

Community Facilities Element

Description of Community Facilities Element

This element includes documentation of vital services essential to the growth, development or redevelopment of the community. Separate consideration should be given to the following: transportation; water supply, treatment and distribution; sewage system and wastewater treatment; solid waste collection and disposal plan; fire protection; emergency medical services; plan for any necessary general government facilities (e.g., administrative, court, or other facilities); educational facilities; plans for libraries and other cultural facilities. (Comprehensive Planning Guide for Local Governments 2006)

Background and Existing Condition

The City's departments, facilities and services are summarized below as well as facilities and services provided by others that affect the daily lives of Conway citizens. In order to plan for providing and expanding or changing the facilities and services a complete inventory must be made of the current level of service being received and the adequacy of the facilities for providing those services. The City's properties and facilities are shown on **Map CF-1**.

City of Conway Public Facilities and Services

City Hall - 1001 Third Avenue

The Conway City Hall was built in 1825. It was designed by the famous South Carolina Architect Robert Mills and was the Horry County Courthouse from 1825 until 1908. In 1908, the building was sold to the City of Conway. The City Council Chambers, the Municipal Courtroom, and two City departments are located in City Hall. A new slate roof was added in 1989 and renovations began in the interior of the building in 1991 to restore the courtroom and council chambers. Additional renovations include reproduction furniture for the main floor. Old jail cells are used as offices and these rooms have been remodeled to blend with the function and architectural style of the building.

Below are the two departments with offices in the City Hall:

- ❑ **Administration Department:** Administers all policies, ordinances, programs, goals, and objectives adopted by City Council. Coordinates all departments, personnel, finances, and policy matters. Applies for and administers all grant programs and special projects. The Administration Department has nine employees with seven full-time employees and one part time employee being housed at City Hall and it utilizes three vehicles.
- ❑ **Municipal Court:** Responsible for all judicial functions of City government. Tries all cases arising under the City Code of Ordinances. Municipal Court has one part-time judge and three full time employees.

Beautification Department – formerly Mary Thompson Center at Collins Park 1009 17th Avenue (will have offices at the new City Shop)

In Fiscal Year 2001-2002, the City of Conway created the **Beautification Department**, which reports to the Administration Department. The Department provides beautification and maintenance activities for all City properties. This department, consisting of a Director and seven employees,

performs landscape maintenance at historic City Hall, City Hall Annex, Riverfront Park, River Walk, Collins Park, and the Police Department. This Department also provides custodial services at City Hall and the nearby City buildings and maintains public grounds at some intersections, downtown sidewalks, and other City-owned lots. The Department also assists with Conway's numerous festivals and installs/removes the City's Christmas decorations.

Grants and Procurement – 1700 New Road

The **Grants and Procurement** staff members have an office at the City Shop on New Road. There are currently two employees in this division of the Administration Department. The Division is responsible for the submittal and administration of all grants for the City; the management of the Department of Housing and Urban Development Entitlement funding which includes housing programs, infrastructure improvements, and development of yearly public service program/project in low and moderate income neighborhoods; and coordination and management of the procurement of supplies, materials and equipment by any office, department or agency of the City as identified in the City's Procurement Ordinance.

Visitor Center 903 Third Avenue

The **Conway Visitor Center** is housed in the historic Quattlebaum Office Building (circa 1860). The Quattlebaum Office Building was listed in the National Register of Historic Places in 1986. The Visitor Center started as a visitor program in 1996, and officially became a Visitor Center in 2003, when the program moved into the Quattlebaum Office Building. The Visitor Center is part of the Administration Department and has one employee and volunteer assistance. The Center develops and distributes tourism maps and guides, markets the sales items at the Center, and provides guided tours. The Center assists in the Ghost Walk, which is sponsored by the Conwayborough Neighborhood Association and stages the Summer Series at the Riverwalk near the Marina. The series is held in June, July and August and includes two concerts, a theatrical production and the Conway Idol competition.

Ike G. Long Building – 206 Laurel Street

Formerly the location of Southern Electronics, the City purchased the building in December of 1992. The City then rented the building for several years to Congressmen Ravenel, Sanford, and Brown prior to moving the Planning and Building Department into the building in July of 2003. A reception was held on October 7, 2003, to celebrate the naming of the building in memory of Mayor Ike G. Long, Jr.

- ❑ **Planning Department:** Responsible for the land use planning, zoning administration, and land development activities in the City. The Department prepares the long-range comprehensive plan and is responsible for annexation, historic preservation and special projects such as the Waccamaw Riverfront development and the Greenway Plan. Additionally, the Planning staff reviews all plans for zoning compliance and provides technical assistance to the public regarding zoning matters. The Planning Department is usually the first point of contact for a citizen or company seeking to do a development project in the City limits. The staff handles all rezoning requests and serves as the staff liaison for the Planning Commission, the Zoning Board of Appeals, the Community Appearance Board and a number of other committees. The Geographic Information Systems (GIS) of Conway is housed in the Department. GIS mapping is used by City departments for a variety of planning functions and information storage by linking spatial and tabular data.

The Planning Department has six employees and utilizes one vehicle.

- ❑ **Building Department:** Reviews all construction plans, issues building permits, inspects all development projects, and enforces City codes and ordinances. The Building Department is responsible for enforcing all state and local building codes, the review of building plans, and the issuance of permits. The Department is also responsible for implementing state law governing licensed contractors, modular housing, State Architect and Engineer Board and is fully qualified in all construction expertise, certified by the International Code Council and registered with the State of South Carolina. The department is charged with the enforcement of flood plain management working with the Federal Emergency Management Authority and the South Carolina Department of Natural Resources. The staff handles all requests to the Building Board of Appeals. The Department has seven employees and utilizes five vehicles.

City Hall Annex-1001 Second Avenue

The City Hall Annex was built in 1980 and provides offices for the **Finance Department**. The Finance Department has eleven full time employees and one part time employee. The Department is responsible for the coordination of the financial affairs of the City, which includes accounting for all City funds, investments and cash management, payroll and personnel services, business license collections and inspections, debt administration, and utility billing and collections. The Finance Department has one vehicle. The City Hall Annex was last renovated in 1990.

Conway Law Enforcement Center (200 Laurel Street)

The Conway Law Enforcement Center is the operations center for the **Police Department**. The center opened in 1974. The Conway Police Department has 52 sworn officers and 17 support employees, and maintains a fleet of 43 vehicles. The department is divided into two divisions, each with its own responsibilities.

- ❑ Patrol Division - Uniformed Patrol Officers and Selective Enforcement Team (SET).
- ❑ Administrative Support Division – Training, Animal Control, Community Service, Chaplains, School Resource Officers, Victim Advocacy, Communications, and Records.

In November of 2003, the Conway Police Department opened a satellite station at 1800 Racepath. Two patrol shifts work from this office along with the Detective Division. The Selective Enforcement Team is housed at Fire Station 3, 703 Century Circle.

The Department is a full service public safety agency and has the power to enforce City ordinances, State laws and in a limited scope certain federal statutes. The Department assists and provides enforcement of City ordinances for other City departments – Building, Fire, Planning and Public Works. In partnership with other public safety agencies the Department manages and coordinates evacuations in response to a natural or manmade disasters. Other multi-jurisdictional law enforcement partnerships include traffic safety, drug enforcement, and underage drinking prevention and enforcement.

The Department operates under a community oriented policing philosophy that encourages community participation in identifying problems and addressing potential issues with comprehensive alternatives and solutions. This philosophy is put into practice with the

Department's efforts in support of the City's neighborhood associations and in coordination of neighborhood watch groups.

Conway Fire Department

The **Fire Department** provides protection of life and property in the event of an emergency. In addition to fire protection the fire service related activities of the Department include rope rescue, water rescue, fire investigations, Emergency Medical Service (EMS) first responder and Basic Life Support (BLS), auto extrications, a dive team unit, limited hazardous materials (hazmat) operations, fire prevention, public education, and fire and life safety inspections. The Department serves the entire city plus an area around the city (ranging from one to five miles) through a contract with Horry County. See **Map CF-2** in the appendix. The Fire Department has an Insurance Service Office (ISO) rating of 3. This rating was received in 2007. A fourth fire station is proposed to be built within the next few years in the US 501/El Bethel Road area.

The department has 31 full time employees and 15 volunteers. The Fire Department serves the City from three stations.

- ❑ Station 1 (307 Wright Boulevard) built in 1964, houses the Fire Chief's office and office space for the Administrative Assistant. Shift Captains work out of this station and supervise their shift personnel of one Lieutenant, one Sergeant and six firefighters. The station has an engine, a ladder truck, a tanker, and two personal watercraft.
- ❑ Station 2 (704 Country Club Drive) was built in 1998, and is named in honor of long-time fire chief Samuel E. "Tubby" Hendrick. This station houses the offices of the Battalion Chief of Operations, the Fire Marshall, and the Shift Lieutenant. Station 2 has two engines, a squad, a dive trailer, a hazmat trailer, a mass casualty trailer, and the Safe House.
- ❑ Station 3 (703 Century Circle) opened in 2002 and houses the office of the Battalion Chief of the Technical Division. A satellite Police Station is housed at this location. Station 3 has a ladder truck, a 1985 American LaFrance Reserve Engine, a dive boat and 1952 Mack Convertible Engine (parade unit).

Conway Parks and Recreation (1518 Jenkins Drive)

The **City's Parks and Recreation Department** provides a comprehensive program of recreational activities, programs, and facilities for the citizens of Conway and the surrounding area. The department has nine fulltime, six year round part time, and eight seasonal part time employees. Parks and Recreation employees perform a variety of jobs in organizing and promoting team sports programs and individualized recreational activities for all age levels. The Department maintains a total of eleven buildings, five vehicles, and eleven sites including:

- ❑ Collins Memorial Park(Sixteenth Avenue and Main Street) Facilities include lighted tennis courts, basketball courts, picnic shelters with grills, a gazebo, and a playground area with playground equipment. A building is available to rent for parties and various activities.
- ❑ Sherwood Park (Sixteenth Avenue and Sherwood Drive) Playground equipment and a picnic area are available at this park.
- ❑ Conway Marina (End of Elm Street and adjacent to the Waccamaw River) Facilities available are permanent and temporary docking for boats, boat launch area, gasoline,

concession store, picnic facilities and river boat tours. Showers and restrooms are available for public use. A new facility at the marina was constructed in 2000, and opened in 2001.

- ❑ Riverwalk (located along the Waccamaw River) The Riverwalk can be accessed at Main Street (Highway 501 Business) and Second Avenue or near Kingston Pointe Marina. The Riverwalk allows visitors to stroll along the river enjoying beautiful scenery and nature at its best. The City completed Phase I in the early to mid 90's from the northernmost historic warehouse to the City Marina. Also included was the extension of Laurel Street to connect to Elm Street. Phase II was completed in spring of 2001 and included a northern extension of the Riverwalk, the conversion of the campground to a park, and the Marina store. Phase III is to be constructed in 2007, and includes Elm Street sidewalks, parallel parking at the Marina and a northern connection of the Riverwalk to Second Avenue.
- ❑ Smith-Jones Recreation Area (Highway 378 West) Smith-Jones Recreation Area contains two tennis courts, volleyball courts, a picnic shelter with grills, a playground area and a swimming pool. A joint use agreement with the Smith Jones Board allows the City to utilize property and facilities adjacent to Smith Jones Recreation Area, which has two basketball courts, one softball field (unlit), and playground equipment.
- ❑ Twelfth Avenue Recreation Area (Between Twelfth Avenue and Magrath Avenue) Adjacent to Conway Elementary School, the site has a track that is used by walkers.
- ❑ Recreation Complex (Jenkins Drive) The administrative offices of the Recreation Department are located at the Complex. All registrations for the various sports and activities is taken at the administrative offices. The complex has five lighted baseball/softball fields, one lighted football field, one lighted soccer field and a T-ball field. Two of the baseball/softball fields have grass infields. Structures at the Complex include a picnic shelter and playground equipment. The newest building at the complex is the Conway Senior Center, which was built in 1999.
- ❑ Riverfront Tennis Center (Elm Street) Located on Elm Street, the center offers seven lighted clay tennis courts and a pro shop. Membership fees or hourly court fees are charged. A tennis professional works on site and offers lessons.
- ❑ Jasmine Park (Dewberry Lane) Located in Jasmine Woods subdivision off Jasmine Park this site has an unpaved trail leading through this wetlands area.
- ❑ Crabtree Recreational Walking Trail (North Conway off Long Road) The paved trail extends from the trailhead at Long Avenue to US 701 North. Parking is available at Sherwood Drive and limited parking is located at Long Avenue.
- ❑ Park Avenue property This City owned property was donated to the City for recreation purposes but has never been developed.

The Recreation Department supports sports and sports related programs including football, soccer, baseball, basketball, cheerleading, softball, and tennis. Other recreational activities offered for all ages include Father/Daughter Valentines Dance, Easter Festival, Hook a Kid on Golf, Summer Playground Program, Summer Sports Camp, Camp out at Coastal Carolina University, Movies at the Riverfront (summer and fall), Fall Festival, Children's Turkey Shoot, Christmas Card Contest, Santa's Calling and Breakfast with Santa. Shag lessons and aerobics classes are also offered by the Department.

City Shop (1700 New Road)

The Conway City Shop is a facility of five (5) buildings and is headquarters for the **Public Utilities Department, Public Works Departments and Grants and Procurement (Division of the Administration Department)**. The construction of a new Maintenance Shop Complex (new shop) to replace the City Shop was approved in the City's 2007/2008 budget and will be built on property owned by the City located on Hwy. 378. The 30-acre site was purchased in February of 2007. The total project cost is \$5.6 million for the design, site work and construction of the facility. The uses will include a vehicle and maintenance shop, the Public Utilities Department, the Public Works Department, Grants and Procurement, and the Beautification Department offices and facilities. The 18-month project will include 5 months for plan development and 13 months for construction.

The **Public Utilities Department** has 41 employees and occupies one building that was built in 1981. The Public Utilities Department operates 77 vehicles and pieces of heavy equipment. The department is responsible for the construction, operation, and maintenance of City water and sewer treatment facilities. Additionally, the Department is responsible for fleet maintenance and that Division is housed in the Vehicle Maintenance building, which was built in 1963. The Public Utilities Department is divided into the following divisions:

- ❑ Maintenance and Construction Division: The responsibilities of this division include: repair of water and sewer line leaks, installation of new water meters and sewer taps, new extensions of water and sewer lines, installation of simplex residential pump stations, fire hydrant repairs and replacements, and assistance with location of existing water and sewer lines. There are 19 employees in the Maintenance and Construction Division.
- ❑ Operations Division: This division is responsible for the operation of the drinking water distribution system and sanitary sewer collection and transmission system. Typical functions of the operations division include: elimination of sewer blockages, addressing sewer odor complaints, vector truck operations, video inspections of sewer lines, installation and maintenance of telemetry systems, and electrical and control panel installation, operation and maintenance. There are 10 employees in the Operations Division.
- ❑ Technical Division: The primary functions of the Technical Services Division include: water meter testing, water meter upgrades and replacements, backflow prevention program, fire hydrant preventive maintenance program, fire hydrant flow testing, and main line valve exercise program. In addition, this Division responds to service requests involving water meters, water quality and low flow/low pressure complaints and reads water meters. There are 7 employees in the Technical Division.
- ❑ Vehicle Maintenance Division: The City currently owns and operates approximately 275 vehicles, pieces of heavy equipment and small engines. Vehicle maintenance is responsible for fleet maintenance for all City Departments. This division schedules and conducts a preventive maintenance program for city vehicles and equipment and performs scheduled, unscheduled and emergency repairs. Vehicle maintenance also provides radio dispatch services for Public Works, Solid Waste and Public Utilities. An additional responsibility for this division is purchasing and inventory/warehouse control for Central Supply within the Public Utilities Department as well as making purchases for the Vehicle Maintenance Division. There are 5 employees in the Vehicle Maintenance Division.

Public Utilities Infrastructure

Water Distribution

The City of Conway purchases water from the Bull Creek Regional Water System, which is operated by the Grand Strand Water and Sewer Authority. Conway converted from well water to surface water in September 1991. Prior to use of the surface water system the City operated eight ground wells. The City still currently owns these wells and they are operated periodically in an emergency. Conway has seven elevated storage tanks with a 1.4 million gallon storage capacity.

The City currently has two water systems it operates and maintains, Conway and Conway Rural. Conway Rural System is located east of the Waccamaw River. The Conway system is the area west of the Waccamaw River.

As of January 2007, the meter connections of both systems totaled 13,182. The estimated customer base for the connections is 32,955. Conway's average daily consumption for water on both water systems is 3.45 million gallons per day. These two water service areas cover 111 square miles and have approximately 235 miles of water mains. There are approximately 1500 fire hydrants on Conway's two water systems.

Wastewater Collection

The City of Conway has been the responsible agency for serving the wastewater collection needs of the City since 1910. The Public Utilities Department is responsible for collecting, pumping and transporting wastewater from sewer customers within the City of Conway sewer service area to a wastewater treatment facility on New Road operated by Grand Strand Water and Sewer Authority (GSWSA).

As part of the 1994 agreement to transfer the ownership of the New Road treatment facility, Conway and GSWSA established a priority list that targets major thoroughfares for the installation of approximately 171,000 linear feet of force main. The list included Highways 701, 378, 319, 165, 65, 107, 106, 501 and 905. Of these, only Highways 65 and 107 are yet to be completed. No new projects are listed at this time. The agreement also established a water and sewer service area for Conway shown on **Map CF-3**.

As of January 2007, the City operated and maintained approximately 100 miles of sanitary sewer lines, 65 miles of force mains with 6660 sewer connections with an estimated customer base of 16,650 customers. The City currently owns and operates 68 sewer lift stations and is responsible for 200 residential pump stations and 2350 sewer manholes.

Evaluation and Financial Planning for the Water and Wastewater Systems

The Public Utilities Department has contracted with B. P. Barber & Associates, Inc. and Raftelis Financial Consultants, Inc. to prepare an Evaluation and Financial Planning for the Water and Wastewater Systems for the City. The study and recommendations will be presented to the City Council Five Year Plan Subcommittee in August 2007. The recommendations from the subcommittee will be presented to City Council. The study includes an inventory of water and wastewater facilities, a capital improvements plan with cost estimates and a rate study linked to the capital improvements plan.

Public Works Department

The Public Works Department was created in 1997 when the Street & Drainage Department was combined with Solid Waste Management. This department has a total of 39 employees and occupies one building, which was constructed in 1981. The Public Works Department is divided into the following divisions.

- ❑ Street Division: Manages and maintains the City's transportation system which includes resurfacing streets, sidewalk construction and repair, street signage, and patching and construction of streets. This division has 7 employees, fourteen vehicles and fourteen

pieces of heavy equipment.

- ❑ **Solid Waste Division:** Provides residential and commercial solid waste collection and recycling. Residential service includes curbside solid waste, yard debris, bulk material collection and recycling. Pick up is made from 90-gallon rollout carts and 15-gallon recycling containers. Commercial service is customized to provide a diverse level of services based on the requirements of individual businesses. Rollout cart(s), recycling container(s), and dumpster service is available. Solid waste is collected and deposited at landfills and recycling centers maintained by the Horry County Solid Waste Authority. The Solid Waste Division has eighteen employees with eighteen vehicles.
- ❑ **Stormwater Division:** This division constructs and maintains the City storm drainage systems, mows rights-of-way, and coordinates the mosquito control program. The Division has fourteen employees and has a fleet of nineteen vehicles and heavy equipment.

Street System

There are approximately 141 miles of public streets in Conway. The City of Conway Public Works Department maintains approximately 55 miles of streets (39%) and the South Carolina Department of Transportation (SCDOT) is responsible for maintaining 70.5 miles (50%) of all streets and roads. Horry County maintains 15.45 miles of streets of which 4.6 miles are unpaved streets. Of the total public street network, 5.7 miles (4%) are unpaved. The City of Conway is responsible for the maintenance of the remaining 1.1 miles of unpaved streets.

The City Public Works Department inspects all 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 condition; 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 following table provides a summary of street conditions in Conway as of January 23, 2007.

Table CF- 1. Street Condition and Mileage

Ownership	Condition	Mileage
City of Conway	1	15.24
	2	24.39
	3	6.80
	4	7.43
	Not Paved	1.11
Subtotal		54.97
S.C. D.O T.	1	13.0
	2	45.0
	3	8.77
	4	3.77
Subtotal		70.54
Horry County	1	1.74
	2	8.41
	3	0.30
	4	0.40
	Not Paved	4.60
Subtotal		15.45
TOTAL		140.96

Source: City of Conway, Public Works Department: 2007.

In the 2007 Street Study Report, the Public Works Department noted that 24% of the Conway street system needed either minor or major repairs or were not paved. Most of the streets (97%) in these categories were state and city maintained.

In February 2007, the County Transportation Committee (CTC) granted \$144,000 to the City to resurface and pave(unpaved) streets. A portion of the funding was for applying thermoplastic (for striping parking, etc.) on downtown streets as needed. Collins Jollie Road is currently a County-maintained road that will become a City street once it has been paved. All of the other streets are City streets. The streets to be resurfaced in 2007/2008 include the following:

Table CF-2. Street Resurfacing 2007-2008

City Street	From	To.	Condition	Mileage
Rosehill Cemetery	Grainger Road	Rosehill Road	4	0.25
Spivey Avenue	Thompson Street	US 501	4	0.26
Blake Street/Chicora Subdivision	Chicora Boulevard	Boundary Street	4	0.27
Aaron Street/Chicora Subdivision	Chicora Boulevard	Cultra Road	4	0.27
	Location			
Sweetbriar Court	Off Oak Street near 12 th Avenue		4	0.08
Canterbury Lane	Off Oak Street near 12 th Avenue		4	0.06
Neely Drive	Off West Ridge Boulevard		4	0.11
Bayside Avenue	Off Leonard Avenue		4	0.27
Collins Jollie Road	Off Long Avenue Extension		Not paved	1.90
Brown Street	Off Horry Street		Not paved	0.04
TOTAL MILEAGE				3.51

Source: City of Conway Public Works Department

Solid Waste Management and Recycling

Services provided by the City of Conway to residential customers include:

Curbside Recycling Service Each resident is provided a 15 gallon recycling container to place recyclables such as plastic, glass, newspapers, magazines, steel cans, and old corrugated cardboard (OCC). Collection is made once per week.

Curbside Solid Waste Pick-up is provided to residents on a weekly basis. For the convenience of the residents, pick-up is made via a 90-gallon roll-out cart. Residents place the roll-out container at the curb before 7:00 AM on their scheduled pick-up day.

Curbside Yard Debris service is provided to residents on a weekly basis. Loose yard debris is placed at the curb for collection.

Curbside Bulk Material Collection Service picks up heavy bulk items such as a refrigerator, washing machine, bedding, water heater, furniture, and other heavy materials on a weekly basis. This service is provided to allow residents the convenience of disposing of large items or materials without needing to use a special vehicle or finding the necessary manpower to discard the item.

Commercial establishments are provided a diverse level of services based on their particular service requirements. Commercial customers have an assortment of styles and sizes of dumpsters from which to choose ranging from 2.0 cubic yard containers to the large 8.0 cubic yard containers. Additionally, customers can choose their preferred day(s) of service, allowing them

the flexibility to manage their solid waste services effectively. Commercial establishments are also provided customized recycling plans to meet the needs of individual businesses.

All recyclable products, once collected, are delivered to a Materials Recovery Facility (MRF) for processing and bundling before being transferred to a distribution facility or to an end user of raw materials. The City collected 1,555.86 tons of recyclables from July 2006 to June 2007. There are three categories of recyclables – recycle 1 (glass, bottles, cans and paper), metal and cardboard. The tonnage breakdown during this year was recycle 1 – 663.31 tons; metal – 54.39 tons; and cardboard – 838.16 tons.

Landfill disposal of the Solid Waste Department includes yard waste, bulk materials, residential and commercial solid waste and mixed construction and solid waste roll off materials. The total tonnage for FY 06/07 was 20,800.26 tons.

Drainage System

In 1979, a Storm Drainage Study was completed by the Harwood Beebee Company that divided the City into seven major drainage basins. The sizes of the basins vary with each having differing geological, topographic, and land use characteristics. See **Map CF-4** in the appendix.

In March of 2003, the City of Conway created a stormwater utility. The purpose of the utility is to provide for the planning and funding of a comprehensive stormwater management program for the City. The goals of this program are to: promote the health and protect the property of the citizens of Conway, preserve the natural environment, and to enhance the opportunity for economic development in and around the City of Conway.

The initial impetus for the creation of a stormwater utility for the City of Conway is the need to comply with the mandates of state and federal laws. The state law is the Stormwater Management and Sediment Reduction Act, which authorizes the establishment by a municipality of a stormwater utility. Federal laws include The Federal Clean Water Act and Water Quality Act -National Pollutant Discharge Elimination System (NPDES) Stormwater Program Phase II. NPDES Phase II required that Conway establish a stormwater program that addresses six minimum control measures (MCMs). These MCMs are:

1- Public Education and Outreach, 2- Public Involvement, 3- Illicit Discharge Detection and Elimination, 4- Pollution Prevention and Good Housekeeping in Municipal Operations, 5- Construction Site Runoff Control 6- Post-Construction Stormwater Management in New Development and Redevelopment

In addition to meeting the requirements of NPDES Phase II which are primarily oriented toward water quality enhancement, the City of Conway has approved \$1,500,000 to be used for the purchase of equipment to allow improved maintenance of the existing drainage system, the initiation of an accelerated capital improvements program that will address identified existing drainage problems and the revision of the 50/50 match fund tiling program to a 25/75 funding cost share.

The City of Conway has also established the Water Quality & Drainage Commission, which created KLEAN (Kingston Lake Environmental Awareness Network). The City is a participating member in the Coastal Waccamaw Stormwater Education Consortium, and supports the efforts of the Volunteer Water Quality Monitoring for the Waccamaw River, a program run by the Waccamaw Watershed Academy of Coastal Carolina University's Burroughs and Chapin Center for Marine and Wetlands Studies.

Also in 2003, DDC Engineering designed ten capital improvements projects that were the highest in priority. As of June 20, 2007, the Public Works Department has completed six and has four projects remaining to construct. These projects are scheduled for construction in FY 07/08. The City has identified 36 other projects to be constructed in the future when funds become available. The projects, project status and actual and estimated costs are listed in Table CF-3.

Table CF-3. Drainage Projects

Project	Status	Cost Actual or Est. 3/22/07
5 th Ave. and Main St.	Completed	\$104,830.00
8 th Ave. and Burroughs St.	Completed	\$366,917.18
Smith St.	Completed	\$272,707.35
Pinecrest Subdivision	Completed	\$171,197.00
Magrath Ave. and Freeman Dr.	Completed	\$452,784.95
10 th Ave. and Lakeside Dr.	Completed	\$456,814.67
TOTAL		\$1,825,251.15
Woodward Dr. near Alston St.	Designed 2/07; Construct by 6/08	\$76,400
4 th Ave. and Myrtle St.	Designed 2/07; Construct by 6/08	\$18,900
4 th Ave. and Woodward Dr.	Designed 2/07; Construct by 6/08	\$162,345
Blount St. and Rose Dr.	Designed 2/07; Construct by 6/08	\$49,245
*Gladys St. R-O-W	Part of Blount Street project	\$ 8,000
West Alley		\$138,000
16 th Ave. and Kingston Apt.		\$91,000
Long Ave. and Hawthorne Dr.		\$104,000
Powell St. and 2 nd Ave.		\$104,000
Country Club Dr. and Rosebud Dr.		\$110,000
Chicora Subdivision		\$435,000
Lincoln Park Subdivision		\$96,000
Burroughs St. and Pine St.		\$42,000
Dewitt St.		\$32,000
Elm St. and Ambrose Alley		\$108,000
Maple Ave. to Green St.		\$175,000
Forest View Rd. and Calhoun St.		\$48,000
Hwy. 378 Outfall near Magnolia Dr.		\$90,000
Forest Loop Subdivision		\$120,000
3rd Ave. and Hwy. 378		\$42,000
15 th Ave. and Court St.		\$107,000
10 th Ave. and Buck St.		\$33,000
Elm St. and 17 th Ave.		\$72,000
Jordan Circle and Ray Dr.		\$150,000
Hwy. 378 and Hwy. 501		\$59,000
Elm St. and Marina Dr.		\$44,000
13 th Ave. and Barker St.		\$128,000
7 th Ave. and Melson St		\$63,000
Woodward Dr. and Pittman St.		\$77,000
6 th Ave. and Currie St.		\$65,000
6 th Ave. and Kingston St.		\$27,000
Tinkertown		\$40,000
Thompkins St. and McKiever St.		\$89,000
6 th Ave. and Mauldin St.		\$64,000
1 st Ave. and Powell St.		\$31,000
Kenneth St. Sessions St.		\$84,000
Lakeland Dr. and Busbee St.		\$140,000
Janette St. and Marjory Circle		\$110,000
Sherwood Dr. and Country Club Dr.		\$36,000
Cultra Rd.		\$84,000
16 th Ave. and Forest View Rd. outfall		\$150,000
TOTAL		\$3,702,000

Source: City of Conway Public Works Department

Horry County Government Facilities

As the County seat of Horry County, Conway is the central location for many of the County's facilities. There are 941 employees who work in eighteen buildings of which the County owns fourteen of the buildings, leases three buildings and occupies one by agreement. The three buildings that are leased are 607 Main Street where the Drug Enforcement Unit (DEU) is located, Department of Health and Environmental Control (DHEC) – Conway Health Department on North Main Street and DHEC Vital Records on 9th Avenue. The County occupies the Library facility at 1008 Fifth Avenue by agreement. See Table CF-4. The location of the County facilities is shown on **Map CF-5**.

Three parking lots are also owned by the County in downtown and are located in close proximity to the Historic Courthouse and the newer Government and Judicial Complex. The Government and Judicial Complex is the largest building in downtown Conway with 246,644 square feet covering more than five and a half acres.

The new County library located at the Burroughs complex has 22,000 square feet which is over two and a half times larger than the 5th Avenue location. The former Burroughs School beside the new library has been offered to the museum by Horry County Council to develop plans to renovate and relocate the museum from its 428 Main Street location. The 28,000 square foot school will be used for exhibits, collections and programs. The community landmark, McCown Auditorium with seating for 400 will also be part of the new museum facility and will be used for programs and special events.

Table CF – 4. Horry County Government Facilities, Conway

Facility Name	Address	Type of Facility	Square Footage	Number of Employees
Burroughs Complex	801 Main St.	VACANT	46,372	0
Conway EMS	2560 Main St.	Rescue	6,174	10
Conway Library - NEW	801 Main St.	Library	22,000	13
Conway Library	1008 5 th Ave.	Library	8,668	9
Conway Library Technical	1603 4 th Ave.	Library Admin.	2,611	7
Drug Enforcement Unit (DEU)	607 Main St.	Solicitor	3,000	11
DHEC – Conway Health Dept.	N. Main St.	DHEC	6,700	28
DHEC Vital Records	9 th Ave.	DHEC	2,600	14
Gov./Judicial Complex	1301 2 nd Ave.	Multipurpose	246,644	416
Historical Courthouse	1201 3 rd Ave.	Multipurpose	33,198	69
M. L. Brown Public Safety	2560 Main St.	Multipurpose	50,042	160
Maintenance Complex	307 Smith St.	Multipurpose	5,376	93
Museum	428 Main St.	Museum	3,796	6
Piver Building	203 Laurel St.	Public Defender	5,542	15
Sanders Building	209 Beaty St.	VACANT	4,690	0
Technology Center	103 Elm St.	Multipurpose	22,500	75
Thompson Building	211 Beaty St.	Multipurpose	2,929	10
University Fire Station	300 Victory Lane	Fire / EMS	5,016	5

Educational System

Pre-kindergarten to 12th grade

The educational system for Conway is provided by Horry County Schools. The main office of Horry County Schools is at 1605 Horry Street in Conway. Horry County Schools serves over 36,000 students and is the third largest school district in South Carolina. Horry County Schools is divided into nine attendance areas and the Conway attendance area stretches from the Little Pee Dee River to the general Conway area. The Conway attendance area is shown on **Map CF-6** in the appendix. Worth noting is the fact that with the annexations east of the Waccamaw River, Conway residents and their children live in the Carolina Bays attendance area. Although not many Conway families reside in this attendance area, students who live in Conway east of the River do attend Waccamaw Elementary School, Carolina Forest Elementary School, Black Water Middle School and Carolina Forest High School. The Carolina Forest attendance area is shown on **Map CF-7** in the appendix.

The schools in the Conway attendance area include five elementary schools, Child Development – 5th grade (two in the City limits) two middle schools, 6th – 8th grade (both in the City) and one high school 9th – 12th grade (in the City). Enrollment for the Conway attendance area during the 2006-2007 school year was 6322 students. Attendance is projected to rise for 2007-2008 by 869 students to a 7191 total, which is a 13.7% increase. These schools and their addresses and attendance/projected attendance are listed below:

Table CF-5. Conway Area Schools Attendance 2006-2007 & Projected Attendance 2007-2008

School	Location	Number of Students	
		2006-2007	2007-2008
Conway Elementary	1101 Snowhill Drive	638	640
Homewood Elementary	108 N. Clemson Road	724	798
Kingston Elementary	4589 Highway 427	613	646
Peedee Elementary	6555 Highway 134	653	666
South Conway Elementary	3001 4 th Avenue	653	662
Conway Middle	1104 Elm Street	561	609
Whittemore Park Middle	1808 Rhue Street	652	640
Conway High	2301 Church Street	1581	1630
Academy for Technology and Academics	5639 Hw. 701 North	700+	700+
Conway Education Center	1620 Sherwood Drive	200	200
Horry County Education Center	2694 Hwy. 905	*** See note below	
TOTAL		6322	7191

Source: Horry County Schools-Division of Planning

*** Due to high fluctuations in this number it is not included in the total.

Other facilities in the Conway attendance area include the Academy for Technology and Academics, the Horry County Education Center and the Conway Education Center. The Academy for Technology and Academics offers a wide variety of career majors, career programs and certifications for high school students throughout Horry County, predominately for 11th and 12th graders and has an attendance of approximately 700 students. The Horry County Education Center is the home of the Alternative School for Horry County. The Conway Education Center serves as the Child Development Center for the four year olds in Conway and has an attendance

of 200 children. The Conway Education Center also serves the Conway area as a Family Living Center with free childcare for parents taking adult education classes. Other locations for adult classes are Horry-Georgetown Technical College at 2050 Highway 501 Bypass, the South Carolina Department of Vocational Rehabilitation at 3009 4th Avenue and St. James Catholic Church at 1071 Academy Drive. Classes offered include GED (Graduate Equivalency Designation) Preparation, Adult Basic Education, English as a Second Language, and computer courses.

A major building program (Phase II) was initiated in 2002, by Horry County Schools for the Conway attendance area. New schools were constructed at Conway Elementary School, Homewood Elementary School, Kingston Elementary School and Peedee Elementary School. All these schools are 95,000 square feet in size and cost \$10.7 million each. A major renovation and additions project was completed at South Conway Elementary School in 2004, at a cost of \$4.1 million. The new Academy for Technology and Academics was completed in 2006 at a cost of \$22.5 million for the 144,000 square foot facility.

Phase III improvements in the Conway attendance area include Conway High School where 35 classrooms, 10 science lab areas, computer labs, and a multi-purpose facility will be constructed in 2007. Conway High will also get a cafeteria expansion and numerous other support area renovations. Conway Middle will receive classroom conversions to science labs and the addition of a full sized gymnasium and resources area in 2007. Whittemore Park Middle School will have additional science labs constructed and renovations to the full size gym, mini-auditorium and resources areas also in 2007.

There are two private schools in Conway. ATC (A Touch of Christ) Christian School is located at 1672 Hwy. 905 and offers preschool through the 8th grade to approximately 50 students a year. Conway Christian School located at 1200 Medlin Parkway yearly has approximately 230 students and offers attendance for K-3 through the 12th grade.

There are 14 privately owned and licensed daycare facilities in Conway. This total does not include church day care facilities or daycare homes that have less than 6 children, which are not required to have City business licenses.

Higher Education

Coastal Carolina University

Coastal Carolina is located on University Boulevard just off Hwy. 501. Located in the Atlantic Center across Hwy. 501 from the main campus is the University's Center for Marine and Wetlands Studies. Coastal Carolina is located on 302 acres with 52 main buildings.

The university has 39 major fields of study and 36 undergraduate minors. Coastal Carolina also offers master's degrees in business administration, education, and coastal marine and wetlands studies. Coastal Carolina has 241 full-time faculty members with 82% holding doctoral or terminal degrees. The university enrollment for fall 2006, was 8,049 students from 44 states and 32 foreign countries. The Fall 2007 registration total is 8,300.

Horry-Georgetown Technical College (HGTC)

Located on Hwy. 501 close to Coastal Carolina University sits the main campus of Horry-Georgetown Technical College. HGTC is a comprehensive technical and community college

offering a wide range of career options in 9 major areas of study. The campus has several major buildings located on 55 acres. Other HGTC facilities include the Georgetown campus, the Grand Strand campus and the North Myrtle Beach off campus site. HGTC is one of the fastest growing academic institutions in South Carolina with more than 7500 students attending each year with an annual growth rate of 3.5%. Approximately 70% or 5,250 students attend the Conway campus.(Horry County –Envision 2027)

North American Institute of Aviation

The Conway-Horry County Airport is home to the North American Institute of Aviation (NAIA), one of the finest flying schools in the nation. The North American Institute of Aviation is located on Airport Road off Hwy.378 west of Conway.

Founded in 1978, the school offers an aviation technology program in aircraft maintenance and flight training for commercial and private certification. Classes are offered quarterly and begin every three months with nine months of coursework required to complete the training. Yearly approximately 125 students attend the institute. The school has dormitories for full-time students. Recently completed is a \$1.1 million facility with 9,000+ square feet that includes the training and terminal facilities, classrooms, flight instructor work areas, a conference room and an operations tower.

Health Care Facilities

The Conway Medical Center, located at 300 Singleton Ridge Road, is a private, non-profit institution, which opened at its current location in 1982. The Center has provided health care services in Conway for 70 years. The Medical Center hospital is a 160-bed facility with 186 doctors and 1200 employees. The 50-acre campus has 7 buildings including the hospital, a wellness center, a nursing center, an accounting building, and 3 physicians practices. Services provided at the Center and affiliated services are listed below:

Hospital Services: Inpatient Services (Medical, Palliative Care, Surgical, Obstetrics, Pediatrics, Intensive Care Unit /Pediatric Care Unit, Telemetry, One Day Surgery, Cardiac Rehabilitation, Bariatric Center of Excellence, Wellness Center, Long Term Care, Sub-Acute Care, and Emergency Room

Affiliated Services: Aynor Family Practice, Medstar Subacute Care Facility, Kingston Nursing Center, Occupational Medical Services, Conway Medical Center Wellness & Fitness Center, American Home Patient Durable Medical Equipment, Home Infusion, Alliance Home Care and R. Cathcart Smith Cardiac Rehabilitation Center

Future plans for Conway Medical Center include a 50-bed addition to the hospital in 2009, additional surgery rooms, additional catheterization labs, additional endoscopy rooms and additional imaging rooms.

Transportation

Automobile

The automobile is the most common transportation choice of residents living in Conway and Horry County and visitors coming to the area. With continuing growth forecast for Conway and Horry County and the Grand Strand established as a year round tourist destination, transportation improvements will be a major concern for Conway and Horry County to address in the future. Accidents on Hwy. 501 Business or Hwy. 501 Bypass have caused major traffic problems since these are the only two crossings of the Waccamaw River in Conway. The need for evacuation routes for a growing population requires Conway and Horry County to think regionally in order to accommodate our permanent population as well as tourist traffic.

Public Transportation

The Coast Regional Transportation Authority (RTA) provides public transportation for Horry and Georgetown County with a comprehensive bus system. The regular service fixed route runs with 35 vehicles and operates 365 days a year. The 15 routes include Conway, Myrtle Beach, North Myrtle Beach, Surfside Beach, Loris, Aynor and student services at Coastal Carolina. Ridership in 2006 for Coast RTA was 486,565 passengers. Paratransit service for medically qualified, physically challenged customers - curb-to-curb CATS (Citizens Accessible Transit Service) numerous neighborhood circulators, Dash About for Seniors, and community service shuttles are parts of the comprehensive system. **See Map CF-8 through CF-12** in the appendix.

Coast Regional Transportation Authority (RTA) has outgrown its facility located on Third Avenue in Conway and plans to build a new intermodal center. The current location does not provide adequate capacity to properly house and maintain its fleet of more than 50 vehicles. The intermodal facility would become the primary hub for the Fixed Route service. The 3rd Avenue facility would remain a satellite facility for routes servicing central and western Horry County. The current facility would also remain the primary hub for the Demand Response service because of its central location. Demand Response is a service for citizens who live outside the fixed route locations and can be received if scheduled by phone at least twenty-four hours in advance. A large portion of the Demand Response ridership is located in the rural areas of Horry County. (Horry County –Envision 2027) Another service provided by RTA include emergency evacuation shuttles in the event of a natural disaster or other emergency.

Future plans for park and ride facilities for commuters with park and ride lots are in the planning stages. Other plans include new bus shelters and signage. Each bus stop sign and shelter will have route maps and timetables. The Grand Strand Area Transportation (GSATS) Policy Committee has designated \$1,000,000 for the bus stop shelters and signs.

Airports

The Horry County Department of Airports manages four airports that provide the air service in the County. The main airport is the Myrtle Beach International Airport, which is located approximately 18 miles east of Conway on US Highway 17 Bypass. The airport is the departure and arrival point for all commercial aviation traffic for northeastern South Carolina. The airport is served by nine airlines and yearly serves approximately 750,000 people.

The Conway-Horry County Airport, a 306 acre facility, is located at 1700 Airport Road five miles west of Conway on US Highway 378. Maintenance, parking, and refueling services are provided for corporate and private aircraft at the airport at this. Emergency medical helicopter serves are also based at this airport.

The Grand Strand Airport is located within the city limits of North Myrtle Beach. This airport serves private and corporate aircraft with parking, refueling, and maintenance by two fixed base operators. The airport is predominantly used by people visiting the North Strand or transiting from the northeast further south.

The Twin-City Loris Airport is located two and a half miles northeast of Loris. The airport serves as an unattended airport for public use and is used regularly for practice approaches and landings by private aircraft. This airport is located on 50 acres and is the smallest of the general aviation facilities.

Bike Paths, Pedestrian and Paddling Trails

The City of Conway contracted with Haden-Stanziale to complete a Greenway Master plan. The Plan completed in July 2005, includes recommendations for bike paths and pedestrian trails and routes in several locations in Conway. Taking advantage of existing and proposed sidewalks is recommended to create connectivity with unpaved trails in environmentally sensitive areas and multi-use paved trails similar to Crabtree Canal's trails to establish this component of the greenway system. Connecting at various points with the bike and pedestrian routes is a blueways trail from Crabtree Canal through Kingston Lake to the Waccamaw River, ultimately ending at Jackson Bluff. Two projects that will be utilized are the West Cox Ferry Project owned by the U. S. Fish and Wildlife Service for the blueways trail and the Palmetto Trail, a statewide bike trail that is located on Hwy. 905, Fourth Avenue and 701 South in Conway and continues on toward Georgetown. **See Map CF-13** in the appendix.

Rail Service

Conway is not directly served by rail passenger service. The County is connected to the Amtrak national system via a van connection. The van, a joint Amtrak-Pee Dee Regional Transit operation, connects Myrtle Beach and Conway with Amtrak's Silver Palm at Florence.

Freight service is provided in Conway and Horry County by Southern Railroad. Southern Railroad's offices and facilities are located in the City on Highway 905 near Kingston Lake.

Summary of Findings

The City and other service providers continue to make tremendous strides in coping with rapid growth in Conway and Horry County. Improvements such as a new Senior Living Center and the Conway Library to the new transit signage and shelters soon to come are welcome additions to long established and historic facilities like Conway City Hall and Burroughs School.

How Conway decides to grow over the next ten years will define the community for years to come. The public sector should set an example for the private sector in terms of quality development and improvements, for example, with its parks and recreation facilities. Typically, higher quality public improvements encourage the private sector to develop better projects.

Managing growth will become essential in maintaining a high quality of life. Capital improvements like water and sewer extensions and new roads will determine where growth will take place. Creative land development regulations can facilitate better land development patterns and lessen the cost of

infrastructure improvements.

Greenways and open space have become highly desirable recreation amenities for families and those wishing to retire according to Ed McMahon of the Urban Land Institute. The private sector and public sector should seek ways to cooperate in the provision of in greenways and open space in order for the private sector to reap the benefits of higher lot sales and possibly even lower development costs and for the public sector to offer its citizens a better quality of life.

The community's facilities and associated services have changed significantly in the last ten years. The next ten years will call for even greater changes and additions to Conway's facilities in order to address the needs associated with the area's anticipated growth.

Goals, Objectives and Strategies

Primary Goal

Provide the necessary community facilities and services in an efficient and effective manner for a growing population and promote and support others' efforts to expand their services in the Conway area. Support and foster regional approaches to meet regional needs.

Goal 1 - Downtown City Facilities

Effectively use the City's downtown facilities and properly plan for the future use of these facilities and the services provided.

Objective 1: Establish a plan for the City's downtown facilities in order to better serve the public and increase the efficiency of the various departments.

Strategies: Determine current space needs of all departments and determine if existing space is being used efficiently.

Complete renovations to the Law Enforcement Center.

Create additional office space by reorganizing storage and computer rooms in the Annex.

Establish short-term plans for other minor improvements and renovations so that they may be completed in an organized manner.

Develop a long term plan to address future space needs including buildings, parking, and site amenities.

Identify options for making public improvements downtown and in the riverfront district.

Explore options for partnering with the County and private sector.

Create a detailed map of downtown offices for the public including County facilities.

Develop a uniform signage plan to include directional signage for downtown City offices.

Goal 2 – Administration

Continue to provide guidance for the City and its departments.

Objective 1: Provide oversight of the new shop construction.

Strategy: Finalize funding for the construction of the City Maintenance Shop Complex.

Complete and occupy the Shop Complex.

Pursue recreational uses for the City shop and other property on New Road.

Objective 2: Ensure that adequate roadways are in place to meet the transportation needs of Conway.

Strategies: Contract with a qualified transportation engineering firm to develop a 20 year plan.

Develop an implementation strategy during the plan's development to identify and pursue funding options.

Objective 3: Improve and beautify thoroughfares, public spaces and parks in environmentally sensitive ways.

Strategies: Council members and City staff will meet periodically to address this objective.

Inventory sites, develop concept plans and rank projects.

Identify funding options and seek partnerships.

Relocate utility lines underground in the downtown area according to the priority list established by Council.

Objective 4: Expand recreational opportunities and access in the Riverfront District.

Strategies: Complete Phase III of the Riverfront.

Begin planning for future phases of the Riverfront.

Objective 5: Facilitate the discussions and plans for the future use of the City's downtown facilities.

Strategies: Assemble future space needs from the different downtown departments.

Develop design concepts for the downtown facilities including buildings, parking and other public improvements.

Goal 3 - Beautification

Continue to provide beautification services to maintain an attractive community for residents and visitors.

Objective 1: Analyze the work elements of the Beautification Department in order to meet the goals of the department.

Strategies: Develop a yearly work plan in order to allow time for grant writing, seeking private donations, and developing partnerships.

Establish a priority list of major projects to include, right of ways, entranceways, downtown, public spaces and parks. Incorporate projects into the Priority Investment and Capital Improvement Plan.

Objective 2: Complete highly visible projects on major corridors.

Strategies: Contract to have traffic signals in downtown repainted.

Purchase new banners for downtown and Highway 501. Develop a program of banners that include seasonal banners, patriotic banners, event banners and other Conway oriented banners such as Coastal Carolina University.

Contract to repaint the Main Street bridge lights, purchase new globes and pressure wash the bridge. Identify potential funding sources.

Objective 3: Develop a maintenance plan for public buildings, public spaces and landscape improvements.

Strategies: Inventory all public improvements such as trash receptacles, benches, signs, alleys, appropriate storm water facilities, etc. in order to establish a maintenance and improvement schedule.

Identify projects that need to be done by contractors.

Goal 4 – Grants

Continue to apply for quality grants that compliment the mission of the City.

Objective 1: Work with all departments to identify grants that will aid the City.

Strategy: Identify specific projects in order to effectively search for grants.

Goal 5 - Tourism Development

Work to develop tourism facilities and expand marketing efforts and special events.

Objective 1: Develop strategies with other partners for the development of major tourism projects.

Strategies: Research potential for passenger rail tours and service to include a cost/benefit analysis to determine how the project may be feasible.

Research trolley use in other cities of Conway's size.

Partner with the Chamber of Commerce, Conway Main Street and Clemson Extension to develop a Farmers' Market facility.

Objective 2: Broaden marketing efforts to include and target a variety of groups.

Strategies: Develop a plan for making Conway a weekend destination as well as a day trip destination.

Market the downtown and the riverfront jointly.

Promote group tours to travel groups, church groups, and other organizations.

Develop a program for newcomers to our community, residents and tourists.

Conduct tours with travel writers.

Continue to work with other organizations in promoting Conway.

Begin to market ecotourism with the blueways trail and the West Cox Ferry project. Expand this effort as bike and pedestrian routes are developed.

Objective 3: Seek ways to expand and improve events in Downtown Conway.

Strategies: Promote all events at the Visitor Center and in welcome packets.

Solicit talent that will offer a variety of entertainment in the City.

Goal 6 - Planning

Continue to provide planning services for the City and keep abreast of new and innovative planning approaches in a growing environment.

Objective 1: Complete a 20 year transportation plan.

Strategies: Hire a transportation engineering firm to develop the 20 year plan.

Hold public forums to receive input.

Find funding sources and develop implementation strategy.

Adopt an Official Map of proposed thoroughfares.

Objective 2: Implement the Master Greenway Plan around the City.

Strategies: Identify priority routes and determine cost estimates for recommendations.

Hold public forums to receive public input.

Develop partnerships and fundraising opportunities.

Educate the public about the plan, "Share the Road" routes and bike safety.

Objective 3: Complete a comprehensive inventory of sidewalks and plans for new locations.

Strategies: Collect data on sidewalks – widths, locations and conditions (including areas in need of immediate repair).

Create a sidewalk data layer.

Prioritize new sidewalk projects to link existing sidewalks to community facilities.

Goal 7 - Building

Provide services, which improve the safety, appearance and welfare of the community.

Objective 1: Provide efficient review and inspection services for all new construction.

Strategies: Ensure the building codes are enforced uniformly.

Strictly enforce the code with all new construction.

Objective 2: Encourage historic preservation and quality rehabilitations.

Strategies: Continue to waive the permit fee for single family dwellings 50 years old and older to encourage rehabilitation.

Continue to waive the permit fees for downtown buildings 50 years old and older to encourage their full utilization for businesses and upper floor residences.

Ensure that older buildings are safe to occupy.

Objective 3: Continue with code enforcement efforts.

Strategies: Continue to monitor and assure the removal of abandoned vehicles throughout Conway.

Ensure the condemnation of substandard/unsafe buildings and the demolition of condemned buildings. Keep a list of substandard homes/buildings for demolition ranked by condition. Continue to assure all legal requirements are met with the condemnation and demolition process.

Continue to notify property owners of violations with regard to properties that are not maintained; clean up properties that are not maintained.

Objective 4: Assure compliance with the American with Disabilities Act (ADA) for new buildings.

Strategies: Conduct a citywide audit of City facilities.

Review plans submitted to the Building Department for ADA compliance.

Objective 5: Protect the City's floodplain and floodway.

Strategies: Recommend ways to limit fill and building in the floodplain.

Provide staff training in floodplain management.

Formalize the review and appeals process for plans located in the floodplain.

Goal 8 - Finance

Continue to manage the finances of the City and assure funds are spent in a financially responsible manner for the greatest benefit to the citizens of Conway.

Objective 1: Use the Strom Thurmond Institute and B. P. Barber studies along with the Comprehensive Plan for future capital improvements and financial planning.

Strategies: Complete a five year plan with specific time lines for equipment, vehicular, building and personnel needs.

Identify properties for possible purchase(s) in anticipation of future land/building needs.

Determine funding sources for facilities.

Goal 9 – Police Protection

Continue to provide effective police protection for the safety and welfare of the Conway's citizens.

Objective 1: Enhance the Department's ability to provide quality police services to the community.

Strategy: Provide adequate and efficient space for the Police Department.

Complete renovations to the Law Enforcement Center.

Provide input for future use of the City's Downtown facilities.

Objective 2: Address crime issues and clean up efforts in the neighborhoods.

Strategies: Target neighborhoods and make capital improvements.

Address crime problems and problem areas.

Seek Community Improvement Grants.

Continue to assist and educate existing neighborhood associations and watch groups and seek to establish new groups.

Goal 10– Fire Protection

Continue to provide quality fire protection within the fire service area.

Objective 1: Develop a fire protection plan.

Strategies: Continue to monitor the City growth and be proactive to meet the needs for service in our changing environment. Strive to move forward in the ISO Class 3 range.

Provide input concerning annexations and water and sewer expansion plans.

Prepare report on possible new facility locations.

Gather information from ISO to determine how lower ISO ratings might benefit the City and its citizens.

Objective 2: Enhance the delivery of an effective fire prevention and inspection program within our community promoting a safe and productive place to work and live.

Strategies: Provide fire safety programs in our schools, nursing and residential care facilities, hospitals, and businesses.

Conduct annual fire safety inspections of all businesses within the City limits.

Implement and coordinate a fire hydrant marking program to assist with the location of the water supply at emergencies.

Implement and coordinate an annual smoke alarm installation and inspection program to ensure the safety of our City residents.

Goal 11 – Recreation Facilities

Continue to manage and improve our existing recreation facilities, parks and programs while seeking to expand the recreational opportunities for Conway's growing population.

Objective 1: Broaden the scope of the City's recreation programs and facilities planning to include an indoor facility, greenway and open space component and maintenance plan and schedule.

Strategies: Develop a recreation master plan to include new facilities and improvements to existing parks.

Integrate the Greenway Plan into the recreation master plan.

Identify and complete Phase I of the Greenway Plan.

Establish a task force to explore the joint use of the current and planned Coastal Carolina University's recreational facilities.

Construct an indoor recreation facility with an indoor or outdoor pool for Conway.

Seek County cooperation for possible partnership opportunities.

Explore use options for Mary Thompson Center when the Beautification Department moves to the new City Shop.

Objective 2: Develop a strategy for parks and open space acquisition, development and management.

Strategies: Research the idea of an open space foundation.

Inventory vacant land to identify potential park locations in order to take advantage of developers' open space dedication requirements.

Analyze and consider the positive economic impact a recreational facility may provide.

Analyze and consider the reuse of the existing City Shop on New Road for a future recreation site.

Earmark development fee in lieu funds entirely to recreation/open space needs.

Objective 3: Establish a maintenance and scheduled improvement plan for the City's existing recreation facilities.

Strategies: Improve Collins Park with landscape and other improvements.

Repaint Riverfront Tennis Center, Senior Center, and Marina.

Improve parking at the Recreation Complex.

Complete Phase III of the Riverwalk.

Make weekly inspections of recreation facilities.

Develop a maintenance schedule with target dates in order to make improvements and provide maintenance in a structured manner.

Identify and make improvements to Smith Jones Recreation Center and Sherwood Park.

Goal 12 – Water and Sewer Plan

Provide quality water and sewer service in the service area with plans for expansion and continue maintenance and replacement efforts.

Objective 1: Incorporate the rate/fee study recommendations completed in 2007 into the capital improvements plan.

Strategies: Make recommendations to City Council once developed by the committee for inclusion in the capital improvements plan.

Implement the plan and construct the various projects according to the capital improvements plan .

Objective 2: Develop the water and sewer capital improvement plans in concert with the growth boundary/annexation strategies of the land use element.

Strategies: Work with appropriate City staff to develop annexation strategy and growth boundary.

Analyze the current service contract to ensure contract requirements are followed.

Objective 3: Upgrade sewer lines to eliminate inflow and infiltration problems.

Strategy: Upgrade sewer lines as identified in capital improvement plan.

Objective 4: Replace water lines that are obsolete or undersized in the older areas of the distribution system.

Strategy: Replace lines as identified in capital improvement plan.

Goal 13 – Street and Sidewalk System

Continue to provide improvements and maintenance of the City’s transportation system.

Objective 1: Broaden the scope of the City efforts to provide street improvements.

Strategies: Continue to make improvements to railroad crossings until all have rubberized materials.

Continue to survey streets annually and resurface streets as funding is available.

Inventory and develop plans for sidewalks to include connectivity to schools and the greenway plan trail system.

Give equal consideration to bike lanes and pedestrians improvements when planning or making streets improvements.

Objective 2: Improve and beautify the City’s thoroughfares and public spaces.

Strategies: Develop gateway and corridor concepts plans for all major highways in Conway.
Rank projects in order to have a multi-phased approach for implementation.

Work with the Beautification Department to inventory alleys and other public spaces to improve and beautify.

Goal 14 – Solid Waste Management

Provide a high level of service in solid waste collection while promoting our recycling programs.

Objective 1: Improve the cleanliness and appearance of our City streets.

Strategies: Coordinate sweeper service with the Beautification Department's litter campaign.

Support the new Keep America Beautiful effort in Conway.

Objective 2: Promote and provide public education for our recycling programs.

Strategies: Promote curbside recycling in residential areas by door hangers, personal contacts and presentations to neighborhood organizations.

Run informational video on public access channel.

Inform businesses of the programs in which they can save money and/or landfill space by utilizing these programs.

Goal 15 – Stormwater Management

Provide improvements and management of the City's storm water system, which will increase the level of service to the citizens and businesses of Conway.

Objective 1: Continue to address the six minimum control measures of the stormwater program.

Strategies: Create a resident's guide to understanding stormwater.

Map all culverts, illicit discharges, basins, channels and outfalls within the City limits.

Continue construction site runoff control management.

Complete an inspection report on drainage structures annually.

Conduct bi-annual inspections of all stormwater ponds in subdivisions and developments.

Promote good housekeeping practices through training of staff and officials and through incorporating innovative stormwater practices into City projects.

Continue the partnership with Coastal Waccamaw Stormwater Education Consortium to receive educational outreach & public involvement opportunities.

Identify retrofit opportunities for old stormwater infrastructure, particularly downtown.

Objective 2: Identify projects to improve and address stormwater runoff and quality.

Strategies: Schedule capital drainage projects annually from the approved list of projects.

Perform annual maintenance to maintain major outfall channels and ditches.

Objective 3: Incorporate aesthetic features and maximize public educational opportunities into stormwater treatment and control features.

Strategies: Use best available stormwater and quality treatment practices and technology such as urban trees and rain gardens (bioretention cells)

Include interpretive signage to educate the public about these sites.

Goal 16 – Information Technology (IT) and Geographic Information System(GIS)
Improve the City’s information technology and geographic information system capabilities to better serve city departments and the general public.

Objective 1: Centralize and consolidate the IT and GIS functions of the City.

Strategies: Consider the creation of new department which would include the IT and GIS personnel of the City.

Consider the centralization of data collection and servers.

Develop a Citywide document management system.

Install a Citywide work order system that utilizes GIS.

Objective 2: Improve the City’s IT and GIS infrastructure.

Strategies: Install new telephone system (Internet Protocol (IP)/telephony)

Coordinate all technology purchases through the IT and GIS staff.

Establish 3-5 year replacement plan for all departments.

Enhance the website and access channel.

Connect all City buildings

Establish the City’s own email exchange server.

Objective 3: Integrate GIS into all departments daily schedule to improve work flow.

Strategies Provide mobile GIS for appropriate departments –Building, Police, Fire, Public Works, Public Utilities, and Finance.

Create interactive GIS website for the City and consider providing licensed use of the website by engineers, developers, architects, etc.

Upgrade the City’s GIS software from a Workgroup application (10 editors) to an Enterprise Solution (unlimited editors)

Goal 17 – Horry County

Strive to create partnerships and coordinate efforts with projects and programs to better serve the citizens of the greater Conway area.

Objective 1: Explore opportunities to partner in providing recreation facilities.

Strategies: Identify projects that best offer partnering opportunities.

Visit recreation facilities in other communities including those that are owned by a City and County.

Objective 2: Seek to develop compatible site amenities and management strategies in the City and County downtown properties.

Strategies: Develop a directional signage system to better direct the general public to downtown City and County offices.

Jointly do a parking study for downtown to plan for future needs.

Objective 3: Include the County in the development of the Transportation Plan where appropriate.

Strategies: Seek input and support for major roadway proposals where the routes are multi-jurisdictional.

Lobby for funding participation for Transportation Plan implementation.

Goal 18 – Educational System

Support the efforts of the area schools and colleges to provide a quality educational experience and promote their respective missions.

Objective 1: Provide law enforcement support as needed for area schools.

Strategies: Continue the School Resource Officer and Juvenile Officer program to the schools in Conway. Provide training for the officers in the program.

Continue to monitor potential gang activity in the schools with visits, observations and reports.

Continue the after school program for the children at Cherry Hill Apartments.

Continue the intervention/diversion program in the middle and elementary schools for at risk students.

Continue to provide traffic control for City schools in the morning and afternoons.

Maintain a presence at athletic contests for traffic and crowd control and as needed.

Objective 2: Promote recreational activities and sports within the area schools.

Strategies: Communicate with appropriate schools to publicize activities and sports opportunities.

Consider providing after school exercise opportunities with an emphasis on fighting childhood obesity.

Objective 3: Provide sidewalk locations near schools and parks.

Strategies: Continue to construct sidewalks within close proximity to schools.

Link school sidewalk locations to bike paths and pedestrian trails.

Objective 4: Promote the identity within the Coastal Carolina University (CCU) community of Conway as their city.

Strategies: Approach appropriate groups to develop ideas for strengthening the relationship.

Provide promotional information for use on the Coastal Carolina website and include CCU information on the City website.

Goal 19 – Health Care

Promote the Conway Medical Center in its efforts to provide quality health care and support programs that stress the importance of a healthy lifestyle.

Objective 1: Explore partnership opportunities for promoting a healthy lifestyle in the Conway community.

Strategies: Offer the Medical Center an opportunity to serve on the Bike and Pedestrian Committee.

Communicate with appropriate Medical Center staff about other partnering opportunities.

Goal 20 – Public Transportation

Recognize and promote Coast RTA as a major factor in addressing the transportation needs of Conway, Horry County and the entire region.

Objective 1: Provide publicity and informational opportunities for Coast RTA.

Strategies: Offer space for Coast RTA promotional information at City buildings where appropriate.

Consider listing Coast RTA as a link on the website.

Objective 2: Explore opportunities to partner with Coast RTA.

Strategies: Offer assistance in locating bus shelters and signage.

Look at the feasibility of a trolley system for Conway.

Explore a route from Coastal Carolina University to downtown Conway.

Goal 21 - Airports

Support Horry County Department of Airports in their role in providing air service for Horry County.

Objective 1: Promote the airport facilities and services of Horry County.

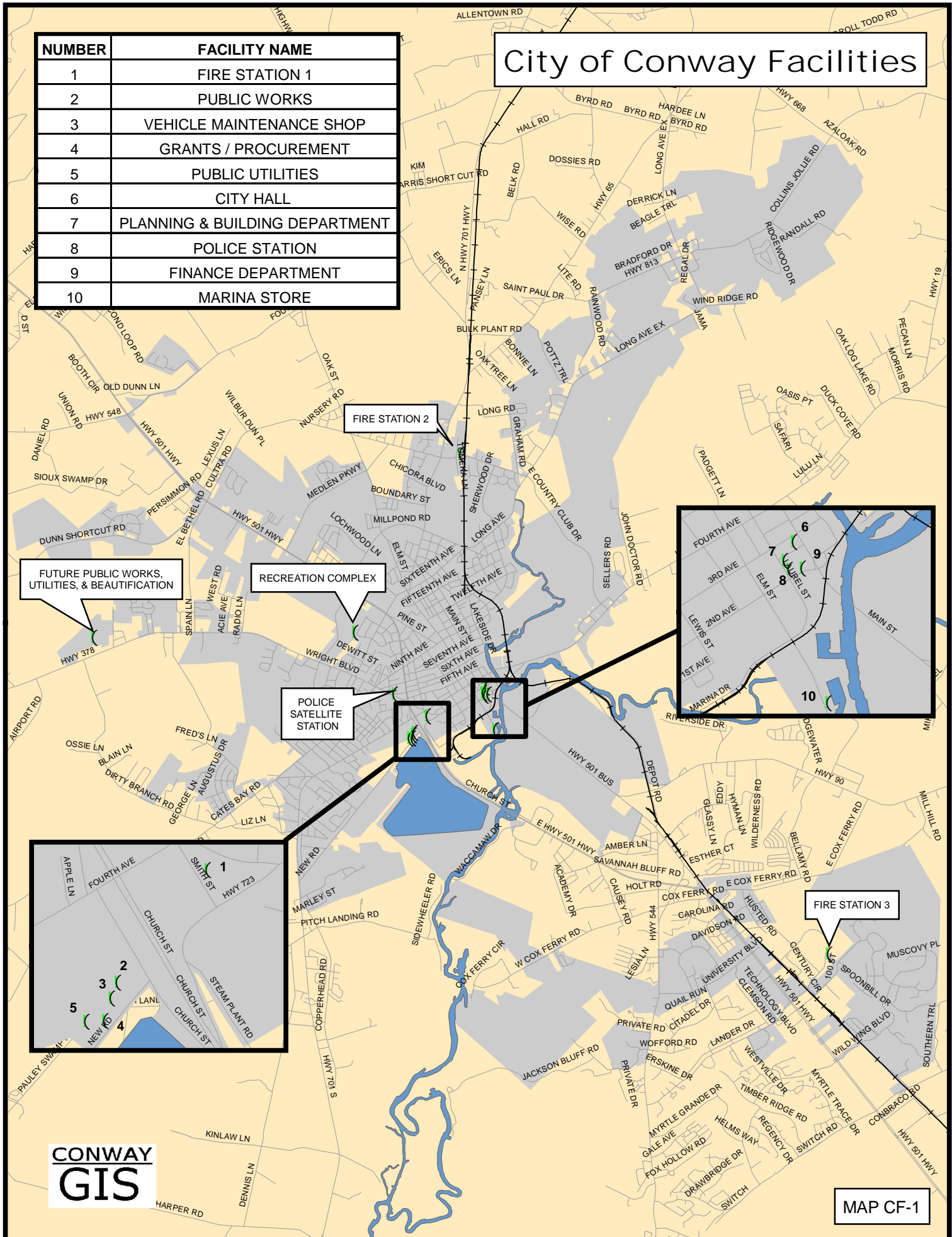
Strategies: Provide a link on the City's website for the airports.

Offer support and assistance as requested by Horry County.

Make the public aware of the services at the Conway-Horry County Airport.

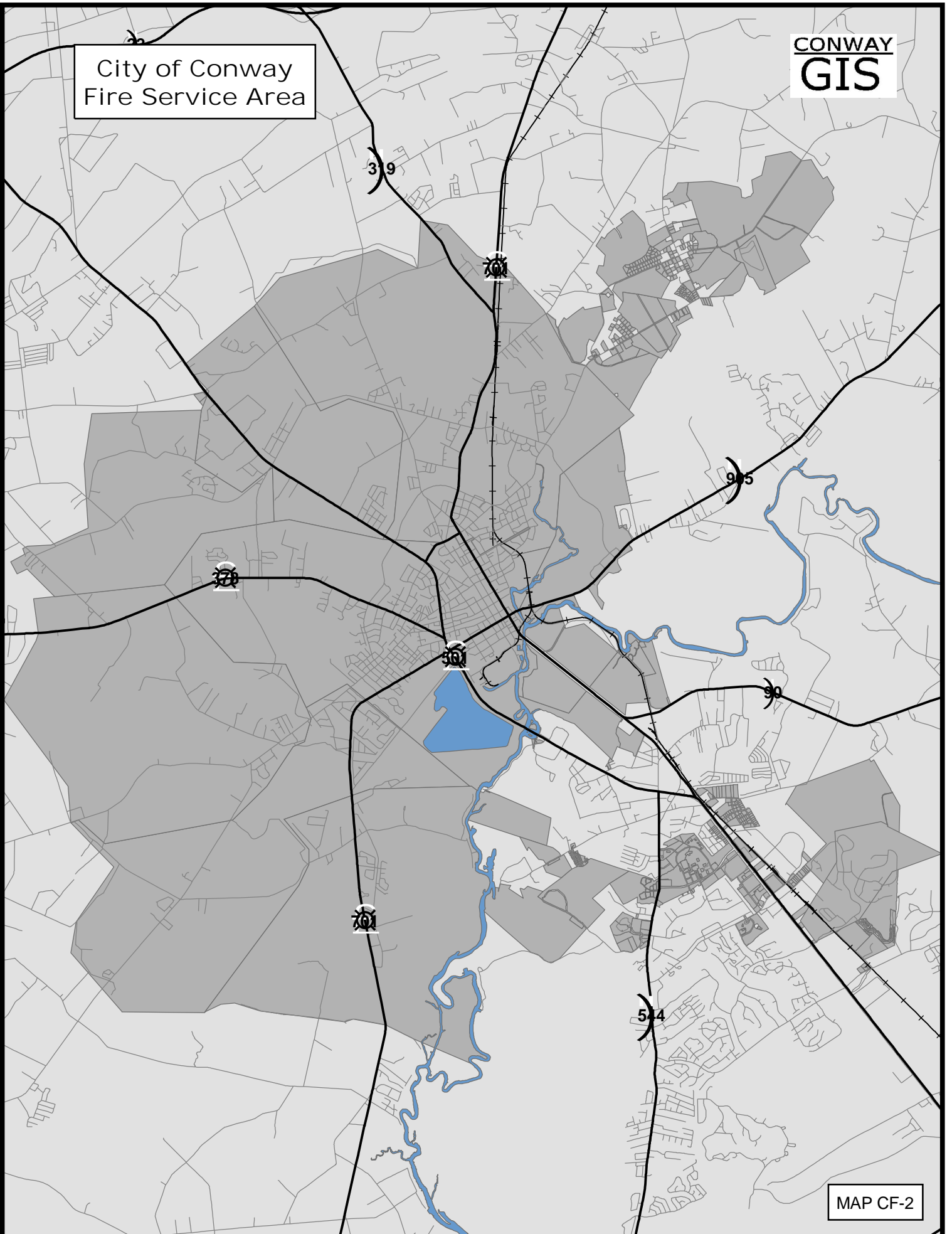
NUMBER	FACILITY NAME
1	FIRE STATION 1
2	PUBLIC WORKS
3	VEHICLE MAINTENANCE SHOP
4	GRANTS / PROCUREMENT
5	PUBLIC UTILITIES
6	CITY HALL
7	PLANNING & BUILDING DEPARTMENT
8	POLICE STATION
9	FINANCE DEPARTMENT
10	MARINA STORE

City of Conway Facilities



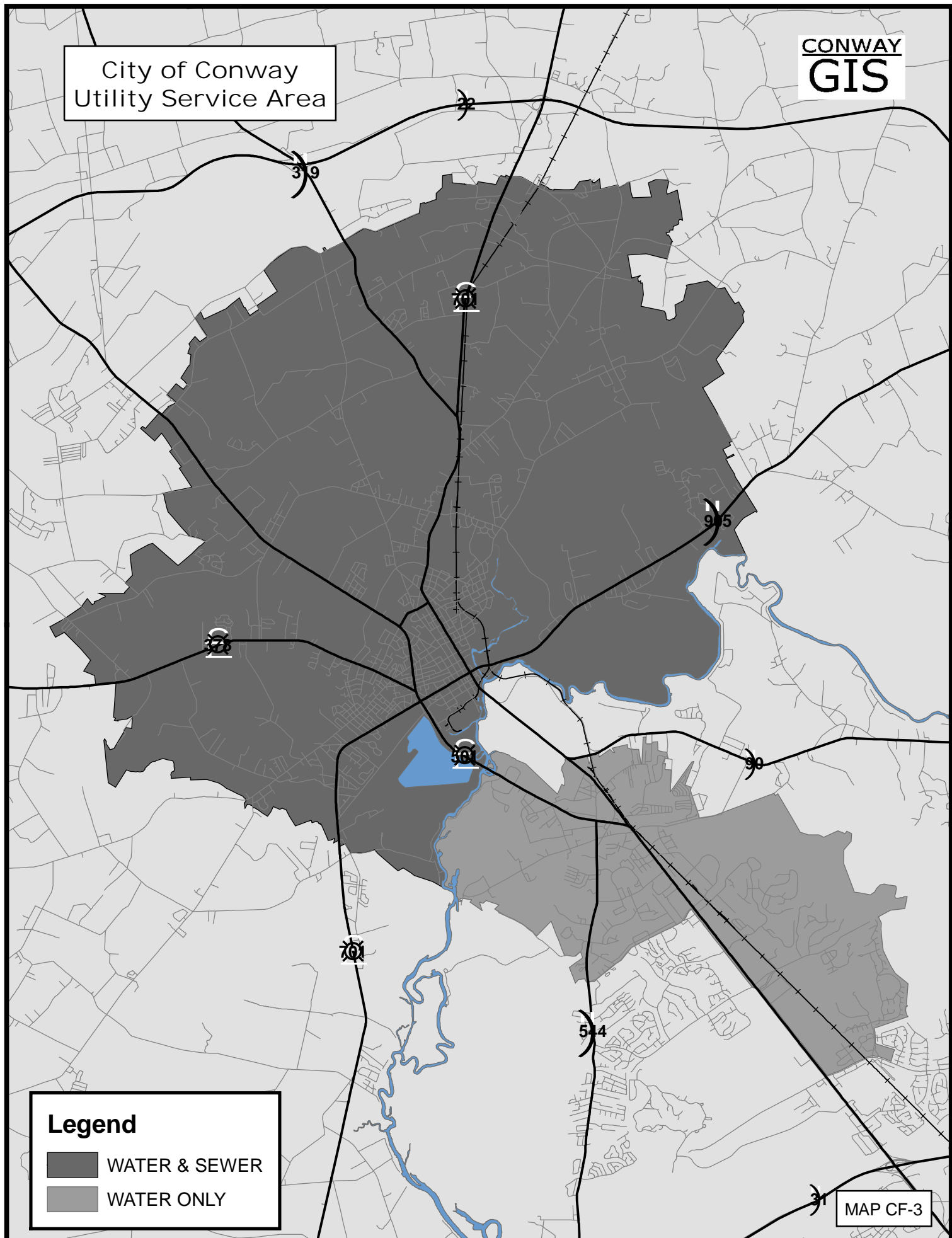
City of Conway
Fire Service Area

CONWAY
GIS





MAP CF-2

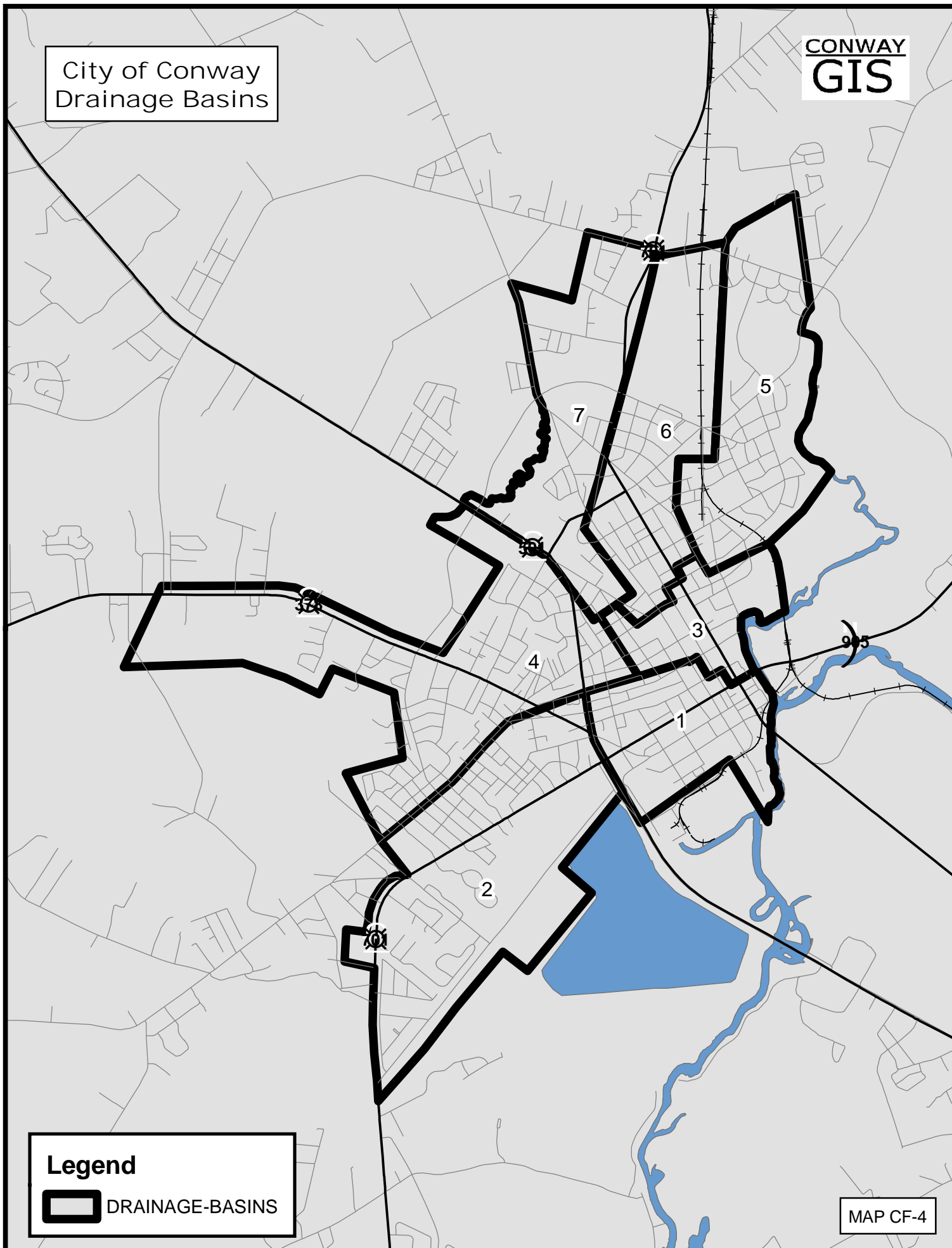
City of Conway
Utility Service Area



Legend

-  WATER & SEWER
-  WATER ONLY

City of Conway
Drainage Basins



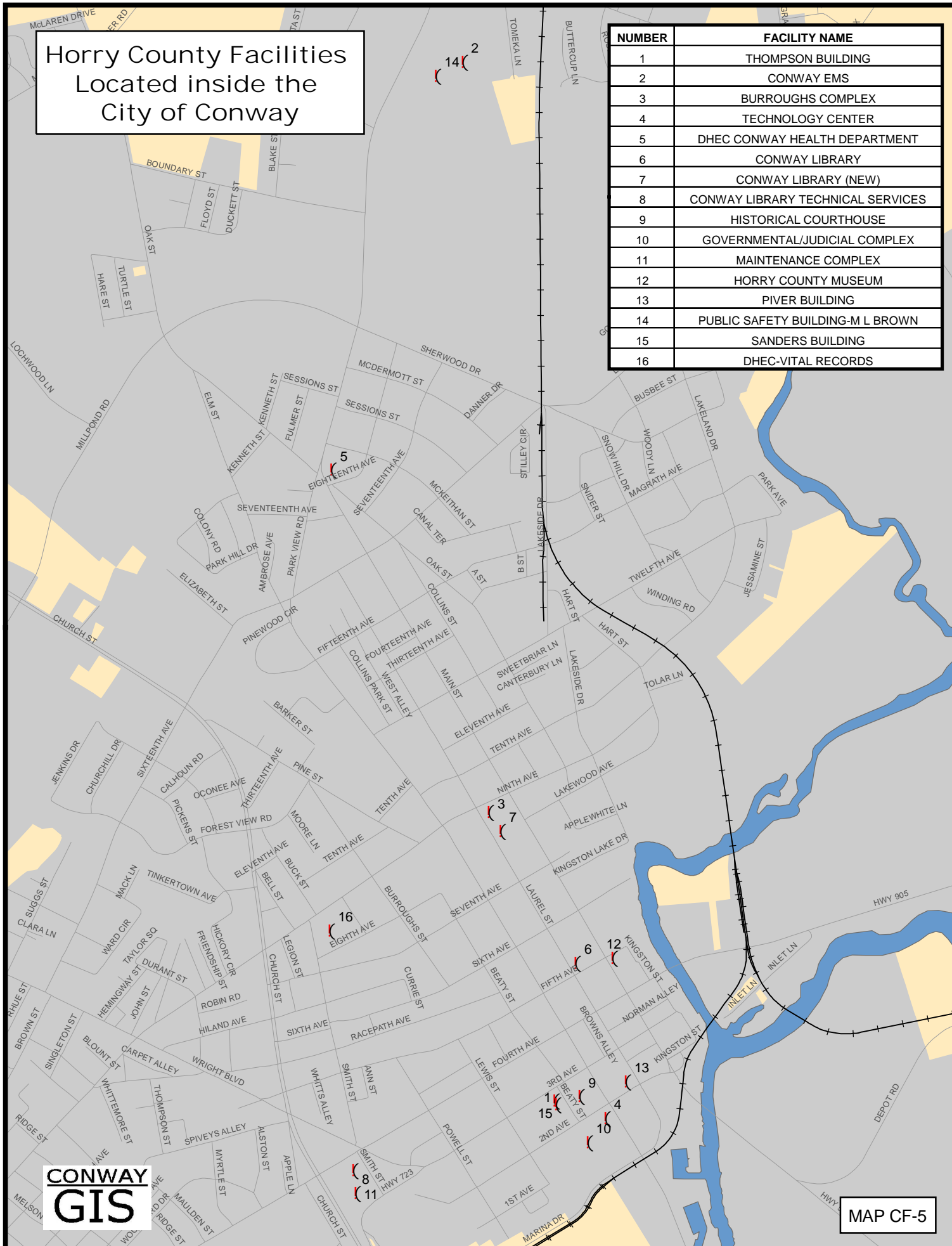
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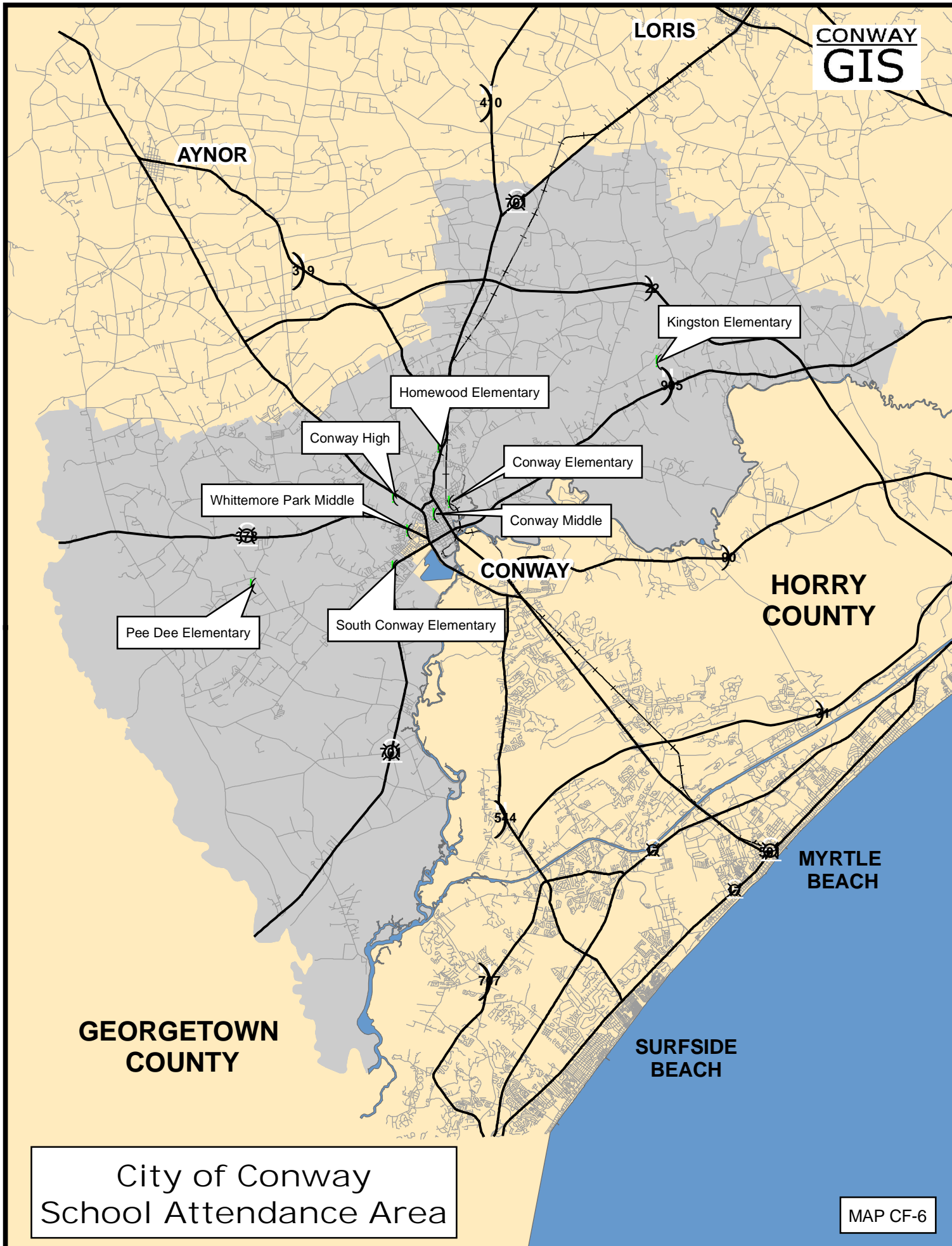


DRAINAGE-BASINS

Horry County Facilities Located inside the City of Conway

NUMBER	FACILITY NAME
1	THOMPSON BUILDING
2	CONWAY EMS
3	BURROUGHS COMPLEX
4	TECHNOLOGY CENTER
5	DHEC CONWAY HEALTH DEPARTMENT
6	CONWAY LIBRARY
7	CONWAY LIBRARY (NEW)
8	CONWAY LIBRARY TECHNICAL SERVICES
9	HISTORICAL COURTHOUSE
10	GOVERNMENTAL/JUDICIAL COMPLEX
11	MAINTENANCE COMPLEX
12	HORRY COUNTY MUSEUM
13	PIVER BUILDING
14	PUBLIC SAFETY BUILDING-M L BROWN
15	SANDERS BUILDING
16	DHEC-VITAL RECORDS





City of Conway
School Attendance Area

AYNOR

CONWAY
GIS

HORRY
COUNTY

CONWAY

Waccamaw Elementary

South Conway Elementary

Black Water Middle

Carolina Forest High

Ocean Bay Elementary


Carolina Forest Elementary

Ocean Bay Middle

Palmetto Bays Elementary

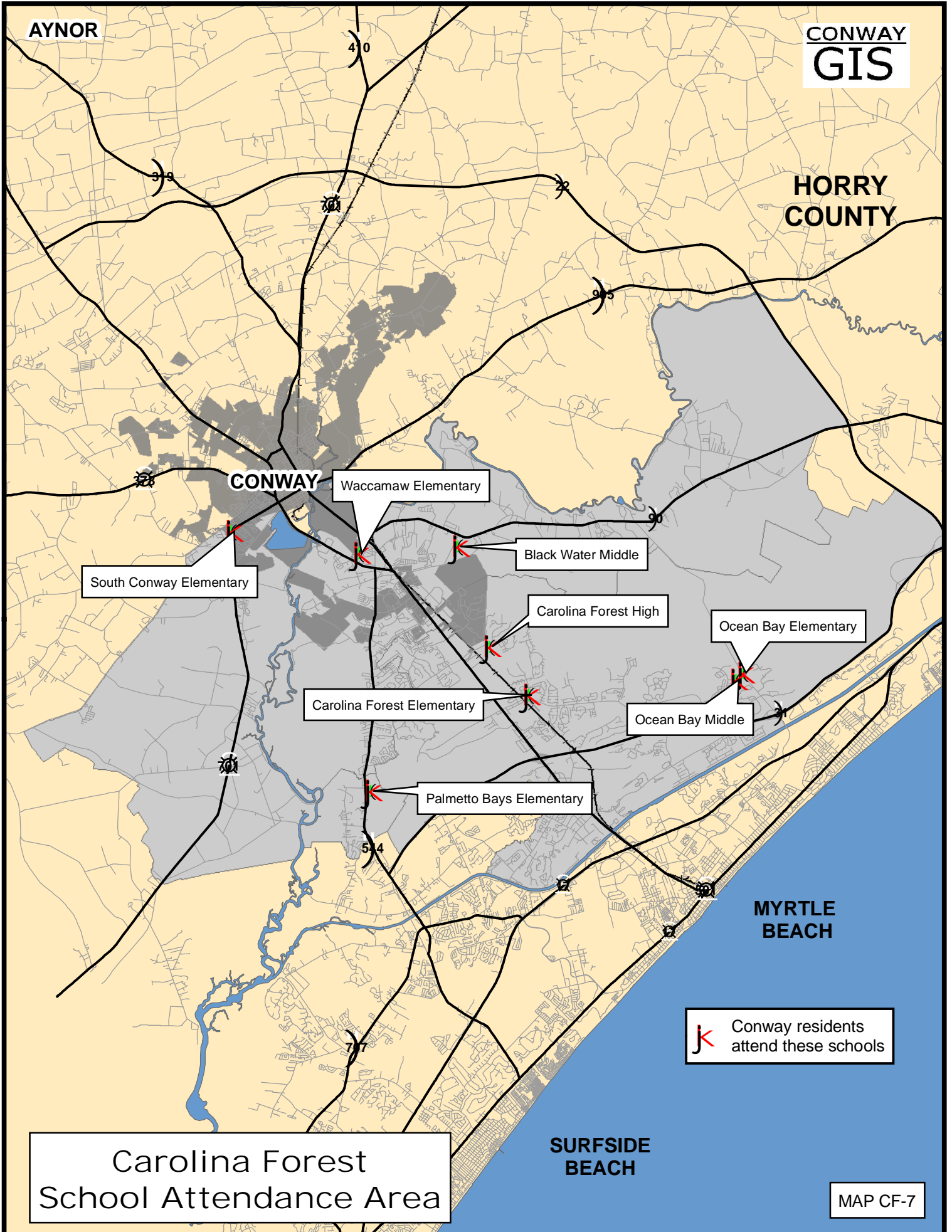
MYRTLE
BEACH

SURFSIDE
BEACH

 Conway residents
attend these schools

Carolina Forest
School Attendance Area

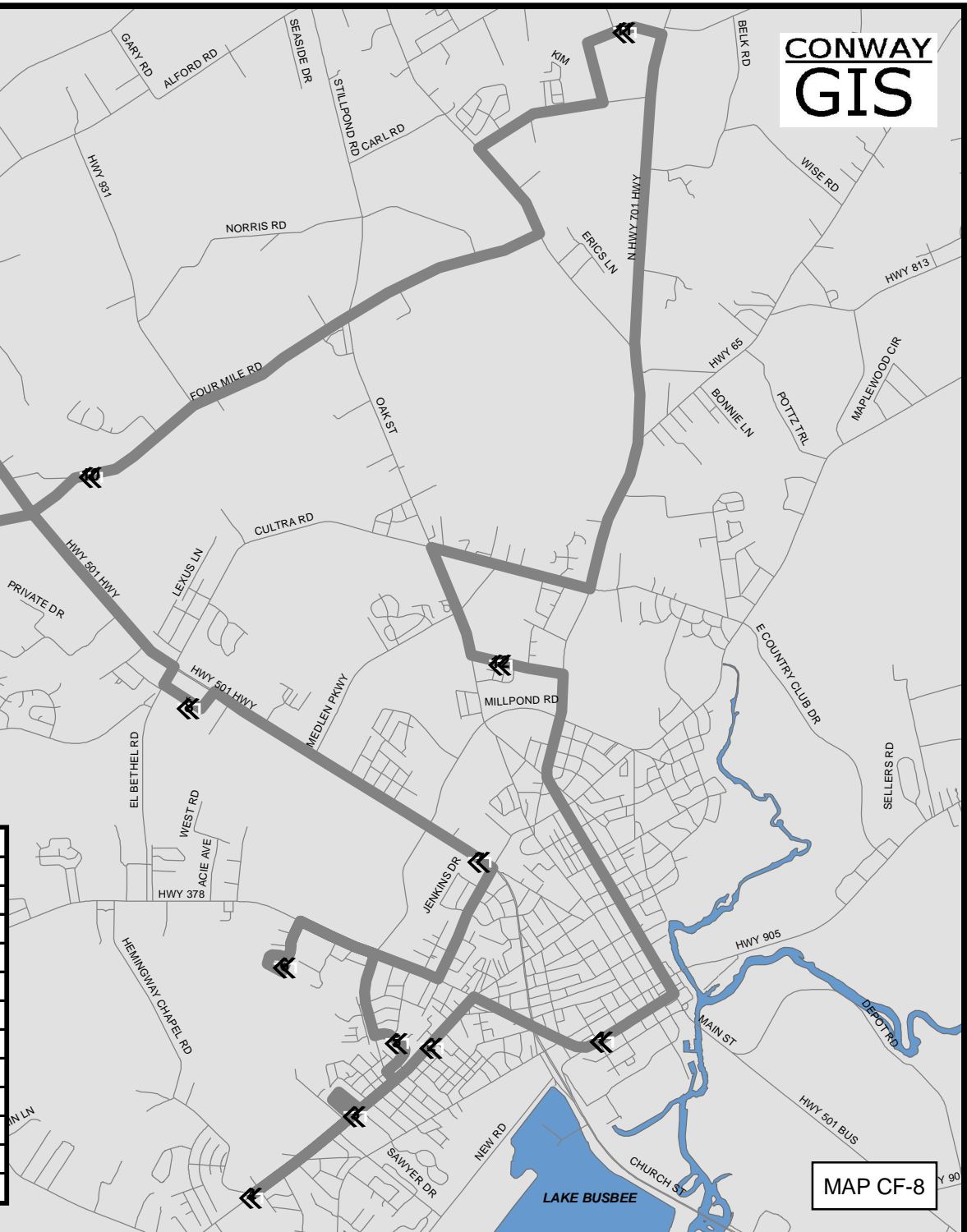
MAP CF-7



City of Conway Public Transit Route 1

CONWAY
GIS

NUMBER	NAME
1	TERMINAL
2	CHERRY HILL APARTMENTS
3	FOREST LOOP
4	NOEL VILLAS
5	HUCKABEE HEIGHTS
6	WESTRIDGE
7	COASTAL CENTRE
8	WAL MART SUPER CENTER
9	WAYSIDE RD / ROSE MOSS RD
10	AYNOR / CONWAY CAREER CENTER
11	DSS / J REUBEN LONG
12	DARDEN TERRACE



MAP CF-8

City of Conway Public Transit Route 7

CONWAY
GIS

NUMBER	NAME
1	TERMINAL
2	CCU / HGTC
3	CONWAY MEDICAL CENTER
4	TANGER OUTLETS
5	COASTAL GRANDE MALL
6	FORMER MYRTLE SQUARE MALL

MAP CF-9

City of Conway
Public Transit Route 17

WALL BUILDING

B&C CENTER FOR
MARINE & WETLANDS

HUMANITIES BUILDING

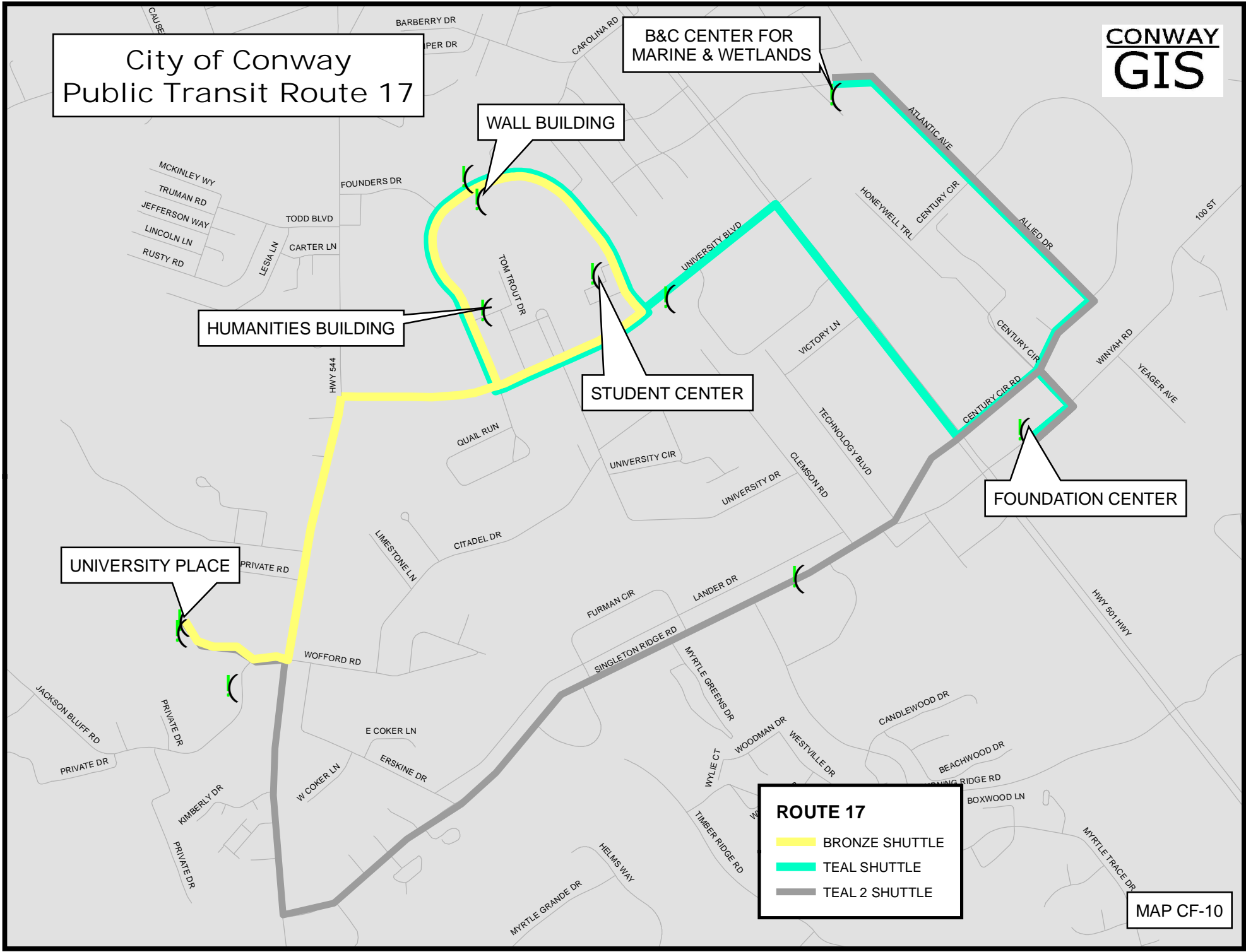
STUDENT CENTER

FOUNDATION CENTER

UNIVERSITY PLACE

ROUTE 17

- BRONZE SHUTTLE
- TEAL SHUTTLE
- TEAL 2 SHUTTLE



City of Conway Public Transit Route 22

LEGEND
— ROUTE 22

UNIVERSITY PLACE

CCU

BROADWAY
AT THE BEACH

MAP CF-11

CONWAY
GIS



City of Conway
Public Transit Route 23

WALL BUILDING

STUDENT CENTER

HUMANITIES BUILDING

CAMPUS EDGE

LEGEND
— ROUTE 23

