strategies such as carpooling and economic incentives also play a role in reducing vehicular trips.
- Wetlands provide critical habitats to a number of plant and animal species, improve water quality, reduce flood hazards, and provide recreational opportunities. South Carolina has the fifth greatest percentage of wetland coverage in the nation, with over 23 percent of the state's surface covered. Horry County is 44 percent wetlands, a major feature of the landscape. Wetlands must be avoided or have mitigated impacts (such as banking) when improving or constructing transportation facilities.
- From community workshops, preservation and protection of natural features including farmland was deemed very important by Conway citizens. There would likely be support for more dense growth within certain boundaries as building up rather than out, creates less impervious surface and helps preserve surrounding rural character. In addition, it is much more cost-effective to provide infrastructure and utility services in a compact area.

Economic Development

- In 2000, the City of Conway had a population of 11,788. During the day, the city population was over 19,000 due to Conway's position as an employment hub for the surrounding county. Thus, in addition to accommodating vehicular through movement to the Myrtle Beach area, it is important for Conway to handle in-bound vehicles as well.

- For the 5,000 workers that live in Conway, 76 percent drove alone to work while 15 percent carpooled. Almost 4 percent walked to work, while the remainder took transit or worked at home. The mean commuting time was 23.2 minutes.
- Conway Main Street USA has been in operation since 1986. Among other duties, it provides design assistance to merchants and property owners making exterior alterations so that buildings may be in conformity with the Downtown Historic District design guidelines. Transportation improvements in this area should maintain the character of the district.

City of Conway Greenway Master Plan

Funded by the USDA Forest Service, the Greenway Master Plan for Conway was completed in July 2005. The purpose of this plan was to develop a series of "green" linkages throughout the city that could be used for recreation, transportation, and/or conservation of sensitive environmental features. These linkages primarily expand the bicycle network but are also available for use by pedestrians and, in one instance, kayakers. In the transportation sense, greenways offer viable connections between desired origins and destinations, thus potentially decreasing vehicular trips that strain the roadway network.

Seven types of greenway facilities are planned for Conway: natural (mostly unimproved) corridors, low-impact trails or boardwalks, unpaved multi-use trails, roadway bike lanes or sidewalks, paired roadway bike lane and sidewalks, paved multi-use trails, and water-based trails (blueways). These facility types were combined to create a system of approximately 15 prioritized corridors, some of which have existing bicycle and pedestrian facilities which should be improved. These corridors pass destinations and points of interest including schools, parks, historic sites, and environmental features, and take advantage of existing roadways, utility easements, railroad rights-of-way, and other boundary features such as property lines. **Figure A.1** depicts the proposed greenway system on the same map. Six corridors were selected by the study team to have the highest implementation priority: these are corridors A, B, D, E, J and L.

The CTP steering committee has expressed concern that the proposed trails may not meet the city's needs in a comprehensive, cost-effective manner.



Figure A.1 Proposed Corridors from Greenway Master Plan

Regional Plans

Horry County – Envision 2025 Comprehensive Plan

Horry County's Comprehensive Plan, Envision 2025, was first created in 1999 and was updated over a two-year period from March 2005 to June 2007. The purpose of this plan was to lay out goals and strategies to guide county decision-makers in the areas of growth, housing, economic development, transportation, environment, parks and open space conservation, aesthetics, community character, and neighborhood and historic preservation. Specifically, the county desired

to maintain a sustainable economy, protect natural and cultural resources, accommodate growth, and provide for the efficient delivery of public services in a fiscally responsible manner.

Seven plan "elements" were available for download from the county website: population, housing, cultural resources, natural resources, community facilities, economic development, and land use. While no section focused specifically on a transportation element, the transportation system affects and is affected by all elements and is featured within the community facilities and land use element sections.

Future Land Use Objectives

- Ensure adequate transportation facilities and capacity are provided before major development projects are permitted.

Land Use Implementation Strategies

- Address the need for open space retention, parks and schools, landscaping, subdivision connectivity, public safety and multi-modal transportation (short term).
- Develop and implement an Incentive Zoning Ordinance for developments that provide public facilities, infrastructure improvements and/or improved design standards (short term to intermediate).
- Revisit parking regulations to determine the best site design requirements concerning vehicular ingress and egress, proximity to congested intersections, lateral access between separate but adjacent sites, and forward motion design (short term).
- Consider the programmed Pavement Management System to ensure routine and periodic maintenance can occur as necessary with minimal disruption to the motoring public (short term to intermediate).
- Develop an access management program, sometimes referred to as a Driveway Access Manual that would require adequate separation between individual curb cuts, installation of service lanes, and turn-lanes with capacity for the intended uses, and possible installation of traffic signals (short term).

Existing Overlay zones and Area Plans in Horry County Overview

Highway 501 Overlay Zone (Section 723.5, Horry County Zoning Ordinance)

Purpose: To provide standards relative to accessibility, appearance and safety in the development of commercial, industrial, multi-family residential and office projects that utilize Highway 501 as their primary means of access. Furthermore, the overlay zone is to create unified development that promotes a sense of place and to develop projects compatible with the carrying capacity of Highway 501 as a major transportation corridor.

Applicability: Highway 501 overlay zone starts at eastern base of Highway 501 bridge outside of Conway (near Grainger Steam Plant) and terminates at intersection of Highway 501 and Canal Street in Myrtle Beach. The overlay extends 500 feet of the right-of-way line on each side of the highway. Renovated or newly constructed commercial, industrial, multi-family residential and office developments partially or completely located within shall comply with these regulations.

Specific zoning-related overlay requirements (selected):

a. Structure heights shall not exceed the underlying zoning district's permitted height, except for copulas, spires and other ornamental features that may be permitted to increase their height by no more than 30 feet;

b. Installment of a 25-foot landscaped buffer between corridor and parking areas of property to minimize visual mass;

c. Special on-site signage requirements;

Highway 544 Overlay Zone (Section 723.8, Horry County Zoning Ordinance)

Purpose: To provide standards relative to accessibility, appearance and safety in the development of commercial, industrial, multi-family residential and office projects that utilize Highway 544 as their primary means of access.

Applicability: Divided in two segments, the East Highway 544 Overlay beginning at the junction of U.S. 17 Business and S.C. 544 near Surfside Beach, and the West Highway 544 Overlay from intersection of U.S. 17 Bypass and S.C. 544 northwards and terminating at the beginning of the Highway 544 bridge over Highway 501 Bypass near Conway. Overlay segments generally extend 300 feet to either side of the right-of-way lines of Highway 544. Renovated or newly constructed commercial, industrial, multi-family residential or office developments that are wholly or partially located within shall comply with the overlay regulations.

Required plan review: Proposed developments or renovations within the overlay shall be reviewed by the Planning Department or Planning Commission.

Specific Development and Design Standards:

a. Structure heights: Structures within the East Highway 544 Overlay shall not exceed 35 feet in height; structures within the West Highway 544 Overlay shall not exceed 50 feet, except for copulas, spires and other ornamental features that may reach a height of 50 feet;

b. Installment of a 25-foot landscaped buffer between corridor and parking areas of property to minimize visual mass;

c. Special on-site signage requirements (see Ordinance); e.g. properties with 400 feet frontage to corridor shall be permitted one maximum 35-foot high freestanding primary sign; animated signs or signs with flashing lights are prohibited in corridor, except time and temperature boards and light emitting diode (LED) displays shall be allowed;

Future Land Use Map

The Future Land Use Map for Horry County and a detail of Conway are shown in **Figures A.2 and A.3**, respectively.

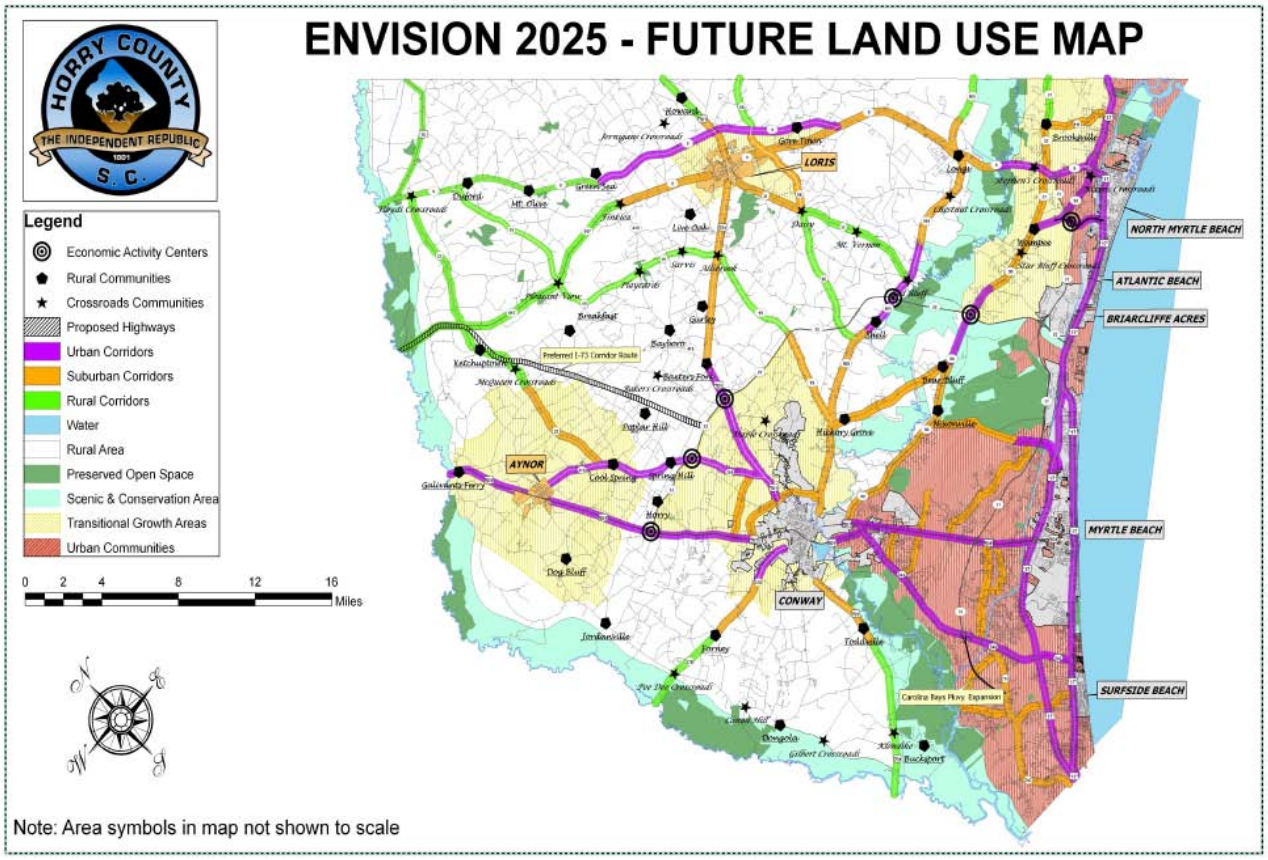


Figure A.2 Future Land Use Map for Horry County from Envision 2025

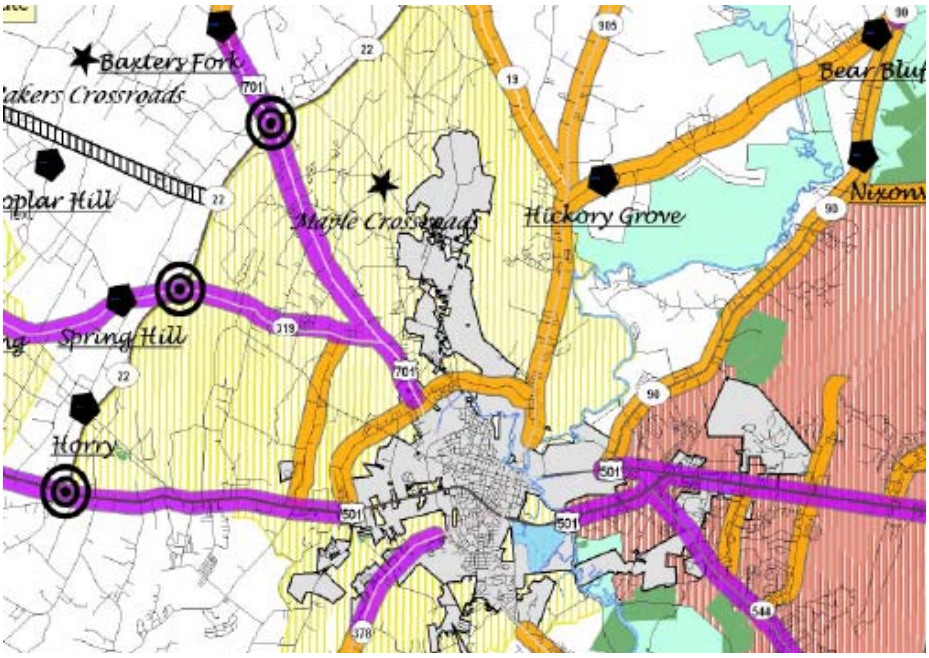


Figure A.3 Future Land Use Map for Horry County from Envision 2025, Conway Detail

Elements described by the Future Land Use Map as seen within the Conway area detail include the following:

Urban Corridors (purple): Includes US 501, US 701 (North of Conway), US 378, SC 544

> Definition: "The Future Land Use Map indicates "Urban Corridors" are linear transportation routes that support regional focused urban land uses and densities. Corresponding transportation services, industrial, commercial, recreational and institutional uses at urban densities, meeting the regional needs of the resident, business and visitor population are suitable for these corridors. Future development using the Urban Corridor designation to determine use and density must have access to the corridor."

Suburban Corridors (orange): Includes SC 905, SC 90, US 701 (South of Conway), El Bethel Road/ Cultra Road/East Country Club Drive, Singleton Ridge Road, Four Mile Road

> Definition: "The Future Land Use Map indicates "Suburban Corridors" are linear transportation routes that support community focused suburban land uses and densities. Corresponding commercial, recreational and institutional development meeting the day-to-day needs of the resident population and businesses are suitable uses for these corridors. Future development using the Suburban Corridor designation to determine use and density must have access to the corridor."

Transitional Growth Areas (yellow): Includes all land proximal to Conway that is within the utility service area but not city limits.

> Definition: "The Future Land Use Map indicates "Transitional Growth Areas" are those lands located near the current municipal boundaries of the City of Conway, and the Towns of Aynor and Loris. The Transitional Growth Areas follow the current water and sewer service districts of these jurisdictions. Future uses in these areas include suburban and urban residential, commercial, institutional and recreational at varying densities and intensities."

Urban Communities (red): Includes much of the area east of Conway near Coastal Carolina University and the Conway Medical Center

> Definition: "The Future Land Use Map indicates "Urban Communities" are settlements with a variety of urban and suburban residential, commercial, institutional, recreational and industrial uses capable of absorbing a large proportion of future growth. Urban Communities are proximate to Urban and Suburban Corridors."

Cities (gray): Incorporated Conway

> Definition: "The Future Land Use Map indicates "Cities" are those areas located within the jurisdictional boundaries of an incorporated city. Land uses within "Cities" are defined according to the future land use maps for each jurisdiction."

Roads/Transportation

"A typical resident or visitor will never have the time or the desire to see all 4,567 linear miles of the National, state and local roads constituting the transportation network in Horry County. Altogether, the road network consumes almost 124,000 acres of land (this number represents only travel surface and not actual right-of way). This fact makes roads the second largest land use in Horry County." (Envision 2025)

Road infrastructure significantly impacts the utilization of land and the intensity of development throughout the County. For instance, the characterization of U.S. Highway 501 per the Horry County Land Development Regulations as an arterial roadway establishes it at the top of the road hierarchy system. The following **Table A.1** outlines the Horry County street hierarchy system. **Table A.2** depicts the existing traffic conditions on principal highways in Horry County.

Table A.1 Street Hierarchy System

Street Classification	Design Speed	Posted Speed	Example
Arterial	60	45	U.S. 501
Collector	45	35	Carolina Forest Blvd.
Subcollector	30	25	Willow Bend Dr.
Access	30	25	Dragonfly Dr.

Source: Horry County Planning and Zoning Department

Table A.2 Existing Traffic Conditions on Principal Highways in Horry County, 2005

Roadway	Typical Cross-Section	Current Volume/Capacity Ratio
U.S. 17 Bypass (Myrtle Beach)	4-7 lanes divided	0.96 - 1.35
U.S. 17 Business (Myrtle Beach)	4-6 lanes divided	0.96 - 1.15
U.S. 17 (North Myrtle Beach)	4-6 lanes divided	0.98 - 1.12
U.S. 501	4 lane divided	0.64 – 1.55
U.S. 701	2-4 lane undivided	0.67 - 1.07
U.S. 378	2-4 lane undivided	0.52 - 0.68
S.C. 9	4 lane divided	0.65 - 0.70
S.C. 31 (Carolina Bays Parkway)	6 lane divided	0.20 - 0.30
S.C. 22 (Conway Bypass)	4-6 lane divided	0.16 - 0.65
S.C. 90	2 lane undivided	0.47 - 0.90
S.C. 905	2 lane undivided	0.18 - 0.86
S.C. 319	2 lane undivided	0.14 - 0.27
S.C. 707	2 lane undivided	1.10 - 1.75
S.C. 917	2 lane undivided	0.2
Highway 19 (S-19)	2 lane undivided	0.1

Source: South Carolina Department of Transportation

The "Volume/Capacity Ratio" range shown in the above table is the result of dividing the lowest and highest traffic count numbers by the established level of service capacity standard numbers in accordance with road type, design and number of lanes. With the exception of US 501, and occasionally US 701, Conway's principal highways are operating below full capacity.

Waccamaw MPO – GSATS Long Range Transportation Plan (March 2005)

The Grand Strand area includes South Carolina coastal communities between Georgetown and Little River, as well as the City of Conway, as seen in **Figure A.4**. The census-defined Myrtle Beach Urbanized Area is completely encompassed by the greater Grand Strand study area. Completed by the Waccamaw MPO in March 2005, the Grand Strand Area Transportation Study Long Range Transportation Plan (GSATS LRTP) serves as the regional transportation plan, and can be adopted by any government within the region to serve as the basis of the transportation element of their Comprehensive Plan. Thus, *the GSATS LRTP serves as the launching point for the City of Conway's current transportation planning effort.*

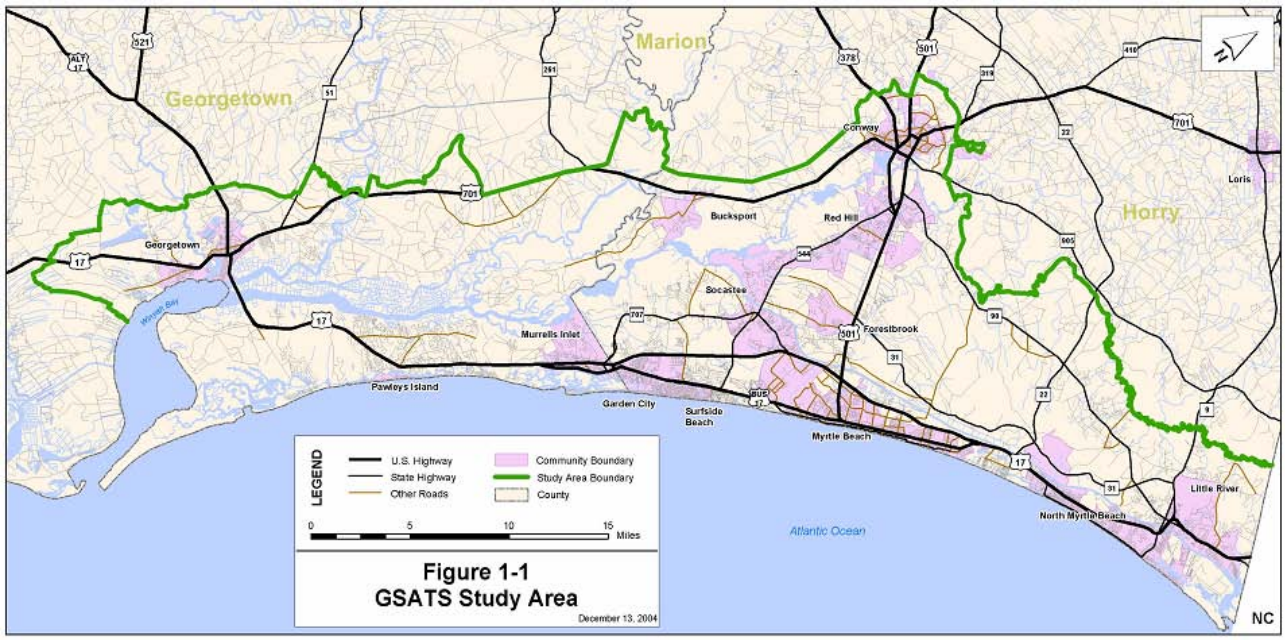


Figure A.4 Grand Strand Region

The GSATS LRTP builds on a number of previous planning efforts since the 1970s, including the RIDE I and RIDE II programs and a number of corridor (US 17, Southern Conway Bypass), county (Georgetown) and environmental (I-73) studies. Following a review of existing and future conditions, potential roadway projects were identified by the GSATS study team; some unbuilt projects from earlier plans were included in the list. There were 102 projects initially identified, 21 of which were located in Conway or vicinity. Further evaluation and prioritization revealed that approximately 75 of the roadway projects lay in the study area and were feasible at the time; these projects were split into tiers according to importance and potential funding sources. The following **Table A.3** describes projects in Conway, sorted according to priority. The last two projects (unprioritized) were removed from the initial LRTP project list because they are outside of the Grand Strand region or inappropriate for regional funding.

The GSATS LRTP did consider transit, bicycle, and pedestrian projects in addition to roadway improvements, though did not go into great detail about recommendations pertaining specifically to the City of Conway. With regards to transit, programs and projects relevant to Conway include the recommendations:

- Enhance commuter service from outlying communities,
- Continue to seek opportunities to serve “niche” markets,
- Provide transit amenities along bus routes,
- Explore the development of park-and-ride lots at key inland locations, and
- Monitor the feasibility of intercity rail.

- Bicycle and pedestrian facilities were recommended in conjunction with corridor studies for US 701, 378, and 501.

The overall cost of recommended projects in the Grand Strand area was estimated to be $1.6 billion, only $400 million of which is available through State and Federal funding sources. The LRTP thus identified a number of non-traditional local sources that could be tapped to make up for the shortfall between 2006 and 2030, including Impact Fees ($209 million), one percent Special Purpose Local Option Sales Tax (SPLOST) ($1.1 billion), one cent/gallon fuel tax ($82 million), $5 vehicle registration fee ($33 million), one percent accommodation tax ($186 million), and a one-fourth of one percent recreation admissions tax ($19 million).

Supportive policies and programs were also suggested in the areas of:

- *Traffic impact ordinance* to quantify trip generation for new developments and encourage multi-modal solutions to reduce automobile trips
- *Parking regulations review* to minimize new parking requirements and emphasize shared parking arrangements
- *Pavement management system* to inventory and prioritize preservation of existing roadways (should be led by SC Department of Transportation)
- *Access management program* to control driveway access on public roads, preferably tied to functional classification
- *Land use regulations* to promote non-automobile travel, including the use of overlay zones and production of a mobility design manual
- *Revenue task force* to examine the efficacy and feasibility of implementing non-traditional funding strategies
- *Incident management services plan* to identify and mitigate high incident locations
- *Intelligent transportation systems* for advanced traffic operation management
- *Special area studies* with sensitive and innovative planning solutions

Table A.3 Projects Listed in the GSATS LRTP Located In or Near Conway

Project	Description / Notes	ID	Priority
US 701 Corridor Study in Conway	In the 1996 GSATS LRTP this project was placed in Priority Group 2. Under this project, a study would be performed to identify and recommend improve-ments to the corridor. The RIDE II Committee listed this project, but did not rank it.	51	Tier I - A
US 378 Corridor Study in Conway	In the 1996 GSATS LRTP this project was placed in Priority Group 2. Under this project, a study would be performed to identify and recommend improve-ments to the corridor. The RIDE II Committee listed this project, but did not rank it.	52	Tier I - A
US 501 Corridor Study in Conway	In the 1996 GSATS LRTP this project was placed in Priority Group 3. Under this project, a study would be performed to identify and recommend improve-ments to the corridor. The RIDE II Committee listed this project, but did not rank it. The scope of this study should include US 501 through the City of Conway and east of Conway, as far as the interchange with Carolina Bays Parkway.	53	Tier I - A
US 501 widening to 6 lanes between Forestbrook Road and Conway	In this project, US 501 would be widened from 4 to 6 lanes between Forestbrook Road and Conway. This project was considered by the RIDE II Committee, but was not selected, because it was judged to be a road of "regional significance". In the 1996 GSATS LRTP, this project was combined with Project 45 (construction of Frontage Roads). The combined project was placed in Priority Group 1.	60	Tier I - B
Improve US 378 and US 501 Intersection	The US 378 and US 501 intersection in Conway is a major source of traffic congestion. The RIDE II Committee recommended implementation of significant improvements at this location to potentially include a "fly-over" to eliminate left turns from northbound US 501 to US 378. "White topping" of this intersection is being undertaken (Fall, 2004).	7	Tier II - A
US 501 Frontage Roads between Forestbrook Road and Conway	In this project, frontage roads would be constructed parallel to US 501 between Forestbrook Road and the intersection of US 501, US 501 Business and SC 544 east of Conway. This project, combined with Project 60 (Widening), was considered by the RIDE II Committee, but not evaluated, because it was judged to be a road of "regional significance." In the 1996 GSATS LRTP the widening of US 501 with frontage roads was placed in Priority Group 1. The construction of frontage roads has been completed from the Intracoastal Waterway to Forestbrook Road.	45	Tier II - A

Project	Description / Notes	ID	Priority
Construct Postal Way from Waccamaw Pines towards Conway on north side of US 501	Construct Postal Way, from Waccamaw Pines towards Conway for approximately two miles, serving as a 4-lane frontage road on the north side of US 501.	96	Tier II - A
Conway Perimeter Road between US 378 and US 701	El Bethel Road, formerly known as the Conway Perimeter Road, connecting US 378 and US 701 was recommended as part of the RIDE I study and has been a high GSATS priority. This project represents a section of the project referred to as "Beltline Road" in the 1996 GSATS LRTP. The 1996 project was placed in Priority Group 1 and extended from SC 905 to US 701, around the west side of Conway. The section from US 378 to US 501 has been completed.	3	Tier II - B
Widening US 701 to 4 lanes between Conway & Georgetown	Currently US 701 between Conway and Georgetown, a distance of approximately 35 miles, is a 2-lane roadway. This project would widen the road to 4 lanes. The project was recommended by RIDE I, but not implemented by RIDE I. In view of the length and cost of this project an alternative implementation strategy could involve widening sections of US 701 to provide periodic opportunities to overtake slower moving vehicles. This would allow implementation of this project in increments.	20	Tier II - B
US 501 at 9th Ave, intersection improvements (Conway)	This Conway intersection imp. project was placed in Priority Group 3 in the 1996 GSATS LRTP.	49	Tier II - B
Widen SC 90 from US 501 to SC 22 (Conway Bypass)	This project which would widen this portion of SC 90 from 2 to 4 lanes, was evaluated by the RIDE II Committee, but not selected. A separate project (Number 21) considers widening SC 90 from SC 22 to SC 9. The GSATS LRTP Advisory Committee considered Project 21 as having higher priority than Project 64.	64	Tier II - B
US 501 / SC 544 / SC 90 Interchange improvements	This interchange improvement project was placed in Priority Group 3 in the 1996 GSATS LRTP and was evaluated by the RIDE II Committee.	69	Tier II - B
Extend Elizabeth St from 16th Ave to Walmart Connector (Conway)	In the 1996 GSATS LRTP this project was placed in Priority Group 3. The 1996 study describes this and project 47 as "two small development oriented projects in Conway, which would have little or no impact on regional traffic flows".	31	Tier II - C
US 501 exit into Conway at First Avenue	This project was considered by the RIDE II Committee, but was not highly ranked. It would provide right-turn-in and right-turn-out access from westbound US 501 to 1st Ave.	32	Tier II - C

Project	Description / Notes	ID	Priority
SC 905 widening from Conway to SC 22 (Conway Bypass)	SC 905 runs northeast from Conway into North Carolina. It intersects the Conway Bypass approximately 11 miles from Conway. This project was evaluated by the RIDE II Committee but not selected.	61	Tier II - C
Widen Singleton Ridge Road between US 501 and SC 544	This project, which would widen Singleton Ridge Road from 2 to 5 lanes, was evaluated, but not selected by the RIDE II Committee.	68	Tier II - C
Construct Interchange at US 501 and Coastal Carolina	This interchange would be constructed at the intersection of US 501 and College Road, which provides access to Coastal Carolina University from US 501. This project was considered by the RIDE II Committee, but was not included in the final list of 14 projects due to the University's future plans. The GSATS LRTP Advisory Committee considered this project appropriate for developer participation in funding.	58	Tier II - Dev
Interchanges of 501 at Carolina Forest, Factory Outlet, Singleton Ridge Rd, Gardner Lacy Road	The major congestion on US 501 is due in large part to the number of traffic signals, which cause traffic flow to stop at five locations in less than ten miles. The RIDE II Committee recommended elimination of four of these signals through construction of interchanges at: 6.A Carolina Forest Boulevard; 6.B Factory Outlet Boulevard (Myrtle Beach Factory Stores); 6.C Singleton Ridge Road; and 6.D Gardner Lacy Road. The GSATS LRTP Advisory Committee considered these interchange construction projects appropriate for developer participation in funding.	6	Tier II - Dev
Pave 100 miles of dirt roads in Horry County	Paving of one hundred miles of dirt roads in Horry County was the second priority established by the RIDE II Committee. With over 600 miles of unpaved roads remaining and a program which provides revenues to pave only sixteen miles per year, citizens of the County who travel these roads see very little progress. In addition, there is a significant on-going maintenance expense keeping these roads travelable. The RIDE II Committee recommended that prioritization should be based on the existing County program which was previously established to determine the order in which roads are paved. The GSATS LRTP Advisory Committee determined that this project was not appropriate for GSATS funding.	2	-

Project	Description / Notes	ID	Priority
Upgrade US 701 to 5-lanes from Conway to Highway 22 (north of Conway	Improvement of this roadway segment will increase traffic flow from Conway to SC 22 (the Conway Bypass). This growing area of northern Conway is the route to Loris, and is heavily traveled by the citizens of the County. The location of the J. Reuben Long Facility and other Horry County offices along this route will cause traffic to increase gradually to the point that the existing two lane section will not adequately facilitate traffic movement. The section of US 701 outside of the urban area of Conway, where this improvement would be implemented, lies outside the GSATS Study Area. This project will not be considered further by this study. It is listed solely to maintain consistency between RIDE II Priority numbers and project reference numbers used in this study.	14	-

Tier I projects are those "potentially funded by traditional sources". Within this category, projects were given an "initial priority" of A, B, or C, corresponding to their perceived importance. Tier II projects are those "potentially funded by non-traditional sources, plus projects with possible developer participation in funding". Like the Tier I projects, Tier II projects are given "initial priorities" of A, B, or C, with an additional category, "dev", standing for "Developer Participation."

Ride II Report (May 2004)

The RIDE II report was completed in May 2004. The RIDE II committee was formed to continue the work done in the 1990s RIDE I effort and to develop "a roadway improvement program aimed primarily with increasing the mobility of the citizens of Horry County, as opposed to the visitors or tourists." The proposed projects could not be roadways of "Regional Significance"; i.e., they had to have the ability to be properly funded by local sources and to be designed, permitted, and constructed within a seven-year time frame.

An initial list of 104 projects was developed and prioritized according to potential change in level of service, safety, connectivity, environmental impacts, and congestion reduction. Eventually, 14 projects were identified as being most important and eligible for funding. Several of these projects occur in Conway or the vicinity and are described below (as written in the Ride II report):

- Priority #3: The Conway Perimeter Road connecting US 378 and US 701 was… recommended as part of the RIDE I study and has been a high GSAT priority. ($12.5 million)
- Priority #6: Construct four US 501 Interchanges. The major congestion on US 501 is due in large part to the number of traffic signals which cause traffic flow to stop at five locations in less than ten miles. The RIDE II Committee recommends elimination of four of these signals through construction of interchanges at Carolina Forest Boulevard, Factory Outlet Boulevard, Singleton Ridge Road, and at Gardner Lacy Road. ($80 million)
- Priority #7: [The] US 378 and US 501 intersection in Conway is a major source of traffic congestion. The RIDE II Committee recommends implementation of significant improvements at this location to potentially include a "fly-over" to eliminate left turns from northbound US 501 to US 378. ($5 million)
- Priority #14: Upgrade US 701 to five lanes from Conway to US 22. Improvement of this roadway segment will increase traffic flow from Conway to US 22. This growing area of northern Conway is the route to Loris, and is heavily traveled by the citizens of the County. The location of the J. Reuben Long Facility and other Horry County offices along this route will cause traffic to increase gradually to the point that the existing two lane section will not adequately facilitate traffic movement. ($35.9 million)

Multiple non-traditional funding mechanisms were described, along with their potential revenues from implementation. For the first eight priorities, the RIDE II committee recommended that a Capital Local Option Sales Tax be utilized to the fullest extent possible. Hospitality fees and increased gas taxes were proposed to fund the remainder. Though this report focused on non-"regional" roadways, it was still recommended that high priority be given to the "Southern Connector" which serves as an evacuation route from the South Strand. The Southern Evacuation LifeLine (SELL) study, described next, focuses on alternatives for the "Southern Connector".

SELL Alternatives and Descriptions (February 2007)

Because of the need to quickly evacuate the greater Myrtle Beach area and provide more mobility to the citizens of the South Strand, SCDOT in partnership with the FHWA commenced the Southern Evacuation LifeLine (SELL) project in 2006. The purpose of SELL is to identify and assess the environmental impacts of potential new corridors across the Waccamaw River between Conway and Georgetown. The study is also looking at how alternative corridors would reduce traffic congestion along existing roadways in the region. As of April 2008, environmental impact statements (EIS) were being completed for eight corridors, as seen in **Figure A.5**. In terms of relieving existing traffic along US 501 in Conway, alternatives #1 and #8 are most likely to decrease congestion as these alignments, in addition to collecting South Strand traffic, would serve as a feasible parallel alternative for Myrtle Beach bound traffic.

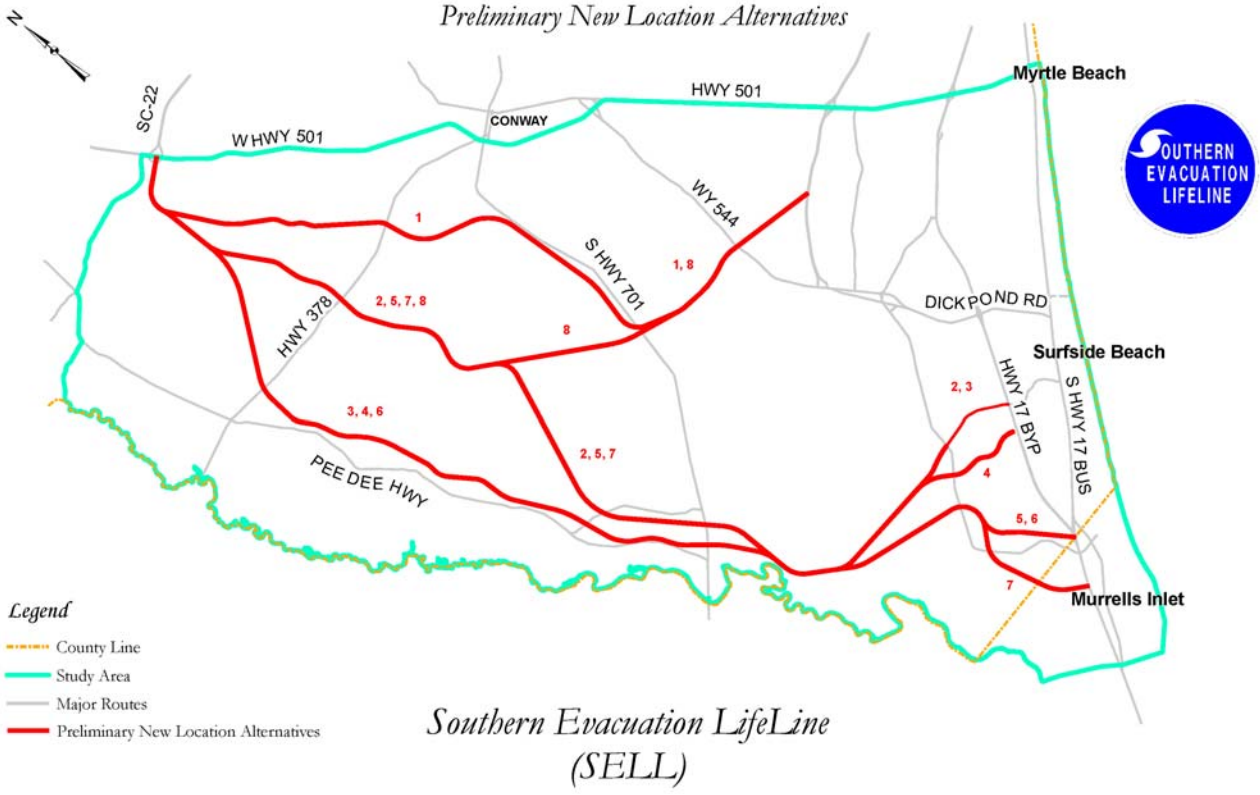


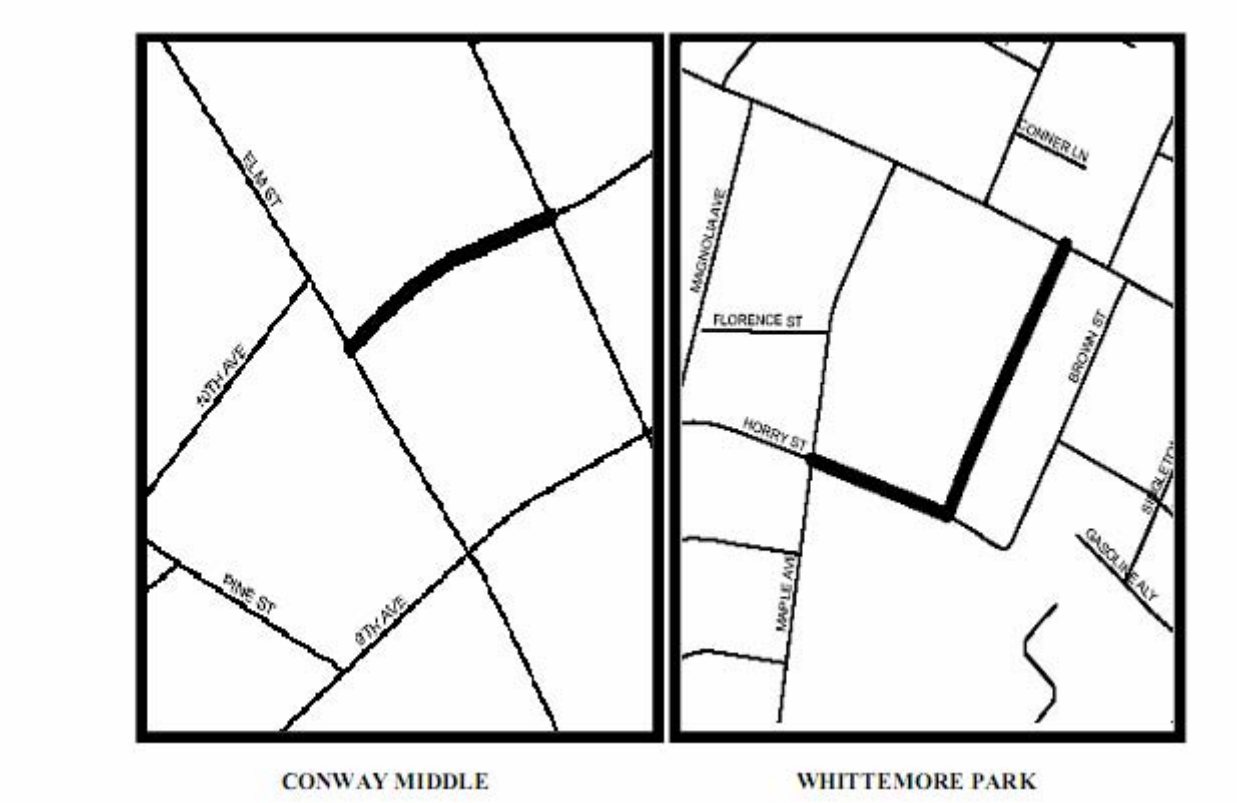
Figure A.5 SELL Alternatives

Grand Strand Transportation Improvement Programs

The Transportation Improvement Program (TIP) allocates federal funds for the highest priority transportation projects in the near term of relevant long-range transportation plans (LRTP). The TIP must be consistent with the objectives of the LRTP and must be financially constrained. The following items pertaining to Conway are in this TIP:

Whittemore Middle School Sidewalk Project, enhancement program, funded by Surface Transportation Program. Remarks: Conway Middle School Sidewalk, alont the 10th Avenue side between Elm and Laurel Streets. Whittemore Park, along Horry and Rhue Streets.

Figure A.6 TIP projects in Conway



Riding on a Penny One-Cent Capital Projects Sales Tax (2007-14)

"On November 7, 2006, Horry County voters, by a 61.4 to 38.6 percent margin, supported a One-Cent Capital Projects Sales Tax for roads. This tax went into effect on May 1, 2007, and increased the level of sales tax in Horry County an additional penny on all retail sales, accommodations and prepared food and beverage." The following prioritized road projects will be covered by this tax:

Table A.4 Capital Projects Sales Tax Allocations

Estimated Cost	Prioritized Road Projects
1. $19,600,000:	Pave 20 miles of County dirt roads
2. $915,000:	Resurface 12 miles of County roads
3. $49,500,000:	Construct grade separated interchange at the intersection of U.S. Hwy 17 Bypass and SC Hwy. 707 at the back gate of the Myrtle Beach Air Base
4. $132,250,000:	Widen SC Hwy. 707 from Enterprise Road to the County line including intersection improvements at SC Hwy 544
5. $25,750,000:	Pave 25 miles of County dirt roads
6. $990,000:	Resurface 12 miles of County roads
7. $46,000,000:	Construct Aynor overpass
8. $1,035,000:	Resurface 12 miles of County roads
9. $76,000,000:	Widen Glenns Bay Road to 3 lanes and construct a grade separated interchange at US Hwy. 17 Bypass
10. $1,080,000:	Resurface 12 miles of County roads
11. $27,750,000:	Pave 25 miles of County dirt roads
12. $1,125,000:	Resurface 12 miles of County roads
13. $6,500,000:	Pave 2 lanes of International Drive from Carolina Forest to SC Hwy. 90
14. $682,500:	Resurface 7 miles of County roads
15. $36,100,000:	Pave 30 miles of County dirt roads

Source: http://www.ridingonapenny.com/index.asp

Some of the roads slated to be paved or resurfaced are located in the Conway CTP study Area. They are:

Paving:

- Eric's Lane (0.25 miles), N. Conway
- Waccamaw Lake Drive (0.50 miles) S. Conway
- Savannah Bluff Road (0.40 miles) S. Conway
- Dayton Drive (0.35 miles) W. Conway

Resurfacing

- Cynthia Drive (0.1 miles)
- Page Drive (0.3 miles)
- Linda Drive (0.4 miles)
- Harmon Drive (0.18 miles)
- Ireland Drive (0.1 miles)
- Lake Way Dr (0.14 miles)
- Neighbor Lane (0.1 miles)
- Punkerdilly Lane (0.1 miles)
- Riverside Dr. (0.8 miles)
- Bradford Dr (0.21 miles)
- Hagwood Circle (0.46 miles)
- Recycle Road (0.19 miles)
- Fonza Street (0.15 miles)
- Everette Street (0.12 miles)
- Joy Ride Road (0.1 miles)
- Dargan Circle (0.33 miles)
- Bulk Plant Road (0.39 miles)
- Christopher Columbus Road (0.2 miles)
- Iris Street (0.08 miles)
- Nursery Road (0.25 miles)
- Bonnie Lane (0.15 miles)
- Bethel Drive (0.4 miles)
- Mercedes Drive (0.15 miles)
- Shamrock Drive (0.2 miles)
- Gumbo Lane (0.05 miles)
- Buccaneers Cove (0.2 miles)
- Covery Rd (0.1 miles)

Community Feedback

Gaining public input is an important part of the planning process. Over the course of this transportation plan, two steering committee and one public meeting have been held, with an additional round of meetings scheduled towards the end of the study (Summer 2008). In addition to forums held specifically to address transportation issues for this CTP, the public input received during other recent planning efforts covering the Conway geography provides valuable insight on matters related to transportation.

In 2007, public involvement for the Conway Comprehensive Plan began. Almost 70 citizens gave input regarding the various elements of the Comprehensive Plan, including transportation and closely related land use issues. Prior to this effort, the Waccamaw MPO undertook a regional transportation planning exercise in 2004 to 2005, during which time the transportation needs of the entire Grand Strand area were assessed. Twelve Conway residents participated in that public involvement process. This appendix compiles and analyzes citizen feedback relating to Conway's Transportation System:

- Steering Committee and Public Meetings for CTP (Feb 2008, April 2008)
- Public Workshops for Comprehensive Plan (Summer – Fall 2007)
- Public Involvement Activities for GSATS LRTP (May 2004 – January 2005)

Steering Committee and Public Meetings for CTP (Feb 2008, April 2008)

Based on input received at two steering committee and one public meeting, as well as public input from two recent related planning processes, a list of issues and opportunities was developed to summarize the state of transportation in Conway. As detailed in **Table B.1**, this list forms the basis of the Needs Assessment and future potential project and policy recommendations.

Table B.1. Issues and Opportunities

ISSUES	OPPORTUNITIES
▪ **Main Street has excess vehicular congestion which is negatively impacting local businesses**	▪ Design Charrette is currently underway to develop plans for urban design, business mix, economic development, etc ▪ Divert through-traffic from Main Street via new connections and better signage at local and regional levels ▪ Provide parking on either edge of downtown so that people can get out of their cars and walk, rather than drive, through town. ▪ Consider use of metered spaces on Main Street to encourage more turnover and easily accessible parking for short visits ▪ Make alternative modes more attractive: o Pedestrian: continuous wide, well-lit sidewalks with clearly marked crosswalks and pedestrian signals at intersections o Bike: provide racks at suitable locations, increase access from planned facilities o Transit: stops/shelter downtown with map and schedule (and market to tourists as well as locals) ▪ Install gateways on either end of Main Street to make entry obvious and slow down traffic
▪ **Tourist-related congestion on 501 contributes to hurricane evacuation and emergency access issues**	▪ Regional bypasses evaluated by SELL report and also planned I-73 will provide alternative to current routes through Conway. Continue local support for these regional measures. ▪ Provide better signage in other parts of Horry County to divert Myrtle-Beach traffic to roads that don't go directly through Conway ▪ Implement access management along 501 as well as traffic signal coordination to improve operations. Review 501 frontage road plans for implementation or modification ▪ Provide alt. routes for local traffic to avoid 501

ISSUES	OPPORTUNITIES
▪ **Current bridges experience a high volume of traffic during daily peak periods and/or tourist season**	▪ Provide alternative crossing for local and other traffic. Public support exists for new bridge east of Conway to Red Hill area (possible extension of Country Club Dr) ▪ Study current commuting patterns and provide alternatives o Better transit for daily workers living outside of Conway (especially to south) o Increase affordable housing opportunities in Conway to reduce long distance commutes
▪ **High volume of through-traffic negatively impacts City of Conway**	▪ Pursue information campaign with Myrtle Beach hotels and tourism offices to promote alternate routes as well as use of public transportation for day trips between M.B. and Conway ▪ Provide means for pedestrian crossing of high-volume streets, especially 501
▪ **Public transportation does not provide frequent or wide-ranging local service in Conway**	▪ Current transportation planning process can identify desired destinations ▪ Establish standards for stops, signage, shelters, etc ▪ Look into connection with Greyhound bus service ▪ Increase city coordination with Coastal RTA to address transit operations
▪ **Need more interaction with area universities, especially Coastal Carolina**	▪ Coastal RTA route – evaluate operations: stops, hours, etc to get students into Conway, especially downtown ▪ Enhance pedestrian and bike connections between Conway and CCU area ▪ Investigate adjacent railroad ROW for possible connection opportunity
▪ **Need increased continuity of ped/bike facilities and connections with parks/recreation and schools**	▪ Greenway Plan recently completed, pursue implementation ▪ Review/Amend land development regulations (esp provision of sidewalks and green space) as Comprehensive Plan is updated ▪ Conduct pedestrian needs analysis to assess desired destinations and critical gaps in connectivity. Specific high-priority destinations include Lake Busbee, Crabtree Canal, Riverwalk, Collins Park, and all schools ▪ Address vehicular queuing in vicinity of schools for pick-up and drop-off ▪ Enhance pedestrian crossings along Main Street and 501, in particular

ISSUES	OPPORTUNITIES
▪ **New land development is at odds with older neighborhoods and character of area, and typically lacks adequate street connectivity**	▪ Pursue annexation within utility service area and implement strict development controls prior to new development occurring o Street network connectivity to existing and future roads, Subdivision access points o Sidewalks o Street widths and character o Location/amount of parking for new residences and businesses ▪ For both old and new development, implement traffic calming where needed
▪ **Strip development patterns along 501 (and 378 to a degree) are unaesthetic and negatively impact corridor traffic operations**	▪ Create access management standards for corridor, undertake corridor studies and master planning as necessary ▪ Review and amend development regulations concerning building setbacks, parking location/amount/ access, provision of sidewalks
▪ **Cross-city vehicular movement is difficult**	▪ Assess possible new traffic signal locations, operations of existing intersections (phasing, geometry, etc) ▪ Support safe multi-modal movement across major corridors at key intersections
▪ **Intersection of 501 and 378 is insufficient in terms of operations, safety, and design**	▪ Explore proposed grade-separation of US 501 and 378 intersection as identified in the GSATS LRTP. Ensure access to area businesses via enhancement of secondary road connections ▪ Take advantage of grade-separation to provide pedestrian and bicycle connection across hwys
▪ **Intersections blocked during congested periods**	▪ Ensure brightly painted crosswalks and stop bars to reinforce visual presence of intersection and activities of other modes / cross-traffic ▪ Calibrate and coordinate traffic signals to reduce queue lengths ▪ Provide signage and police enforcement as necessary
▪ **Trucks travel through downtown**	▪ Restrict trucks from Main Street unless they have business along the route ▪ Favor local access and non-automobile movement in downtown Conway, making 501 Bypass more attractive for truck movement

Public Workshops for Comprehensive Plan (Summer/Fall 2007)

68 people attended a series of Comprehensive Plan community workshops held at three locations during the summer of 2007. They filled out surveys, provided written comments, voted on these comments, and gave additional input. Items pertaining to transportation are listed here:

Services that received the lowest ratings were public transportation, sidewalk availability, and the number of recreation facilities. Libraries, the fire department, and recycling had the highest ratings. Both general and specific improvement strategies were noted, including the following items:

General

- More bridge access into Conway.
- Better public transportation from Conway to malls & M. B. – especially for elderly, also for groceries, doctors' appts. Improve quality of life.
- Ban large trucks from downtown area-apply designated truck routes
- Public transportation. No new roads!
- Need more bike lanes.
- Cobblestone streets with outdoor dining or rooftop dining.
- Enforce speed limits and noise ordinance in historic residential district.
- Partner with Horry County and RTA to establish shuttle system for visitors to museum, auditorium, library, historic district tours. etc.
- Implement transportation corridor overlays (landscape, signage) industrial overlays
- Bring all development closer to the streets with parking
- Walking/jogging trails to connect neighborhoods.
- Signals for traffic lights from fire trucks/ emergency
- Bike paths throughout the City of Conway.
- Better connections to other major highways.

Specific

- Create downtown mall walking area – install security cameras to encourage comfort
- Plan and construct a parking garage in coordination with county at 2nd Ave and Laurel St

- Reroute thru traffic away from Laurel and Elm streets.
- Remove concrete wall that juts out around tree into road on Laurel Street
- Beaty St. and the street south between 2nd and 3rd avenues are both one-way in the same direction – why not change one of them to other way.
- Synchronize traffic lights on Main Street especially around 5 pm, Monday – Friday or let some blink yellow to move traffic through
- Pedestrian crosswalks on the intersections of Main St. & 4th Ave. and Main St. & 3rd Ave.
- Main Street corridor development/beautification
- Provide another bridge across W. River connecting Country Club Drive to Red Hill area to relieve traffic congestion
- Bridge – Red Hill to 905 to 701 to 501 to 378 to 701 South.
- Provide bridge from Hwy. 701 South to hwys. 544 and 501
- Bridge 544 to 701.
- Extend El Bethel from Hwy. 378 to 701 South to improve traffic flow around perimeter of town
- Make 501 lights more responsive to cross street traffic.
- A master landscape plan for the 501 corridor
- Widen 378 and tie into interstate 73.
- Hwy. 378 corridor needs beautification.
- .Bike Trail along Crabtree Canal – 378 to 701N. Walkways along 701 N
- Pave New road all the way out to 501.

Synopsis of transportation-related Comprehensive Plan input

To summarize comments received, Conway citizens desire traffic calming in historic areas, pedestrian and bike facilities, downtown parking, bridge access to city, stronger enforcement of truck routes, specific corridor plans for all major corridors (Main St, 501, 378, etc), streetscaping, access management (though not called by this name), signal operations along Main St and 501, reduction of vehicular trips through multi-modal choices, and additional connection to or construction of regional corridors for evacuation. There was also support for a strong annexation policy to “fill in holes” and preserve city character.

Public Involvement Activities for GSATS LRTP (May 2004 – January 2005)

Two rounds of public meetings were held. The first round was held at five locations including Conway. 80 people attended, 12 in Conway. The second round was a 30-day review period of the Executive Summary and project list. 25 individuals and organizations provided feedback. A synopsis of public input specific to Conway follows.

Public Meeting # 1 (May 2004)

Questions & Answers

1. How would you rate transportation conditions in the Grand Strand area?

Location	Responses	% Good	% Fair	% Poor
Conway	12	0.0	83.3	16.7
All Combined	119	15.1	64.7	20.2

2. In the last few years has it gotten better, stayed the same, gotten worse?

Location	Responses	% better	% same	% worse
Conway	11	45.5	27.3	27.3
All Combined	117	53.0	18.8	28.2

3. Is enough being done to improve highway travel?

Location	Responses	% not enough	% enough	% too much
Conway	11	45.5	45.5	9.1
All Combined	118	68.6	29.7	1.7

4. Is enough being done to improve public bus service?

Location	Responses	% not enough	% enough	% too much
Conway	11	41.7	41.7	16.7
All Combined	118	59.8	35.7	4.5

5. Is enough being done to improve bicycle and walking paths and trails?

Location	Responses	% not enough	% enough	% too much
Conway	12	58.3	33.3	8.3
All Combined	120	45.8	49.2	5.0

6. Is enough being done to reduce development sprawl?

Location	Responses	% not enough	% enough	% too much
Conway	11	81.8	9.1	9.1
All Combined	117	46.2	43.6	10.3

7. Would you like to see more use of technology to improve traffic flow (i.e., signal coordination, quick clean-up of accidents, variable message signs, etc)?

Location	Responses	% More	% OK as is	% % Other
Conway	12	75.0	16.7	8.3
All Combined	119	82.4	15.1	2.5

8. If you could make one major change to improve the transportation system, what would it be? (Open-ended)

   - Real cost benefit study
   - Get I-73 here
   - Increase sidewalks and multiuse paths
   - Decrease the number of traffic signals on US 17 Bypass
   - Widen and improve State Road 319 from Aynor to State Road 22
   - Build an interstate
   - Connect new roads, as in I-73, to Hwy 22 instead of going through rural areas, thus adding to sprawl
   - 4 lane Highway 90 to Highway 701 South to Georgetown
   - Land use planning should be accomplished first, otherwise roads just encourage continued increase in traffic by encouraging new development
   - Coordinate traffic lights

9 – 10. Demographic Information

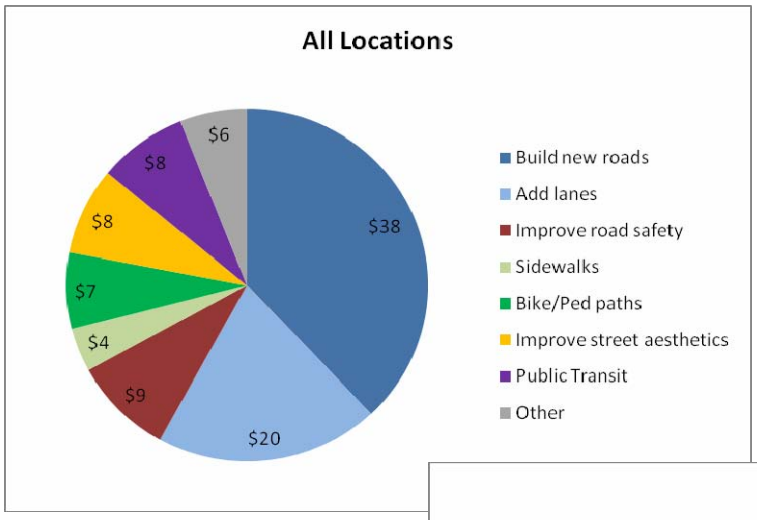
Amount of time lived in area

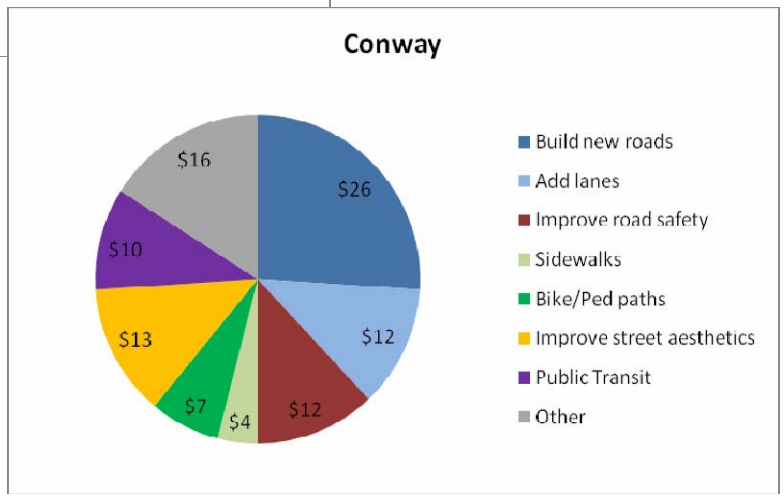
Location	Responses	% < 5 years	% 5 - 10 years	% 10 - 20 years	% > 20 years
Conway	11	0	9.1	27.3	75
All Combined	110	15.5	21.8	28.2	34.5

Age of respondents

Location	Responses	% < 21	% 21 - 45	% 46 - 65	% over 65
Conway	11	0	18.2	54.5	27.3
All Combined	115	0	27.8	53.8	18.3

11. Imagine you have 100 $1 bills to spend on transportation improvements. How would you spend them?





12. Are you supportive of additional spending on transportation improvements above what is available through traditional revenue sources?

Location	Responses	% yes	% no
Conway	10	60.0	40.0
All Combined	112	84.8	15.2

13. If Yes, put the following revenue sources in the order you would like them considered.

    Conway: 1. Development Impact Fees, 2. Higher State Gas Tax, 3. District Assessment, 4-T: Local Sales Tax, 4-T. Hospitality Tax Increase

    All Combined: 1. Development Impact Fees, 2. Hospitality Tax Increase, 3. Higher State Gas Tax, 4. Local Sales Tax, 5. District Assessment

14. General Comments

    - Roads have to be taken away from politics
    - Horry Co. roads are 20-30 years past due of Charleston. Talked too long. Should have had an Interstate and N/S connectors decades ago. Need to repair roads torn up by construction.
    - More money should be spent in rural improvements and paving dirt roads.
    - Permanent stormwater controls.

Synopsis of LRTP Input

While not statistically significant in number, the survey responses of Conway residents are informative in gauging their opinions regarding issues, priorities, and implementation of potential transportation solutions.

Conway residents were less likely to think that transportation conditions were “good” than other Grand Strand residents, though only around ¼ thought that it had gotten worse over the last few years. The majority thought enough was being done to improve highway travel, but not enough to improve pedestrian and bicycle paths. Conway residents were especially pessimistic about development-related sprawl: over 80% though there was not enough done to curb it, though less than 50% of other Grand Strand residents felt the same way. The majority of survey respondents from all areas supported the use of additional technology for signal coordination, incident management, and general traffic operations.

Though adding capacity by building new roads or adding lanes was the most popular solution to transportation issues in Conway, Conway residents were much less likely to desire this option than other Grand Strand residents. Conway residents put proportionally more money than others into safety, aesthetic, and "other" improvements, which typically related to land use planning as indicated through commentary. Alternative mode choices (transit, bike, ped) in Conway were assigned $21 out of $100 dollars compared to the $38 desired for roadway capacity, a ratio of 1:1.8, as opposed to 1:3.1 ratio seen in the region, indicating greater comparative support.

Overall, Conway survey respondents tended to be over age 45 and had lived in the area for more than 20 years.