



Horry County
Citizen

Planning

Academy

The Horry County Citizen Planning Academy is designed to create citizen planners that will be engaged in shaping the future of Horry County.

October 10, 2019

David Schwerd, Director

Leigh Kane, Principal Planner



Session Contents

- Planning Theory
- History of Planning in Horry County
- SC Planning Enabling Legislation
- Role of the Planning Department
- Boards and Commissions
- Horry County Growth Patterns



Ground Rules

- Mechanism to learn, so ask questions.
- Respect opinions.
- Allow others to speak and have the opportunity to learn.
- Turn off cell phone ringers.



History of Planning

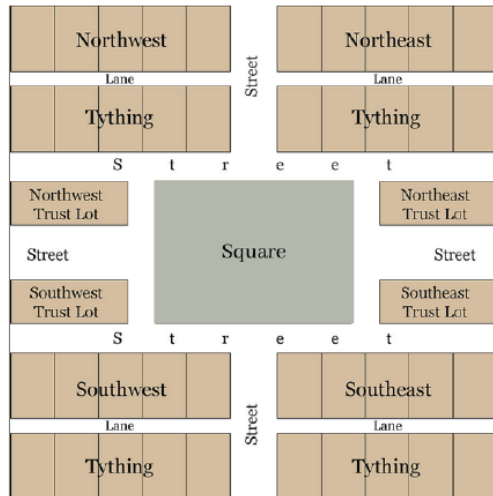
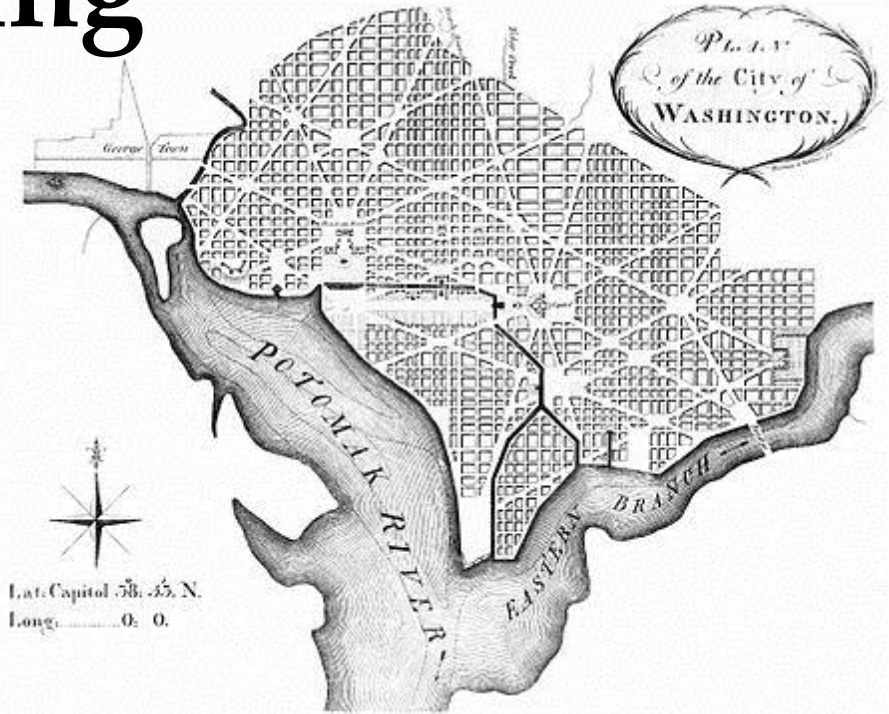
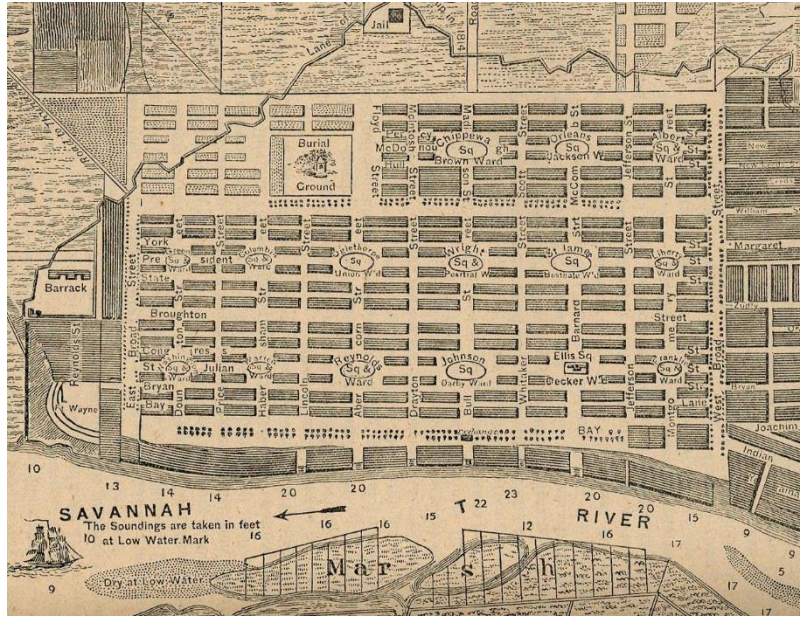
Horry County
Citizen Planning Academy
October 10, 2019

ILLUSTRATION 10

FUTURE LAND USE



Foundations of Planning



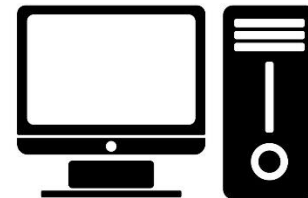
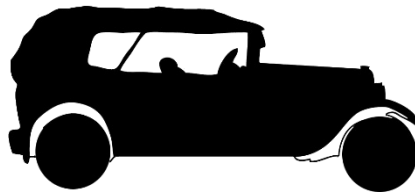
← 1773 – Savannah
General James Oglethorpe

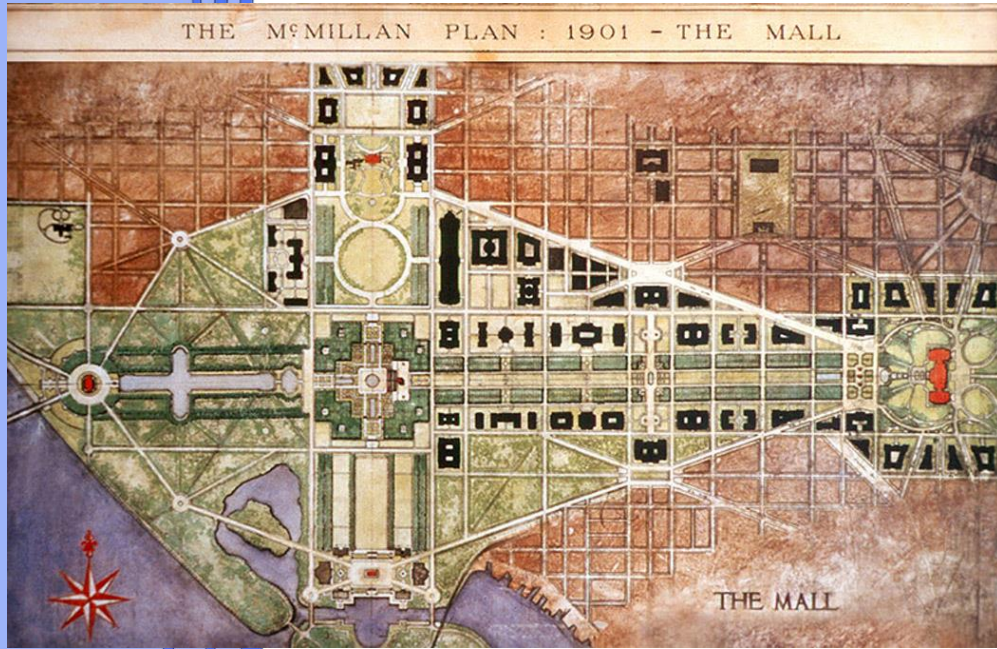
1791 – Washington
Pierre L'Enfant →



Role of Transportation

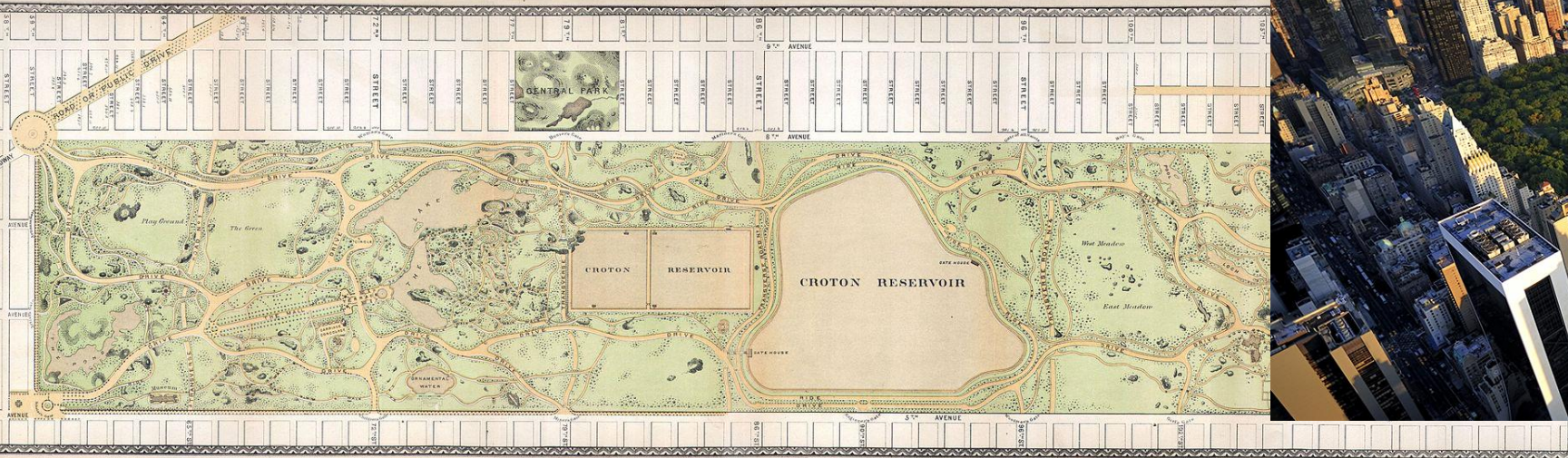
- Historic Development Patterns vary by geographic area and by the primary means of transportation.
- Transportation allowed for civilizations to expand and accumulate wealth.
- And now globalization.





Make No Small Plans

- Central Park, NY - 1853; Olmstead
- World's Fair, Chicago - 1893; Burnham
- The Grand Mall, DC - 1902; McMillan



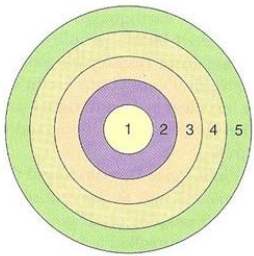
Air, Light, Safety



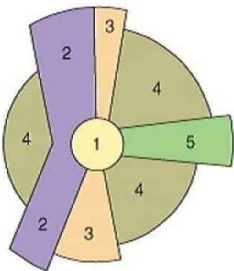
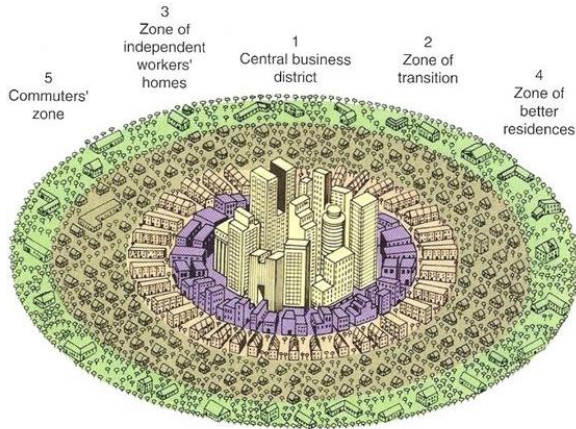
- 1871 – Great Chicago Fire
- 1901 – Tenement House Law of 1901 (NYC)
- 1913 – Model T Ford began mass assembly
- 1916 – Creation of National Park Service
- 1916 – NYC creates first zoning code
- 1924 – Standard State Zoning Enabling Act (Model)

Planning Concepts

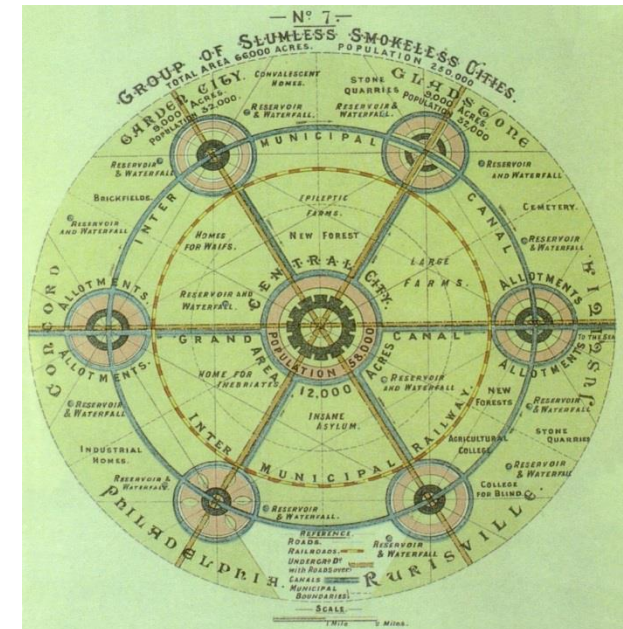
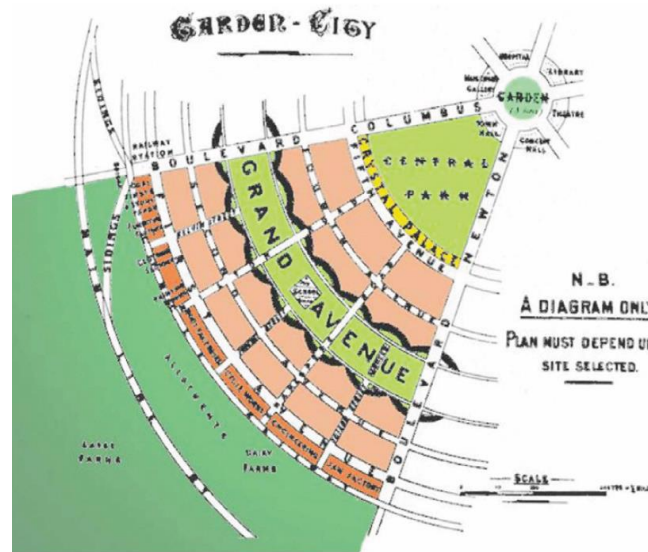
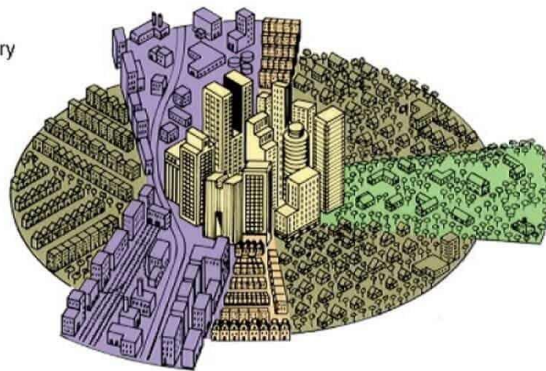
- Planning Theory has evolved over time with changes in transportation, industrialization, segregation, mortgage lending practices, environmental issues



- 1 Central business district
- 2 Zone of transition
- 3 Zone of independent workers' homes
- 4 Zone of better residences
- 5 Commuters' zone



1. Central business district
2. Transportation and industry
3. Low-class residential
4. Middle-class residential
5. High-class residential



Post-War Era

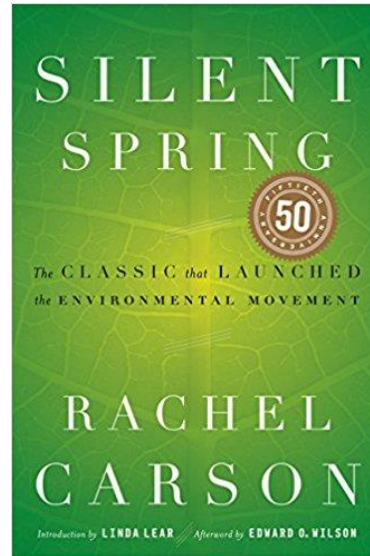


Levittown IN 1957



- 1945 – End of WWII
- 1956 – Interstate Highway System authorized
- Suburbanization

Tragedy of the Commons



- 1962 – Rachel Carson released Silent Spring
- 1968 – National Flood Insurance Act
- 1969 – National Environmental Policy Act
- 1994 – Executive Order 12898 addressing environmental justice



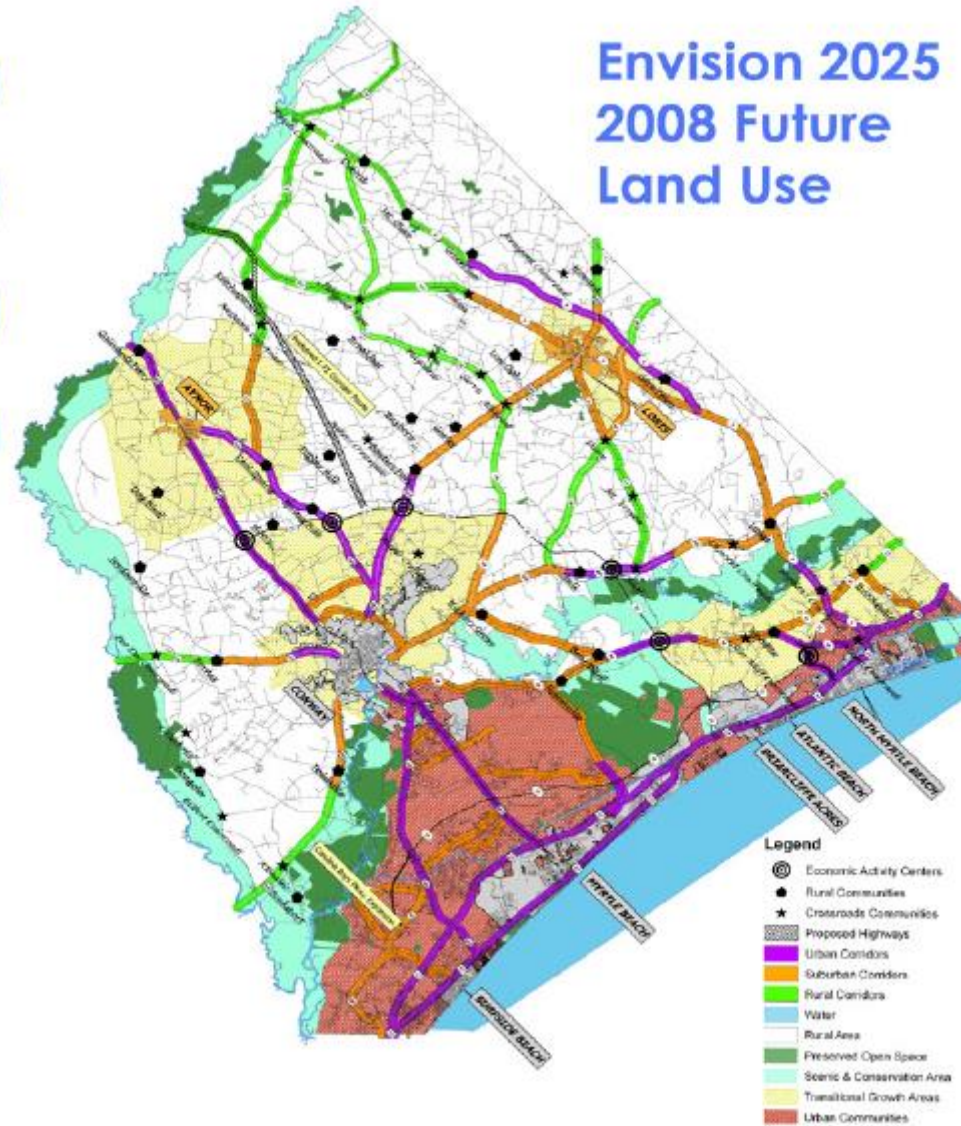
SC Planning Enabling

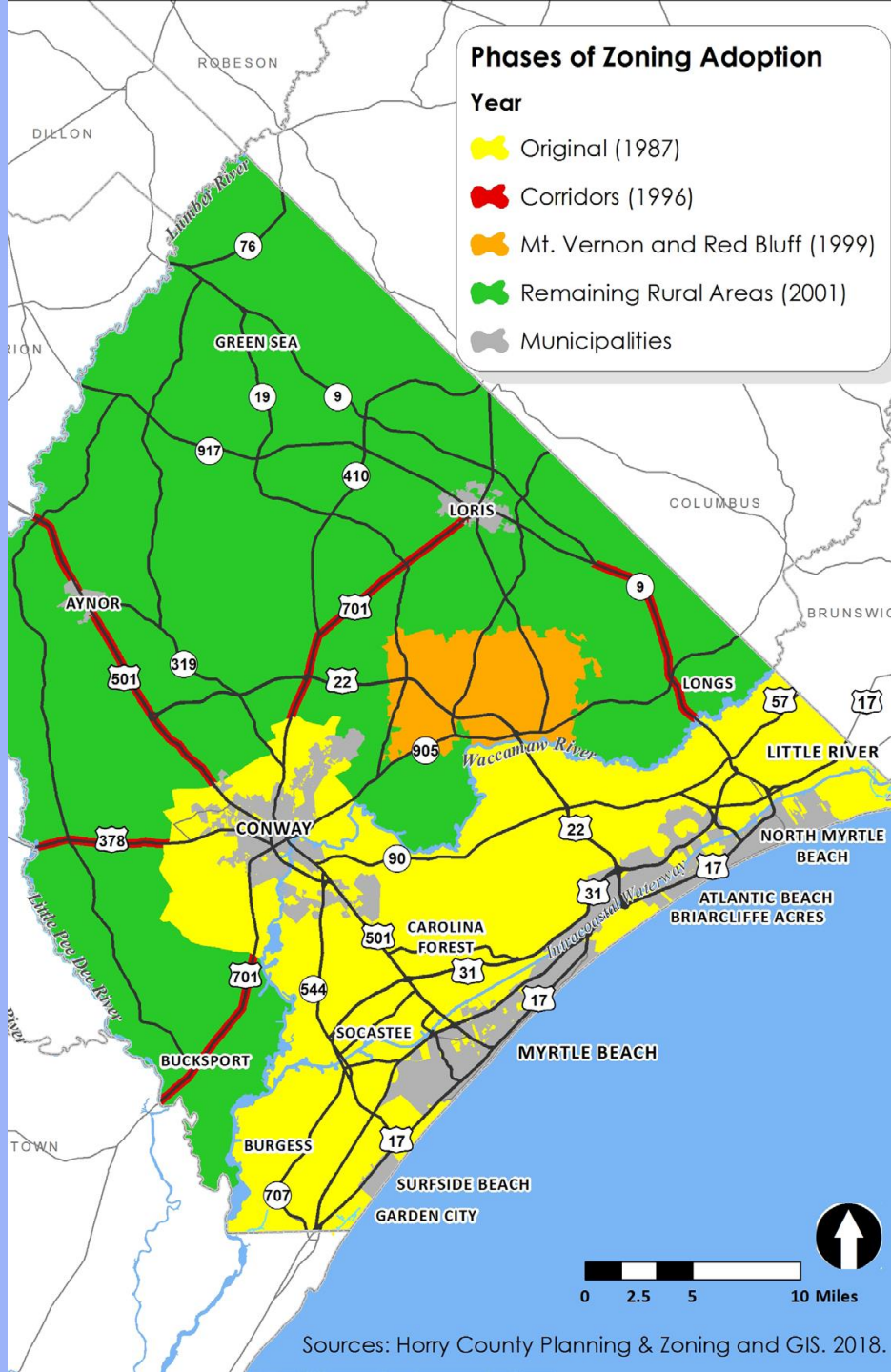
- 1924 – SC adopted Municipal Planning Act allowing zoning
- 1942 – Planning and zoning authority extended to counties
- 1947 – Myrtle Beach enacted zoning
- 1994 – Planning Enabling Act (Merging Municipal and County Authority; Allowance for PDDs)
- 2007 – Amendments to include Continuing Education
- 2008 – Priority Investment Act to include capital needs in Comprehensive Plan, including transportation.

Horry County History

- 1801 - Horry County Established
- 1886 - Railroad to Conway
- 1900 - Railroad built to the beach
- 1937 - City of Myrtle Beach founded
- 1956 - Myrtle Beach Air Force Base
- 1970s - GSWSA Established
- 1976 - County Council Formed and First Land Use Plan
- 1979 - Planning Commission
- 1981 - Horry County Deputy Planning Director Hired as staff to Planning Commission
- 1982 - First flood maps adopted
- 1991 - Air Force Base closed

History of Planning in Horry County





Planning in Horry County

- 1983 - Subdivision Regulations
 - 1987 - Urban Areas Zoned
 - 1996 - Corridors Zoned
 - 1999 - Mt. Vernon and Red Bluff Zoned
 - 2001 - Remaining Rural Areas Zoned
 - 2009 - Land Development Regulations Revised
- Land Development Regulations Adopted
- Landscape and Tree Preservation Adopted
- Access Management Standards Adopted

HORRY COUNTY PLANNING & ZONING

functions

- Administers the County's Zoning Ordinance and Land Development Regulations
- Works with various boards and commissions
- Consists of 4 divisions:
 - 1) Land Development
 - 2) Current Planning & Zoning
 - 3) Long Range Planning
 - 4) Admin
- 29 employees



CERTIFICATIONS

Number of Staff with AICP Certification
(American Institute of Certified Planners)

2

Number of additional Staff qualified to
take AICP certification test

4

Number of Staff with CFM
(Certified Floodplain Manager)

1

Main Office Line

(843)915-5340

Physical Address

**1301 SECOND AVENUE STE. 1D09
CONWAY, SC 29526**

Office Hours

**8:00 AM - 5:00 PM
MONDAY - FRIDAY**

Number of Staff with
Bachelor's Degrees

15

Number of Staff with
Master's Degrees

9

CONTINUING EDUCATION & TRAINING

Staff Received Continuing
Education & Training Credit Hours

72.5

Board Member Received Continuing
Education & Training Credit Hours

114

Staff Received Continuing
Education & Training Hours
Not for Credit

37.5

Staff Professional Backgrounds

Coastal Management

Environmental Science & Planning

Landscape Architecture

Architecture

CAD & GIS

Hazard Resilience

Redevelopment & Revitalization

Environmental Education & Planning

Parks & Recreation Design & Planning

Mining Reclamation

Economics

Political Science

Electrical Engineering

Civil Engineering

Environmental Permitting & Policy

Historic Preservation & Policy

Golf Course Management

Non-Profit Organizations

Graphic Design

Surveying

Forestry

Business & Accounting

Paralegal Services

Communications - Public Relations

Human Resource Management

Geography

Urban and Regional Planning

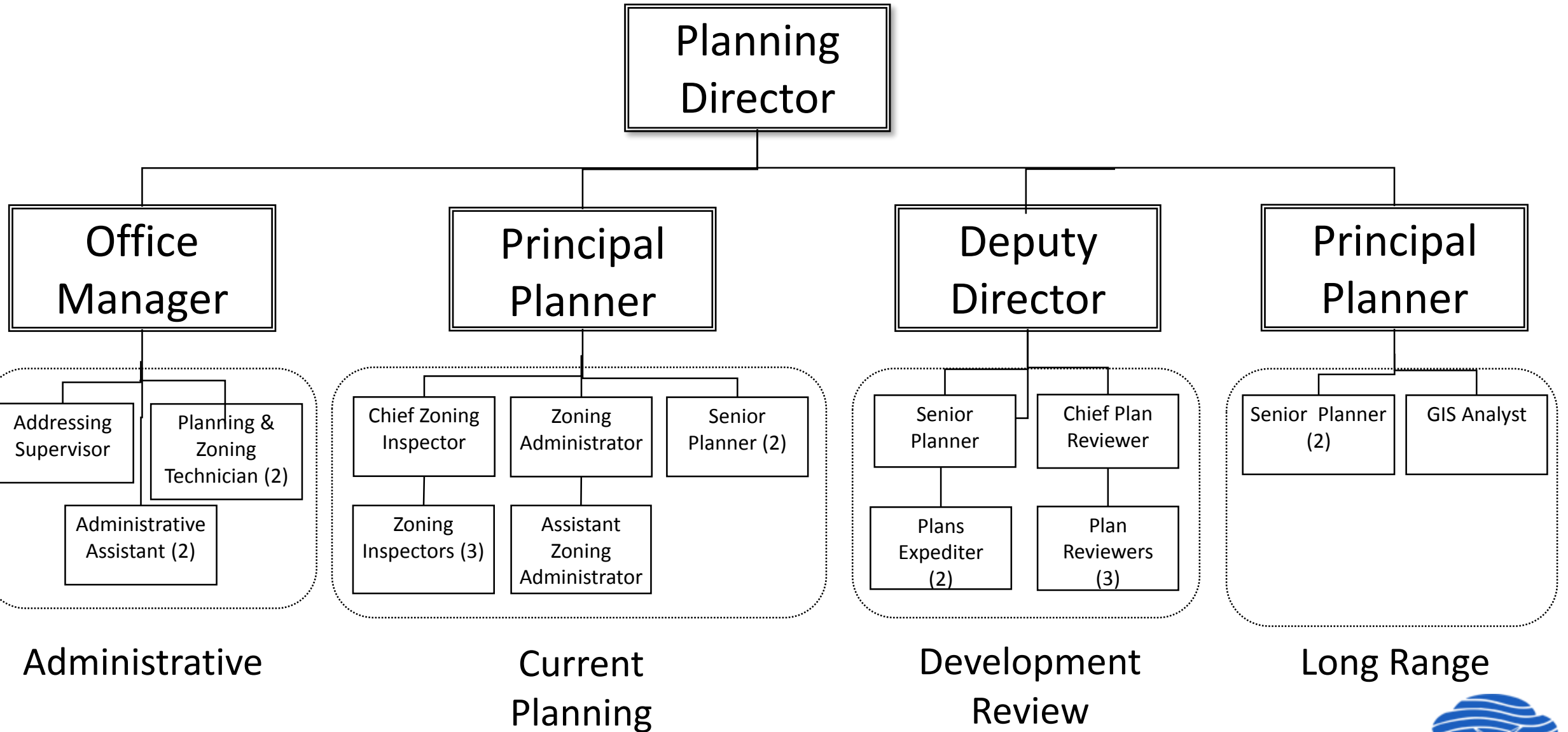
Transportation Planning

Sports Management

Total Number of Staff

29

HORRY COUNTY PLANNING & ZONING



HORRY COUNTY PLANNING & ZONING

functions

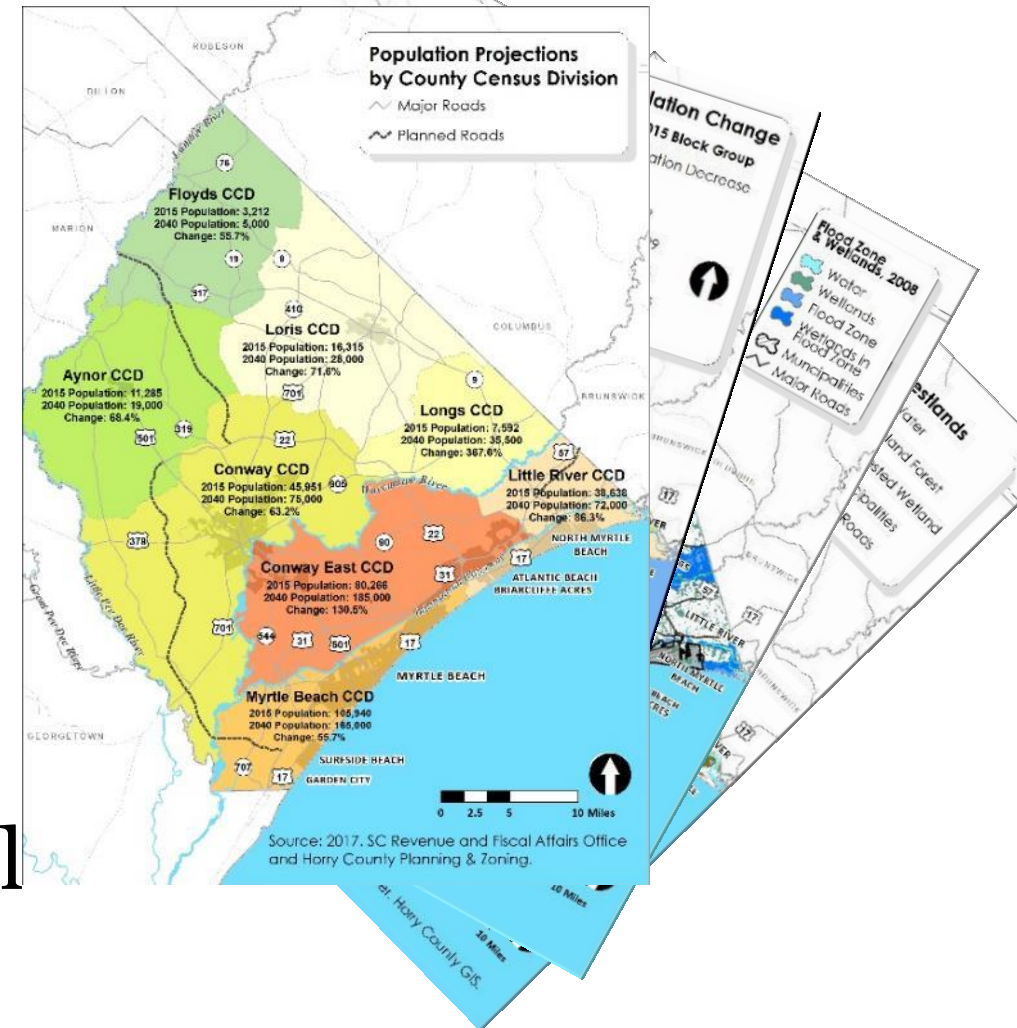
- Coordinates with all Horry County Departments, State and Federal Agencies
 - Code Enforcement
 - Engineering
 - Stormwater
 - Public Works
 - Parks and Recreation
 - Maintenance
 - Community Development
 - Horry County Police
 - Horry County Fire Rescue
 - Municipalities
 - GSATS
 - SCDOT
 - Army Corps
 - SHPO



LONG RANGE PLANNING

functions

- Responsible for the drafting and coordination of the County's Comprehensive Plan
- Neighborhood, Area and Corridor Plans and Studies
- Demographic Analysis
- Grant Applications and Project Management
- Department Communication (Social Media, Website, Newsletters)
- Outreach & Education



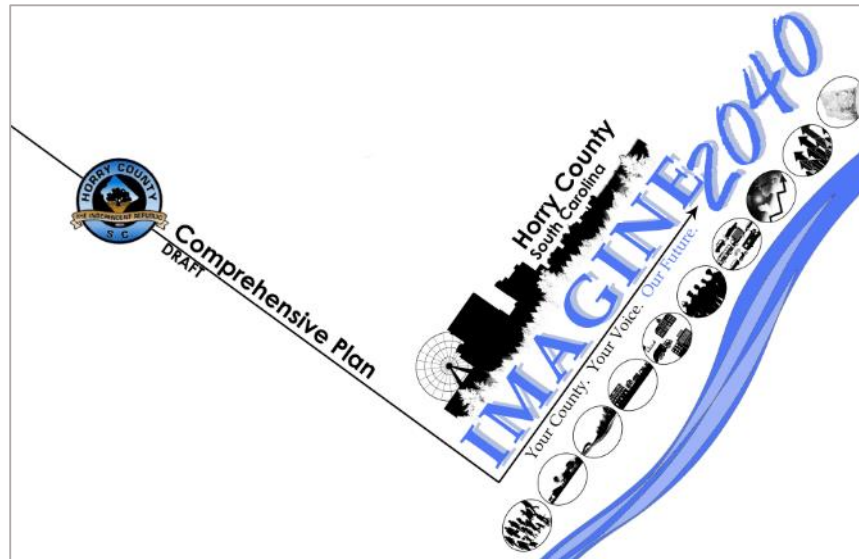
Planners do 3 main things:

- Help create communities of lasting value.
- Offer better choices for where and how people work and live.
- Engage citizens, businesses, and civic leaders to play a meaningful role in creating communities that enrich people's lives.

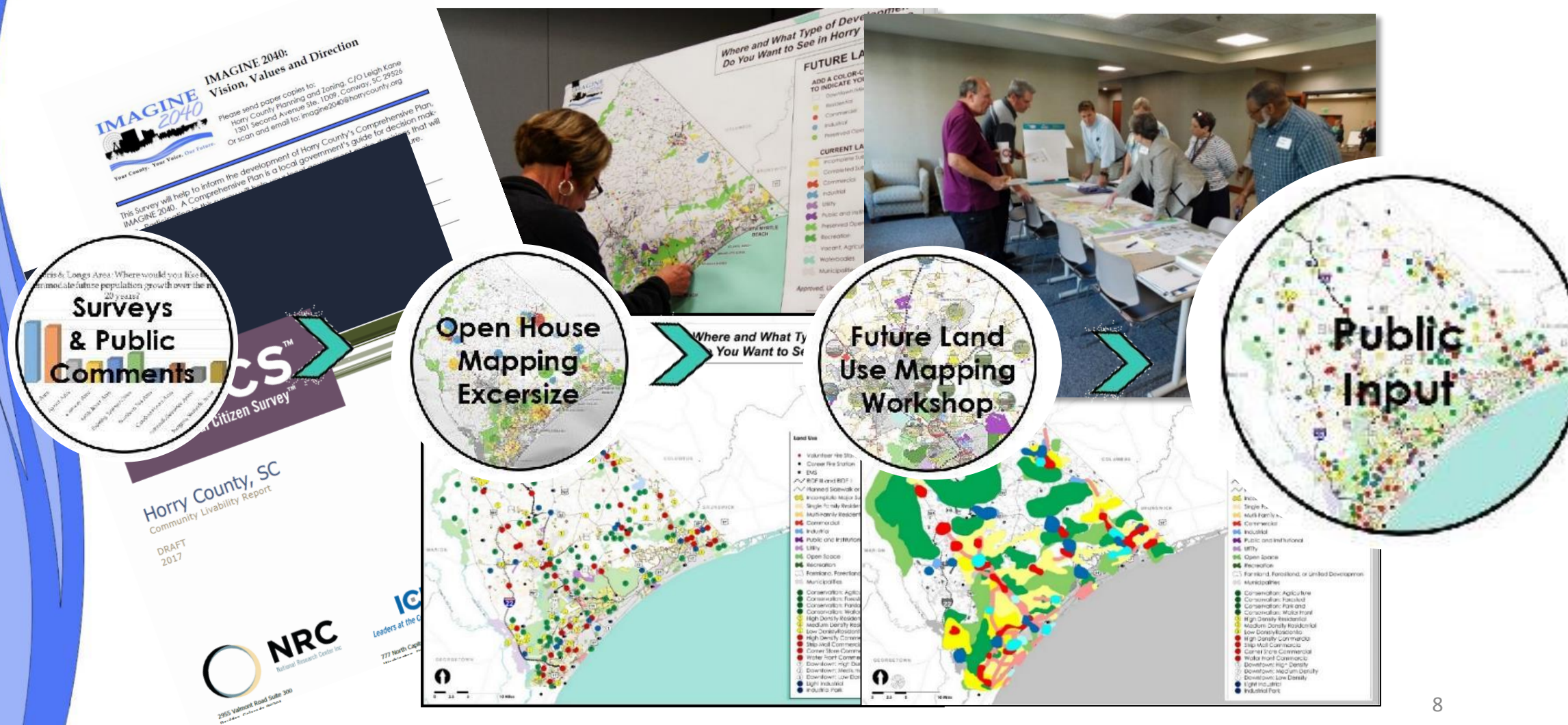


LONG RANGE PLANNING

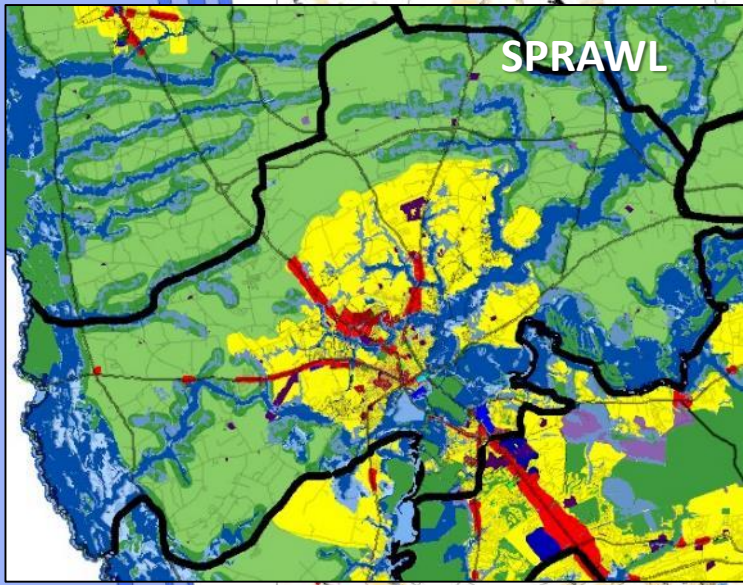
LONG RANGE PLANS FY2019



IMAGINE 2040 - Public Input



SPRAWL



Approved, Undeveloped Dwelling Units
 514 Multi-Family Units
 4,147 Single-Family Units
 4,661 Total Dwelling Units

This map indicates the location of incomplete major subdivisions, highlighting the remaining number of single-family units in green and multi-family units in red. These numbers represent residential developments that have been approved through rezonings and/or developments that qualify as major residential subdivisions.

Up to 11,046 Additional Residents
 (based on Horry County average household size)

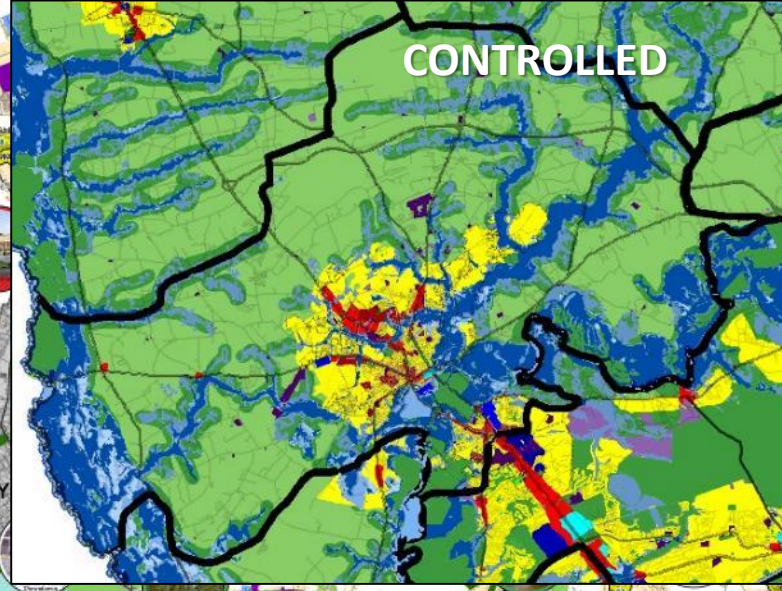
HORRY COUNTY Conway and Hwy 90 & 905 Corridors

Land Use

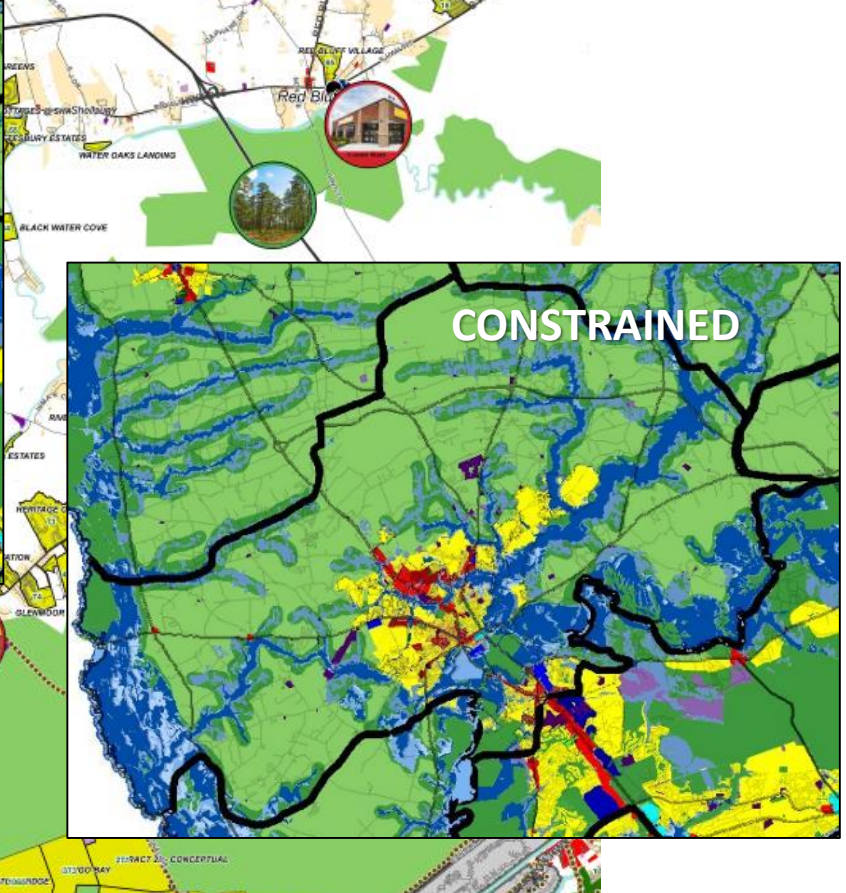
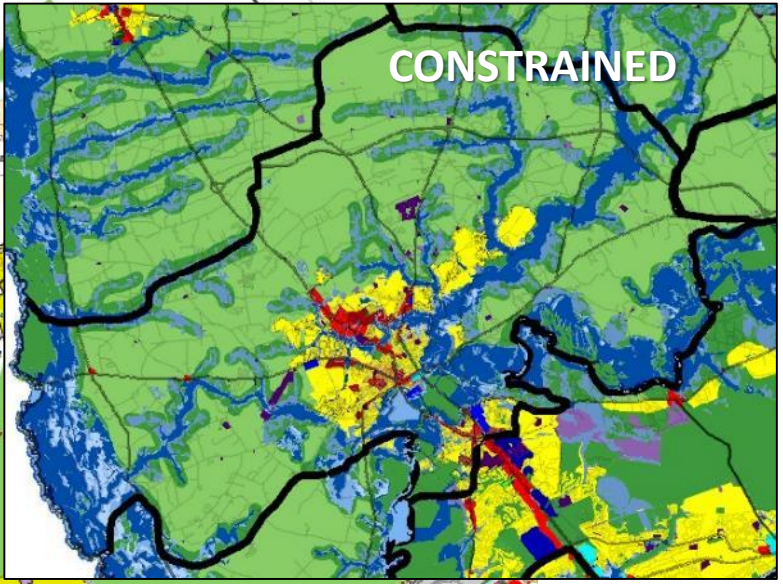
- Incomplete Major Subdivisions
- Single Family Residential
- Multi-Family Residential
- Commercial
- Industrial
- Public and Institutional
- Utility
- Open Space
- Recreation
- Farmland, Forestland, or Limited Development
- Volunteer Fire Station
- Career Fire Station
- EMS
- RIDE III and I - 73
- Planned Sidewalk or Bike Path
- Waterbodies
- Structures (2017)
- Municipalities

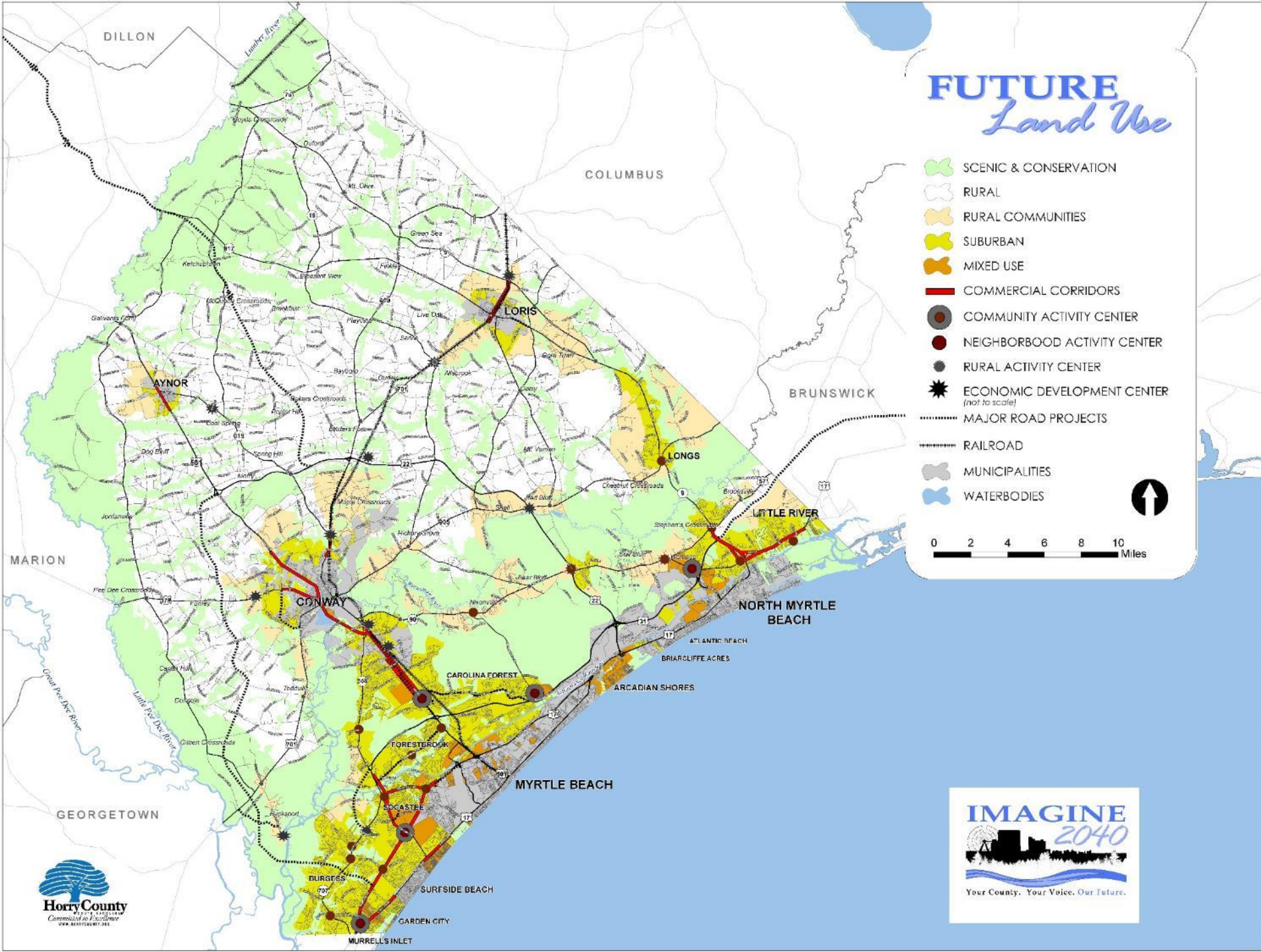
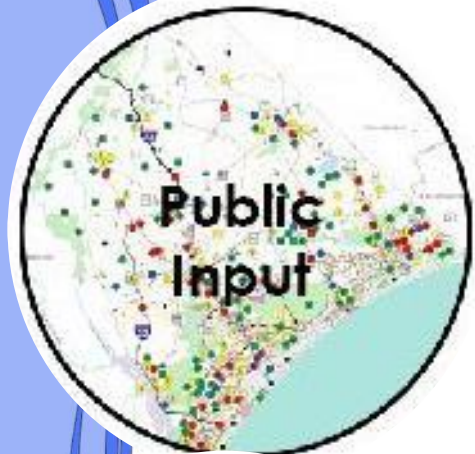
Scale: 0 0.5 1 2 3 Miles

CONTROLLED



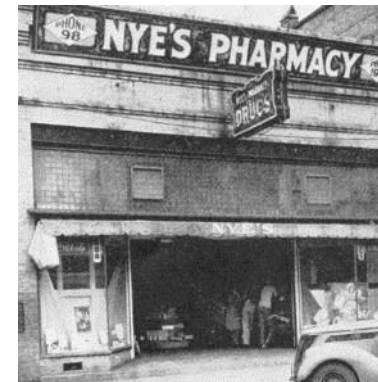
CONSTRAINED





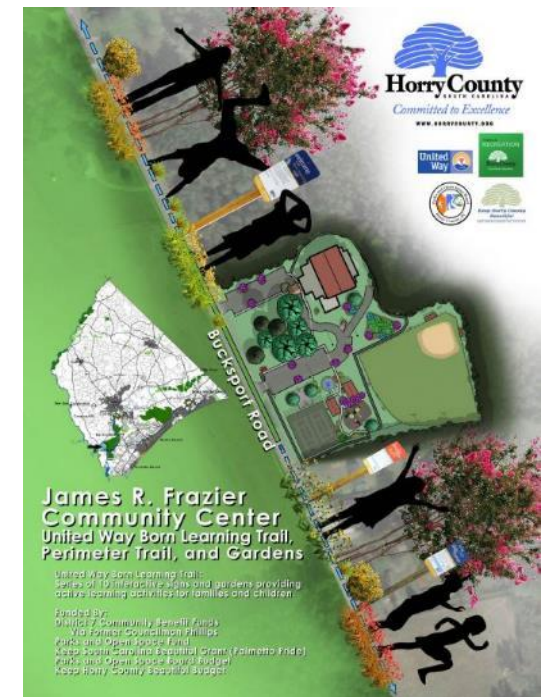
BOARD OF ARCH. REVIEW & HISTORIC PRESERVATION

- Historic Property Register
- Evaluation of Potential Historic Districts
- Cemetery Project
- Legacy Business Recognition Program
- Century Farm Program



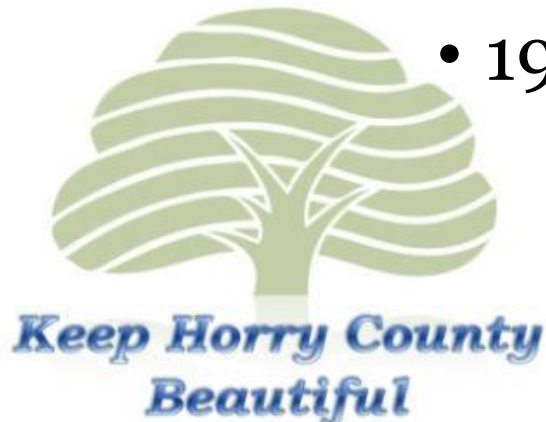
PARKS AND OPEN SPACE BOARD

- Maintains inventory of all public lands, parks and recreational facilities, and all conserved natural areas
- Develops/updates Horry County Parks & Open Space Plan
- Special Projects



KEEP HORRY COUNTY BEAUTIFUL

- Sub-committee of Parks and Open Space Board
- Affiliate of Keep America Beautiful and Palmetto Pride
- Focuses on litter reduction, education, & beautification
- 2016 Litter Cleanup Totals:
 - 62 Cleanup Events
 - Community Cleanup Groups: 20 Total
 - 680 volunteers = 4,191 service hours
 - 35,510 lbs of litter
 - 191 miles & 51 acres cleaned



KEEP HORRY COUNTY BEAUTIFUL



**KEEP AMERICA
BEAUTIFUL**

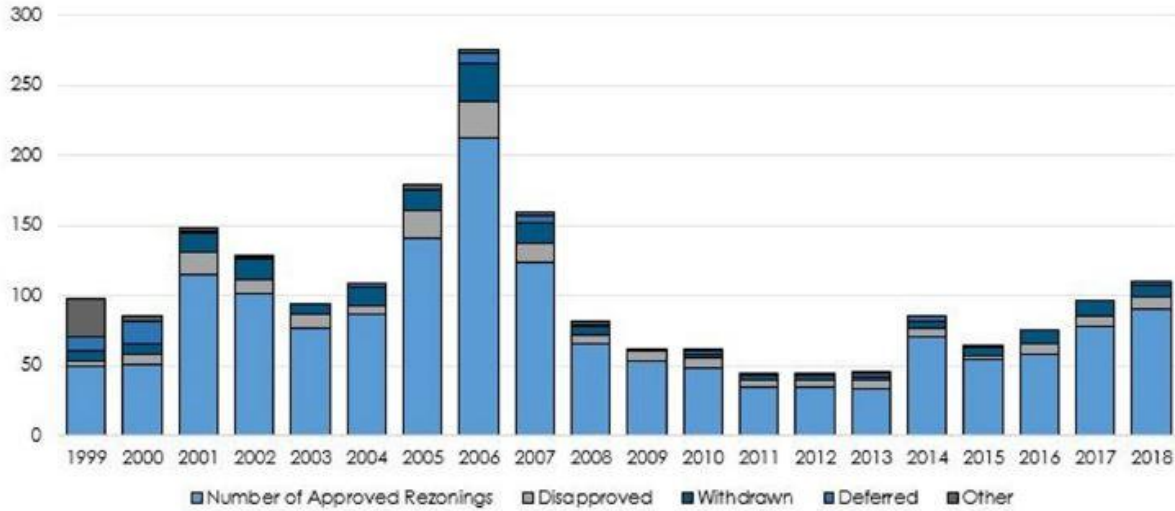


CURRENT PLANNING & ZONING

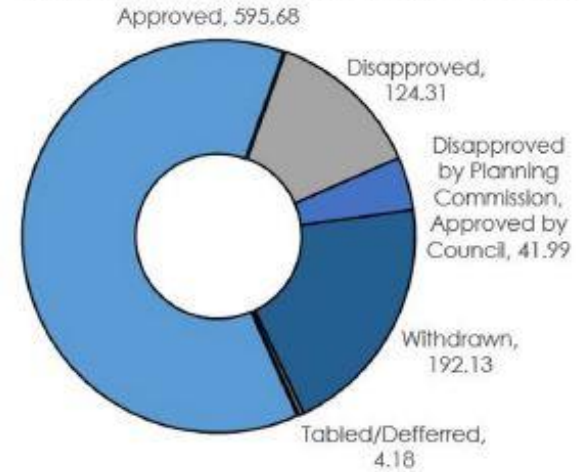
- Zoning Compliances for Every Business
- Zoning Verifications
- Zoning Administrative Determinations
- Commercial Inspections
- Complaint Enforcement
- Rezoning Administration
- Text Amendments

Current Planning & Zoning

Planning Commission Rezoning Cases, Annually 1999-2018



FY19 Planning Commission Rezoning Cases, Acreage



Total Acreage of Planning Commission Cases **985.29**

Single-Family Units Approved by County Council **2,262**



Approximately **54,000 TOTAL**

Residential Units available for construction in unincorporated Horry County

Multi-Family Units Reduced by County Council **-410**



ENFORCEMENT

Number of Zoning Inspections **2,098**

Number of Illegal Signs Confiscated Monthly **1,500-2,000**

Approximate Number of Tickets Issued **600**

Number of Court Summons **26**

ZONING

Number of Approved Home Occupations **902**

Number of Approved New Zoning Compliances **594**

Number of Text Amendments in FY19 **8**

Number of Text Amendments in FY18 **18**

CURRENT PLANNING & ZONING

zoning compliance for business license

Every business in the unincorporated county must be reviewed prior to business license

- Verifies type of business proposed conforms to zoning
- Ensures a commercial building meets code enforcement and zoning requirements, including parking and landscaping
- Issue home occupation zoning compliance to limit types of businesses which could have negative impact on a community or neighborhood

CURRENT PLANNING & ZONING

zoning verifications

- Lenders and Corporate Attorneys require that most large land and business sales obtain a Verification of Zoning Compliance
- Can require significant Research
- Working with Entitlement Companies

CURRENT PLANNING & ZONING

zoning administrator determinations

- Not every use or situations is specifically addressed by the Zoning Ordinance
- Provides a method for individuals to receive approval in unspecified situations prior to making an investment in a property or activity.

ZONING BOARD OF APPEALS

Hold Public Hearings and Adjudicate

- Zoning Variance Requests
- Special Exceptions to the Zoning Ordinance
- Administrative Appeal Requests
- Special use approvals
- Agritourism Permits



CURRENT PLANNING & ZONING

commercial inspections

- All Commercial and Multifamily projects must be inspected
- Parking
- Landscaping
- Screening and Outdoor Storage



CURRENT PLANNING & ZONING

complaint enforcement

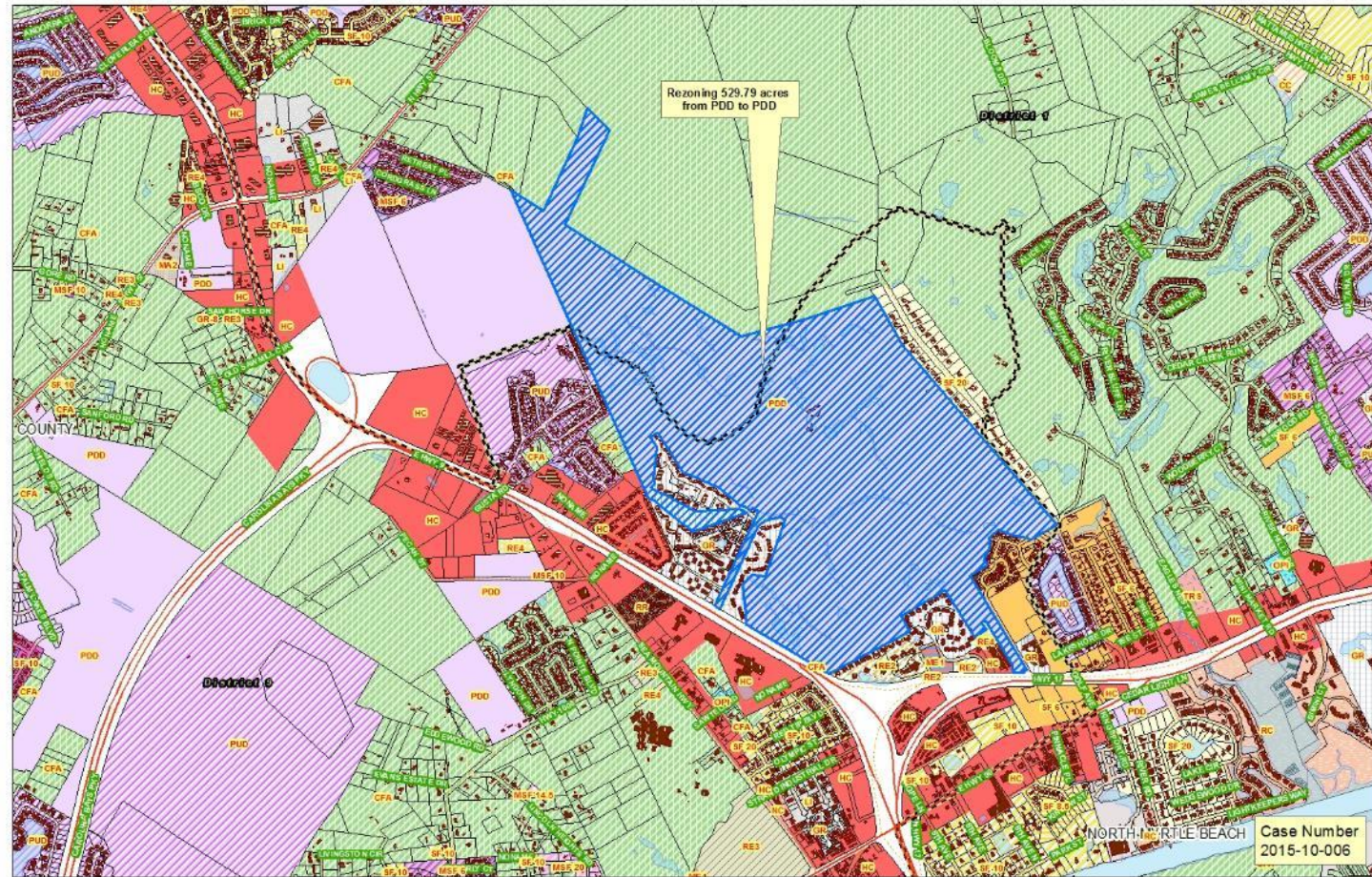
- Violations of Zoning Regulations
- Things not handled by zoning enforcement include
 - Building without permit
 - Unlicensed Vehicles
- Complaints
 - Living in Campers
 - Signs within ROW
 - Unpermitted Businesses
 - Chicken and Pigs in residential Communities



CURRENT PLANNING & ZONING

rezoning process

- Planning Commission public hearing the first Thursday of each month
- PC makes a recommendation; recommendation forwarded to Horry County Council
- Must receive 3 readings from County Council including another Public Hearing



Planning Commission

- Recommend Adoption of Comprehensive Plan
- Review and Provide Recommendations on Rezoning
- Recommend Adoption Capital Improvement Plans
- Land Development Regulations
 - Review and Recommend to Council
 - Design Modifications
 - Appeal of Staffs Decisions on Enforcement
- Review all new parks, roads, school and other public facilities



CURRENT PLANNING & ZONING

zoning text amendments

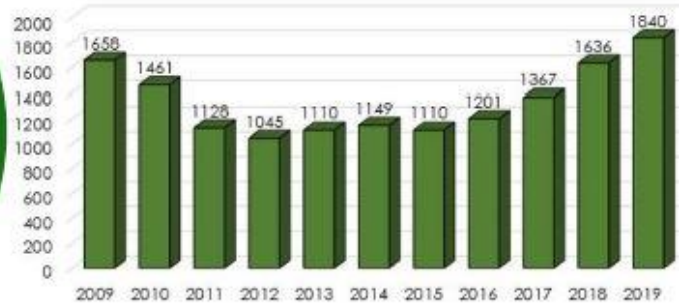
Zoning text amendment: change to the text in the Zoning Ordinance

- Height definition in Special Flood Hazard Areas
- Landscaping and Tree Preservation
- Signage Standards
- Amending Article VII to create user friendly Table of Uses
- Amending Article VIII to update dimensional standards to centralize in one location

Development Review

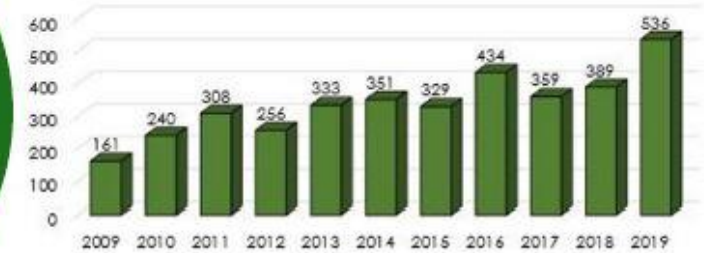
MINOR PLATS
 Compared to FY 2018,
 Minor Plat reviews have increased
12.47%
 The month with the lowest number
 of Minor Plats was
September with 93
 the highest number was
April with 198

Minor Plats Annually, 2009-2019



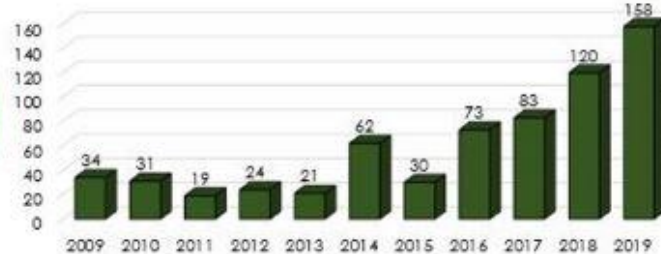
SIGN PERMITS
 Compared to FY 2018,
 Sign Permits have increased
37.79%
 The month with the lowest number
 of Sign Permits was
September with 24
 the highest number was
January with 63

Sign Permits Annually, 2009-2019



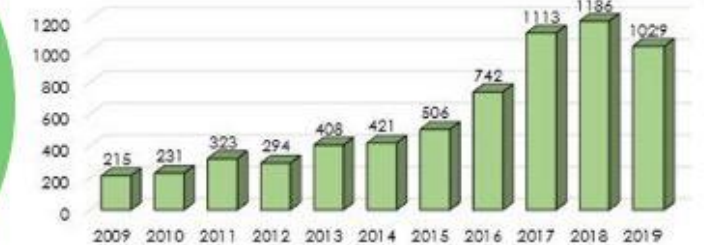
NEW MAJOR SUBDIVISIONS
 Compared to FY 2018, New
 Major Subdivisions have increased
31.67%
 The months with the lowest number
 of New Major Subdivisions were
**September & February
 with 8 each**
 the highest number were
**October & April
 with 21 each**

New Major Subdivisions Annually, 2009-2019



COMMERCIAL REVIEWS
 Compared to FY 2018, Commercial
 Reviews have decreased
-13.24%
 The month with the lowest number
 of Commercial Reviews was
September with 61
 the highest number was
May with 134

Commercial Reviews Annually, 2009-2019



LAND DEVELOPMENT

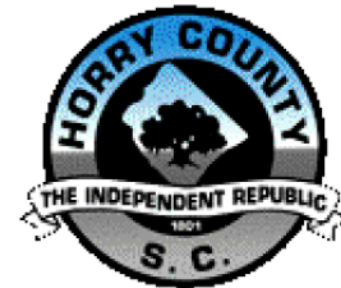
functions

- Administration and enforcement of the County's Land Development Regulations
- Responsible for all land development services including plan submittal and review

HORRY COUNTY

LAND DEVELOPMENT

REGULATIONS



LAND DEVELOPMENT

types of development

- Major Development
- Minor Developments and Platting Actions
- Commercial Development
- Signs
- 540 Review
- Telecommunication Towers and Mines

LAND DEVELOPMENT

miscellaneous development

Planning also oversees other types of development which may require additional approvals from County Council

(Includes public notice and public hearing)



Telecommunication towers



Mines

LAND DEVELOPMENT

540 Reviews

Planning Commission must review the location and character of All new streets, structures, utilities, parks, or other public way, grounds, or open space or public buildings to determine compatibility with comprehensive plan of the community.



ADMINISTRATION

- FOIA
- STREET NAMES
- ADDRESSING
- MINUTES
- CONTACT MANAGEMENT

ADMINISTRATION

Street Names

- How do I name my road/street?
- Is the street existing?
 - Application which includes a petition that should be signed by all property owners abutting the road/street. Application fee (\$250) may apply.
- Reviewed by staff for duplication and consistency with regulation, prior to being approved by Planning Commission (public hearing).
 - How many businesses or residences are located on the road/street?
 - Is it a thoroughfare to another street?
 - Is it publicly maintained?
- Must record a plat and install a street name sign
 - Horry County can provide the sign for no less than \$135.



ADMINISTRATION

Addressing

- 1) Tax Map Number (TMS) or Property Identification Number (PIN)
- 2) Are you applying for a building permit? Addresses are issued to structures only.
- 3) Staff reviews the following
 - Is it in a development?
 - Is it a single parcel of land? How many acres?
 - Do you have a site plan?
 - One number is assigned for each 20 feet of road frontage.
- 4) Verification letter for your records
- 5) Horry Count notifies E-911 and public utilities
- 6) Address numbers ...**no less than 4 inches in height** and placed near the main door of the building. If ...**more than 70 feet** from the pavement edge, the number must be placed...on the mailbox, gate post, fence post...easily seen from the street.



Project Management



- Managing Over \$500,000 in grants a year
- Corridor Beautification
 - Garden City
 - US Hwy 501



Project Management

- Sidewalks and Pathways
 - East Coast Greenway
 - Atlantic Avenue
 - Waccamaw Drive
 - River Oaks
 - N. Kings Hwy and Lake Arrowhead
 - Bike Run Park Trailhead “Hulk”



UPCOMING MEETINGS



PARKS & OPEN SPACE BOARD:

4th Tues. Each Quarter.

KEEP HORRY COUNTY BEAUTIFUL:

4th Tues. Each Month.

PLANNING COMMISSION:

1st Thurs. Each Month.

ZONING BOARD OF APPEALS:

2nd Mon. Each Month.

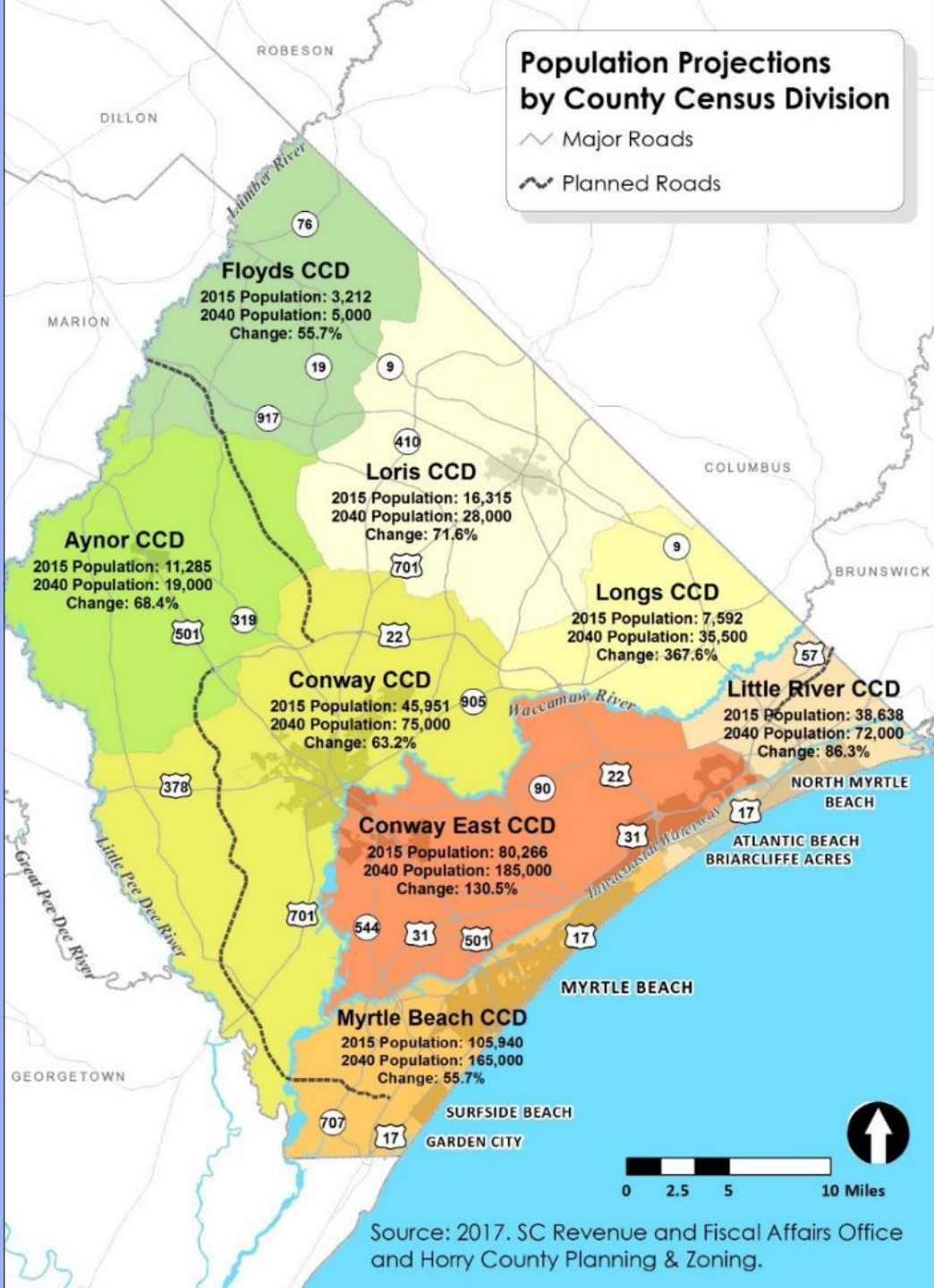
BAR:

3rd Tues. Each Month.



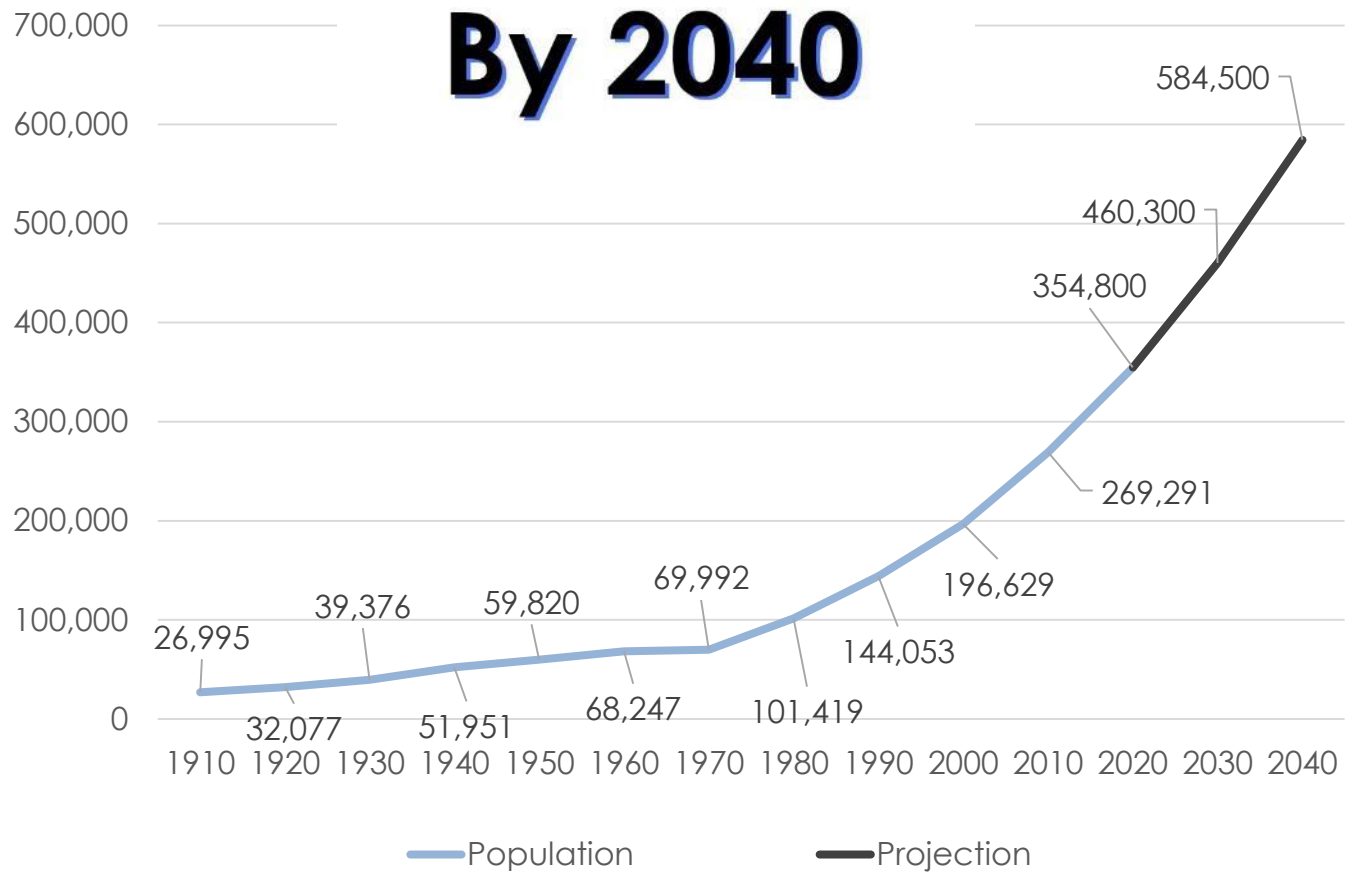
Horry County Growth Patterns

**Horry County Citizen
Planning Academy
October 10, 2019**



**+ 275,000
New People**

**+ 116,000
New Housing Units
By 2040**





Waccamaw River

Intracoastal Waterway

North

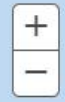
Atlantic Beach

Briarcliffe Acres

Myrtle Beach

Atlantic Ocean

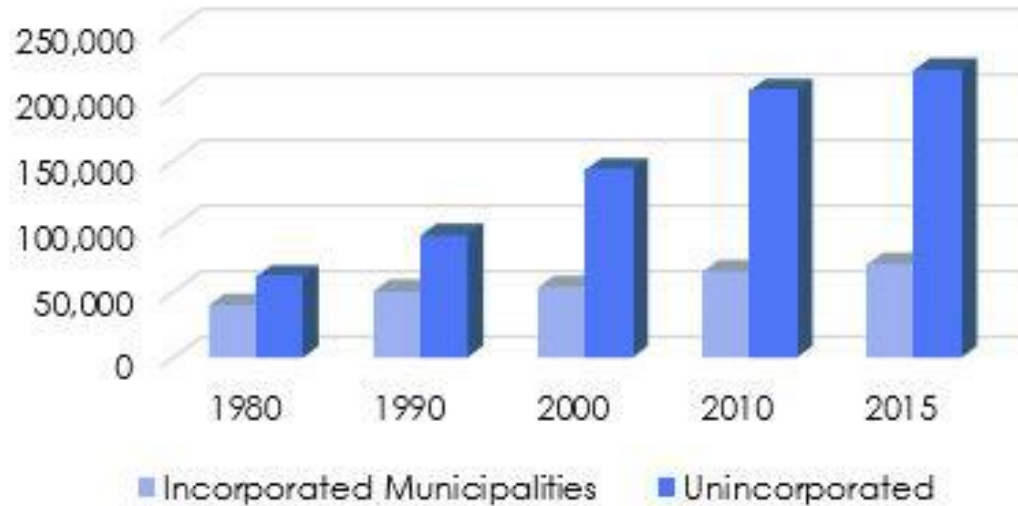
Intracoastal Waterway



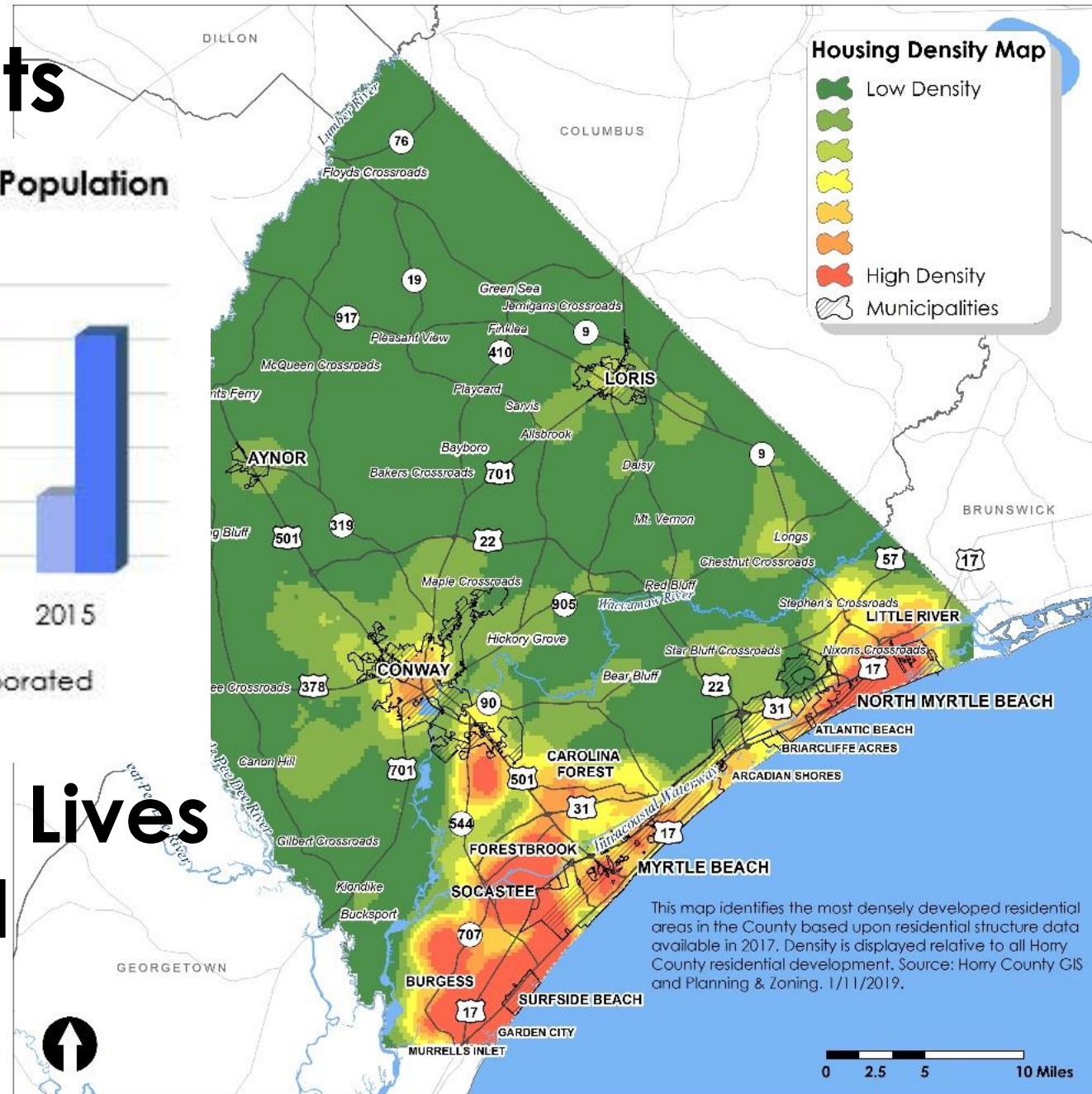
POWERED BY

344,147 Residents

Incorporated vs. Unincorporated Population Growth, 1980-2015



75% of Population Lives in Unincorporated Horry County





116,160
Additional Units Needed

53,000

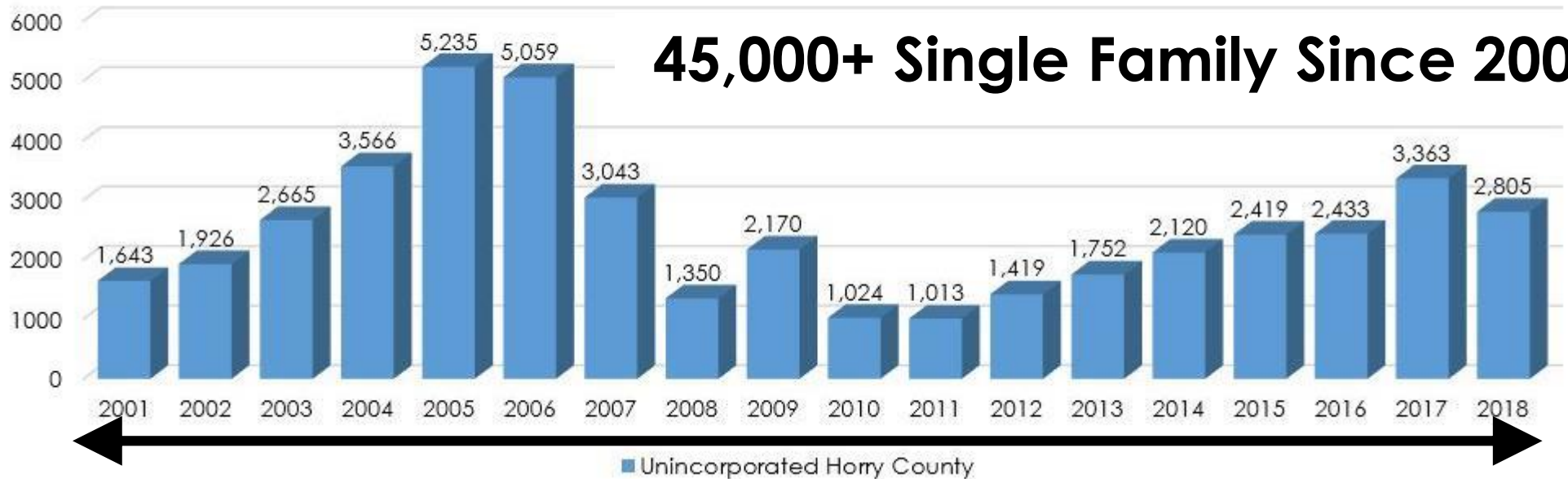
Already Approved

63,160
More Needed

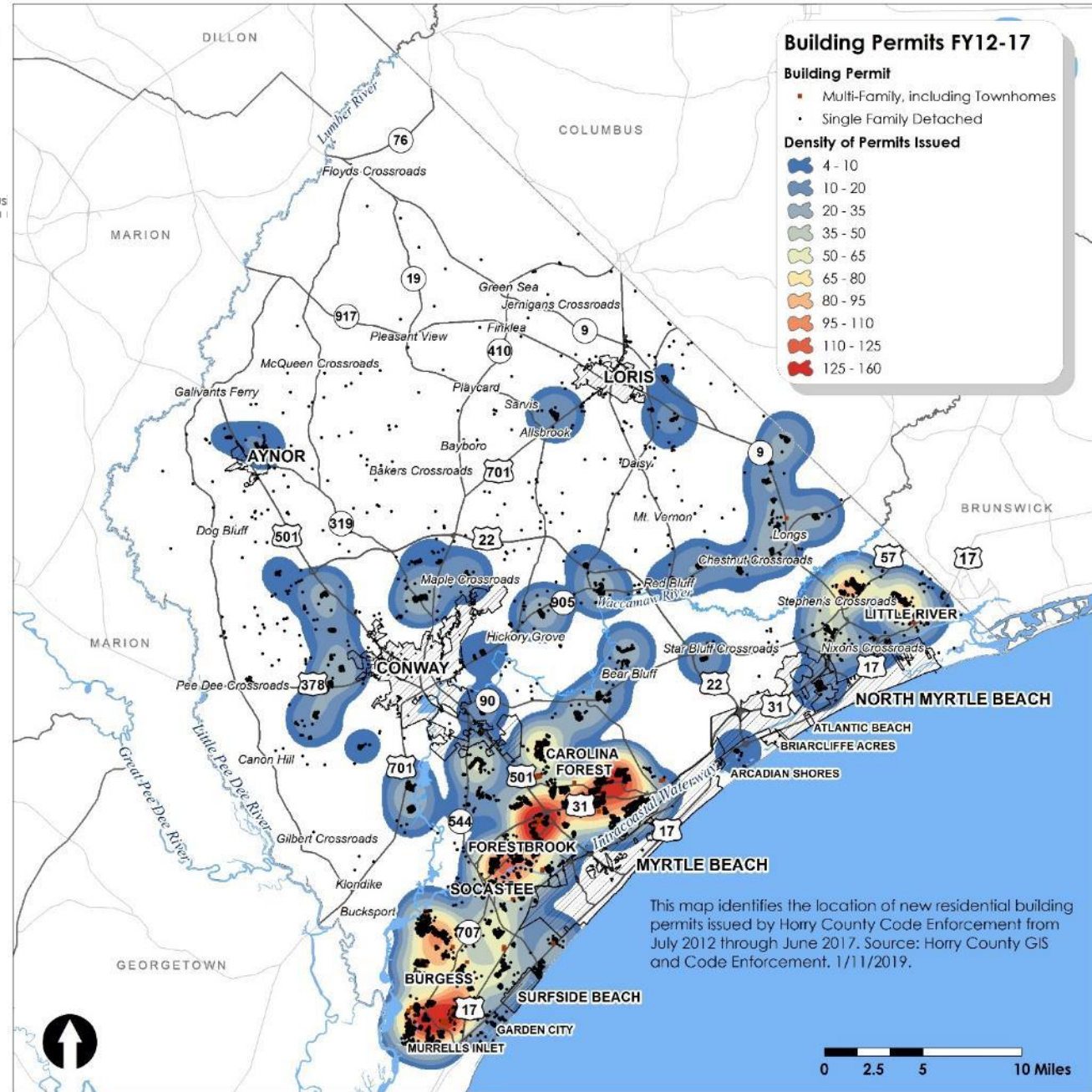
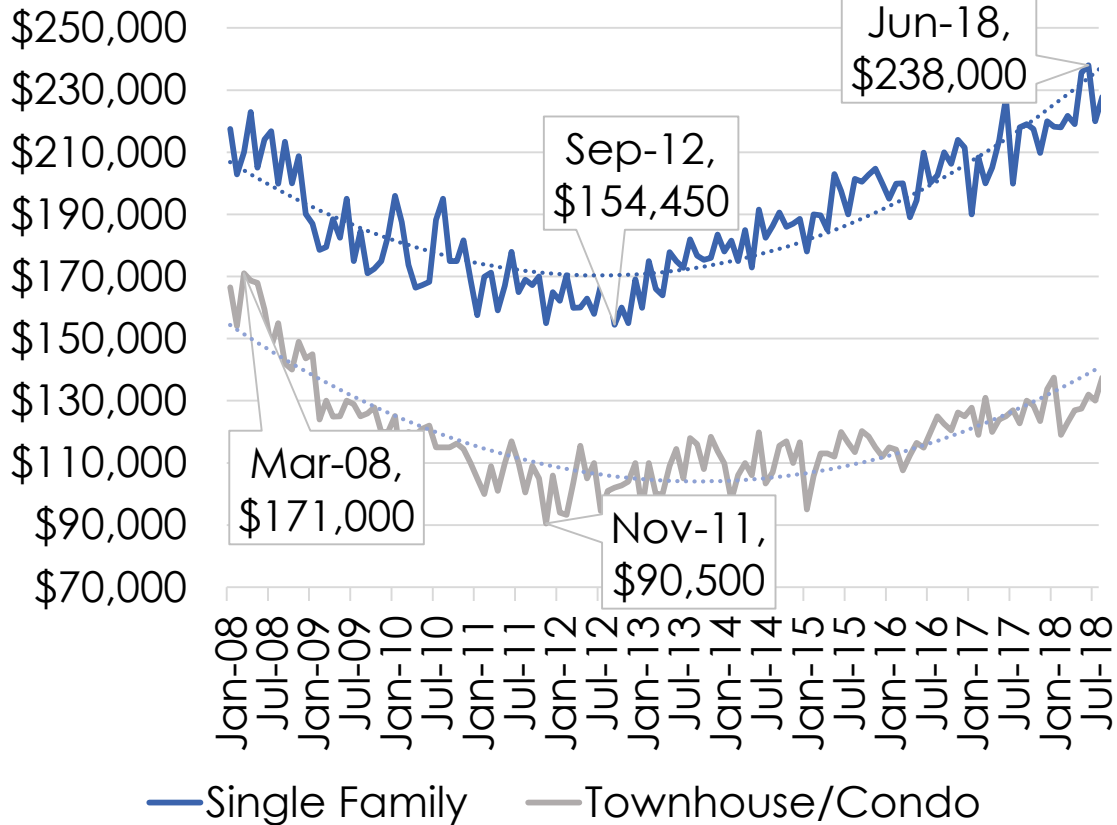
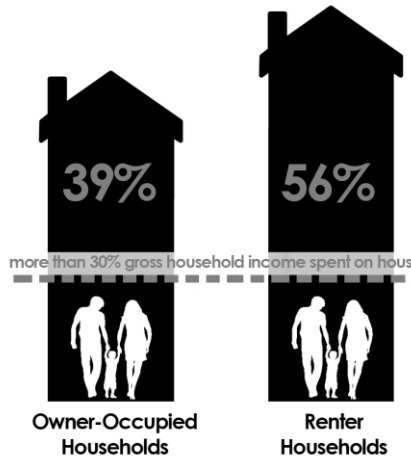


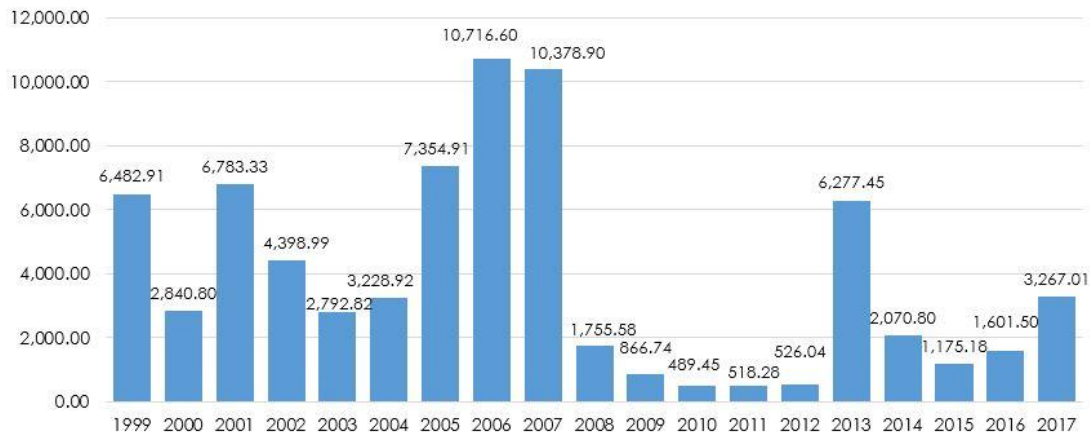
Image: Post and Courier

Annual Single Family Unit Permits, 2001-2018

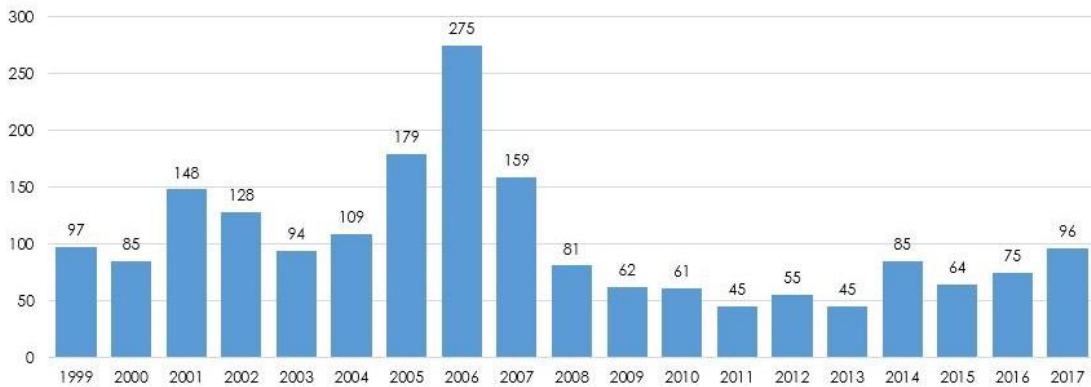


Median Single Family Sales Price - \$238,000





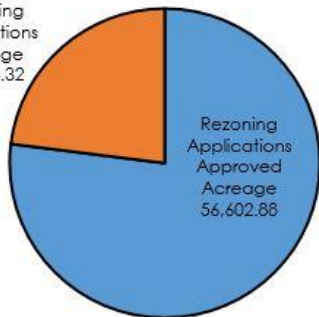
■ Rezoning Applications Total Acreage



■ Number of Rezoning Applications

Rezoning Application Acreage

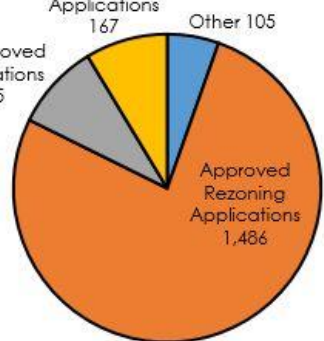
Withdrawn and Disapproved Rezoning Applications Acreage 16,923.32



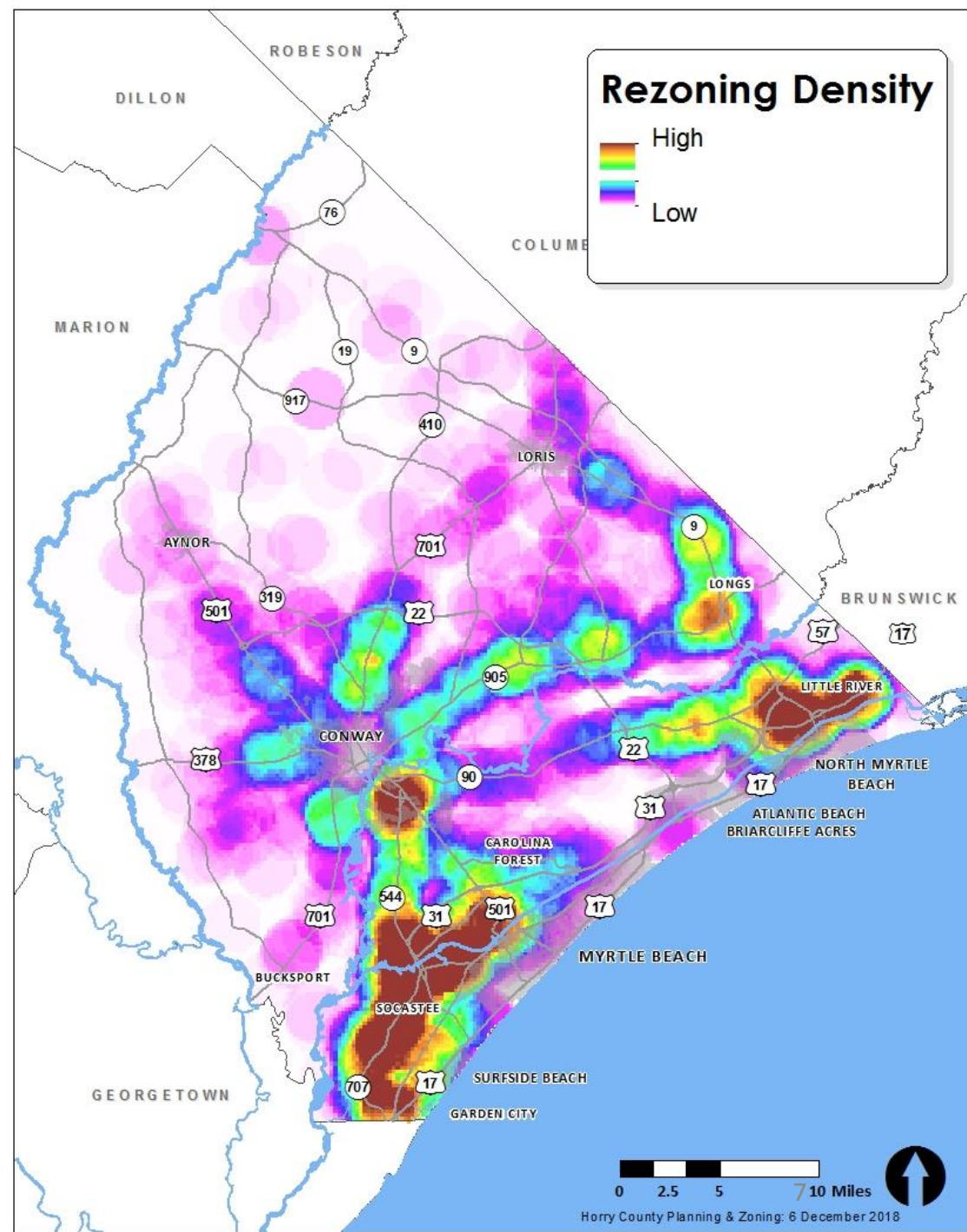
Rezoning Applications Approved Acreage 56,602.88

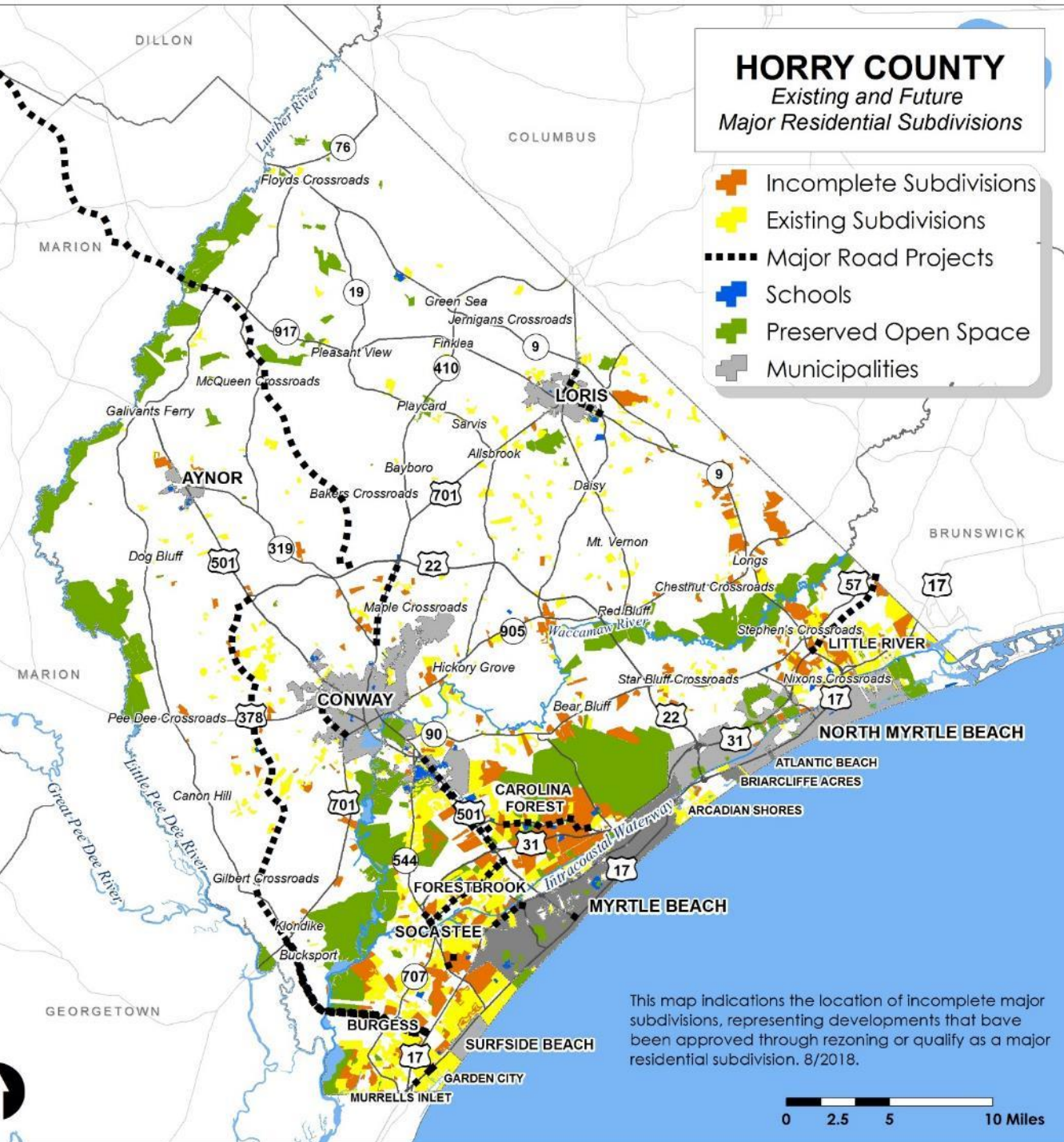
Rezoning Application Results

Withdrawn Applications 167
Disapproved Applications 175



Approved Rezoning Applications 1,486



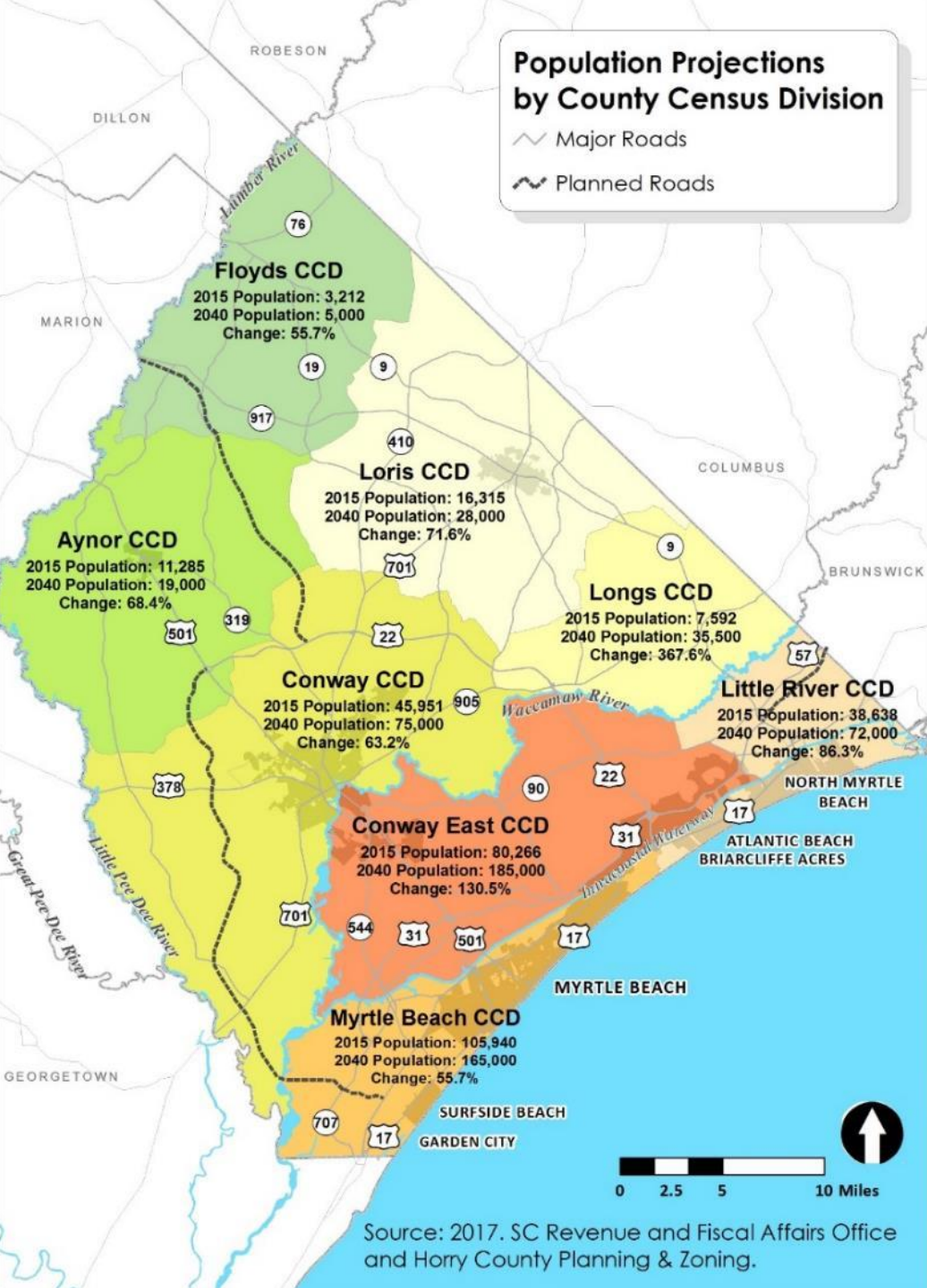


54,000 Units Allowed

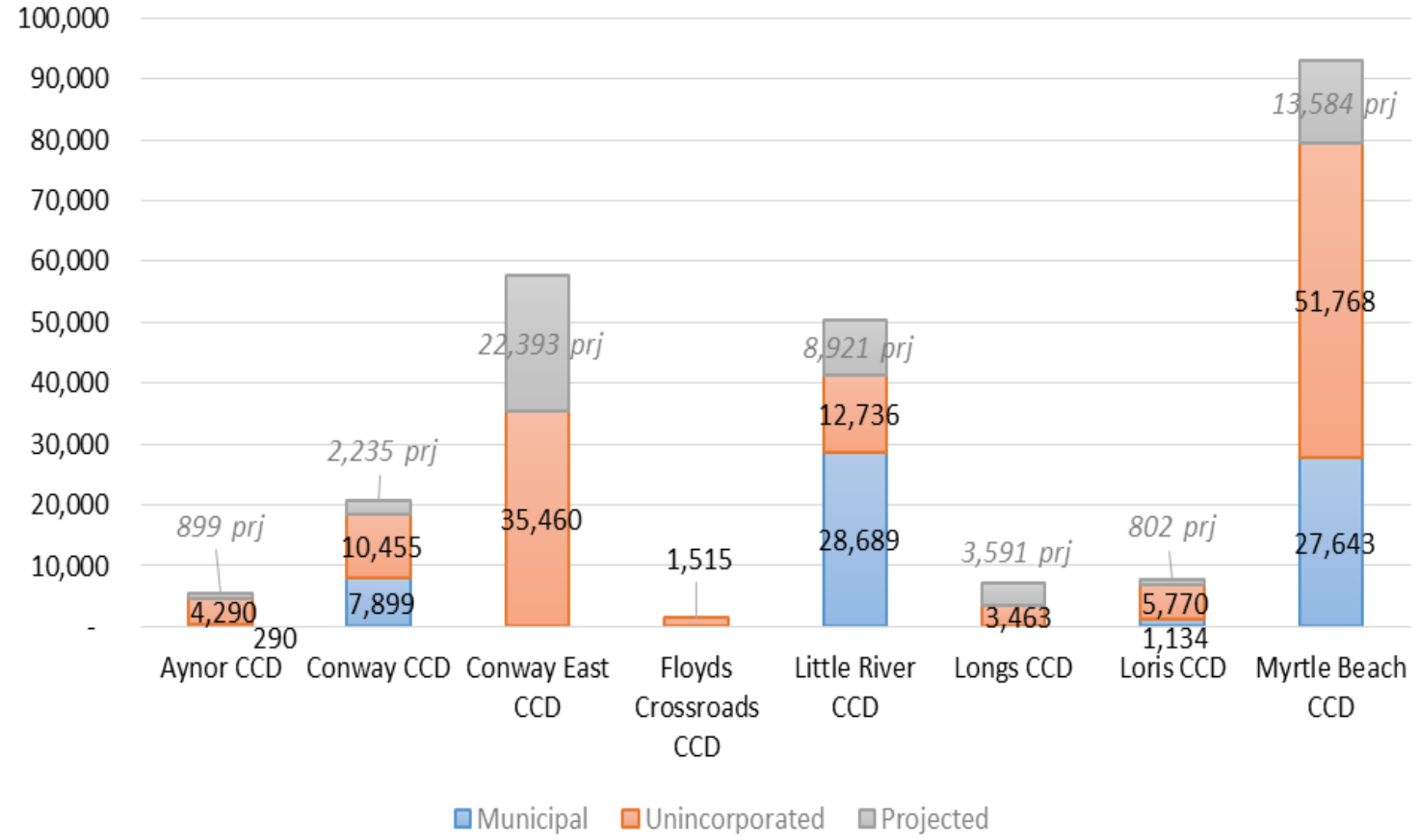
FY 2019

**Additional 2,262 SF
Reduction of 410 MF**

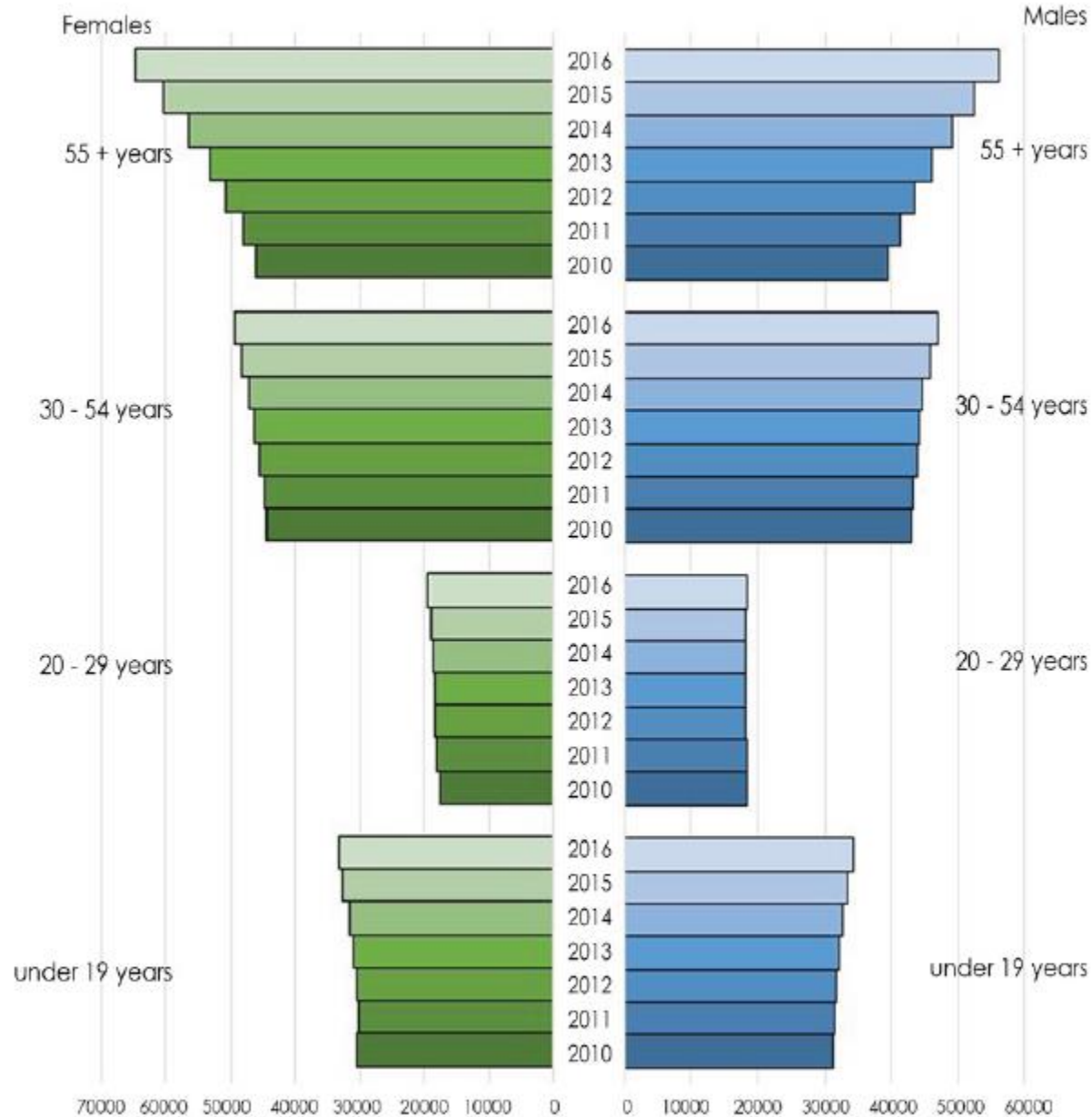
**2,967 Units
Constructed**



EXISTING AND FUTURE HOUSING UNITS



Change in Age and Sex Composition from 2010 to 2016

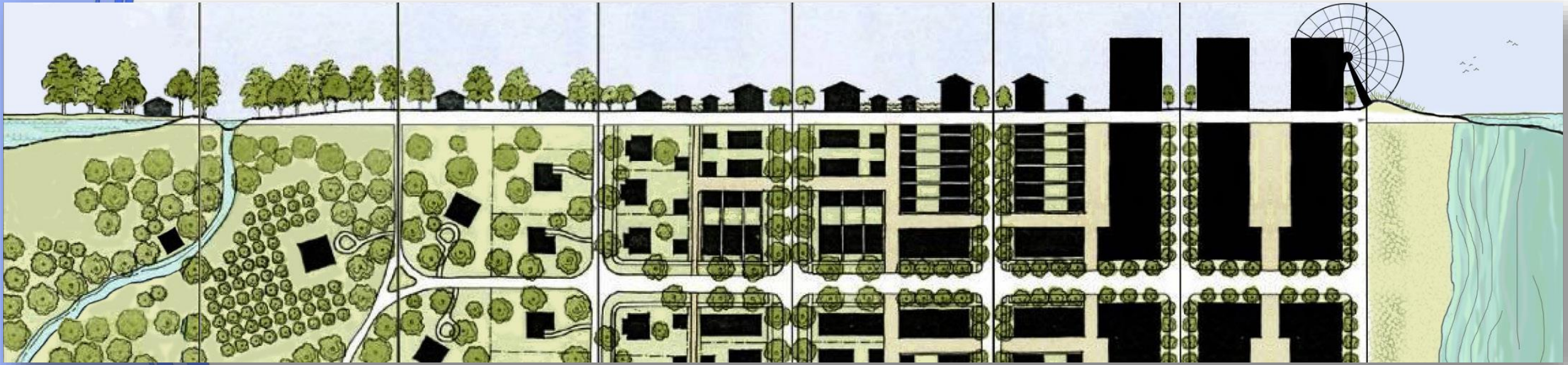


37% 55 or Older



FUTURE

Land Use Strategy



RURAL



SUBURBAN



URBAN

SC Comprehensive Plan Requirements



Comprehensive Plan Authorizations

- Required by State to guide policy and local decision-making in regards to future growth.
- Required in order for the County to have:
 - Zoning
 - Land Development Regulations
 - Capital Improvements Plan
 - Impact Fees
 - Development Agreements

SC Code of Laws, Article 3, Chapter 29, Title 6

Comprehensive Plan Adoption

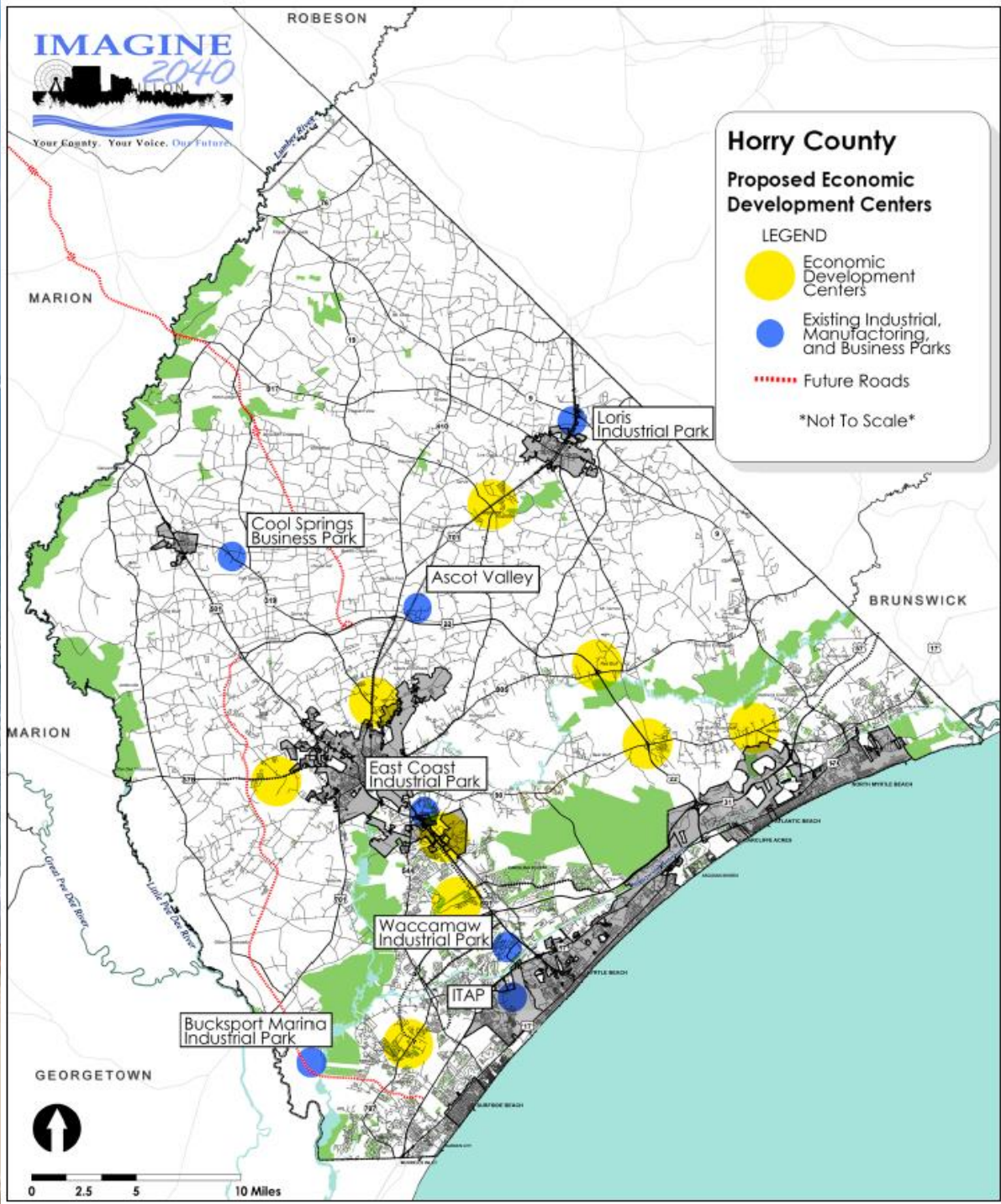
- Minimally has to look **10 years** into the future.
- Required evaluation every **5 years** and rewrite every 10 years.
- IMAGINE 2040 looks out **20 years** to be consistent with regional transportation planning efforts.
- May be amended as significant changes occur, such as completion of a major road project, addition in public safety facilities and personnel, new industry, or other significant change to the community.



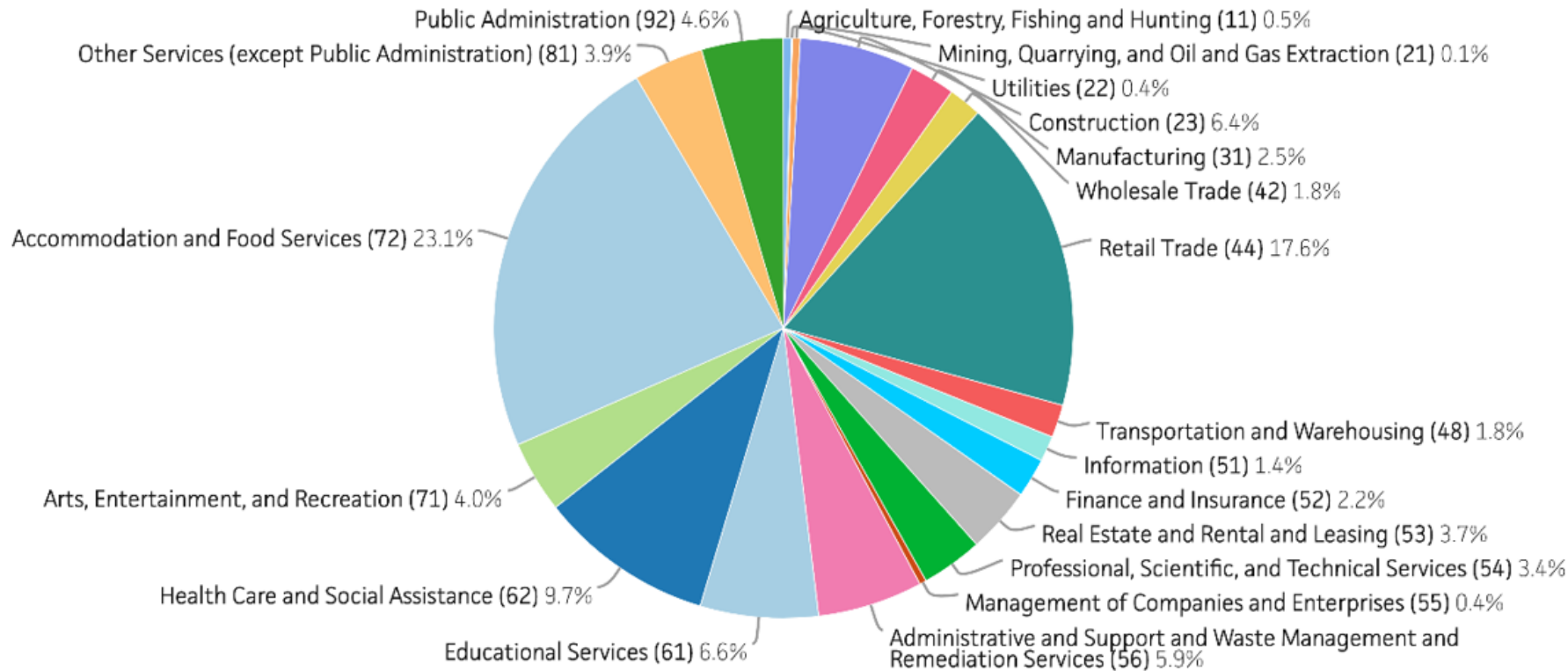
IMAGINE *2040* VISION STATEMENT

"Horry County will sustain and enhance the quality of life for our residents and visitors by fostering healthy and safe communities, preserving our natural assets and rural heritage, encouraging business growth and economic diversification, and providing services and public facilities that will protect and strengthen our future."





Total Workers for Horry County, South Carolina by Industry



18.1%
of Horry County Residents
live below the Poverty Level

	Horry County	Richland County	Charleston County	Greenville County
Employers	8,629	8,918	13,321	12,909
Employed	107,915	161,532	202,114	224,915
Labor Force Participation (16+)	57.8%	63.6%	65.0%	63.7%
Annual Payroll (\$1,000)	\$ 3,239,373	\$ 6,923,076	\$ 8,776,547	\$ 9,941,011

Priority Investments

- Recommends Capital Improvements to keep up with growth.
- Coincides with 5-year CIP.
- Includes projects that may not fit within current funding streams to be better prepared for grants, partnerships, and other funding opportunities as they become available.

Schools

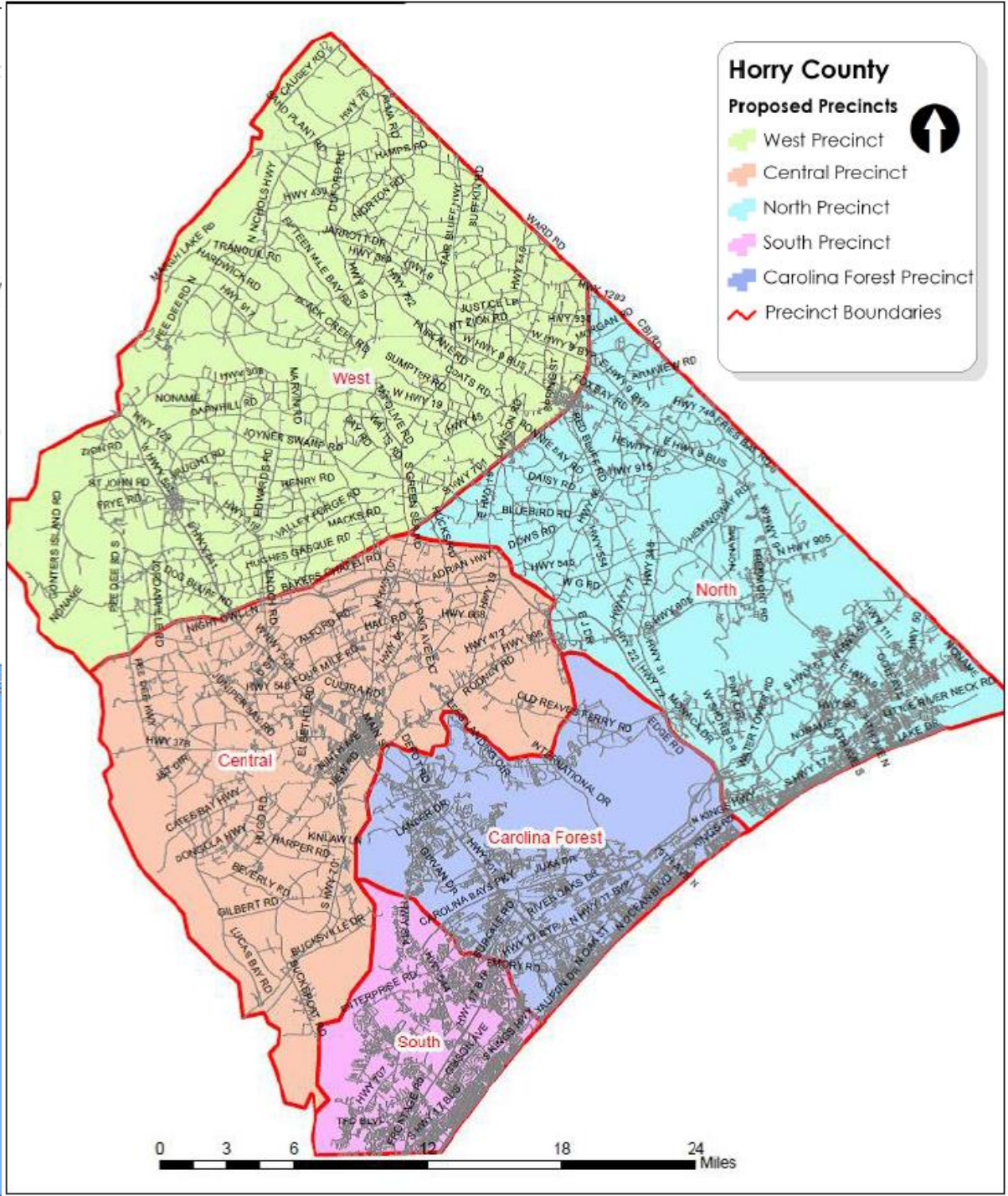
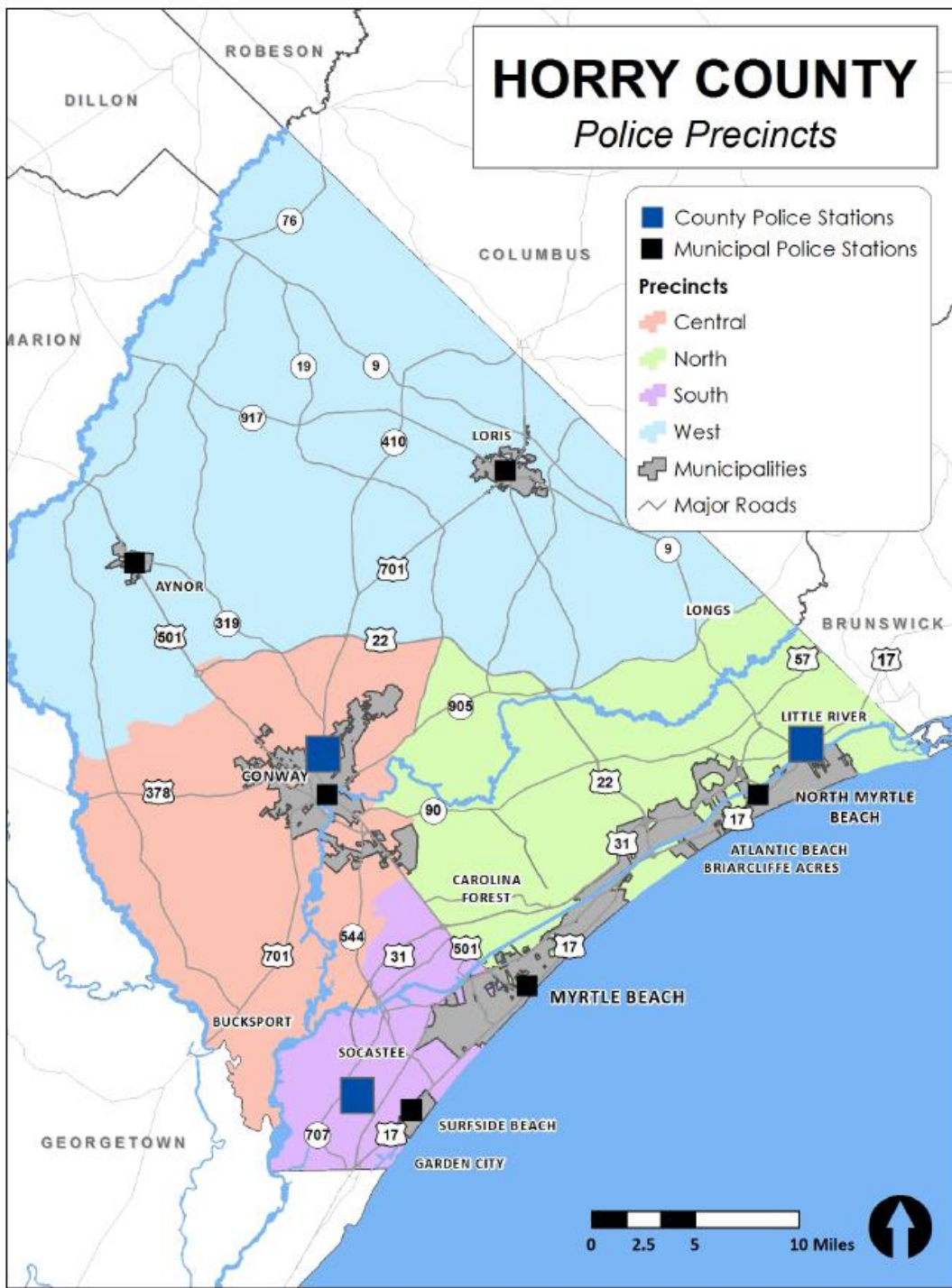


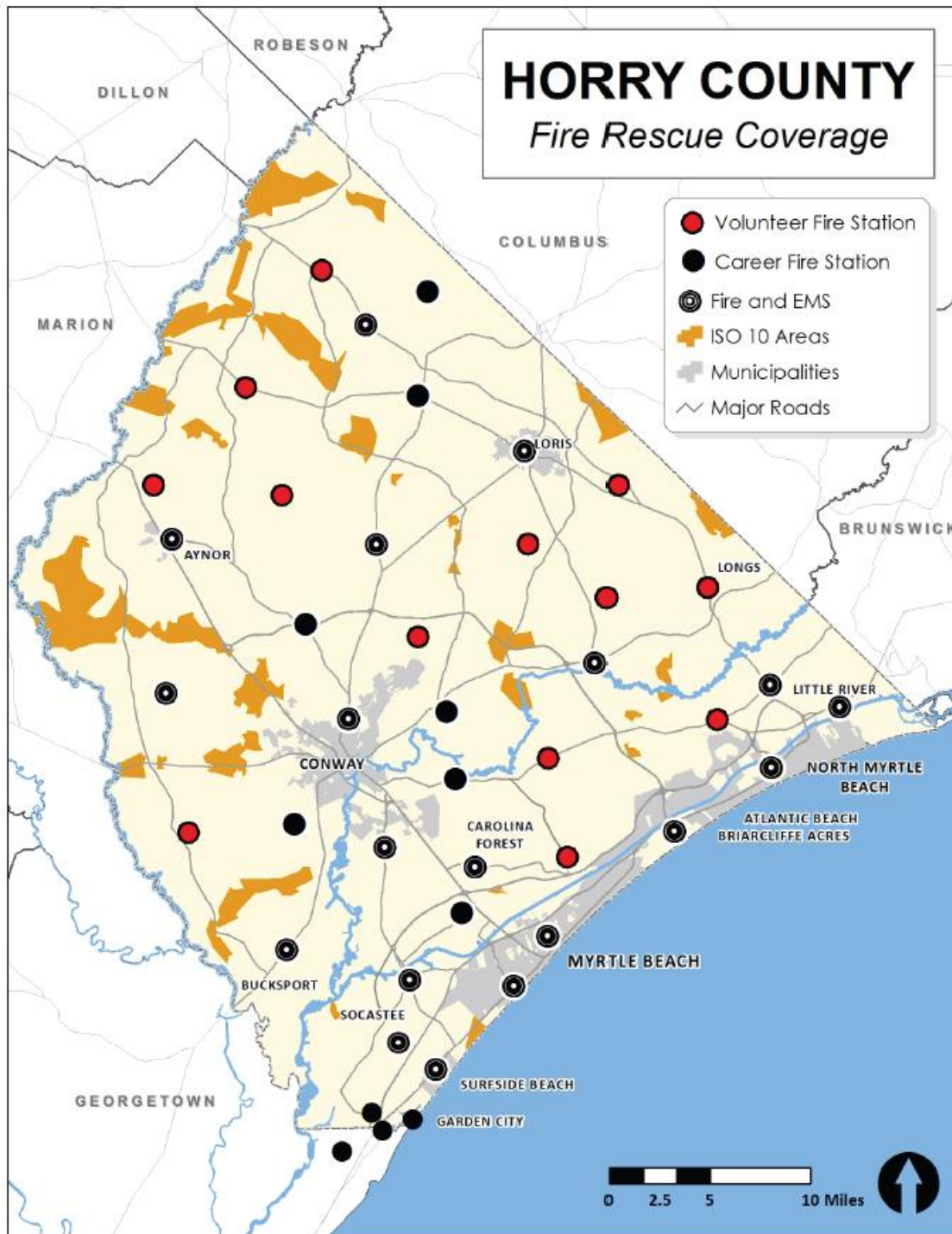
Public Safety



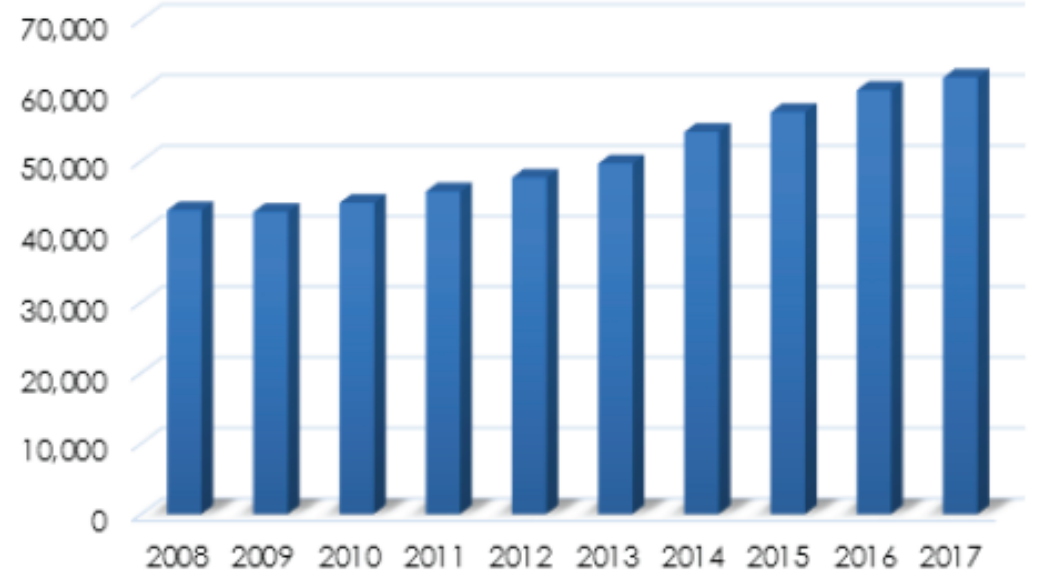
Recreation

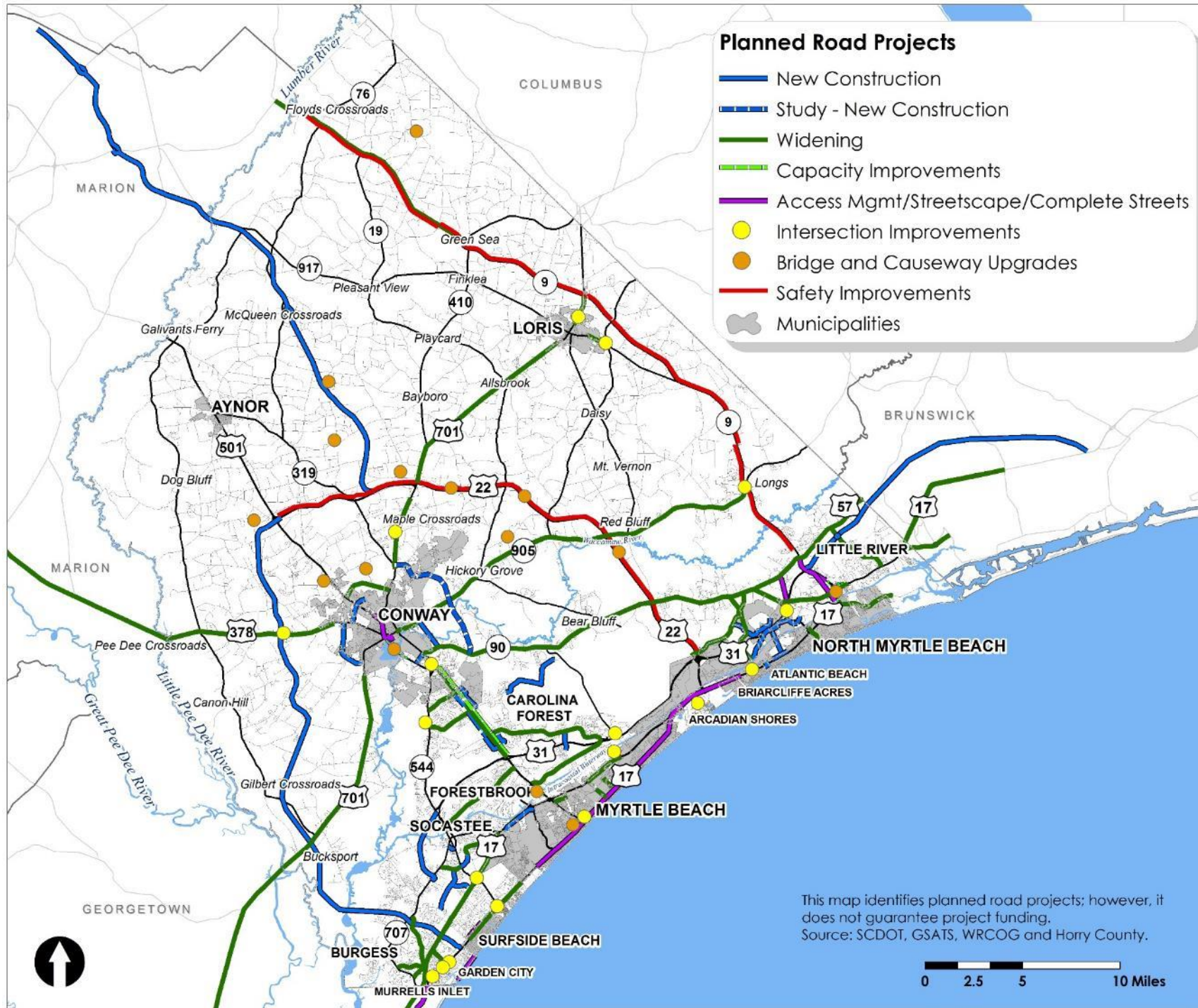


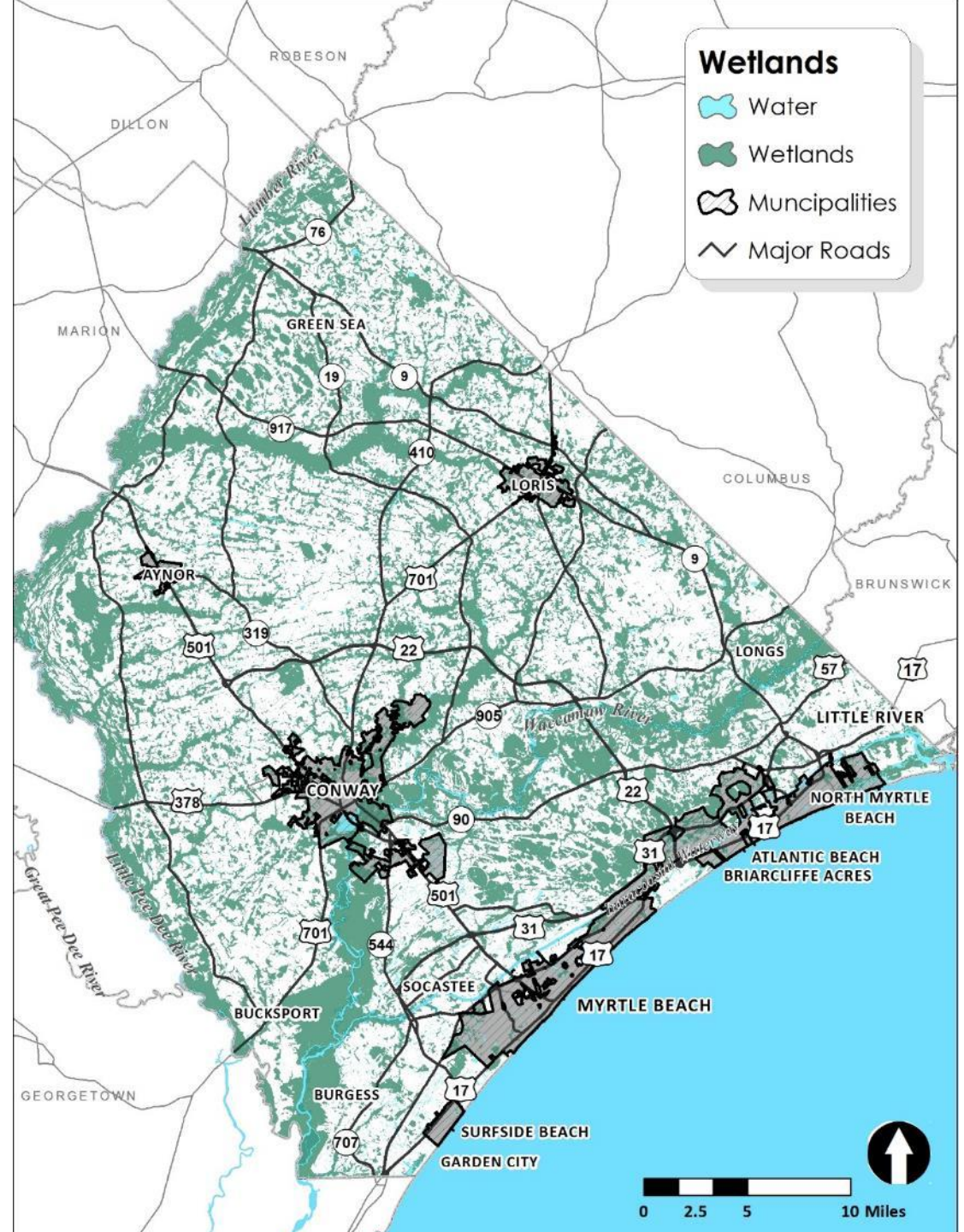
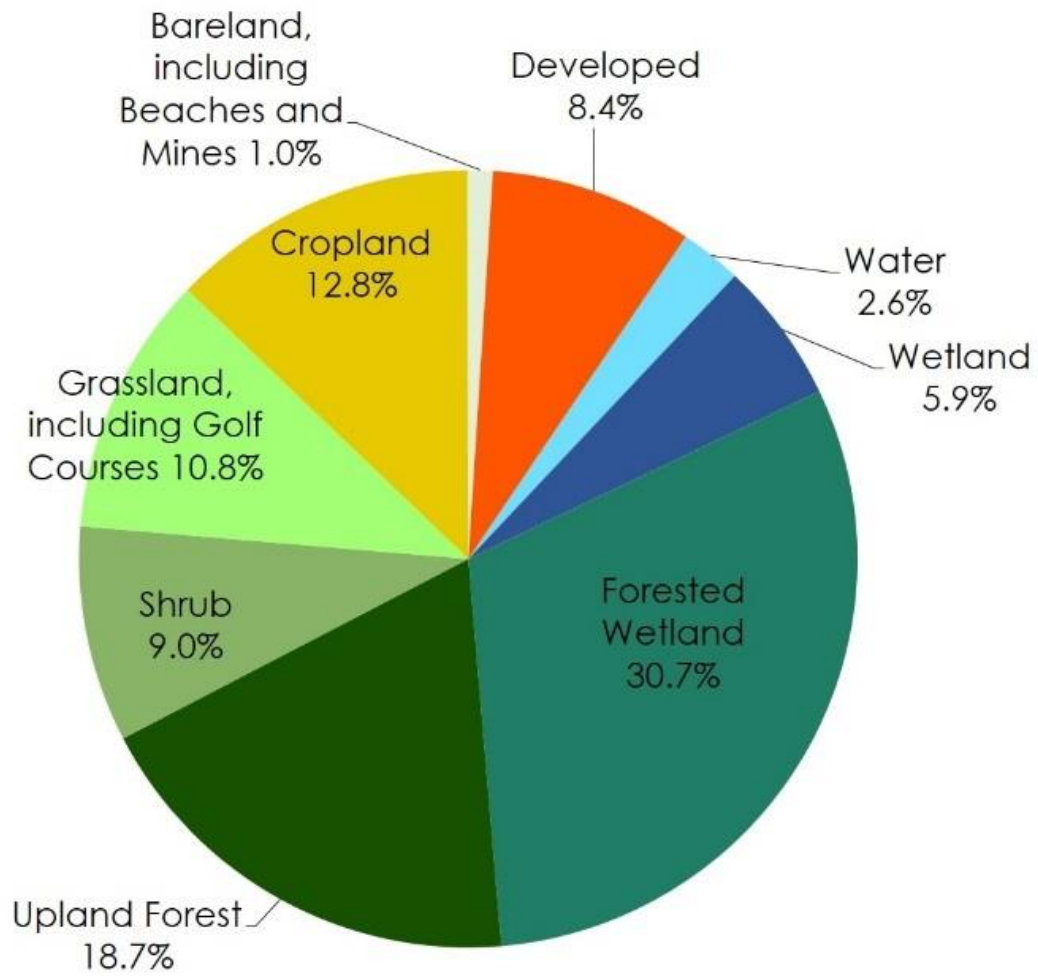




Emergency Responses by Horry County Fire Rescue

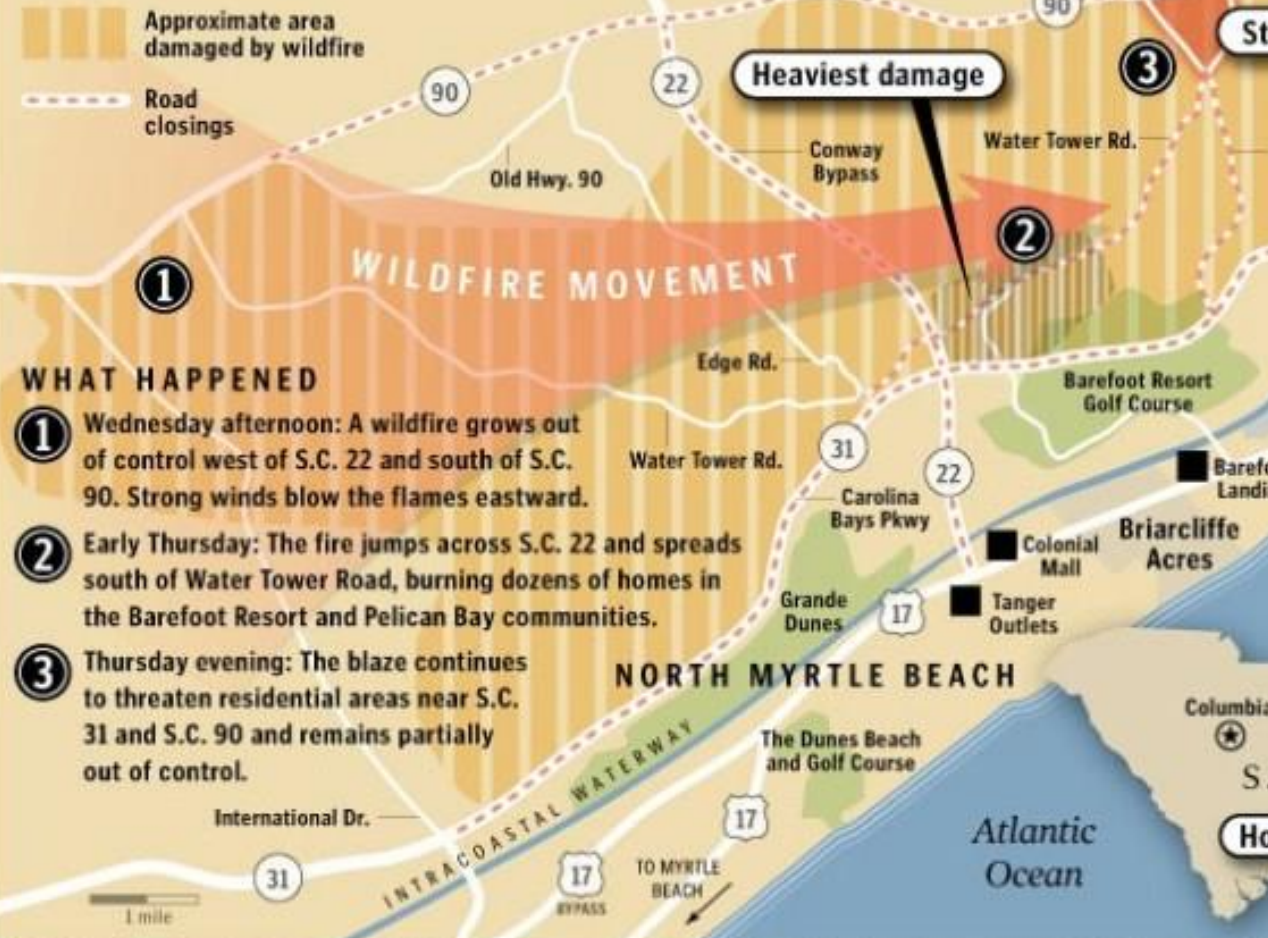






Wildfire rolls across North Myrtle Beach

Fueled by dry vegetation and strong northwest winds, a wildfire that started Wednesday afternoon grew rapidly overnight and spread into residential areas of North Myrtle Beach, scorching 15,000 acres, destroying about 70 homes, and forcing more than 2,500 to flee.

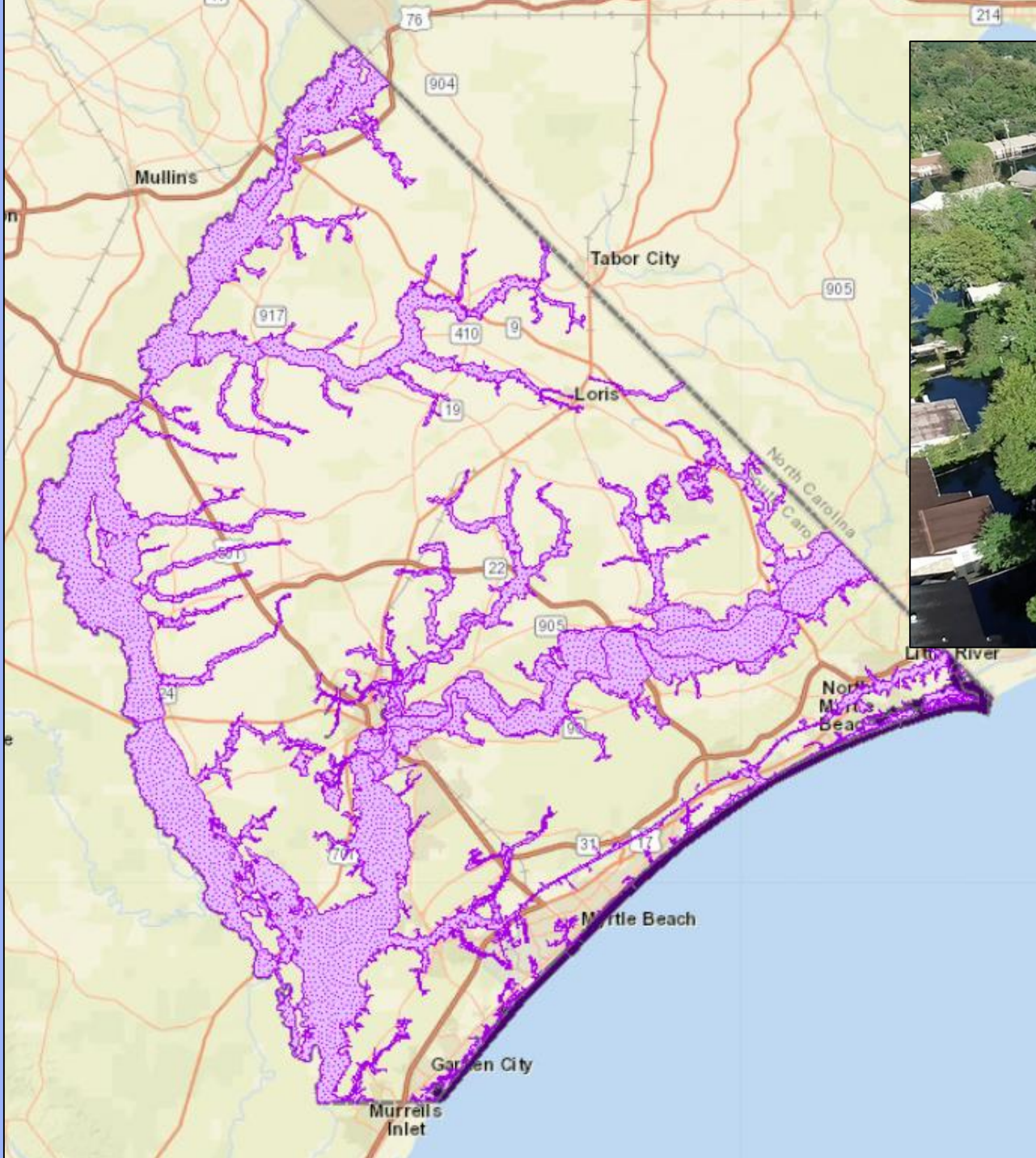


WHAT HAPPENED

- ① Wednesday afternoon: A wildfire grows out of control west of S.C. 22 and south of S.C. 90. Strong winds blow the flames eastward.
- ② Early Thursday: The fire jumps across S.C. 22 and spreads south of Water Tower Road, burning dozens of homes in the Barefoot Resort and Pelican Bay communities.
- ③ Thursday evening: The blaze continues to threaten residential areas near S.C. 31 and S.C. 90 and remains partially out of control.

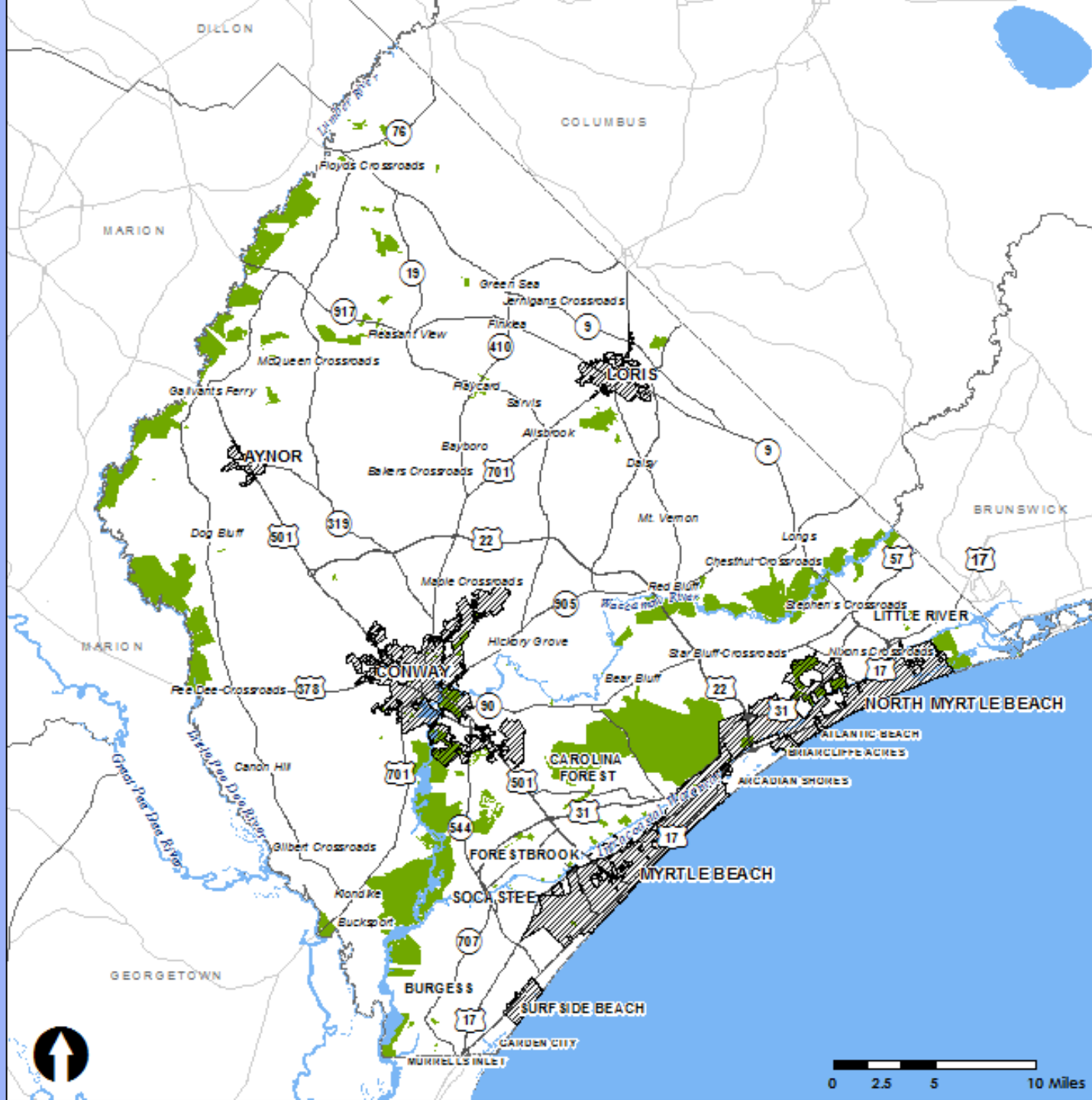


SOURCES: The (Myrtle Beach) Sun News and The Charlotte Observer STEVE LYTTLE - slyttle@charlotteobserver.com WM PITZER - bpitzer@charlotteobserver.com



Images: WPDE and Robbie Bischoff

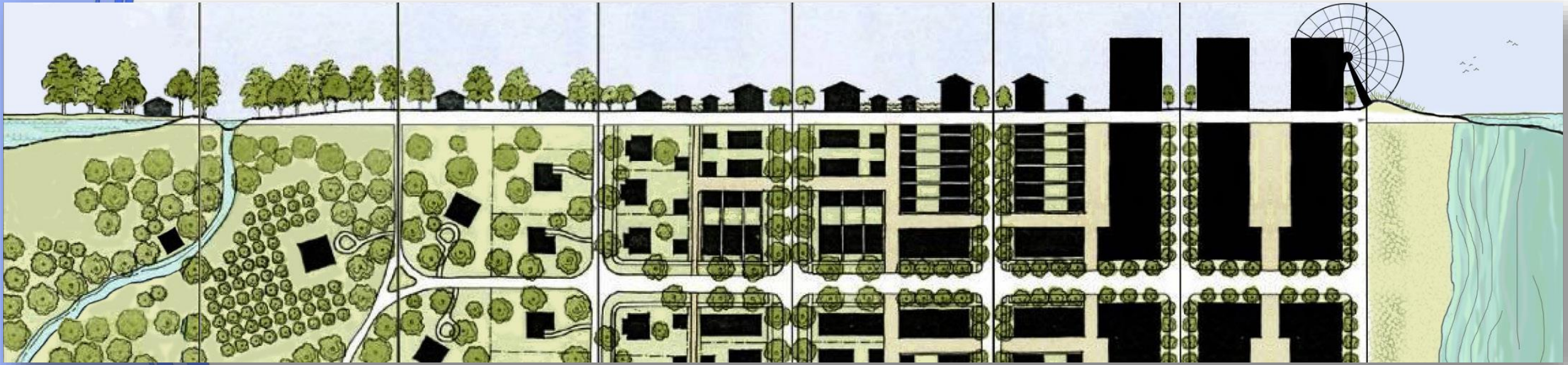




Over 67,000
Acres of
Preserved Open
Space, including
more than
45,000 Acres of
Protected
Floodplain.

FUTURE

Land Use Strategies



RURAL



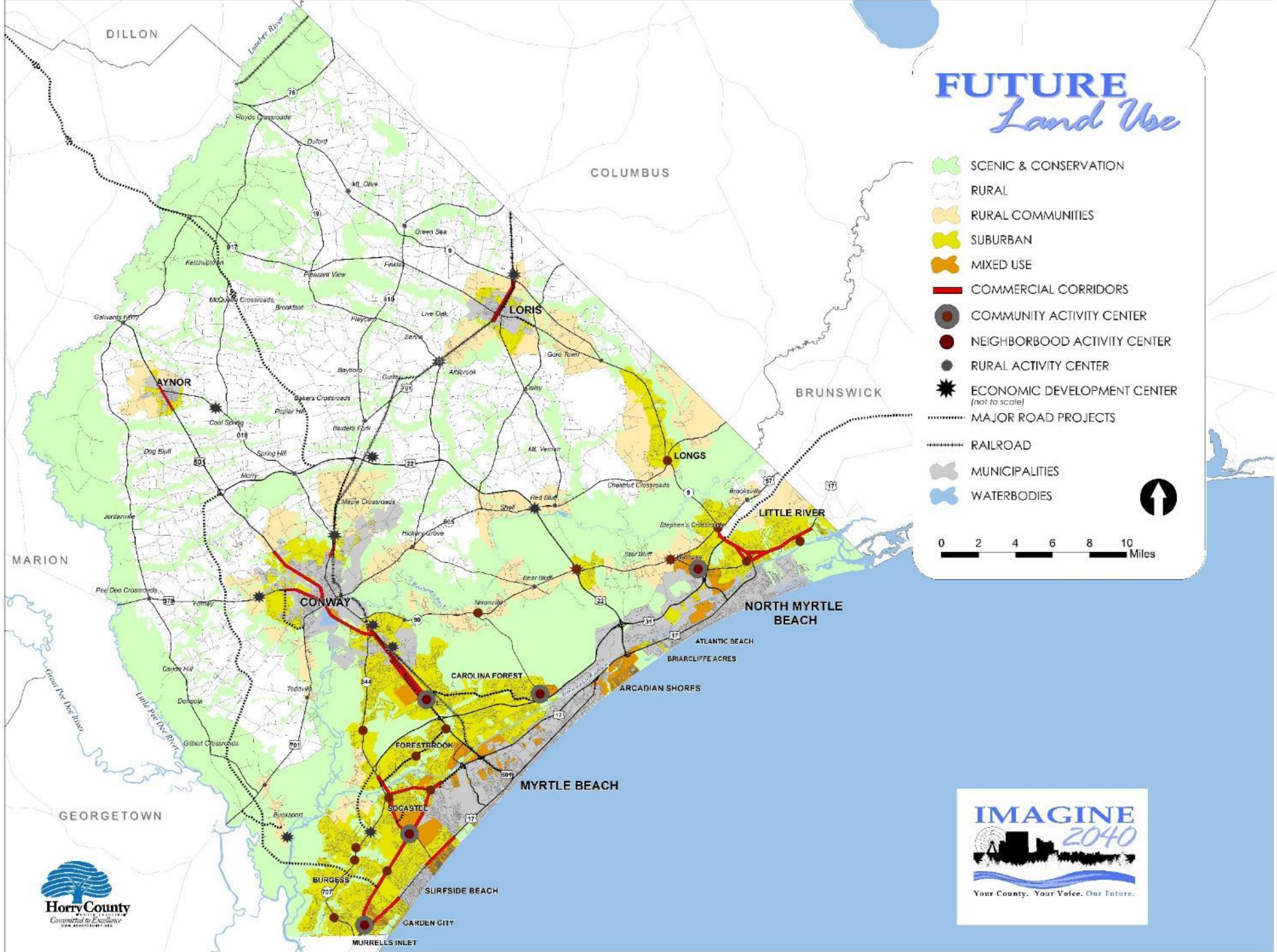
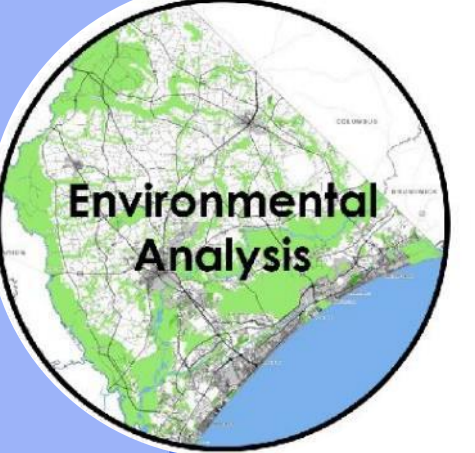
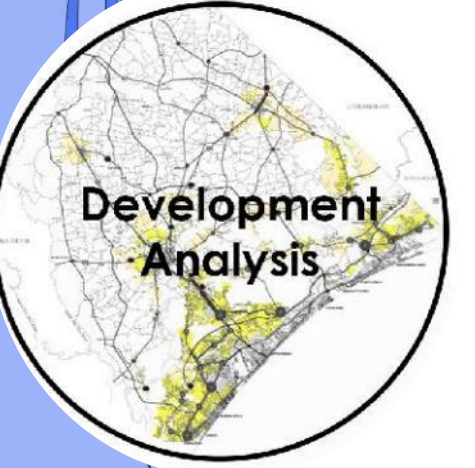
SUBURBAN













URBAN

Future Land Use Analysis

- Existing development patterns.
- Forthcoming residential neighborhoods.
- Remaining developable land in growth areas.
- Area and Neighborhood Plans.
- Fire and EMS stations and planned projects.
- Roadway capacity and planned projects.
- Environmental constraints.
- Public input by geography of County.
- Consistency with Vision, Goals, Objectives & Strategies.



Land Use Definitions

		Description/Density		Special Notes
	Scenic & Conservation	≥ 5 acres+ or neighborhood open space		Floodplain, wetlands, poorly drained soils
	Rural	≥ ½ acre+	2 net units/acre	Farmland, Rural Large Lots
	Rural Communities	≥ 14,500 sf lot	3 net units/acre	10,000 sq ft with large amounts of contiguous open space preserved
	Rural Activity Center	1/8 mile radius, 1/4 mile across		Traditional Rural Crossroads
	Suburban	6,000 – 14,500 sf lots	3 – 7 gross units/acre	4,500 sq ft lots or in-common development
	Neighborhood Activity Center	1/4 mile radius, 1/2 mile across		Shopping Centers
	Mixed Use	> 7 gross units/acre		Vertical Mixing of Uses
	Community Activity Center	1/2 mile radius, 1 mile across 7 gross units/acre (2-5 Story Bldgs)		Regional Destination Vertical Mixing of Uses
	Commercial Corridor	Commercial Infill and Redevelopment		Existing Commercial Corridors
	Economic Development Center	Not recommended unless > 7 gross units/acre		Intended for Major Employers, housing secondary



Next Class – November 14th

- Understanding Zoning
- The Rezoning Process
- Components of Development Review
- Enforcement and Complaints
- Mechanisms for Public Input