

Land Use Element

Description of Land Use Element

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

Background and Existing Condition

Existing and Future Land Use 2007

The Planning Department in 1997 performed a land use survey of all existing land uses with the use of aerial photography from the Horry County Tax Assessor's Office and actual field inspections. Land use was classified in 8 general categories. These acreage totals and percentages are shown for 1997 and 2008. Please note that the land use categories are somewhat different in 2008 than 1997. The land use breakdown in 2008 is taken from the Horry County Tax Assessor's Office tax code designations. The Future Land Use Map for the 1997 Comprehensive Plan, Shaping the Future is shown on Map LU – 1. (Shaping the Future)

Table LU-1: Land Use 1997

Land Use Designation	1997 Acreage - % of Total (4828.75 acres) 100%
Single Family Residential	2,172.94 – 45%
Multi-family Residential	144.86 – 3%
Commercial	724.31 - 15%
Public and Semi-Public	144.86 - 3%
Recreation	482.88 - 10%
Industrial	48.29 - 1%
Undeveloped	1110.61 - 23%

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

Source: Shaping Our Future: 2007

Land Use 2008

Land Use Designation	2008 Acreage - % of Total (12,348.44 acres) 100%
Single Family	1,783.21 – 14.44%
Multi-Family	61.63 – 0.50%
Commercial	1293.56 – 10.48%
Exempt (churches, schools, government, etc.)	2194.56 – 17.77%
Industrial	1293.51 – 10.48%
Agricultural	5,222.58 – 42.29%
Vacant	1460.84 – 11.83%
Utilities	222.05 – 1.80%
Other (mobile homes, homeowners assn. buildings, etc.)	100.18 – 0.81%

Source: Horry County Tax Assessor's Office

Zoning Acreage and Percentages 2002 and 2008

Zoning percentages and total acreages for 2002 and 2008 give us an indication of general land use in Conway and how that has changed over the past six years. Almost 55% or 7,038 acres of the total acreage in Conway in 2008 is zoned Low Density Residential – R-1 for single family residential homes on individual lots.

Interesting conclusions taken from this table include the amount of commercially zoned property that is Highway Commercial and the large amount of property zoned Low Density Residential, R-1. Of the 901 acres zoned commercial in 2008, 81.6% or 735 acres is zoned Highway Commercial. Low Density Residential (R-1), which allows only single-family detached homes accounts for 89.9% or 7826 acres of residentially zoned properties and 54.7% of the entire City.

Table LU-2: Acreage and Percentages by Zoning Classification

Zoning	Acres 2002	% of City in 2002	Acres 2008	% of City in 2008	% Acreage Change
COMMERCIAL					
Central Business District (CBD) (1)	27.39	0.29	29	0.22	0.58
Core Commercial (CC)	65.21	0.68	78	0.61	1.96
Neighborhood Commercial (NC)	59.78	0.62	59	0.46	- 0.01
Highway Commercial (HC)	649.13	6.79	735	5.72	13.22
TOTAL	801.51	8.53	901	7.01	12.4
OFFICES & ASSOCIATED USES					
Professional (P)	182.69	1.91	163	1.27	- 1.1
Institutional (IN)	342.63	3.58	570	4.43	66.36
TOTAL	525.32	5.49	733	5.7	39.5
LIGHT INDUSTRIAL					
Production, Service & Industry (PSI)	336.48	3.52	386	3.00	14.71
RESIDENTIAL					
Low Density Residential (R-1)	4,458.11	46.60	7,038	54.71	57.86
Medium Density Residential (R-2)	513.17	5.36	512	3.98	0.002
High Density Residential (R-3)	221.72	2.32	224	1.74	0.10
Traditional Residential (R-4)	41.43	0.43	43	0.33	0.24
Rural Residential (RR) (2)	N/A	N/A	9	0.07	N/A
TOTAL	5234.43	54.71	7826	60.83	49.5
OTHER					
Planned Development (PD)	1,243.52	13.00	1,326	10.31	3.38
Waccamaw Riverfront District (WRD1)	191.10	2.00	110	0.85	No change
Waccamaw Riverfront District (WRD2) (3)	N/A	N/A	80	0.62	No change
Mixed Use (MU)	0.41	0.00	0	0.00	- 100.0
Conservation Preservation (CP)	82.80	0.87	426	3.31	414.45
Forest Agriculture (FA)	1,150.89	12.03	1,075	8.36	0.65
Entire City Limits	9,566.47 acres	100	12,864 acres	100	34.69

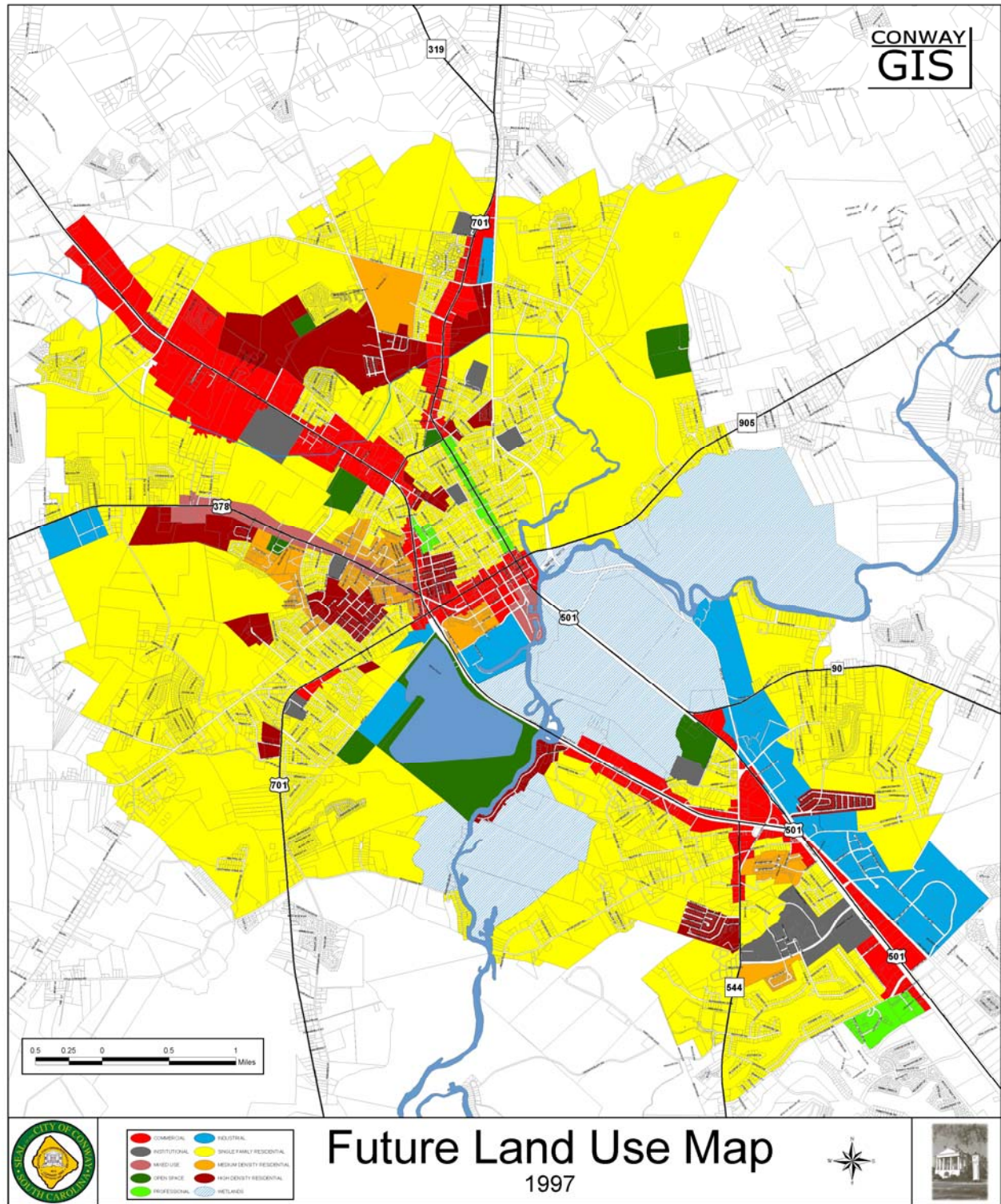
(1) Central Business District allows upper floor apartments

(2) & (3) These zoning districts were not established in 2002

(4) In 2007, the WRD was divided into WRD 1 & WRD 2. No change in overall area was made.

Source: City of Conway

Map LU – 1: 1997 Future Land Use



Source: Shaping the Future

Annexation History and Recent Development

When “Shaping the Future 2007” was completed in August of 1997 the City of Conway occupied approximately 7.54 square miles or 4,828.75 acres. In the last ten years the City has annexed an additional 14.76 square miles and 9,046.25 acres for a total of 22.3 square miles and 14,273 acres. Conway is now the 12th largest city in size in South Carolina and is larger than Spartanburg, Florence, Summerville, Greenwood, Aiken, Anderson, North Myrtle Beach and Myrtle Beach. The entire Conway Water and Sewer Service Area consists of 66.3 square miles or 42,432 acres. Recent development in and around Conway has led to unprecedented growth as shown by Table LU – 3 and Map LU –2.

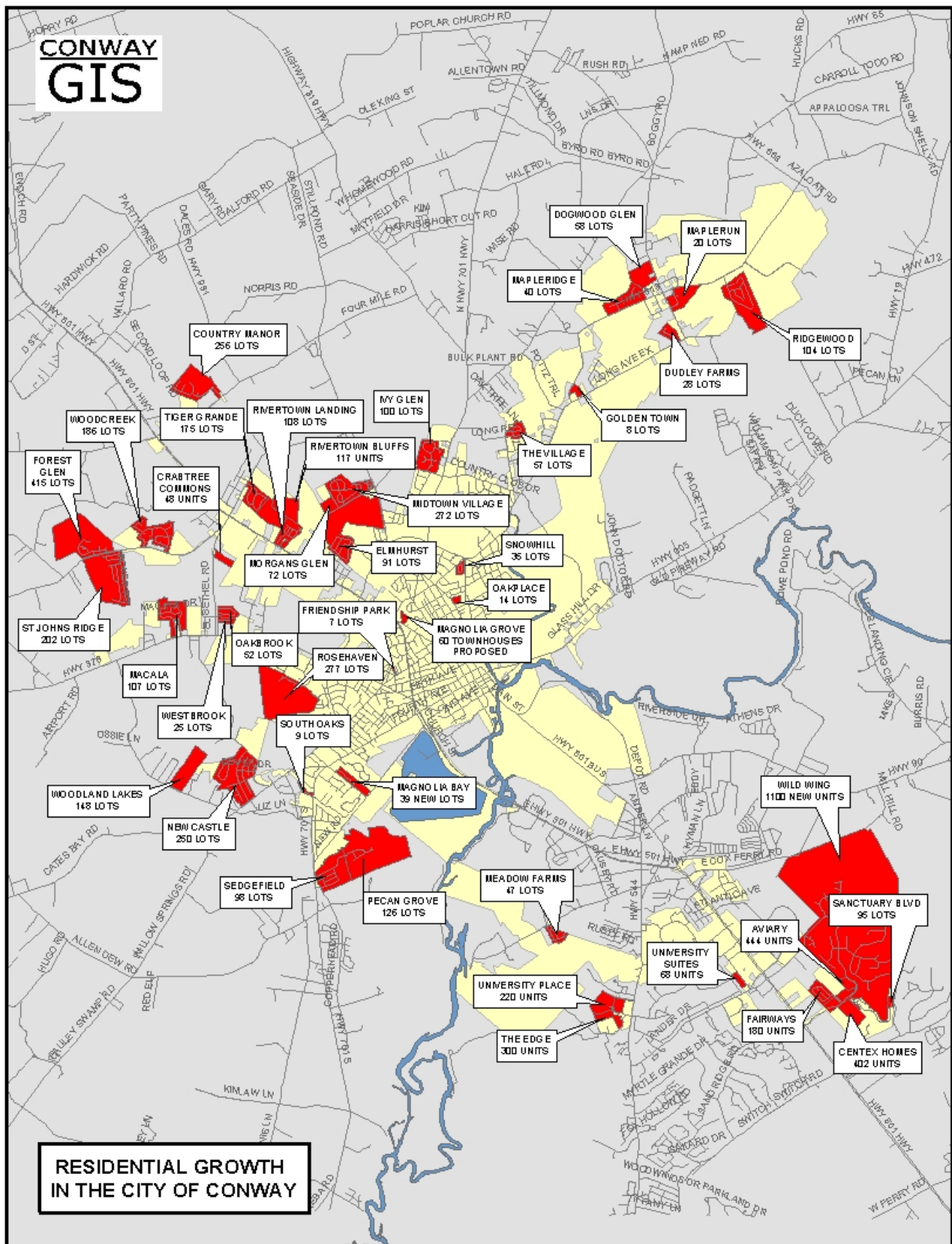
The total housing units increased by 452 from 1980 to 1990. The increase from 1990 to 2000 was 820 units far surpassing the previous decade. This number has risen significantly from 2000 to 2006 where an increase of 1725 units in 6 years is more than the previous two decades (1272) combined. The increase from 2000 to 2006 included 797 single family units and 928 multi-family units. The major residential developments are shown on Map LU-2. The largest developments are located outside the core of the City where large tracts are located.

Table LU- 3: City of Conway – Size Increases and Percentage Change

Year	Square Miles Square Mile = 640 acres	Acres Acre = 43,560 square feet	Percentage Change
1976	4.09	2,619	
1984	5.25	3,361	28.3
1990	6.31	4,038	20.1
1997	7.54	4,829	19.6
2008	22.3	14,273	196.0
Service Area	66.3	42,432	

Source: City of Conway

Map LU 2: Major Residential Growth



Source: City of Conway

Envision 2025 – Horry County Land Use Element

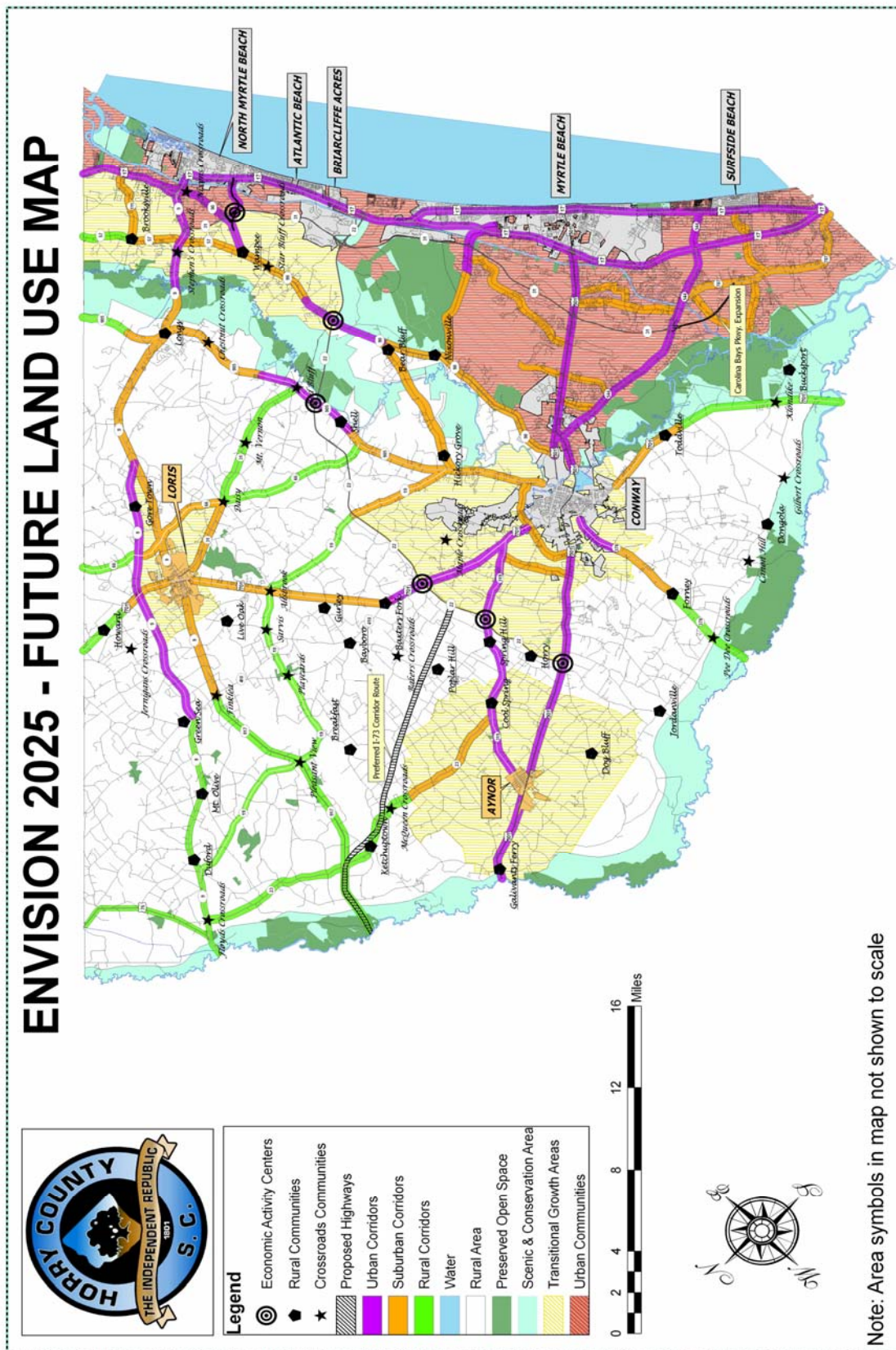
Horry County identified and addressed areas surrounding the cities in Horry County as part of their Comprehensive Plan, Envision 2025. Specific sections of the County Plan that are pertinent for Conway to consider in its Land Use Element are Cities, Transitional Growth Areas, and the Highway 501 and Highway 544 Overlay Zones. The Horry County Future Land Use Map LU – 3 shows this information.

Horry County's Comprehensive Plan recognizes the Cities of **Conway**, Loris, Myrtle Beach, North Myrtle Beach, Atlantic Beach, Briarcliffe Acres, and Surfside Beach and the Town of Aynor as municipalities which provide typical city services and land uses. Transitional growth areas are shown on the Future Land Use Map of Horry County and include the current water and sewer service district that surround the **City of Conway**. Because of the proximity, annexation is likely to take place as Conway grows. The Horry County Future Land Use Map illustrates the transitional growth area around Conway and the other Horry County municipalities.

Two overlay zones are established in Envision 2025 that are located partly in areas that are in the city limits. The Highway 501 Overlay Zone extends from the Highway 501 Bypass bridge and ends at the Highway 501 intersection with Canal Street in Myrtle Beach. The Highway 544 Overlay starts at the overpass of Highway 501 Bypass and ends at the intersection of Highway 544 and Highway 17 Business. These overlays extend 500 feet from the right of way line on each side of Highway 501 and 300 feet from the right of way line on each side of Highway 544. Specific zoning, land development regulations and plan review requirements are in place for all new construction or renovations.

In summary, the County has recognized areas surrounding the municipalities as growth areas for those municipalities. In terms of Conway this area closely approximates the City's Water and Sewer Service Area but extends to Highway 22. The City should work with Horry County to further refine the land use regulations associated with the identified Corridors, US Highway 501 and US Highway 544, to assure the regulations promote compatible land use whether the development is in the City or County. The City should also consider adding other corridors for joint planning purposes including the recommended corridors of the Transportation Plan that will impact the City and the County.

Map LU -3: Envision 2025 – Future Land Use Map



Note: Area symbols in map not shown to scale

Source: Envision 2025

Clemson University/Strom Thurmond Institute of Government and Public Affairs – An Assessment of the Fiscal Impact of Population Growth/A Report to City Council

The Strom Thurmond Institute at Clemson University was hired in 2007 to complete an assessment of population growth's impact on the fiscal condition of the City. Recommendations offer insight for the City to use in determining how and where we grow and how to finance needed city services.

The recommendations of the Report to City Council are 1) Limit the further outward expansion of the city limits; 2) Attempt to coordinate the City's land use planning decisions with those of other local governments in the region; 3) Formalize the City's capital improvements planning process and; 4) If new sources of revenue are required to fund capital improvements consider sources that shift some of the financial burden to new residents and away from existing residents.

Attempt to limit the further outward expansion of the city limits

Annexations have significantly increased the City's size as a result of a planned annexation effort established by the Mayor and City Council in the 1990's. This effort put in place for two primary reasons. Conway's population had declined from 10,240 in 1980 to 9819 in 1990. This decline occurred while Horry County's population increased from 101,419 to 144,053. The City official's action was intended to increase the population, add to the tax base and prevent any further decline.

Secondly, Horry County was projected to continue to grow well into the future. City officials sensed that this growth was very likely to occur in the immediate vicinity of Conway. Additionally, if development was allowed to occur with Horry County's less stringent development regulations, the development may not be as desirable as if it were inside the city limits.

The City's annexation strategy has resulted in the extension of the city limits into areas that are remote from the City's core as it existed in 1990. Areas that extend far from the core include Wild Wing subdivision to the south and southeast and The "Maple area" in a northeasterly direction. The negative effect of this strategy has been its impact on the delivery of services such as solid waste collection.

The City, in order to address the issues of service delivery and filling the gaps in the City Limits, will within the next year be initiating five year and ten year growth strategies based on city services. The five year strategy will be an effort to annex the areas not in the City that are within one and a half miles of the City's fire stations. The ten year growth strategy will be to fill the gaps in solid waste collection routes. If successful the City will have taken great strides in improving the ability to provide efficient services to its citizens. Maps LU 6 - 18 showing the annexation strategy are covered in Annexation and Growth Strategies, which is part of the Land Use Element.

Attempt to coordinate the City's land use planning decisions with those of other local governments in the region.

The City planning staff attended and participated in an ex-officio capacity on the Steering Committee for Horry County's Comprehensive Plan Update – Envision 2025. The City has also involved County staff in its Comprehensive Plan update technical committees.

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. The Conway Planning Director also serves on the Study Team along with other planners from the GSATS area and provides recommendations for transportation projects to the Policy Committee. Waccamaw Regional Council of Governments and the South Carolina Department of Transportation (SCDOT) Planning Section are designated as the MPO staff.

In 2008, the City hired Jacobs, Carter, Burgess to complete a Transportation Plan through the year 2030. To facilitate the completion of the plan the City appointed a Transportation Steering Committee to provide input and guidance to the consultants. The Steering Committee membership included representatives from the South Carolina Department of Transportation, Horry County, and Waccamaw Regional Council of Governments in addition to City elected officials and staff. One of the tasks involved in the overall plan is to complete the Transportation Element of the Comprehensive Plan 2017.

Conway, Myrtle Beach and Horry County in 2008, reached an agreement that provides more Community Development Block Grant funding for all three governments and their citizens. Conway and Myrtle Beach relinquished their entitlement city statuses in order for Horry County to be eligible to become an entitlement county. While Horry County would be the primary beneficiary of \$1,497,929 in grant funds for the first year, both cities have a three-year agreement with Horry County to receive a percentage of these funds which now will exceed both cities' past allotments. This agreement is proof that this type of cooperative effort and partnership can create positive results for all who participate.

Formalize the City's capital improvement planning process

The City established in 2008 a Capital Improvements Committee comprised of elected officials and staff to complete a 5 year Capital Improvements Plan. The completion of the plan took place in midyear and the results served as the foundation for the Comprehensive Plan's Priority Investment Element.

If new sources of revenue are required to fund capital improvements consider sources that shift some of the financial burden to new residents and away from existing residents.

In 2007, the City hired B. P. Barber and Raftelis Financial Consultants, Inc. to complete a Water and Wastewater Systems Evaluation and Impact Fee Study. The study provided an inventory of the condition of the City's existing water and wastewater system, an assessment and prioritization for rehabilitation and replacement projects, new capital improvement projects, a summary of operation and maintenance requirements and future financial planning options including a rate model. The study also included a water and wastewater impact fee study. The result of this study is reflected in the City's increase of water and sewer tap fees, capital recovery fees and other associated water and sewer fees for new development to reflect actual costs of development and plan for future capital improvement projects.

In summary the City has sought to address the issues and recommendations outlined by the Report. This effort will continue in the City's future plans to encourage and manage the growth anticipated in Conway.

Community Workshop Land Use Results

The City held three Community Workshops to receive public input prior to beginning the preparation of the Comprehensive Plan. The following input was received directly related to land use and can provide guidance in development of the Land Use Element.

In terms of the City's growth, citizens felt strongly that future annexations should fill the many gaps that existed in the City boundaries. Input on zoning centered on residential lot sizes with some feeling lots needed to be larger and some thinking increased density in some areas should be considered as well. Overall the public thought that careful planning and more public input from all segments of the community were needed to assure proper land use and continued growth.

The community's overall appearance generated a lot of comments. Improvements to existing parks and more open space including connecting neighborhoods with sidewalks and trails were popular ideas. Wise

use of conservation/preservation zoning, protection of trees especially with new development, and requirements for developers to provide landscaping and other amenities were concerns of the community.

Downtown, the Main Street Corridor, Highway 378 and other corridors need beautification and more attention to providing safe walking and biking opportunities according to the workshop participants. More upper floor apartments and striving to become a 24-hour downtown received several votes.

Shaping the Future 2017

Planning Movements, Techniques and Processes

Several movements, techniques, or processes have affected land use and land use patterns in the past and will continue to have an effect on them in the future. Described below are examples of these in order to provide background information to guide us in developing our overall approach to land use.

- ❑ **Smart Growth/Smart Codes** is an urban planning and transportation theory that concentrates growth in an effort to fight urban sprawl. Its principles are to foster compact, transit-oriented, walkable, bicycle-friendly land use, mixed-use development with a range of housing choices. Smart Growth promotes long-range, regional planning to achieving sustainability over planning with a short-term focus. Its goals are to establish an enhanced sense of community and place.
- ❑ The **City Beautiful** movement was a Progressive reform movement in North American architecture and urban planning that was popular around the turn of the 19th century and was characterized by the use of beautification and monumental architecture in large cities to improve the lives of the inner city poor. The movement was used extensively in Chicago, Detroit, and Washington, D. C.
- ❑ **Growth management** is a set of management and planning measures used by government to ensure that as the population grows that there are services available to meet their citizens needs. Typical goals include the protection of natural spaces, sufficient and affordable housing, delivery of utilities, the preservation of buildings and places of historical value and quality police and fire protection.
- ❑ **Sustainable development** is a socio-ecological process described as the fulfillment of human needs while assuring the quality of the natural environment is not compromised. Sustainable development is made up of three parts: environmental sustainability, economic sustainability, and social-political sustainability.
- ❑ **New Urbanism** is an American urban design movement that came about in the early 1980s, whose intent is to substantially change real estate development and urban planning from urban retrofits to suburban infill. According to New Urbanism, neighborhoods should be designed to contain a diverse range of housing and jobs, and to be walkable. New Urbanism is also known as **traditional neighborhood design**, neotraditional design, or transit-oriented development.

In summary, all the various movements provide good information for the development of a comprehensive plan, land use element and policy. The City should use those each of movements, techniques and processes in developing and implementing its land use policy and future growth management strategy.

Zoning Types

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

Euclidean

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

The City of Conway has Euclidean zoning but does have allowances for mixed use in its Planned Development District and a Mixed Use District. The Central Business District allows upper floor residences and the Waccamaw Riverfront District allows multi-family residential uses in addition to commercial uses.

Performance Zoning

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

Incentive Zoning

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

Form-based Codes

Form-based codes rely on rules applied to development sites according to both prescriptive and in some instances discretionary criteria. These criteria vary according to parcel or tract size, location, proximity, and other site and use characteristics. Form-based codes are a method of regulating development to achieve a specific urban form to create a predictable public realm. Form-based codes are primarily concerned with the physical form and less concerned with the type of land use.

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

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

Hybrids

Hybrids are a combination of any of the above types of zoning. For many communities throughout the United States this typically consists of Euclidean zoning and one or a combination of the other types of zoning. For Conway the best possible approach may be to use the hybrid approach and maintain Euclidean zoning where neighborhoods and commercial areas are stable and little change is foreseeable and implement other zoning types that would enhance areas potential for achieving the City's goals for quality development and community sustainability.

Great care should be taken to understand each has its strengths and weaknesses. Determining the proper utilization of the zoning options available to produce the desired results will take much time and effort by the City and its citizens. The end product should be able to meet the goals of the community in terms of land use while assuring the social, cultural and environmental conditions are improved and not compromised in order to achieve and maintain sustainability.

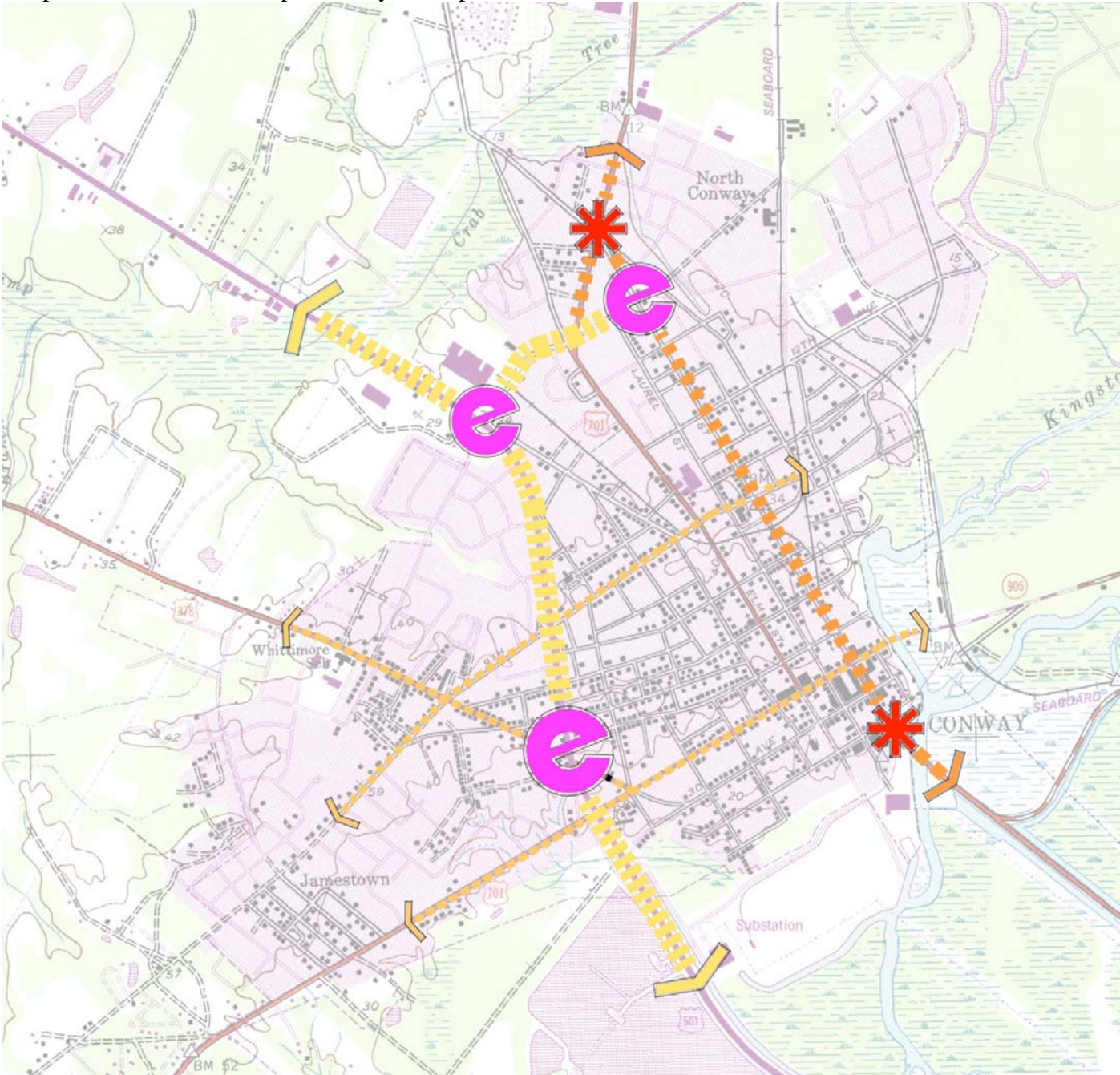
Land Use Strategies within Existing City Limits

Land use strategies within the existing city limits will consist of identifying areas where zoning is no longer appropriate and may result in underutilization of properties and in some instances blighted conditions. Alternatively, there are some areas where development is taking place that zoning changes would further encourage development while meeting the development and planning goals of the City. We should also address neighborhood issues where residential and commercial areas share boundaries to make them as compatible as possible in order to reduce the possible negative impacts on our neighborhoods. Lastly, we should take the necessary measures to assure our neighborhoods are enhanced and preserved in all areas of Conway.

Community Planning Charrette

In early 2008 the City along with the Conway Area Chamber of Commerce and Conway Main Street USA retained Community Design Solutions, Arnett Muldrow Associates and The LandPlan Group South to hold a Community Planning Charrette. The four-day event included numerous opportunities for public input and the result of the consultants' work was a market analysis, a branding and marketing plan, design and planning concepts and an implementation strategy. Conway will use the report to guide strategic funding of projects in the public realm, stimulate tourism and economic expansion and strengthen our sense of place. The conceptual design plan proposed three gateway improvements indicated on Map LU – 4, signage, downtown streetscapes, and infill construction opportunities.

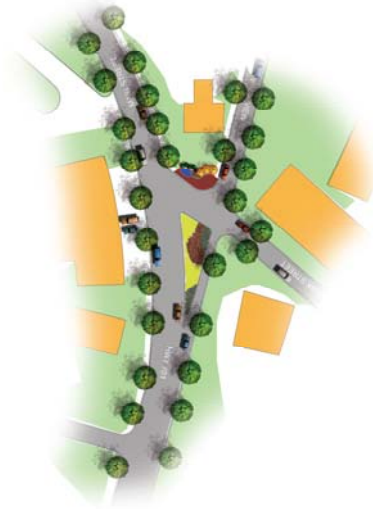
Map LU - 4 : Charrette Report Analysis Map



Source: Conway Community Design Charrette Report

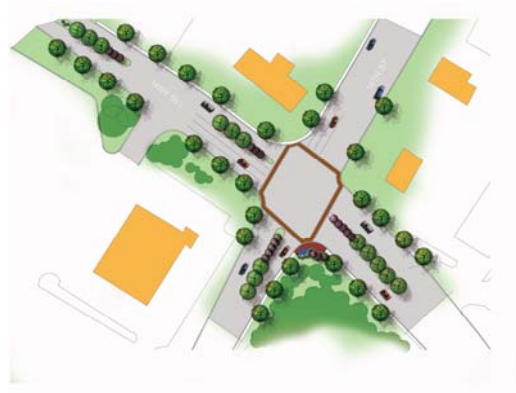
Improvements at US Highway 701 and Main Street

This important gateway can serve to welcome tourists and be a source of pride for the community. Improvements include new landscape median, brick plaza, signage, fountain and street trees. The overall effect creates an attractive physical improvement and a safer environment for pedestrians, bike riders and motorists.



Gateway Improvements of US Highway 501 and 16th Avenue

This large intersection needs upgrading to improve pedestrian access and the general appearance of the area. Improvements include new landscaped medians, brick or stamped concrete crosswalks, brick plaza with new brick signage, fountain wall with landscaping, City logo in the intersection, banners and flags. Utility lines would be buried and mast arms put in place for traffic signals.



Thoroughfare Improvements along US Highway 501

Starting at Four Mile Road improvements include burying the overhead utility lines and new sidewalks. Street trees plantings are recommended for the median where possible and along the right of ways. Proper placement of the trees along the right of ways can encourage shared entrances for development. Banners and attractive street lighting are appropriate streetscape additions. New private development would not be setback from the street to improve walkability and parking would be located in the rear of the building, which adds to the human scale.



Highways 501 378 and 701

A pivotal intersection for travelers coming into Conway, this intersection and improvements include alternative pavement treatments for crosswalks, buried utilities, plantings in the medians, and attractive brick signage. Creating these types of intersections will give people a sense of what Conway has to offer.



A New Downtown and Riverfront Connection

A more direct and convenient access to downtown and the riverfront from Highway 501 Bypass would establish a gateway entrance for Conway. Street trees and lighting with pedestrian and bicycle improvements would make this route an attractive and useful road improvement.



Banners

Street banners are recommended for all the major corridor improvements and are part of the overall Conway branding effort that was a major part of the Design Charrette Report.



Streetscapes

Recommendations for downtown streetscapes such as curbed bump-outs and brick crosswalks would enhance pedestrian safety, traffic flow and serve as traffic calming measures. Parking spaces along the street could be pervious materials to slow runoff and improve water quality. Streetscape improvements are important elements in creating a sense of place and contribute to establish further the downtown's human scale.



Infill Construction

The Community Planning Charrette Report recommends infill construction projects for downtown and the riverfront. This concept if put into practice would successfully result in providing benefits such as a better sense of place, helping to create a 24-hour downtown and improving the overall appearance and economic condition of downtown and the riverfront. This infill strategy should be utilized in other areas of Conway as well.

In summary the Community Planning Charrette proposed design projects that help Conway achieve many of the land use and economic development goals of the community. A better sense of place, catalyst for economic and tourism development, encouragement of higher quality private sector projects and community pride will be attained in the implementation of the elements of this report.

Expansion of City Services and Future Growth Implications

Capital Improvement Plan Projects

The City's Capital Improvements Plan has projects to be constructed including new city facilities and services that can have a direct relationship on possible annexations into the City Limits. These projects include water and sewer projects that extend service outside of the current City Limits. Provision of these services requires restrictive covenants for future annexation when properties become contiguous or required annexations for properties that are already contiguous.

Also planned is a new fire station whose location would benefit the City the most in terms of annexation potential and fire protection coverage. The 1.5 mile radius is the limit for possible annexations without adversely affecting City's Insurance Service Office (ISO) rating.

Other projects that may influence annexation and growth are a new community center and the municipal center. A wider variety of recreational facilities and city offices that offer better accommodations for its citizens can have a positive impact on how citizens view annexation and where they choose to live.

Transportation Plan

With Conway's growing population, new transportation routes will be needed to accommodate the associated increase in all types of traffic or modes of transportation. The City hired Jacobs, Carter, Burgess in 2008 to complete a twenty year Transportation Plan for Conway that will also include the completion of the Transportation Element of the Comprehensive Plan.

Transportation Needs

The Transportation Plan developed for the City by Jacobs, Carter, Burgess identifies, based on their analysis and input from the community, a wide range of improvements needed in Conway's roadway network. The main focus of the plan is to improve the options for all modes of transportation within the general Conway area for Conway citizens.

In addition to major transportation projects, the plan calls for improvements to the signal system to make traffic movement more efficient, reduce delays and provide better mobility for cross-street traffic for all modes of transportation. Intersection improvements are recommended for those locations where the most accidents occur.

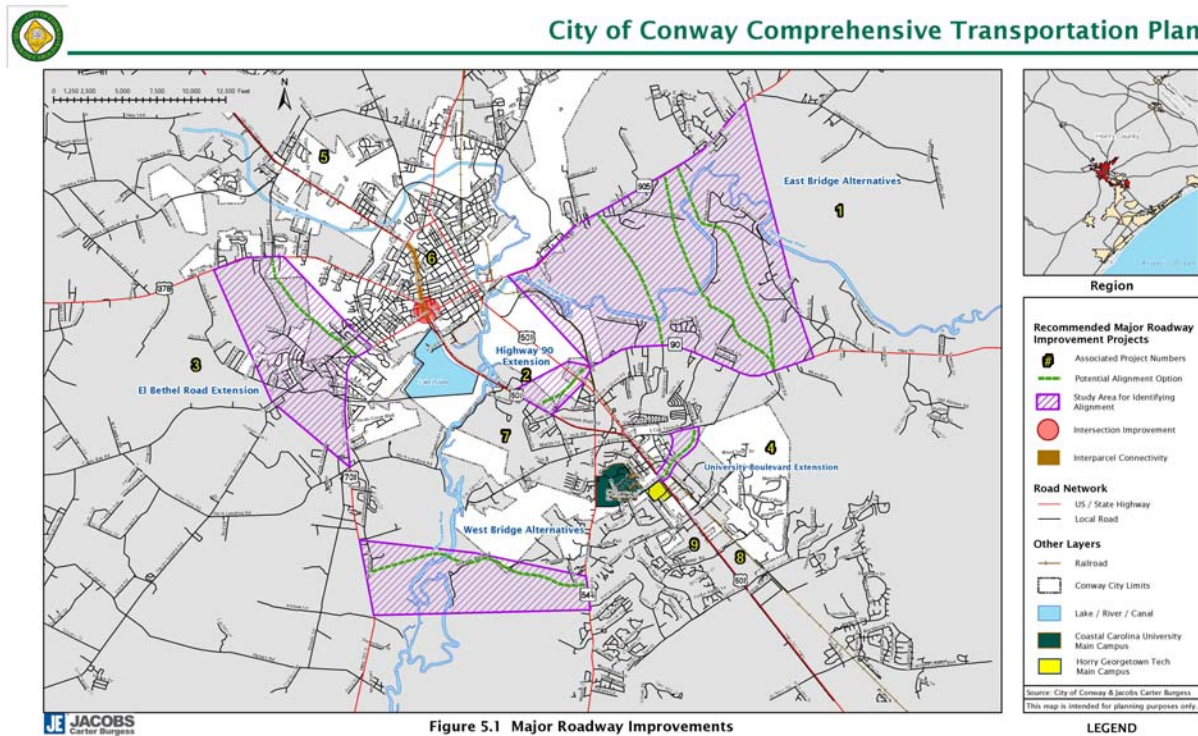
Better access management and connectivity on major corridors and with new development is recommended to improve circulation, reduce driveway conflicts, and provide safe and better multi-modal use and movement. In existing neighborhoods and commercial areas improvements are needed to provide traffic calming and access for automobiles, transit, pedestrians and bicycles.

According to the plan, improvements needed include signage along major corridors to direct traffic to downtown and other destinations in the City. Once travelers arrive, downtown signage is needed to guide traffic to the public parking lots. Street improvements and signal operations downtown and along Main Street should give priority to pedestrians.

Major Transportation Improvements

Major transportation improvements recommended include major intersection improvements at US Highway 501 Bypass and US Highway 378 including US Highway 701, extending El Bethel Road to US 701 South, and alternatives for crossing the Waccamaw River both on the north and south sides of Conway as well as other new projects and alignments. Except for the major intersection improvement most of the projects involve properties not inside the City Limits. Proper planning of these improvements will require a cooperative effort among the City and County including Waccamaw Regional Council of Governments (Grand Strand Area Transportation Study) and the South Carolina Department of Transportation.

Map LU – 5: Recommended Major Roadway Improvement Projects



Source: Jacobs, Carter, Burgess

The expansion and provision of City services and major improvements such as new transportation routes will be needed to meet Conway's anticipated growth. Planning for these improvements and addressing the associated funding needs will be a great challenge for the City.

Natural Resources and Future Growth Implications

The goals, objectives and strategies of the Natural Resources Element provide us with land use recommendations for the protection, preservation and monitoring of our natural resources. The primary goal is to promote a comprehensive, holistic approach in order to minimize any negative impacts on our resources and to cooperate in local and regional efforts to enhance the rich natural heritage of Conway and Horry County.

The goals further address the need to integrate natural resources considerations into the planning efforts of the City. In doing so the City should establish a proactive approach which stresses sustainability and carrying capacity, promotes the economic advantages of proper resource management, and protects traditional uses such as fishing, hunting and boating.

The goals, objectives and strategies are divided into the areas of land resources recommendations, water resources recommendations and air resources recommendations. Each of these major areas can be positively affected by sound land use strategies and regulations that address natural resource issues.

Annexation and Growth Strategies

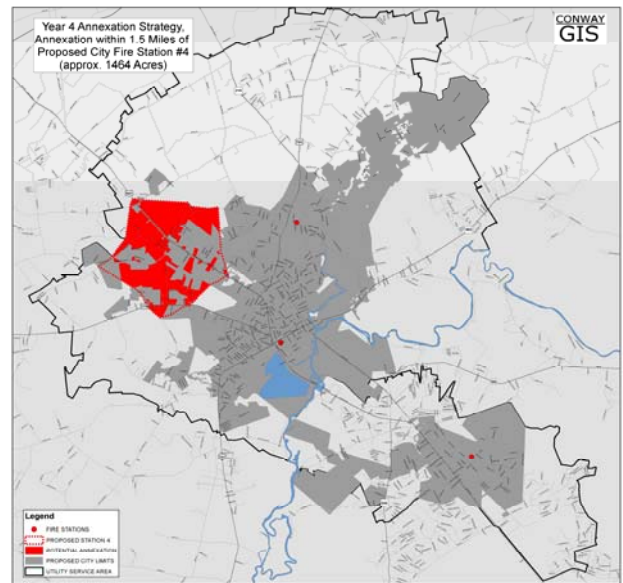
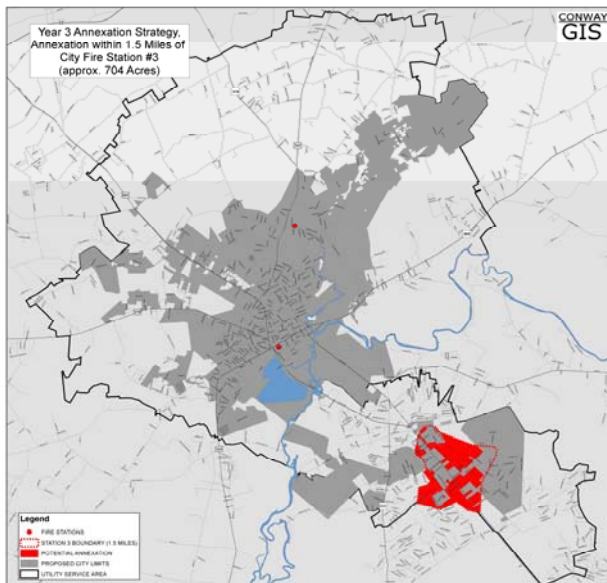
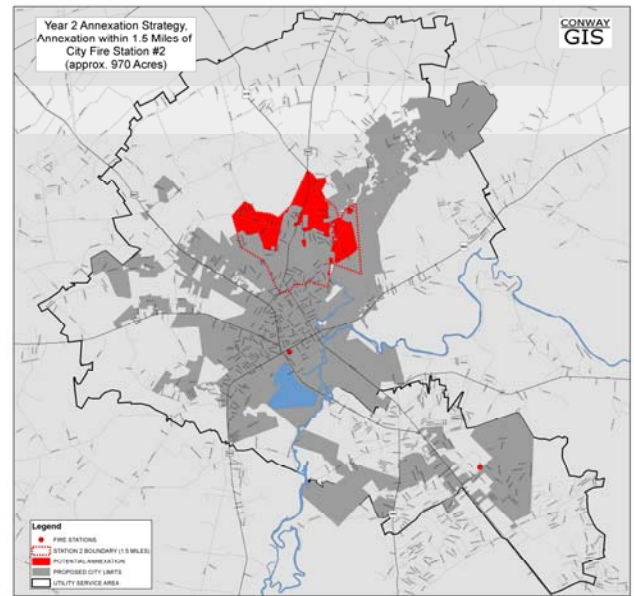
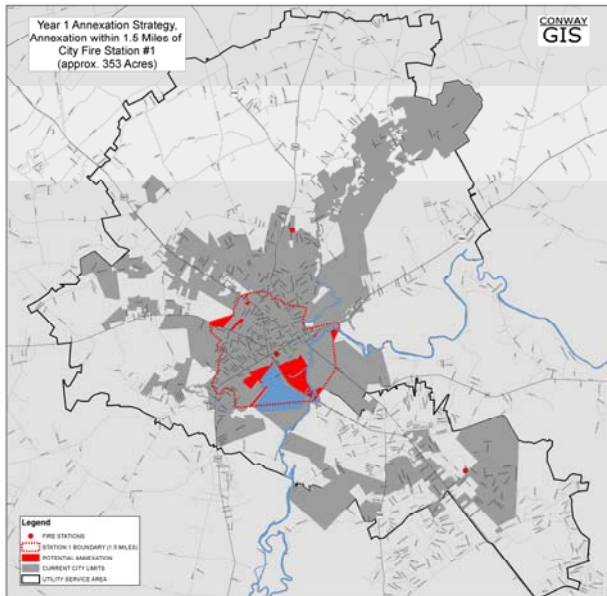
In developing the City's Annexation and Growth Strategy City Council followed the recommendation of the Clemson University/Strom Thurmond Institute to limit the outward expansion of future annexations. This approach was also heavily supported at the Comprehensive Plan Community Workshops. The City, in response to this, examined several different approaches to determine the strategy that, while aggressive, is best suited to accomplish the goals of filling the gaps in the city limits, continuing to grow and improving the delivery of city services to its citizens.

The first step for City Council and staff was to review the various annexation strategies at its annual budget retreat. Then, prior to initiating work on the land use element, City Council and the planning staff held a land use workshop that analyzed each approach and how they would affect the City's boundary over the next ten years.

The approaches that were determined to best fill the gaps in the city limits and improve service delivery are annexing the 1.5 mile radii around fire stations, which is the 5 year strategy, and annexing areas based on sanitation routes in years 6 through 10. Within the next year the City will be initiating the ten-year Annexation and Growth Strategy based on city services.

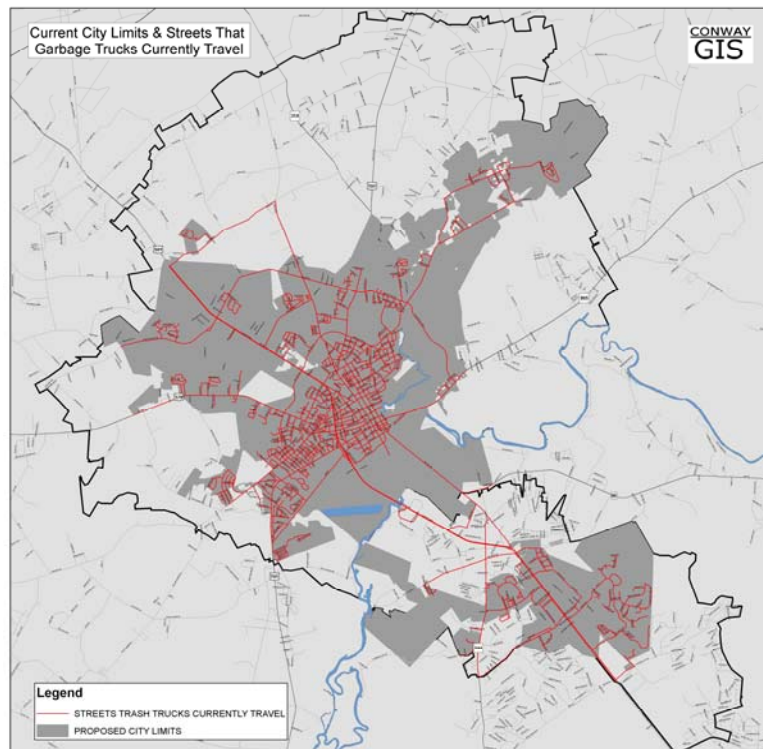
In developing this Annexation and Growth Strategy, City has taken a great stride forward to assure that Conway not only continues to grow in a fiscally responsible manner but is able to address and manage the growth that is projected to continue into the future. Many of the challenges that come with this growth are addressed with the Land Use Element and the other elements of the Comprehensive Plan.

Map LU 6, 7, 8 & 9: Annexation Strategy Years 1 through 4 - Fire Stations 1.5 Mile Radii

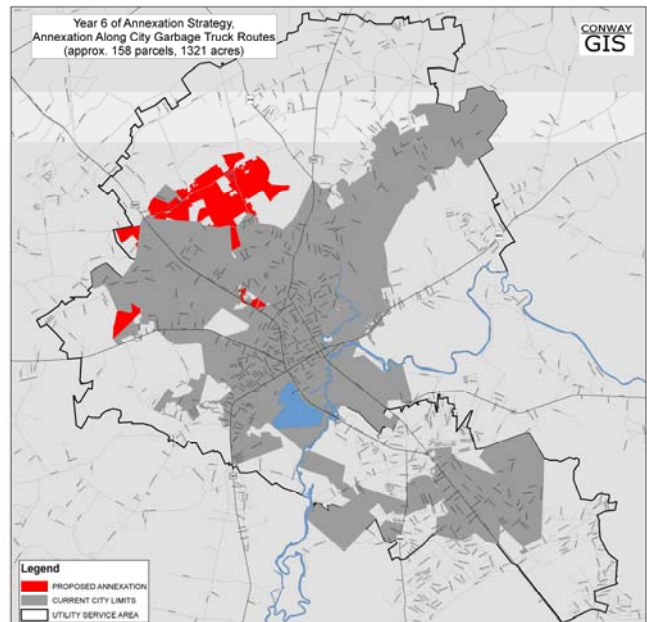
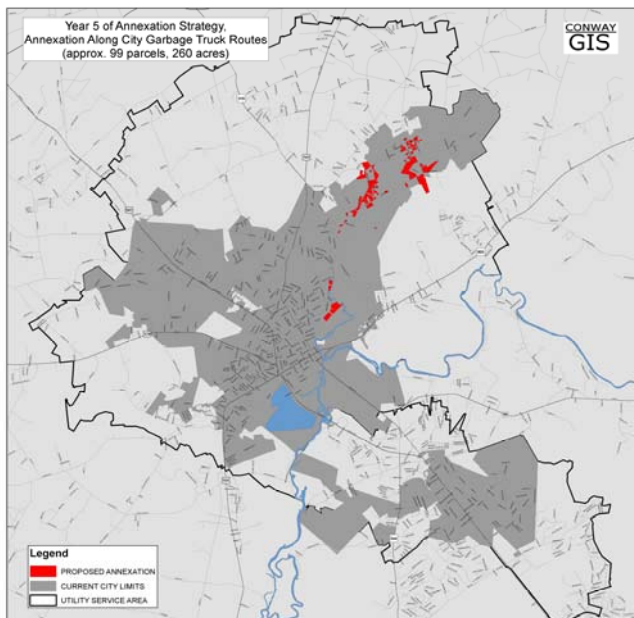


Source: City of Conway

Map LU -10: Garbage Truck Routes

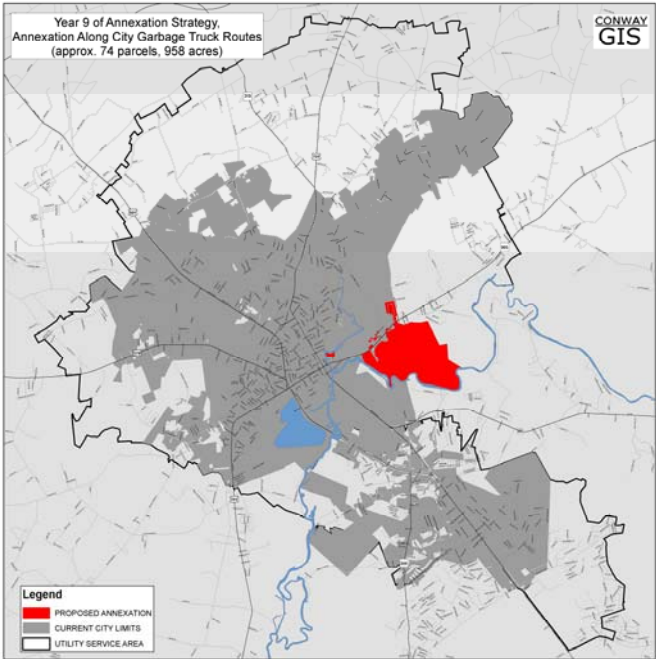
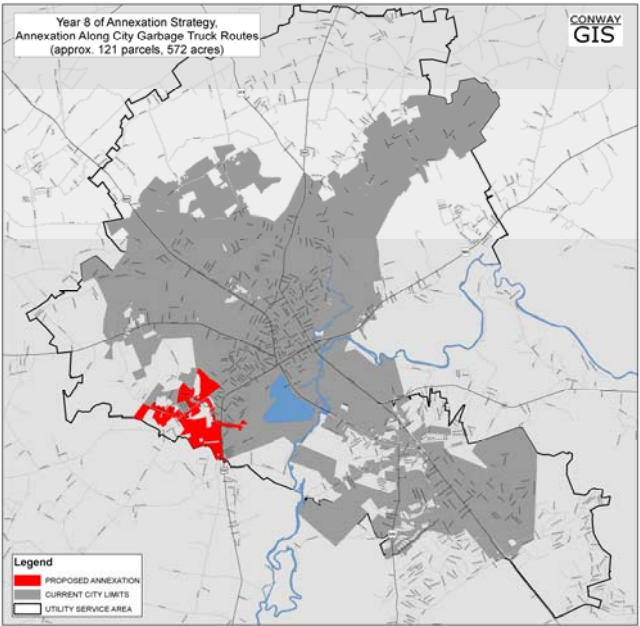
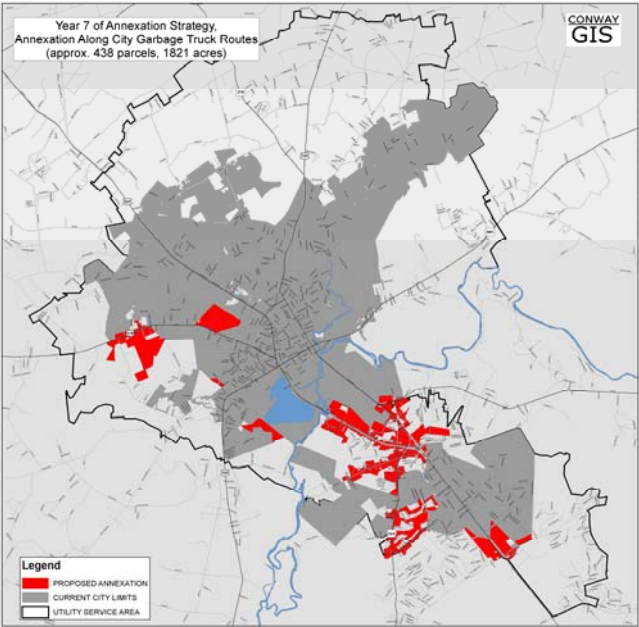


Map LU 11 & 12: Annexation Strategy – Year 5 & 6



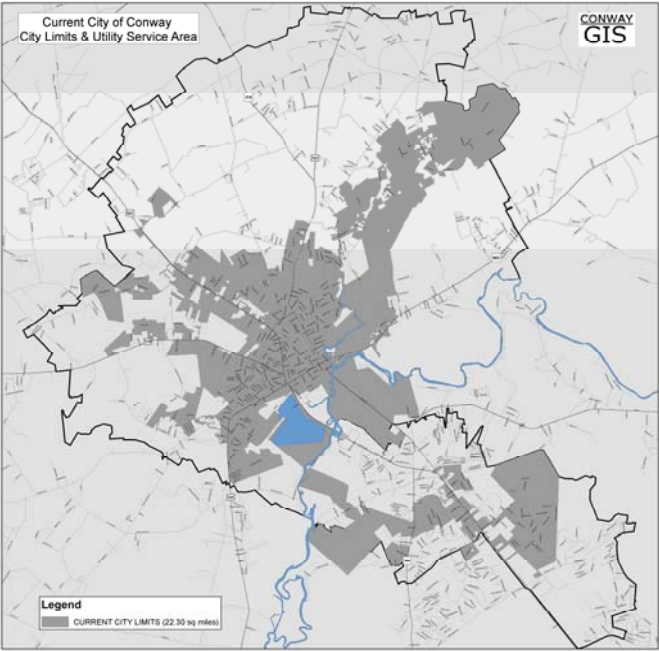
Source: City of Conway

Map LU 13, 14 & 15: Annexation Strategy Years 7, 8 & 9 - Garbage Truck Routes

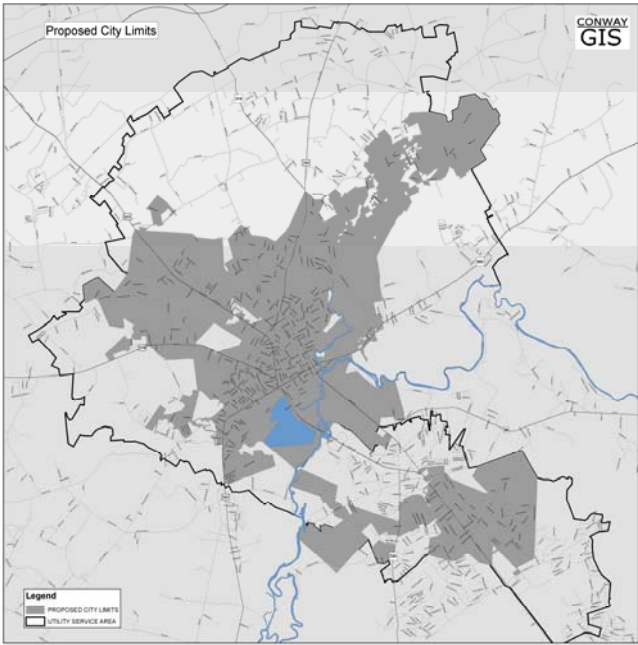


Source: City of Conway

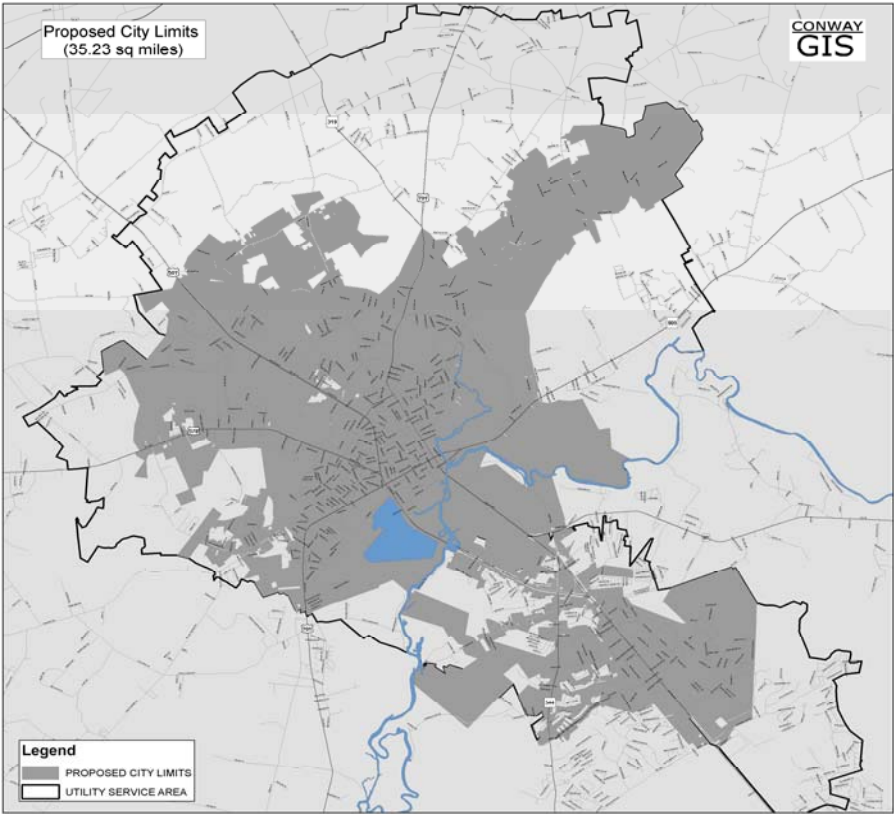
Map LU – 16: Current City Limits



Map LU – 17: City Limits with Fire Stations
Radii Annexed



Map LU 18: City Limits After 10 Year Annexation Strategy is completed



Source: City of Conway

Future Land Use Strategies and Policy

Future Land Use Map and Land Use Categories

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

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

- ❑ Existing Residential – Conway has many established residential neighborhoods, which vary greatly in housing style, lot size and density. In those areas that have a clear and consistent development pattern, future building should reflect the land use and density that has already been established.
- ❑ Rural Residential – The Rural Residential category is applied to areas, which remain rural in nature with large parcels and are nearer to the outer boundaries of the Service Area. These areas if developed are typically half acre lots or larger.
- ❑ Low Density Residential – Lot sizes for this category usually range from 10,000 to 20,000 square feet in size and are found throughout the Conway area.
- ❑ Medium Density Residential – Lot sizes are generally 6,000 to 10,000 square feet in size and are found throughout the Conway area.
- ❑ High Density Residential – Typically multi-family uses but may be small lot developments and are found throughout the Conway area.
- ❑ Conservation/Preservation – This category allows the least intense use of all categories due to its location, which in many cases, provides critical wildlife habitat or is in environmentally sensitive areas such as floodplains and wetlands. Most parcels are suitable for passive recreation and in some instances active recreation.
- ❑ Forest/Agriculture – This category is applied to rural areas suitable for agricultural use and timber harvesting.
- ❑ Recreational – This land use category is applied to parcels that are suitable for a variety of either passive or active recreation.
- ❑ Institutional – Institutional land use includes educational facilities, government buildings, libraries, and hospitals.
- ❑ Professional – The professional land use category is used for areas suitable for professional office development.
- ❑ Industrial – The industrial category is applied to large parcels near major highways, which may have rail service. Existing water and sewer service are important in locating industrial uses.
- ❑ Rural Commercial – This category is used to designate areas that define rural communities and provide convenient services. They many times are located at crossroads or intersections.
- ❑ Neighborhood Commercial – Commercial locations that provide or could provide convenient neighborhood shopping and do not disrupt adjacent residential uses.
- ❑ Highway Commercial – This category provides a host of shopping and entertainment opportunities and is typically found on or near major highways.

- ❑ Utilities and Services – This category includes but is not limited to sewer substations, electrical substations, major power lines rights of way, power plants, and fire towers.
- ❑ Mixed Use – This category will be applied to areas with different existing conditions: 1) areas where properties have buildings that may be underutilized or in danger of blighted conditions; 2) multiple vacant parcels that may serve to blend different uses; 3) areas where mixed use allowances would help establish a better land use pattern; 4) Areas where mixed use allowances are appropriate due to adjacent development patterns.
- ❑ Downtown Historic District - This category is used to preserve centrally located businesses in the core area where historically the buildings are compact.

Table LU - 4

Future Land Use Category	Permitted Zoning District(s)
Existing Residential	R-1, PD
Rural Residential	RR, PD
Low Density Residential	R-1, PD
Medium Density Residential	R-1, R-2, PD
High Density Residential	R-1, R-2, R-3, R-4, PD
Conservation Preservation	CP
Forest Agriculture	FA, RR, PD
Recreational	CP, FA
Institutional	IN, PD
Professional	P, PD
Industrial	PSI, PD
Rural Commercial	NC, PD
Neighborhood Commercial	NC, PD
Highway Commercial	HC, PD
Utilities and Services	PD
Mixed Use	PD
Downtown Historic District	CBD

Source: City of Conway

Strategies and Policy

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

The land use categories have a direct relationship with zoning districts. The update of the City’s zoning ordinance should take into account how the Future Land Use categories were derived so that there is a direct relationship between them that allows the City to easily assign zoning to properties that are annexed.

The City of Conway should, based on an analysis of the planning movements and processes and as part of the completion of this element, incorporate Smart Growth principles into its land use policy. Smart Growth is the most comprehensive of the planning movements and shares the intent and goals of many

of the other movements. Smart Growth ideas were clearly identified as popular at the Comprehensive Plan Community Workshops. A comprehensive rewrite of our development ordinances and guidelines will provide the City with the tools to address land use and growth issues and provide the greatest benefit to the Conway community, while reflecting the principles outlined in this element.

Summary of Findings and Land Use Policy

Conway has grown tremendously in size and population over the last ten years. While many of the effects of this growth have been positive there are challenges the City must address as this growth continues. The Clemson University/Strom Thurmond Institute report, An Assessment of the Fiscal Impact of Population Growth provided the City with recommendations to address some of these challenges. The City has made a concerted effort to follow these recommendations by participating in regional planning initiatives, establishing a capital improvements plan, taking initial steps in formulating an annexation strategy, and determining an approach for funding capital improvements to limit the impact on existing residents.

Horry County has completed the majority of its comprehensive plan, Envision 2025, including their land use element. Parts of the land use element are of particular interest to Conway. Horry County recognizes the growth areas surrounding Conway, basically our Water and Sewer Service Area, as areas for the City to address from a land use standpoint. The County plan also identifies two Urban Corridors & Overlay Zones, Highway 501 and 544, and makes land use recommendations for areas adjacent to these routes. The City should initiate a discussion with the County to jointly address any land use issues that may exist and better plan for the development along these corridors.

The Community Planning Charrette has provided the City with an excellent design strategy for dealing with land use along major corridors, and in the Downtown and Riverfront areas. The images developed create a better sense of place, promote all modes of transportation, and support development at the human scale in addition to creating a vast improvement in overall community appearance.

The protection, preservation and enhancement of our natural resources are key parts of any land use plan. The Natural Resource Element's goals, objectives and strategies are divided into the areas of land resources recommendations, water resources recommendations and air resources recommendations and can be positively affected by sound land use strategies and regulations that address natural resource issues.

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

In summary, the City should adopt Smart Growth principles as the foundation of its Land Use Policy. These principles are all encompassing with regard to land use and greatly overlap the intent of the majority of the other planning movements. The design projects of the Community Planning Charrette should be implemented as they are designed to support Smart Growth goals. Consider and apply appropriate zoning types in the Zoning Ordinance update that clearly result in achieving Smart Growth goals and other community goals. Land Development Regulations and all Design Guidelines should support the goals of Smart Growth. The annexation strategy to fill the gaps in the City and limit sprawl are clearly Smart Growth ideas put into practice.

Primary Goal

Implement a sustainable land use policy and regulations that encourages efficient land use, protects and preserves natural resources and embraces the principles and concepts of Smart Growth. Implement an annexation strategy to address gaps in the city limits and improve the efficiency of city service delivery.

Goal 1: Incorporate Smart Growth principles into the City's land use philosophy, policy and regulations.

Objective 1: Develop ways to allow and encourage mixed use.

Strategies: Research approaches for allowing and encouraging mixed use.

Discuss opportunities with developers and encourage using mixed use.

Consider mixed use opportunities with the Zoning Ordinance update.

Objective 2: Explore ways to take advantage of compact building design

Strategies: Discuss with and encourage architects, planners and developers to support incorporating compact building design into the City's land use regulations.

Locate and assemble photographs and plans where compact buildings were constructed.

Objective 3: Create a walkable and bikable city with multimodal transportation choices.

Strategies: Continue to implement the Greenway Plan.

Consider adopting a Complete Streets policy. Assure that signage is a component of the policy.

Work with Horry County Schools on a Safe Routes to Schools program.

Work with Coast Regional Transportation Authority , Coastal Carolina University (CCU) and Horry- Georgetown Technical College (HGTC) to consider a downtown to CCU and HGTC route .

Establish an attractive and useful destination for tour buses that may also provide transit use.

Objective 4: Foster a distinctive, attractive city with a strong sense of place.

Strategies: Continue to promote the neighborhood association and watch programs.

Continue the Rebuild Conway program.

Support the expansion of the Day of Caring for those truly in need.

Seek ways to implement the corridor plans identified in the Community Planning Charrette and incorporate into the Capital Improvement Plan and Priority Investment Element. Consider Municipal Improvement Districts and Tax Increment Financing Districts to fund the improvements.

Support and enhance Conway's unique identity as a Rivertown and a Tree City USA.

Strategies: Complete the City's Historic Preservation Plan/ New South recommendations in the Historical and Architectural Survey of Conway.

Continue to work closely with the Conway Area Chamber of Commerce and Conway Main Street USA on design related projects.

Objective 5: Preserve open space, natural beauty and critical environmental areas.

Strategies: Continue to implement the Greenways Plan.

Establish the Waccamaw River Blueways Trail.

Support the efforts of the the Department of Natural Resources and the Waccamaw National Wildlife Refuge to protect the Waccamaw River

Support the efforts of the Kingston Lake Environmental Awareness Network, the Crabtree Swamp/Stream Restoration Initiative and the Waccamaw Stormwater Education Consortium.

Protect wetlands and waterways to preserve the quality of the City as Rivertown and encourage visitation for ecotourism.

Objective 6: Strengthen and direct infill development toward and adjacent to existing parts of Conway with compatibility and neighborhood preservation as key elements to consider.

Strategies: Develop priorities for the infill projects identified in the Community Planning Charrette.

Consider incentives for new infill development.

Consider Municipal Improvement Districts for areas of Conway.

Continue the program for waiving building permits for all structures 50 years and older.

Consider ways in to increase incentives for downtown development.

Objective 7: Make development decisions predictable, fair and cost effective.

Strategies: Revise the City's land use regulations to be user friendly and understandable by the general public.

Revise the City's land use regulations to make it easy for developers to provide mixed use developments with amenities that are identified as desirable by the Conway community.

Objective 8: Encourage community and stakeholder collaboration in development decisions.

Strategies: Identify areas prime for development and schedule meetings to discuss issues prior to receiving plans.

Use the Community Planning Charrette infill, streetscape and corridor drawings to initiate potential collaborative planning sessions.

Goal 2: Foster responsible growth and provide effective service provision in support of the City's Land Use Policy.

Objective 1: Initiate the Annexation Strategy

Strategies: Develop a plan of action for Year 1 of the 10 Year Strategy.

Develop an incentives plan for the annexation strategy.

Assemble information on the assets of living in the City. Create a promotional package about the benefits of annexation with print, video and website use.

Strategies: Create a step-by-step approach for Year 1.

Objective 2: Review and continue the Annexation Strategy

Strategies: Monitor the process to determine ways the effort may be improved and/or expedited.

Analyze the different areas yearly to determine effectiveness.

Review and revise the Capital Improvements Plan in light of the success of the implementation of the annexation strategy.

Goal 3: Encourage quality land use and development for the citizens of Conway.

Objective 1: Within the framework of Smart Growth ensure quality land use and work with developers to encourage sustainable development.

Strategies: Update the Zoning Ordinance/Land Development Regulations.

Consider all zoning types and their relevancy and applicability for Conway.

Integrate and coordinate natural resources mapping and other pertinent natural resources information into the land development regulations and review process.

Update the Stormwater Ordinance to protect the quality of runoff entering the City's waterways.

Objective 2: Establish design concepts, regulations and guidelines for improving the overall design of Conway's historic and commercial districts.

Strategies: Update the Design Guidelines for the Central Business District, Waccamaw Riverfront District, Main Street Corridor, and the Commercial Overlay District.

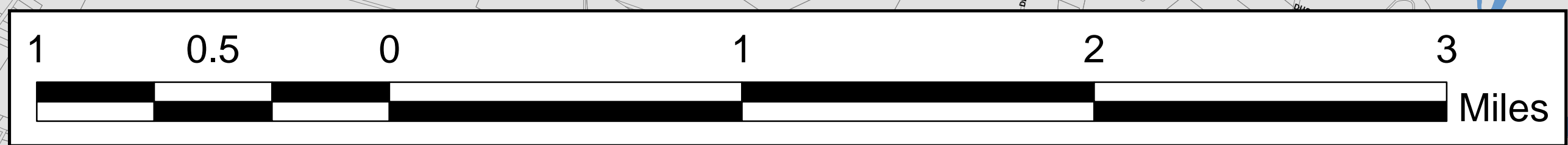
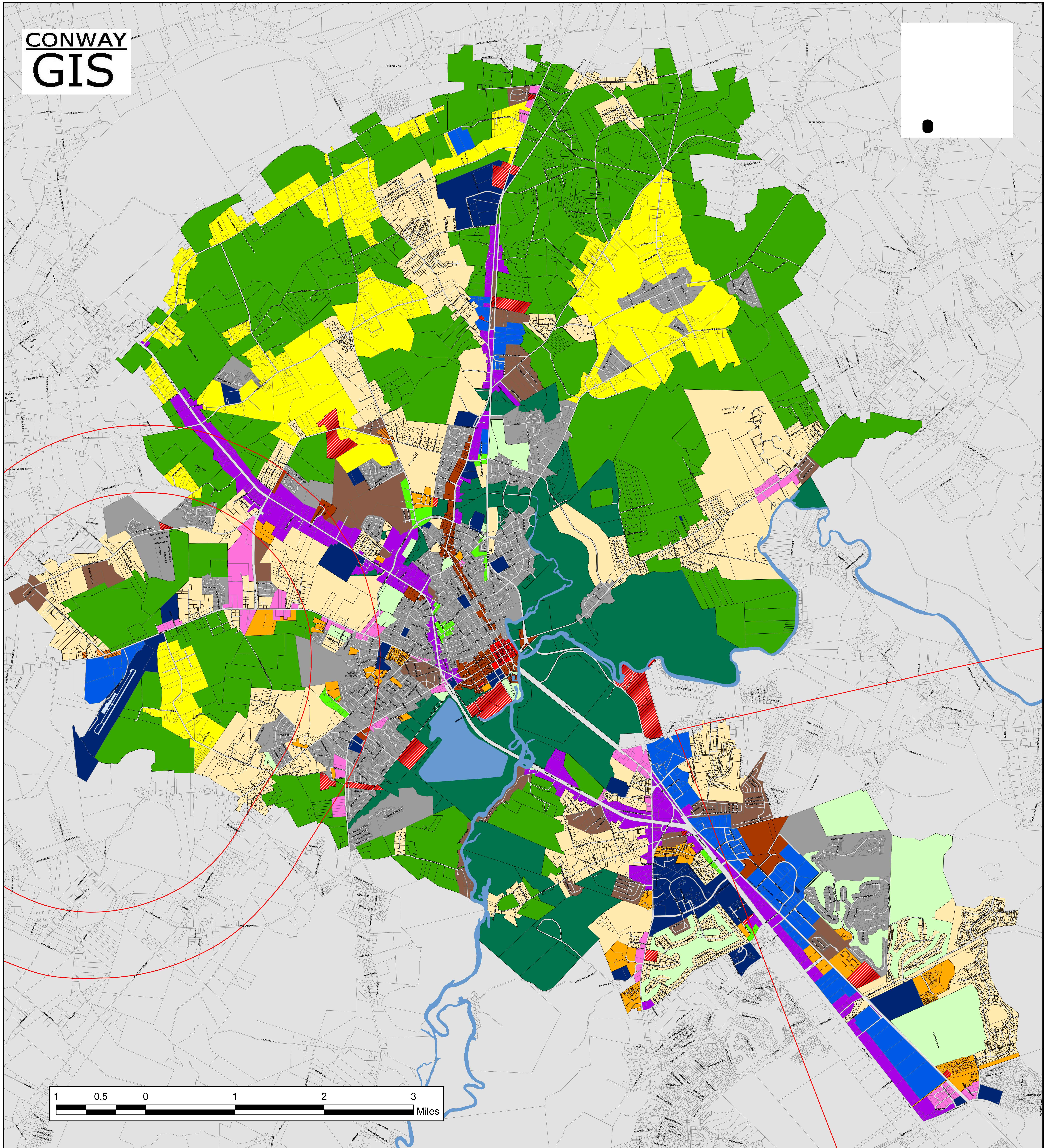
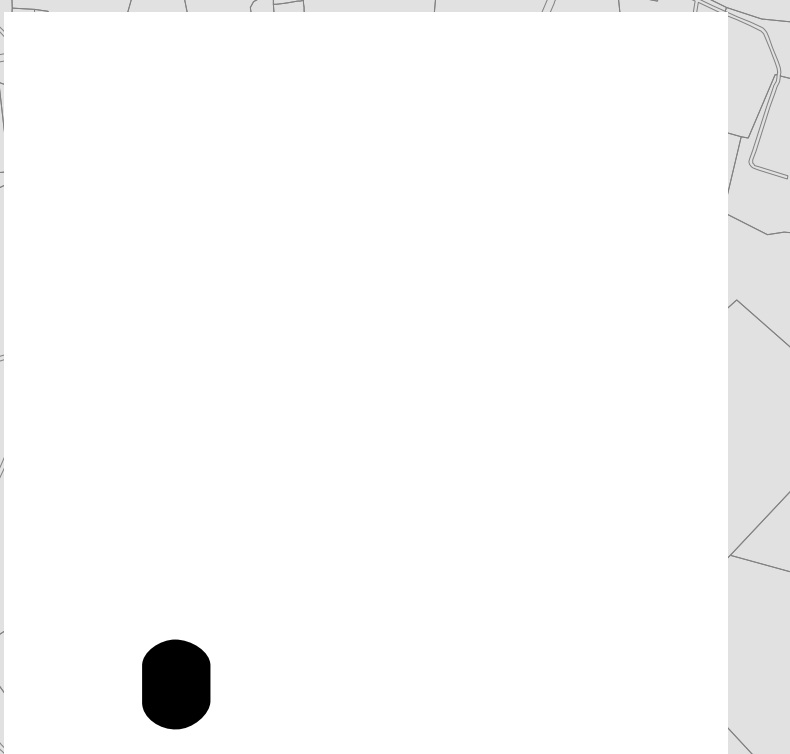
Establish for all guidelines clear separation between requirements and guidelines.

Develop user-friendly guidelines that are easily understood by the general public.

Consider incentives to achieve a higher level of development and meet identified goals.

Strategies: Utilize illustrations and photographs where needed to explain the guidelines.

Consider overlays of major transportation corridors.



Legend

- | | | | | |
|----------------------------|--------------------------|----------------------------|-------------------------|-------------------|
| AIRPORT OVERLAY | FOREST AGRICULTURE | INSTITUTIONAL | NEIGHBORHOOD COMMERCIAL | RURAL RESIDENTIAL |
| CONSERVATION PRESERVATION | HIGH DENSITY RESIDENTIAL | LOW DENSITY RESIDENTIAL | PROFESSIONAL | UTILITY |
| DOWNTOWN HISTORIC DISTRICT | HIGHWAY COMMERCIAL | MEDIUM DENSITY RESIDENTIAL | RECREATIONAL | |
| EXISTING RESIDENTIAL | INDUSTRIAL | MIXED USE | RURAL COMMERCIAL | |

Future Land Use Map 2019

