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**Horry County  
Planning and  
Zoning  
Department**

1301 Second Ave.,  
Suite 1D09  
Conway, SC 29526  
Phone: (843) 915-5340  
Fax: (843) 915-6340

[www.horrycounty.org/  
Departments/  
PlanningAndZoning.aspx](http://www.horrycounty.org/Departments/PlanningAndZoning.aspx)



## PLANNING FOR THE FUTURE...

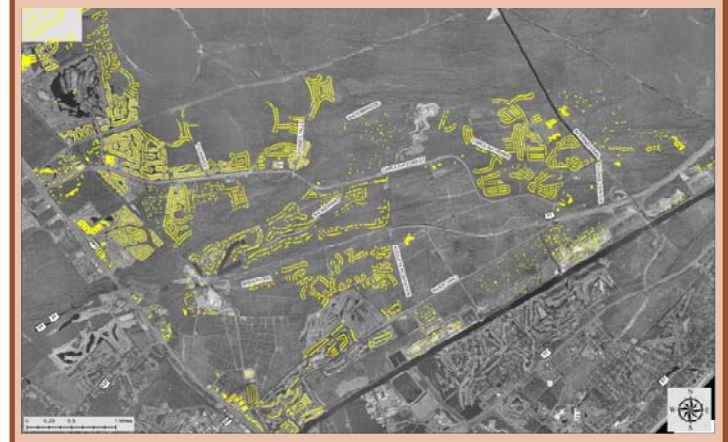
294,596... according to the South Carolina Budget and Control Board, that's how many people live in Horry County in 2015. Our population will surpass 300,000 before 2020, and in less than 10 years we will hover around 350,000 citizens. By 2040, the Waccamaw Regional Council of Governments predicts a population just over 423,000, an increase of around 128,000 citizens in 25-years. Horry County Planning was tasked with determining where these people will live, work and play. Where will growth occur and what will it look like? These were the questions that the RIDE III Committee asked and Horry County Planning answered in late 2014. How this population growth impacts our current and future transportation infrastructure is vital to determine how a future penny tax will be spent.

What does 25 years of growth look like? To give you an idea, to the right are aerial images with buildings (yellow) of Carolina Forest in 1998 and 2014. The aerial image was taken in 1998. This is only 16 years of growth!

Planning for the future population is well underway. Conceptual plans, preliminary plans, approved plans, and existing inventory paint a picture of where Horry County will experience major growth in the future. Carolina Forest could see an additional 27,000 people, Forestbrook an additional 4,300 residents, and the lands surrounding the intersection of Highway 17 Bypass and Highway 544 upwards of 17,000. These numbers were derived from plans (conceptual, preliminary, approved) that have been submitted to Horry County Planning. These and other areas



Buildings in Carolina Forest in 1998 above and 2014 below.



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# Highways and Byways...

## INFORMATION FROM THE LITTER INDEX

Cumulative Litter Index Results	2015		2014		2013		2012		2011	
	Litter	Sign	Litter	Sign	Litter	Sign	Litter	Sign	Litter	Sign
	2.14	1.23	1.80	1.32	1.99	1.40	2.05	1.15	2.14	1.47

What do these number mean?

Keep Horry County Beautiful (KHCB) is a local affiliate of Keep America Beautiful (KAB). One of the requirements of all KAB affiliates is to conduct a Community Appearance Index (aka Litter Index). A Litter Index is a drive through the County on a pre-determined route to assess the quantity of litter. This Index is designed to help the County visually assess and determine the state of the community’s appearance in regard to litter and other appearance indicators such as illegal signs. It started in March of 2011, when nine (9) people consisting of KHCB Members, staff, and volunteers conducted the first litter index of 77 locations. Locations for assessment can be a section of roadway, a boat landing, or a park.

Participants use a grading system of 1 to 4, developed by KAB. 1 being minimal or no litter up to 4 being extremely littered. Maps, scoring cards and definition with pictures for the scoring system are given to each car load of observers at the beginning of the day. As the route is driven, scores are marked for each highlighted area of the route. The score sheets also allow for comments on the individual sites to be recorded and pictures are taken as well.

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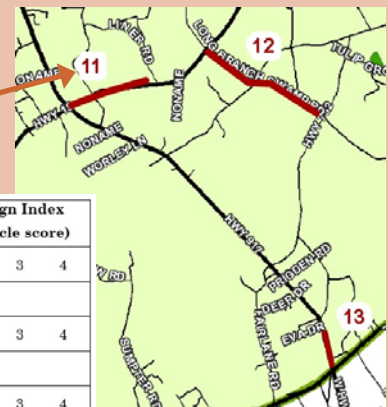
### Litter Scoring

- 1. = Minimal or no litter
- 2. = Slightly littered
- 3. = Littered
- 4. = Extremely littered



A standardized grading system with sample pictures is used for scoring.

Score sheets and routes are coordinated



Site	Litter Index Score (circle score)				Illegal Sign Index Score (circle score)			
	1	2	3	4	1	2	3	4
11) Hwy 19 (Hwy 917 to Liner Rd)								
Comments:								
12) Longbranch Swamp Rd (Hwy 19 to Hwy 792)								
Comments:								
13) Hwy 917 (Eva Dr. to Hwy 410)								
Comments:								



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At the end of the day, all the scores are totaled and divided by 8, which is the number of litter districts in Horry County. These final numbers are then used to fill in the Litter Index results as shown on the chart at the start of this article (page 2).

Litter Indexes have been conducted annually since March of 2011 as follows:

March 2011	77 locations	9 Volunteers
December 2012	56 Locations	11 Volunteers
June 2013	84 Locations	15 Volunteers
June 2014	106 Locations	18 Volunteers
March 2015	113 Locations	10 Volunteers

The number of locations assessed each year has increased. Locations have been added as Planning & Zoning gets complaints, as an area is “adopted for litter cleanup,” or as requested by County Council members.

While the Litter Index score is the same in 2011 and 2015, it is important to note that we assessed 32% more locations in 2015. We also had twelve (12) groups working diligently to pick up litter on specific roadways, boat landings, and parks during 2012 - 2014. The time of year the Litter Index is conducted makes a difference in the assessment also. During the winter months, the grass dies and the litter is more easily seen, which is why the litter index has been moved back to March. During the spring and summer months when the grass is growing, it hides the litter in the ditches. All these factors make it impossible to draw exact conclusions from the litter index.

However, we can answer the question we started with, what do the numbers mean on the litter index? They mean litter is an on-going issue in Horry County. The mean score nationally is 1.67 on the Likert scale of 1-4, with 1 being no litter or minimal litter. Horry County falls below this with a score of 2.14. In addition, the indirect costs of litter are considerable. Litter decreases property values by 7%, 55% of realtors believe litter reduces property value by 9% and 60% of property appraisers reduce a home’s value if it is littered.\* So, if you are interested in organizing a cleanup in your community, please contact Nancy Tindall at (843) 915-7893 or at [tindalln@horrycounty.org](mailto:tindalln@horrycounty.org). The County will be happy to help with supplies for your cleanup. Choose a roadway where you live, work or play and gather a few friends together.



**Pictures from Horry County’s litter index document the scores received.**



\*Figures from Keep America Beautiful, Litter in America; Results from the Nation’s Largest Litter Study.

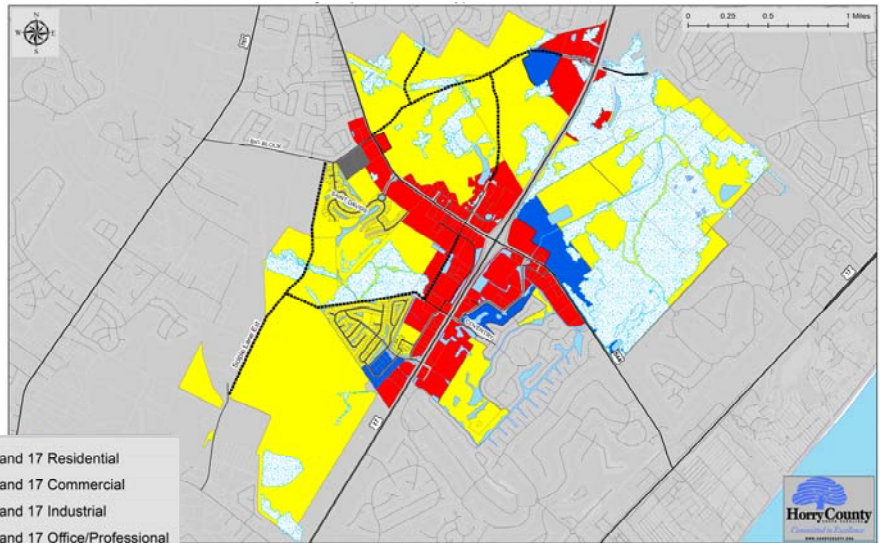
# PLANNING FOR THE FUTURE...

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of the County, including incorporated areas (Myrtle Beach, North Myrtle Beach, Conway), were presented to the RIDE III Committee. All told, the identified “growth areas” have the capacity to accommodate future population growth.

Existing and planned transportation infrastructure will need to meet current and future demands. Interconnectivity, expansion of current networks, and widening to allow greater volumes on the transportation network were all considered by the RIDE III Committee.

To the right is a future land use map for the Highway 17 Bypass and Highway 544 area. The lands surrounding the Highway 17 Bypass and Highway 544 interchange have experienced significant growth over the past few decades, but more is yet to come. Based on conceptual and preliminary plans, the majority of the future land use will be residential in nature (yellow on the map), although additional commercial (red) and office/professional (blue) uses are planned as well. Included in the future land use map are environmentally sensitive areas; wetlands mostly. Of note, wetland delineations on the future land use map are not



Future Land Use Map for Highway 17 Bypass and Highway 544 area

exact. It is meant to provide the reader a better understanding of potential environmental constraints. Regardless, the area has extensive tracts of undeveloped land remaining, and the future land use map is a reflection of what remains, the current zoning, and the conceptual plans that the Department has received.

Also included on this map are potential transportation improvements including an extension of Scipio Lane to either Big Block Road or Coventry Road and North Strand Parkway. Palmetto Point Boulevard and Sayebrook Parkway are shown on the map as well. Please note that these improvements remain conceptual in nature. They’ve been discussed, proposed, or envisioned to some degree. However, Palmetto Point Boulevard extension is one of the projects recommended by the RIDE III Committee. If it is approved, funding will be in place to make the extension a reality.

The RIDE III Committee made its recommendations to Horry County Council on June 16, 2015. The Committee presented 31 possible transportation projects to Council at a cost of \$1.944 billion. A penny tax will generate \$530 million, so now the projects move to a 6-person committee, 3 of which are appointed by County Council, and 3 appointed by the League of Cities. The Committee will make a final recommendation on projects totaling \$530 million, and then forward the results to County Council. Council will then decide whether or not to put a RIDE III referendum on the ballot in November. If you would like to see any of the future land use maps for identified growth areas in the County, please contact our office.



**The Horry County Parks and Open Space Board** has recently decided to move their meetings to the 4th Tuesday of each quarter at 12:30 pm in order to precede the Keep Horry County Beautiful meetings. The Board will meet on July 28th at 12:30 p.m. The Board will be reviewing the results of the county-wide *Recreation Needs Assessment Survey* and the supporting input from the six focus groups. The board will also learn about the numerous public recreational facilities available in the County which were recently inventoried with the assistance of Jason Lee, an intern in the Health Promotions Program at CCU.

The Parks and Open Space Board has multiple seats available. Please contact your County Councilman if you live in and are interested in representing Council District 3, 4, 6, or 10. Contact Leigh Kane for more information at 915-7034 or [kaneL@HorryCounty.org](mailto:kaneL@HorryCounty.org). For more information on this board, visit <http://www.horrycounty.org/Boards/ParksandOpenSpace.aspx>



**Keep Horry County Beautiful** completed the 2015 Great American Cleanup with fifteen (15) cleanups reported during March, April, and May. **So far this year, 22 cleanups have been conducted amounting to 7340 POUNDS OF LITTER on 41 miles of roadways and 23 acres of parks and public lands.** With the heat of summer upon us, cleanups will be fewer in number. However, if you would like to participate, contact Nancy Tindall: 843-915-7893 or [tindalln@HorryCounty.org](mailto:tindalln@HorryCounty.org). The next Keep Horry County Beautiful meeting will be held on July 28th at 2:30 pm in the Horry County Government and Justice Building in Conway. The public is invited to attend. The KHCB Committee will hold a Strategic Planning Meeting on June 24<sup>th</sup> at 1:00 PM at the Carolina Forest Library.



Despite the rain on April 25th, volunteers still cleaned up Enterprise Landing.



The Horry County Board of Architectural Review

**The Horry County Board of Architectural Review (BAR) & Historic Preservation** is planning a Patriot Tree Project dedication scheduled for Mclean Park in North Myrtle Beach on September 11th. This is a joint collaboration between the BAR, the City of North Myrtle Beach, the Driftwood Garden Club, the Yaupon Garden Club, and the Horry County Historical Society. Check the BAR & Patriot Tree Project Facebook Page for updates.

The BAR is having its next meeting public hearing on August 18th at 2:30 p.m. at the Government Building located in Conway on 2nd Avenue.

For more information about these projects or to contribute to them please contact Mary Catherine Hyman at 843-915-7891 or email at [hymanm@horrycounty.org](mailto:hymanm@horrycounty.org).

# 2015 Meeting Calendar

<u>July</u>	<u>August</u>	<u>September</u>
<p>2 Planning Commission; 5:30 PM</p>  <p>3 Independence Day—Offices Closed</p> <p>7 County Council; 6:00 PM</p> <p>13 Zoning Board of Appeals; 5:30 PM</p> <p>28 Parks and Open Space Board; 1:00 PM</p> <p>28 Keep Horry County Beautiful; 2:30 PM</p> <p>30 Planning Commission Workshop; 3:00 PM</p>	<p>6 Planning Commission; 5:30 PM</p> <p>10 Zoning Board of Appeals; 5:30 PM</p> <p>18 County Council; 6:00 PM</p> <p>18 Board of Architectural Review; 2:30 PM</p> <p>25 Keep Horry County Beautiful; 2:30 PM</p> <p>27 Planning Commission Workshop; 3:00 PM</p> 	<p>1 County Council; 6:00 PM</p> <p>3 Planning Commission; 5:30 PM</p> <p>7 Labor Day—Offices Closed</p> <p>14 Zoning Board of Appeals; 5:30 PM</p> <p>15 County Council; 6:00 PM</p> <p>15 Board of Architectural Review; 2:30 PM</p> <p>22 Keep Horry County Beautiful; 2:30 PM</p> <p>24 Planning Commission Workshop; 3:00 PM</p> 

## One last note:

### **New Faces In The Planning Department**

Planning and Zoning has recently hired three employees.

Virginia Norris will be joining the long range planning team, Virginia earned a Master of Science in Planning from the University of Tennessee, in 2010. Virginia has worked in both community and economic development at the University of Kentucky's Appalachian Center, as well as the Center for Economic Development, Entrepreneurship and Technology at Eastern Kentucky University. As coordinator for the Edgar Dyer Institute for Leadership and Public Policy at Coastal Carolina University, Virginia created opportunities for students to expand their education through the power of experience. Virginia looks forward to working with all members of the greater Horry County community.

Brandon Gray will be added to our team of inspectors. Brandon has lived in Gallivants Ferry since 1998 and graduated from Aynor High in 2009. During and after his school years he worked on the family farm. Brandon started working for Horry County Assessor's office in 2013 as an Appraisal Lister. On August 8th of this year, he will start another chapter in his life by marrying Chelsea Hardee and the newlyweds will reside in the Nichols area.

Susan Miller grew up as an Air Force brat in Germany. She moved to Conway her junior year and graduated from Conway High School and then Horry Georgetown Tech. She has had many years of customer service in the banking industry, and worked for Horry County Code enforcement this last year. Susan will be working at our front counter.