

# The Horry Planner



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

## INSIDE THIS ISSUE

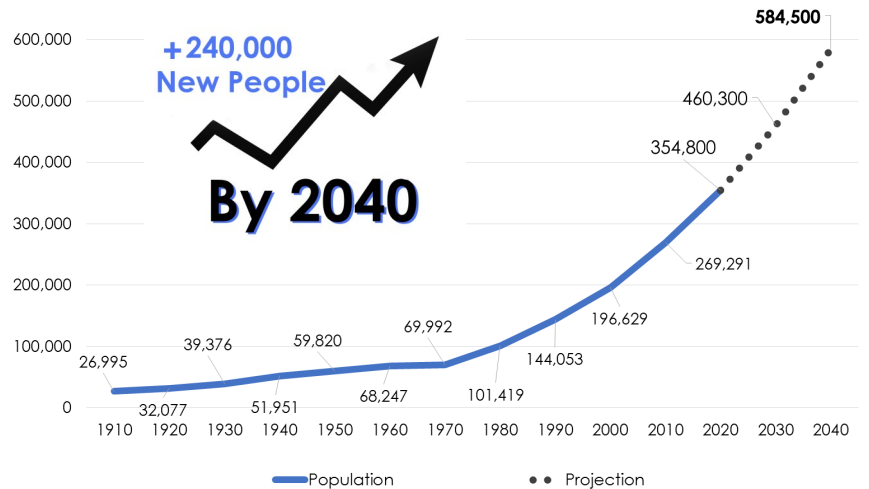
- Population Trends 1-2
- Impact Fee Study 3
- Sign Committee 4
- Preservation Awards 5
- Bucksport Arbor Day Event 6
- HC Connect - M311 User Report 7
- Boards & Committees 8
- Meeting Calendar 9
- Volunteer Opportunities 9

## Population Trends

### A Snapshot from the IMAGINE 2040 Comprehensive Plan

The US Census Bureau recently released its 2018 population estimates, and the Myrtle Beach Metropolitan Statistical Area was identified as the 2nd fastest growing metro area in the nation for the 3rd consecutive year. This doesn't come as a major surprise to Horry County Planning & Zoning staff or those that were involved in the development of the **IMAGINE 2040 Comprehensive Plan**, as recent growth trends correlate with the population projections and direction provided within the plan.

Since 2015, Horry County has grown by approximately 35,000 people. An additional 240,000 people are expected to make Horry County their permanent home by 2040. This stresses the importance of planning for the future and guiding quality growth. Beyond impacts to the landscape and built environment, it's important to maintain an understanding of the composition of our population, as the age, health, and wealth of our residents impacts the demand on and for public services and infrastructure. It also drives business growth and economic development.



### Plan Status?

The Horry County Planning Commission unanimously recommended approval of the **IMAGINE 2040 Comprehensive Plan** after their December 6, 2018 Public Hearing. The plan will be presented at a special County Council Workshop. County Council will hear 3 readings of the ordinance to adopt the plan, one of which will be a public hearing to solicit additional public comment. To stay informed of when these meetings are scheduled, please sign up for IMAGINE 2040 updates: <https://www.surveymonkey.com/r/KQX8s7B>

To learn more about the **IMAGINE 2040 Comprehensive Plan**, visit the webpage: <https://www.horrycounty.org/Departments/Planning-and-Zoning/IMAGINE2040>



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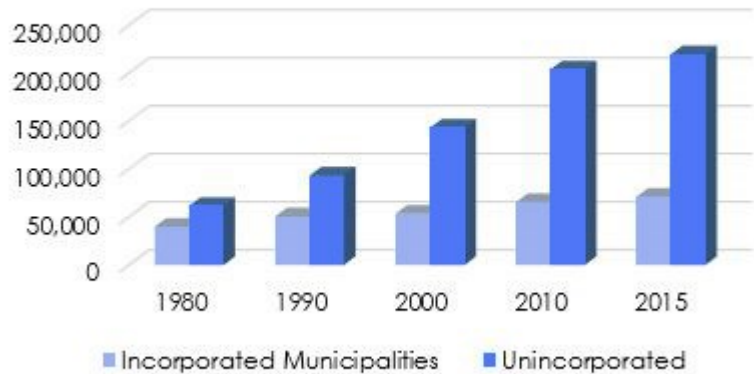
1301 Second Ave.,  
Suite 1D09  
Conway, SC 29526  
(843) 915-5340

# 75.7%

of total population, or 233,081 people, live in unincorporated Horry County

Source: 2011-2015 ACS

### Incorporated vs. Unincorporated Population Growth, 1980-2015



## 2.37

Average Household Size



## 39%

Owner-Occupied Households



## 56%

Renter Households

&

# 18.1%

of residents live below the poverty level

Source: 2011-2015 ACS

are Cost Burdened by Housing Costs, meaning more than 30% of their gross household income is spent on housing.

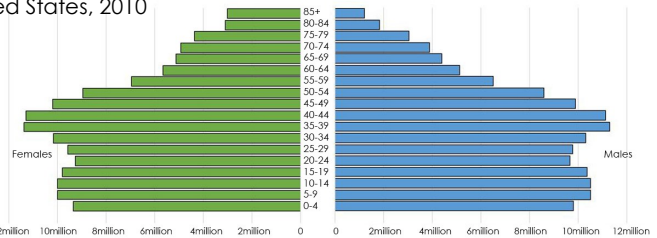
# 37%

Of residents are 55 and older, compared to 28.3% in SC and 26.4% in US

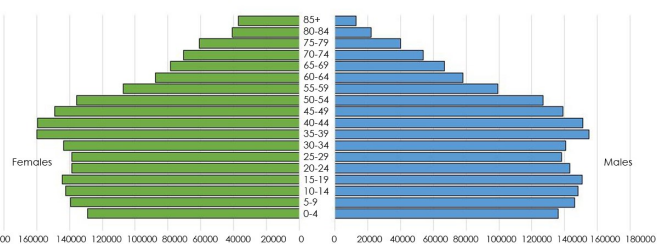
Source: 2011-2015 ACS

### Population Composition by Age and Sex

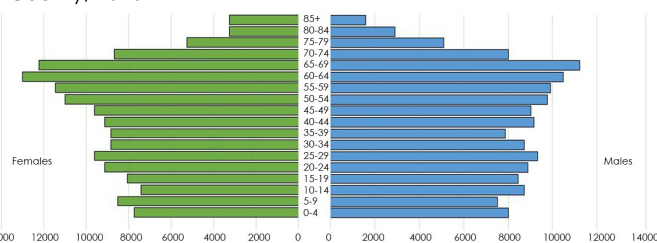
United States, 2010



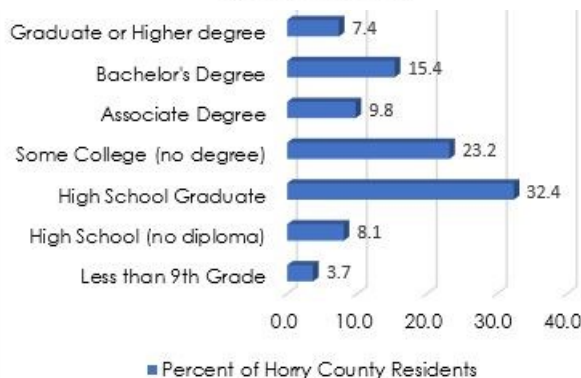
South Carolina, 2010



Horry County, 2016



### Educational Attainment in Horry County, 2015



# IMPACT FEE STUDY

## Evaluating Infrastructure Funding Options

Horry County's rapid growth will need to coincide with infrastructure improvements in order to maintain the quality of life for our existing and future residents. During the 2018 General Election, a non-binding, advisory question was asked of the voters regarding their desire for County Council to evaluate the feasibility of establishing impact fees for new construction to pay for infrastructure to support new growth. 72 percent of voters responded in favor of impact fees.

On November 18, 2018, Horry County Council passed Resolution 129-18 directing the Planning Commission to conduct an impact fee study. Horry County conducted a formal Request for Qualifications and hired [TishlerBise](#), a private consultant who specializes in impact fees across the nation. The study and its findings will be presented to the Planning Commission and County Council this summer. Council and Planning Commission will use this information as required by state law to set the level of the fees to be charged.

While this study is being conducted, it does not solidify that Impact Fees will go into effect in Horry County. If the County were to adopt impact fees, it will require a formal resolution from Planning Commission and for County Council to approve an ordinance establishing the fee. Simultaneously to the study being conducted, County Council has made recommendations to the State Legislature to revise the Impact Fee Legislation to make it more feasible to implement, if approved.

### Understanding Impact Fees

The South Carolina Development Impact Fee Act (S.C. Code § 6-1-910, et seq.), enacted in 1999, allows counties and municipalities to impose by ordinance a requirement for payment of "development impact fees" by a land developer as a condition of development approval.

The Act defines "development impact fees" as payment for "a proportionate share of the cost of system improvements needed to serve the people utilizing the improvements." "System improvements" are defined as "capital improvements to public facilities which are designed to provide service to a service area." "Public facilities" are defined to include such things as new roadways, parks and recreation facilities, expansion of fire stations or development of new stations, etc. The amount of impact fees must be based on actual improvement costs or reasonable estimates of the costs, supported by sound engineering studies and generally accepted accounting principles. The funds cannot be used for operations and maintenance of existing facilities or existing deficiencies brought on by past growth. The funds can only be used for capital improvements over \$100,000 in value and associated with the new demand driven by new construction.

In order to enact impact fees, a capital improvement plan must be developed in accordance to the Impact Fee Act, as well as detailed descriptions of the calculation of impact fees based on service units and the calculations for maximum impact fees and the developer's proportionate share. This is to ensure that the fees are used for planned projects and that the proportionate share for each permit was established through a systematic manner. It is also to ensure transparency with how the funds are to be used.

# SIGN COMMITTEE

## Improving Visibility and Aesthetics

Horry County Planning Commission has established a special committee comprised of Planning Commissioners and sign professionals to update Horry County's Sign Ordinance and other ordinances with sign design provisions. The purpose is to minimize redundancy in the Zoning Ordinance and to simplify current regulations to make sure that they are more easily understood. Currently, there are over 70 pages of Zoning Ordinance specific to signage, including 14 different Overlays. There are also multiple ways to measure signs and different terminology used throughout the Zoning Ordinance to describe similar types of signs. This can make it not only difficult for the business community to design a sign, but also cumbersome for Horry County Planning & Zoning staff to review sign permit applications.

### SIGN COMMITTEE MEETING SCHEDULE

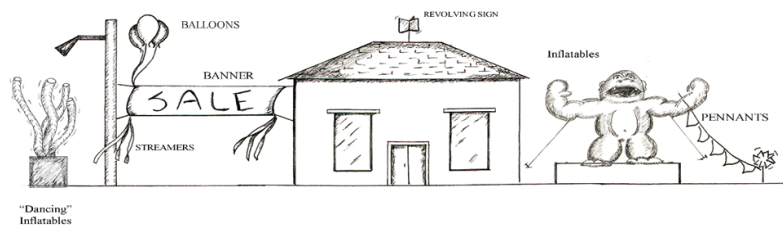
MAY 9, 2019  
2:00-4:00 PM

MAY 30, 2019  
1:00-3:00 PM

JUNE 6, 2019  
2:00-4:00 PM

*All meetings will be held at the Horry County Government & Justice Center. Agendas will be available on the [Horry County Meeting Calendar](#).*

The Sign Committee will be meeting over the next couple of months and intend to bring recommendations back to the full Planning Commission for their consideration by the end of the summer. Those recommended changes will include a formal public hearing at both Planning Commission and later with County Council.



*Temporary Signs are examples of the signs the County regulates.*

In 2018, Horry County Planning & Zoning staff issued 180 sign tickets and took 5 entities to court over sign violations that were not resolved. Illegal, temporary signs are typically the signs that our staff receive the most complaints about. Our Zoning Inspectors remove hundreds of illegal signs each month. Formal complaints can be submitted to our office. Simply come into the office or fill out and send in a [Complaint Form](#), which can be found on our website.



*Elton Farmer, removing illegal temporary signs (left) and being recognized as Planning and Zoning's Employee of the Quarter, Q1-2019 with other County awardees (right).*

# PRESERVATION AWARDS

The Horry County Board of Architectural Review and Historic Preservation (BAR) will hold their 12th annual Historic Preservation Awards May 21, 2019, at 2:30 in the afternoon. The ceremony will take place at the McCown Auditorium at the Horry County Museum located at 805 Main St. in Conway.

The awards ceremony will showcase historic preservation efforts throughout Horry County during the last year. In addition the winners of the Horry County High School Video Contest will be announced at this ceremony.

Come celebrate with us as we applaud historic preservation efforts in Horry County. Refreshments will be served. Please RSVP to [conklinL@horrycounty.org](mailto:conklinL@horrycounty.org).

## SC Historic Preservation Conference

On April 26th, several of the Board of Architectural Review and Historic Preservation (BAR) members traveled to Columbia for the SC Historic Preservation Conference. The day long conference was a great way for BAR members to sharpen their skills and stay in touch with new programs, such as the Sacred Spaces Preservation Program that was introduced at the conference.

This conference is hosted annually by the SC State Historic Preservation Office. The BAR receives its standing as a Certified Local Government (CLG) through this office, which allows the BAR to apply for grant funding and technical assistance, in addition to training. As a CLG, the BAR is better equipped to protect the County's historic assets.



Conference participants included BAR Members (from Right to Left) Neil Causey, David Stoudenmire Jr., and Joel Carter, as well as staff.

For more information on any of BAR projects contact Lou Conklin at [conklin@horrycounty.org](mailto:conklin@horrycounty.org) or 843-915-7892



Sam Dusenbury introduces the Key Note Speaker at the 2018 Ceremony.

## Legacy Business Recognitions

The next Legacy Award Ceremony is being planned for July 15th. Three Conway businesses will be honored:

- Latimer's Funeral Home
- Horry Telephone Cooperative
- Johnson Furniture Company

Legacy Business Awards are given to companies that have contributed to the economic fabric of Horry County for fifty years or more. These ceremonies are free and open to the public.

# Bucksport Arbor Day Event

## Installation of the Born Learning Trail and Gardens at the James R. Frazier Community Center

On April 26th, 2019, Horry County Council, in cooperation with the Planning and Zoning, Parks and Recreation, and Public Information Departments, along with Keep Horry County Beautiful and the Parks and Open Space Board welcomed volunteers and community members to the James R. Frazier Community Center. This event commemorated Arbor Day with a monumental Ground Breaking Ceremony to celebrate the installation of a [United Way Born Learning Trail](#) and additional site improvements to benefit the community of Bucksport. One of only four trails of its kind in Horry County, the Born Learning Trail is an excellent opportunity for caregivers and children to experience the world around them together through a series of interactive signs and gardens that ask them to look, listen, and experience the sights, sounds, colors, and textures of nature. The trail is accompanied by a butterfly garden, new benches, painted sidewalk designs, and a new vegetable and herb garden for community members.

The James R. Frazier Community Center also received additional site improvements including a perimeter trail. All site improvements and gardens were designed by Horry County Planning and Zoning Staff in cooperation with Horry County Parks and Recreation Staff. This project was funded by Community Benefit Funds dedicated by former Councilman Harold Phillips, a grant from PalmettoPride, the Parks and Open Space Board, and Keep Horry County Beautiful.



Stay updated about future events by signing up here!



See more pictures from the Event here!



Watch the video from the event here!



Chairman Gardner speaking before community members, volunteers, staff, Board members, and the media at the Arbor Day event.



A'Aliyah and Benjamin Frazier Boyd (2 and 4 years old), two of the youngest members of the Frazier family, helping plant vegetables and herbs in the new gardens at the James R. Frazier Community Center, the center named after their beloved Great GrandUncle.



Councilman Bellamy, pictured with Robert and Justin of the Parks and Recreation Department, planting a Sweetbay Magnolia Tree in the Butterfly Garden as part of the Ground Breaking Ceremony for the Born Learning Trail.

# HCCConnect



## M311 User Report - Report Litter Using the App!

Tired of seeing Litter in your community? Horry County is serious about addressing litter through volunteer-led community cleanups, County Litter Crews, litter prevention education, and enforcement. The County has recently made it easier for the public to report litter problems as well. Simply download the new HCCConnect app from the [Google Play](#) or [App Store](#) and you can report litter using the M311 User Report feature to help keep your area clean and free from litter! Horry County IT/GIS developed the HCCConnect to provide a direct channel for populace-driven communication and feedback, putting power in the hands of the user. M311 brings community engagement into the digital age. You, the user, can now report issues you feel need attention directly from your phone. Choosing a category and providing relevant information like location and a photo, you're creating an actual case ticket. The ticket is then dispatched to the appropriate department, and the County will keep you updated on its completion.

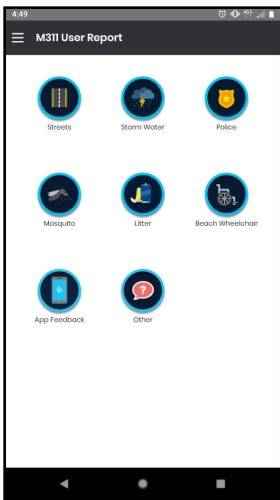


Image 1: M311 User Report

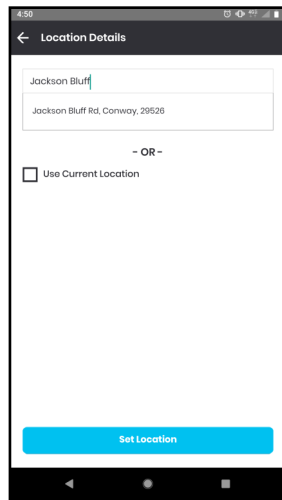


Image 2: Location Details

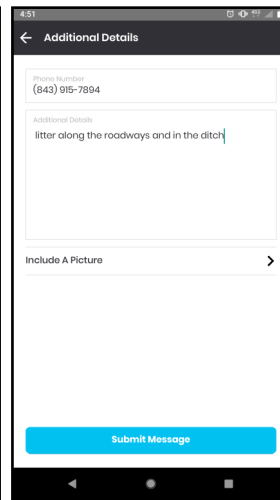


Image 3: Additional Details

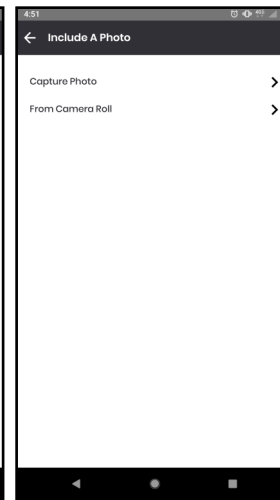


Image 4: Include a photo

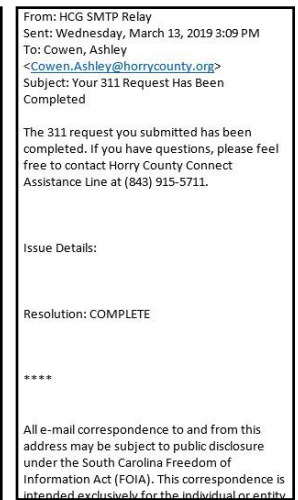


Image 5: Email confirmation

## Tarp Giveaways

### Reducing Litter through Targeted Outreach

Keep Horry County Beautiful (KHCB) will continue their "Secure Your Load" campaign this May. Originally initiated in 2017 in an effort to reduce the amount of litter and debris on the sides of our County's roadways, this is a litter-reduction program focused on residents and small business-owners who use their personal vehicles for hauling. Information from the AAA Report released in August 2016, which presented the facts on the number of injuries and deaths caused from falling, fallen, or flying debris, was used as the original basis for this campaign. KHCB and the Horry County Police Department will setup from **2:00-4:00pm each Saturday in May** at five (5) Solid Waste Authority Convenience Centers to distribute free tarps.

#### 2019 Tarp Giveaways:

**May 4 - Carolina Forest**  
Center #24

**May 11 - Homewood**  
Center #7

**May 18 - McDowell**  
Shortcut; Center #4

**May 18 - Browntown**  
Center #15

**May 25 - Jackson Bluff**  
Center #12

[Directions and Map](#)

# 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 I&R 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 May 14th, 2019 Parks and Open Space Board meeting is Cancelled and will be rescheduled in June at the Horry County Government and Justice Building in Conway. The Board currently has openings in Districts 2, 3, 5, and 9. An opening in District 7 will be available in July. For more information, please contact Ashley Cowen at 843-915-7894 or [cowen.ashley@HorryCounty.org](mailto: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 next meeting is May 28th, 2019 and the public is invited to attend. The Committee will hold their annual Strategic Planning Workshop on June 25th, 2019 from 10:30am-1:30pm at the Government and Justice Building.

KHCB is always seeking community cleanup partners. If you would like to adopt a road or park in your community, or for more information, please contact Nancy Tindall at 843-915-7893 or [TindallN@HorryCounty.org](mailto:TindallN@HorryCounty.org).



The Horry County Board of Architectural Review



**The Horry County Board of Architectural Review & Historic Preservation (BAR)** On May 21st, the BAR will hold their 12th Annual Historic Preservation Awards Ceremony. (See story in this newsletter) Due to the awards ceremony the next regularly scheduled meeting will not take place until June 18, 2019.

The BAR continues to work on the update to the [Preservation Plan](#).

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 [conklinL@horrycounty.org](mailto:conklinL@horrycounty.org). Staff can also provide assistance with Century Farm applications and research.



# MEETING CALENDAR

May	June	July
2 <a href="#">Planning Commission Meeting</a> **; 5:30 PM	4 <a href="#">County Council</a> *; 6:00 PM	4 Independence Day; Offices Closed
7 <a href="#">County Council</a> *; 6:00 PM	6 Sign Committee; 2:00 PM <a href="#">Planning Commission Meeting</a> **; 5:30PM	8 <a href="#">Zoning Board of Appeals</a> **; 5:30 PM
9 Sign Committee; 2:00 PM	10 <a href="#">Zoning Board of Appeals</a> **; 5:30 PM	9 Parks and Open Space Meeting; 12:00 PM <a href="#">County Council</a> *; 6:00 PM
13 <a href="#">Zoning Board of Appeals</a> **; 5:30 PM	11 <a href="#">I&amp;R Committee Meeting</a> *; 9:00 AM	11 <a href="#">Planning Commission Meeting</a> **; 5:30PM
14 <a href="#">I&amp;R Committee Meeting</a> *; 9:00 AM	18 Board of Architectural Review; 2:30 PM	15 Legacy Business Event, TBD
21 Preservation Awards: 2:30 PM <a href="#">County Council</a> *; 6:00 PM	18 <a href="#">County Council</a> *; 6:00 PM	16 <a href="#">I&amp;R Committee Meeting</a> *; 9:00 AM
27 Memorial Day; Offices Closed	25 Keep Horry County Beautiful Strategic Planning Meeting; 10:30 AM	25 <a href="#">Planning Commission Workshop</a> **; 3:00 PM
28 Keep Horry County Beautiful; 11:30 AM	27 <a href="#">Planning Commission Workshop</a> **; 3:00 PM	* link to live and recorded Council and I&R Committee videos and agendas ** link to Planning Commission and Zoning Board of Appeals recorded
30 Sign Committee; 1:00 PM <a href="#">Planning Commission Workshop</a> **; 3:00 PM		

## Volunteer Opportunities

Horry County Planning & Zoning provides support for a number of Boards and Commissions. If you are interested in serving on anyone of the following Boards and Commissions, please call our office at 843-915-5340 to learn more.

**Zoning Board of Appeals** (2 Vacancies East of the Waccamaw River) - Rules on appeals of the Zoning Administrator's decisions, considers special exceptions, variances, and special use permits.

**Board of Architectural Review and Historic Preservation** (2 At-Large Vacancies) - Preserves the local heritage of Horry County through preservation of individual properties, sites, districts, and landmarks.

**Parks and Open Space Board** - (5 District Vacancies) - Provides comprehensive guidance for areas of open space, significant environmental and natural resources, and recreational sites to be acquired, leased, preserved, protected, maintained or developed through County funds. The Board currently has openings in Districts 2, 3, 5, and 9. An opening in District 7 will be available July 1st.

## Carolina Forest Blvd Widening Update

The Carolina Forest Civic Association has invited David Schwerd, the Director of Planning & Zoning, and Jason Thompson, the County's Ride 3 Coordinator, to provide an update on the Carolina Forest Blvd widening project. They will present at the Carolina Forest Recreation Center on Wednesday, May 15th at 6 PM. The meeting is open to the public and is a great opportunity for Carolina Forest residents to learn more about the Carolina Forest Civic Association. Visit <http://cf-ca.org/> to learn more.