# City of Conway Comprehensive Plan THE TRANSPORTATION ELEMENT

0

City of

## INTRODUCTION

Established in 1732, Conway is one of the oldest towns in South Carolina. Throughout the 1800s, Conway served as a trading outpost for deerskins, timber, tobacco, and naval stores. Must of Conway's present day downtown was built in the early 1900s following the arrival of the railroad (Jacobs, Carter, Burgess).

As the County seat, Conway has an important regional presence in Horry County and the Grand Strand area. In addition, many transportation corridors cross in Conway. The City of Conway continues to grow, and transportation infrastructure must keep up with this growth.

#### **Transportation and Land Use**

The Transportation Element considers transportation facilities, including major road improvements, new road construction, transit projects, pedestrian and bicycle projects, and other elements of a transportation network. This element must be developed in coordination with the land use element, to ensure transportation efficiency for existing and planned development.

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. Additionally, land use decisions must also be tailored towards the type of transportation infrastructure that is or can be effectively implemented (Jacobs, Carter, Burgess).

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; although industrial, agricultural and some commercial area can generate relatively much more 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. Multiacre homogeneous zoning (of any type) and ample parking encourage the use of personal vehicles to fulfill travel requirements. Ultimately, spatial distribution and the quality of land uses dictate the nature of travel demand even more than the simple quality of activity generators present (Jacobs, Carter, Burgess).

#### **Quick Facts**

Image TE 1: Transportation Facts from ConwaySCNow website



Source (ConwaySCNow)

Residents spend an average of 22 minutes commuting to work. Conway is serviced by 16 airports (most of which are private) within 50 miles. Rail can be accessed within the community and interstates can be accessed 39 miles away (ConwaySCNow).

## Previous Traffic Plans / Patterns

Map TE 2: Traffic Plan – Conway, 1970



LEGEND







## **PLANNING EFFORTS**

In addition to the City of Conway, there are many agencies involved in transportation planning. This includes the South Carolina Department of Transportation (SCDOT), the Grand Strand Area Transportation Study (GSATS), Waccamaw Regional Council of Governments, Horry County, and other municipalities.

Image TE 2: Main Street, Downtown Conway.



Source: City of Conway

#### Grand Strand Area Transportation Study (GSATS)

GSATS is the designated Metropolitan Planning Organization (MPO) responsible for the urban transportation process for the Grand Strand Area. GSATS provides the forum for cooperative decision making in developing regional transportation plans and programs to meet changing needs. It is composed of elected and appointed officials representing state, local and federal governments or agencies (GSATS 2040 Metropolitan Transportation Plan Update). GSATS serves as the formal agency that plans and programs transportation improvements in the GSATS area, which are then implemented by local and state jurisdictions (GSATS 2040 Metropolitan Transportation Plan Update).

The City of Conway has membership on the Grand Strand Area Transportation Study (GSATS) Policy Committee, which is the Metropolitan Planning Organization for the Myrtle Beach Urbanized Area. Conway's City Planner also serves on the Study Team along with other planners from the GSATS area and provides recommendations for transportation projects to the Policy Committee. The Waccamaw Regional Council of Governments (WRCOG) and the South Carolina Department of Transportation (SCDOT) Planning Section are designated as the MPO staff.

Map TE 5 on the following page, shows the GSATS study area(s).

Map TE 5: GSATS Study area(s)



Source: GSATS 2040 MTP Plan Update

#### Waccamaw Regional Council of Governments (WRCOG)

**2040 Rural Long Range Transportation Plan (RLRTP).** The WRCOG houses the Grand Strand Area Transportation Study (GSATS) Metropolitan Planning Organization (MPO) and serves as the Rural Planning Organization (RPO) for Georgetown, Horry and Williamsburg counties. At the request of the Federal Highway Administration (FHWA) and SCDOT, WRCOG prepared the 2040 plan to identify and prioritize the rural transportation needs of the tri-county area.

The 'FAST' Act (Fixing America's Surface Transportation Act) was signed into law in 2015 in order to provide long term funding certainty for surface transportation so states and local governments could move forward with critical transportation projects (i.e. new highways and transit lines). In addition to maintaining current program structures and funding shares between highway and transit, the law also makes changes and reforms to many federal transportation programs, including streamlining the approval process for new transportation projects, providing new safety tools, and establishing new programs to advance critical freight projects (WRCOG 2040 RLRTP).

**Regional Transportation Improvement Program (TIP).** WRCOG's TIP covers funded "Guideshare" regional improvement projects that comply with South Carolina's ACT 114 and are identified in the Long Range Rural Transportation Plan. TIP is not only a plan but a fiscally constrained document. Additionally, it covers other federally funded project awards designated to a municipality or agency within the rural jurisdiction. These federally funded projects are typically expected to be undertaken during a 6-year period (WRCOG 2040 RLRTP).





Source: WRCOG

The following projects/programs are identified as priorities for the 2040 LRTP in the Conway area:

- Conway intersection improvements with the highest priority:
  - Priority 3A: US 701 & Janette (\$600K)
- Prioritized (but unfunded) intersection projects in the Conway area, but outside city limits:
  - Priority 3H: US 701 & Industrial Park (\$750K)
  - Priority 31: US 701 & Harris Short Cut (\$730K)
  - Priority 3J: US 378 & S-134 (\$570K)
- Bridge replacement/rehabilitation in Conway / Horry County area (identified needs):
  - US 501 Bus. Waccamaw River
  - US 701 Great Pee Dee River (Georgetown / Horry)

#### Mass Transit:

 Coast RTA. Local service needs include expansion of daily hours of service, extending geographic reach of service, broadening coordination activities within the family of service providers, and finding better ways of addressing commuter needs. The entire plan for the Waccamaw Region can be found on the SCDOT Office of Public Transit website. Map TE 7: US 701 & Janette Street (programmed and planned)

#### Waccamaw Regional Council of Governments 2040 Rural Long Range Transportation Plan



#### Project Name US 701 & Janette St.

Priority#	3A.	
Route or State Road#	US Hwy 701	Funding Legend
Length (mi/km)	n/a	Unidentified Funding Source
Jurisdiction	Conway.	Multiple Funding Source
Functional Class	Major Collector	Federal Transit Administration
Total Cost	\$600,000	Federal Highway Administration

		X		Street S		The second se
		E	stimated Unobli	gated Cost		
-	Prior Yrs	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019
PE	\$100,000				5	
ROW				\$50,000	[	
Construction	(				\$450,000	
Total	\$100,000			\$50,000	\$450,000	
		Pro	grammed and I	lanned Improv	ements	
TIP Project Description	New signal add Hwy 701.	lition, add right	turn lane on Jane	tte St, planted m	edian, raised plan	ted median on US
Program Type	SYSTEM UPG	RADE				
Remarks	This project w:	as funded under	the WRCOG's g	uideshare progra	<u>m.</u>	

Source: WRCOG

## **STREETS**

#### **Existing Conditions and Maintenance**

Within the City of Conway, there are approximately 179 miles of roadway and 124 miles of sidewalk. The City of Conway Public Works Department maintains approximately 81 miles (46%) of streets and the South Carolina Department of Transportation (SCDOT) is responsible for maintaining 77 miles (44%) of all streets and roads. Horry County maintains 18.21 miles of streets of which 2.9 miles are unpaved streets. Of the total public street network, 3.8 miles (2%) are unpaved. The City of Conway is responsible for 1.1 miles of unpaved streets.

Table TE 1: Condition of Public Streets in City Limits

OWNERSHIP	CONDITION	MILEAGE
City	C-1	42.357
	C-2	27.054
	C-3	13.115
	C-4	0.160
	CNP (not paved)	0.896
Subtotal		83.582
State	S-1	28.171
	S-2	25.860
	S-3	16.532
	S-4	6.579
Subtotal		77.142

Horry County	HC-1	9.394
	HC-2	6.206
	HC -3	0.265
	HC-4	0.000
	HCNP (not paved)	2.348
Subtotal		18.213
Total Mileage		178.938

The City Public Works Department inspects public streets annually to determine their condition. The purpose of the Street Study Report is to identify the streets which are in the greatest need of improvement. The method used in the survey classifies streets in four categories (1-4) as follows: 1- Newly paved or streets in good conditions; 2- Streets that have started to show wear; 3- Streets needing minor improvements or have been excessively patched; and 4- Streets in great need of repair and if left for any long length of time the entire street will be destroyed. The previous table provides a summary of street conditions in Conway as of December 2019.

Completed resurfacing projects, funded by the City of Conway and the County Transportation Committee (CTC), include Sherwood Drive, Long Avenue, Busbee Street, and Pantheon Drive.

The following streets will be or have been resurfaced and funded by RIDE III: Elm Street, Oak Street, Dewberry Lane, Dublin Drive, Sawyer Street, 9<sup>th</sup> Avenue, 16<sup>th</sup> Avenue, East Country Club Drive, 10<sup>th</sup> Avenue, Oak Street, Melson Street, James Drive, Edgewood Circle, and Lakeland Drive.

## **Road Classification**

All streets within and adjoining development within the City shall be classified according to function by the Planning Commission. Each street segment is classified in accordance with the street classifications shown below, per Section 7.1.3 of the Unified Development Ordinance (UDO). Street section classification determines the cross-section, street, tree planting requirements, and design standards to which such street segment shall be designed and constructed.

Street Classification Systems:

- Major Arterial Streets: consists of interstate, other freeway. Expressway, or parkway links, and major streets that provide for the expeditious movement of high volumes of traffic within and through urban areas.
- Minor Arterial Streets: collects traffic from collector, sub-collector, and local streets and carry it to the major thoroughfare system. Minor thoroughfares may be used to supplement the major thoroughfare system by facilitating movement of moderate volumes of traffic within and through urban areas and may also serve abutting property.
- Collector Street: A street whose principal function is to carry traffic between cul-de-sacs, local, and sub-collector streets and streets of higher classification but which may also provide direct access to abutting properties.
- Minor Collector Street: A street whose principal function is to provide access to abutting properties but which is also designed to be used or is used to connect local streets with collector or higher classification streets.
- Local Streets: A street whose primary function is to provide access to abutting properties.
- Alley: A narrow street set aside primarily for vehicular access to the backside of properties otherwise fronting on a street.

• *Cul-de-sac Street*: A short local street having one end open to traffic and the other end permanently terminated by a vehicular turnaround.

#### **Street Design Standards**

The City of Conway's streets are designed according to a hierarchy of functions with through traffic separated from residential access streets. Street hierarchy is defined by road function and average daily trips and to meet or exceed the minimum standards for one of the street types defined in *Article 7, Section 7.1.4, Table 7.1: Design Standards by Street Type,* of the City's Unified Development Ordinance (UDO).

## Level of Service (LOS)

Level of Service (LOS) is a scale used to evaluate how the use of a roadway compares to the number of vehicles it was designed to accommodate (Transportation Research Board (TRB)). LOS for roadways is generally derived by examining a roads traffic volumes, operating capacity (# of vehicles per hour the roadway can handle without creating congestion), and estimated or observed vehicle speeds. LOS is stratified into six letter grades (A-F), with A being the preferred LOS and F being least preferred (GSATS 2040 MTP). SCDOT has established a LOS Goal of "C" when measured as a Peak Season Daily LOS for state roads (GSATS 2040 MTP Update). For more information regarding LOS in South Carolina and within the GSATS study area, please use the link provided below:

http://gsats.org/wp-content/uploads/2018/06/GSATS-2040-MTP-Plan-Update.pdf

Map's TE 8 and TE 9 on the following page illustrates current and future LOS trends for the GSATS study area (Conway).

Map TE 8: Existing (2015) Peak Season Daily LOS for GSATS Area

Map TE 9: Future (2040) Peak Season Daily LOS for GSATS Area



Future conditions are obtained under the assumption that historical traffic growth rates will continue and are based on updated demographic and land use projections that are conducted as part of the MTP update (GSATS 2040 MTP Plan Update).

## **Traffic Counts**

Table TE 2 illustrates road segments within Conway with the highest average daily traffic counts in years 2009, 2014 and 2019 (where data is available). The counts represent an estimate of 24-hr, 2-way annual average daily traffic (AADT), per the SCDOT's website.

Table TE 2: AADT's 2009, 2014, 2019

ROUTE	STATION #	ROUTE LOCATION	2009 AADT	2014 AADT	2019 AADT
US 501	159	Waccamaw Dr. to Hwy 544 overpass	42,000	38,100	40,400
US 501	157	US 701 (4 <sup>th</sup> Ave) to Waccamaw Dr.	41900	37,800	39,700
US 501	153	Cultra Rd to US 501 Bus (16 <sup>th</sup> Ave)	30,600	28,600	26,000
US 501	155	US 501 Bus. (16 <sup>th</sup> Ave), S- 133 to US 701 (4 <sup>th</sup> Ave)	29,500	26,400	28,200
US 501 BUS.	171	SC 905 (4 <sup>th</sup> Ave) to SC 544 (Hwy 544 Overpass)	19,800	20,500	21,200
SC HWY 544	242	US 501 Bus. (Hwy 50 Bus.) to S-955 (Wofford Rd), S-1285	-	-	17,700
US 501 BUS.	183	US 701 (16 <sup>th</sup> Ave) to SC 905 (4 <sup>th</sup> Ave)	15,700	1 <i>5,</i> 000	17,400
US 378	147	S-29 (9 <sup>th</sup> Ave) to US 501 Bus. (Main St)	12,100	12,500	15,800
US 701	177	S-110 (Pitch Landing Rd), L- 110 to US 378 (Wright Blvd)	12,700	13,700	13,700
US 501 / L-15	300	US 501 (Hwy 501) to S-120 (Collins St)	12,500	12,200	12,400
US 501 BUS.	169	US 501 (Church St), S-133 to US 701 (16 <sup>th</sup> Ave)	12,300	11,600	11,500
US 378	145	S-741 (Nixon Ave) to S-29 (9 <sup>th</sup> Ave)	10,100	8,600	9,700
US 701 / S-165	382	US 701 (Main St) to US 378	7,400	7,800	9,200
SC 905	179	US 378 (Wright Blvd) to L- 2222 (Lewis St)	7,600	7,200	9,200

SC 905	181	L-2222 (Lewis St) to US 501 Bus. (Main St)	8,000	7,100	9,100
US 501 / L-2892	152	US 501 (Church St) to US 701 (Main St)	-	-	8,300
US 378	148	US 378 to US 501 (Church St)	-	-	7,000
US 501 BUS.	173	SC 544 (Hwy 544 Overpass) to US 501 (E. Hwy 501)	18,200	7,800	6,200
S-165	383	S-106 (Long Ave) to US 701 (Main St)	4,400	4,300	5,200
S-343	361	S-29 (Cates Bay Hwy) to US 701 (4 <sup>th</sup> Ave)	3,000	3,000	4,400
L-53	357	SC 544 (Hwy 544) to US 501 (E Hwy 501)	-	-	4,200
SC 544 CO1	243	US 501 Bus. (Hwy 501 Bus.) to SC 544 (Hwy 544)	-	-	4,000
US 378 / L-96	376	US 378 to US 701 (4th Ave)	3,400	3,900	4,000
US 501 BUS / L- 2238	727	US 501 Bus. (16th Ave) to US 701 (Main St)	3,800	3,700	4,000
S-29	369	L-109 (Willow Springs Rd) to US 378 (Wright Blvd)	4,600	5,000	3,900
S-107	381	S-116 (Elm St) to S-548 (Four Mile Rd)	3,200	3,200	3,900
S-29	371	US 378 (Wright Blvd) to US 501 Bus. (Main St)	4,100	4,100	3,800
L-116	709	L-2185 (Marina Dr.) to US 378 (3 <sup>rd</sup> Ave)	4,300	4,000	3,700
L-116	384	S-29 (9 <sup>th</sup> Ave) to L-379 (Pinewood Cir.)	3,700	3,400	3,400
US 378 / L-116	710	US 378 (3 <sup>rd</sup> Ave) to SC 905 (4 <sup>th</sup> Ave)	2,600	2,500	3,400
US 501 / S-133	375	US 501 (Church St), US 501 Bus. To US 378 (Wright Blvd)	3,100	2,700	3,200
SC 544 CON	245	SC 544 CO1 (Hwy 544) to US 501 (E Hwy 501)	-	-	2,500

Source: SCDOT

## **Road Safety**

Data compiled by the South Carolina Department of Public Safety (SCDPS) indicates that in South Carolina, one traffic collision occurs every 3.7 minutes, with one injury due to a traffic collision occurring every 13.8 minutes. Additionally, one fatal collision occurs every nine hours in South Carolina (SCDPS).

Map TE 10 (right) shows the hot spots for traffic collisions that occurred between 2017 – 2020. Table TE 3 (below) provides the number of overall traffic collisions that occurred between 2016 – December 2020, where data is available.

Overall Traffic Collisions - Conway					
	2016	2017	2018	2019	2020
January	55	62	62	67	19
February	89	62	61	75	25
March	86	78	91	102	39
April	77	79	81	90	31
Мау	80	82	80	89	55
June	92	89	75	69	91
July	100	72	73	76	73
August	98	106	91	11	97
September	102	79	90	-	78
October	79	94	92	-	74
November	98	75	83	-	97
December	77	101	61	-	84
Totals	1,033	979	940	*NA	763

Source: City of Conway PD / SCDOT

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 difficult for emergency vehicles to access crash sites on the bridge or on the other side of the river.

Map TE 10: Hot Spot Crash Data for Conway area



#### Intersections

The presence of intersections in a road network impacts mobility, connectivity, and safety. Closed spaced intersections with traffic control devices can significantly slow down vehicle through-movements, through 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 (Jacobs, Carter, Burgess).

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.

#### Intersection Improvements (additional data can be found on pg. 32)

**US 501 and Cox Ferry Road intersection.** Cox Ferry Road is an existing direct link between a nature preserve, residential areas, industrial uses, Coastal Carolina University (CCU), and SC 90. Because of its connectivity and directness, it is highly utilized by locals for crosstown traffic. Due to the amount of accidents that have occurred at this intersection, improvements of the intersection that include a signal plan at US 501 and Cox Ferry Rd and changing the left-turn phase on US 501 to a totally protected phase are currently underway. Plans are being designed and finalized through RIDE III, as part of the Highway 501 widening.

While not part of the design, it would 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 (Jacobs, Carter, Burgess). As the CCU campus continues to grow and spread across Hwy 501, there will be increased foot and bicycle traffic at this intersection (CCU BAC).

**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, as well as tourist traffic 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 (Jacobs, Carter, Burgess).

Intersections improvement recommendations include the following:

Short-term Intersection Improvements:

- 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 past held urban design charrettes.

Long-term Intersection Improvements:

- Consider grade separation as a two level signalized intersection (US 501 on the upper level). 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, right-of-way 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 Ave east of US 501 with US 378 and Third Ave east of US 501 with Fourth Ave west of US 501.

**US 501 at Sixteenth Ave.** This intersection has experienced most of the crashes of any location in Conway. Upon review of accident records and interviewing public officials, it was determined that many crashes result when right turning vehicles on Sixteenth Ave 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 (Jacobs, Carter, Burgess).

Recommended intersection improvements include:

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

Sherwood Drive at Long Ave and Sixteenth Ave. Centered on a seldom used railroad track, this five-leaged intersection is a gateway into the more rapidly growing area of northeast Conway. While few crashes have occurred at this location, awkward geometry and confusing traffic control devices could cause problems in the future as vehicular volume continues to increase and the railroad becomes more active. There are currently three stop signs and two yield signs 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 (Jacobs, Carter, Burgess). Recommendations include:

- Realign Sixteenth Ave to Sherwood Drive west of the railroad tracks
- Realign Lakeside Drive to connect Long Ave
- Construct 4-way stop intersections east of concurrent intersection of Sherwood Drive and Long Ave east of railroad track.

The purchase of FEMA properties in this area may allow for better design.

#### **Traffic Calming Measures**

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 Sixth and Seventh 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.

The City of Conway's Unified Development Ordinance (UDO), Section 7.3 – Traffic Calming, identifies several traffic calming measures. They include:

- Speed Humps. Speed humps are raised sections of pavement, constructed along a street, which cause drivers to reduce their speed. They are typically three inches at their highest point and have a gradual ramp up to that high point.
- Chicanes. A chicane is a series of two or more staggered curb extensions on alternating sides of the roadway, which creates a serpentine route along the street. Drivers slow down to make the lateral movement necessary to maneuver through the chicane. A raised island can be added to the center of the road on wider streets to prevent motorists from crossing the center line.
- Median. Medians are raised islands at the center of a roadway that separate two directions of traffic. Medians are typically landscaped to provide a visual enhancement and to create the perception of a narrower roadway. A median at the entrance to the neighborhood notifies the drivers that they are entering a residential area. Medians usually require the removal of on-street parking.
- Roundabouts. A roundabout is a type of circular junction in which road traffic must travel in one direction around a central island. Signs usually direct traffic entering the circle to slow down and give the right of way to drivers already in the circle. These junctions are sometimes called modern roundabouts in order to emphasize the distinction from older circular junction types which had different design characteristics and rules of operation. Older designs, called traffic circles or rotaries, are typically larger, operate at higher speeds, and often priority to entering traffic.
- Traffic Circles. A traffic circle is a raised island, placed at intersections, around which traffic circulates, to prevent drivers

from speeding through intersections by impeding straight through movement and to force drivers to slow down to yield. Circles offer an opportunity for landscaping and visually break up a long, straight stretch of roadway. Collisions and other traffic accidents are reduced at intersections with traffic circles. Traffic circles usually require the removal of some on-street parking. Traffic circles with curb extensions are similar to the traffic circle, only the design of the circle is lightly smaller, and it is the curb extensions that force the vehicles to make a lateral movement to navigate through the intersection.

Image TE 3: Roundabout ex.



Source: City of Conway UDO

## **COMPLETE STREETS**

Complete streets are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. Complete streets make it easy to cross the street, walk to shops, and bicycle to work. Implementing these strategies can be relatively low cost, requires minimum right-of-way, and can be accomplished quickly. (GSATS 2040 Metropolitan Plan Update)

The City requires the following checklist items to be incorporated into all new developments or transportation projects shown in the Conway Transportation Plan:

- Offer a full range of travel choices
- Provide sidewalks either separated by a planting strip or with ample width to provide pedestrian safety on all new roads
- Include bicycle facilities on all new roadways and retrofit existing roadways with major reconstruction projects
- Connect a network that offers choice
- Provide safe pedestrian crossings at intersections
- Build corridors that will be conducive to transit, even if transit is not available
- Provide full accessibility to all, including children, seniors, and people with disabilities
- Contribute to the pleasant and convenient pedestrian atmosphere of the downtown area
- Serve and support public transit where possible

All non-residential developments, major subdivision developments, Planned Developments, Mixed Use developments, Gateway Corridor Overlay (GCO) and Village Corridor Overlay (VCO) developments are required to adhere to the concept of complete streets.

#### **Access Management**

Access management, along with Streetscaping and complete streets seek to improve mobility, alleviate congestion and accommodate all users within the existing transportation system (GSATS 2040 Metropolitan Plan Update).

Access management involves a broad set of techniques designed to improve roadway capacity, mobility, and safety by limiting the accessibility of vehicular traffic. These techniques control and regulate the location, spacing and design of driveways, median openings, traffic signals, and freeway interchanges. When combined with streetscape improvements, access management techniques can also contribute to attractive multimodal environments (GSATS 2040 Metropolitan Plan Update). Table TE 4 (below) lists the access management, streetscape, and complete streets recommendations for South Carolina, per the GSATS 2040 MTP Update.

 Table TE 4: Access Management / Streetscape / Complete Streets

 recommendations, per GSATS 2040 Metropolitan Plan Update (inside City limits)

Location	Description
Hwy 501 Bypass	4 <sup>th</sup> Ave to 16 <sup>th</sup> Ave: Coordinate Access Management, aesthetic improvements w/ underground wiring project.
Church Street	Safety/Access Management Improvements from 16 <sup>th</sup> Ave to Mill Pond Rd.
2 <sup>nd</sup>   3 <sup>rd</sup>   4 <sup>th</sup>   Powell St   Wright Blvd	Realign road segments to allow for better capacity, function, flow and safety
4 <sup>th</sup> and 3 <sup>rd</sup> Avenues	Intersection improvements at 4 <sup>th</sup> Ave and 3 <sup>rd</sup> Ave (Hwy 701)

#### Interconnectivity

Nonresidential properties within the Gateway and Village Corridor Overlays are subject to additional access management standards, including inter-parcel access and shared access points.

 Inter-parcel access points are required between all contiguous nonresidential properties in the GCO and VCO. A system of joint use driveways and cross access easements shall be used to promote connectivity in the GCO and VCO. This requirement can only be waived if the Technical Review Committee (TRC) finds that interparcel connection is not feasible due to traffic safety, topographic, or environmental concerns.

#### Connectivity

Connectivity among residential infill development and new subdivisions in the City is required (where possible) to avoid reliance on major arterials for access and connections among developments. If the Technical Review Committee deems street connection to adjoining property is appropriate, proposed streets shall be extended to the boundary of the development for connection to existing streets for future connection.

Street stubs to adjoining areas, when required, are to be provided to give access to such areas or to provide proper traffic circulation. Street stubs in excess of 250-ft are required with a temporary cul-de-sac turnaround. Developers are responsible for paying the cost of restoring the street to its original design cross section and extending the street.

#### Sidewalks

The City's development regulations require sidewalk installation not just in the urban areas, but also in most residential developments. The City's sidewalk requirements can be found in *Article 7 – Streets and Circulation*, of the Unified Development Ordinance (UDO).

Per the GSATS 2040 MTP, there are numerous opportunities to strengthen connectivity throughout the South Carolina portion of the GSATS region. MAP TE 11 (below) shows existing and planned facilities in the vicinity of Conway. The "planned" facilities for biking and walking highlight current gaps in the bike and pedestrian network, and in many cases, also connect to neighboring communities and show how a regional network of bikeways and walkways could exist (GSATS 2040 MTP).

Map TE: 11 Existing Bicycle and Pedestrian Facilities (Conway)



#### **Bicycle and Pedestrian Facilities**

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. Cycling is also a highly affordable transport mechanism and is used locally by residents across all income levels. Bicycling, too, provides a healthy and energy-efficient way to get from one place to another over mid-range distances of one to 10 miles. According to national daily travel surveys, over half of all automobile trips are less than five miles in length, with half of those covering less than two miles. These short trips could be cut with safer local cycling encouraged by local governments, increasing the health of neighbors and neighborhoods, while also decreasing air, water, and noise pollution along with traffic congestion.

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. Additionally, safer cycling ensures that vision-impaired residents who cannot drive legally but can safely operate a bicycle are better protected and can feel confident in their freedom of mobility.

Per the Riverfront and Downtown Master Plan, "as Conway transitions towards a more bike-friendly community once

stronger connections can be made with Coastal Carolina University, bike facilities (bike racks, covered commuter parking, signage, etc.) will need to be provided throughout downtown, particularly near key destinations such as the Riverwalk. As development occurs throughout downtown, property owners should be encouraged to incorporate bike racks into their site plans."

The plan also recommends Bicycle and Pedestrian education, encouragement, and enforcement programs as a key part of building support for infrastructure recommendations. This could include participation in National Bike Month, a Bicycle Friendly Community Program, a Community Bicycling Map, and a Bicycle/Pedestrian Advisory Committee.

The City of Conway Unified Development Ordinance (UDO) requires pedestrian and bicycle access to individual developments along major corridors in the City. In addition, if a developing parcel is located within 500 feet of a proposed greenway/bike trail, a minimum 8-ft wide trail connection shall be provided.

Additional information regarding existing bike routes in the City of Conway can be found in the Natural Resources Element of the current Comprehensive Plan, or by contacting the Planning Department.

#### Trails

Conway Sports and Fitness Center at the Billy Gardner Recreation Complex. In addition to providing an inclusive playground, athletic fields, indoor pools and indoor walking track, there is also a 1.5-mile walking trail encompassing the facility. **Cox Ferry Recreation Area.** This 325-acre property is located on Gary Lake Blvd in Conway. It offers 3 miles of nature trails, a mountain biking trail, kiosks and a weather shelter with picnic tables (SC Trails).

**Crabtree Swamp.** Crabtree Swamp is a 1.5-mile long scenic trail located along the Crabtree Swamp in Conway. The Crabtree Greenway gives hiking and biking enthusiast a chance to enjoy open space and take in natural landscape with a bustling wildlife (SC Trails).

**Sherwood Forest Park.** This .2-mile City of Conway passive park offers a walking trail, fitness course, disc golf, as well as a playground and picnic shelters (SC Trails).

Image TE 4: Sherwood Forest walking trail



Source: SC Trails

**Waccamaw River Park.** This 237-acre park on the Waccamaw River includes amenities such as walking trails, a mountain bike trail, boardwalk, observation platform, a picnic shelter, a 9-hole disc course and plenty of nature to enjoy.

#### Streetscaping and Gateway / Wayfinding Signage

In 2017, the City of Conway commissioned the Riverfront and Downtown Master Plan to provide a blueprint for the future of downtown Conway.

Related to transportation, the plan included gateway/ intersection impressions and connectivity throughout the City.

This includes a proposed gateway as one arrives in Conway from the northwest at Highway 378/9<sup>th</sup> Avenue. Specific recommendations include property acquisitions at the intersection, color median treatments, crosswalks, intersection planting, street tree planting, planter walls, curbed brick medians, mast arms, and gateway/wayfinding signs.

Image TE 5: Hwy 378 / 9th Ave Gateway Improvements



Exhibit 2: Highway 378 / 9th Avenue Gateway

Source: Riverfront and Downtown Master Plan, City of Conway

Recommendations for the gateway at Highway 378/501 includes color median/refuge triangle, crosswalks, planting, gateway signs, and ornamental fencing and bollards.

Image TE 6: Gateway Improvements at Hwy 378/501



Source: Riverfront and Downtown Master Plan, City of Conway

In addition, the plan recommends wayfinding signage to reinforce gateways and cultivate a stronger sense of arrival into Downtown Conway. In 2020, the City contracted with a sign company to install wayfinding signage around the City to direct motorists to key destinations, with installation completed for now. City staff also built and painted the first of many planned gateway signs at Collins Park.

Image TE 7: Wayfinding signage



Image TE 8: Gateway signage at Collins Park



## **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. Greenway's are used in many different ways, and can exist in almost every environment. They are



typically used as a recreational asset: a linear park with multiple access points, a trail system with open space, a connector between neighborhoods, parks, schools and other uses (Haden Stanziale, 2005). Greenways can also be paths that provide alternative transportation routes for pedestrians and bicyclists, separating them from the dangers of automobile traffic.

Transportation-related benefits of Greenways include:

- Serve as extensions of the roadway network, offering realistic • and viable connections between origins and destinations such as neighborhoods, work places, schools, libraries, parks, offices, and shopping areas.
- Linked with existing bicycle facilities and sidewalks, greenways • can be a valuable component of the City's transportation network.
- Greenways preserve wooded open space along creeks and ٠ stream, which absorb floodwaters and filter pollutants from storm water.
- As a flood control measure, greenway corridors can serve as a primary storage zone during periods of heavy rainfall.
- Implementation of greenway systems can sometimes result in • reduced flood insurance rates.

- As a recreational resource, alternative transportation corridor, or fitness area, most greenways provide a much safer and more user-friendly resource than other linear corridors.
- Greenways provide off-road facilities for pedestrians and bicyclists thus reducing on-road accidents and fatalities.
- Many civic groups adopt segments of greenways for cleanup, litter removal and environmental awareness programs.
- Successful greenway projects across the United States have served as new "Main Streets" where neighbors meet, children play, and community groups gather to celebrate.
- Greenways help traffic congestion by reducing the number of vehicles on the roadway, helping to improve air quality.

Conway's Greenway Plan utilizes seven different types of areenway facilities: natural (mostly unimproved) corridors, lowimpact 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 (Jacobs, Carter, Burgess). Additional

information about these facilities and/or the Greenway Master Plan can be obtained by contacting the Planning Department.

Image TE 9: Crabtree Greenway





Map TE 12: Conway Greenway Master Plan map and legend (right)



<u>LEGEND</u> Parks

- 1. SMITH-JONES RECREATION AREA
- 2. CONWAY RECREATION COMPLEX
- 3. COLLINS MEMORIAL PARK
- 4. SHERWOOD MINI-PARK
- 5. RIVERFRONT TENNIS CENTER 6. CONWAY MARINA &

RIVERFRONT BOARDWALK

#### SCHOOLS

- 7. AYNOR/CONWAY CAREER CENTER
- 8. HOMEWOOD ELEMENTARY SCHOOL
- 9. CONWAY CHRISTIAN SCHOOL
- 10. CONWAY HIGH SCHOOL 11. CONWAY ELEMENTARY SCHOOL
- 12. CONWAY MIDDLE SCHOOL
- 13. WHITTEMORE PARK MIDDLE SCHOOL
- 14. SOUTH CONWAY ELEMENTARY SCHOOL
- 15. WACCAMAW ELEMENTARY SCHOOL
- 16. COASTAL CAROLINA UNIVERSITY
- 17. HORRY GEORGETOWN TECHNICAL COLLEGE
- 18. CAROLINA FOREST HIGH SCHOOL

#### MUNICIPAL BUILDINGS

19. FIRE STATION #2 20. PUBLIC WORKS 21. FIRE STATION #1 22. LIBRARY 23. SOCIAL SECURITY OFFICE 24. IKE LONG BUILDING 25. CITY HALL 26. POLICE STATION 27. HORRY COUNTY JUDICIAL CENTER 28. FIRE STATION #3 29. CONWAY MEDICAL CENTER BIKEWAY ONLY
 SIDEWALK ONLY
 BIKEWAY & SIDEWALK
 MULTI-USE TRAIL (UNPAVED)
 MULTI-USE TRAIL
 BLUEWAY

GREENWAY FACILITIES

Individual Greenway Corridor maps or an enlarged Master Plan can be obtained by contacting the Planning Department.

## **Downtown Parking**

After complaints from residents concerning a perceived parking problem in downtown Conway, the City contracted with Gibbs Planning Group in early 2020.

Gibbs recommended that the City analyze the grid created by the following streets: Lewis Street, Marina Drive, Fifth Ave, and Kingston Street. Within this grid, the study should estimate parking per 1000 sf of 1<sup>st</sup> floor commercial space (assuming 25% office and 75% commercial).

Per Gibbs, three (3) parking spaces (including public and private) per 1000 sq. ft. of 1<sup>st</sup> floor commercial space is the best ratio for downtowns. Three and a half (3 ½) parking spaces per 1000 sq. ft. of 1<sup>st</sup> floor commercial space is usually encouraged for new town centers. Two and a half (2 ½) parking spaces per 1000 sq. ft. of 1<sup>st</sup> floor commercial space is the standard tipping point for the addition of a parking deck.

The identified study area includes 1,961 parking spaces and approximately 271,000 sq. ft. of 1<sup>st</sup> floor commercial space (including restaurants). Therefore, the current ratio is approximately 7 parking spaces per 1,000 sq. ft. of 1<sup>st</sup> floor commercial space which well exceeds the recommendation.

If the City were to consider a parking deck in the future, meters could help pay for it. Gibbs recommended charging 25-50 cents an hour, and to experiment with 10-15 meters in the offseason. In other cities, the addition of meters has surprisingly led to a spike in retail sales.

#### Map TE 13: Existing Downtown Parking



As part of this study, Gibbs Planning Group also gave observations and recommendations concerning the potential re-design of two-way streets into one-way and replacing existing parallel parking with diagonal parking spaces.

#### Observations included:

- While diagonal parking can increase the number of spaces and is easier to access than parallel parking, it creates a parking lot character, reduces walkability and the overall place-making necessary for competitive shopping districts.
- 2. One-way streets tend to generate faster and aggressive driving than two-way streets.
- 3. One-way streets can damage downtown retail districts because they tend to distribute vitality unevenly.
- 4. One-way streets reduce easy access to business and frustrate shoppers.
- 5. Businesses lose visibility with one-way street due to reduced vehicular traffic volumes.
- Research indicates that businesses on two-way streets have a comparatively elevated tax base, command stronger commercial rents and net higher real estate values.
- 7. Recent two-way conversion of one-way streets often improves the livability of a neighborhood by increasing property values, business revenue, taxes, and bike and pedestrian traffic.
- 8. Two-way streets tend to reduce vehicular traffic speeds and improve pedestrian safety and a downtown's walkability.
- 9. Two-way streets are essential for those businesses highly dependent on passer-by traffic.
- 10. Curbside activity such as service vehicle loading/unloading is less disruptive to traffic flow on two-way streets.

Recommendations included:

- 1. Maintain two-way streets throughout the downtown as much as possible.
- 2. Avoid replacing existing parallel on-street parking with diagonal head-in spaces.
- 3. Implement improved parking management and shared parking best practices to achieve necessary parking access for visitor, employee and shopper demands.
- 4. Consider installing additional off-street parking lots or decks to meet parking demands.

Image TE 10: Parking Downtown



Source: WMBF News (2014)

## **PUBLIC TRANSIT**

## <u>Bus</u>

The Waccamaw Regional Transportation Authority D/B/A Coast RTA has operated for 37 years. Originally operated as a private, nonprofit organization, the organization is now a Regional Transportation Authority established under State statute. Coast RTA operates 35 vehicles with a variety of capacities ranging from nine to forty passengers. The system has 10 fixed routes and ADA curb-to-curb paratransit is also provided for those with disabilities that live a short distance from the fixed routes.

Coast RTA receives funding from Horry County, Georgetown County, and several municipalities throughout the service area. Local funds are used to match both the Federal Transit Administration (FTA) and South Carolina Department of Transportation (SCDOT) allocations.

Fares for fixed routes are \$1.50 per ride for adults; \$1.25 per ride for students with ID; \$.75 per ride for senior citizens and veterans, while disabled citizens and children, ages 6 and younger rider for FREE. The Express Route fare from Georgetown is \$2 per ride for adults. All transfers are \$.25 each.

#### **Paratransit Service**

Coast RTA's Paratransit Services are designed for persons who are unable to access their fixed routes independently and safely due to physical or mental disabilities (Coast RTA). To qualify for paratransit services, applicants must have a doctor certify the short-term or permanent disability. Paratransit services are available in areas of Horry and Georgetown Counties within a <sup>3</sup>/<sub>4</sub> mile radius of any Coast RTA fixed route (Coast RTA).

#### Ridership

In FY 2019, Coast RTA provided 544,378 fixed route passenger trips, with 42,283 revenue vehicle hours and 920,470 revenue vehicle miles. The ridership represents a 32% increase over 2015 fixed route ridership levels. Daily boarding's average just over 1500 riders with about 20% of these rides occurring in the Conway area.

Coast RTA has experienced similar increases in paratransit ridership with 16,767 rides provided in 2019. This represents 22% increase over 2018. Coast RTA has also found some efficiencies in scheduling the demand responses service. Service hours were held constant between the two service years.

#### **Transit Needs**

Four bus routes meet at the Transit Terminal in Conway to connect Conway area residents to the rest of the bus system. Many riders use the current system to get to jobs along the coast; however, increases in employment and services in Conway have created significant transit needs in Conway and the surrounding area. Coast RTA is planning improvements in the short term (1-3 years) on both the trunk line service to Myrtle Beach via Coastal Carolina University and local services in Conway and the surrounding area.

The current Conway local route operates as a large loop designed to cover as much land area as possible (see map), but the convenience of the route could be improved. Coast RTA plans an increase in frequency and a redesign of the route to improve convenience over the next 12-18 months. More linear service, as opposed to the loop, will provide more direct travel between destinations and improve service on US 701 (north and south of Downtown), US 501 and US 378, as well as potentially SRs 90 & 901.



Map TE 14: Coast RTA Route 1 – Conway Local

Long term needs for the bus system will be the development of demand response service designed to provide seniors transportation to critical services, since it is the fastest growing sector of our population. Coast RTA is also exploring the introduction of vanpool services to provide more targeted transportation to major employers.

#### **Capital Needs**

The actual design of the routes must still be planned, including a public input process. Regardless of their new alignments, the improve routes in Conway will put more emphasis on the transfers between routes. Coast RTA's terminal is housed within a 70-year-old converted auto dealership. The structure is woefully inadequate and must be replaced in the next few years. There are plans to potentially redevelop the Conway site as new, expanded passenger transfer center and to relocate administration, operations, and maintenance to a new site, outside the Conway City limits (Coast RTA). Additional information can be found using the link provided below:

## https://coastrta.com/wp-content/uploads/2021/03/Coast-RTA-Facility-Study-Public-Outreach-.pdf

## <u>Air</u>

The Conway-Horry Airport is located just outside the current City Limits off of Highway 378. It is owned and operated by Horry County Department of Airports, and provides operations and services for the aviation community in the Western part of Horry County. The facility includes parking, refueling, and maintenance services. It accommodates a range of aircrafts, including single/multiple-engine planes, smaller jets, and helicopters. The main runway is 4,401 feet long and 75 feet wide.

Image TE 11: Conway-Horry Airport



Source: Beach Aviation Services HYW

Source: Coast RTA

## <u>Rail</u>

In August 2015, RJ Corman purchased the former Carolina Southern Railroad with a plan to restore rail service in the area. The first train was run in March 2016, however, the speed was limited to 5-10 mph due to the disrepair of the tracks. In an effort to improve the track conditions, Horry County Government applied for the Transportation Investment Generating Economic Recovery (TIGER) Grant and was awarded the grant for rail rehabilitation. Horry County partnered with the SC Department of Commerce, Marion County, and Columbus County to implement the project. The project, known as "Moving the Carolinas Forward: A Rural Freight Rail Project" is expected to be completed over four years and allow trains to travel at 25 mph. It includes replacing 60,000 crossties, rehabilitating 39 at-grade crossing, upgrading nine miles of rail, and upgrading nine bridges with a complete rebuild of a 220-ft bridge spanning Crabtree Swamp in Conway.

Improving the track, and therefore allowing trains to travel at higher speeds, helps to improve the freight transportation and economic vitality for local industries.

Current customers utilizing the railroad include multiple businesses in North and South Carolina, such as Vulcan Materials (SC), Capital Materials Coastal (SC), Builders First Source (SC), Metglas (SC), Canfor Lumber (SC), Blanton Lumber (SC), Atlantic Packaging (NC), DAK Americas (SC), Agru America (SC), Helena Agri-Enterprises (NC), Idaho Timber (NC) and Carolina Eastern (SC). RJ Corman expects that additional companies will begin utilizing the railroad in 2021.

#### Image TE 12: RJ Corman Rail Car



Source: The Horry Independent (2016)

#### **Other Transportation Services**

#### Coastal Carolina University (CCU) Campus Shuttle

CCU provides a shuttle service for its students around campus, including routes from University housing at University Place, the main campus and the east campus (Coastal.edu). Shuttle services include the following routes:

- Park and Ride YY Express Route.
- Teal Express route (University Place)
- Black route
- Black / White route
- Weekend Express route

Additional information on these routes can be found at: <u>https://www.coastal.edu/campuslife/shuttle/</u>

Image TE 13: CCU's Shuttle Service picking up riders



Source: Coastal.edu

#### **Coastal Cycles**

In recent years, bicycling has become wildly popular at Coastal Carolina as an environmentally sustainable mode of transportation around campus. This is largely fueled by Coastal Cycles, the bike rental program offered though the Department of University Recreation. This unique program has grown to be one of the largest and best bike programs in the country. The program began in 2010 with a small federal grant aimed at promoting sustainability, and started with just 21 bicycles that students could rent free of charge for two-week periods. Today, the program offers 350 bikes that can be rented for free for 30 days at a time. CCU was named a silver-status "Bike Friendly University" by the League of American Bicyclists in 2019.

## Coastal Carolina University's (CCU) Bicycle Advisory Council (BAC)

The Bicycle Advisory Council is a 16-member group, that includes CCU faculty, staff and civic officials. BAC meets once a month to discuss any biking issues that arise on campus as well as ways to improve biking on campus. Students are invited to join the committee's discussions (Coastal.edu).

One of the goals of the BAC is to have a well-connected bicycling network, consisting of quiet neighborhood streets, conventional and protected bike lanes, shared use trails, and policies to ensure connectivity and maintenance of these facilities that directly link CCU to the City of Conway.

Image TE 14: CCU students participating in the Coastal Cycles program



Source: coastal.edu

BAC initiatives (based on the 6 E's from The League of American Bicyclists), include the following:

- **Engineering**: The most visible and perhaps the most tangible evidence of a great place for bicycling is the presence of infrastructure that welcomes and supports it. Specific initiatives include:
  - Development of a bike lane on University Blvd.
  - Repaint bike lanes on Chanticleer Dr.
  - Bridge safety and dismount zones (signage & campaign)
- **Education**: Giving people of all ages and abilities the skills and confidence to ride. Specific initiatives include:
  - Offer annual "Smart Cycling 101" bicycle safety course
  - Annual Bicycle Safety Week
  - Foster "community of respect" through flyer distribution to Conway area residents to raise awareness of cyclists and road safety
- Encouragement: Creating a strong bike culture that welcomes and celebrates bicycling. Specific initiatives include:
  - Continue to work closely with University Recreation and the Coastal Re-Cycles bicycle program
  - Safety features on bicycles (bike lights, reflectors)
  - Bicycle Friendly University (BFU) Gold rating in 2022 (Silver rating awarded in 2019)
- Enforcement: Ensuring safe roads for all users. Specific initiatives include:
  - Share the road signage through Quail Creek and on campus
- Evaluation & Planning: Planning for bicycling as a safe and viable transportation option. Specific initiatives include:
  - Ecological impact study
  - Research of increase in bicycling popularity during COVID-19 and outcomes
- **Equity, Diversity & Inclusion**: Ensuring that our bicycle facilities and physical amenities are accessible and welcoming to diverse populations. Specific initiatives include:

- Development of programming for new and inexperienced bicyclists, non-native English speakers, women, people of color, ADA community, LGBTQ, low-income and nontraditional students, youth, seniors, etc.
- Support Rolling Forward Program (providing bicycles to area homeless shelters, support expansion into Conway, etc.).

Below are areas of focus that the CCU BAC would like to highlight and assist the City of Conway with in regards to bicycle/pedestrian facilities:

- Consistent "Share the Road" signage linking the two areas together.
  - Signs currently needed on 501 Bus. And/or Depot Rd
- Investigating a crosswalk from 501 Bus. To Depot Rd.
  - Crosswalk would be located at the new sign indicating the turnoff for the Waccamaw River Park, which hosts mountain biking trails.
- Revisiting the feasibility study conducted by the City of Conway for a multipurpose path from CCU to downtown.
- Encourage the City of Conway to apply for a "Bicycle Friendly Community" designation from the League of American Bicyclists.
- Establish a Coastal Carolina University and City of Conway Bicycle/Pedestrian Liaison.
- Potential development of a Bike/Pedestrian committee (similar to the City of Myrtle Beach).
- Designating official bicycle lanes on existing throughways between Campus and Downtown.
  - 501 Bus. Has "unofficial" bicycle lanes between the Memorial Bridge and the Hwy 90 intersection, but without official designation, cyclists continue to face undue safety hazards from auto traffic.

Source: CCU Bicycle Advisory Council

## PLANNED PROJECTS

## RIDE program (RIDE III)

Horry County is slated to receive \$592 million over the 8-year life of the one cent Capital Projects Sales Tax. All road projects proposed to be funded from the tax are identified in the map below (Horry County).

Map TE 15: RIDE III County Map



Source: Horry County RIDE III

## **Conway Perimeter Road**

The Conway Perimeter Road will improve regional network connectivity between US 378 and US 701 and contribute to the network of perimeter routes in Conway to enhance local mobility. A secondary purpose of the extension is to improve multimodal transportation in the area and assist with population growth, heavy seasonal tourist traffic and incomplete local connectivity (SCDOT). A map of the proposed route is below:

Map TE 16: Conway Perimeter Rd map



Source: Horry County RIDE III

#### Interstate 73

Part of the Intermodal Surface Transportation Act (ISTEA), passed by Congress in 1991, Interstate 73 was identified as a high priority route from Michigan to South Carolina. The SC study area followed the Great Pee Dee River to Hwy 378 west of Conway, along Hwy 378 to Hwy 501 and then followed Hwy 501 to the coast. The southern portion of the project continues from I-95 and runs to State route 22 (Veteran's Highway) in the Myrtle Beach/Conway area (i73insc.com). The purpose of I-73 is to provide an interstate link to serve residents, businesses, and tourists by improving travel times, level of service (LOS), as well as national/regional connectivity and facilitating hurricane evacuation (C&M Associates, Inc. 2016).

In a 2016 report, entitled "I-73 Intermediate Traffic and Revenue Study", written for SCDOT and the US Dept. of Transportation / Federal Hwy Administration, the southern section of I-73 is described as a 42-mile section of the overall project, extending from SC Hwy 22 (SC-22; Veteran's Hwy / Conway Bypass), and will have a new alianment east of Avnor, to the northwest between Mullins and Marion, which will intersection I-95 just west of Dillon (C&M Associates, Inc. 2016). The report also states that right of way plans are complete for I-73 South, and construction plans are available from US Route 501 to I-95 and was expected to open to traffic in 2025; however, Coastal Conservation League (CCL) filed a lawsuit in 2017 asking that officials look into the Grand Strand Expressway (GSX) - a proposal to connect Myrtle Beach to I-95 with upgrades to SC 38 and the US 501 corridor (WMBF 2017). In an independent study done by CCL, the group found that improving existing roads would deliver similar

economic and transportation benefits at a fraction of the cost of building I-73 (Coastal Conservation League).





Source: Coastal Conservation League

#### Carolina Bays Parkway Extension (Hwy 31 ext. North)

The NC and SC Department of Transportation are planning to extend Carolina Bays Parkway (SC 31) from SC 9 in Horry County across NC state line to US 17 in Brunswick County, NC (NC DOT).

The project will consist of a multi-lane expressway and may involve existing roadways and areas on new locations. The purpose of the project would be to improve transportation network in the study area by improving traffic flow and connectivity for traffic moving through the area. The extension would create less congestion and delays in the Grand Strand areas of South Carolina (NC DOT).

## **Other Transportation Improvements**

#### GSATS Intersection Improvements at 16th Avenue and Hwy 378

16<sup>th</sup> Avenue, a main arterial road in Conway, terminates at Highway 378 near Whittemore Park Middle School. This major intersection, which is located in a school zone, is unsignalized. This create an unsafe environment for vehicles and pedestrians, and limits the opportunity for children trying to walk to school from across Highway 378.

The proposed project would create a signalized intersection at Highway 378 and 16<sup>th</sup> Avenue with mast arms and pedestrian crosswalks in a painted piano key style. The two curb-cuts at Brown Street/Hwy 378 and Rhue Street/Hwy 378 would be closed to create one new curb-cut and road that aligns with 16<sup>th</sup> Avenue. This new road with sidewalks would split to connect with Rhue Street and Brown Street, connecting 16<sup>th</sup> Avenue to Whittemore Park Middle School.

The proposed project would create a safer environment through signalized access for vehicular traffic, as well as children walking to Whittemore Park Middle School and the potential future Whittemore Park Community Center.

#### Connector between 16th Avenue and Mill Pond Road

This proposed project would connect 16<sup>th</sup> Avenue to Mill Pond Road and the Recreation Complex and Sports and Fitness Center. There is currently a private road that provides access to Walgreen's, Dunkin Donuts, and Chic-Fil-A. The property owner has approached the City about taking ownership of the existing road, including a right of way, and extending the road to the Recreation Complex. A second phase could extend the road to Mill Pond Road.

In addition to providing connectivity for these two roads, it provides an additional and safer access to the Recreation Complex, reducing the traffic on Highway 501.

#### **Road Resurfacing Projects**

The FY 2020-21 budget included \$679,000 for street resurfacing projects and asphalt repairs (CTC and City match of 50% of \$339,500 each). Below is a list of roads to be resurfaced:

#### State Roads:

- Sherwood Drive
- Long Ave
- Busbee Street
- Lakeside Dr. to Country Club Dr.
- Lakeland Dr. to Country Club Dr.
- Sherwood Dr. to Lakeland Dr.

#### <u>City Streets:</u>

- Pantheon Drive
- Kirkland Dr. to Elkford Dr.

Estimated completion: December 2020.

## **Elm Street Sidewalk Project**

With funding through the SCDOT Transportation Alternatives Program (TAP), the City requested funding for the Elm Street Sidewalk Project. This proposed project would be located on the western side of Elm Street from Sixteenth Avenue to Mill Pond Road and provide pedestrians a safe alternate mode of transportation to various places, including Collins Park, Church Street, Mill Pond Road, and Conway Sports & Fitness Center. It also connects multiple residential developments including Park Hill, Turtle Creek, and Darden Terrace, and provides connectivity to major roads in Conway, including Mill Pond Road, Sixteenth Ave, Main Street and Church Street.

Image TE 15: Elm Street, where current sidewalks end



Source: Google maps 2020

Map TE 18: Elm Street Proposed Sidewalk or Path



## **GSATS 2040 MTP Update Roadway Recommendations**

The following tables identify project needs that are included in the GSATS 2040 Metropolitan Transportation Plan. While a project may be identified below, there is no guarantee that there is dedicated funding for the proposed project. The New Construction Recommendations table below summarizes the list of suggested roadway recommendations organized by three project types: new construction, widening and large interchange projects, and access management / streetscape / complete streets projects (GSATS 2040 MTP).

Table TE 5: New Construction / Widening and Large Interchange Projects /AccessManagement /Streetscape/CompleteStreetsProjectRecommendations for the City of Conway (GSATS)

Location	Description of improvement
Medlen Parkway Extension	Medlen Parkway extension: realign western
Medient drwdy Extension	378.
Powell Street Extension	Extend Powell Street from 1st Ave to Marina
	Drive and install sidewalks.
2nd Ave Extension	$2^{nd}$ Ave Ext. to S-723 (US 501 exit ramp to $3^{rd}$
	Ave).
1st / 2nd Ave at US 501	Underpass connecting 1st / 2nd Ave to US 501
1. 7 Z. Ave di 03 301	ramps for access to downtown Conway.
SC 90 Extension	Extend SC 90 from US 501 Bus to intersect US
SC 70 EXTENSION	501 east of Conway.
US 501 / SC 544	US 501 / SC 544 interchange improvements.
	El Bethel Rd extension from US 378 to US 701
Conway Perimeter Rd. Phase II	South to provide north-south capacity in
	Conway.
East of Conway (new bridge over	New bridge over Waccamaw River, which
Maccamany Pivor	would link US 501 and SC 90 with SC 905 east
	of Conway.

Cultra Road	Widen Cultra Road from Church to Main Street with center median and multi-use path.		
Hwy 501 Bypass	4 <sup>th</sup> Ave to 16 <sup>th</sup> Ave: coordinate access management, aesthetic improvements w/ underground wiring project.		
Church Street	Safety / Access Management Improvements from 16 <sup>th</sup> Ave to Mill Pond Rd.		
2 <sup>nd</sup> / 3 <sup>rd</sup> / 4 <sup>th</sup> / Powell / Wright	Realign road segments to allow for better capacity, function, flow and safety.		
4 <sup>th</sup> and 3 <sup>rd</sup> Avenues	Intersection improvements at 4 <sup>th</sup> Ave and 3 <sup>rd</sup> Ave (Hwy 701).		

Source: GSATS 2040 MTP

## **PROPOSED PROJECTS**

#### **Busbee Bypass**

In 2019, the Conway Chamber of Commerce endorsed the proposal of local residents for a "Busbee Bypass & Bridge" over the Waccamaw River to serve Myrtle Beach, the South Strand, and Conway. This proposal was developed from increasing problems concerning the aging 4-lane bridge over the Waccamaw River, coupled with a rapidly growing population in and around Conway, creating a traffic bottleneck in Conway at the 501-378-701 intersection. The traffic is so severe that it is not feasible to repair or do major road work on 501 at any time of the year. Additionally, it leaves a negative impression on tourists, is a great inconvenience and has a negative impact on quality of life of locals, and causes possible supply line issues in flooding events.

This proposed bypass of the Coastal Carolina University area could serve both workers and tourists, and alleviate CCU traffic volume resulting in increased safety for students and faculty. The bypass could provide the Grand Strand with a flood-proof road over the Waccamaw River, add an additional evacuation route for the South Strand, and create an alternative route to Conway Medical Center for emergency vehicles.

The bridge could be constructed without disrupting normal traffic flow on Hwy 501, allow repairs to existing 501 bridge postconstruction, as well include pedestrian and bicycle amenities to cross the river.



Image TE 16: Proposed Busbee Bypass connection

Source: Conway Chamber of Commerce

#### Highway 501 By-pass ramp at old Grainger Steam Plant

The project location is on Highway 501 Bypass at the former Grainger Steam Plant. The proposed project includes a new ramp to connect to Marina Drive to provide access to downtown Conway. This proposed ramp is right-in only, with the possibility of a right-out onto Highway 501. The proposed project would include street trees, lighting, and separated bicycle and pedestrian paths.

This area now experiences heavy traffic congestion. To access downtown Conway, all this traffic is currently directed to the Highway 501/Highway 378 intersection. This proposed ramp could alleviate some of this congestion and create a more direct and convenient access to downtown Conway.

In addition, this ramp could create a new gateway entrance to downtown Conway.

Image TE 17: Hwy 501 Bypass and Marina Drive Proposed Improvements



Source: City of Conway Land Use Element 2019

## The Southern Evacuation Lifeline (SELL)

SELL is a proposed 28-mile, multi-lane and limited access toll facility, proposed to extend from US 17 near Garden City to US 501 at the SC 22 interchange (Imagine 2040). In January 2006, The SCDOT Commission allocated \$1 million in state funding to match at least 20% of the \$4 million in federal transportation funds that were made available to the project. RIDE 3 is also supporting a portion of the land acquisition to support the development of the section connecting Burgess to Bucksport (Imagine 2040). Though the preferred alternative for the SELL route will not benefit the City of Conway as much as other alternatives, 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 (Jacobs, Carter, Burgess). The routing is currently in the process of being evaluated (Horry County).

## FLOODING

The City of Conway has endured destructive flooding from successive hurricanes in recent years – Hurricane Joaquin in 2015, Hurricane Matthew in 2016, and Hurricane Florence in 2018. Prior to this, the City survived other major flood events, including the flood of 1928 and Hurricane Floyd in 1999.

#### **Road Closures**

In each of these events, the City suffered both flash-flooding and riverine flooding. This flooding affected roadways, and therefore limited access around and through the City. For safety and to keep the public informed, the City continually published maps of road closures. Any future road projects must consider the roads that continually flood. These roads should be elevated, re-routed, or removed entirely from flood-prone areas.

Image TE 18: Flooding following Hurricane Florence



Source: City of Conway

Consideration should be given to elevating or replacing Highway 501 Bypass over Lake Busbee, as well as replacement of the bridge over the Waccamaw River, due to its age, and to address the issues associated with flooding of these roadways. Elevating and/or causewaying Highway 905 coming into and out of the City limits should also be considered due to the repeated flooding and closure of the roadway.

Map TE 19 on the following page shows which roads closed as a result of flooding after Hurricane Florence.



Map TE 19: Map of Road Closures due to Hurricane Florence flooding

Image TE 19: Emergency crews building a temporary dam to protect Hwy 501 from floodwaters following Hurricane Florence.



Source: Sean Rayford/AP

## FEMA Buyout Program

The City acquired parcels of impacted residential and commercial floodplain property through the Federal Emergency Management Agency (FEMA) Hazard Mitigation Grant Program to remove structures from flood prone areas. These parcels will be used for flood protection, ecological protection, and potential community benefits. With these buyouts, access is no longer needed to certain parcels and road networks can therefore be re-imagined. A map of the parcels that the City has acquired can be found in the Land Use Element.

## **Community Input**

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

Suggestions included:

- elevated flood-prone roadways
- additional route across the river

#### COMMUNITY FEEDBACK

**SURVEY RESULTS** (taken from Land Use Element, public survey)

Q23. With regard to transportation, please rate your satisfaction with how adequately the following forms of transportation meets the needs of the Conway Community.

#### Overall sidewalks system (175 respondents)

Very satisfied (18 / 11%) Neutral (37 / 22%) Very dissatisfied (31 / 18%) Somewhat satisfied (67 / 39%) Somewhat dissatisfied (22 / 13%)

#### Hike-bike trail in and around Conway (175 respondents)

Very satisfied (6 / 4%) Neutral (35 / 20%) Very dissatisfied (43 / 25%) Somewhat satisfied (51 / 30%) Somewhat dissatisfied (40 / 23 Road system within the one-mile jurisdiction (175 respondents)

Worall streat system (175 rosp
/ery dissatisfied (35 / 21%)
leutral (35 / 21%)
/ery satisfied (12 / 7%)

Somewhat satisfied (46 / 27%) Somewhat dissatisfied (47 / 27%)

Overall street system (175 respondents)

Very satisfied (14 / 8%) Neutral (31 / 18%) Very dissatisfied (33 / 19%)

Somewhat satisfied (49 / 28%) Somewhat dissatisfied (48 / 28%)

The survey responses mention several times that another access across the river is needed.

#### FUNDING MECHANISMS

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 costlier roadway, transit, bicycle and pedestrian projects is Federal funding authorized by the Fixing America's Surface Transportation (FAST) Act. 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 (Jacobs, Carter, Burgess).

**Federal and State Funds.** In 2015, FAST Act was signed into law. It is the first federal law in over a decade to provide long-term funding certainty for surface transportation infrastructure planning and investment. The FAST ACT authorizes \$305 billion between 2016 – 2020 for highway, highway and motor vehicle safety, public transportation, motor carrier safety, hazardous materials safety, rail, research, technology and statistics programs. The FAST Act funds the Federal Highway Administration (FHWA), which allocates money to the state, which is then allocated by formula to GSATS (FHWA, Imagine 2040). Overall, the FAST Act largely maintains current program structure and funding shares between highways and transit (US Dept. of Transportation).

**RIDE Program.** Started in 1996, the Road Improvement and Development Effort (RIDE) program determines short and long-term infrastructure needs for Horry County, and is now in the third local option sales tax (Imagine 2040). On November 8, 2016, Horry County voters, by a 69.1 to 30.9 percent margin, supported a One-Cent Capital Projects Sales Tax for roads. This tax went into effect on May 1, 2017, and will expire on April 30, 2025. It will increase the level of sales tax in Horry County an additional penny on all retail sales, accommodations and prepared food/ beverage. Groceries (unprepared food) will be exempt from the sales tax. Again, Horry County is slated to receive \$592 million over the eight-year life of the one-cent Capital Projects Sales Tax. The revenue generated will be used to re-surface City paved roads, widen roadways, and extend and develop new roadways (Horry County Ride III).

**GSATS.** The SCDOT Commission determines the funding level allocation to MPO's for the federal-aid program following each new federal highway bill and annual appropriations act. Since the mid-90's, allocation between urban and rural federal-aid funds for MPO's, called Guideshare, has been based on study area population. Between 2017 and 2040, there will be \$7.6 million per year of Guideshare revenue available for roadway projects in the GSATS Study Area within South Carolina (GSATS

2040 MTP). However, annual funding amounts could change as the region continues to grow.

**South Carolina Transportation Infrastructure Bank.** The SC Transportation Infrastructure Bank Act was signed into law in 1997, with the purpose of focusing greater attention on larger transportation projects, and thereby allowing SCDOT to devote resources to other important transportation-related projects (SCTIB).

**Gas Tax.** In 2017, the Generally Assembly passed legislation to increase the State gas tax by 12 cents by phasing in the increase at 2 cents per year for 6 years. Gas Tax funds are deposited into a new trust fund called the Infrastructure Maintenance Trust Fund (IMTF). Coupled with Federal and State funds, gas tax revenue will aid in SCDOT's resurfacing efforts and work to improve bridges in need of repair, improve highway safety, and to widen interstates (SCDOT, Imagine 2040).

**SCDOT Transportation Alternatives Program (TAP).** The Transportation Alternative Program (TAP) projects are federally-funded community-based projects. Eligible projects include pedestrian facilities, bicycle facilities and streetscaping projects. These grants are available only on a reimbursement basis, and only after the project has been approved by the State Dept. of Transportation or Metropolitan Planning Organization and the FHWA division office can costs be eligible for reimbursement (SCDOT). Additional information can be found here:

https://www.scdot.org/projects/community-transportationalternatives.aspx **Road Maintenance Fee.** Horry County collects a \$50 road maintenance fee on every registered vehicle within the county, which adds up to approximately \$15 million a year. The road maintenance funds are used for paving, resurfacing, and maintenance of county roads, and support of public transportation (Coast RTA) (Imagine 2040).

**Sidewalk fund.** The City's Unified Development Ordinance (UDO) allows for requests of a waiver of the requirement to construct a sidewalk in cases where there is no foreseeable connectivity. Such requests must be granted by City Council. In lieu of construction, the developer and/or property owner is required to contribute an amount equal to the cost of construction of the required sidewalk, which includes any required infrastructure improvements for that sidewalk. Such payments would then be used for the City to use in building or completing pedestrian, bikeway, and/or pathway systems.

**CTC.** Horry County's Transportation Committee is comprised of 11 members appointed by the Horry County Legislative Delegation. The members are appointed by Council District to ensure representation of all areas of the County (Imagine 2040). The CTC manages the remaining gas tax funds to ensure that local transportation improvements and maintenance is prioritized locally (Imagine 2040). CTC's goal is to cooperate with SCDOT in maintaining and resurfacing existing secondary roads in the County and to hard surface as many unpaved roads as is practical, with consideration given to roads servicing schools, industries and businesses, roads used for school routes, bridges, sidewalks, and associated drainage (Imagine 2040).

Hospitality Fee. This major fund, is a fee (a percentage) imposed on accommodations, paid places of amusement, and food and beverages served by a food facility for the purpose of tourism related expenditures. The hospitality fee was created for the purpose of creating a fund to pay in whole or in part for the current and future preservation and maintenance of those public facilities related to the use of the Riverfront; public transportation improvements, including street construction, storm drainage, right-of-way acquisitions, median and right-ofway enhancements and landscaping, walkways and bikeways; public park facilities, public parking, capital facilities, and equipment necessary for the provision of police, fire, and other public safety activities, and for cost associated with the promotion and marketing of the City of Conway.

**Street and Drainage Project Fund.** This fund provides monies for street and drainage improvements. Monies generated from the Horry County vehicle road maintenance fees are placed into the City's street and drainage project fund. In 2017, a large portion of this money was paid to Coast RTA.

**South Carolina Rural Infrastructure Authority.** Established in 2012, the SC Rural Infrastructure Authority assists communities with financing for qualified infrastructure projects; typically for water and waste water systems as well as stormwater drainage facilities. The FY2021 Grant Program Summary includes \$25M in available funding for basic infrastructure and economic infrastructure projects (SC RIA).

## GOALS, OBJECTIVES AND STRATEGIES FOR IMPLEMENTATION

PRIMARY GOAL: PROVIDE SAFE, ACCESSIBLE, AND EFFICIENT MULTI-MODAL TRANSPORTATION OPTIONS FOR CITIZENS AND TRAVELERS IN CONWAY. INCREASE ALTERNATIVE MODE CHOICES 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.

Goal 1: Increase the safety and security of Conway's transportation system

Objective: Reduce the number of vehicle collisions

Strategies:

Implement access management along high volume	
corridors to reduce unprotected vehicular turning	On-going
movements.	
Continue to Improve intersections experiencing a high	On-going
rate or number of accidents	On-going
Identify and mitigate roadway segments with	On going
inadequate geometry that contributes to incidents.	On-going
Continually monitor street system to ensure that it is	On-going
functioning properly.	On-going
Assist SCDOT in identifying problems with the system and	On-going
scheduling needed improvements	On-going
Continue to encourage and/or require connected	
street systems within new developments and between	On-going
new and existing developments (where applicable).	
Monitor increases in traffic and changes in traffic	
conditions that warrant additional transportation	On-going
measures such as traffic signage optimization.	

Continue to limit the number of curb cuts and driveways	
allowed for development along major roadways and at	On-going
congested intersections.	
Objective: Reduce the number of pedestrian an	nd bicycle
accidents and provide a safe environment for ped	estrian and
bicycle use.	
Strategies:	
Construct and maintain continuous sidewalks within	
one mile of schools, parks, libraries, civic buildings,	Long-term
commercial centers, and other activity centers.	
Provide sidewalks of adequate width and buffer along	
high speed and/or high volume corridors.	On-going
Provide protected crossing (crosswalks and pedestrian	
crossing signals) of major roads at reasonable intervals.	On-going
Work with SCDOT to implement on state routes.	
Designate and/or construct bikeways recommended	On-going
and shown on the City's Greenway Plan.	on-going
Repair existing sidewalks where needed to improve	
safety and modify to meet the requirements of ADA.	Long-term
Expand 3-ft wide sidewalks to 5 feet, where possible.	
Support ongoing safe routes to school programs for	On-going
Horry County Schools.	On-going
Require complete streets within unincorporated donut	
holes within the City when development and	On-going
redevelopment is pursued.	
Require pedestrian facilities to be constructed in	
industrial developments and along exterior or proposed	lona-term
arterial and collector road frontage for all	Long lonn
developments.	
Expand the citywide interconnected network of trails,	
sidewalks, and greenways that promote active access	Long-term
to live, work, and recreation destinations for a wide	
range of users.	

Establish standard details and definitions for pedestrian and bicycle facilities for use by developers.	Short-term
Consider requiring street lighting on collector and arterial roads and near schools.	Long-term
Objective: Increase timely incident response	
Strategies:	
Increase connectivity of highways and local streets to provide alternative routes for emergency vehicles.	On-going
Identify, seek funding, and construct additional crossing of Waccamaw River in vicinity of Conway (i.e. Busbee Bypass).	Long-term
Work with SCDOT to install median breaks at defined intervals along major divided highways to allow for U- turns for emergency vehicles.	Short-term
Close median breaks to improve safety	Short-term
necessary for timely evacuation Strategies:	
necessary for timely evacuation Strategies: Support regional efforts to build more facilities to handle evacuation traffic volume (SELL, I-73, etc.).	On-going
necessary for timely evacuation Strategies: Support regional efforts to build more facilities to handle evacuation traffic volume (SELL, I-73, etc.). Prioritize maintenance of pavement and bridges located on emergency evacuation routes. Share with County and SCDOT.	On-going On-going
<b>necessary for timely evacuationStrategies:</b> Support regional efforts to build more facilities to handle evacuation traffic volume (SELL, I-73, etc.).Prioritize maintenance of pavement and bridges located on emergency evacuation routes. Share with County and SCDOT.Work with Coast RTA to evaluate and update plan for transit evacuation assistance as necessary.	On-going On-going On-going
necessary for timely evacuation         Strategies:         Support regional efforts to build more facilities to handle evacuation traffic volume (SELL, I-73, etc.).         Prioritize maintenance of pavement and bridges located on emergency evacuation routes. Share with County and SCDOT.         Work with Coast RTA to evaluate and update plan for transit evacuation assistance as necessary.         Goal 2: Increase accessibility for all citizens in all maintenance.	On-going On-going On-going
necessary for timely evacuation Strategies: Support regional efforts to build more facilities to handle evacuation traffic volume (SELL, I-73, etc.). Prioritize maintenance of pavement and bridges located on emergency evacuation routes. Share with County and SCDOT. Work with Coast RTA to evaluate and update plan for transit evacuation assistance as necessary. Goal 2: Increase accessibility for all citizens in all m Objective: Continue to implement grid patterns street network to add connectivity	On-going On-going On-going odes within the
necessary for timely evacuation         Strategies:         Support regional efforts to build more facilities to handle evacuation traffic volume (SELL, I-73, etc.).         Prioritize maintenance of pavement and bridges located on emergency evacuation routes. Share with County and SCDOT.         Work with Coast RTA to evaluate and update plan for transit evacuation assistance as necessary.         Goal 2: Increase accessibility for all citizens in all m         Objective: Continue to implement grid patterns street network to add connectivity         Strategies:	On-going On-going On-going odes within the

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.	On-going
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.	
Continue to prohibit gated communities and continue	
requiring multiple access points whenever feasible.	On-going
Increase street connectivity and relieve congestion at	
major intersections through construction of new	Long-term
alignments connecting arterial and collector roads.	
Encourage / require inter-parcel connectivity in order to	
allow internal circulation and compensate for reduced	On-going
access points.	
Objective: Increase sidewalk, bicycle, and transit o	overage
to add non-drivers in reaching destinations:	
Strategies:	
Continue implementing Complete Street policies that	
enhance accessibility for pedestrians, bicyclists,	
motorists, and transit users to the greatest extent	On-going
possible.	
Continue implementation of Greenway Master Plan	
and desired revisions to help retrofit existing streets with	On-going
pedestrian and/or bicycle facilities	
Work with the school district to maximize opportunities	
for walking and biking to school when selecting new	Long-term
school sites.	

Support and promote the provision of bicycle parking	
amenities at public and private buildings and facilities,	Long-term
as appropriate.	
Address bus routes, major stops, inter-modal	
connectivity, schedules, convenience, appearance,	Long-term
safety and price.	
Objective: Reconfigure intersections or small geogr	raphic
areas where accessibility is a known issue	
Strategies:	
Study the 501/378/701 subarea and identify alternative	
alignments or solutions to enhance local vehicle	On-going
movement as well as pedestrian and bicycle crossing.	
Evaluate intersections at corners of Collins Park and	
identify solutions to increase safety and multimodal	Short-term
access to the park	
Realign 16 <sup>th</sup> Ave to Sherwood Drive west of the Railroad	lona-term
tracks.	Long lonn
Realign Lakeside Drive to connect Long Ave	Long-term
Construct 4-way stop intersections east of concurrent	
intersection of Sherwood Drive and Long Ave east of	Long-term
railroad track.	
Objective: Bring potential origins and destinations of	closer
together to shorten trips and increase the number of	of viable
transportation mode choices	
Strategies:	
Encourage mixed use buildings and blocks.	On-going
Increase street network connectivity to provide shorter,	On gaing
more direct routes between origins and destinations.	On-going
Increase permitted intensity of land uses in selected	
areas to increase diversity of uses, opportunities for	On-going
social interaction, and ability to satisfy basic needs	Si going
locally.	

Assess ways to amend land development regulations to	
support land use planning initiatives such as mixed-use	
development, higher densities in areas with existing	On-going
infrastructure, transit-oriented development, and	-
traditional neighborhood development.	
Promote redevelopment and urban infill as sustainable	
growth patterns and support with applicable	On-going
regulations in the City's UDO.	
Support economic development and job creation	
efforts that attract employers to the City to reduce	On-going
resident need to commute out of the City.	
Goal 3: Improve the efficiency and performance of	fthe
transportation system	
Objective: Implement access management along	major
corridors	
Strategies:	
Identify locations where new parallel local roadways	Long-term
dentify locations where new parallel local roadways can be constructed to provide rear entry to businesses.	Long-term
Identify locations where new parallel local roadways can be constructed to provide rear entry to businesses. Continue requiring Interparcel connectivity.	Long-term On-going
Identify locations where new parallel local roadways can be constructed to provide rear entry to businesses. Continue requiring Interparcel connectivity. Minimize residential driveways or subdivision entrances	Long-term On-going
Identify locations where new parallel local roadways can be constructed to provide rear entry to businesses. Continue requiring Interparcel connectivity. Minimize residential driveways or subdivision entrances on arterials and rely on collector or local roads instead	Long-term On-going Short-term
Identify locations where new parallel local roadways can be constructed to provide rear entry to businesses. Continue requiring Interparcel connectivity. Minimize residential driveways or subdivision entrances on arterials and rely on collector or local roads instead to provide access to housing.	Long-term On-going Short-term
Identify locations where new parallel local roadways can be constructed to provide rear entry to businesses. Continue requiring Interparcel connectivity. Minimize residential driveways or subdivision entrances on arterials and rely on collector or local roads instead to provide access to housing. Work with SCDOT to limit developments to a maximum	Long-term On-going Short-term
Identify locations where new parallel local roadways can be constructed to provide rear entry to businesses. Continue requiring Interparcel connectivity. Minimize residential driveways or subdivision entrances on arterials and rely on collector or local roads instead to provide access to housing. Work with SCDOT to limit developments to a maximum of one driveway along arterials. If un-signalized, allow	Long-term On-going Short-term
Identify locations where new parallel local roadways can be constructed to provide rear entry to businesses. Continue requiring Interparcel connectivity. Minimize residential driveways or subdivision entrances on arterials and rely on collector or local roads instead to provide access to housing. Work with SCDOT to limit developments to a maximum of one driveway along arterials. If un-signalized, allow right-in/right-out turns only, <i>unless</i> there is Interparcel	Long-term On-going Short-term On-going
Identify locations where new parallel local roadways can be constructed to provide rear entry to businesses. Continue requiring Interparcel connectivity. Minimize residential driveways or subdivision entrances on arterials and rely on collector or local roads instead to provide access to housing. Work with SCDOT to limit developments to a maximum of one driveway along arterials. If un-signalized, allow right-in/right-out turns only, <i>unless</i> there is Interparcel connectivity, then no additional curb cuts.	Long-term On-going Short-term On-going
Identify locations where new parallel local roadways can be constructed to provide rear entry to businesses. Continue requiring Interparcel connectivity. Minimize residential driveways or subdivision entrances on arterials and rely on collector or local roads instead to provide access to housing. Work with SCDOT to limit developments to a maximum of one driveway along arterials. If un-signalized, allow right-in/right-out turns only, <i>unless</i> there is Interparcel connectivity, then no additional curb cuts. Continue enforcing access management standards,	Long-term On-going Short-term On-going
Identify locations where new parallel local roadways can be constructed to provide rear entry to businesses. Continue requiring Interparcel connectivity. Minimize residential driveways or subdivision entrances on arterials and rely on collector or local roads instead to provide access to housing. Work with SCDOT to limit developments to a maximum of one driveway along arterials. If un-signalized, allow right-in/right-out turns only, <i>unless</i> there is Interparcel connectivity, then no additional curb cuts. Continue enforcing access management standards, including: Interparcel connectivity, signal and driveway	Long-term On-going Short-term On-going On-going
Identify locations where new parallel local roadways can be constructed to provide rear entry to businesses. Continue requiring Interparcel connectivity. Minimize residential driveways or subdivision entrances on arterials and rely on collector or local roads instead to provide access to housing. Work with SCDOT to limit developments to a maximum of one driveway along arterials. If un-signalized, allow right-in/right-out turns only, <i>unless</i> there is Interparcel connectivity, then no additional curb cuts. Continue enforcing access management standards, including: Interparcel connectivity, signal and driveway spacing, and acceleration/deceleration lanes.	Long-term On-going Short-term On-going On-going
Identify locations where new parallel local roadways can be constructed to provide rear entry to businesses. Continue requiring Interparcel connectivity. Minimize residential driveways or subdivision entrances on arterials and rely on collector or local roads instead to provide access to housing. Work with SCDOT to limit developments to a maximum of one driveway along arterials. If un-signalized, allow right-in/right-out turns only, <i>unless</i> there is Interparcel connectivity, then no additional curb cuts. Continue enforcing access management standards, including: Interparcel connectivity, signal and driveway spacing, and acceleration/deceleration lanes. Install median treatments such as raised and	Long-term On-going Short-term On-going On-going
Identify locations where new parallel local roadways can be constructed to provide rear entry to businesses. Continue requiring Interparcel connectivity. Minimize residential driveways or subdivision entrances on arterials and rely on collector or local roads instead to provide access to housing. Work with SCDOT to limit developments to a maximum of one driveway along arterials. If un-signalized, allow right-in/right-out turns only, <i>unless</i> there is Interparcel connectivity, then no additional curb cuts. Continue enforcing access management standards, ncluding: Interparcel connectivity, signal and driveway spacing, and acceleration/deceleration lanes. Install median treatments such as raised and andscaped medians to limit unprotected left turns.	Long-term On-going Short-term On-going On-going Long-term
Identify locations where new parallel local roadways can be constructed to provide rear entry to businesses. Continue requiring Interparcel connectivity. Minimize residential driveways or subdivision entrances on arterials and rely on collector or local roads instead to provide access to housing. Work with SCDOT to limit developments to a maximum of one driveway along arterials. If un-signalized, allow right-in/right-out turns only, <i>unless</i> there is Interparcel connectivity, then no additional curb cuts. Continue enforcing access management standards, including: Interparcel connectivity, signal and driveway spacing, and acceleration/deceleration lanes. Install median treatments such as raised and landscaped medians to limit unprotected left turns. Coordinate signage to enhance mobility of through	Long-term On-going Short-term On-going On-going Long-term

Expand the City's multimodal transportation system in	
response to future demands generated by a growing	Long-term
population and an expanding economy.	
Continue to monitor the condition of roads and	On-going
rehabilitate as needed.	On-going
Ensure adequate ROW for future road improvements	
and expansions in new subdivisions through dedication	
and building setback requirements, along with	On-going
requirements that vehicular circulation within new	
subdivisions function efficiently and safely.	
Implement intelligent traffic systems that utilize new	Short to
technology to improve the flow of traffic.	Long-term
Hire a consultant to look at potential traffic	
improvements needed the area on Hwy 501 between	Short-term
16 <sup>th</sup> Ave and Mill Pond Rd.	
Objective: Make cross-town local movement	easier for
citizens.	
citizens. Strategies:	
citizens. Strategies: Work with other agencies to conduct environmental	
citizens. Strategies: Work with other agencies to conduct environmental studies for new potential bridges over the Waccamaw	Long-term
citizens. Strategies: Work with other agencies to conduct environmental studies for new potential bridges over the Waccamaw River.	Long-term
citizens. Strategies: Work with other agencies to conduct environmental studies for new potential bridges over the Waccamaw River. Work with other agencies to conduct environmental	Long-term
citizens. Strategies: Work with other agencies to conduct environmental studies for new potential bridges over the Waccamaw River. Work with other agencies to conduct environmental studies for major roadway connections: El Bethel Rd	Long-term
citizens. Strategies: Work with other agencies to conduct environmental studies for new potential bridges over the Waccamaw River. Work with other agencies to conduct environmental studies for major roadway connections: El Bethel Rd extension, Hwy 90 extension, International Drive	Long-term Long-term
citizens. Strategies: Work with other agencies to conduct environmental studies for new potential bridges over the Waccamaw River. Work with other agencies to conduct environmental studies for major roadway connections: El Bethel Rd extension, Hwy 90 extension, International Drive extension (Hwy 90 to 905).	Long-term Long-term
citizens. Strategies: Work with other agencies to conduct environmental studies for new potential bridges over the Waccamaw River. Work with other agencies to conduct environmental studies for major roadway connections: El Bethel Rd extension, Hwy 90 extension, International Drive extension (Hwy 90 to 905). Install high-visibility pedestrian crosswalks and	Long-term Long-term
Citizens.Strategies:Work with other agencies to conduct environmental studies for new potential bridges over the Waccamaw River.Work with other agencies to conduct environmental studies for major roadway connections: El Bethel Rd extension, Hwy 90 extension, International Drive extension (Hwy 90 to 905).Install high-visibility pedestrian crosswalks and countdown timers at appropriately spaced key	Long-term Long-term
Citizens.Strategies:Work with other agencies to conduct environmental studies for new potential bridges over the Waccamaw River.Work with other agencies to conduct environmental studies for major roadway connections: El Bethel Rd extension, Hwy 90 extension, International Drive extension (Hwy 90 to 905).Install high-visibilitypedestrian crosswalks and countdown timers at appropriately spaced key intersections along major corridors. Work with SCDOT to	Long-term Long-term On-going
citizens. Strategies: Work with other agencies to conduct environmental studies for new potential bridges over the Waccamaw River. Work with other agencies to conduct environmental studies for major roadway connections: El Bethel Rd extension, Hwy 90 extension, International Drive extension (Hwy 90 to 905). Install high-visibility pedestrian crosswalks and countdown timers at appropriately spaced key intersections along major corridors. Work with SCDOT to implement on state routes.	Long-term Long-term On-going
citizens.Strategies:Work with other agencies to conduct environmental studies for new potential bridges over the Waccamaw River.Work with other agencies to conduct environmental studies for major roadway connections: El Bethel Rd extension, Hwy 90 extension, International Drive extension (Hwy 90 to 905).Install high-visibility pedestrian crosswalks and countdown timers at appropriately spaced key intersections along major corridors. Work with SCDOT to implement on state routes.Provide actuated left turn signals with appropriately	Long-term Long-term On-going
citizens. Strategies: Work with other agencies to conduct environmental studies for new potential bridges over the Waccamaw River. Work with other agencies to conduct environmental studies for major roadway connections: El Bethel Rd extension, Hwy 90 extension, International Drive extension (Hwy 90 to 905). Install high-visibility pedestrian crosswalks and countdown timers at appropriately spaced key intersections along major corridors. Work with SCDOT to implement on state routes. Provide actuated left turn signals with appropriately positioned loops for traffic on major corridors to access	Long-term Long-term On-going On-going

Evaluate traffic signals operating characteristics and balance delay on local streets with the need to accommodate through-movement on major streets at certain times.	On-going
Give special attention to connections between various modes to ensure that the system is as effective as feasibly possible.	On-going
Support SCDOT installation of technology to improve function of traffic signals.	On-going
Work with SCDOT to better define and advertise truck routes throughout the City.	On-going
Objective: Promote regional alternatives to travel a	long US 501
Strategies:	
Work with local groups to enhance the use of US 22 for Grand Strand through-traffic via better signage and traveler information systems.	Short-term
Promote the use of buses to serve Conway's tourism needs.	On-going
Continue participation on local and regional committees that support cooperative regional planning efforts.	On-going
Prioritize transportation improvements that address freight congestion and key bottlenecks.	Short-term
Coordinate better communications with Horry County and SCDOT, as their decision around the perimeter of Conway cause dramatic impact to the City with the higher vehicle volumes funneling through Conway using Hwy 501 Bus. and 501 Bypass.	On-going
Goal 4: Increase pedestrian. Bicycle, and tran	isit options
throughout Conway	
Objective: Implement the Greenway Master Plan or revisions	ind desired
Strategies:	

Revise the (existing) Greenway Master Plan to take	
advantage of existing utility and transportation	Long-term
easements for bicycle and pedestrian connections.	
Revise the (existing) Greenway Master Plan to include	
more direct bicycle and pedestrian connection across	Long-term
river from the University area to Downtown Conway.	
Revise the (existing) Greenway Master Plan to complete	
Lake Busbee trail loop and provide more access from	Short-term
Conway High School to nearby recreational areas.	
Program Greenway Master Plan recommendations in	
short-term capital improvement list, and identify and	Short-term
obtain funding for future improvements.	
Establish a Bicycle & Pedestrian Committee	Short-term
Objective: Provide appropriately spaced safe	e crossing
opportunities for pedestrians and bicyclists ar	nd remove
barriers to movement	
barriers to movement Strategies:	
barriers to movement         Strategies:         Implement pedestrian crosswalks and countdown	
barriers to movement         Strategies:         Implement pedestrian crosswalks and countdown timers at all signalized intersections, beginning with the	On-going
barriers to movementStrategies:Implement pedestrian crosswalks and countdowntimers at all signalized intersections, beginning with thehighest-volume roadway facilities.	On-going
barriers to movementStrategies:Implement pedestrian crosswalks and countdowntimers at all signalized intersections, beginning with thehighest-volume roadway facilities.Minimize driveway crossings via access management	On-going
barriers to movementStrategies:Implement pedestrian crosswalks and countdowntimers at all signalized intersections, beginning with thehighest-volume roadway facilities.Minimize driveway crossings via access managementalong major corridors.	On-going On-going
barriers to movementStrategies:Implement pedestrian crosswalks and countdown timers at all signalized intersections, beginning with the highest-volume roadway facilities.Minimize driveway crossings via access management along major corridors.Where appropriate, reconfigure driveway geometry to	On-going On-going
barriers to movementStrategies:Implement pedestrian crosswalks and countdown timers at all signalized intersections, beginning with the highest-volume roadway facilities.Minimize driveway crossings via access management along major corridors.Where appropriate, reconfigure driveway geometry to 	On-going On-going
barriers to movementStrategies:Implement pedestrian crosswalks and countdown timers at all signalized intersections, beginning with the highest-volume roadway facilities.Minimize driveway crossings via access management along major corridors.Where appropriate, reconfigure driveway geometry to 	On-going On-going On-going
barriers to movementStrategies:Implement pedestrian crosswalks and countdown timers at all signalized intersections, beginning with the highest-volume roadway facilities.Minimize driveway crossings via access management along major corridors.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.	On-going On-going On-going
barriers to movementStrategies:Implement pedestrian crosswalks and countdown timers at all signalized intersections, beginning with the highest-volume roadway facilities.Minimize driveway crossings via access management along major corridors.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.Ensure that ADA-compliant sidewalk ramps exist at	On-going On-going On-going
barriers to movementStrategies:Implement pedestrian crosswalks and countdown timers at all signalized intersections, beginning with the highest-volume roadway facilities.Minimize driveway crossings via access management along major corridors.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.Ensure that ADA-compliant sidewalk ramps exist at 	On-going On-going On-going On-going
barriers to movementStrategies:Implement pedestrian crosswalks and countdown timers at all signalized intersections, beginning with the highest-volume roadway facilities.Minimize driveway crossings via access management along major corridors.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.Ensure that ADA-compliant sidewalk ramps exist at each street corner with sidewalks.Provide median refuges where appropriate for	On-going On-going On-going On-going
barriers to movementStrategies:Implement pedestrian crosswalks and countdown timers at all signalized intersections, beginning with the highest-volume roadway facilities.Minimize driveway crossings via access management along major corridors.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.Ensure that ADA-compliant sidewalk ramps exist at each street corner with sidewalks.Provide median refuges where appropriate for pedestrians and bicyclists crossing streets with more	On-going On-going On-going On-going Long-term
barriers to movementStrategies:Implement pedestrian crosswalks and countdown timers at all signalized intersections, beginning with the highest-volume roadway facilities.Minimize driveway crossings via access management along major corridors.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.Ensure that ADA-compliant sidewalk ramps exist at each street corner with sidewalks.Provide median refuges where appropriate for pedestrians and bicyclists crossing streets with more than 2 lanes.	On-going On-going On-going On-going Long-term
barriers to movementStrategies:Implement pedestrian crosswalks and countdown timers at all signalized intersections, beginning with the highest-volume roadway facilities.Minimize driveway crossings via access management along major corridors.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.Ensure that ADA-compliant sidewalk ramps exist at each street corner with sidewalks.Provide median refuges where appropriate for pedestrians and bicyclists crossing streets with more than 2 lanes.Provide annual budgeting to go towards sidewalks as	On-going On-going On-going On-going Long-term

Objective: Increase the comfort and safety	of existing
pedestrian-oriented areas	
Strategies:	
Ensure that street furniture, lighting, landscaping, and	On going
waste receptacles are installed at appropriate intervals.	On-going
Engage in public space beautification projects such as	
public art, façade improvements, and alleyway	On-going
enhancement and lighting.	
Improve perception of safety by promoting vibrant	
street life via a concentration of mixed uses, resulting in	On-going
a 24-hour downtown.	
Objective: Prioritize pedestrian, bicycle, and transit	movement
in downtown Conway above personal automobile	movement
Strategies:	
Consider shortening traffic signal cycle length to	
increase pedestrian crossing opportunities and reduce	Long-term
queue lengths.	
Provide wayfinding signage directing travelers both to	
destinations and to parking areas to encourage "park	On-going
once and visit multiple destinations" behavior for	ongoing
motorists.	
Provide annual budgeting to go towards trail	
development and local matches for regional, state and	Short-term
federal trail grants.	
Consider pedestrian and bicycle access to outlets for	
healthy and affordable foods for residents within limited	lona-term
or no access to vehicles for transit when planning new	Long lonn
bicycle and pedestrian routes.	
Address traffic congestion by reducing traffic demand	
rather than increase transportation capacity and focus	Lona-term
on alternatives including ride sharing, flextime,	
increased transit usage, walking and bicycling.	

Objective: Provide frequent, accessible trans	sit service
throughout the City, connecting key destinations in a direct	
and timely manner	
Strategies:	
Identify locations to add bus stops, including places that	
may be jointly utilized by local schools as well as Coast	Long-term
RTA.	
Reassess local circulator route and include destinations	
such as downtown Conway, Coastal Carolina	
University, HGTC, Conway Medical Center, Atlantic	Long-term
Center Industrial Park, and various commercial centers	
on the same route.	
Identify locations in Conway to provide park-and-ride	
lots for carpooling opportunities and express bus service	Long-term
to Myrtle Beach and vicinity.	
Support the continuation / development of programs	
that provide options for commuters traveling outside	Long-term
the City.	
Explore the feasibility of establishing fixed public transit	
routes to provide transportation between key	long-term
residential, commercial, and employment destinations	Long lonn
in the Conway area.	
Support the provision of public transportation options for	On-going
special needs populations.	en genig
Prepare interdepartmental procedures for coordinating	
the preparation of plans for City projects and the review	Short-term
of private plans to ensure that the needs of the bus	SHOIL ICHT
system are addressed.	
Increase awareness of transit service options to general	On-going
public through the use of marketing techniques.	on 90m9
Goal 5: Ensure that transportation facilities	and land
development are mutually supportive, and	that new

development and redevelopment continues	desirable
characteristics of the City.	
Objective: Modify / update land development	code with
respect to parking standards	
Strategies:	
Require that no parking be located between a building	
and the front property line. On corner lots, no parking	long-term
can be located between the building and either of the	Long-Ionn
two front property lines.	
Include available on-street parking and shared parking	
opportunities in calculations to determine automobile	On-going
parking need.	
Provide bicycle parking racks within close proximity to	
the front entrances of buildings in appropriate ratio to	Long-term
automobile parking spaces.	
Maintain two-way streets throughout the downtown as	On-going
much as possible.	On-going
Implement improved parking management and shared	
parking best practices to achieve necessary parking	On-going
access for visitor, employee and shopper demands.	
Objective: Modify land development code with	respect to
connectivity and access standards	
Strategies:	
Create / enforce access standards for vehicles and	
pedestrians for developable parcels, depending on the	On-going
functional class of roadway they abut.	
Along local roads, new roadways should be	
constructed a maximum of 500-ft apart from each	
other and accommodate all modes. Alternatively, a	On-going
maximum block perimeter distance may be used in	_
defining connectivity standards.	

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 pedestrians and bicycles. 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.	Long-term	
Goal 6: Strengthen long-term transportation plannir	ng	
Objective: Increase communication and construction and construction and construction and external generation and external gene	oordination	
Strategies:	IES	
Sindlegies.		
communicating and coordinating planning efforts on a regular basis.	On-going	
Continue regional coordination through GSATS, the county, and other public and private agencies in matters related to transportation and transit planning and prioritization.	On-going	
Seek organizational partnerships to improve, beautify, and maintain key city gateways.	On-going	
Objective: Coordinate transportation and land use planning in		
new developments		
Strategies:		
Monitor new development for its impact on the level of service (LOS) of existing streets and roads.	On-going	
Require traffic impact studies for new developments exceeding (150) lots (residential) and 175,000 sq. ft. (commercial).	Short-term	
Revisit the future land use map after the completion of major road projects.	On-going	

Encouragement for growth management within the	
areas served by new roads so that the roads do not	On-going
generate land developments that congest the	On-going
proposed and existing major roads.	
Promote effective land use to support freight mobility,	On going
business development, and job growth.	On-going
Amend the Unified Development Ordinance (UDO) to	
require accel/decel lanes for new developments,	Short-term
where determined as necessary by the Technical	
Review Committee (TRC).	
Adopt design standards (i.e. overlays) for new	
roadway construction (i.e. Conway Perimeter Road) to	
ensure that the character is defined before new	Short-term
construction starts (vegetative buffers, sign standards,	
street standards and lighting requirements).	

### SOURCES

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

#### http://www.cityofconway.com/ConwayMP%20(4).pdf

C&M Associates, Inc. "I-73 Intermediate Traffic and Revenue Study" 2016. http://www.i73insc.com/download/TollStudies-TrafficRevenue.pdf

http://www.i73insc.com/

Coast RTA https://coastrta.com/

https://coastrta.com/wp-content/uploads/2021/03/Coast-RTA-Facility-Study-Public-Outreach-.pdf

Coastal Carolina University Bicycle Advisory Council (BAC)

Coastal Conservation League (CCL) https://www.coastalconservationleague.org/projects/i-73-in-south-carolina/

Conway Chamber of Commerce

ConwaySCNow: http://www.conwayscnow.com/

ConwaySCNow http://www.conwayscnow.com/quality-of-life/transportation#

Federal Highway Administration (FHWA): <u>https://www.fhwa.dot.gov/fastact/</u>

GSATS 2040 MTP: https://gsats.org/2040-mtp/

Gibbs Planning Group

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

https://www.horrycounty.org/Council/Ride-Three

The Horry Independent: https://www.myhorrynews.com/news/business/r-jcorman-addressing-railroad-safety-traffic-concerns-incarolina/article\_96f0c646-e193-11e5-bdd7-a3f6af5d9639.html

Jacobs, Carter, Burgess. Comprehensive Transportation Plan for the City of Conway 2008

NC Dept. of Transportation (NCDOT) <u>https://www.ncdot.gov/projects/carolina-bays-parkway/Pages/default.aspx</u>

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

RJ Corman: <u>https://www.rjcorman.com/</u>

#### SCDOT:

http://info2.scdot.org/search/Pages/results.aspx?k=conway+perimeter+road

South Carolina Transportation Infrastructure Bank (SCTIB): <u>https://sctib.sc.gov/</u>

South Carolina Rural Infrastructure Authority (SC RIA): https://ria.sc.gov/grants/

SC Trails: https://www.sctrails.net

SC Works: www.jobs.scworks.org

US Dept. of Transportation: https://www.transportation.gov/fastact

Waccamaw Regional Council of Government (WRCOG): 2040 Long Range Transportation Plan (2016)

WMBF: https://www.wmbfnews.com/story/26640621/conway-parkingcrackdown/

WMBF News: <u>https://www.wmbfnews.com/story/37103214/environmental-group-files-lawsuit-asking-for-a-look-at-cheaper-options-to-i-73/</u>

https://www.stuff.co.nz/world/americas/107190861/price-of-saving-road-tomyrtle-beach-could-be-flooding-nearby-town

Disclaimer: The City of Conway does not own the content of several of the photographs provided in this document.

Credit has been given to the owner of each photograph used, as was done so in accordance with "Fair Use."

#### **Map Index**

Map TE 1: Thoroughfare Plan for Conway (1970) Map TE 2: Traffic Plan for Conway (1970) Map TE 3: Transportation Plan for Conway (1977) Map TE 4: Road Classification for Conway (1984) Map TE 5: GSATS Study Area Map TE 6: WRCOG Planning Area Map TE 7: US 701 & Janette Street Intersection Improvement Map TE 8: Existing (2015) Peak Season Daily LOS for GSATS area Map TE 9: Future (2040) Peak Season Daily LOS for GSATS area Map TE 10: Hot Spot Crash Data for Conway (2017-2020) Map TE 11: Existing Bicycle and Pedestrian Facilities (Conway) Map TE 12: Conway Greenway Master Plan (map and legend) Map TE 13: Existing Downtown Parking Map TE 14: Coast RTA Route 1 (Conway Local) Map TE 15: RIDE III County Map Map TE 16: Conway Perimeter Road map Map TE 17: GSX v. I-73 route proposal Map TE 18: Elm Street Proposed Sidewalk or Path Map TE 19: Map of Road Closures due to Hurricane Florence Flooding

#### Image Index

Image TE 1: Transportation Facts from ConwaySCNow website Image TE 2: Main Street, Downtown Conway Image TE 3: Example of a roundabout Image TE 4: Sherwood Forest Walking Trail Image TE 5: Hwy 378 / 9<sup>th</sup> Ave gateway improvements Image TE 6: Hwy 378 / 501 intersection/gateway improvements Image TE 7: Wayfinding Signage Image TE 8: Gateway Signage at Collins Park Image TE 9: Crabtree Greenway Image TE 10: Parking Downtown Image TE 11: Conway-Horry Airport Image TE 12: RJ Corman Rail Car Image TE 13: CCU's Shuttle Service picking up riders Image TE 14: CCU Students participating in Coastal Cycles program Image TE 15: Elm Street, where current sidewalks end Image TE 16: Proposed Busbee Bypass connection Image TE 17: Hwy 501 Bypass & Marina Dr. proposed improvements Image TE 18: Flooding following Hurricane Florence Image TE 19: Emergency Crews building temporary dams to protect Hwy 501 from floodwaters following Hurricane Florence

#### **Table Index**

- Table TE 1: Condition of Public Streets in City limits
- Table TE 2: AADT's 2009, 2014, and 2019 (from SCDOT website)
- Table TE 3: Overall Traffic Conditions for Conway (2016 2020)

Table TE 4: Access Management / Streetscape / Complete Streets recommendations, per GSATS 2040 Metropolitan Plan Update (inside City limits)

Table TE 5: New Construction / Widening & Large Interchange Projects / Access Management / Streetscape / Complete Streets Project recommendations for the City of Conway (GSATS 2040 MTP Update)