

The Horry Planner



The Quarterly Electronic Newsletter of the
Horry County Planning and Zoning Department

INSIDE THIS

ISSUE

IMAGINE 2040	1
Minimizing Flooding Impacts	2-3
Legacy Business Recognition	4
Board of Architectural Review	5
Fall Tree Trimming	6
Keep Horry County Beautiful	7
Boards and Committee Updates	8
Meeting Calendar & New Faces	9

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Horry County Planning and Zoning Department

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IMAGINE 2040: Horry County's Comprehensive Plan Update

Over the past 10 months, the IMAGINE 2040 Steering Committee along with County Planning staff examined and evaluated existing conditions, obtained public input through a countywide survey, public comments, multiple open houses, and a land use workshop, and drafted the twelve chapter Plan which formulates a vision and guide for growth and public services decades into the future. The twelve chapters include sections detailing current and future population projections, demographics, housing, cultural resources, natural resources, public safety and community facility needs, economic development, and priority investments. The draft also includes a chapter relating entirely to current and future land use, including a Future Land Use Map which outlines specific areas of the County for conservation, preservation of rural character, residential and commercial development, and future opportunities for economic development centers.

At the August 16th Horry County IMAGINE 2040 Steering Committee meeting, the committee voted to approve the draft Comprehensive Plan, thereby completing the first step in the adoption of IMAGINE 2040. The Plan has now moved on to the second major step in the process, which includes review and consideration by the Planning Commission.

What's Next?

Horry County staff will present the IMAGINE 2040 Plan to Planning Commission at a special workshop on **Thursday, October 25th at 4:30 PM** at the Horry County Government and Justice Center. This meeting will preface the formal 30-day public comment period that will open between October 25th and November 29th. Planning Commission will hold a Public Hearing on the IMAGINE 2040 Plan at their regularly scheduled meeting on December 6th at 5:30 PM.

Public Hearing - December 6th

The draft IMAGINE 2040 Comprehensive Plan is available on the [IMAGINE 2040 webpage](#). Comments may be emailed to IMAGINE2040@horrycounty.org or mailed to Horry County Planning & Zoning at 1301 2nd Avenue, Suite 1D09, Conway, SC 29526.

Public Comment Period October 25-November 29

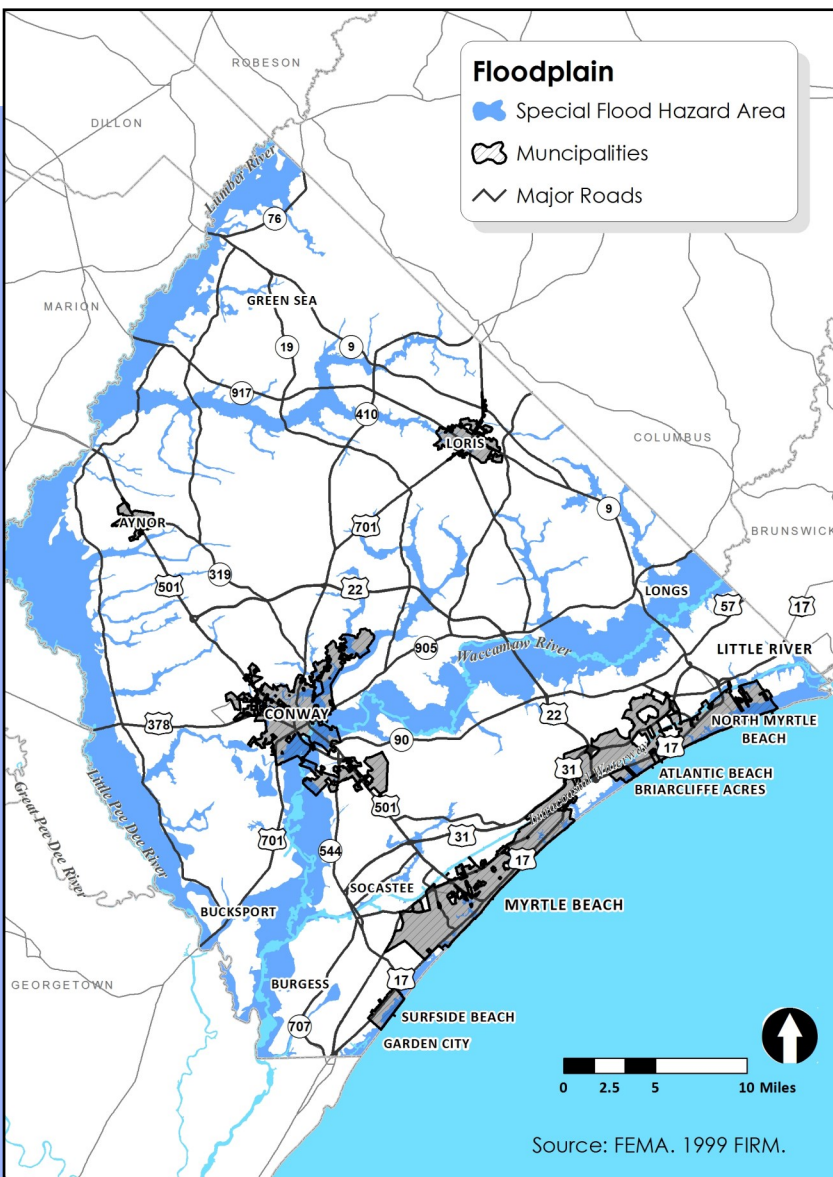


Minimizing Flooding Impacts

How IMAGINE 2040 Addresses Flooding

With the devastating flooding effects of Hurricane Florence still being seen through much of the County, the importance of planning to both help prevent and help recover from flooding has risen to the forefront for County officials and staff. The IMAGINE 2040 Comprehensive Plan addresses flooding in five major ways:

1. Within the Natural Resources Chapter. The Natural Resources Chapter delves into topics such as species habitats, soils, water resources, water quality, agriculture, forestland, and the floodplain. Roughly 24% of the County's total land area lies within the 100 year flood zone and roughly 50% of unincorporated Horry County contains wetlands, marsh, or other water features. This chapter illustrates the importance of flood resilience, a topic that Horry County staff has been working with conservation groups in the Upper Waccamaw Task Force and with the North Coast Resilience Project to address. The chapter highlights that one of the major components of flood resilience is discouraging development within the flood plain and along river corridors. The chapter also highlights the importance of conservation of natural areas for flood storage, infiltration, and water quality reasons. See [Chapter 4: Natural Resources](#).



2. Within the Public Safety Chapter. One of the primary functions of the Public Safety Division is to plan and prepare staff and the community for emergency situations such as tropical weather events, flooding, tsunamis, ice storms, and wildfires. The Public Safety Chapter addresses emergency operations, Emergency Management Operations Center needs, the Emergency Management Plan, evacuation routes, shelters, and distribution centers. See [Chapter 7: Public Safety](#).

3. Within the Transportation Chapter. One of the widespread resident and visitor stressors of the Florence flooding was road closures. Transportation needs, such as the development of the I-73 corridor, are addressed within this plan and other regional plans. This route would provide a much needed travel route for evacuation and reentry. It would also ensure that food and supplies would be available because the roadway would offer a higher elevation bypass around lower lying, flood prone areas. This could minimize added travel pressures through neighboring communities in the event of evacuation or flooding. In addition, with the increasing number of tourists and year round residents in coastal Horry County, the Southern Evacuation Lifeline (SELL) would provide both a more convenient evacuation route, but could also offer an alternative, unflooded connection between either side of the Waccamaw River. See [Chapter 8: Transportation](#).

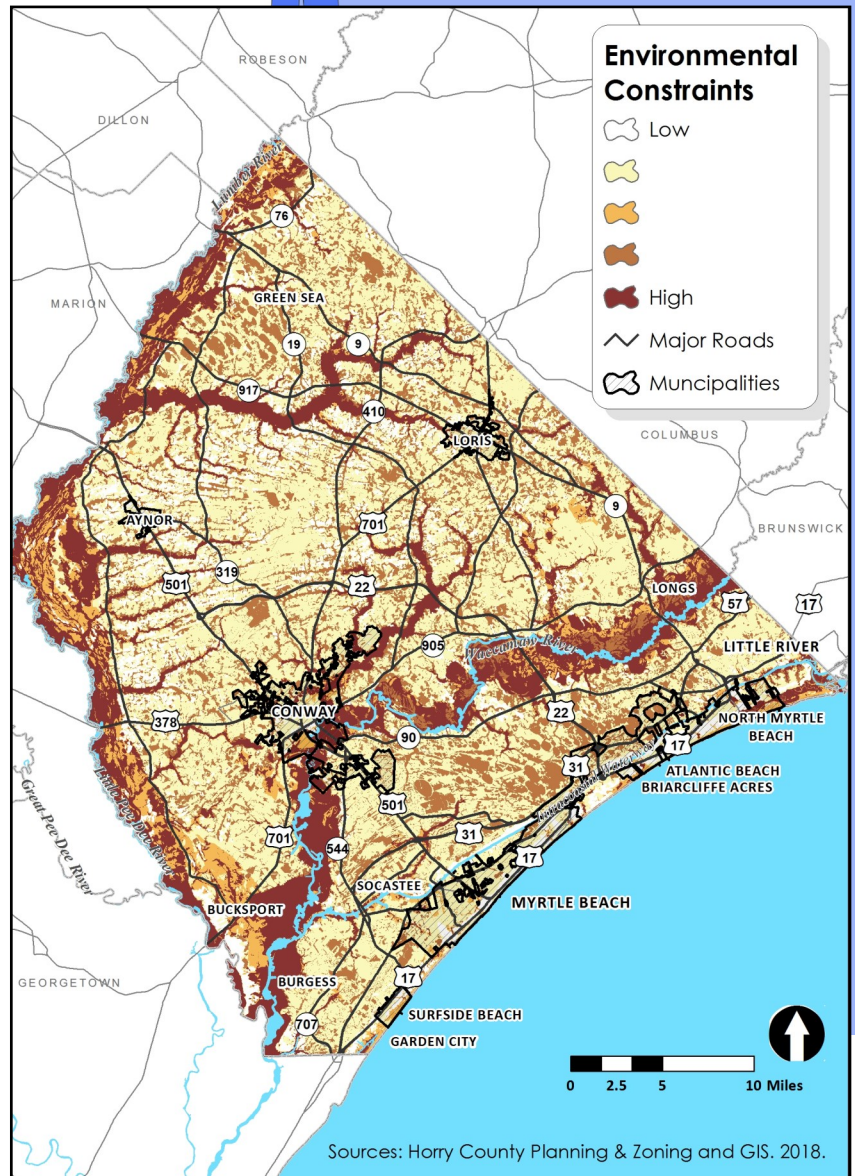
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Minimizing Flooding Impacts, Continued...

4. **Within the Land Use Chapter.** Flood prone areas were the primary factor in the environmental constraint analysis that helped define the Scenic and Conservation future land use areas and definition. To determine the scores for the environmental constraint analysis, Geographic Information System (GIS) was used to analyze data including wetland type, soil types, and flood zones which then generated scores relating to those constraints to illustrate on a scale which areas were the most developmentally constrained. The higher the score, the more likely to have development constraints. See [Chapter 11: Land Use](#).
5. **Within the Goals and Strategies Chapter.** Two of the primary Goals of IMAGINE 2040 are to ensure that the County has *Safe Communities* and *Environmental Sustainability*. Within these overarching goals, two primary objectives are:

1. “minimize future flood losses through regulations, policies, education, and training”

2. “conserve the essential pollution filtering, groundwater recharge, and habitat functions of wetlands and floodplains.”



In order to achieve the goal of having *Safe Communities*, the Plan establishes strategies including adopting revised flood maps, developing a Floodplain Management Plan and Repetitive Loss Area Analysis, adopting a revised flood hazard ordinance, adopting policy that prohibits new critical facilities in the 100 and 500 year floodzone, and to decrease grade changes between existing and planned developments. To achieve the goal of *Environmental Sustainability*, the County's strategies include providing incentives for developers to preserve contiguous areas of natural vegetation and wetlands in residential communities, and to work with conservation partners to strategically conserve land to minimize future flood losses. See [Chapter 12: Goals and Strategies](#).

For more information on IMAGINE 2040 or to read the draft Chapters in their entirety, please visit <https://www.horrycounty.org/Departments/Planning-and-Zoning/IMAGINE2040>.

Legacy Business Recognition

Pine Lakes Country Club

The Horry County Legacy Business Recognition Program pays tribute to local businesses that have contributed to the economic heritage of Horry County for more than 50 continuous years. With much fanfare, businesses always announce their arrival and beginning with “Grand Opening” ceremonies, ribbon cuttings, and press events. And sometimes with just as much fanfare, you see the “Going Out of Business” signs and sales. In 2014, The Board of Architectural Review and Historic Preservation (BAR) decided to recognize these businesses that have had stood the test of time and continue to do business long after their doors were opened.

On August 22nd of this year, the BAR, along with County Councilman Bill Howard, recognized Pine Lakes Country Club as the 25th business in the County to receive this award. Founded as the Ocean Forest Golf Club in 1927 and located in the heart of Myrtle Beach, this golf club became known as “the Granddaddy”. It was renamed Pine Lakes International Country Club under the ownership of Mr. Fredrick Albert Warner Miles and placed on the National Register of Historic Places on November 7, 1996. History is a part of this golf course’s makeup. The club house was designed by New York architect, Raymond Hood in the classical revival style and the course was designed by architect Robert White, the first president of the Professional Golfers’ Association. In 1954, Pine Lakes became the birthplace of a new weekly magazine, Sports Illustrated. Recently the Golf Hall of Fame has been added. This club is significant for its association with the growth of Myrtle Beach as a coastal community resort destination.

A plaque was presented to them and a ribbon cutting ceremony took place on the steps of the club house. The BAR is in the process of planning the next Legacy Business Recognition which will take place during the month of November. Stay informed by following the BAR [Facebook page](#).



The ribbon cutting ceremony for Pine Lakes



Councilman Bill Howard presented the award.

For a complete listing of all businesses that have received this award go to [Horry County Architectural Review and Historic Preservation](#). For more information about the program or to nominate a business, contact Lou Conklin at 843-915-5340 or conklinL@horrycounty.org

Board of Architectural Review and Historic Preservation

Historic Preservation Plan

The Board of Architectural Review and Historic Preservation has initiated the 5 year update of the Horry County Historic Preservation Plan. In addition to the future preservation activities, the Plan details the past of Horry County and its development into one of the most heavily visited tourist areas in the country. The Plan also provides an inventory of every history and heritage related endeavor currently in Horry County, from museums to genealogy societies. This plan, and its implementation, illustrates the commitment and vision of Horry County to preserving its very unique and diverse cultural heritage. The current [Horry County Historic Preservation Plan](#) was unanimously adopted by Horry County Council on June 18th, 2013 and made part of the Horry County Envision 2025 Comprehensive Plan. To participate in the Historic Planning process, please take the survey before Friday November 16th, 2018.

Sign up to get updates about the Historic Preservation Plan [here](#).

Take the
[Historic
Preservation
Plan Survey!](#)

Please Participate by Taking the Survey Here →

Charlie's Place Historic Marker Installation

The Horry County Board of Architectural Review and Historic Preservation, would like to announce the unveiling of a Historic Marker for Charlie's Place in association with the State Historic Preservation Office and the City of Myrtle Beach.

This marker honors Charlie and Sarah Fitzgerald. Both black and white customers came to Charlie's Place to hear the rhythm and blues music of black performers, despite segregation. Controversy over the birthplace of "the Shag" continues to this day; however, Charlie's Place may very well be the actual birth place of this dance. While the club is gone, the Fitzgerald Motel still stands. The motel served black entertainers who were not allowed to stay in whites-only hotels.

The South Carolina Marker Program was authorized by an act of the South Carolina General Assembly in 1905 creating the Historical Commission of South Carolina. The first marker was erected in 1936 near the site of the Long Cane Massacre near Troy, in McCormick County. Since then more than 1,500 markers have been erected. These markers indicate and interpret places of importance to South Carolina's past, by commemorating significant events, historic properties or other resources significant for their design.

Join Us at the Unveiling of the Historic Marker for Charlie's Place!!

When? Monday, October 22nd at 5:00 PM

Where? Charlie's Place located at
1420 Carver Street, Myrtle Beach

The ceremony is free and open to the public.

For more information on any of BAR projects contact Lou Conklin at conklinl@horrycounty.org or 843-915-7892



Charlie's Place

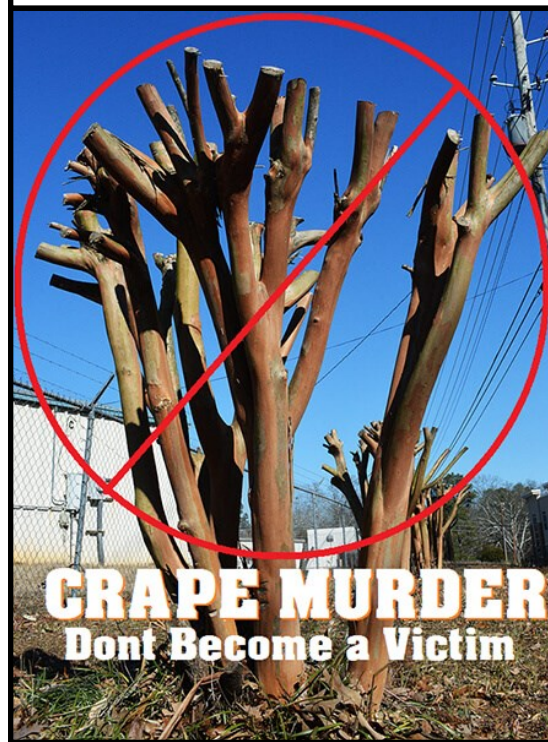
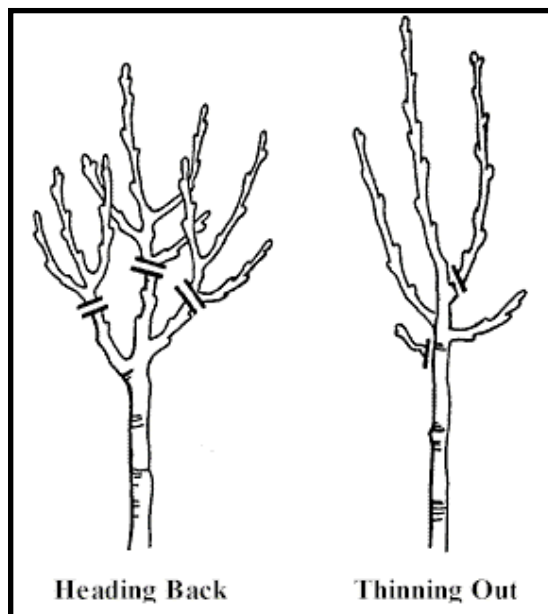
Fall Tree Trimming

Keep Your Trees Healthy With These Fall Trimming Tips

The falling leaves and beginning of chilly morning temperatures not only means the beginning of the pumpkin spice takeover, it also means the beginning of Fall tree trimming season. Each plant has its own growth habits and unique pruning requirements. Improper pruning or pruning at the wrong time of year can result in reduced flowering, misshapen plants, and plants that are more likely to be damaged by insects, diseases, and the winter cold.

Spring flowering plants that set buds in the fall should not be trimmed before the winter. Doing so would eliminate or decrease their spring flowering display. These plants include azalea, dogwood, forsythia, redbud and rhododendron. Ornamental plants, such as palms and magnolias, should not be trimmed in the fall because it encourages new growth that may not be hardened to resist the winter cold. These plants should instead be trimmed in the spring. To minimize sap bleeding from trees such as maple, birch, dogwood, beech, elm, willow, flowering plum, and flowering cherry cut in the summer when leaves are full. Leaves utilize sap as they expand and the tree will excrete less sap when trimmed if the tree is already fully leafed. Plants that flower during the Summer typically set buds on new growth and can be trimmed in the fall or winter with no effect to their flowering. This includes crape myrtle, hibiscus, and abelia.

There are two types of pruning: Heading Back and Thinning. Heading Back, also called stubbing, is rarely encouraged as it often results in the multiplication of trunks and poor branch structure. This technique is often incorrectly used on Crape Myrtles and maples resulting in proliferation of thin stems that are weakly attached and unsightly knobby looking “knuckles” along the tree’s branches. This technique can actually shorten the lifespan of your tree and often leads to disease and poor plant health. Heading Back is only recommended if needing to prune a plant under powerlines or to clear a tree from interfering with a structure. Thinning is the cutting of selected branches, back to the lateral branch or main trunk. This technique maintains the plant’s natural structure, but helps guide growth. By removing branches that are rubbing, crossed over each other, dead, diseased, or dying this type of pruning will actually aid your plant in becoming stronger and more healthy in the seasons to come. For more information, please visit [Clemson Extension’s website](#).



Keep Horry County Beautiful

Secure Your Load Tarp Giveaway Events

The Keep Horry County Beautiful Committee will be distributing free tarps during the month of October as part of the Secure Your Load Campaign. Keep Horry County Beautiful (KHCB) initiated a "Secure Your Load" campaign in 2017 in an effort to reduce the amount of litter and debris on the sides of our County's roadways. This was a new litter-reduction program for this Keep America Beautiful affiliate. KHCB focused on residents and small business-owners who use their personal vehicles for hauling. Information from the AAA Report released in August 2016 was used as a basis for this campaign. This report presented facts on the number of injuries and deaths caused from falling, fallen, or flying debris.

KHCB, Horry County Police Department, and Horry County Solid Waste Authority will setup at convenience centers for a couple of hours each Saturday in October to distribute free tarps. The centers were chosen based on volume of activity and their location within Horry County. Environmental Officers and KHCB Board members will be available to discuss the importance of covering and tying down your load to prevent littering.

- 10/13/18 - Jackson Bluff**, 2:00-4:00 PM located off Hwy 544 on Jackson Bluff Road across from Grand Strand Water & Sewer
- 10/20/18 - McDowell Shortcut**, 2:00-4:00 PM located off Hwy 707 between US 17 Bypass and St. James Elementary/Middle Schools
- 10/27/18 - Browntown**, 2:00-4:00 PM located on Hwy 548/Four Mile Road near the Sandy Acres Mobile Home Park (between Hwy 501 & Juniper Bay Road)
- 10/27/18 - Homewood**, 2:00-4:00 PM located on Hwy 701 north of Conway in front of the SC Dept. of Transportation.

United Way Day of Caring at Loris Nature Park - Born Learning Trail

Keep Horry County Beautiful (KHCB), Horry County Planning and Zoning, Horry County Parks and Recreation, and Horry County Parks and Open Space will be working with the United Way of Horry County to install a Born Learning Trail and Garden at the Loris Nature Park on October 19, 2018. This will allow a teaching opportunity with the afterschool and summer youth programs in the area.

Volunteers and Board members will meet at 8:00am at the Carolina Forest Recreation Center for the Day of Caring Kick-Off. Once the Kick-Off is finished, they will travel to the Loris Nature Park where additional volunteers will meet at 9:00 AM to install the Born Learning Trail.



Example of a Born Learning Trail

BOARDS AND COMMITTEES



The Horry County Parks and Open Space Board and the Planning Commission have recommended for approval the [Parks and Open Space Plan Draft](#). The Plan will be presented to Infrastructure & Regulation Committee and County Council after the adoption of the IMAGINE 2040 Plan. A copy of the Parks and Open Space Plan is posted to the Parks and Open Space Board and Long Range Planning webpages. The next meeting will be on November 13th at 12:00 p.m. at the Horry County Government and Justice Building in Conway. The Board currently has openings in District 3 and District 5. For more information, please contact Ashley Cowen at (843) 915-7894 or cowen.ashley@HorryCounty.org or by visiting <http://www.horrycounty.org/Boards/ParksandOpenSpace.aspx>



Keep Horry County Beautiful



Keep Horry County Beautiful continues to seek volunteers interested in adopting a roadway or park. KHCB will provide gloves, safety vests, grabbers, and bags. An adoption normally lasts for two (2) years, and we ask that you clean your adopted roadway/park 3 times each year. It isn't a hard job! If you are interested in cleaning up your community, please contact Nancy Tindall as shown below for details.

The Keep Horry County Beautiful Committee meets the 4th Tuesday of most months at 11:30 a.m. in the Horry County Government and Justice Building in Conway. The Board will participate in a training on October 30th in place of their previously scheduled October 23rd meeting. The next meeting is November 27th, 2018 and the public is invited to attend.

For more information, please contact Nancy Tindall at (843) 915-7893 or tindalln@HorryCounty.org.



The Horry County Board of Architectural Review



The Horry County Board of Architectural Review & Historic Preservation (BAR) will be holding their next meeting on Tuesday, October 16th at 2:30 p.m. at the Horry County Government and Justice Center in Conway. The BAR will continue work on the update to the Preservation Plan and is also preparing to have a Legacy Business Recognition for November. Both the BAR meeting and the Legacy ceremonies are open to the public. For more information on any of the BAR's projects or if you have a property that you think may be eligible for the Horry County Historic Register, contact Lou Conklin at 843-915-7892 or email at conklin@horrycounty.org.

MEETING CALENDAR

<u>October</u>	<u>November</u>	<u>December</u>
8 Zoning Board of Appeals; 5:30 PM	1 Planning Commission; 5:30 PM	6 Planning Commission; 5:30 PM IMAGINE 2040 Public Hearing
16 Board of Architectural Review; 2:30 PM County Council; 6:00 PM	5 Zoning Board of Appeals; 5:30 PM	10 Zoning Board of Appeals; 5:30 PM
19 United Way Day of Caring; 9:00 AM—1:00 PM Loris Nature Park	12 Veterans Day Observed, County Offices CLOSED	11 County Council; 6:00 PM
25 Planning Commission Workshop; 3:00 PM IMAGINE 2040 Planning Commission Workshop; 4:30 PM IMAGINE 2040 30-day Public Comment Period Commences	13 Parks and Open Space Board; 12PM	24-26 Christmas Holiday; County Offices CLOSED
	23 County Council; 6:00 PM	27 Planning Commission Workshop; 3:00 PM
	20 Board of Architectural Review; 2:30 PM	Jan. 1 - New Year's Day; County Offices CLOSED
	22 & 23 Thanksgiving Holiday, County Offices CLOSED	Jan. 3 - Planning Commission; 5:30 PM
	27 Keep Horry County Beautiful; 11:30 AM	
	29 Planning Commission Workshop; 5:30 PM	

HConnect

Horry County IT/GIS has released an app available for download on Android and Apple devices. This app will keep you informed on a variety of County efforts, including active rezoning cases. This tool can keep you informed about so many other efforts going on in the County. Sign up today to stay informed and engaged!

New Faces and Promotions

Our department would like to welcome **Anne Carroll** to our team! This smart and bubbly young woman joined us in August as an Administrative Assistant. She has a wonderful background of customer service from being a waitress and a veterinarian technician in previous jobs. Anne is a Horry County native who enjoys spending her free time outdoors and raising her sweet daughter Brailee.

Next, we would like to welcome **Stacy Hendrick**! Stacy has been a clever and entertaining addition to our department since she started as an Administrative Assistant in August. Before Stacy came to us, she earned her Bachelor's degree in Interdisciplinary Studies from Coastal Carolina University, graduating earlier in 2018. She's another Horry County girl who enjoys spending time with her family and soon-to-be husband, Buff.

Planning & Zoning is fortunate to welcome back **Caroline Allen**! Caroline served the Planning Department as an intern while in high school. She came to us eager to work and ready to learn, always with a smile on her face. Caroline was hired as an Administrative Assistant and was quickly promoted to Plans Expediter. Caroline is a native of Horry County and was recently engaged. She enjoys reading, spending time with family, friends and her pets. Her positive attitude and witty demeanor have meshed well with the department. We are lucky to have her.

Nancy Tindall was recently named Office Manager in the Planning & Zoning Department. Nancy began her career with the Planning Department in November, 1999, as an Administrative Assistant. She was promoted to Supervisor I in 2004. In 2013, Nancy was promoted to Planning Assistant where she became critical to the Current Planning team. While she has enjoyed and is thankful for all of her experiences as Planning Assistant, Nancy is eager to return to management. Nancy studied Business Management with an emphasis in Accounting at Horry Georgetown Technical College, and she brings 18 years of accounting experience with her to the position. Nancy enjoys spending time with her husband Ricky, their two sons, and three grandchildren.