

City of
Georgetown
SOUTH CAROLINA

COMPREHENSIVE PLAN



2011

City Council Document

As Recommended for Adoption on November 8, 2011

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This document was prepared with technical assistance provided by the
Waccamaw Regional Council of Governments



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Georgetown
SOUTH CAROLINA

COMPREHENSIVE PLAN



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**RESOLUTION
RECOMMENDING ADOPTION OF
A COMPREHENSIVE PLAN
FOR THE
CITY OF GEORGETOWN, SOUTH CAROLINA**

WHEREAS, the General Assembly of South Carolina enacted in 1994 an amendment to the Code of Laws of South Carolina by adding Chapter 29 to Title 6, "South Carolina Local Government Comprehensive Planning Enabling Act of 1994", as subsequently amended ["the State Code"]; and

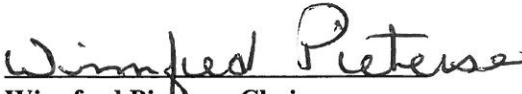
WHEREAS, the planning process includes the development of a comprehensive plan and the State Code requires that the plan contain, at a minimum, a population element, an economic element, a natural and cultural resources element, a community facilities element, a housing element, a land use element, a transportation element, and a priority investment element; and

WHEREAS, the State Code requires that the local planning commission develop and maintain a planning process which will result in the systemic preparation and continued reevaluation and updating of those elements considered critical, necessary, and desirable to guide development and redevelopment in its area of jurisdiction; and

WHEREAS, Section 6-29-510 (E) of the State Code requires that the comprehensive plan, including all elements, must be updated at least every ten (10) years; and

WHEREAS, the City of Georgetown Planning Commission has developed such a plan update:

NOW THEREFORE, THE CITY OF GEORGETOWN PLANNING COMMISSION, BY RESOLUTION, HEREBY RECOMMENDS FOR ADOPTION BY THE GEORGETOWN CITY COUNCIL A DOCUMENT TO BE KNOWN AND CITED AS THE "CITY OF GEORGETOWN COMPREHENSIVE PLAN, 2011" INCLUDING ALL REFERENCED PLAN MAPS AND EXHIBITS, THIS 8th DAY OF NOVEMBER, 2011.


Winnfred Pieterse, Chairman
City of Georgetown Planning Commission

City of Georgetown Comprehensive Plan, 2011

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Every few years, communities across South Carolina undertake the process of updating their comprehensive plans. This long, and sometimes difficult, process is more often than not necessitated by the need to stay compliant with the state's planning enabling laws, which mandate a five year review and ten year plan update. In late 2009, the City of Georgetown undertook the process of updating its 1999 comprehensive plan.

Like most communities, this update was prompted by the need to stay compliant with statutory requirements. Fortunately, the timing of the update coincided with a sense of renewed optimism for the betterment of Georgetown and increased civic participation. For the planning commission, the update of this plan was less about just meeting requirements and more about developing a document which provided a meaningful and achievable vision for the future of the city.

To assist the planning commission, a task force was established. This task force consisted of elected and appointed officials, city staff, business owners, and interested residents. The task force conducted several scoping sessions, with technical assistance provided by the Waccamaw Regional Council of Governments.

The work of the task force and planning commission occurred over several months. From the outset of discussion, several observations were made. The most significant of these discussions related to the inherent potential of Georgetown and the lack of growth. The city's history, waterfront, picturesque downtown, tree lined streets, walkable older neighborhoods, affordability, and convenience to the coast are all under promoted assets. These assets could serve as the stimulus for needed economic and population growth. As such, the taskforce and planning commission believed that the comprehensive plan should emphasize these assets and that the policies provided by this plan be unequivocal in their protection. Also, the plan should clearly state the desire for the city to grow and set a minimum threshold for desired population increase.

Other observations during the scoping process related to the structure of Georgetown's previous comprehensive plan and the successes or failures of previous planning efforts. The question confronting the taskforce and commission was how to make the comprehensive plan a useful and relevant policy document going forward.

Comprehensive plans can be technical and data laden documents. In some instances, they provide overly generalized recommendations without clear guidance on how to pursue stated goals and objectives. The task force and commission believed that a concerted effort should be made to explain the relevance of key statistical information and, where possible, provide comparative information. In addition, the task force and commission determined that the updated plan should provide actionable objectives with clear timelines and assigned

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responsibilities for implementation. In these regards, this plan represents an improvement over previous planning efforts.

This plan is the culmination of the task force and planning commission's work and has been designed to meet the statutory requirements of Title 6, Chapter 29 of the State of South Carolina Code of Laws. Within this plan, the city's development policies are provided in the form of goals and objectives. Recommended implementation activities are provided for each of this plan's major goals in an effort to increase this plan's usefulness and to, hopefully, maintain its relevance in the upcoming years.

INTRODUCTION

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The City of Georgetown

The City of Georgetown is South Carolina's third oldest city. Founded in 1729, Georgetown is located on the Winyah Bay at the confluence of the Sampit, Black, Pee Dee, and Waccamaw Rivers and is approximately eight miles inland from the Atlantic Ocean. The city is located on the northern fringe of South Carolina's Lowcountry and is on the southern extent of the state's Grand Strand region. The city is traversed by three US Highways (17, 701, and 521) and is home to the state's second largest port. Georgetown serves as the county seat and is the major retail trade center for the county. In 2010, the population of the city was 9,163 and the city covered 7.2 square miles.

Plan & Process

This plan, *The City of Georgetown Comprehensive Plan 2011*, updates and replaces the city's 1999 comprehensive plan and *The City of Georgetown Land Use Element, 2010*. In 2009, the city's planning commission and planning department undertook the process of updating the comprehensive plan. This process involved the designation of a task force, representing various community interests, to assist in the plan's development and review.

The first meeting of the task force occurred in March 2010. From the onset, a priority for the group was the development of an interim land use element. This element, the aforementioned *City of Georgetown Land Use Element, 2010*, was designed to assist with planning commission decisions and staff work products until the development and subsequent adoption of this plan. Following several meetings of the task force and planning commission and opportunities for public input, the city council adopted the interim land use element on December 16, 2010.

Work on the remaining eight elements proceeded from May 2010 through June 2011. During this period, the task force held numerous meetings to discuss plan concepts, goals, and objectives. A draft of this plan was provided to the planning commission in September. Following additional opportunities for public input, the planning commission recommended adoption of this plan by city council in November. Figure S-1 outlines this plan's development and adoption process.

Summary of Plan Elements and Major Themes

This plan is designed to meet the requirements of Title 6, Chapter 29 of the State of South Carolina Code of Laws as it relates to the development, content, and adoption of a comprehensive plan. This plan is divided into nine elements. These include: population, economic development, natural resources, cultural resources, community facilities, housing,

land use, transportation, and priority investment. A brief description of each element, including this plan's major findings and recommendations, is provided below:

Population: The population of the city has generally declined since 1960 in sharp contrast to other communities in our region. This decline may be stabilizing with the latest census denoting a slight increase in the city's population. Educational attainment lags behind the state and national average. As a general trend the city's population is aging; however, recent data denotes a decrease in the percentage of the population 65 years and older.

The population element establishes a goal of 1% annual population growth for the city. This goal is to be accomplished through the stabilization of housing density (also discussed in the housing and land use elements) and the active recruitment of people to live in Georgetown, most notably retirees. Aside from achieving the target rate of growth, areas immediately adjacent to the city should be considered for annexation.

Economic Development: The city has historically played a central role in area commerce by virtue of the Port of Georgetown. The decline of Georgetown's central role can be traced to the decline of indigo, rice, lumber, and cotton. Currently, education, health care, and government are the city's largest employers. The area's largest industrial employer is International Paper. Resident income falls below the county, state, and national average. Despite being a coastal community, the area's cost of living is below the national average.

This element encourages the promotion of economic development through the recruitment of a retiree population to live in Georgetown, tourism development, increased health care and educational services, and industrial recruitment through an enhanced partnership with the county.

Natural Resources: This element provides a discussion of the area's air, water, soil, and wildlife characteristics. The city is bordered by large areas of environmentally sensitive marshes, wetlands, and water bodies. These areas contribute to the natural beauty and scenic character of Georgetown. This element encourages long term conservation, the protection of natural resources through best management practices, and the incorporation of soil, wetland, flood plain management, and similar considerations into all land use decisions.

Cultural Resources: Georgetown contains a wealth of historic buildings, including a large historic district that appears on the National Register of Historic Places. Significant in-city facilities include the Kaminski House, the Stewart Parker House, the Rice Museum, the Georgetown County Museum, the Winyah Auditorium, and the Strand Theatre. The city is host to several annual festivals and events including the Wooden Boat Show, the Harborwalk Festival, the Winyah Bay Heritage Festival, the Taste of Georgetown, the Annual Holiday Tour of Homes, and downtown parades.

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This element promotes the preservation of Georgetown's history, increased public awareness, and the active pursuit of preservation funding opportunities. This element also advocates that the creation of mixed use districts consider the architectural and historic context of neighborhoods.

Community Facilities Element: This element provides a description of major municipal services, as well as public services provided by other entities. Community facilities that are described include city administration, police protection, municipal court, fire protection, water and electric utilities, public works, medical services, education, library services, and parks and recreation. Major recommendations of this element include the city's continued coordination of services with non-municipal providers, improving the aesthetic appearance of public buildings and using them as community focal points, increasing the connectivity of existing facilities by constructing sidewalks, and improving wayfinding signage to major facilities.

Housing Element: The City of Georgetown contains approximately 4,200 housing units. On average, housing is older than adjacent communities owing in large part to the age of the community and the preservation of the city's historic housing stock. Housing costs, on average, are lower in Georgetown. New construction has lagged behind surrounding communities. Despite notable increases in the number of multi-family housing units, Georgetown remains a community of predominately single-family detached dwellings. This element projects that approximately 1,400 housing units will need to be constructed in the next twenty years to accommodate a 1% annual population growth rate.

This element promotes the creation of neighborhoods and not just subdivisions. New developments should incorporate a high level of amenities and provide pedestrian connection through the construction of sidewalks. The element also promotes the refinement of architectural standards, encourages a mixture of housing types, and provides review criteria for new planned developments.

Land Use: The city is approximately 7.2 square miles (4,600 acres) in area. Of this, 39.2% consists of vacant properties or lowlands. Residential uses occupy the greatest percentage of developed acreage. Land use survey data, collected as part of this plan, show very little change in the amount or allocation of developed lands within the past decade. The city contains over 1,800 vacant parcels; however, the city lacks large undeveloped tracts for future development. Areas immediately adjacent to the city contain a high number of large vacant parcels that have the potential for annexation.

Lands within the city, as well as parcels in the adjacent unincorporated areas, are zoned. The city has a long history of zoning property, whereas zoning for much of the county is a recent creation. The city's zoning ordinance has, in the main, functioned well; however, concerns with the high level of nonconforming lots, setback nonconformities, and allowable densities are noted by this element.

This element provides several recommendations related to future development and the use of zoning within the city. Major recommendations include: (1) re-evaluating density standards and permitting higher densities in core areas of the city, (2) re-evaluating setback standards for areas within the historic district, (3) increasing standards for new planned developments, (4) creating

mixed use districts, and (5) pursuing the strategic growth of the city through annexation. This element also provides criteria for the rezoning of properties and provides guidance through a future land use map.

Transportation Element: This element provides a description of the city's major transportation facilities including streets, sidewalks, bike amenities, on-street parking and alternate transportation facilities such as air, bus, port, and public transportation services. A projection of future conditions is also provided, including projected declines in level of service (if unabated) along several of the city's streets such as Church, South Fraser, Merriman, and St. James.

This element provides several recommendations related to transportation conditions in the city. These include: (1) Increasing the city's connectivity to other markets by supporting efforts to widening US 521 and US 701, (2) Prioritizing funding to maintain the level of service on impaired streets, (3) Increasing pedestrian and bike facilities and marketing Georgetown as a premier walkable/bike friendly community, (4) Improving aesthetic conditions along the city's major corridors and at "gateway" intersections, and (5) increasing public transportation offerings.

Priority Investment Element: This element provides a listing of anticipated and needed projects within the city over the next ten years. The identified in-city projects are estimated to cost in excess of \$67 million, with the majority of this money coming from sources outside of the city's general budget. This element recommends the coordination of project implementation with other agencies and county government, the development of a capital improvements plan, and the creation of priority investment zones with potential areas for consideration provided.

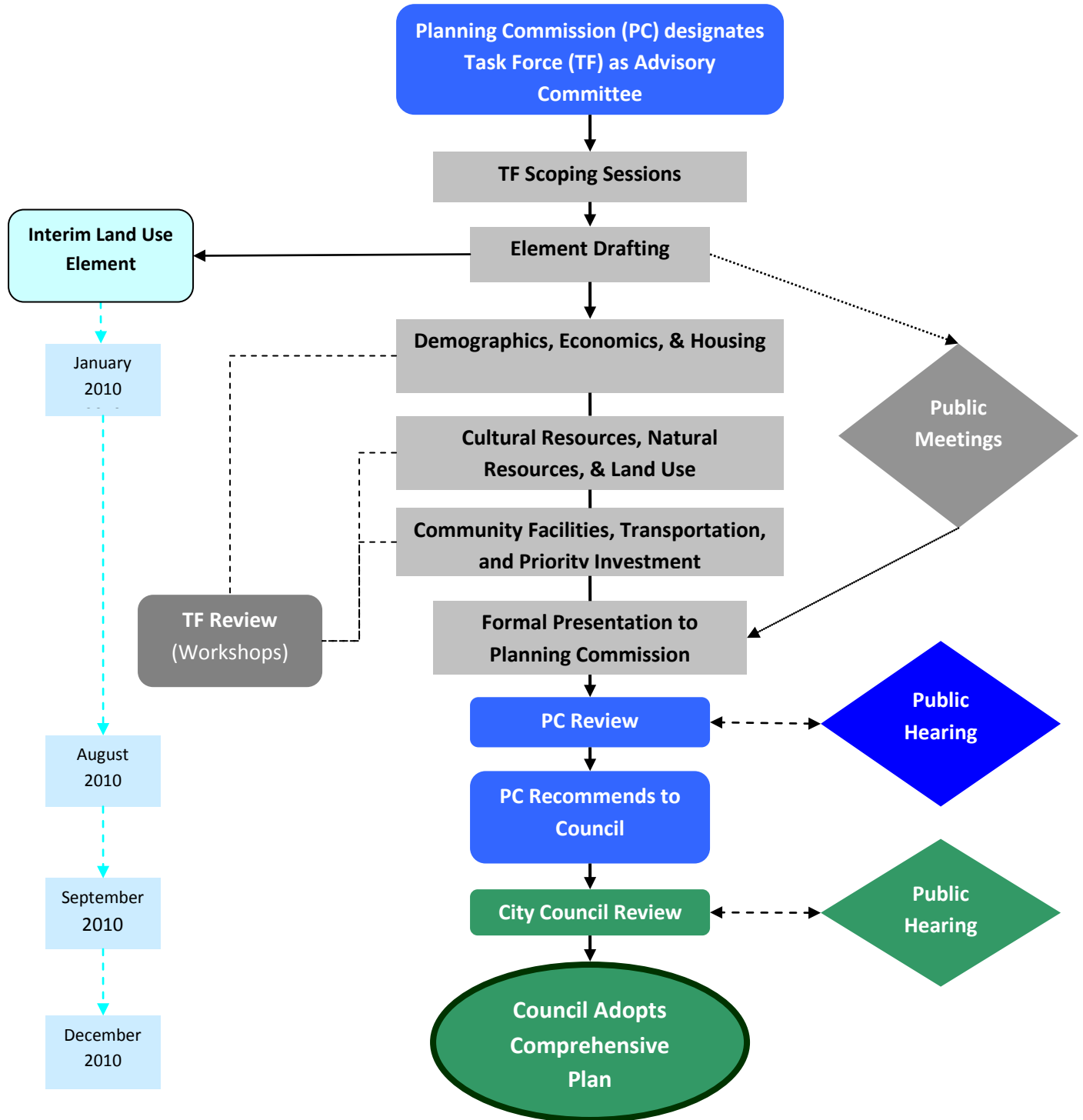
This plan's elements contain five major themes or overarching goals:

- ✚ **Encourage Growth**
- ✚ **Provide an Efficient Transportation System for All Users**
- ✚ **Preserve and Enhance Georgetown's Unique Cultural Heritage and Natural Resources**
- ✚ **Pursue a Balanced Economic Development Strategy**
- ✚ **Promote Compatible and Sustainable Residential, Commercial, and Industrial Development**

The final chapter of this plan, implementation, provides a compilation of recommended activities to be undertaken to promote the major themes and achieve the goals and objectives of the preceding nine elements. These activities are further classified as short term (1-3 years), medium term (3-5 years), and long term (5-10 years) actions or initiatives.

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Figure S-1. Comprehensive Plan Process Chart



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**CITY OF GEORGETOWN
COMPREHENSIVE PLAN, 2011**

This photograph provided courtesy of Paige Sawyer Photography

INTRODUCTION

This element provides a summary of population characteristics and trends for the City of Georgetown. A comprehensive inventory of the current demographic characteristics of the city's population is provided on a citywide and on a census tract and block group level of analysis. This element also reviews available population projections for the city and Georgetown County and presents plausible population scenarios. In the final section of the Population Element, relevant goals and associated objectives are developed, which provide a guiding framework to plan for Georgetown's future full-time and seasonal population.

Part I. Analysis of Existing Conditions

Citywide Population Trends

Until the recent growth registered by the 2010 Census, the city's population experienced a decline for almost 50 years. This decline is in sharp contrast to the population growth that Georgetown County and the State of South Carolina has experienced over that same period of time. Table P-1 provides population data from 1950 to 2010.

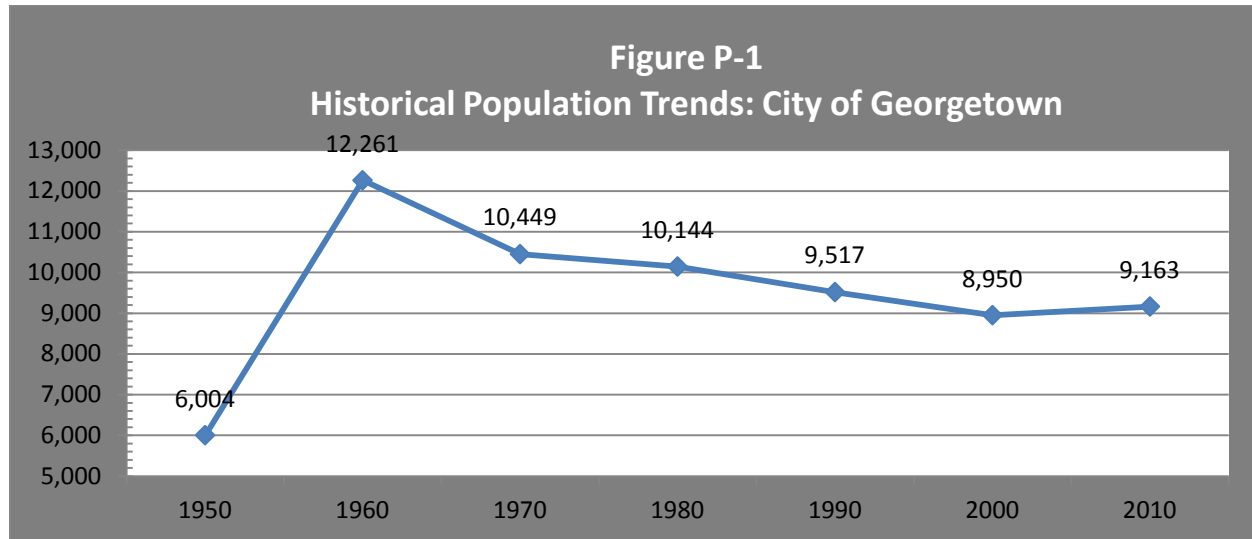
Table P-1 City of Georgetown Population Trends							
	1950 Population	1960 Population %Change	1970 Population % Change	1980 Population % Change	1990 Population % Change	2000 Population % Change	2010 Population % Change
City of Georgetown	6,004	12,261	10,449	10,144	9,517	8,950	9,163
		104.2% Increase	14.8% Decrease	2.9% Decrease	6.2% Decrease	6.0% Decrease	2.4% Increase
Georgetown County	31,762	34,798	33,500	42,461	46,302	55,797	60,158
		9.6% Increase	3.7% Decrease	26.7% Increase	9.0 % Increase	20.5% Increase	7.8% Increase
South Carolina	2,117,027	2,382,594	2,590,516	3,121,820	3,486,703	4,012,012	4,625,364
		12.5% Increase	8.7% Increase	20.5% Increase	11.7% Increase	15.1 % Increase	15.3% Increase

Source: US Census Bureau, Population and Economy, Waccamaw Regional Planning and Development Council, South Carolina Budget and Control Board.

As Table P-1 and Figure P-1 illustrate, the city's peak population of 12,261 residents occurred around the time of the 1960 Census. The city's population had been in decline over the next four decades until showing a modest population increase between 2000 and 2010. Meanwhile, Georgetown County has nearly doubled its population since the 1950 Census with much of that

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growth occurring along the Waccamaw Neck, north of the city. The State of South Carolina has experienced similar population growth, more than doubling the size of its population since 1950.



The precipitous decline in the Georgetown population erodes the local tax base, which the local government relies on in order to provide services and to maintain existing infrastructure. This element recommends the goal of one percent annualized growth over the next twenty years, while promoting sustainability (see Goal 1 of this element).

Demographic Characteristics

This section summarizes the population characteristics and highlights notable demographic changes that are taking place in the community. This section reviews the gender, age, race, and educational attainment profiles of the resident population. Additional socioeconomic characteristics of the City of Georgetown are analyzed in other elements of this plan. Average household size and related statistics related are summarized in the Housing Element. Labor force, per capita income, and poverty statistics are reviewed and discussed in the Economic Development Element. These respective demographic trends correlate more directly with the focus of those elements.

Gender. Gender roles in society have changed tremendously over the course of the last century. Recent national trends indicate that women are having less children and are having their first child at a much later age. Childlessness among women between the ages of 40-44 increased from 10% in 1980 to 19% in 1998 (Bachu, Census Bureau). The statistics indicate even higher childlessness rates among women with higher educational attainment levels and for those who were employed in managerial and professional occupations. Part of this trend is due

in part to increased career opportunities for females plus a significant rise in the costs of raising a child and providing child care.

Table P-2 provides a gender profile for the City of Georgetown, Georgetown County, and the State of South Carolina between 1990 and 2010.

Table P-2 Gender Profile of the City of Georgetown, Georgetown County, and South Carolina: 1990-2000			
	City of Georgetown	Georgetown County	South Carolina
1990	44.9% Male	47.5% Male	48.4% Male
	55.1% Female	52.5% Female	51.6% Female
2000	45.0% Male	48.6% Male	47.9% Male
	55.0% Female	51.4% Female	52.1% Female
2010	44.9% Male	47.6% Male	48.6% Male
	55.1% Female	52.4% Female	51.4% Female

Source: US Census Bureau

Age. The age profile of a community is very important for several social and economic reasons. A community with a sizable population of young residents will demand greater educational services and other resources prior to becoming long-term contributors to the local workforce. Older residents over the age of 65 have varying employment interests and seek particular housing options and recreational opportunities. Many senior residents have specific transportation needs and require specialized medical care. Table P3 examines the breakdown of age cohorts for the city's population from the 1990, 2000, and 2010 Census.

A noticeable trend is the decline in population amongst the younger age cohorts (5-44 year) within the City of Georgetown. The largest population increase was within the 45-64 age cohorts. Another observable trend is that Georgetown County is experiencing growth in retiree population age cohorts (Ages 55-74) that outpaces the retiree age cohort in the city. Georgetown's 65 and plus population has declined since 1980 as a percentage of the total population. This city trend is atypical for all levels of geographic comparison.

A comparison of median age between several communities in South Carolina is provided in the attached *Regional Demographic Profile* at the end of this element.

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Table P-3
City of Georgetown, Georgetown County, South Carolina
Age Composition 1990-2000

	City of Georgetown			Georgetown County			South Carolina		
	1990	2000	2010	1990	2000	2010	1990	2000	2010
% under 5 years	8.6%	7.8%	8.0%	7.7%	6.2%	5.6%	7.4%	6.6%	6.5%
% 5-14 years	17.1%	16.0%	14.8%	17.1%	14.5%	12.1%	14.6%	14.3%	12.8%
% 15-24 years	14.0%	13.5%	12.7%	14.1%	12.2%	10.9%	16.0%	14.4%	14.3%
% 25-34 years	13.9%	12.7%	12.5%	14.8%	11.6%	9.7%	17.0%	14.0%	12.8%
% 35-44 years	13.1%	12.5%	10.7%	14.7%	14.3%	11.0%	15.0%	15.6%	13.0%
% 45-54 years	8.2%	12.8%	13.5%	9.6%	14.5%	14.3%	10.2%	13.7%	14.3%
% 55-64 years	8.4%	8.2%	13.0%	9.1%	11.7%	16.5%	8.4%	9.3%	12.7%
% 65-74 years	9.5%	7.3%	7.1%	8.6%	8.7%	12.2%	7.1%	6.7%	8.0%
% 75-84 years	5.7%	6.5%	5.1%	3.6%	5.1%	5.7%	3.4%	4.1%	4.1%
% 85 year and over	1.5%	2.7%	2.4%	0.7%	1.2%	1.9%	0.9%	1.3%	1.5%

Note: As a reference the citywide median age of the City of Georgetown as of 2010 was 36.7 years. The median age for Georgetown County as of 2010 was 45.4 years. The statewide median age for South Carolina as of 2000 was 37.9 years.

Source: US Census Bureau

Race. The City of Georgetown has throughout its history been a community made up of families and individuals representing various racial and ethnic backgrounds. Racial demographic trends are changing continuously throughout the United States, as well as locally. The diversity of our city is an important part of the community's identity. A graph depicting the city's racial composition can be found in the *Regional Demographic Profile* insert.

Educational Attainment. Higher education allows individuals to compete in a wider range of professional occupation fields and in job markets throughout the country and the world. Studies clearly show the strong correlation between a person's educational attainment and their potential lifelong income earnings.

A US Census Bureau study entitled *The Big Payoff: Educational Attainment and Synthetic Estimates of Work-Life Earnings* states that educational attainment has increased as a primary determinant in life-long earnings over the last 25+ years. According to the report, in 1975, full-time year round workers with a bachelor's degree had 1.5 times the annual earnings of workers with only a high school diploma. By 1999, that ratio had risen to 1.8. In 1975, individuals who held an advanced degree earned 1.8 times as much annual income as a high school graduate. That ratio was up to 2.6 as of 1999.

POPULATION ELEMENT

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On a national level, there has been a steady increase in educational attainment, most noticeably since the mid-1970's. In 1975, approximately 63% of all Americans were high school graduates. By 2000 that number had reached 84%. In 1975, eleven percent of women and eighteen percent of men had earned a bachelor's degree. By 2000, 24% of women and 28% of men had earned a bachelor's degree nationwide.

Table P-4 provides a profile of the educational attainment levels of the city's population. A comparison of the educational attainment levels of the City of Georgetown with those of Georgetown County and the state is provided in the *Regional Demographic Profile*. A comparison of the percentage of residents over 25 with a high school diploma or equivalency among several other communities in the region is also included in the Demographic Profile. Georgetown ranks far below the county, the state, and many nearby communities in this educational attainment category.

Table P-4 City of Georgetown Educational Attainment of Residents 25 and Over: 1990-2010			
Level of Educational Attainment	Percentage of Population (%)		
	1990	2000	2009
Less than 9 th Grade	15.8%	11.8%	9.1%
9 th to 12 th Grade, no diploma	20.5%	19.0%	14.2%
High School Graduate (includes equivalency)	27.6%	29.6%	29.6%
Some College, no degree	14.7%	18.8%	20.0%
Associate Degree	5.7%	5.8%	7.1%
Bachelor's Degree	9.9%	9.7%	12.6%
Graduate or Professional Degree	5.8%	5.3%	7.4%
Total	100%	100%	100%

Source: US Census Bureau

On the positive side, the number of residents over the age of 25 with at least a bachelor's degree has increased from 15.0% to 20.0% between 2000 and 2009. A notable trend is that a large number of residents over the age of 25 have begun taking college level course work, but to date have not earned their respective degrees. The percentage of people who fall into this category increased from 14.7% to 20.0% between 1990 and 2009.

The comparative statistics show that there remains a significant need for educational improvement in the City of Georgetown. As the education process begins in childhood, it is imperative that the city seek to provide the best educational opportunities for its residents. The community will strengthen its own economic development position as a whole by having a more educated workforce.

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Nativity. Americans have increasingly become more mobile over the course of the last century. People relocate for numerous reasons, including work-related opportunities, housing options, education decisions, choice of retirement location, health related concerns, and for reasons related to their family life. Prior to 2010, the US Census Bureau provides information about a person’s place of residence five years from the preceding decennial census enumeration. Table P-5 summarizes mobility data among Georgetown residents from the 1990 and 2000 Census.

Table P-5 City of Georgetown/ State of South Carolina Residency Patterns Between 1985 and 2000					
City of Georgetown			South Carolina		
	1990 Census Survey: Place of Residence in 1985	2000 Census Survey: Place of Residence in 1995		1990 Census Survey: Place of Residence in 1985	2000 Census Survey: Place of Residence in 1995
Lived in same house	60.0%	58.8%	Lived in same house	55.7%	55.9%
Lived in different house in Georgetown County	25.0%	25.6%	Lived in different house in the same county	23.4%	22.3%
Lived in different house in South Carolina outside of Georgetown County	6.5%	4.8%	Lived in a different county in South Carolina	7.7%	8.3%
Lived in a different state	8.0%	10.2%	Lived in a different state	12.3%	11.9%
Lived outside the United States	0.5%	0.6%	Lived outside the United States	0.9%	1.6%

Source: US Census Bureau

As the table indicates, despite a decrease in population between 1990 and 2000, there has been an in-flux of new residents relocating to the City of Georgetown from outside the State of South Carolina. This trend corresponds closely with the mobility trends across the Southeast coast. The US Census estimates that between 2007 and 2008, there was a migration of 49,736 out of state residents to South Carolina.

During that same time period, 98,074 people moved to North Carolina from other states and Georgia attracted 56,674 new residents from out of state. The 2000 Census provides even more detailed information regarding the origin of new out of state residents. Of the 852 new Georgetown residents from out of state, 50.0% were previously from a state within the Southeast region, 45.6% new residents relocated from the Northeast, 3.9% new residents were from the Midwest, and only 0.5% new residents moved from the western portion of the United States. As a whole, new South Carolina residents were attracted from a more evenly distributed geographic origin. 55.8% relocated from other parts of the Southeast, 21.9% moved from a

state in the Northeast, 13.3% came from a state in the Midwest, and 9.0% relocated from a state on the west coast. A significant trend on the state level, is an increased in-migration of new residents from outside the United States. This migration trend has remained relatively constant in the city between the 1990 and 2000 Census.

According to the *2003 Annual Social and Economic Supplement* published by the US Census Bureau, individuals between the ages of 20-34 showed the highest propensity for changing residences between 2002-2003. 30.1% of individuals between the ages of 20-24 years moved in that year. The moving rate was 28.1% for the 25-29 year age cohort and 19.8% for the 30-34 year age cohort. Demographic data for the City of Georgetown shows a decline in population in each of these age groups between 1990 and 2000, an indication of steady outmigration among Georgetown residents in this age range.

United States Coastal Population Growth

Another geographically related population trend is the growth of communities in the coastal regions throughout the United States. The National Oceanic and Atmospheric Administration recently drafted a document entitled, *Population Trends Along the Coastal United States: 1980-2008*. Utilizing figures from the US Census Bureau, the report estimates that in 2003 approximately 153 million people, roughly 53% of the entire US population lived in one of the 673 coastal counties in the United States. This is a population increase of 33 million people since the 1980 Census.

According to the study, the State of South Carolina had a 33% increase in its coastal population growth. Although Georgetown County has experienced a similar level of growth in the last 20-30 years, there has been a precipitous decline in population within the city. One of the goals in this element, and that of many of the other elements, is for Georgetown to take advantage of its natural resources and desirable location along the coast. This is an asset that, if adequately marketed and properly managed, can help encourage people to relocate to Georgetown.

Census Tract Analysis

In order to have a complete understanding of the demographic changes that are taking place in the City of Georgetown, it is important to analyze population trends at the smaller neighborhood scale. Besides city and county population data, the US Census Bureau has also established census tract and census block group boundaries. The primary purpose of census tracts is to provide a stable set of geographic units to categorize census data. This is helpful because in South Carolina municipal boundaries change regularly as cities and towns pursue annexation into outlying unincorporated areas within their respective counties. A map insert indicating 2010

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Census tract boundaries is provided in this section. Census block groups are even smaller in size and are geographic units that are typically bounded by physical features such as railroads, rivers, and streets, or by invisible boundaries such as town or county limits.

As of the 2010 Census, there were four census tracts and twelve census block groups within the greater Georgetown area. Of these twelve census blocks, six are located entirely within the city limits of Georgetown. The remaining six extend into unincorporated areas of Georgetown County. The information from the census block groups that extend beyond the city limits are useful, as some of these areas may potentially be annexed in the future as is discussed in the Land Use Element.

The census block group level of analysis provides the city information about which neighborhoods or districts are gaining or losing population. These trends can be critical in understanding the potential for negative externalities such as vacant property in the case of a district with a declining population or the need for the government to provide additional services in the case of areas with a rising population. This section provides a geographic description of each census tract. A population trend analysis at the block group level between 1990, and 2000, is provided. The 2010 Census block group population data is also included. Since Georgetown experienced a citywide population increase between 2000 and 2010, it will be useful to evaluate future population trends based on the newly established census block group boundaries to determine which parts of the city are experiencing the most growth. See Note P-1 regarding the census block group geographic boundary changes that occurred between 2000 and 2010.

Census Tract 9806 (Now identified as Census Tract 9206) covers a significant area of the city west of US 17. Block Group Three is located along the US 701 corridor and contains the westernmost portion of the city's geographic area. Block Group Four follows the US 521 corridor west of the downtown historic district. Block Group Five encompasses an area where several of the major regional highways (US 17, US 701 and US 521) interconnect. Block Group Six is relatively small and makes up part of the West End District of Georgetown adjacent to the International Paper mill site. Finally, Block Group Seven covers a large area south and west of the International Paper mill site and extends well into unincorporated portions of Georgetown County, both east and west of US Highway 521.

Table P-6 provides population trends for each in-city block group within Census Tract 9806.

Table P-6
Census Tract 9806
Population Trends 1990-2000

	Tract 9806, Group 3	Tract 9806, Group 4	Tract 9806, Group 5	Tract 9806, Group 6	Tract 9806, Group 7
1990 Population	966	1,193	660	1,115	894
2000 Population	897	966	705	1,104	876
Population Change	Decrease of 69	Decrease of 227	Increase of 45	Decrease of 11	Decrease of 18
%Population Change	7.1% Decrease	19.0% Decrease	6.8% Increase	1.0% Decrease	2.0% Decrease
Median Age- 2000	24.7	30.6	37.1	27.8	33.2

Source: US Census Bureau

Within Census Tract 9806 there was a wide disparity between the population trends of each of the five block groups. Block Groups Six and Seven retained stable populations between 1990 and 2000, with slight population decreases in each respective block group. Block Group Four experienced the largest population decrease in both total numbers and as a percentage of population in the entire City of Georgetown. As Table P-7 indicates, this block group had a population decrease of 227 and a percentage of population loss of 19.0% between 1990 and 2000. Block Group Five was the only district within Census Tract 9806 that experienced an increase in population between 1990 and 2000. Block Group Five was the only district within this census tract that had a median resident age above the citywide median age of 34.9. Block Group Three has the lowest median resident age at 24.7, over 10 full years below the citywide median.

Census Tract 9807(Now identified as Census Tract 9207) The southern portions of the city fall within the boundary of Census Tract 9807. Within this census tract, Block Group One is located along South Fraser Street, south of Prince Street. It includes most of the city's West End neighborhoods. Block Group Two is bounded to the west by South Island Road and to the east by Winyah Bay. Most of Block Group Three is located to the west of South Fraser Street, with a small portion of the block group extending into the Maryville area east of South Fraser Street. A large proportion of the land area of Block Group Three extends into unincorporated Georgetown County. Block Group Four is the southernmost portion of the census tract. All but a small portion

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of the block group is outside of the city limits of Georgetown. There is a fairly even amount of land area on both the east and west sides of US 17.

Table P-7 provides population trends for block groups within Census Tract 9807.

Table P-7 Census Tract 9807 Population Trends 1990-2000				
	Tract 9807, Group 1	Tract 9807, Group 2	Tract 9807, Group 3	Tract 9807, Group 4
1990 Population	663	1651	1111	1626
2000 Population	575	1643	1414	1795
Population Change	Decrease of 88	Decrease of 8	Increase of 303	Increase of 169
% Population Change	13.3 % Decrease	0.5% Increase	27.2% Increase	10.4% Increase
Median Age- 2000	26.8	37.6	32.2	44.8

Source: US Census Bureau

The population trends within Census Tract 9807 showed distinct differences between the census block districts located at the southern end of this plan's study area and Block Group One, which is located in the central part of the city. The southern portion of the study area showed the highest rate of population growth between 1990 and 2000. Block Group Three had the highest population increase both in total numbers, 303, and by percentage, a 27.2% increase, of any district in the Georgetown study area. Block Group One showed the highest population decline of 13.3% within this census tract, displaying trends similar to other areas located in and around the central neighborhood districts of the city. Block Group One also had a significantly lower median resident age of 26.8 years in comparison to the other block groups within this census tract. The next youngest block group using median age figures within Census Tract 9807 was Block Group Three at 32.2 years. Block Group Four had by far the oldest median age at 44.8 years, and ranked as having the highest median age in the City of Georgetown study area.

Census Tract 9803.02 (Now identified as 9203.02) The US Census Bureau changed the geographic boundaries of Census Tract 9803 and split it into two separate census tracts. Census Tract 9803.02 traverses the municipal boundaries of Georgetown. Of the three block groups within Census Tract 9803.02, only Block Group One changed geographic boundaries from 1990 to 2000. This section summarizes population information for Block Groups Two and Three and then provides population information for Block Group One separately. Census Tract 9803.02 Block Groups Two and Three encompass the downtown and historic district areas of the city.

Table P-8 provides population trends for Census Tract 9804 Block Groups Two and Three.

Table P-8 Census Tract 9803 Population Trends 1990-2000		
	Tract 9803, Group 6 (1990) Tract 9803.02, Group 2 (2000)	Tract 9803, Group 7 (1990) Tract 9803.02, Group 3 (2000)
1990 Population	750	676
2000 Population	636	569
Population Change	Decrease of 114	Decrease of 107
% Population Change	15.2% Decrease	15.8% Decrease
Median Age- 2000	39.4	44.5

Source: US Census Bureau

The two block groups that make up the downtown and historic core of Georgetown lost population between 1990 and 2000. The population decline of over 15% for each block group is well above the citywide percentage of just under 6%. The median age of these block groups was well above the citywide average. Block Group Three had the second oldest median age of any block group within the study area at 44.5 years.

Census Tract 9803.02 Block Group One extends from the Black River Road area, east of US 701, northeast to Wedgefield Road in Georgetown County. Table P-9 provides 2000 Census population information for Block Group One of Census Tract 9803.02.

Table P-9 Census Tract 9803.02 Block Group 1 Population Data 2000 Census	
2000 Census Population	2,078
Median Age	42.0

Source: US Census Bureau

1990 population information was not included in the analysis because no direct comparison could be made since the geographic boundary of this block group was changed prior to the 2000 Census. Future population trends within this block group will be very important, because at 2,078 residents, this block group has the largest population of any block group in the study area.

2010 Census Analysis. The census tract boundaries in the City of Georgetown and immediate surrounding area changed boundaries between 2000 and 2010. Table P-10 provides an assessment of population changes for each of these census tracts over the past ten years.

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Table P-10 Georgetown County Census Tract Population Trends 2000-2010				
	Census Tract 9806/9206	Census Tract 9807/ 9207	Census Tract 9803.02/ 9203.02	Census Tract 9803.01/ 9203.01
2000 Population	6,877	5,427	3,283	4,524
2010 Population	6,911	5,433	2,891	4,630
Population Change	Increase of 34	Increase of 6	Decrease of 392	Increase of 106
% Population Change	0.4% Increase	0.1% Increase	11.9% Decrease	2.3% Increase

Source: US Census Bureau

Table P-10 provides population data for the 2010 block groups in the Georgetown area.

Table P-11 2010 Block Group Level Population Totals	
Tract 9206, Group 3	969
Tract 9206, Group 4	1,023
Tract 9206, Group 5	1,189
Tract 9206, Group 6	587
Tract 9206, Group 7	986
Tract 9207, Group 1	415
Tract 9207, Group 2	1701
Tract 9207, Group 3	1322
Tract 9207, Group 4	1995
Tract 9203.01, Group 2	2,344
Tract 9203.02, Group 1	1,052
Tract 9203.02, Group 2	1,839

Source: US Census Bureau

Part II. Population Projections

Future Population – City of Georgetown

The South Carolina Budget and Control Board publishes annual population estimates for counties and municipalities throughout the state. The state only issues population projections on a county level. Georgetown County’s future population projections through 2035 are provided in the *Regional Demographic Profile*. One method of establishing population projections for the City of Georgetown is to utilize a linear regression projection model (See note P-2).

Table P-12 City of Georgetown Population Projections 2015-2035: Linear Regression Model	
Year	Projected Population
2010	9,163 (2010 US Census Count)
2015	8,300
2020	8,000
2025	7,700
2030	7,400
2035	7,100

*Note: See Note P-2 for an explanation of the methodology for the linear regression model.
Source: US Census Bureau (2010 and historic data) and Waccamaw Regional Council of Governments (projection).*

Table P-12 estimates future population projections for the City of Georgetown based on a linear regression model. As Table P-12 indicates, if the historical population trends continue then the city’s population could decline to approximately 7,100 residents in 25 years.

Through facilitated discussions regarding local census data and a general overview of the existing conditions in the City of Georgetown, the decline in resident population was one of the main concerns raised by the Comprehensive Plan Task Force. The consensus agreement of the task force was to encourage the city to adopt an aggressive strategy to increase the population of Georgetown. A one percent annualized population growth rate is a reasonable and achievable target to establish and plan.

Table P-13 provides a twenty year population projection for the City of Georgetown based on one percent annualized growth between now and 2030. As the model indicates, a one percent annualized growth rate would bring Georgetown’s population to well over 10,000 residents by 2020. This would be comparable to the city’s population in the early 1970s.

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The one percent annual population growth target pertains to the existing city limits of Georgetown. Population gains due to future annexations would be supplemental to the targeted population growth rate.

Table P-13
City of Georgetown
One Percent Annualized Growth Model Projections: Present to 2030

Year	Projected Population	Year	Projected Population
2010	9,163 (2010 Census)	2021	10,221
2011	9,255	2022	10,323
2012	9,348	2023	10,426
2013	9,441	2024	10,530
2014	9,535	2025	10,635
2015	9,630	2026	10,741
2016	9,726	2027	10,848
2017	9,823	2028	10,956
2018	9,921	2029	11,066
2019	10,020	2030	11,177
2020	10,120		

Note: The model utilizes the 2010 US Census city population data as the base numerical input for this population projection.

Table P-14 provides a shift-share model to project the future population for the City of Georgetown. As Table P-14 indicates, the 2020 and 2030 shift-share population projections, 10,587 and 11,686 respectively would be slightly higher than the one percent annualized target growth rate that is recommended by this element. (See Note P-3 for an explanation of how the shift-share model was utilized for this population projection).

Table P-14
City of Georgetown
Shift-Share Population Projections (2015-2035)
(Based on Georgetown County Population Estimates)

Year	Georgetown County Population Projections	City of Georgetown Modeled Projections
2010	60,731 (2010 Census)	9,163
2015	66,130	10,052
2020	69,650	10,587
2025	73,180	11,123
2030	76,880	11,686
2035	80,500	12,236

Note: See Note P-3 for details on the shift-share methodology used for this population projection.
Source: South Carolina Budget and Control Board.

Annexation Study Areas

Should the City of Georgetown pursue annexation beyond its current city limits as is proposed in the Land Use Element, there would be a corresponding increase in the size of the city's total population. There are a total of 2,110 residential housing units located within the study area boundaries described in the Land Use Element. Of these residential housing units, approximately 10.6%, or 224 individual units, are considered vacant. Utilizing an average household size of 2.66, the total population currently living in the study areas adjacent to the City of Georgetown is 5,017. The main objective of annexation should not be solely to increase the population of the city. The city's annexation policy should consider specific infrastructure needs, the impact on the local tax base, and the impact on the delivery of government services.

Part III. Population Growth Policies

GOALS & OBJECTIVES

GOAL 1: Reverse the recent population declines and pursue policies that encourage sustainable population growth. *Objectives include:*

- Establish an ambitious but realistic 10 year and 20 year growth rate for the City of Georgetown. A population growth rate of one percent annually is a reasonable and sustainable growth rate for the city to pursue over the next twenty years. The one percent annual targeted growth rate should focus on the core areas within the existing city limits. Additional population gains through future annexations should supplement the one percent population growth goal.

GOAL 2: Ensure that future growth of the city is well managed and examines all plausible strategies. *Objectives include:*

- Encourage infill development within the existing city limits of Georgetown.
- Continue to assess the potential of future annexations in the study areas as established in the Land Use Element.
- Ensure that future high density residential and mixed-use development within the existing city limits is compatible with the character of historic Georgetown.

*City of Georgetown Comprehensive Plan, 2011***GOAL 3: Fully assess community facility and service needs that will be required to accommodate future population growth in the City of Georgetown.*****Objectives include:***

- Invest in community facility improvements which will meet the needs of residents and businesses over the next twenty years.
- Assess community amenities and services which would help attract new residents and visitors.

GOAL 4: Identify population groups that are likely to be attracted to the City of Georgetown. *Objectives include:*

- Market the uniqueness of Georgetown and the surrounding area. On a national level, coastal communities have experienced the most pronounced growth over the last thirty years. Take advantage of Georgetown's geographic location and associated valuable natural resources.
- Seek to establish and grow an appeal that is attractive to a wide range of people including young adults, families, and new retirees.
- Seek to attract new residents from a larger geographic area than the city has done in the past. The primary region of the country that new residents have relocated from is the Northeast. Extend marketing efforts to the Midwest and the western states.
- Invest in services that are likely to attract new residents such as educational and health care services.
- Develop diverse employment opportunities to attract a wide range of skilled professionals.

GOAL 5: Attract retirees to live in the City of Georgetown. *Objectives include:*

- Develop a direct retiree marketing campaign as part of the city's overall economic recruitment initiative. Specifically target regions throughout the United States that have a large percentage of residents in the 50-60 year old demographic cohort.
- Assess the existing housing stock and ensure that a sufficient number of low maintenance, small footprint housing options are available locally. Review the zoning ordinance to determine and eliminate impediments to housing arrangements that are suitable and appealing to retirees.
- Develop and promote recreation and cultural activities to enhance Georgetown as an active retirement destination.

- Solicit and facilitate the professional and life experience skills of the retiree community to further the objectives of local government, citizen committees, and private charitable organizations.

GOAL 6: Retain the existing resident population of the City of Georgetown. Objectives include:

- Prioritize neighborhoods that have lost population since 1990 and develop incentives for new development or redevelopment within these areas. The establishment of an investment zone is encouraged and more fully discussed in the Land Use, Housing, and Priority Investment Elements.
- Further develop workforce training programs to ensure that the local labor force is prepared to adapt to changing economic conditions.
- Develop strategies to ensure that young residents have the ability to pursue higher educational opportunities. In order to be more competitive in the regional and global economy the City of Georgetown needs to improve its educational attainment rate for all residents.

GOAL 7: Develop a mechanism for monitoring population data in the City of Georgetown on an on-going basis. Objectives include:

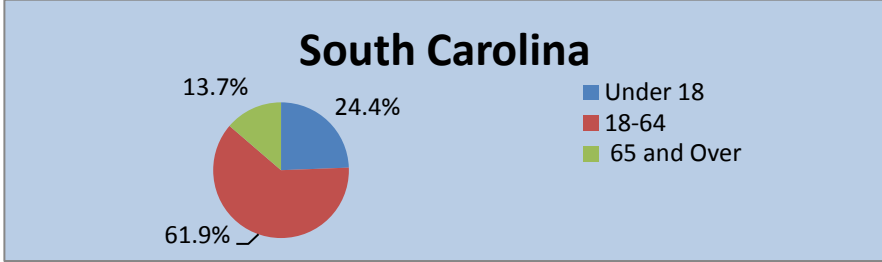
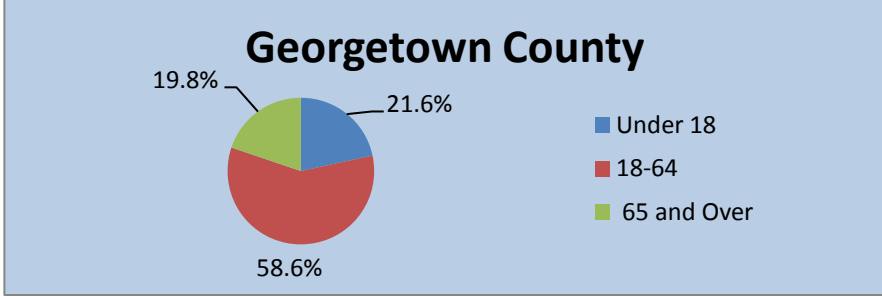
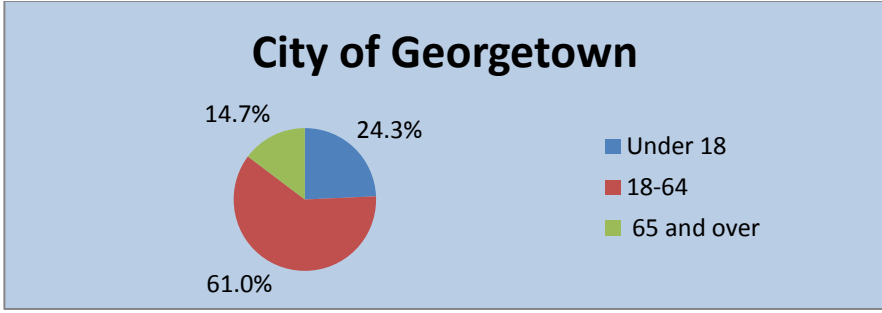
- This element establishes the goal of a one percent annual population growth rate for the next twenty years. In order to assess whether the city is reaching this benchmark, it is important to review population data on a regular basis to identify trends.
- Examine population trends on a local district scale using defined areas such as census block group boundaries.

City of Georgetown Comprehensive Plan, 2011

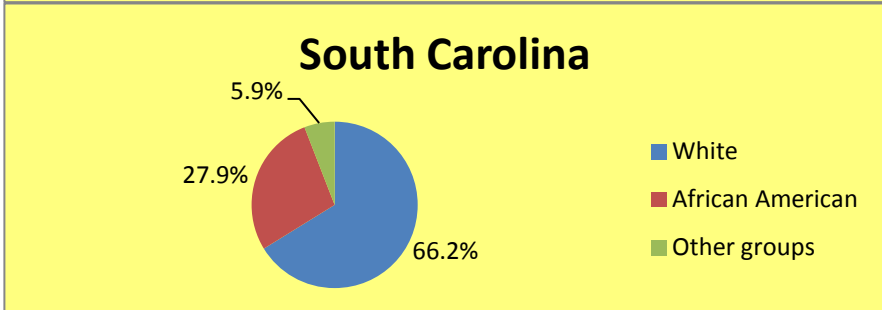
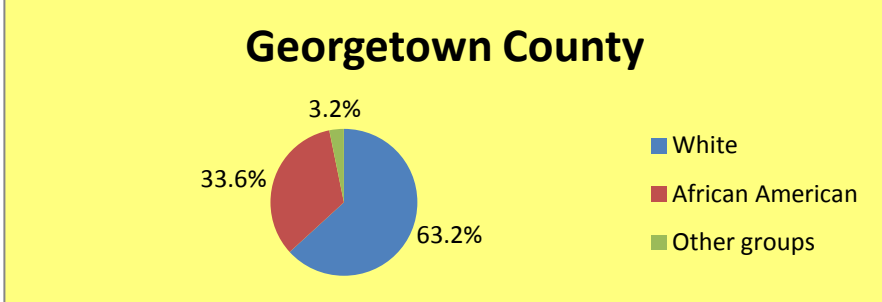
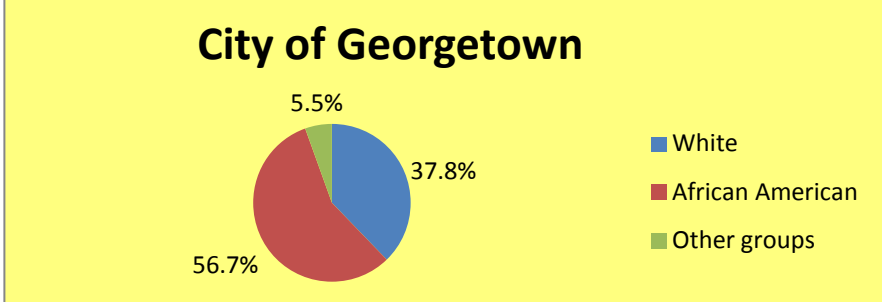
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Distribution by Age as Percentage of Population



Distribution by Race as Percentage of Population



SOURCE: US Census Bureau- 2010

Regional Demographic Profile

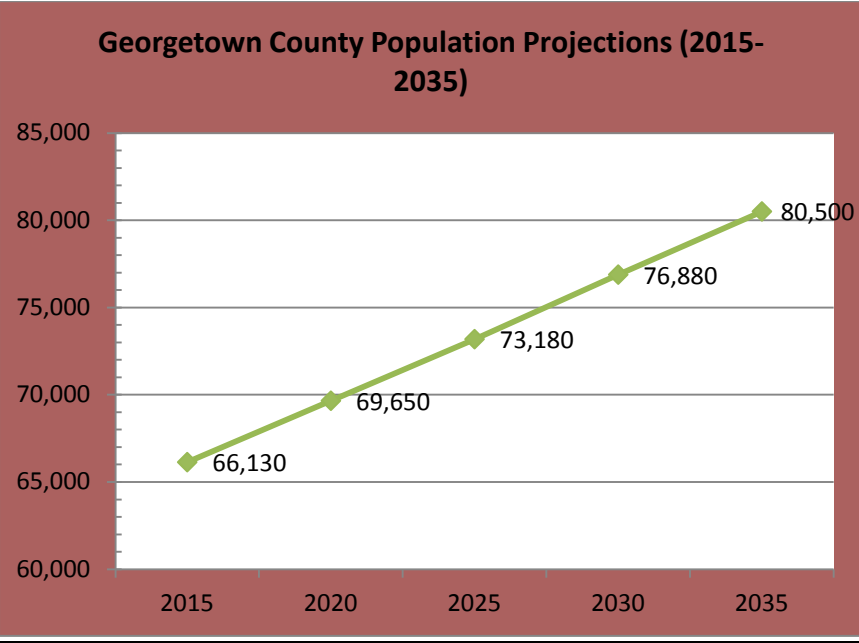
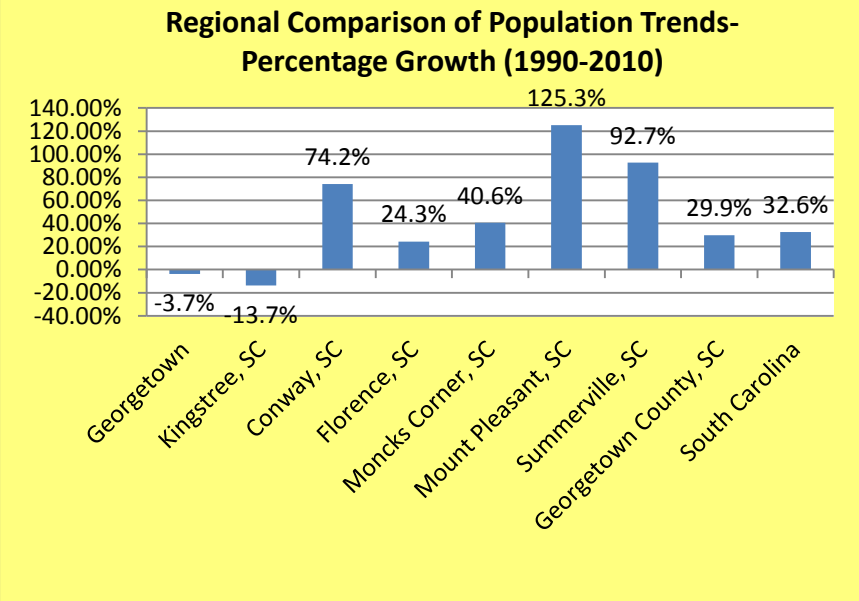
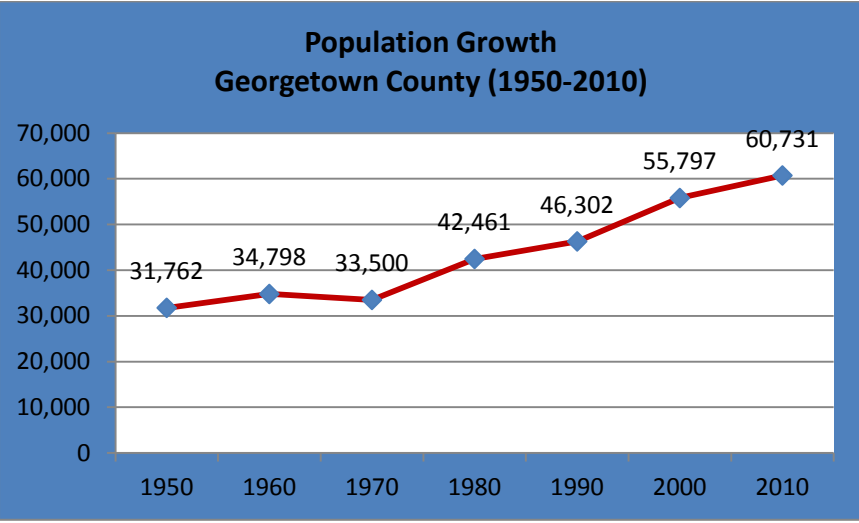
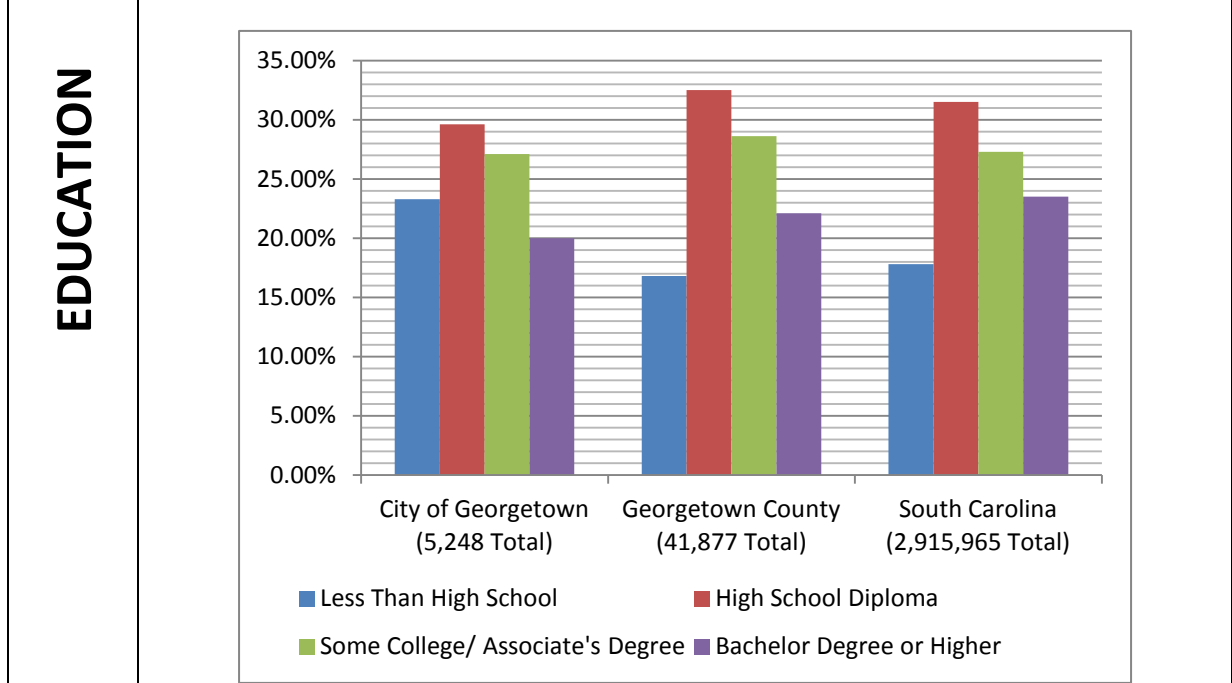
POPULATION	General Population Trends Since 1990				
		Total Population 1990	Total Population 2000	Total Population 2010	% Change 1990-2010
	City of Georgetown	9,517	8,950	9,163	3.7% decrease
	Georgetown CCD	19,578	20,111	19,865	1.5% increase
	Georgetown County	46,302	55,797	60,158	29.9% increase
South Carolina	3,486,703	4,012,012	4,625,364	32.6% increase	

SOURCE: US Census Bureau- 1990,2000, 2010, 2009 American Community Survey

AGE	Regional Comparison of Median Age			
	City of Georgetown, SC	36.7	Mount Pleasant, SC	39.1
	Kingstree, SC	36.5	Summerville, SC	34.7
	Conway, SC	29.3	Georgetown County, SC	45.4
	Florence, SC	37.4	South Carolina	37.9
	Moncks Corner, SC	33.1		

SOURCE: US Census Bureau- 2010

EDUCATION	Regional Comparison of Percentage of High School Graduates Among Residents Over 25			
	City of Georgetown, SC	76.7%	Mount Pleasant, SC	96.9%
	Kingstree, SC	78.4%	Summerville, SC	89.1%
	Conway, SC	84.4%	Georgetown County, SC	83.2%
	Florence, SC	82.2%	South Carolina	76.3%
	Moncks Corner, SC	85.3%		



SOURCE: US Census Bureau- 1990,2000. South Carolina Office of Research and Statistics.



City of
Georgetown
SOUTH CAROLINA

CITY OF GEORGETOWN
COMPREHENSIVE PLAN, 2011



INTRODUCTION

The state of the economy has a strong influence on the quality of life for residents. Georgetown has many valuable resources which make it a competitive location to attract new businesses and qualified professionals. In addition, the natural beauty, history, and pleasant climate make the city a desirable destination for tourists and new retirees.

This element assesses the characteristics that make up the local economy and outlines a general economic development strategy. An economic trend analysis is conducted which is critical in determining the current conditions of the local economy. Unemployment rates, per-capita income levels, poverty data, and educational attainment statistics are all important indicators in gauging the specific needs of Georgetown's workforce. Regular monitoring of these economic indicators is necessary to assess whether the city is meeting benchmark goals established in this comprehensive plan and other more specific economic development initiatives.

This element provides several economic development goals and associated objectives. These goals and objectives help frame a vision for the future development of Georgetown's economy and provide guidance on the strategies necessary to achieving this vision.

HISTORIC AND CURRENT CONTEXT

As one of the first settlements along the Southeast coast, Georgetown was the center of a geographically expansive economic region, one that was mostly based on the agricultural cash crops of rice and indigo. The Port of Georgetown was the primary means of distributing these and other goods to the export markets. Towards the end of the 19th century, rice production declined causing an economic shift towards timber related industries. The Atlantic Coast Lumber Company established mills along the Sampit River and helped keep Georgetown's economy viable and competitive.

Today, the Sampit River, the Port of Georgetown, and the surrounding Winyah Bay watershed are all still important components of the economic context of Georgetown. Business cycles are an inherent aspect of the local, regional, and world economy. In more recent times, steel and paper production has been important components to the industrial base of Georgetown. While it makes good business sense to retain industries that have contributed significantly to the local economy, it is important to actively investigate new opportunities to diversify the economy.

The impacts of the most recent global recession which began in 2008 have forced communities throughout the United States to reassess their economic development strategies. What is

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critically important for the city is to find a balance between all of the various opportunities, both existing and pending, and develop a sound economic development strategy that is diverse and sustainable.

Part I. Overview of Existing Economic Conditions

An important step in developing a comprehensive economic development strategy is to first analyze the strengths and weaknesses of the local economy. This helps a community understand what resources are readily available and useful in attracting new industry and business. It is also important for a community to realize its own limitations to recruit certain types of industries in comparison to other communities in the region and country. Finally, and perhaps most importantly, this analysis should identify areas where further investments are needed in order to capitalize on the community’s existing strengths and assets.

City of Georgetown Economic Profile

Labor Force Characteristics: As of 2009, there were an estimated 3,601 residents in the active labor force, or 59.4% of the adult population (16 years and over) of the city. This is an increase from 56.3% in 2000. Table ED-1 provides information pertaining to labor force trends for male and female residents. The labor force participation percentage of both gender groups increased since 2000. A labor force comparison with Georgetown County and the State of South Carolina for 2009 is provided in the *Regional Economic Profile* attached at the end of this element.

Table ED-1 Labor Force Profile, 1990-2000 City of Georgetown			
	1990	2000	2009 estimate
Percentage of entire adult population (16 years and over)	57.6%	56.3%	59.4%
Percentage of adult female population (16 years and over)	52.2%	53.3%	56.9%
Percentage of adult male population (16 years and over)	64.8%	60.0%	62.6%

Source: US Census Bureau- 1990 and 2000 decennial Census, 2009 American Community Survey

Occupation and Class of Worker: The US Census Bureau provides information regarding a person’s occupation, or the type of work that an employee performs. The class of worker category tabulated by the US Census Bureau describes the nature of the employing entity. A comparative analysis for Occupation and Class of Worker statistics is provided in the *Regional Economic Profile*.

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Type of Industry: According to 2009 estimates, the four largest employment sectors in Georgetown were: (1). Educational, health and social services; (2). Professional, scientific, management, administrative, and waste management services (3). Arts entertainment, recreation, accommodation, and food services; and (4). Retail trade. Table ED-2 provides a full categorical breakdown of employment composition for each type of industry in the city, county, and state.

Table ED-2

Comparison of Employment by Type of Industry (2009 Estimates)

Type of Industry	City of Georgetown			Georgetown County			South Carolina	
	Persons Employed	% of Labor Force	LQ	Persons Employed	% of Labor Force	LQ	Persons Employed	% of Labor Force
Agriculture, forestry, fishing and hunting, mining	63	2.0%	2.0	498	2.1%	2.10	19,573	1.0%
Construction	224	7.0%	0.88	2,354	9.9%	1.18	164,715	8.4%
Manufacturing	276	8.7%	0.59	2,551	10.7%	0.73	287,666	14.6%
Wholesale Trade	41	1.3%	0.60	360	1.5%	0.50	59,329	3.0%
Retail Trade	403	12.7%	1.06	2,606	10.9%	0.92	235,475	11.9%
Transportation and warehousing, and utilities	49	1.5%	0.31	878	3.7%	0.75	96,541	4.9%
Information	36	1.1%	0.61	232	1.0%	0.55	36,177	1.8%
Finance, Insurance, Real Estate, and rental and leasing	183	5.8%	0.95	1,641	6.9%	1.13	120,361	6.1%
Professional, scientific, management, administrative, and waste management services	508	16.0%	1.82	2,189	9.2%	1.04	173,037	8.8%
Educational, health, and social services	594	18.7%	0.92	4,555	19.1%	0.94	402,035	20.4%
Arts entertainment, recreation, accommodation, and food services	474	14.9%	1.57	3,297	13.8%	1.45	186,713	9.5%
Public administration	171	5.4%	1.12	1,246	5.2%	1.08	94,031	4.8%
Other services	156	4.9%	1.00	1,438	6.0%	1.22	96,136	4.9%
Total	3,178	100%	1.00	23,845	100%	1.00	1,971,789	100%

Source: US Census Bureau. Note: (LQ) stands for Location Quotient. See Note ED-1 for more information about Location Quotient analysis.

Table ED-2 also provides a location quotient analysis for each industrial sector. The table indicates that Georgetown has a significantly high location quotient in the agricultural, forestry, fishing and hunting, mining; the arts entertainment, recreation, accommodation, and food services; and the professional, scientific, management, administrative, and waste management services industrial sectors of the economy. The table denotes a very low location quotient in the Transportation, warehousing, and utilities industrial sector when comparing labor force information to those of the overall state economy. In comparing the location quotient data

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between the City of Georgetown and Georgetown County the biggest disparities were in the following industrial sectors: (1). Transportation and warehousing, and utilities (2). Construction; and (3). Professional, scientific, management, administrative, and waste management services.

Table ED-3 below lists ten major employers located in Georgetown County and ranks them by the number of employees.

Table ED-3 Georgetown County: List of Major Employers			
Company Name	Type of Business	Employees	Location
Georgetown Hospital System	Medical Services	1600	Countywide
Georgetown County Schools	Education	1450	Countywide
International Paper Company	Paper Products/ Containers	669	Georgetown
Georgetown County	Government	582	Countywide
Santee Cooper- Winyah	Generating Plant	250	Georgetown
Arcelor Mittal	Steel Mill	200	Georgetown
City of Georgetown	Government	191	Georgetown
3V Inc.	Detergent Auxiliaries	183	Georgetown
Screen Tight	Extruded Composites	140	Georgetown
Agru-America	Corrosion Resistant Liners	100	Georgetown
Sid Harvey	Machine Parts/ Fabricating	94	Andrews

Source: Georgetown County Economic Development Commission, 2011

Commuting Patterns: A person's place of residence is a significant factor in their access to employment in the regional job market. Having a sizable number of employment opportunities within a short commuting distance also enhances the quality of life that a community can offer. The average commute time for Georgetown residents is 19.8 minutes. A comparison of average commute times among several South Carolina communities is provided in the *Regional Economic Profile*.

The South Carolina Department of Commerce has collected county level commuting pattern data throughout the state. Table ED-4 summarizes this commuting pattern trend for 2008. The table indicates that slightly over half of the Georgetown County resident labor force works outside of the county, Horry County being the most common destination for laborers. The table also indicates that roughly forty-five percent of people who work in Georgetown County commute from other parts of the state. This is important in assessing the potential labor pool for future economic growth in Georgetown as well as possible housing needs of the local workforce.

Table ED-4
**Analysis of Commuting Patterns-Regional Labor Pool
Georgetown County**

Place of work for residents of Georgetown County		Place of residence for those who work in Georgetown County	
Georgetown County	49.0%	Georgetown County	54.3%
Horry County	22.6%	Horry County	20.4%
Charleston County	5.6%	Williamsburg County	8.3%
Richland County	3.4%	Florence County	2.5%
Berkeley County	2.6%	Charleston County	2.4%
Florence County	2.6%	Berkeley County	2.3%
Williamsburg County	1.9%	Sumter County	0.6%
Greenville County	1.5%	Richland County	0.6%
Lexington County	1.3%	Marion County	0.5%
Spartanburg County	1.2%	Dorchester County	0.5%
All Other Counties	8.3%	All Other Counties	7.5%

Source: South Carolina Department of Commerce, 2008

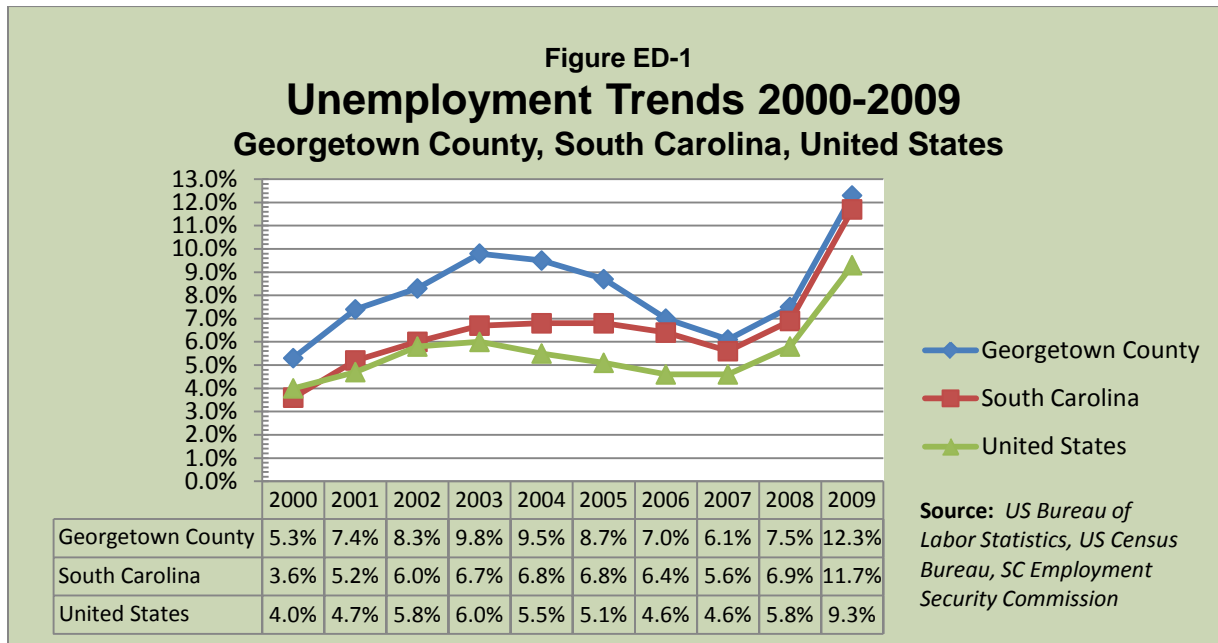
Economic Indicators

Employment Status: An economic indicator that has strong correlations with the overall state of the economy is the unemployment rate. The unemployment rate is never a static figure and is monitored monthly along with many other economic indicators, such as the Gross Domestic Product. The unemployment rate is a counter cyclic statistic in the sense that as the economy shrinks the unemployment rate typically will increase. The City of Georgetown, Georgetown County, South Carolina, and the United States as a whole have experienced numerous economic cycles. As Figure ED-1 indicates, the unemployment rate fluctuates in a cyclical fashion rising and falling based on local, regional, and national economic conditions.

The economic crisis of 2008 was a dramatic and unprecedented shift in the overall economic cycle on all scales of analysis. The unemployment rate is also considered a lagging economic indicator. In other words, improvements in the unemployment rate will likely occur after improvements to other aspects of the economy.

Employment trends have improved since the beginning of 2010. In January 2010 the unemployment rate in Georgetown County had reached 15.3% of the total labor force. As of June 2010, the county's unemployment rate fell to 11.3%. Unemployment trends seem to be reversing on the state level as well. The 2009 annual average unemployment rate for South Carolina was 11.7%. By June 2010 the unemployment rate had dropped to 10.7%.

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Cost of Living Index: The Council for Community and Economic Research has developed the ACCRA Cost of Living Index (COLI), which provides a comparison of the monetary cost differentiation between one location in the United States versus other parts of the country (see Note ED-2 for more information about how COLI ratings are structured). The South Carolina Department of Commerce updated the Cost of Living Index for counties and urban regions throughout the state in 2007.

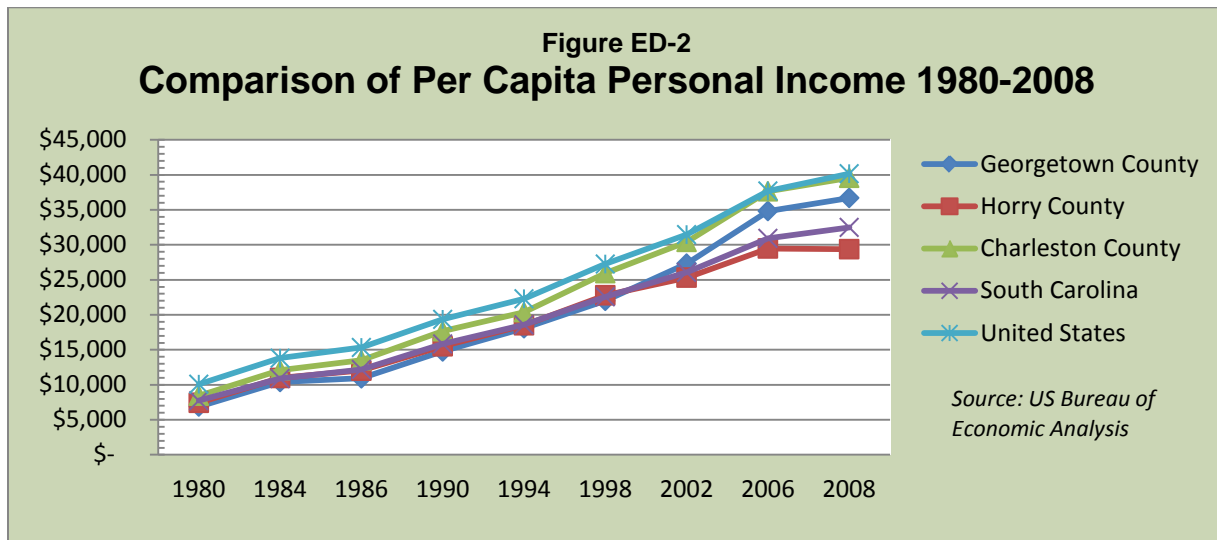
Table ED-5
2007 Cost of Living Index Comparison
Georgetown County, South Carolina, United States

Location	COLI Rating
United States	1.0
Georgetown County	0.95
Horry County	0.92
Charleston County	0.98
Williamsburg County	0.77
South Carolina	0.86
North Carolina	0.90
Georgia	0.91

Source: South Carolina Department of Commerce, The Council for Community and Economic Research.

Table ED-5 provides a comparison between the COLI ratings of Georgetown County and other parts of the state and country. As Table ED-5 indicates, Georgetown County has a COLI rating below the national average and slightly higher than the state. The coastal counties in South Carolina have a noticeably higher COLI rating than most other parts of the state. As an example, Beaufort County's COLI rating in 2007 was 1.26. When comparing the COLI rating of South Carolina to the rest of the country, Mississippi had the lowest COLI rating at 0.79, while California had the highest COLI rating at 1.41.

Per Capita Income: Annually, the US Bureau of Economic Analysis publishes data on the per capita personal income for the county, state, and nation. The US Bureau of Economic Analysis defines per capita personal income as income received from all sources including wage and salary disbursements, personal dividend income, personal interest income, and rental income from residential and commercial property owners. Figure ED-2 provides a trend comparison of per capita personal income between Georgetown County, adjacent counties, the State of South Carolina, and the United States. Over the last three decades, Georgetown County residents have increased their personal income levels at a rate comparable to that of the national average.



The US Census Bureau uses a different methodology and parameters than that of the US Bureau of Economic Analysis when calculating per capita income. The US Census Bureau relies on household survey responses, while the Bureau of Economic Analysis utilizes administrative records from local governments and businesses. The Bureau of Economic Analysis accounts for a more comprehensive list of all potential income sources than that of the US Census Bureau. This difference in methodology accounts for the noticeable difference

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between the per capita income levels provided in Table ED-6 below and the per capita personal income levels provided by the US Bureau of Economic Analysis in Figure ED-2.

The US Census Bureau provides income statistics at the municipal level and, as the *Regional Economic Profile* indicates, the City of Georgetown has a significantly lower per capita income level than that of Georgetown County and the State of South Carolina. Table ED-6 provides estimated 2009 per capita income for the city, county, state, and nation.

Table ED-6 Per Capita Income- 2009 Estimates	
	Income
City of Georgetown	\$17,914
Georgetown County	\$24,147
South Carolina	\$23,196
United States	\$27,041

Source: US Census Bureau

Poverty Status: Poverty status is an important economic indicator to monitor in a community. Poverty can have significant impacts on the well-being of families and the community as a whole. There are many detrimental social impacts associated with poverty including substandard housing, poor personal health and lack of access to health care, an increased tendency of criminal activity, and disadvantages in educational and employment opportunities. All of these impacts hurt the local economy in terms of reduced human capital output and the expenditure of community resources necessary to address the aforementioned problems associated with poverty. The US Census Bureau categorizes individuals and families as living in poverty based on annual income thresholds. Table ED-7 summarizes the income thresholds utilized by the US Census Bureau to determine the occurrence of poverty in America.

Table ED-7 US Poverty Thresholds By Earnings (US Census Bureau)		
Household Composition	2000	2009
Individual	\$8,794	\$11,161
Two Person Family/ No Children	\$11,239	\$14,366
Two Person Family/ One Child	\$11,869	\$14,787
Three Person Family/ One Child	\$13,861	\$17,268
Three Person Family/ Two Children	\$13,874	\$17,285
Four Person Family/ Two Children	\$17,463	\$21,756
Four Person Family/ Three Children	\$17,524	\$21,832

Table ED-8 compares the poverty statistics of the City of Georgetown, Georgetown County, and the State of South Carolina. Statistics show that poverty is more prevalent in the City of Georgetown than for the county and state.

Table ED-8 Poverty Statistics- 2009 Estimates			
Household Composition	City of Georgetown	Georgetown County	South Carolina
Individuals	26.1%	19.3%	15.8%
Families	23.5%	13.8%	11.9%
Families with female householder, no husband present	43.3%	42.2%	33.5%

Source: US Census Bureau

The distribution of people living in poverty is not geographically balanced throughout the city. There are many neighborhoods within the city and surrounding area that have a significantly higher population of people living in poverty than in other areas of the county. Table ED-9 lists the percentage of population whose income is below the poverty level for each of the census block groups within the comprehensive plan study area. It is important for the city to proactively address community concerns related to poverty.

Table ED-9 Geographic Distribution of Residents Below Poverty Level- 2000	
Census Block #	% of Population below the poverty level
Census Tract 9806, Block Group 3	49.9%
Census Tract 9806, Block Group 4	30.9%
Census Tract 9806, Block Group 5	13.6%
Census Tract 9806, Block Group 6	37.9%
Census Tract 9806, Block Group 7	29.2%
Census Tract 9807, Block Group 1	29.8%
Census Tract 9807, Block Group 2	11.6%
Census Tract 9807, Block Group 3	18.3%
Census Tract 9807, Block Group 4	6.2%
Census Tract 9803.02 Block Group 2	34.0%
Census Tract 9803.02 Block Group 3	15.2%

Source: US Census Bureau

Part II. Economic Development Needs and Opportunities

The following section examines existing conditions related to the industrial, tourism, health care, and educational services sectors of Georgetown's economy. This section also discusses potential opportunities to improve each of these sectors to achieve a diverse and sustainable economy. The retiree population is also considered in this section as an additional opportunity to enhance the local economy.

Retiree Population

In recent years, the State of South Carolina has become a popular destination for retirees relocating from out of state. The US Census Bureau reports that, between 2004-2007, the State of South Carolina had an in-migration of over 50,000 new residents over the age of fifty. Clemson University recently conducted a survey to determine the reasons why new retirees decide to locate to South Carolina. Favorable weather, overall cost of living, low housing costs, recreational opportunities, modest tax rate, and scenic beauty were all cited as being primary reasons why people have chosen South Carolina as their retirement location. South Carolina has a favorable tax structure, including a state tax exemption on Social Security income. The State of South Carolina also ranks favorably in terms of the quality and affordability of health care services. All of these factors indicate that there is a strong potential for growth of the retiree population in Georgetown.

There are many economic benefits from the in-migration of new retirees into a community. A study published by the Louisiana Retirement Development Commission stated that Americans over the age of 55 have 65% of the total net worth of the entire United States population. They also have 50% more discretionary income than individuals below this age cohort. In Louisiana, retirement age individuals have 27% higher annual incomes than the state's average for residents below the age of 55. Other reports published by Jacksonville State University in Alabama indicate that among retirees, 85% of their spending is done locally, and approximately 2.75 jobs are created locally to support a typical retiree household. Other economic and community benefits include a higher ratio of tax contributions to fund local government services and a strong interest in engaging in beneficial community activities such as volunteering.

Many sectors of the economy benefit from having retirees living in the community including real estate, finance, health care, recreation and entertainment, hospitality, retail, and tourism. As America's baby boom generation retires from the workforce and seek locations to spend their retirement years, communities across the country have the opportunity to attract these households and capitalize on the many economic benefits that retirees bring to their new communities. The City of Georgetown possesses numerous qualities that will help it attract new retirees over the next 10-20 years. The city would benefit greatly by developing a

comprehensive strategy that focuses on retiree needs such as housing, transportation, health care, and leisure activities, and develop a marketing approach that attracts people to the Georgetown community.

Tourism Development

Georgetown is part of a region that is well known as a tourist destination. The city is located at the southern fringe of the sixty mile Grand Strand region. Georgetown is also within close proximity to Charleston, SC, which is one of the most popular tourist destinations in the Southeast. The city has a vast wealth of assets, including Winyah Bay, nearby historic plantation sites, an active seaport, a downtown shopping and dining district, museums, significant historic sites and buildings, a harborwalk and a unique architectural style, that provide the city with a great foundation to develop a thriving tourism industry.

In order to capitalize on the tremendous potential of the tourism industry in Georgetown, it is important to develop Georgetown as a destination that appeals to a diverse group of people. Attractions need to be geared to young adults, retirees, families, South Carolina residents, and visitors from other parts of the country and the world. Successful tourist destinations also extend their tourist seasons beyond traditional peak periods such as the summer. A major investment in developing the tourism industry is to market the city and the region as a destination. A marketing effort must be well coordinated with efforts that are occurring on the county, regional, and state level. It must also target specific areas from which to draw visitors. The Georgetown County Chamber of Commerce regularly collects survey information from visitors and local businesses, including hotels. This information is useful to understanding strengths and weaknesses within the local tourism industry and can be beneficial in identifying additional marketing needs.

Although the tourism industry has tremendous growth potential within the City of Georgetown it is important to maintain a balanced and diverse economic development strategy. Many jobs associated with tourism are seasonal in nature and are oftentimes low paying in comparison to a typical job in the manufacturing sector.

Health Care and Educational Services

Health care and education are fundamental community needs, which are critical to promoting and sustaining a vibrant and productive community and labor force. According to the SC Department of Commerce, the two occupational areas that are expected to experience the most growth by 2016 are Healthcare Support, 27.0 percent; and Education Training, and Library at 16.3 percent. The average salary in these occupational areas (Healthcare: \$39,039 and

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Educational Services (\$31,953) are higher than the average annual salaries of full-time, year round workers within the city. Investments in both of these areas can have a tremendous positive impact on the economic well-being of Georgetown residents.

The Population Element provides an overview of the educational attainment statistics of the adult population in Georgetown. Census data indicates that Georgetown lags behind many other communities throughout the state in terms of educational attainment. Research has proven that there is a strong correlation between educational attainment and lifelong earning potential. One of the major goals of this plan is to pursue a partnership with one of the state higher education institutions such as University of South Carolina, College of Charleston, Coastal Carolina University, or Clemson to invest in the development of a satellite or branch campus in the City of Georgetown. This type of facility would be highly beneficial to the city in several ways including lifelong learning opportunities for the adult workforce and the local retiree population, increased retention of younger residents, and improved workforce training programs for existing and prospective businesses. In addition, a higher education facility can serve as a social and cultural activity hub for the entire community.

A primary goal outlined in this comprehensive plan is to attract retirees to the Georgetown community. One of the major service needs of this population group is specialized health care service. Making further investments in the Georgetown Hospital System will be vital in attracting new retirees who have particular health care service needs while helping to meet the health care needs of current residents.

Industrial Development

Considering the relatively small geographic boundaries of the City of Georgetown, there is not much undeveloped land available to locate new industries within the city limits. To address this reality, it is important for the city to partner with Georgetown County in their industrial recruitment and development efforts. Employees of new industries that may locate in Georgetown County will certainly consider living in the city and will likely spend a significant amount of their incomes on retail goods and services, leisure activities, and dining in Georgetown.

If annexation is pursued as is recommended in the Land Use Element, the city could encourage industrial development in suitable land areas within the newly annexed territory. The first step will be to properly zone the annexed area and ensure that the adequate infrastructure needs such as water and sewer service and transportation access are provided. Any potential negative externalities such as noise, traffic, light, and air pollution should be mitigated to reduce impacts on nearby residential and commercial areas.

Within the immediate Georgetown area, there are some existing industrial sites, along with the Port of Georgetown. The city is one of only two port facilities operated and maintained by the South Carolina Ports Authority. The port is an important asset that could be vital in the future industrial and economic development efforts of the city and the state. The city should work with the state and all of its economic development partners to assess the most effective and viable use of this facility and the investments needed to make the port as fully functional as possible. Transportation improvements and harbor maintenance needs such as dredging should be factored into the long-term planning of the port.

While currently in production, the steel mill site at the western end of Georgetown Harbor has experienced periods of inactivity since 2008. The city should work with the owners of the steel mill site and determine the long-term viability of steel production at the Georgetown facility. As an existing industrial land use, a feasibility study should be conducted to determine if other viable industries, perhaps in the marine services industrial sector, could be located at this site. Other adaptive reuses of the land, such as converting the land to commercial retail, residential, or public space, to complement the downtown core of Georgetown, should also be considered at the mill site. Any environmental remediation activities necessary to convert the site into an alternative land use designation should be fully investigated and financed through creative means such as a brownfield redevelopment grant program. Regardless of what the long-term future use of the steel mill ultimately is, it is important to ensure that the site continues to be a productive asset to the Georgetown community and its economy.

Part III. Economic Development Policies

GOALS & OBJECTIVES

GOAL 1: Support existing businesses and industries, as they are the foundation for future economic growth and development. *Objectives include:*

- Ensure that business retention is a major focus in the city's economic development strategy by:
 1. Expanding local SCORE program to ensure that local business owners have access to training, information resources, and business counseling;
 2. Surveying existing businesses to better understand local impediments to business growth; and
 3. Establishing a business retention technical committee which can help address business community concerns as they are identified.

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- Assess permit fee and tax structures to make sure that the local business community is not at a financially competitive disadvantage as compared to other adjacent communities.
- Develop a program to encourage civic engagement among the local business community.

GOAL 2: Develop sufficient workforce training programs to ensure the long-term economic competitiveness of the local labor force. Objectives include:

- Foster the growth and use of the programs managed through the Waccamaw Workforce Investment Board. Utilize these resources to benefit young professionals, unemployed residents, adult workers seeking to advance their career, and local companies and businesses that are trying to build a well-trained and highly skilled workforce.
- Assess the feasibility of establishing a higher educational facility affiliated with the state public university system. The city should initiate discussion with representatives from University of South Carolina, Coastal Carolina University, College of Charleston, and Clemson University about the possibility of locating a branch campus in the City of Georgetown. A branch campus would help address the higher educational needs of our residents and workers, thus helping the community become more competitive. The establishment of a higher education institution would fulfill goals outlined in the Population Element, including the retention of existing resident population and attracting new residents to the community.

GOAL 3: Promote the growth of new businesses in the City of Georgetown. Objectives include:

- Provide the framework to encourage startup companies and businesses to locate in Georgetown by:
 1. Developing a business incubator to provide support and services to new entrepreneurs; and
 2. Ensuring that existing businesses are fully involved in business incubator development and its long-term management so that the city can simultaneously attract new businesses and grow existing businesses through this resource.
- Develop a document similar to the SC Department of Commerce State Business Resource Guide that provides a comprehensive overview of the following:
 1. Local business license requirements;

2. State, federal, and local tax obligations;
3. Recommended business insurance needs;
4. Local workforce training resources; and
5. Local and state tax incentives and grant opportunities.

GOAL 4: Ensure that the downtown and historic district are a major component of long-term economic development efforts. Objectives include:

- Develop a strategy that clearly separates the historic district and the waterfront from adjacent industrial districts to minimize nuisances. Efforts could include:
 1. Improved landscaping and screening along the steel mill site;
 2. Limit the expansion of nuisances through zoning standards; and
 3. Actively solicit ideas and develop plans for alternative uses.
- Monitor vacant storefronts on Front Street and work with businesses and property owners to minimize economic impacts.
- Develop an incentive program that reduces certain business fees for commercial enterprises that locate in a vacant building within the downtown business district.
- List available vacant properties on the city's website.
- Pursue "Main Street" designation through the National Trust for Historic Preservation.
- Pursue "Preserve America Community" designation through the Advisory Council on Historic Preservation.
- Continue to properly maintain and enhance the Harborwalk area, making it accessible and appealing to all users.
- Work with the Georgetown County Chamber of Commerce and other entities to market and promote Georgetown's downtown and local businesses. Develop specific marketing strategies such as:
 1. "Buy Local" Campaigns; and
 2. Promoting or featuring local businesses as part of the marketing for local festivals and events.
- Assess strategies that encourage US 17 motorists to visit the historic district of Georgetown. Strategies may include, but not be limited to the following:
 1. Continue to improve wayfinding signage so that visitors can easily navigate local roads and find parking, attractions, and local businesses. Make the wayfinding system efficient for both motorists and pedestrians. Utilize maps so that visitors can locate points of

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interest outside of the core downtown area such as East Bay Park;
and

2. Enhance the aesthetics of the main transportation gateways so that visitors have a positive first impression of the City of Georgetown.

GOAL 5: Maintain a regional and global perspective when analyzing trends in the local economy. Objectives include:

- Utilize research assistance from higher education institutions such as Coastal Carolina University, Clemson University Cooperative Extension, and Horry-Georgetown Technical College.
- Continue to partner with regional economic development agencies such as the Myrtle Beach Regional Economic Development Corporation, Northeastern Strategic Alliance, and Georgetown County Economic Development Commission to maximize existing resources and pursue mutual economic interests.

GOAL 6: Pursue new opportunities to expand the city's tourism economy. Objectives include:

- Create a tourism management plan to address the following considerations:
 1. Full exploration of local tourism opportunities including festivals and events, ecotourism activities, cultural tourism activities, downtown dining and entertainment, etc;
 2. Identify current constraints to tourism growth (hotel capacity, public transportation availability, event parking limitations, etc.);
 3. Develop strategies to attract repeat visitors;
 4. Develop strategies to tap into regional and national tourism and travel markets;
 5. Establish criteria to develop the local tourism economy in a sustainable way; and
 6. Review and refine eligibility criteria for disbursement of Hospitality and Accommodations Tax funding towards tourism related events.
- Take advantage of close proximity to tourism markets in Charleston and the Grand Strand. Become an integral partner in regional tourism marketing efforts, including the Waccamaw Heritage Corridor, the Gullah Geechee Cultural Heritage Corridor, and the Hammock Coast initiatives.
- Consider developing an arts district within the downtown area that provides incentives for local artists to live and work in Georgetown.

- Seek assistance from Coastal Carolina University's Clay Brittain Center for Resort Tourism to understand tourism market conditions and to develop a sound strategy to pursue tourism development opportunities.

GOAL 7: Ensure that future economic development efforts respect the sensitivities of the local natural resources. Objectives include:

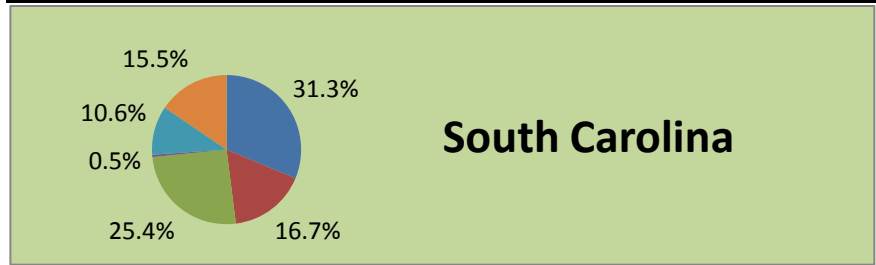
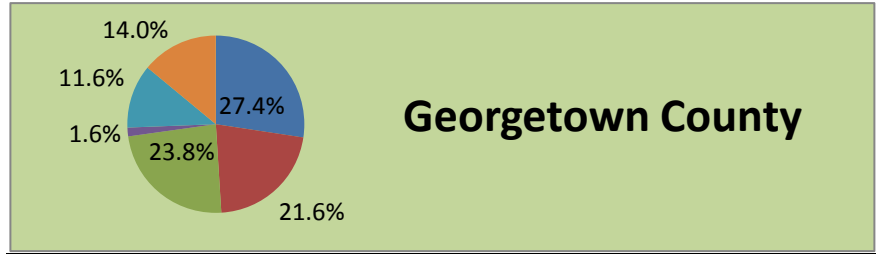
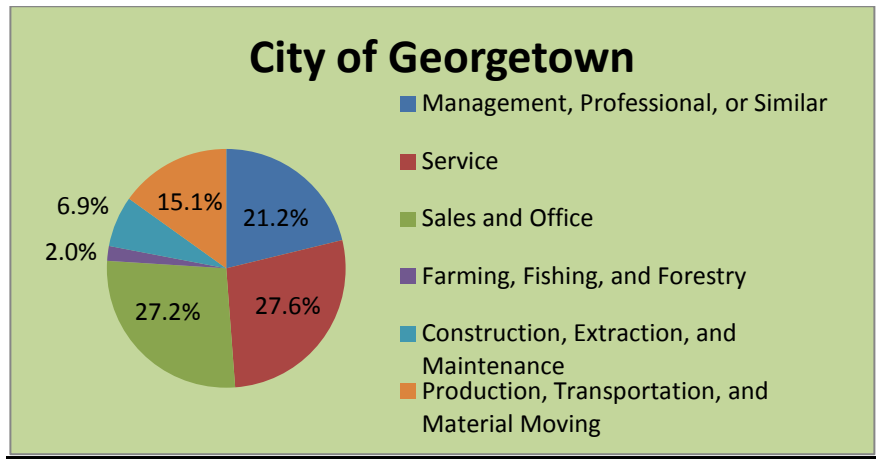
- Ensure that all economic development initiatives fully assess the economic value of local natural resources. Considerations should include:
 1. Evaluation of industries that are dependent on the overall health of local ecosystem such as the fishing industry. Determine economic impacts of lost productivity due to poor environmental health;
 2. Evaluation of the importance of clean water and the local environment on leisure economic sectors such as harborfront dining and boating;
 3. Evaluation of the relationship between residential and commercial property values near featured waterbodies, which is contingent upon the health and quality of these water resources; and
 4. Balanced development strategies and regulations to maintain health of natural ecosystems while accommodating new economic growth.
- Establish and enforce development standards that:
 1. Protect key natural resources such as signature trees and wetlands; and
 2. Incorporate Low Impact Development site design elements to minimize impervious surface areas on residential and commercial developments, thereby retaining a property's ability to absorb stormwater runoff.

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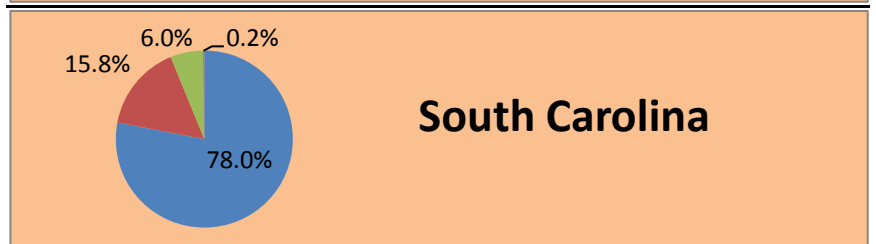
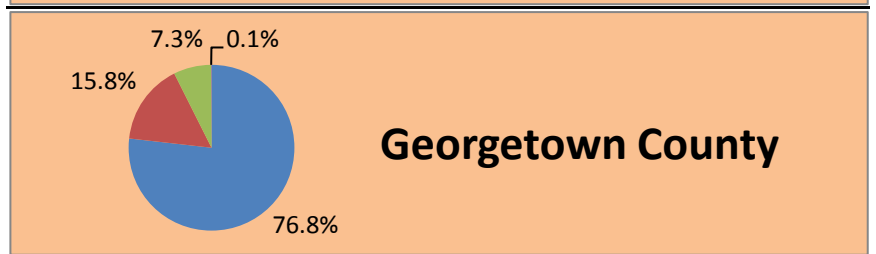
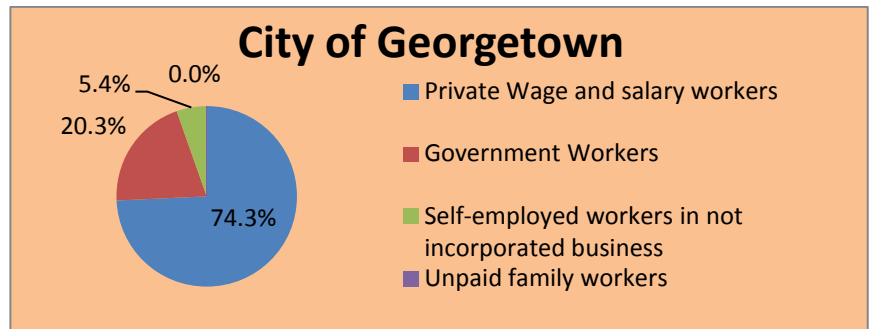
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Occupations as Percentage of Workforce Employment



Class of Worker as Percentage of Workforce Employment



SOURCE: US Census Bureau- 2009 American Community Survey

Regional Economic Profile

LABOR FORCE	Labor Force Characteristics	
	Persons in Labor Force	% of Adult Population in Labor Force
City of Georgetown	3,601	59.4%
Georgetown County	26,470	55.0%
South Carolina	2,188,561	62.9%

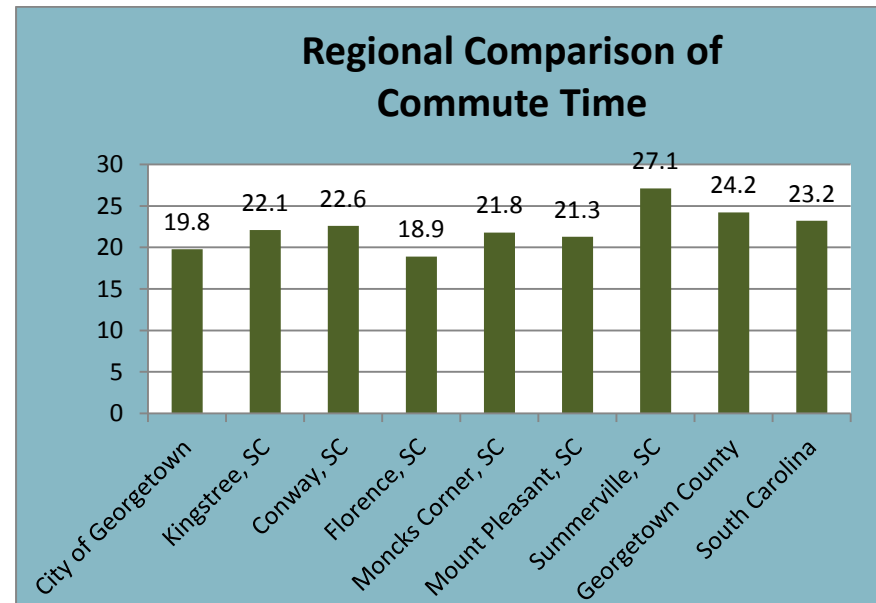
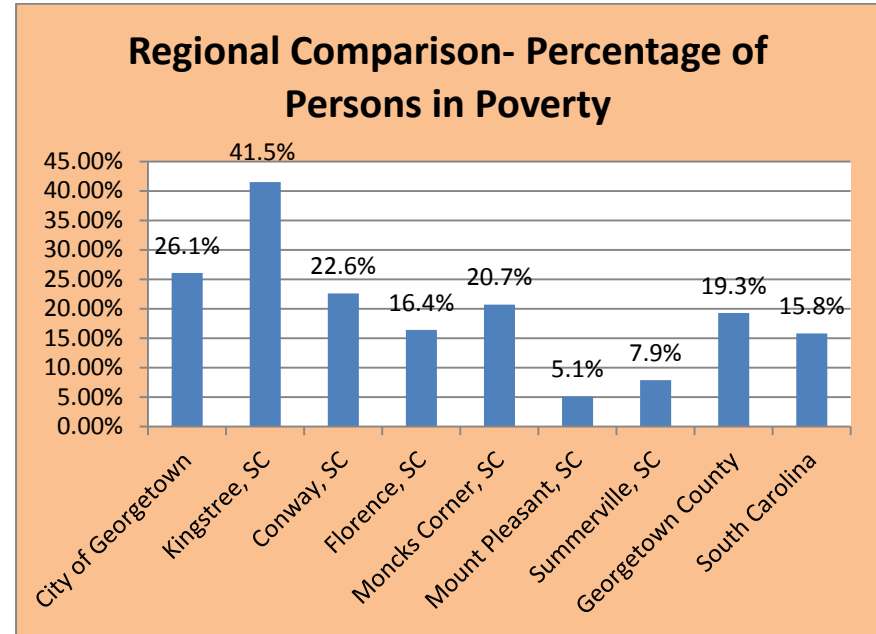
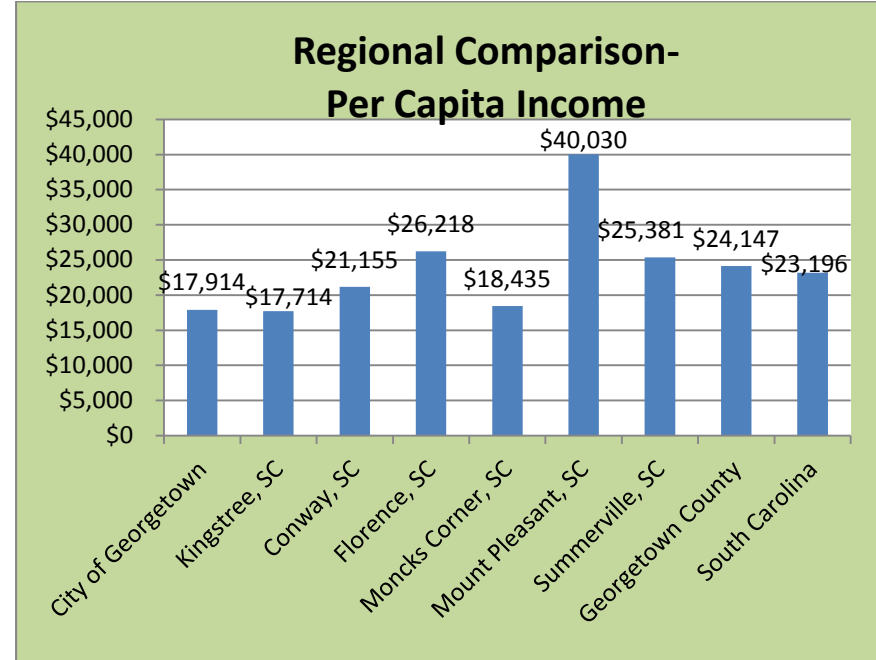
SOURCE: US Census Bureau- 2009 American Community Survey

OCCUPATION	Occupation Classifications		
	Georgetown	Georgetown County	South Carolina
Management, Professional, or Similar	673	6,525	618,096
Service	876	5,161	329,116
Sales and Office	866	5,676	500,519
Farming, Fishing, and Forestry	63	4386	9,567
Construction, Extraction, and Maintenance	219	2,759	209,658
Production, Transportation and Material Moving	481	3,338	304,833

SOURCE: US Census Bureau- 2009 American Community Survey

HEALTH CARE	Regional Comparison of Health Care Statistics (2006)	
	Georgetown County	Percentage of Population Uninsured
Georgetown County	22.0%	
Charleston County	21.3%	
Florence County	15.9%	
Horry County	25.6%	
South Carolina	19.2%	

SOURCE: South Carolina Office of Research and Statistics



SOURCE: US Census Bureau- 2009 American Community Survey



City of
Georgetown
SOUTH CAROLINA



**CITY OF GEORGETOWN
COMPREHENSIVE PLAN, 2011**

INTRODUCTION

The abundance of natural resources present within the city and the immediate region provides beautiful scenery and a multitude of recreational opportunities for residents and visitors. Highlighted by Winyah Bay, the area's low-lying landscape is characterized by the presence of rivers, streams, wetlands, and tidal marshes. This landscape provides important habitat for local wildlife. Protecting our region's air, water, and natural wildlife habitats are important challenges that must be examined in the Natural Resources Element of the comprehensive plan.

The Natural Resources Element provides an inventory of critical land and water based resources that are important assets of the City of Georgetown. The existing conditions of the natural environment are evaluated and a set of goals is established that encourage the long-term sustainable use and protection of Georgetown's natural resources. These goals and objectives are supported by the implementation strategies contained in the final chapter of this plan.

Part I. Background and Inventory of Existing Conditions

This section provides information on the core attributes of the natural environment within the Georgetown area. This information provides a baseline profile of the natural resources in the region. This baseline provides the foundation upon which to assess the value and management needs of the community's natural resources.

Physiographic Region: Coastal Plain

Georgetown is situated in the Coastal Plain physiographic region of South Carolina. A physiographic region is principally defined by the terrain, bedrock composition, and geologic history of an area. The Coastal Plain along the United States Atlantic coast is very extensive, stretching from the Texas Gulf Coast all the way through the southern half of New Jersey. Georgetown is located in the Sea Island section of the Atlantic Coastal Plain, which encompasses the northern Florida area through the southeast coast of North Carolina. The "Fall Line", located just to the west of Columbia, SC is the geomorphologic dividing line between the



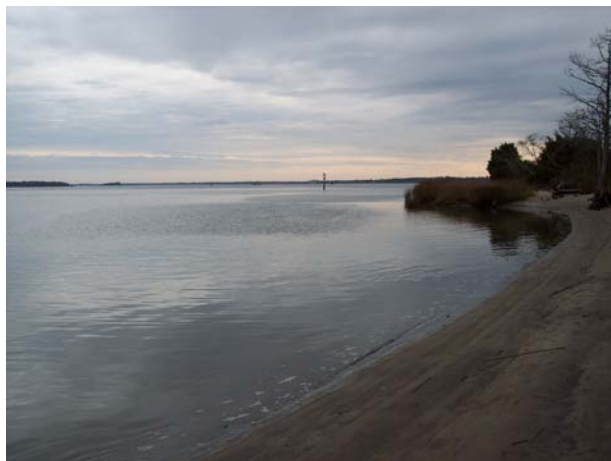
Coastal Plain Physiographic Region of Southeastern United States

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Coastal Plain and the Piedmont physiographic regions. The main distinction between the two regions is the subsurface geology; the Piedmont region is characterized by a crystalline based bedrock, while the Coastal Plain is comprised primarily of extensive layers of softer sedimentary rocks and soil types. The physiographic traits of a region are important determinants in the types of vegetation and wildlife that are found in an area. The depth to groundwater resources and the extent of floodplain areas also vary significantly from one physiographic region to another.

Watershed: Pee Dee River Basin

A notable feature of Georgetown’s natural landscape is its location in relation to several important waterbodies in South Carolina. The Sampit, Black, Waccamaw, and Pee Dee Rivers all frame the city’s boundaries and are important economic and cultural resources. These rivers converge and form the scenic Winyah Bay, which ultimately flows east into the open Atlantic Ocean, located approximately seven miles from downtown Georgetown. As an historic port city, daily life in Georgetown has always been centered around activities occurring on or near the water.



View of Winyah Bay from Morgan Park

On a regional scale, Georgetown is located in the downstream portions of the very expansive, Yadkin-Pee Dee River Basin, which covers over 18,000 square miles of land area. The Ararat River watershed located in Patrick and Carroll Counties in southwestern Virginia forms the headwaters of the Yadkin-Pee Dee Basin. The basin extends through the Central Piedmont region of North Carolina and includes portions of Forsyth and Mecklenburg Counties, which are a part of the growing Winston-Salem and Charlotte metropolitan regions, respectively. In South Carolina, the Yadkin-Pee Dee Basin stretches

across the Coastal Plain region and includes a large portion of northeastern South Carolina. Horry, Dillon, Marion, Marlboro, Chesterfield, Lancaster, Kershaw, Darlington, Lee, Florence, Sumter, Williamsburg, and Georgetown Counties are all located within the Yadkin-Pee Dee Basin.

Land use patterns are varied throughout the Yadkin-Pee Dee Basin and range from densely populated urban centers to rural areas with large scale agriculture and silviculture based activities. Each of these land uses requires different management strategies to ensure that

water quality impacts are minimized. Urbanized areas require investments in wastewater treatment facilities and are often sites for industrial activities. SC Department of Health and Environmental Control (SC DHEC) administers the National Pollutant Discharge Elimination System (NPDES) permit program as part of the federal Clean Water Act to ensure that there is a sufficient pollutant assimilative capacity for point source discharges into receiving waterbodies throughout the state. Stormwater runoff can cause water quality problems in both urban and rural areas as pollutants from vehicles, along with pesticides and fertilizers, can be transported to nearby waterbodies during wet weather events. Stormwater management strategies including physical infrastructure investments and public education initiatives are essential to preventing water quality impairments caused by non-point sources of pollution.

The hydrological processes of watershed systems function on a regional geographic scale, oftentimes extending well beyond municipal, county, and state political boundaries. Therefore, it is imperative for the City of Georgetown to be actively involved in regional watershed management efforts and to coordinate with other agencies and local governments throughout the state and the region. The city should continue to stay engaged with the Waccamaw Region Section 208 Water Quality Planning Program. This program is designed to examine water quality issues in Horry, Georgetown, and Williamsburg Counties and prioritizes management efforts through coordination with relevant stakeholder entities and SC DHEC.



There are many users of the Georgetown Harbor

On a local level, there are existing water quality impairments that have been identified in Georgetown County. The federal Clean Water Act prescribes a method for designating waterbodies as being impaired based on a list of water quality criteria and parameters. This water quality assessment, known as the 303 (d) list, is administered by SC DHEC and is updated every two years.

Water quality impairment findings are based on information collected through the SC DHEC Ambient Surface Water Physical and Chemical Monitoring Program and approved data submitted from other non-DHEC institutions. When water quality impairments are identified, a Total Maximum Daily Load (TMDL) allocation plan is developed to ensure that all known sources of pollution contributing to the impairment are limited so that water quality standards

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can be met. Table NR-1 provides details regarding waterbodies in the Georgetown area that are listed as impaired by SC DHEC.

**Table NR-1
2010 SC List of Impaired Waters- Georgetown Area**

Waterbody	Monitoring Station#/ Location	Designated Use of Waterbody	Cause of Impairment	Target Date for TMDL
Black River	PD-661/ at Pringle's Ferry	Fish	Mercury	2023
Waccamaw River	MD-140/ at Sandy Island	Fish	Mercury	2023
Waccamaw River	MD-141/ at Hagley Landing	Fish	Mercury	2023
Sampit River	MD-075/ between mouths of Ports Creek and Penny Royal Creek	Aquatic Life	Dissolved Oxygen	2016
Sampit River	MD-073/ opposite American Cyanamid Chemical Co.	Aquatic Life	Dissolved Oxygen/ pH	2016
Sampit River	MD-074/ at Channel Marker #30	Aquatic Life	Dissolved Oxygen/ pH	2016
Sampit River	MD-077/ at US 17	Aquatic Life	Dissolved Oxygen	2016
Whites Creek	MD-149/ 100 yards upstream of junction with Sampit River	Aquatic Life	Dissolved Oxygen	2016
Sampit River	PD-628/ Approximately 1.4 miles west of US 17 bridge	Fish	Mercury	2023
Winyah Bay	MD-080/ at junction of Pee Dee and Waccamaw River at Marker 92	Aquatic Life	Dissolved Oxygen/ pH	2023
Pee Dee River	PD-663/ at Samworth Wildlife Management Area	Fish	Mercury	2023
Cypress Creek	RS-06013/ at bridge on S-22-264, 1.5 miles SE of Plantersville	Recreation	Fecal Coliform	2019
Jones Creek	05-01/ at Nancy Creek	Shellfish	Fecal Coliform	2014
Oyster Bay	05-05/ near Cutoff Creek	Shellfish	Fecal Coliform	2014
Mud Bay	05-06/ at No Man's Friend Creek	Shellfish	Fecal Coliform	2014
Jones Creek	05-07/ at Mud Bay	Shellfish	Fecal Coliform	2014
Winyah Bay	05-20/ Main Channel, Buoy 19A, Range E	Shellfish	Fecal Coliform	2014
Winyah Bay	05-25/ Tip of Western Channel Island	Shellfish	Fecal Coliform	2014

Source: The State of South Carolina's 2010 Integrated Report. SCDHEC.

Soil Profile

Soil characteristics are a factor when assessing the feasibility of constructing roadways, residential and commercial buildings, along with other vital physical infrastructure. Soils are affected differently by various physical and environmental conditions, depending on a soil's characteristics. Some of the key characteristics that define each soil type include (1) Permeability; (2) Erosion rate; (3) Tendency for subsidence; (4) Shrink-swell potential in various weather conditions; (5) Depth to water table; and (6) Depth to restrictive soil or bedrock layer.

Several considerations must be made in determining the suitability of specific activities and uses for a property depending on the soil types present on the site. Engineering techniques can be employed in many cases to overcome inherent limitations due to the presence of certain soil types. Knowing and understanding these limitations is important when proceeding with all types of construction projects. Although most residents and commercial businesses within the city are serviced by central sewer, an analysis of septic tank limitations is provided so that the suitability of these wastewater treatment systems can be evaluated in land areas that may be annexed in the future. Table NR-2 provides a description of the major soil types that exist in the Georgetown area. Exhibit NR-1 provides a corresponding soils map for the Georgetown area.

**Table NR-2
Profile of Soils Found in the Georgetown Area**

Soil Name/ ID#	Soil Type	Description	Soil Limitations		
			Dwellings without Basements	Local Roads	Septic Tank Absorption Fields
Yemassee/ 61	loamy fine sand	Somewhat poorly drained, with moderate permeability. Water table is 1.0-1.5 feet below surface during winter and spring.	Severe: wetness	Moderate: wetness	Severe: wetness
Yauhannah/ 12A	loamy fine sand	Moderately well drained with moderate permeability. Water table is 1.5-2.5 feet below surface during winter and spring.	Moderate: wetness	Moderate: wetness	Severe: wetness
Udorthents/ 58	loamy	Term used for the mixture of soil types used as a fill material.	N/A	N/A	N/A

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**Table NR-2 (continued)
Profile of Soils Found in the Georgetown Area**

Soil Name/ ID#	Soil Type	Description	Soil Limitations		
			Dwellings without Basements	Local Roads	Septic Tank Absorption Fields
Cape Fear/ 18		Very poorly drained soils with slow permeability. The water table is above or near the soil surface in winter and spring.	Severe: Ponding	Severe: low strength, ponding	Severe: ponding, percs slowly.
Levy/ 19	silty clay loam	Very poorly drained and slow permeability. Water table is above the surface year round and frequently floods. Common in low blackwater areas and marshes adjacent to rivers.	Severe: flooding, ponding, shrink-swell	Severe: low strength, ponding, flooding	Severe: flooding, ponding, percs slowly
Johnston/ 34	loam	Very poorly drained with moderately rapid permeability. Water table ranges from 1.0 foot above to 1.5 feet below surface layer in winter and spring.	Severe: flooding, ponding	Severe: ponding, flooding	Severe: flooding, ponding, poor filter
Wakulla/ 25A	fine sand	Somewhat excessively drained with rapid permeability. The water table is more than 6 feet below surface throughout the year.	Slight	Slight	Severe: poor filter
Chiplew/ 54A	fine sand	Moderately well drained with rapid permeability. Water table is 2-3 feet below surface from late fall to spring.	Moderate: wetness	Moderate: wetness	Severe: wetness, poor filter
Lakeland/ 36B	fine sand	Excessively drained with very rapid permeability. Water table is more than 6 feet below surface throughout the year.	Slight	Slight	Severe: poor filter
Hobcaw/ 31	loam	Very poorly drained with moderate permeability. Water table is one foot above to one foot below the surface in the spring and winter.	Severe: ponding	Severe: ponding	Severe: ponding
Leon/ 10	sand	Poorly drained with moderate to moderately rapid permeability. Water table is within a foot of the surface in winter and spring.	Severe: wetness	Severe: wetness	Severe: wetness, poor filter
Rutlege/ 27	sand	Very poorly drained with rapid permeability. The water table is at the surface or within one foot of the surface in winter and spring.	Severe: flooding, wetness	Severe: flooding, wetness	Severe: flooding, wetness, poor filter
Echaw/ 28	sand	Moderately well drained with moderately rapid to rapid permeability. The water table is 2.5 to 5 feet below the surface from late fall to spring.	Slight	Slight	Severe: wetness, poor filter

Table NR-2 (continued)
Profile of Soils Found in the Georgetown Area

Soil Name/ ID#	Soil Type	Description	Soil Limitations		
			Dwellings without Basements	Local Roads	Septic Tank Absorption Fields
Lynn Haven/ 50	sand	Poorly drained with rapid permeability. The water table is at the surface or within one foot of the surface from late fall to early spring.	Severe: wetness	Severe: wetness	Severe: wetness, poor filter
Chisolm/ 24B	sand	Well drained with moderate permeability. The water table is 3.5 to 5 feet below the surface in winter and spring.	Slight	Slight	Moderate: wetness
Bladen/ 13	loam	Poorly drained with slow permeability. The water table is at the surface or within one foot of the surface in winter and spring.	Severe: wetness	Severe: low strength, wetness	Severe: wetness, percs slowly
Centenary/ 20	fine sand	Moderately well drained with rapid permeability. The water table is 3.5 to 5 feet below the surface in winter and spring.	Slight	Slight	Moderate: wetness
Witherbee/ 55	fine sand	Somewhat poorly drained with very rapid permeability. The water table is within 2 feet of the surface from late fall to spring.	Severe: wetness	Severe: wetness	Severe: wetness, poor filter
Eulonia/ 26A	loamy fine sand	Moderately well drained with moderately slow permeability. The water table is 1.5 to 3.5 feet below the surface in winter and spring.	Moderate: wetness	Moderate: wetness, low strength	Severe: wetness, percs slowly

Note: Exhibit NR-1 is labeled utilizing the identification number (ID#) for each soil type listed in this table.
Source: Soil Survey of Georgetown County, South Carolina, USDA, Soil Conservation Service, 1982

Air Quality

The atmosphere is a dynamic system that is influenced by both natural forces and human activities on a local and global level. As part of a comprehensive air quality management program, state and federal governments monitor ambient air quality and administer permitting programs to control the release of emissions into the atmosphere. Long-standing research shows strong correlations between elevated levels of certain air pollutants and various detrimental health ailments, such as asthma. Air quality management is much like controlling water quality in that an ongoing coordinated effort between governments and private industries on a regional and even an international level is essential. Individual awareness and action is also an important factor in minimizing impacts associated with air pollution.

SC DHEC's air quality monitoring program allows the state to measure emission and atmospheric levels of six criteria pollutants as part of the National Ambient Air Quality Standards, which are established by US EPA. Presently, the Georgetown area is considered to

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be in attainment for each of the criteria pollutants which include ozone (O3), particulate matter (PM), nitrogen oxides (NOx), sulfur dioxide (SO2), lead, and carbon monoxide (CO). Federal air quality standards are likely to become more stringent in the future, requiring state and local governments to continue to be proactive in their air quality management efforts. In 2007, Georgetown County participated in South Carolina’s Early Action Compact to implement requirements for the 8-hour ozone standard. By participating in preventative initiatives, such as the 8-hour ozone Early Action Compact, local governments can more effectively manage air quality issues.

Recently, SC DHEC has partnered with the Waccamaw Regional Council of Governments to organize a quarterly Waccamaw Air Quality Coalition forum. This program has been developed to ensure that all appropriate stakeholders are engaged in air quality management efforts. This initiative provides a forum to share ideas and resources between governments, businesses, industries, and citizen groups. A sustained partnership is an effective way to develop beneficial projects and programs to help address current and future air quality issues.

Wildlife Habitat Areas

The Lowcountry of South Carolina is well known for its diversity of plant and animal species. Fishing, hunting, birdwatching, boating, and hiking are all popular activities that are integral aspects of the local culture. The natural beauty of the area also attracts visitors from all over the country who seek these abundant outdoor recreational opportunities. Promoting the conservation of the wildlife and fish species that inhabit our nearby surroundings is a worthy objective.



Public awareness and outreach effort

Georgetown is home to several outdoor sporting events including the annual Georgetown Blue Marlin Tournament held in May. The Winyah Bay Heritage Festival is a new annual event that celebrates the local history and culture of hunting and fishing. The event incorporates a strong emphasis on the importance of wildlife conservation and preservation in our region.

For many plant and animal species, enhanced protection is needed and regulated through the federal Endangered Species Act. Protection status is also determined by population and habitat assessments made by the SC Department of Natural Resources (SCDNR). Table NR-3 provides a list of species in Georgetown County that have legal protection by the state and/or the federal government.

Table NR- 3 Georgetown County Threatened and Endangered Species		
Vertebrate Animals		
Scientific Name	Common Name	Protection Status
<i>Acipenser brevirostrum</i>	Shortnose Sturgeon	Federal: Endangered State: Endangered
<i>Caretta caretta</i>	Loggerhead	Federal: Threatened State: Threatened
<i>Charadrius wilsonia</i>	Wilson's Plover	State: Threatened
<i>Clemmys guttata</i>	Spotted Turtle	State: Threatened
<i>Corynorhinus rafinesquii</i>	Rafinesque's Big-eared Bat	State: Endangered
<i>Elanoides forficatus</i>	American Shallow-tailed Kite	State: Endangered
<i>Elassoma boehlkei</i>	Carolina Pygmy Sunfish	State: Endangered
<i>Haliaeetus leucocephalus</i>	Bald Eagle	State: Endangered
<i>Mycteria americana</i>	Wood Stork	State: Endangered
<i>Picoides borealis</i>	Red-cockaded Woodpecker	Federal: Endangered State: Endangered
<i>Sterna antillarum</i>	Least Tern	State: Threatened
Vascular Plants		
Scientific Name	Common Name	Protection Status
<i>Amarantus pumilis</i>	Seabeach Amaranth	Federal: Threatened

Source: South Carolina Department of Natural Resources, 2010

Climatic History

The daily and seasonal climate in an area strongly influences the outdoor activities available and local culture in a community. The SC DNR oversees the South Carolina Climatology Office, which serves as an archive of historical weather information for the state.

Table NR-4 provides a summary of seasonal weather trends in the City of Georgetown.

Table NR-4 Seasonal Historic Weather Trends in Georgetown, SC				
	January	April	July	October
Average High Temperature (F)	59.0F	75.6F	90.0F	77.0F
Average Low Temperature (F)	37.4F	52.9F	71.8F	55.7F
Average Precipitation	3.66 in.	2.59 in.	6.44 in.	3.73 in.

Source: South Carolina Department of Natural Resources. SC State Climatology Office

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Table NR-5 is a list of all-time record events in Georgetown County.

Table NR-5 Historic Weather Records in Georgetown County	
24- hour Precipitation	14.71 inches occurred in 1999
High Temperature (F)	106 F occurred in 1990
Low Temperature (F)	2 F occurred in 1985

Source: South Carolina Department of Natural Resources. SC State Climatology Office

Natural Hazards

No community is completely unsusceptible to natural hazards that can pose periodic risks to the safety of the general public. Local governments and individual citizens must be fully aware of the vulnerability and level of exposure to natural hazard threats that are common to the region. Historically, the most threatening and potentially dangerous type of natural hazard in the Georgetown area is tropical weather events. Georgetown's close proximity to the Atlantic Ocean increases the city's vulnerability to direct hurricane impacts including high winds, heavy rain, and elevated storm surges that may cause serious flooding.

The potential for property damage can be severe under these weather conditions and the personal safety concerns associated with these storms cannot be understated. Although many residents are fully aware of the possibilities of a hurricane event along the South Carolina coast, many people have recently moved to the Georgetown area from other parts of the country. In addition, the last major disaster declaration issued by the State of South Carolina was in 2004 following Tropical Storm Frances. It is important to regularly remind people of the dangers of these types of storms and distribute information that a family or individual can easily follow to avoid or minimize potential hazards that are common during natural disaster situations.

Aside from hurricanes and other tropical events, the area is moderately susceptible to other natural hazards. These include flooding, strong thunderstorms with hail and occasional tornadic events, earthquakes, and wildfires. In 2009, Georgetown County, in cooperation with the city, updated the multijurisdictional Hazard Mitigation Plan. This plan includes a multi-hazards risk assessment and strategies for mitigating natural hazards.

Part II. Mitigation and Stewardship

Floodplain Management

Flood prevention and mitigation is another important aspect of local water resources management. Flooding is a natural hazard that can present risks to residents and property

owners in any community. An assessment of topography, water table conditions, historic flood patterns, and proximity to nearby surface waterbodies enables local governments to identify flood prone areas and to implement strategies to limit and mitigate exposure to this hazard.

The City of Georgetown participates in the National Flood Insurance Program administered by the Federal Emergency Management Association (FEMA). This program is designed to encourage communities to adopt floodplain management ordinances to regulate development in floodplains that exist within the municipal boundaries. As an incentive for instituting sustainable floodplain management practices, the program uses a Community Rating System that credits local communities with flood insurance premium discounts that are backed by the federal government.



Flood marker near intersection of St. James and Front St.

As of October 1, 2010, the City of Georgetown had a Community Rating System ranking of 8, with 1 being the highest rating a local government can attain. The city's current rating provides property owners with a ten percent flood insurance premium discount. The city enforces a Flood Damage Prevention Ordinance and has also adopted FEMA's flood insurance rate map (FIRM) which identifies flood prone areas.

Wetland Protection

The US Fish and Wildlife Service (USFWS) defines a wetland as "lands transitional between terrestrial and aquatic systems where the water table is usually at or near the surface or the land is covered by shallow water." In addition to the regular presence of water at the ground surface, wetlands are often characterized by specific soil types, often referred to as hydric soils. These soils are rich with organic matter which supports indigenous plant and animal communities. From an ecological standpoint, wetlands are tremendously important as they provide a number of beneficial services, such as storing excess flood waters and filtering pollutants from stormwater runoff.

Given the topography of the Georgetown area and the close proximity to several waterbodies, it is not surprising that wetlands are an integral part of the natural landscape of the region.

City of Georgetown Comprehensive Plan, 2011

According to the USFWS National Wetland Inventory database, there are approximately 7,336 acres of wetland within this plan's study areas (see the Land Use Element).

Exhibit NR-2 provides a topographic map of the Georgetown area which indicates low-lying areas within the planning area. As future growth expands into undeveloped areas of the Georgetown region, it will be critically important to verify locations where wetlands are present. Property owners should request an official wetland delineation determination from the US Army Corps of Engineers prior to beginning any development project. Sustainable site design practices, such as open space provisions, can ensure the continued protection of these valuable wetland resources while accommodating new development.

The federal government has recognized the enormous value of wetland environments and has established protective measures outlined in Section 404 of the Clean Water Act. This law requires careful consideration when building or engaging in other activities that would disturb a wetland environment. If it is unfeasible to avoid impacts to a wetland area, Section 404 mandates that the property owner pursue mitigation to counterbalance the loss or damage of the wetland area.

Besides committing to some form of on-site wetland remediation such as restoring a previously damaged wetland or creating a new wetland, property owners can pursue credits from a wetland mitigation bank approved by the Army Corps of Engineers. There are four permitted wetland mitigation banks in the Georgetown area, which help minimize net total wetland losses within the region's watershed system.



Table NR-6 provides a brief description of each wetland mitigation bank.

Table NR-6 Coastal South Carolina Wetland Mitigation Banks			
Name	County	Size	Notes
Black River Bottomland Hardwood Mitigation Bank	Williamsburg	315 acres	Managed as a private enterprise.
Historic Ricefields Association In-Lieu Fee Mitigation Program	Horry/Georgetown	N/A	10 year pilot project. Long-term viability will be evaluated.
Vandross Bay Expansion Mitigation Bank	Georgetown	1,141 acres	Carolina Bay complex
Sandy Island Mitigation Bank	Georgetown	17,000 acres	SCDOT use only. Largest mitigation bank maintained by SCDOT. Ownership recently transferred to the Nature Conservancy.

Source: United States Army Corps of Engineers- Charleston District.

Public Outreach and Stewardship

Protecting the area's natural resources is the shared responsibility of many entities within the community. The city government and local businesses and industries can certainly provide a leadership role in this ongoing effort. Members of the general public also have a significant role as individual behaviors can make a tremendous difference in the overall health of the natural environment. Investing in public awareness initiatives enables concerned citizens to become stewards within the community. In turn, this pays significant dividends in maintaining a clean environment for all residents and visitors to enjoy. Below is a profile of local efforts to enhance the beauty and health of the natural environment in Georgetown.

Tree City USA: Georgetown is well known for having a beautiful tree landscape in the historic district and throughout the city. Recognizing the cultural, economic, and environmental value of promoting the stewardship of mature trees in the community, the city has been involved in the Tree City USA program for the past eighteen years. This program sponsored by the Arbor Day Foundation provides guidance on establishing a sustainable tree management program in local communities. The Tree City USA program requires participating communities to institute a Tree Board or Department, adopt a tree care ordinance, incorporate tree management activities into their annual budget, and organize an Arbor Day observance event. The Tree City USA program is a means to ensure that community forestry management continues to be a priority. Ultimately, it provides positive public recognition for the city and promotes active citizen participation in



TREE CITY USA®

City of Georgetown Comprehensive Plan, 2011

stewardship activities. Benefits include shaded streets and sidewalks, cleaner air, and an aesthetic beauty that helps define Georgetown.

Keep Georgetown Beautiful: The local chapter of Keep Georgetown Beautiful is an affiliate of a nationwide campaign to engage local residents in taking responsibility for improving the environment in their communities. The three main focuses of the program are litter prevention, waste reduction and recycling, and community beautification. Keep Georgetown Beautiful has organized regular volunteer service activities in the community since 1983.



Keep Georgetown Beautiful engages in recycling efforts citywide including in public places such as the Harborwalk.

Waccamaw Riverkeeper Program: Environmental awareness and conservation efforts aimed at protecting our regional watershed resources are regularly led by the Waccamaw Riverkeeper program. This organization is part of the worldwide Waterkeeper Alliance that engages citizens in activities that help protect the quality of water resources. The Waccamaw Riverkeeper program fulfills this mission in several ways, including managing an ongoing volunteer water quality monitoring program at several sites along the Waccamaw River. In addition, the program hosts a variety of public outreach and educational events such as litter cleanups and hands-on workshops. The Waccamaw River Keeper program has formed integral partnerships with local governments, schools, Coastal Carolina University, and many other stakeholder groups in Georgetown and throughout the region.

Part III. Natural Resource Policies

GOALS AND OBJECTIVES

GOAL 1: Protect and enhance the quality of surface water and groundwater resources within the Georgetown area. Objectives include:

- Work with local and state water resource managers to improve the water quality at monitoring sites designated on the 303(d) list of impaired waterbodies.
- Utilize stormwater best management practices in the city, including employing Low Impact Development standards that promote on-site stormwater management.
- Continue to cooperate with adjacent communities to ensure that management efforts are effective on a regional watershed scale.

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- Restrict the use of septic systems within the city by incorporating standards such as minimum lot size for septic tank placement within the zoning ordinance and development regulations.
- Maintain partnerships through the Waccamaw Region Section 208 Water Quality Program and the Coastal Waccamaw Stormwater Education Consortium.



Winyah Bay in Georgetown

GOAL 2: Make every effort to protect the invaluable wetland resources in the Georgetown area. Objectives include:

- If future annexation is pursued, develop an open space plan that targets the protection and preservation of land where environmentally sensitive areas are present.
- Investigate the use of incentives to protect wetland resources such as property tax relief in exchange for preserving land in a conservation easement.
- Consider working with Georgetown County to develop a transfer of development rights program that promotes the preservation of wetlands, prime agricultural land, and other types of valuable open space. This type of program would allow rural property owners to sell their development rights to developers who in turn could increase building density in designated districts within the city and county.

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- Provide interpretative information regarding the value and importance of wetland resources by showcasing one of the wetlands located in the city (i.e. marsh areas near East Bay Park).

GOAL 3: Celebrate the unique diversity of wildlife and natural beauty in the Georgetown region and actively promote its long-term conservation. Objectives include:

- Support events such as the Winyah Bay Heritage Festival which promotes the conservation of local cultural and natural resources.
- Promote Georgetown's natural beauty as an important community asset in future economic development efforts.
- Protect valuable wildlife habitat areas from the spread of invasive species.

GOAL 4: Strive to improve air quality. Objectives include:

- Work with all relevant stakeholders to ensure that the Georgetown area remains in attainment for all of the criteria pollutants outlined in US EPA's National Ambient Air Quality Standards.
- Explore anti-idling policies for all city departments to reduce unnecessary emissions. This type of policy also has the added benefit of reducing fuel costs incurred by the use of government vehicles.
- Conduct an inventory of the existing diesel engine vehicle fleet and assess opportunities to acquire engine upgrades or replacements through the federal Diesel Emission Reduction Act.
- Work with local businesses and other entities such as the school district to promote anti-idling practices in parking lots, while making deliveries, or during regular occurrences of expected traffic congestion (i.e. beginning and end of each school day).
- Explore alternative forms of energy such as wind generating power systems. Provide opportunities for the placement of alternative energy production centers within the city.
- Replicate and/or actively participate in recognition programs such as SC DHEC's Spare the Air Awards.
- Promote best practices through initiatives developed by the Waccamaw Air Quality Coalition.

GOAL 5: Facilitate public education and outreach initiatives to increase awareness of important environmental issues and encourage

stewardship of Georgetown's invaluable natural resources. Objectives include:

- Continue to support local efforts such as the Tree City USA and Keep Georgetown Beautiful programs.
- Utilize available resources through the Coastal Waccamaw Stormwater Education Consortium to increase public awareness regarding stormwater related issues.
- Seek partnerships with local research institutions such as Hobcaw Barony and Coastal Carolina University to enhance local knowledge and understanding of important environmental concerns.
- Consider interpretative display opportunities in prominent public places such as the Harborwalk in downtown Georgetown.

GOAL 6: Continue to effectively administer a local floodplain management program to ensure public safety and reduce property damage risks during severe flood events. Objectives include:

- Inform the general public, especially local property owners, about floodplain development restrictions, flood prone areas within the city, and public safety concerns associated with flood events.
- Actively work to improve the city's National Flood Insurance Program Community Rating System ranking of 8. Achieving a ranking of 1 would provide property owners a flood insurance premium discount of 45%.
- Provide training opportunities for appropriate city staff members to achieve floodplain manager certification through the Association of State Floodplain Managers.

GOAL 7: Incorporate assessments of existing natural resources, such as soil profiles, into all future development decisions. Objectives include:

- Direct infrastructure investments, such as roadways and sewer lines in land areas that are suitable for residential and commercial construction. This would help to direct growth away from environmentally sensitive areas.
- Develop an inventory of buildings that rely on septic systems that are located in areas with soil constraints. Prioritize these buildings for sewer service and work with the city and county water and sewer utility providers to assess the feasibility of connecting to the centralized sewer system.

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GOAL 8: Continually evaluate risks associated with natural hazard events and actively prepare relevant government entities and the general public for possible emergency situations. Objectives include:

- Utilize the city’s official flood map as a tool to inform property owners of potential hazard risks within the city.
- Identify residents that may need specific types of assistance during a natural hazard event.
- Develop an evacuation plan that is well coordinated with nearby jurisdictions. Also ensure that evacuation roadway directional signs are clear and consistent throughout the transportation network.
- Identify areas with frequent and severe drainage problems and prioritize them for roadway and stormwater infrastructure improvements.
- Continue to work with the county on multi-jurisdiction hazard planning activities.



Evacuation Sign on Highmarket Street Directs Traffic Inland along US 521

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**CITY OF GEORGETOWN
COMPREHENSIVE PLAN, 2011**

INTRODUCTION

An area's history, the architecture of the residential neighborhoods, the downtown commercial district, public spaces, and the local culture help to define the character of a city. One of Georgetown's many assets is the abundance of historic landmarks, cultural events, and activities. These traditions, resources, and special places are important in sustaining the city's identity.

This element highlights important features of Georgetown's rich cultural heritage. The element discusses various needs and potential opportunities that will enable the city to continue to capitalize on these vital assets. Several goals and objectives are presented to assist in the preservation and promotion of local cultural resources. Finally, the implementation chapter of this plan provides a list of recommended activities to achieve the goals and objectives of this element.

BACKGROUND

In order to have a complete understanding of the importance of the cultural resources present in the City of Georgetown, it is helpful to examine the city's historic context. It is believed that the first attempted settlement in the Georgetown area occurred in 1526 by a Spanish expedition led by Lucas Vasquez De Ayllon. The area proved to be difficult to colonize and the settlement was abandoned. As the English began to settle in the Charleston area, a renewed interest in establishing a community along the Black River in the Georgetown area quickly developed. Permission was granted and soon after the Prince George Parish was settled in present day Georgetown. The city was laid out according to plans developed by Elisha Screven in 1729, making it the third oldest city in the State of South Carolina. The original street grid outlined in Screven's plans now forms the city's historic district and is recognized on the National Register of Historic Places.

Georgetown quickly became a strategic site for political and economic activity in the 18th century. Local influential leaders, Thomas Lynch Jr. and Thomas Lynch Sr. were invited to sign the Declaration of Independence. During the American Revolution, the city became an active port of supply for colonial military efforts led by Nathaniel Greene and Francis Marion. Several skirmishes with British forces occurred in the immediate vicinity of the city.

Meanwhile, on a regional scale, Georgetown became a hub of the rice and indigo based agricultural economy in the Southeast. Large exports of these cash crops produced tremendous

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wealth for the aristocratic elite. The remnants of this era can be seen at many of the plantation sites in the nearby area that have been preserved as historic landmarks, including Hampton Plantation, Hopsewee Plantation, and Brookgreen Gardens.

The rich history of Georgetown has left a remarkable legacy highlighted by the architecture of the original houses and historic landmarks such as the Georgetown County Courthouse, the Clock Tower, several prominent churches, and the residence of Joseph Rainey, who became the first African American elected to the United States House of Representatives in 1870. All of these features should be preserved to ensure that they remain integral aspects of the community landscape. The city's efforts to preserve and promote the historic attributes of Georgetown are well worth the investment. In addition, actively remembering and celebrating the history of Georgetown is a valuable way to enhance community pride and increase public knowledge regarding the history of the region and the country.

Part I. Inventory of Existing Cultural Resources

The following section provides an inventory of the diverse cultural resources that exist in the City of Georgetown including museums, historic landmarks, cultural heritage programs and activities, and community events.

Facilities and Museums

The **Kaminski House**, located on a hill overlooking the Sampit River in the heart of Georgetown's historic district, is owned by the city and is utilized as a local museum. The Kaminski House was built in 1769 and is representative of the Georgian architectural style that was common during that era. The museum contains an exceptional collection of American and English antiques from the 18th and 19th centuries.



The **Stewart Parker House** was built in 1740 and is located immediately adjacent to the Kaminski House. The house was originally designed with many Georgian architectural features but was subsequently remodeled to include traits of the Federal architectural style. George Washington was hosted by Daniel Tucker at this site during the president's tour of the South in 1791. The Stewart Parker House is currently owned by the Colonial Dames of South Carolina and is primarily utilized as office space and to host various social functions and meetings.

The **Rice Museum** is located in the Town Clock Tower of the Old Market Building on Front Street, making it one of the most prominent landmarks in the Georgetown area. The central theme of the museum is to highlight the importance of the rice crop to the State of South Carolina in the 1850's. The museum incorporates both permanent and rotating exhibits including film, artwork, and antique pieces that chronicle this important piece of Georgetown history. In addition, the museum is the caretaker of the Brown's Ferry Vessel. This boat which sank in the Black River was built in the early 1700s, making it the oldest vessel on exhibit in America.



The **Georgetown County Museum**, located on Prince Street, includes a wide variety of exhibits that provide a holistic overview of the area's history and culture. Collections range from Native American history, plantation life, military activity, and outdoor recreation activities such as sports fishing and hunting. The museum is maintained by the Georgetown County Historical Society. One of the annual fundraising events for the Georgetown County Museum is the Winyah Bay Heritage Festival, which takes place in January.

The **Winyah Auditorium** located on Highmarket Street was part of the city's original high school. The site is undergoing a restoration effort and will eventually become a cultural arts center for the city. Once renovated this site will be a great addition to the existing cultural facilities located in Georgetown.

The **Strand Theatre** has been a central feature along Front Street in downtown Georgetown for several decades. The venue was built in 1941 and served as a movie theater until it closed in the early 1970's. A decade later, the Swamp Fox Players theater group led an effort to restore the building and bring it back to active use. It has been utilized by the Swamp Fox Players as a performance and entertainment theater ever since. As a prominent landmark in the Georgetown community, the cultural importance of the Strand Theater is officially recognized by the League of Historic American Theatres and the National Registry of Historic Places.



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The main branch of the **Georgetown County Library System** is located within the newly constructed judicial center complex in the heart of the city. This library facility has become a vital resource as a historic document archive and a hub for activities focused on historical preservation in Georgetown. The library serves as a public awareness and outreach tool to share information about the history of the Georgetown community. This facility offers residents a number of opportunities to engage in efforts organized to showcase the city's culture and heritage.

A recent project completed by the library was the filming of a documentary chronicling the impacts of Hurricane Hugo along the South Carolina coast. The production of the film entailed interviews with Georgetown residents who experienced Hurricane Hugo firsthand, creating a vivid and powerful oral history account of this devastating storm. This film is a valuable educational tool to share with the younger generation of Georgetown residents as it provides an appreciation for the potential risks associated with tropical storm events along our coast.

The library is in the ongoing process of developing a digital library to catalogue historic pictures of Georgetown as well as archive notable documents of cultural significance. Utilizing these new technologies is an effective way to share knowledge regarding places, memories, and events that are part of the historic fabric of Georgetown to a much wider audience and for a larger range of purposes. A new addition to the library is being designated as a Heritage Center and will be a venue to view historic films and slideshows that are being produced through the digital library.

National Register of Historic Places

Few communities the size of Georgetown have as many sites listed on the National Register of Historic Places. It is a deserving recognition of the historic significance of Georgetown to the State of South Carolina and to the United States.

Table CR-1 provides a list of sites in the Georgetown area that have been placed on the National Register of Historic Places.



**Table CR-1
Sites on the National Register of Historic Places- Georgetown Vicinity**

Site Name	Date of Construction or Significance	Location	Date Placed on National Register
Old Market Building (The Rice Museum)	1832	Front and Screven Streets, Georgetown	12/2/1969
Prince George Winyah Church (Espiscopal) and Cemetery	1750	Broad and Highmarket Streets, Georgetown	5/6/1971
Georgetown Historic District	1729	Downtown Georgetown	10/14/1971
Georgetown Lighthouse	~1811	North Island	12/30/1974
Battery White	1862	SC Sec. Rd. 18, Belle Isle vicinity	11/16/1977
Mansfield Plantation	1732	Off SC Sec. Rd. 431, Georgetown vicinity	12/6/1977
Brown's Ferry Vessel (Black River Boat)	~1730	38GE57, Georgetown	5/8/1979
Minim Island Shell Midden (Indian Mound)	Prehistoric	38GE46, Minim Island. Access Restricted	8/18/82
Joseph H. Rainey House (Rainey- Camlin House)	~1760	909 Prince Street Georgetown.	4/20/84
Belle Isle Rice Mill Chimney (Black Out Plantation)	~1830	Cat Island, Georgetown vicinity	10/3/1988
Beneventum Plantation House	1750	Off SC Sec. Rd. 431, Georgetown vicinity	10/3/1988
Keithfield Plantation	1830	Off SC Sec. Rd. 52, Georgetown vicinity	10/3/1988
Nightingale Hall Rice Mill Chimney (Nightingale Plantation)	1846	Off SC Sec. Rd. 52 Georgetown vicinity	10/3/1988
Rural Hall Plantation House	1803	Off SC Sec. Rd. 179, Georgetown vicinity	10/3/1988
Weehaw Rice Mill Chimney	~1830	Off SC Sec. Rd. 325, Georgetown vicinity	10/3/1988
Winyah Indigo School (Winyah Graded and High School)	1908	1200 Highmarket Street, Georgetown	11/3/1988
Hobcaw Barony (Bellefield Plantation)	1730	US 17, Georgetown vicinity	11/2/1994
Friendfield Plantation	1750	Roughly bounded by US 521-17A, The Sampit River, Whites Creek, and Creek Road, Georgetown vicinity	4/12/1996

Source: SC State Historic Preservation Office, 2010

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Historic Marker Sign Program

The State of South Carolina began administering a historical marker sign program in 1905. The program has been a successful tool in educating the public about the history of Georgetown. Many local partnerships have been instrumental in making the program prevalent in the community. Table CR-2 provides a complete listing of the historical markers in the Georgetown area.

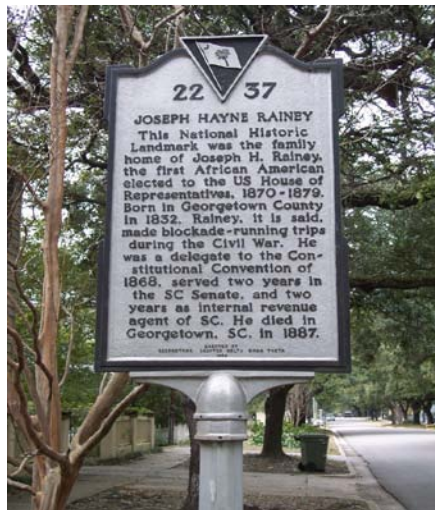


Table CR-2 South Carolina Historical Marker Program- Georgetown Locations			
Name of Sign	Location	Entity Responsible for Erection	Date of Marker Erection
Attacks Upon Georgetown	US 17, East of Georgetown between Pee Dee and Waccamaw Bridges.	Georgetown Chapter, Daughters of the American Revolution.	1938
Georgetown	700 Block of Highmarket Street, Georgetown	City of Georgetown	1940
Prospect Hill	On US 17, 1.7 Mi miles East of Waccamaw River	Georgetown County Historical Society	1991
Clifton Plantation	On US 17, 0.8 miles East of Waccamaw River	Georgetown County Historical Society	1991
Gabriel Marion	Intersection of Highmarket Street and White's Bridge Drive.	Georgetown County	1940
Lafayette	On US 17, 0.8 mi from Harrell Siau Bridge that spans Waccamaw River	Georgetown County	1940

Source: South Carolina Department of Archives and History

Table CR-2 South Carolina Historical Marker Program- Georgetown Locations			
Name of Sign	Location	Entity Responsible For Erection	Date of Marker Erection
Prince George's Parish Church, Winyah	700 Block of Highmarket Street, Georgetown	Georgetown Chapter, Daughters of the American Revolution	1941
Sergeant McDonald	US 701 N and Indigo Avenue, Georgetown	Georgetown County	1938
Methodists	Highmarket Street near Orange Street, Georgetown	Duncan Memorial Methodist Episcopal Church	1982
Antipedo Baptist Church/ Old Baptist Cemetery	700 Block of Church Street, Georgetown	First Baptist Church	1983
Georgetown	Francis Marion Park, Front Street at Broad Street, Georgetown	Georgetown County Chamber of Commerce and the Georgetown County Historical Society	1983
Winyah Schools	1200 Highmarket Street	Senior Classes 1981-1985	1985
Howard School	Duke at King Street	Georgetown Chapter of Delta Sigma Theta	1986
Bethel Church	Corner of Duke and Broad Streets, Georgetown	Georgetown Chapter of Delta Sigma Theta	1988
General Arthur M Manigault	US 17- A at Road 452 about 100 yards outside western city limits of Georgetown	Pee Dee District UDC	1967
William Screven/ Elisha Screven	600 Block of Prince Street, Georgetown	First Baptist Church, City of Georgetown, Georgetown County Council, Georgetown County Chamber of Commerce	1980
Joseph Hayne Rainey	909 Prince Street	Georgetown Chapter of Delta Sigma Theta	1994
Retreat Rice Plantation	1 mile south of Belle Isle Garden on Road 18	Whites Bridge Garden Club	1994
Bethesda Baptist Church	Wood Street, Georgetown	Georgetown Alumnae Chapter, Delta Sigma Theta	1996
First Baptist Church	Highmarket and Cleland Streets, Georgetown	First Baptist Church	1997
William Doyle Morgan House	732 Prince Street Georgetown	Georgetown County Historical Society	1997
Beth Elohim Cemetery	Corner of Broad and Duke Streets, Georgetown	Georgetown County Historical Society	1997

Source: South Carolina Department of Archives and History

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Table CR-2

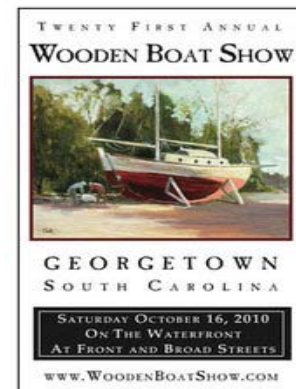
South Carolina Historical Marker Program- Georgetown Locations

Name of Sign	Location	Entity Responsible For Erection	Date of Marker Erection
Robert Stewart House	1019 Front Street, Georgetown	Georgetown County Historical Society	1997
Georgetown County Courthouse	Corner of Screven and Prince Streets, Georgetown	Georgetown County Historical Society	1997
Town Clock/ Kaminski Building	Front Street, Georgetown	Georgetown County Historical Society	1997
John and Mary Perry Cleland House	405 Front Street	Georgetown County Historical Society	1997
Kaminski House	1003 Front Street, Georgetown	Georgetown County Historical Society	1998
Mt. Olive Baptist Church	1043 Duke Street, Georgetown	Georgetown Chapter, Delta Sigma Theta Sorority	2001
Hobcaw Barony	US 17, 1 mile North of Georgetown	Belle W. Baruch Foundation	2008
Sinking of the USS Harvest Moon	633 Front St.	United Daughters of the Confederacy, Sons of Confederate Veterans.	2011

Source: South Carolina Department of Archives and History

Annual Festivals and Events

Wooden Boat Show: Each year in mid-October, Georgetown turns its attention to the local maritime heritage and the craft of wooden boat building. The festival is highlighted by numerous wooden boat exhibits and displays along with a boatbuilding contest that culminates with a rowing race in Georgetown’s harbor. The event is part of the National Boat Building Championship series. Proceeds from the Wooden Boat Show are dedicated to the development of a maritime museum through the direction of the Harbor Historical Association.



The **Winyah Bay Heritage Festival** is a relatively new event in Georgetown. The festival celebrates the long standing traditions of outdoor recreation in the area, especially the sports of hunting and fishing. A strong point of emphasis for the event is placed on conserving and protecting the local natural resources in order to preserve these outdoor recreation traditions for future generations. Proceeds help fund the operating costs of Georgetown County Museum.



Harborwalk Festival: One of the focal points of downtown Georgetown is the Harborwalk, which extends nearly ½ mile along the Sampit River. The Harborwalk Festival began over twenty years ago to celebrate Georgetown's Harborwalk and highlight its importance to the city. The annual event is highlighted by various activities, entertainment, and vendors catered towards family fun.



There are numerous other events such as the Taste of Georgetown, the annual Holiday Tour of Homes, and downtown parades that help bring the community together and provide a great atmosphere for visitors to enjoy our city. With the support of many entities there is always something to look forward to and celebrate in Georgetown. These events help showcase the diverse interests of residents and serve as a means of introducing new visitors to Georgetown.

Ongoing Activities and Programs

Historic Overlay District- Architectural Review Board:

Recognizing the importance of the old historic areas of Georgetown, the city has established an historic district bounded by Church Street to the north, the Sampit River to the south, Wood Street to the west, and Meeting Street to the east. This district features a variety of land uses including residential, general commercial, and water front commercial. In 2010, the SC State Historic Preservation Office completed a survey to categorize the each property within the historic district boundaries as a contributing or non-contributing historic property. The survey concluded



that there are 269 contributing properties within the historic district boundaries. In order to fulfill the goal of preserving the physical features and character of the historic district, the city has established a seven-member architectural review board (ARB). The ARB has the authority to review exterior renovation, new construction, fencing, addition, and demolition projects within the historic district. As part of the building permit process a Certificate of Appropriateness must be issued by the ARB.

The Advisory Council on Historic Preservation has conducted several economic impact studies analyzing the benefits of maintaining a local historic district program. Results indicate that

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protection mechanisms most often enhance property values due to historic district status. Therefore, continued awareness amongst the real estate community about the uniqueness and special requirements of the historic district is essential. The needs and opportunities within the historic district should be frequently evaluated in order to ensure the long-term effectiveness of this initiative within the city.

Swamp Fox Players: The Swamp Fox Players is a theatrical organization that promotes the dramatic arts within the community. This group holds regular performances, many of which are held at the historic Strand Theater in downtown Georgetown, a venue that they helped to renovate in the 1980's. The Swamp Fox Players continues to provide enriching entertainment that adds tremendous cultural value to the Georgetown community.

Farmers Market: Local agriculture and other specialty goods can be purchased each Saturday at the farmers market located in East Bay Park. The farmers market is open seasonally, typically from April to October. This market provides a solid foundation for health and wellness in the Georgetown community and offers local food products that are fresh. The market also helps carry on the local food culture of the Lowcountry of South Carolina.

Part II. Cultural Resources Needs and Opportunities

Local Historic Preservation Funding

Historic Preservation Grant Opportunities: The State Historic Preservation Office administers several grant programs. Program objectives include efforts aimed at identifying potential sites for historical recognition, planning for multiple property historic districts, preservation education, planning for individual historic properties, and stabilization projects. The State Historic Preservation Office recently amended their grant application eligibility requirements and now will only issue historic preservation grants to communities that are designated as a Certified Local Government. The City of Georgetown is one of twenty-eight government entities classified as a Certified Local Government by the State Historic Preservation Office.

There are several other grant programs which local governments and organizations can utilize to develop and promote the cultural arts and historic preservation. The following is a partial list of potential grant sources that could be beneficial to the City of Georgetown.

- **National Park Service: Save America's Treasures Program.** The main objective of this program is to allow local governments and non-profit organizations to preserve and

conserve important intellectual and cultural artifacts such as documents, works of art, historic structures, etc.

- **National Park Service: Preserve America Grant Program.** A similar program administered by the National Park Service facilitates heritage tourism, education, and planning initiatives for local communities. Preserve America Community designation is required for award eligibility.
- **National Endowment for the Arts.** This foundation provides support for a wide range of community cultural arts programs. Potential opportunities for funding include library service activities, in particular film projects, and the development of the proposed cultural arts center at the former Winyah Auditorium.
- **South Carolina Arts Commission.** The state government has an independent arts commission which seeks to build a thriving arts environment in communities throughout the state. As part of their mission, the commission awards grants to local organizations for special projects and general operating needs.

Historic Preservation Tax Incentives: There are several tax incentive programs in place that reduce the costs of maintaining historic properties and make it a worthwhile investment for property owners. For properties designated on the National Register of Historic Places or within districts recognized by the National Register, there is a tax credit available equal to twenty percent of property rehabilitation costs. At the state level, an additional ten percent tax credit is available for properties that meet the federal tax credit eligibility criteria. The state also allows for a 25% rehabilitation tax credit for historic properties that are owner-occupied residences. Allowable expenses for this type of tax credit include improving energy efficiency, plumbing, heating, air-conditioning, and electrical system upgrades and exterior restoration work including historic plaster repair. The South Carolina Conservation Easement Act of 1991 is another historic preservation tool that provides property tax relief to property owners who agree to maintain the structural integrity of their historic buildings.

Sports and Outdoor Recreation Tourism

The tourism sector of the economy has broadened its reach and now includes several niche activities that, if adequately promoted, can draw visitors to a community. Sports and outdoor recreation are two examples of emerging sectors of the tourism economy. Boating and sport fishing are very much engrained into the culture and identity of Georgetown. It is important to identify ways to continue to capitalize on this regional interest. Georgetown County recently expanded its public waterway access within Georgetown by investing in the Carroll Ashmore Campbell Marine Complex off of the Sampit River. Related activities such as kayaking and sailing can continue to be promoted in the Georgetown area.

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Other opportunities include supporting sports tourism related events such as road races. Well organized road race events would provide a means to showcase the scenic beauty and downtown attractions of the community and can potentially attract thousands of participants from a wide geographic area. Oftentimes other cultural activities such as local music and food vending can be incorporated into the schedule of events associated with a road race. In the fall of 2011, the city hosted the inaugural Historic Georgetown Bridge 2 Bridge Half Marathon.

Part III. Cultural Resource Policies**GOALS & OBJECTIVES****GOAL 1: Develop a holistic cultural heritage and historic preservation program for the City of Georgetown. Objectives include:**

- Participate in state and national initiatives that help showcase Georgetown's cultural heritage. Activities should include but not be limited to:
 1. Participate in the National Travel and Tourism Week held in May, sponsored by the US Travel Association;
 2. Participate in the Discover America campaign to help broaden the market reach of Georgetown as a cultural heritage tourism destination; and
 3. Enhance outreach efforts through innovative online web forums such as Gozaic, a program sponsored by the National Trust for Historic Places.
- Consider developing a façade grant program to encourage the incorporation of local architectural design features into renovation and redevelopment projects.
- Promote a diversity of activities ranging from the fine arts to historic preservation to community events and celebrations.

GOAL 2: Ensure that historic preservation activities and programs are adequately funded. Objectives include:

- Actively pursue historic preservation planning and restoration project grant funding through the State Historic Preservation Office.
- Consider establishing a readily accessible funding source for historic preservation projects via accommodations and hospitality tax funds or through a tax increment financing mechanism in the historic district.

GOAL 3: Raise public awareness regarding the importance and benefits of historic preservation efforts to our community. Objectives include:

- Offer direct opportunities to get involved in specific projects such as the oral history program organized by Georgetown County Library System.
- Provide convenient and accessible information regarding the historic district overlay zoning district to residents, prospective home buyers and business owners, and the regional real estate community.
- Continue to utilize the historical marker sign program as a public education tool. Encourage continued partnerships amongst local organizations, businesses, and neighborhood groups to pursue additional historical marker signs for placement in the city.
- Continue to utilize vacant downtown storefronts as window displays to showcase local history and culture.
- Develop a recognition program to encourage various historic preservation activities and cultural contributions to the community.
- Foster engagement amongst young residents through targeted cultural arts programs and educational activities.

GOAL 4: Establish a central source for archiving and documenting the history of Georgetown. Objectives include:

- Build upon existing resources provided by the Georgetown County Library System, especially the newly developed digital library.
- Ensure that coordination between the Georgetown County Library System and other historic preservation interest groups such as the Georgetown County Historical Society is maintained.

GOAL 5: Actively market and promote existing cultural resources and events as part of an overall cultural heritage tourism initiative. Objectives include:

- Establish designated central locations to display information regarding local community events and programs.



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GOAL 6: Actively use historic structures and cultural facilities. Have these sites be a part of the living fabric of Georgetown, not just relics of the past.

Objectives include:

- Maintain an inventory of historic properties and landmarks that have renovation or restoration needs.
- Develop a specific plan for each facility identified as needing restoration work.
- Work with other stakeholders to creatively utilize historic structures as office space such as the Georgetown County and Clemson Extension buildings on Prince Street.
- Encouraging the development of mixed use districts is a recommendation discussed in the Land Use and Housing Elements. Assess the potential for mixed use development within the historic district in Georgetown and assess guidelines needed to protect the historic features of this district.



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COMMUNITY
FACILITIES
ELEMENT

CITY OF GEORGETOWN
COMPREHENSIVE PLAN, 2011

INTRODUCTION

Within any community, the local government is expected to provide several basic services to help protect the health, safety, and general welfare of residents and their properties. The City of Georgetown provides a wide range of services such as police and fire protection, electric service, water and sewer service, and solid waste disposal. In coordination with Georgetown County and other private entities, medical services, library services, recreational activities, and public educational opportunities are all offered within the city. The city also has a role in supporting economic development initiatives by investing in various community amenities such as downtown development and wayfinding projects. The city and its partners have a critical responsibility of ensuring that the basic community facilities are in place to provide these key services for the people of Georgetown.

This element provides an overview of many of the existing community facility resources in the City of Georgetown. The element then examines future community facility needs, by considering a wide range of factors including the city's policy to encourage population growth in the city. Finally, a series of goals and objectives is established to help guide the coordination of community facility investments in the city.

Part I. Inventory of Existing Community Facilities

The following section includes a profile of each major department within the City of Georgetown and a description of the facilities, personnel, and other pertinent resources managed by each department.

Municipal Structure

The City of Georgetown was founded in 1729, making it the third oldest municipality in the State of South Carolina. The city has adopted a mayor-council form of government, consisting of a mayor and six council members. Local elections are partisan and council members are elected at large. City council meetings are held monthly and special meetings are called as necessary. City council meetings are held at city hall located at 120 North Fraser Street.



Georgetown City Hall

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Administration

The mayor and city council rely heavily on the administrative staff to execute the day to day tasks necessary to implement the policies set forth by ordinance and in the city’s annual budget. The administrative staff consists of a city administrator, city clerk, risk manager, and a human resources manager. Their offices are located in the city hall building. Other departments located in city hall include the building and planning department, finance department, information technology department, and the Keep Georgetown Beautiful program. The building and planning department consists of five staff members including a department head, an administrative assistant, a GIS specialist, a building inspector, and a code enforcement officer. The finance department consists of nine full-time employees who oversee the accounting and financial management of all the departments within the municipal government. The information technology department consists of one full-time employee who is responsible for maintaining the city website and administering the system-wide network. This network is critical to ensuring efficient communications and program administration for all departments throughout the city.

Police Protection

The Georgetown Police Department is housed in the C. Spencer Guerry Law Enforcement Center located at 2222 Highmarket Street. Opened in 2003, this state of the art 29,000 sq. ft. facility also serves as the 911 center and the municipal court. The police department consists of



C. Spencer Guerry Law Enforcement Center

thirty-five sworn officers and four support staff. The vehicle fleet of eighteen marked patrol vehicles, fifteen unmarked vehicles, and three specialty vehicles enables the department to execute its duties. The police department participates in the SC Accreditation program, SWAT program, and continuing education program to ensure that all police officers are properly trained to effectively perform their law enforcement responsibilities.

The police department has been engaged in several community outreach programs as a part of a concerted effort aimed at crime prevention. The Police-Community Advisory Board meets monthly to address various issues of concern in the city. The police department oversees a summer program which encourages youth to interact with the police by engaging in alternative educational and recreational activities. The Student Leadership Program for high school students, is a skill development program designed to enable young adults to become leaders in

society. Community leaders give lectures at each workshop and serve as mentors and role models for the student participants. Finally, the police department has organized the VOICE program, which is designed to make regular phone and personal contact with the elderly and infirmed residents to ensure their safety and general welfare.

Municipal Court

The City of Georgetown Municipal Court is part of the unified judicial system and has jurisdiction over cases arising under municipal ordinances. The court also has jurisdiction over all offenses occurring within the city limits which are subject to fines not exceeding \$1,025, or imprisonment not exceeding 30 days. The court is comprised of one full-time judge, one court clerk, one prosecutor, and two program support assistants. The court presides over criminal matters involving preliminary hearings, bond hearings, jury trials, and bench trials in the City of Georgetown.

Fire Protection

The City of Georgetown Fire Department has a full-time staff of thirty-six with five, additional volunteer firefighters. The fire department complex is located on 1405 Prince Street. The city currently has achieved an Insurance Services Office (ISO) rating of 3, indicating that the city is providing an excellent level of fire protection service. The department utilizes the following equipment to execute its fire suppression responsibilities:

- Three front line pumpers
- One reserve pumper
- One tower truck with a 105 ft platform
- One ladder truck with a 100 ft ladder
- One fire boat
- One support van with trailer



Main Fire Station Located on Fraser and Prince St.

The fire department is involved with several enforcement and community outreach programs to fulfill its role to help prevent fires. The City of Georgetown instituted a law that requires every building in the city to have a smoke alarm system in place. In order to facilitate this objective, the department offers a free installation service for all homeowners. The fire department is

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responsible for enforcing the International Fire Code, which has been adopted by city ordinance. At a minimum the department conducts a fire inspection at least once per year for every public building within the city. The department also participates in several educational programs in partnership with the Georgetown County School District throughout the year.

Water Utilities Department

The City of Georgetown Water Department is responsible for providing three critical services for the community including the supply, treatment, and distribution of potable drinking water; wastewater management; and stormwater management. A department head oversees the operations of the entire water department. The city's engineering department works on projects led by the water department and the public works department. A description of the facility assets and resource needs for each of the principal water department services is provided below.



- Drinking Water:** The city obtains untreated raw water primarily from the Pee Dee River. Two groundwater wells are used as a back-up source of raw water. The water treatment plant has the capacity to filter, treat, and distribute up to six million gallons of potable water each day. The water treatment plant is required to meet SC DHEC established potable water standards. In addition to the treatment plant and groundwater wells, the water department maintains a booster pump station and three water towers, capable of storing 75,000 gallons, 250,000 gallons, and 500,000 gallons respectively. At present, eight full-time staff members oversee the operation and maintenance of the water treatment plant and the city's water distribution system.
- Wastewater Services:** The city oversees the operation and maintenance of a regional wastewater treatment plant which serves the Town of Andrews, the City of Georgetown, and the western portion of Georgetown County. The wastewater treatment plant is a sequential batch reactor designed facility with a treatment capacity of twelve million gallons per day. The main treatment facility complex includes a laboratory and a chlorination building. The sewerage collection system within the city's portion of the regional service area consists of seventy-eight miles of gravity and forcemain pipelines, and twenty-one pumping stations. Approximately ninety-five percent of the city's population is served by this centralized sewer system, including 3,774 residential taps, 878 commercial taps, along with sanitary waste from International Paper and ArcelorMittal. The final treated effluent must meet water quality permit limits regulated by

SC DHEC before being discharged to the Sampit River for ultimate disposal. The wastewater services division includes seven full-time staff members to ensure the proper operation and maintenance of the wastewater treatment plant and the associated collection system.

- **Storm Drainage:** To address regularly occurring storm drainage issues in Georgetown, the city adopted a monthly stormwater utility fee in 1993 to help fund stormwater infrastructure improvements in the city. The storm drainage division also administers development regulations which requires the submission of a stormwater management plan for all development sites over one acre in total area. Each stormwater management plan is reviewed to determine the need for the installation of detention mechanisms to offset runoff due to increased impervious surface area. The storm drainage division includes four full-time staff members.

The city maintains a series of stormwater collection systems and outfall points in the downtown area, the West End, and in Maryville. A major drainage improvement project near city hall began in early 2011 to mitigate drainage issues along the Fraser Street corridor. The tidally influenced rivers surrounding the Georgetown area require pumping of certain drainage basins within the city.

Electric Utility Department

The City of Georgetown purchases power at wholesale from Santee Cooper and the Southeastern Power Administration. This electric power provides street and security lighting in the city and is distributed for private use to residents and local businesses. There are two primary substations that serve the city. The Georgetown substation consists of six distribution feeders providing coverage north of the Sampit River. The Maryville substation consists of two distribution feeders providing coverage south of the Sampit River. The electric department utilizes a fleet of vehicles and equipment consisting of pick-up trucks, line trucks, bucket trucks, dump trucks, a tractor, a backhoe, a stump grinder, trenchers, and trailers.

The electric department offices and primary equipment storage area is located at 800 Church Street. The department currently consists of eighteen staff members divided into administrative, line crew, tree crew, and metering sub-departments.

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Public Works Department

The City of Georgetown Public Works Department consists of a waste management division and a street division. The department maintains an operation and maintenance facility at 125 N. Kaminski Street. A detailed description of the services provided by each division is outlined below.



The public works department is responsible for maintaining local parks such as Joseph Rainey Park.

- Waste Management:** This division is responsible for collecting solid waste materials from residents and small commercial customers throughout the city. This division also manages the city's recycling program which is currently available to residential customers only. In order to execute its weekly services, the waste management division utilizes a vehicle fleet consisting of a pickup truck, four residential garbage trucks, a dumpster truck, four scowbody trucks, two loaders, and two knuckle boom trucks. This division currently employs thirteen staff members including a sanitation manager, ten operators, and two workers.
- Street Department:** This division is responsible for the collection of yard debris and large trash items such as furniture and kitchen appliances. A ground maintenance crew is responsible for the landscaping and upkeep of city public spaces and right-of-ways. This area includes the Harborwalk and other public park areas such as Francis Marion Park, Palmetto Park, Rainey Park, Bayview Park, Screven Street Park, West End Park, and Willowbank Park. This division also is in charge of street repairs including potholes, sidewalks, curbing, and street signs. The street department utilizes a vehicle and equipment fleet of four pick-up trucks and six lawnmowers. At present eight staff members work in the street department consisting of a street supervisor, a crew leader, and a crew of six ground maintenance workers.

Kaminski House Museum

The Kaminski House was willed to the city in 1972 to be used as a museum and venue for other community social functions, including a summer concert series. The Kaminski House was built in 1769 and contains an exceptional collection of antique furniture dating to the 18th and 19th centuries. The Kaminski House is located on Front Street overlooking Georgetown Harbor. The museum is staffed by one full-time director and relies on volunteer support.

Winyah Auditorium

This former school building located on Highmarket Street is another valuable community facility. Renovations to this architecturally significant structure have recently been completed. The space will ultimately be utilized as a center for cultural arts and to host similar activities and programs.

Other Services and Facilities

In addition to the departments and community facilities managed by the City of Georgetown, residents require several other basic needs such as public education offerings and emergency medical services. These services are provided by other entities including Georgetown County, Georgetown Hospital System, and the Georgetown County School Board.

A description of other major services provided within the City of Georgetown is highlighted below.

Emergency Medical Services: Emergency medical care is a critically important community service need. The city is fortunate to have convenient access to a full service hospital facility. Ambulance service is provided in the city and is managed by the Georgetown County Emergency Medical Service:

- *Georgetown County EMS:* Georgetown County provides emergency medical services across the entire county. The main headquarters station is located at 3605 Highmarket Street.
- *Georgetown Memorial Hospital:* The Georgetown Hospital System opened this facility on Black River Road in 1950. Currently this hospital is a 131-bed, acute care facility offering 24 hour emergency services along with a wide range of inpatient and outpatient medical services. The facility includes an intensive care unit and step down unit, a laboratory unit, and a surgical unit. One of the main specialized medical services at Georgetown Memorial Hospital is cardiopulmonary care.

Public Education: Access to formal educational opportunities is essential for the success of every resident and is important for the long-term prosperity of the community. The Georgetown County School District offers grades K-12 and adult public educational services to residents throughout the county. Horry-Georgetown Technical College has a local campus, providing higher educational opportunities for residents. A description of their facilities and specific programs is provided below:

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- *Georgetown County Public School System:* Within the Georgetown area there are three elementary schools, a middle school, a high school, and an adult education center. A list of these facilities is provided below.
 - *Kensington Elementary-* 86 Kensington Road
 - *Mcdonald Elementary-* 532 Mcdonald Road
 - *Maryville Elementary-* 2125 Poplar Street
 - *Georgetown Middle School-* 2400 Anthuan Maybank Drive
 - *Georgetown High School-* 2500 Anthuan Maybank Drive
 - *Howard Adult Center-* 500 S. Kaminski Street. This facility offers General Educational Development (GED) course programs and English as a Second Language (ESL) lessons and coursework.

As of, April 2010, the total enrollment in the school district was 9,756 students.

- *Horry-Georgetown Technical College:* The City of Georgetown is one of three campus locations for this two-year associate degree granting college. Horry-Georgetown Technical College offers seventy programs of study, many of which are accredited to transfer to a bachelor degree granting college or university. The Georgetown campus currently enrolls nearly 700 students each semester. Specialized programs at the Georgetown campus include Forestry Management Technology, Surgical Technology, Limited General Radiologic Technology, and Early Care and Education. The campus facilities are located on a twenty acre site south of the city on US 17 near the Georgetown County Airport.



Horry Georgetown Technical College Campus

Library System: Georgetown County manages a library system with four branch facilities, including the main library located on 405 Cleland Street in Georgetown. Over 58,613 registered borrowers utilize the library for its sizable collection of educational and multi-media materials. The Georgetown County library system participates in an inter-library loan system with Chester, Darlington, Dillon, Marion, Marlboro, and Sumter Counties.



Georgetown County Library System- Main Branch

Parks and Recreation: Residents of Georgetown have access to a number of recreational activities including a system of parks, boat landings, and recreation centers operated and maintained by Georgetown County. One of the principal community landmarks and activity centers in Georgetown is East Bay/ Morgan Park, which is a 64 acre multi-purpose passive and active recreation area with tennis courts, baseball fields, a boat landing, playground, and a picnic area. In addition, East Bay Park is the site of a farmers market operated by Georgetown County. Other notable county maintained facilities within the city include the Carroll Ashmore Campbell Marine Complex, Howard Recreation Center, Winyah Recreation Center, and the Georgetown Senior Center.



Picnic shelter at Morgan Park

Part II. Community Facilities Needs

An important goal of this element is to establish a framework for anticipating future community facility and equipment needs to ensure that the level of service provided by each department remains high. This identification process allows department heads to manage their existing asset resources until such time that equipment can be replaced or facility improvements can be made. An evaluation of the anticipated facility and equipment needs for each department should be conducted on a regular basis and should be incorporated into all planning and budget processes facilitated by the city.

Table CF-1 outlines a list of general needs and long-term challenges for each of the core departments within the municipal government. A more detailed cost assessment of the equipment, facility, and personnel needs that have been identified by the department heads of each of the core departments is provided in the Priority Investment Element.

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Table CF-1 City of Georgetown Municipal Department Identified Resource Needs		
Department	Identified Need(s)	Other Long-Term Departmental Challenges
Police Department	<ul style="list-style-type: none"> Installation of mobile data terminals for the police vehicle fleet. 	Keeping pace with the technological advancements in the areas of mobile data and crime detection/ deterrent systems.
Fire Department	<ul style="list-style-type: none"> Replace equipment as necessary to ensure that the city's ISO rating remains high. 	N/A
Water Department	<p><i>Potable Water Division</i></p> <ul style="list-style-type: none"> Numerous system upgrades including water line and water meter replacement and the construction of a new water storage tank and groundwater supply well. <hr/> <p><i>Wastewater Division</i></p> <ul style="list-style-type: none"> Sewer rehabilitation. <hr/> <p><i>Stormwater Division</i></p> <ul style="list-style-type: none"> Address existing and future subwatershed flooding and water quality problems in the city. 	Seek additional funding sources to adequately meet the goals of the Stormwater Division.
Public Works	<ul style="list-style-type: none"> Ensure that equipment is maintained or replaced in a timely manner. 	Possible relocation to the Eagle Electric property in Maryville
Electric Utility Department	<ul style="list-style-type: none"> Current facility on Church Street is undersized for the current personnel and equipment and material storage of the department. The proposed site at the former Eagle Electric property will likely require design and construction services costs. 	<ul style="list-style-type: none"> ➤ The challenge faced by most municipal departments of having to do more with less. ➤ Transitioning some of the service delivery to more automated systems.
<p><i>Note: This list of identified resource needs was provided by the department heads of each respective department.</i></p>		

Part III. Community Facilities Policies

GOALS & OBJECTIVES

GOAL 1: Maintain an adequate level of service for all municipal departments as the city pursues a long-term population growth policy. Objectives include:

- To the extent possible, direct residential and commercial growth to areas with sufficient municipal service capacity.
- Encourage growth in the existing core areas of the city and create mixed-use areas with community amenities integrated into these future developments.
- Conduct a comprehensive feasibility study for each major annexation proposal that is considered by the city. Determine how the annexation will affect the following items:
 1. The initial capital costs of extending infrastructure to outlying areas of the city;
 2. The long-term operation and maintenance costs of providing high quality municipal services to newly annexed areas of the city;
 3. Whether long term tax receipts will offset increased expenditures; and
 4. The coordination of utilities when annexation overlaps existing service boundaries.

GOAL 2: Continue to coordinate the planning and management of key community facilities with external agencies and private entities.
Objectives include:

- Work with Georgetown County Water and Sewer District to ensure adequate water service provision in emergency situations.
- Work with Georgetown County Water and Sewer District to ensure the coordination of regional wastewater treatment service is maintained.
- Continue to partner with the Georgetown Hospital System and encourage them to invest in the Georgetown community with new facilities and community programs. Implement land use policies which support the hospital's expansion.
- Continue to partner with the Georgetown County Parks and Recreation Department to adequately maintain the public parks and recreation facilities located within the city. Share resources to expand recreation events and programming to help improve the health and wellness of Georgetown residents.
- Partner with the South Carolina Ports Authority to coordinate improvements at the Port of Georgetown. The port has been identified as a core component of the region's long-term economic development strategy.
- Partner with the county to expand the services and resources provided at the Georgetown County Airport.

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GOAL 3: Investigate the potential for relocating several city departments from their existing facilities to the recently purchased Eagle Electric Co. site in Maryville. Objectives include:

- Identify existing constraints and facility needs for each of the departments that are considered for possible relocation.
- Explore potential grant programs or other low cost financing options to renovate the former Eagle Electric Co. site to become a fully functional community facility for the city.

GOAL 4: Invest in community facilities and amenities that meet the future needs of the Georgetown community. Objectives include:

- Several goals outlined in the Population Element encourage the city to attract senior residents to relocate to the Georgetown area. Invest in resources such as a multipurpose community senior center to address the needs of the senior population.
- Enhance facilities to attract families and young professionals.
- As the city aims to grow the tourism sector of the economy, invest in community amenities that complement the tourism economy while also fulfilling the general needs of residents.

GOAL 5: Continue to integrate schools into the fabric of the Georgetown community. Objectives include:

- Seek additional opportunities to physically connect local schools to adjacent neighborhoods through the Safe Routes to Schools program.
- Investigate ways to increase the use of school facilities and grounds beyond normal school operations.
- Encourage the development or relocation of a higher educational institution to the City of Georgetown. Ensure that this facility becomes a multipurpose cultural activity center for the entire community.

GOAL 6: Continue to seek new ways to improve the city's electric utility system. Objectives include:

- Be prepared to make upgrades to the system to enable the department to provide service to potential new industries in the Georgetown area.

- Evaluate the capital costs and service benefits of converting portions of the distribution system to an automated system.
- Assess the storage area needs and any potential service impacts associated with relocating the Electric Department to the Eagle Electric Co. site in Maryville.
- Continue to provide customers pertinent information regarding new utility projects, including new initiatives such as the Green Power program sponsored by Santee Cooper.

GOAL 7: Ensure that all staff receive appropriate operational and safety training in order to perform their designated work duties. Objectives include:

- Provide specialized training as necessary for fire and police department staff members as new equipment and technologies are procured and implemented.

GOAL 8: Improve the connectivity of public buildings and facilities to adjacent neighborhoods and streets. Objectives include:

- Continue efforts of providing directional signage to all major community facilities as part of the new wayfinding system in the city.
- Improve pedestrian access to city hall. Specific project suggestions include:
 1. Provide a safe crosswalk to connect the West End neighborhood to city hall, and
 2. Install sidewalks on the perimeter of the city hall property to enhance connectivity with the existing sidewalk network on Front Street and throughout the historic district.

GOAL 9: Utilize the existing public buildings and facilities as focal points in improving community aesthetics along the gateway corridors of the City of Georgetown. Objectives include:

- Consider investing in landscape improvements or providing attractive outdoor public space at key public buildings such as the old armory building at Church and Broad Street and city hall at Fraser and Front Street. This will help create a sense of place for residents and visitors traveling along the city's key transportation corridors.

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GOAL 10: Explore investments in advanced telecommunications infrastructure to enable Georgetown to become a more competitive business location and to provide an additional public service for residents and visitors.

Objectives include:

- Consider providing free wifi internet service coverage in the City of Georgetown.

GOAL 11: Continue to utilize our water resources in a responsible and sustainable manner. *Objectives include:*

- Actively maintain a source water assessment and protection program for the city's drinking water supply.
- Ensure that the wastewater treatment facility and storm drainage infrastructure continue to protect the water quality of Georgetown's surrounding waterbodies.

GOAL 12: Encourage residents to participate in the city's recycling efforts, thus increasing the solid waste diversion rate from the Georgetown County landfill. *Objectives include:*

- Survey residents to evaluate recycling behavior trends in the city to determine recycling program improvement needs.
- Consider adopting an incentive or recognition program to encourage residents to recycle.

GOAL 13: Continue to promote the involvement of our residents in city services and activities. *Objectives include:*

- Encourage residents to participate and serve on local boards and commissions.
- Continue to invest police department resources to facilitate community outreach programs such as the summer camp program and the VOICE program.
- Utilize the city website as a communication tool to provide timely and essential information regarding local programs and projects to the general public.

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CITY OF GEORGETOWN
COMPREHENSIVE PLAN, 2011



INTRODUCTION

Housing is Georgetown’s single largest land use. In 2010, over forty percent of the developed lands within the city were occupied by residential uses. The topic of housing presents several land use considerations; however, housing extends beyond just a land use issue. The type, affordability, and availability of housing are quality of life issues. Quality housing is a key component in retaining residents and attracting people to live in Georgetown.

This element provides a summary of the existing housing stock and housing conditions within the city. A projection of future housing needs and a statement of the community’s housing policies are provided. In the final chapter of this plan, implementation actions are provided to assist in the realization of this element’s goals.

Part I. Existing Housing Conditions

Housing Count and Housing Type

In the year 2010, the US Census Bureau identified 4,180 residential units within the city. This housing count represented an increase of 324 housing units from the 2000 Census (see note H-1). Land use survey data, collected between 2008 and 2010, placed the housing unit count for the city at a higher 4,236 units. Table H-1 provides a comparison of housing types within the city, per data from the 1990 and 2000 Censuses.

Table H-1 Housing Count and Type Comparison City of Georgetown, 1990 and 2000						
Housing Unit Type	1990 Count	1990 % of Total*	2000 Count	2000 % of Total*	Ten Year Change	
					Count	%
Single-Family Detached	2,729	70.6%	2,882	72.9%	+153	+
Single-Family Attached	104	2.7%	146	3.7%	+ 42	+
Two-Family	204	5.2%	193	4.9%	-11	-
Multi-Family (3 or more units)	434	11.2%	327	8.3%	-107	-
Mobile Home & Other	395	10.2%	407	10.3%	+ 12	+
Total	3,866	100%	3,955 (1)	100%	+ 89	

Source: US Census Bureau, 1990 and 2000 Censuses, STF-3 and SF-3 Data. Percentages may not equal 100% due to rounding. See also note H-2.

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Table H-2 provides a summary of housing counts noted during the 2008-2010 land use survey and provides a comparison of the housing type percentages with the most recent estimate of state and national averages.

Table H-2 Housing Count and Type Comparison						
Housing Unit Type	2008-2010 Survey Count (Georgetown)	% of Total*	State Average* (2005-2009 ACS)	National Average* (2005-2009 ACS)	Post 2000 Census Change (Georgetown)	
					Count	%
Single-Family Detached	2,899	68.4%	62.4%	61.6%	+ 17	0.6
Attached, Duplex, and Multi-Family Units	1,079	25.5%	19.4%	31.6%	+413	62.0
Mobile Home & Other	258	6.1%	18.1%	6.8%	- 149	-36.6
Total	4,236	100%	100%	100%	+ 281	

Source: Land Use Survey (Georgetown City), 2008-2010 and American Community Survey (ACS), United States Census Bureau, 2005-2009. (): Percentages may not equal 100% due to rounding.*

Single-family detached dwellings are the most common housing type in Georgetown and are located on most streets and in all areas of the city. The number of single-family housing units has remained stable over the past thirty years with only a slight increase, seventeen units, noted between the 2000 Census and the most recent land use survey. As a percentage of the total housing stock, the prevalence of single family detached structures within Georgetown exceeds state and national averages. The higher prevalence of single-family structures is common in older communities with slow to moderate growth.

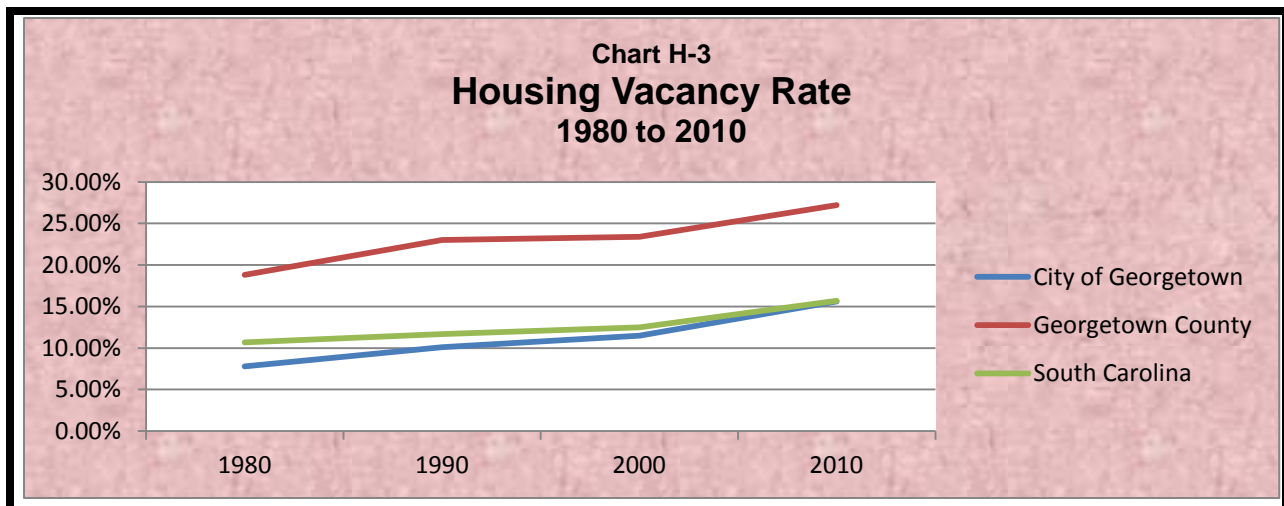
Recent increases in the city's total housing stock were primarily in multi-family housing. During the most recent survey, approximately one thousand units were observed. Multi-family units were scattered throughout the city; however, larger complexes were noted near Anthuan Maybank Drive and at the western terminus of Church Street. Despite recent increases, the percentage of multi-family housing units in Georgetown remains well below the national average.

Mobile or manufactured homes comprise roughly six percent of all housing units in the city. This housing type is primarily located in the western portions of the city (including W. Front, Prince, Duke, and Church Streets). Recent survey data indicates the overall number (and percentage) of this housing type has declined in the past decade. Current zoning restrictions regulating the placement of manufactured homes should result in the continued decline of this housing type.

Tenure and Occupancy

In 2010, owner occupied dwellings accounted for 53.6% of all occupied housing units within the city. This percentage was sharply lower than percentages recorded during the preceding three censuses, 61.7% (2000), 62.5% (1990), and 64.3% (1980). Homeowner rates remain below those of the state (69.3%) and nation (65.1%). Within the city, homeownership rates are higher in the historic district extending toward East Bay Park and areas east of Black River Road.

Vacancy rates within the city have steadily increased since 1980 and have followed the general trend of the state. In 2010, the city's housing vacancy rate was 15.6%. This rate was much lower than Georgetown County and was on par with the state average of 15.7% (see note H-3). Chart H-3 provides a comparison of vacancy rates since 1980.



Source: US Census Bureau 1980, 1990, 2000, and 2010 Decennial Censuses.

The number of persons per occupied housing unit within the city has, like the state and nation, declined since 1960. In 1960, the average Georgetown household contained 3.8 persons. In 1980, the number had declined to 2.81 and by the 2010 Census had reached an average of 2.53 persons per household. It is conceivable that the decline in persons per household will continue; however, recent data suggests the decline may be moderating.

Home Value and Housing Cost

In 2000, the median value of a single-family, owner occupied structure in Georgetown was \$83,900. In Georgetown County, the average home value was \$114,700. This represented a ten-year appreciation, from the 1990 median value, of 48% and 79.8% respectively. The county appreciation rate exceeded the state and national average, while the city's rate fell below

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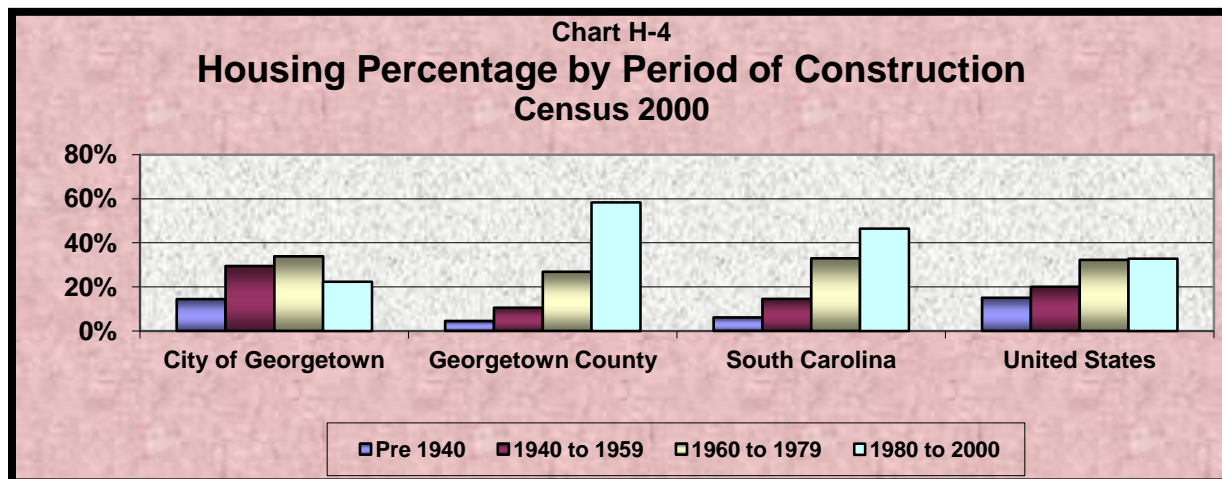
average. Data from the US Census Bureau's American Community Survey, conducted from 2005 to 2009, places the median value of the city's owner occupied homes at \$109,900. This compares to recent valuation estimates of \$172,900 and \$128,400 for the county and state.

For the period between 2005 and 2009, monthly housing costs including mortgage for owner-occupied structures were \$1,074. The median gross rent was \$624. Both homeowner and renter costs were below the state and national average; however, as a percentage of household income, homeowner and renter costs exceed the state and national average. The attached *Regional Housing Profile* provides a comparison of housing costs for Georgetown and area communities.

Period of Construction

The City of Georgetown contains many historic homes. These homes are located in various sections of the city with the largest concentrations occurring along Front, Prince, Duke, and Highmarket Streets and their north to south intersecting streets. This area of the city is listed on the National Register of Historic Places and is protected by a local historic district designation (see the Land Use Element). This district contains numerous preserved examples of eighteenth and nineteenth century architecture.

Predictably, housing in Georgetown, on average, is older than in most communities. Per the 2000 Census, the median year of housing construction within the city was 1964. This compares to 1978 for the state and 1984 for Georgetown County. Approximately 20% of the city's housing stock was constructed between 1980 and 2000. In Georgetown County, almost 60% of the housing stock was constructed after 1980. Chart H-4, below, provides a comparison of the period of construction for Georgetown's housing stock with the county, state, and nation.



Source: US Census Bureau, Census 2000.

Recent US Census Bureau estimates, per the American Community Survey (2005-2009), indicate the city still lags the county, state, and nation in the percentage of newly constructed housing stock. It was estimated that post 2000 construction accounted for 11.9% of the city's housing stock compared to the county's 18.8% and the state's 15.8%.

Housing in the Study Areas

The Land Use Element identifies several study areas adjacent to the city (see Map Exhibit LUM-3A). Table H-5 provides a summary of residential uses within the various study areas.

Table H-5 Housing Units and Type by Study Area								
Study Area	Total Residential Acreage	Lots	No. of Res. Units (2006)	Housing Type*				% Single Family (2006)
				SF	D	M	T	
Northern Study Area	1,182.24	641	656	615	0	16	25	93.8%
Southern Study Area	881.49	337	367	313	8	35	11	85.3%
Western Study Area (Pennyroyal Road/Sampit)	546.8	169	279	144	0	111	24	51.6%
Western Study Area (McDonald/Greentown)	443.28	746	808	594	2	67	145	73.5%
Total	3,053.81	1,893	2,110	1,666	10	229	205	79.0%

Source: WRCOG, 2006. See note H-4. Note: Housing type include Single Family (SF), Duplex or Two unit lots (D), Multi-Family (M), and Manufactured/Mobile Homes (T).

In 2006, seventy-nine percent of residential dwellings within the study areas were single-family detached structures with the largest concentrations occurring within the Northern Study Area. The average density for residentially developed land within the study areas was one (1) unit per every 1.45 acres. The highest residential density was within the Western Study Area (McDonald/Greentown) at one (1) unit for every .59 acres of residential lot area.

Part II. Future Housing Conditions and Needs

Housing Projections

Since 1960, the City of Georgetown has lost population. The city's population decrease has been accompanied by increases, albeit slight, in the number of housing units, a slowing decline in the number of persons per housing unit, and increases in the housing vacancy rate. Given

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these factors, projecting an immediate or short-term need for additional housing driven by population growth is difficult.

This plan advocates population growth for the city and sets the goal of an annualized growth rate of one percent. This growth rate, coupled with housing replacements, would generate a need for the construction of 613 new or replacement dwelling units over the next ten years. If achieved, the long-term need for new housing resulting from this modest growth rate becomes more pronounced, with over 1,400 new or replacement units needed by the year 2030 (see Table H-6).

Table H-6 Projected Housing Need (Units) Year 2015 through 2030				
	2015	2020	2025	2030
Total Population	9,630	10,120	10,635	11,177
Total Housing Unit Needed to Support Population (with 10% vacancy rate)	4,229	4,444	4,671	4,909
Existing Housing Stock (Minus Unit Loss)	4,028	3,831	3,643	3,465
New Unit Construction Need (cumulative)	201	613	1,028	1,444
Net New Units		208	435	673
Source: WRCOG, 2011. See also note H-5.				

A cautionary note should be interjected when discussing housing needs based on assumed population growth. Housing demand can be driven by increasing population; however, population can be attracted to the community based on the supply and affordability of housing. Speculative housing can be a tool of population recruitment, occurring prior to the time when actual demand from imminent population growth is realized.

Housing Trends, Challenges, and Community Needs

Based on a review of census and land use survey data, past planning studies, and recent permitting data, the following housing trends, challenges, and needs were identified for the City of Georgetown:

- **New Construction:** New housing construction within the city has been limited. Houses constructed between 1980 and 2000 account for approximately twenty percent of the total housing stock. This percentage is significantly lower than county, state, and national averages (see Chart H-4). Recent permit data, as well as the US Census Bureau's American Community Survey data reveal that new housing unit construction has remained limited within the past decade.

Based on housing projections (see Table H-6), the short-term population driven demand for new housing within Georgetown may be modest. ***As such, needs include: (1). Ensuring that the new homes that are built are of a high quality construction to guarantee their longevity; and (2). Placing an emphasis on infill and directing the limited new construction to areas that build and maintain density, ensure compatibility, and reduce the demand for public infrastructure expenditures.***

- ***Age of the Housing Stock:*** The City of Georgetown contains many older homes and older neighborhoods. This, coupled with the lack of new construction, translates into a housing stock that will continue to age. An aging housing stock will present special challenges for the city in the areas of property maintenance, rehabilitation, and dilapidated housing removal. ***The city needs to adopt and refine procedures for addressing the challenges presented by an aging housing stock.***
- ***Housing Value:*** The value of housing units continues to steadily increase; however, past appreciation has been well below state and national averages. ***As home values are not solely dependent upon an individual property but are more dependent on the neighborhood in which a home is located, concentration should be given on the neighborhood level to address the needs of: (1). Property maintenance, rehabilitation, and dilapidated housing removal, (2). Crime reduction, (3). Upgrading public facilities such as water, sewer, and sidewalks, (4). Increasing neighborhood recreational opportunities, and (5). Protecting properties from flooding.***
- ***Neighborhood Character:*** The city is known for its tree lined streets, historic homes, and a mixture of uses and densities. As reported in the Land Use Element, the current zoning and development regulations of the city do not fully support the continuation or replication of these features. ***Neighborhood needs include: (1) Refining standards to ensure the continuation of the city's traditional neighborhoods and, where appropriate, encouraging replication elsewhere in the city; (2) Ensuring the quality and compatibility of infill development; (3) Maintaining the population density within neighborhoods; and (4) Providing neighborhood level recreation, convenience, and service establishments within walking distance of homes.***
- ***Affordable Housing:*** As a percentage of income, housing costs exceed state and national averages. Unabated, it is anticipated that this trend will continue. ***There is a need to review existing city ordinances and policies that contribute to the cost of housing. The use of other tools, such as the development of priority investment zones, should be considered as a means for promoting affordable infill housing.***

Part III. Housing Policies

The goals and objectives of this section are the city's policies as it relates to housing and development. The following housing policies should consider and be coordinated with the other elements of this plan.

GOALS & OBJECTIVES

GOAL 1: Promote choice by encouraging a mixture of housing types. Objectives include:

- Provide zoning districts that permit single-family, two-family, and multi-family housing arrangements at varying densities.
- Encourage second story residential occupancy in the downtown and permit residential occupancy in combination with commercial uses elsewhere in the city.
- Recognize that the housing needs of residents differ. As such, variations in home size, required yards, neighborhood amenities, proximity to services, and modes of transportation should be permitted and encouraged.

GOAL 2: Develop standards for new residential developments that encourage the creation of neighborhoods, not just “subdivisions”. Objectives include:

- Require that new housing developments incorporate into their design:
 1. Sidewalks;
 2. Open space and common recreational areas; and
 3. Interconnectivity.
- Discourage the creation of lengthy cul-de-sacs and long blocks.
- Permit housing arrangements that incorporate traditional or neo-traditional features, such as front porches and homes set close to sidewalks.
- Permit and encourage the creation of neighborhood centers or focal points as part of the design for residential developments. These could include compatible neighborhood commercial, office, recreational, or public/semi-public uses.

GOAL 3: Protect the long-term viability of Georgetown’s residential areas. Objectives include:

- Adopt and locally enforce the requirements of the *International Residential Code* for all new construction.
- Adopt and locally enforce the requirements of the *Property Maintenance Code*.
- Ensure the protection of dwellings from flooding to include:
 1. Enforce the requirements of the Flood Damage Prevention Ordinance;
 2. Require the installation of stormwater and drainage infrastructure for all new developments; and
 3. Continue efforts to retrofit older neighborhoods with adequate drainage infrastructure.
- Proactively encourage infill development.
- Explore the creation of priority investment zones in older neighborhoods with high numbers of vacant lots or deteriorating structures.
- Protect, through the use of zoning, residential areas from nuisances as defined in the Land Use Element.

GOAL 4: Build and maintain housing density within the city's core, older neighborhoods while ensuring housing compatibility. Objectives include:

- Raise density standards for portions of the core areas of the city from ten units per acre up to twenty units per acre. Permit densities higher than twenty units per acre in the downtown and within planned developments.
- Differentiate high density areas within the city's core (presently zoned R4 and R5) with those at the periphery of the city (presently zoned R4). Density should only be raised where the density criteria in the Land Use Element can be met.
- Develop design criteria for multi-family housing that ensure:
 1. The compatibility of the multi-family structure's form (scale and architectural style) with those of surrounding properties;
 2. Parking is located to the rear of multi-family structures, to the extent that is practicable. Large, multi-family parking facilities should be discouraged or, when appropriate, prohibited; and
 3. The avoidance of large apartment complexes. Consideration should be given, in lieu of stringent density standards, to limiting the number of units per structure (see also the Land Use Element).

*City of Georgetown Comprehensive Plan, 2011***GOAL 5: Recognize the importance of Georgetown's historic residential uses and structures. Objectives include:**

- Create and maintain an inventory of contributing structures and components.
- Encourage preservation and discourage demolition when appropriate.
- Maintain and refine the city's preservation guidelines as administered by the architectural review board.
- Require the rehabilitation of structures in accordance with Section 106 of the U.S. Department of Interior's standards.
- Refine zoning standards in the areas of lot size, density, and setback to ensure the continuation of historic structures and to allow new construction that is compatible (see also the Land Use Element).
- Promote the tourism value of Georgetown's historic homes and sites.

GOAL 6: Encourage innovation in housing design and development. Objectives include:

- Allow Planned Developments in cases where:
 1. A mixture of uses and housing types are proposed. Establish clear guidelines for defining mixed use and specify a minimum percentage of land or floor area to be devoted to nonresidential uses;
 2. The land area involved is greater than ten acres;
 3. The proposal cannot readily be accomplished through existing zoning;
 4. The proposal can easily be integrated into existing infrastructure and the established development pattern of the city; and
 5. The proposal would be for the long-term benefit of the community (see also the Land Use Element).
- Allow zero-lot-line developments in cases where:
 1. The proposal's density is in keeping with the density permitted in the zoning district;
 2. The proposal ensures the long-term access to and maintenance of structures;
 3. Open space is provided; and
 4. The proposal involves multiple lots. Zero-lot-line developments involving clusters of less than five lots should be discouraged; or
 5. The zero-lot-line component is to be collocated with or is a complementary component of an institutional use; or
 6. The proposal is part of an infill strategy or initiative for a designated area.

- Provide density bonuses in the zoning ordinance for developments that provide:
 1. Affordable housing;
 2. Public parks or buildings; or
 3. Other amenities in addition to those required by the zoning ordinance or development regulations.

GOAL 7: Promote sustainable development in Georgetown’s neighborhoods.
Objectives include:

- Participate in the newly created Sustainable Communities Initiative administered by the US Department of Housing and Urban Development.
- Establish incentives such as stormwater fee discounts for residents to install green infrastructure lot and building components such as rain gardens and green roofs.
- Create walkable, active, and safe neighborhoods by incorporating sidewalks, common areas, and open space into neighborhood designs.
- Encourage residential development that meets US Green Building Council’s LEED Neighborhood Development Certification Program criteria.

GOAL 8: Develop and implement strategies that address the need for affordable housing in Georgetown. *Objectives include:*

- Create market-based incentives for developers to incorporate affordable housing units into their residential development plans.
- Continue to work with the Waccamaw Regional Council of Governments Community Development Department to:
 1. Secure funds through the US Housing and Urban Development HOME Program which assists communities in expanding rental and homeowner affordable housing units; and
 2. Establish a community housing trust fund to ensure that matching funds are available for HOME Program projects and other grant opportunities administered through the Waccamaw Regional Council of Governments.
- Work with organizations that specialize in affordable housing construction such as Habitat for Humanity to strategically focus on areas within the city that need to increase the availability of affordable housing units.
- Work with local and regional affordable housing agency partners to develop a home owner training program, which would provide valuable guidance to

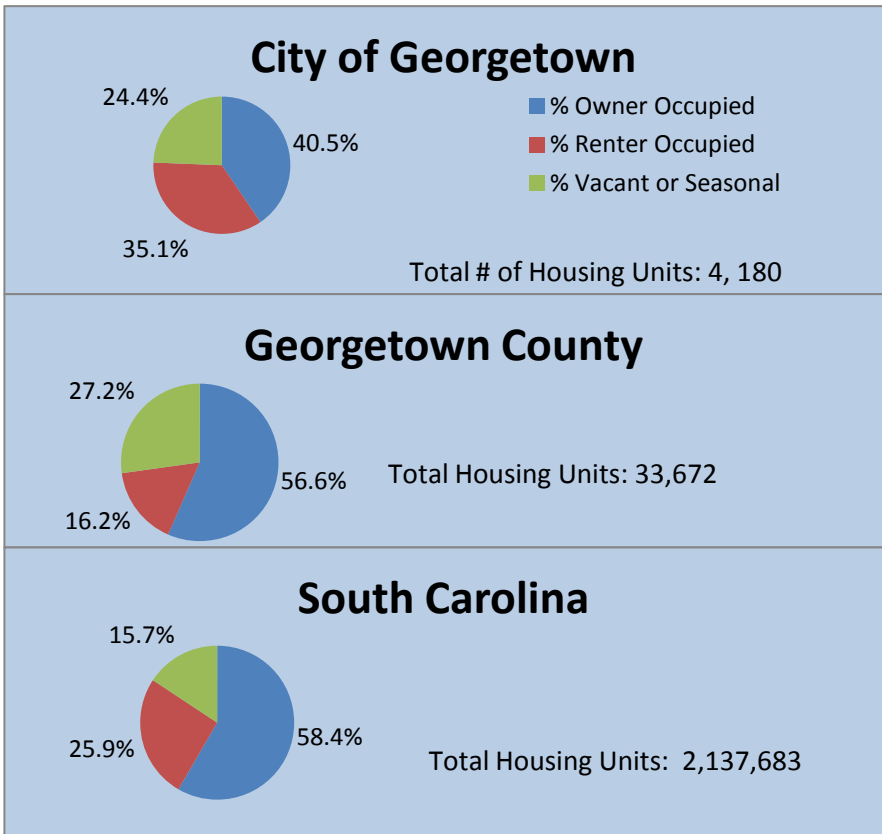
City of Georgetown Comprehensive Plan, 2011

residents on how to properly maintain home and property and to minimize increased housing costs associated with energy inefficiency.

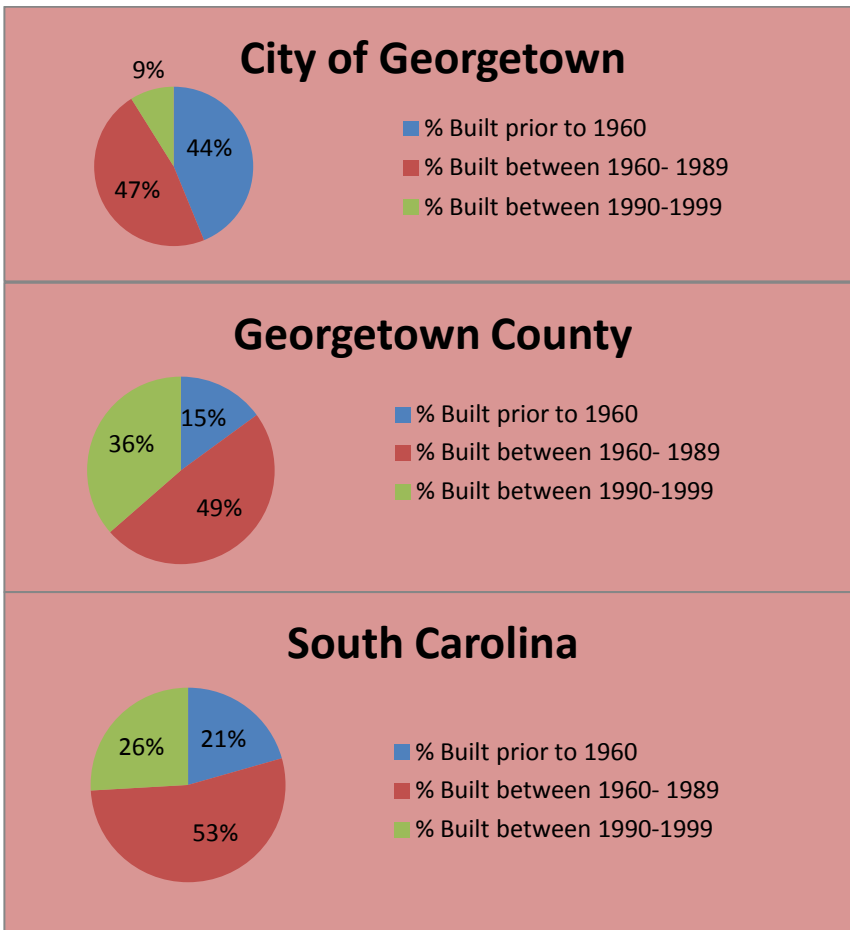
- Locate affordable housing in areas that ensure compatible size, scale, density, and value.
- Continuously examine the city's zoning ordinance and development regulations to identify requirements that unnecessarily increase the costs of housing.
- Recognize that manufactured housing may provide a lower cost alternative to conventionally constructed homes (stick-built or modular); however, the placement of manufactured homes presents design and compatibility concerns for the city. Standards should be adopted that:
 1. Permit manufactured homes in select areas of the city based on the compatibility of the homes with adjacent properties in terms of size, scale, home value, and appearance;
 2. Prohibit the placement of mobile homes, trailers, and other similar structures that do not comply with Federal Manufactured Housing and Safety Standards Act of 1976;
 3. Discourage or prohibit the creation of manufactured home parks;
 4. Require, to the extent that is practicable, that the placement of manufactured homes resemble site constructed homes; and
 5. Clearly distinguish in the zoning ordinance the difference between pre-1976 units (mobile homes), post federal safety act units (manufactured homes), and modular homes.

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Occupancy as a Percentage of Total Housing Stock



Year Structure Built



SOURCE: US Census Bureau, 2010, 2009 American Community Survey.

Regional Housing Profile

HOUSING	General Housing Characteristics			
	Total Housing Units	% Single Family Detached	Median # of Rooms	Average Household Size
Georgetown	4,180	67.1%	5.5	2.53
Georgetown County	33,672	59.4%	5.7	2.43
South Carolina	2,137,683	62.4%	5.5	2.49

OCCUPANCY	Occupancy as a Percentage of Total Housing Stock		
	% Owner Occupied	% Renter Occupied	% Vacant or Seasonal
City of Georgetown	59.3%	40.7%	15.6%
Georgetown County	72.4%	27.6%	21.3%
South Carolina	70.3%	29.7%	11.4%

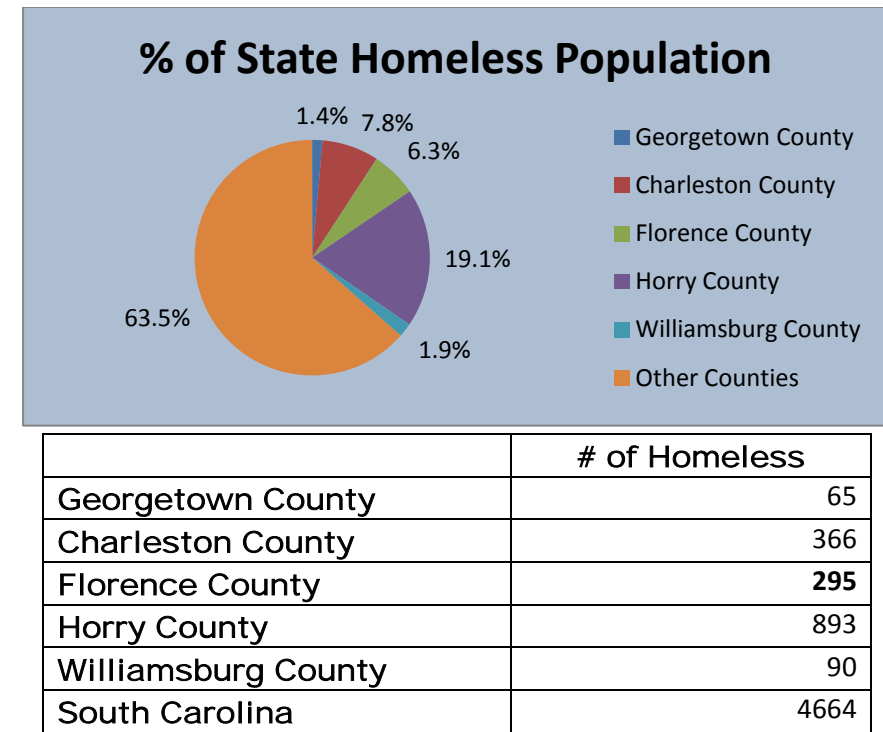
VALUE	Median Value of Single Family Owner-Occupied Structures				
	City of Georgetown	Kingstree, SC	Conway, SC	Florence, SC	
Mount Pleasant, SC	\$355,600	Summerville, SC	\$181,600	Georgetown County, SC	\$172,900
Moncks Corner, SC	\$133,400			South Carolina	\$128,400

HOUSING COSTS	Monthly Gross Rent				
	City of Georgetown	Kingstree, SC	Conway, SC	Florence, SC	
Mount Pleasant, SC	\$1,170	Summerville, SC	\$844	Georgetown County, SC	\$690
Moncks Corner, SC	\$655			South Carolina	\$680

HOUSING COSTS	Monthly Owner-Occupied Housing Costs with Mortgage				
	City of Georgetown	Kingstree, SC	Conway, SC	Florence, SC	
Mount Pleasant, SC	\$1,886	Summerville, SC	\$1,360	Georgetown County, SC	\$1,216
Moncks Corner, SC	\$1,064			South Carolina	\$1,135

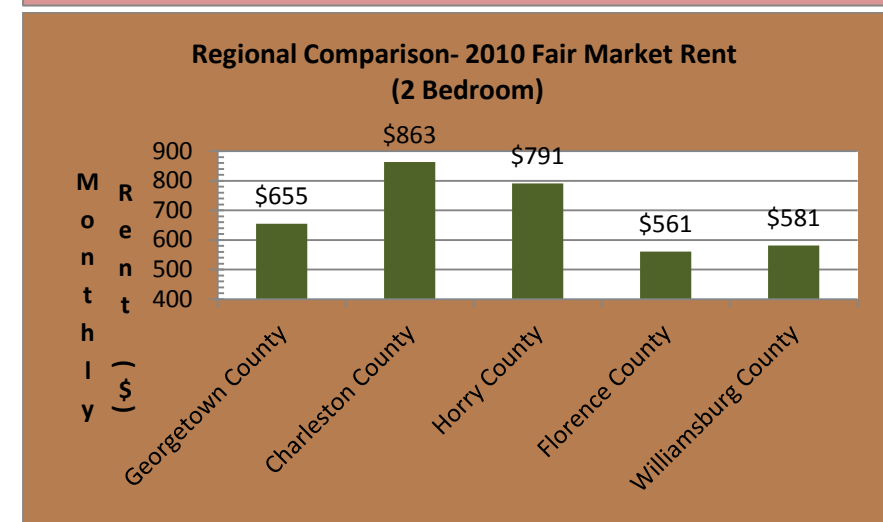
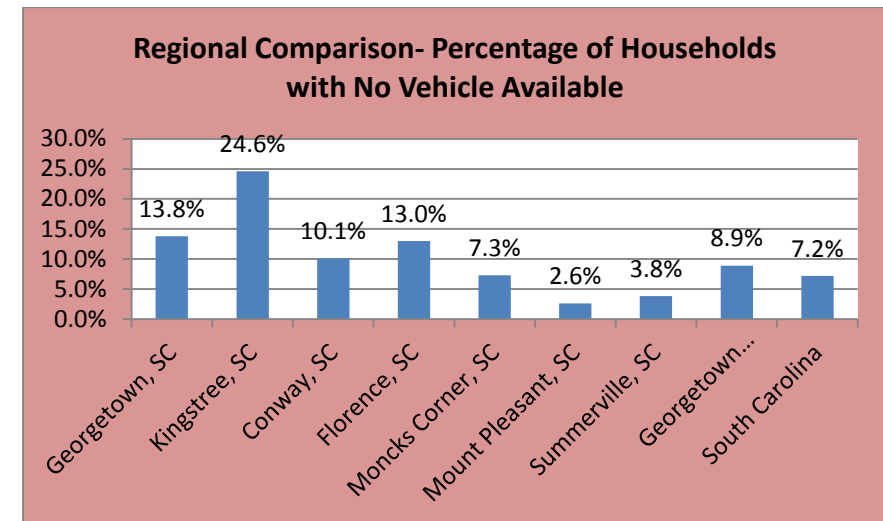
SOURCE: US Census Bureau, 2010, 2009 American Community Survey

Regional Comparison of Homelessness



SOURCE: 2009 South Carolina HUD Homeless Count

Other Housing Considerations:



SOURCE: US Census Bureau, 2009 American Community Survey. US Department of Housing and Urban Development



City of
Georgetown
SOUTH CAROLINA

CITY OF GEORGETOWN
COMPREHENSIVE PLAN, 2011



22 47
TOWN CLOCK
This Greek Revival market
and town hall was built in
1842 after a fire destroyed
many of the town buildings
on Front Street. An ornate
air market occupied the
first floor and the town
hall occupied the second
floor. The clock tower and
bellry were added in 1845.
On February 24, 1862 the
Green Jackets occupied here
surrendered to Union troops
officers of the U.S. Navy.
The Rice Museum, opened in
the building during the
S.C. Bicentennial in 1970.
© Historical Marker 2007

INTRODUCTION

The land use element is but one part of the overall comprehensive plan. Title 6, Chapter 29 of the State Code specifies that the comprehensive plan must contain, at a minimum, nine elements. Although the land use element is only one part of the larger comprehensive plan, it is arguably the most important. Zoning, a primary tool for implementing a community's growth and development policies, cannot be implemented without an adopted land use element. In addition, the land use element allows for the review of public facility placements and assists developers, private citizens, and policy makers in making informed decisions. It also serves as the primary statement of the city's growth policy.

State law requires the periodic update of community plans and, in 2009, the city's planning commission undertook this process. Due to the statutory importance of the land use element, the update of this element was given first priority by the planning commission. In 2010, the planning commission recommended and the city council adopted a land use element which updated and replaced the land use element contained in the city's 1999 comprehensive plan. With the planning commission's subsequent completion of the remaining eight comprehensive plan elements, the *City of Georgetown Land Use Element, 2010* has been re-evaluated and updated for inclusion in the 2011 plan.

This element provides an analysis of existing land uses within and adjacent to the city, provides a discussion of opportunities and constraints to future development, and projects the pattern of likely and desired growth. In the concluding parts of this element, the growth and development policies of the city are provided in the form of goals and objectives. An important implementation tool, the future land use map, is included in the closing section of this element. Other implementation strategies, with possible action items are also provided in an effort to assist policy makers in the realization of this element's goals. These are provided in the final chapter of this plan.

Part I. Profile of Existing Land Uses

Part I of this element examines the location and prevalence of area land uses. From the collection of survey data, comparisons can be made with previous surveys in an effort to identify changes in the city's land use patterns. In addition, this part also provides a synopsis of recent construction activity within the city.

*City of Georgetown Comprehensive Plan, 2011***Survey of Land Uses and Methodology**

The Waccamaw Regional Council of Governments (WRCOG) conducted a complete land use survey of parcels within the City of Georgetown and Georgetown County between the years 2008 to 2010. This survey was performed by the WRCOG to support the regional transportation planning efforts of the Grand Strand Area Transportation Study (GSATS).

The survey was conducted based on the use of windshield surveys and, where appropriate, aerial photography. GIS property series mapping was provided by Georgetown County and was utilized to record uses at the parcel level. This survey, supplemented by permitting data provided by the city's planning department, serves as the basis for this element's land use analysis.

The survey divided land uses into eleven categories:

- **Single-Family Residential Uses** include stick built and modular single-family units that are located on separate lots.
- **Two-Family Residential Uses** include duplexes and lots which contain two, detached housing units.
- **Multi-Family Residential Uses** include apartment complexes and all lots containing three or more residential units, attached or detached.
- **Mobile or Manufactured Home Uses** include all trailer, mobile, and manufactured homes not on a permanent foundation. Lots containing more than one dwelling unit are separately denoted as two-family residential uses or multi-family residential uses.
- **Commercial Uses** include all retail trade, wholesale trade, finance, insurance and real estate services, business services, repair services, and professional services.
- **Recreational Uses** include public tennis courts, swimming pools, parks, sports fields, and similar recreational areas.
- **Industrial Uses** include all manufacturing, fabricating, and warehousing activities.
- **Public/Semi Public Uses** include educational, governmental, hospital, and religious uses.
- **Utility Uses** include wastewater treatment plants, public wells, water towers and other water delivery systems, communication towers, electric substations, and similar uses.
- **Streets, Railroads, and Other Rights-of-Way** include public streets, rail-lines, alleys, and other public ways.
- **Vacant** includes all undeveloped land.

Land Use Profile

Table LU-1, below, provides a summary of the prevalence of land uses within the City of Georgetown. The location of the city's various uses are denoted on Map LUM-1.

Table LU-1 City of Georgetown Existing Land Uses by Category				
Land Use Category	# of Parcels	Acres	% of Land in Georgetown	% of Developed Land
Single-Family Residential	2899	922.8	20.0%	33.0%
Two-Family Residential	11	4.5	.1%	.2%
Multi-Family Residential	66	144.8	3.1%	5.2%
Manufactured Homes	258	63.9	1.4%	2.3%
Recreational	28	136.9	3.0%	4.9%
Public/Semi-Public	130	295.3	6.5%	10.5%
Commercial	499	356.3	7.7%	12.7%
Industrial	53	152	3.3%	5.4%
Utility Uses	20	152	3.3%	5.4%
Vacant	1878	1807.1	39.2%	
Subtotal	5842	4035.6	87.6%	
Rights-of-Way & Water Bodies	n/a	571.5	12.4%	20.4%
Total	5842	4,607.1	100.0%	100.0%

Source: WRCOG, 2008-2010. GIS parcel series data furnished by Georgetown County (2009) and the City of Georgetown (2010).

In 2010, the city included an area of approximately 4,600 acres, or 7.2 square miles. Of this total, approximately seven hundred acres consisted of undevelopable lands and water bodies such as the Sampit River, marshes, creeks, ponds, and swamps. Since the 1999 comprehensive plan, the total area of the city has increased by approximately four hundred acres, with most of this newly annexed area along South Island Road.

Residential uses represent the city's largest land use. Collectively, these uses occupy over forty percent of the developed lands within the city. The 2008-2010 survey identified 4,236 residential units, including 2,899 single-family units, 1,079 two-family and multi-family units, and 258 manufactured homes. The total residential unit count has increased since the 1999 comprehensive plan and the 2000 Census by 438 and 380 units, respectively. Most of this increase is in the multi-family category with the total land area occupied by this use rising from 114 acres to 144 acres over the ten year period.

Aside from modest increases in multi-family housing, residential growth was slow over the past ten years. Single-family uses, which occupy one-third of all developed lands and, by acreage,

City of Georgetown Comprehensive Plan, 2011

represent 86% of all residential uses within the city, grew by twenty six units. The city's manufactured housing stock increased by forty-six units from the 1999 survey.

The city's average residential density has remained stable over the last ten years, rising negligibly from 3.6 units per acre in 1999 to 3.7 units per acre during the most recent survey. In 2009, the average lot size for a single-family dwelling was 13,866 square feet, or slightly less than one-third of an acre. Two-family and multi-family uses averaged 7.2 units per acre.

Commercial developments occupy 356 acres or 12.7% of all developed lands within the city. Commercial development is concentrated along Georgetown's major roadways, specifically Fraser Street, Church Street, and Highmarket Street. Other areas of commercial use include scattered commercial sites located citywide and businesses within the city's historic downtown (Front Street). Between the 1999 survey and the survey conducted as part of this plan, the land area utilized for commercial development remained statistically unchanged, with the 1999 survey recording 364 acres of commercial development.

Public and semi-public uses occupy 295.3 acres or 10.5% of all developed lands within the city. The largest percentage of this category's acreage can be attributed to area schools. **Recreational uses**, which were included in the public and semi-public land use category in the 1999 plan, occupy 136.9 acres or 4.9% of all developed land within the city. The largest contributors to this acreage are East Bay and Morgan Parks, accounting for just over half of this use category's total acreage. A recent addition, the Carroll Ashmore Campbell, Jr. Marine Complex located on Venture Drive, added approximately twenty acres. As a percentage of the city's overall land area, changes in the land area developed for public, semi-public, and recreational uses were minimal.

Industrial uses occupy 152 acres or 5.4% of all developed lands within the city. The two industrial areas in the city include properties along Ridge Street and sections of South Fraser Street near the steel mill. **Utility uses**, which also contain 152 acres, are located throughout the city. The city's largest utility uses are the water plant on Anthuan Maybank Drive and the sewer treatment facility located on West Street.

Streets, railroads, water-bodies, and other rights-of-way account for slightly over twelve percent of the city's total land area or 20.4% of developed land. Portions of the Sampit River occupy 272 acres. An estimated three hundred acres within the city are street rights-of-way.

Vacant properties are located throughout the city. In 2009, a total of 1,866 parcels or roughly 1,822 acres were vacant. Approximately one-fourth of this acreage is low-land. The majority of the city's vacant parcels are small, with a median lot size of 9,140 square feet. In the Maryville

community, the Cravens Grant and South Island Plantation developments accounted for 481 of these vacant parcels. Table LU-3 provides a count of the city's vacant lots by zoning district.

Recent Construction

For the years 2002 through 2009, a total of 159 permits were issued by the city for new construction. Residential construction during this period involved 121 projects with a construction value of approximately \$18,260,702. The value of nonresidential construction totaled \$34,259,086. Map Exhibit LUM-2 denotes the location of recent construction within the city.

Existing Land Uses within the Study Areas

An important consideration in the development of the city's Land Use Element is the location and prevalence of uses adjacent to the city's boundaries. Consideration and review is important for two reasons: First, the goals and objectives of this element advocate a proactive annexation posture by the city. As such, it is conceivable that certain areas adjacent to the city may be annexed within the time horizon of this plan. Second, a land use's impact is not constrained by political boundaries. Existing and future land uses within these areas have and will continue to impact the quality of life of city residents.

Table LU-2 Study Areas					
Study Area	Total Area (acres)	Developed Area (Acres)	Lots	Residential Units	Non-Residential Use Floor Area (square feet)*
Northern Study Area	7,593.4	1,290.1	843	656	256,400
Southern Study Area	4,673.0	1,158.9	674	367	815,601
Western Study Area (Pennyroyal Road/Sampit)	4,123.0	1,411.5	647	279	5,200
Western Study Area (McDonald/Greentown)	1,324.3	577.5	1,045	808	244,800
Total	17,713.7	4,438.0	3,209	2,110	1,322,001

Source: WRCOG, 2006. GIS parcel series data furnished by Georgetown County (2009) and the City of Georgetown (2010). Note: () Does not include industrial square footage.*

Map Exhibit LUM-3A illustrates the study areas reviewed by this plan and Map Exhibit LUM-3B denotes the areas' land uses. In addition, Table LU-2, above, provides a summary of the prevalence of land uses in each study area.

City of Georgetown Comprehensive Plan, 2011

The study areas contain 2,110 residential units. High concentrations of residential uses are found in the Western Study Area (McDonald/Greentown) and in portions of the Northern Study Area (Kensington/Parsons Gardens). Both areas were the subject of annexation studies conducted in 2000.

Commercial, public, and semi-public uses are located within all of the study areas. Predictably, these uses are located along the areas' major roadways, specifically US 17, US 701, and US 521. In total, 157 parcels or approximately five hundred acres are devoted to these uses. Industrial uses are present in the Western (Pennyroyal Road/Sampit) and Southern Study Areas and occupy 885.5 acres. International Paper is the largest single industrial use.

In 2006, 1,152 vacant parcels totaling 13,276 acres were observed. The high number of vacant parcels is partially attributed to incomplete subdivisions, namely Harmony Township and the Riverhouse Subdivision. Unlike the city, the study areas contain several large undeveloped tracts. These tracts include fifty-one vacant parcels of twenty five acres or greater. These large tracts account for approximately eighty percent of the study area's vacant acreage.

Part II. Zoning

Zoning plays a seminal role in determining the prevalence and location of future land uses. Part II of this element provides a summary of the use of zoning within the city and county zoning at the city's periphery. Recommendations for the refinement of zoning are contained in the latter portions of this element and in the implementation chapter of this plan.

Zoning in Georgetown

In 2010, the city was divided into fifteen base zoning districts with two overlay zones. The zoning ordinance also provides the option of planned developments. A brief description of each district is provided below. Map Exhibit LUM-4 denotes the location of these districts and Table LU-3 provides acreage and utilization data by zone.

The city's base zoning districts include:

R1 District (Low Density Residential): The Low Density Residential District is the city's largest district occupying 1,097.2 acres. This district encompasses lots surrounding East Bay Park, areas along Black River Road, the majority of the Maryville community, and scattered neighborhoods throughout the city. Of the city's residential districts, the R1 is the most restrictive. The primary permitted use is a single-family detached dwelling; however the district does permit limited noncommercial activities such as mini day cares, fraternal organizations, and utilities as conditional uses.

City of Georgetown Comprehensive Plan, 2011

R2 District (Medium Density Residential): The Medium Density Residential District occupies 194.5 acres and is located throughout the city. The largest contiguous section of this district is situated adjacent to Merriman Road and Hazard Street. The R2 District allows one and two-family dwellings. This district, like the R1 District, limits nonresidential activities; however, a few additional nonresidential uses such as courthouses and schools are permitted.

R3 District (Medium to High Density Residential): The Medium to High Density Residential District occupies 143.5 acres. This district is located in the western portion of the city along Prince, Front, and Church Streets. This district allows a variety of housing types including one and two-family dwellings, multi-family and group dwellings, and manufactured homes. Permitted nonresidential uses remain limited and are comparable to the R2 District.

R4 District (High Density Residential): The R4 District occupies 447.2 acres. This district includes lots within the city's historic residential district, properties along North Street, and a few scattered sites throughout the city. The district permits a variety of housing types, excluding manufactured homes, at a density slightly higher than the R3 District. Permitted nonresidential uses remain limited; however the district allows a few additional uses above those of the R3 District such as museums, post offices, and public assembly halls.

R5 District (High Density Residential): The R5 District occupies 158.7 acres and includes the city's West End. This district was added to the city's zoning ordinance in 2004 in an attempt to address concerns with the high number of lot and setback nonconformities within the West End area. The R5 District permits a variety of housing types excluding manufactured homes. Permitted nonresidential uses remain limited and, with a few exceptions, are comparable to the city's R2 District.

MR District (Medical Residential): The Medical Residential District is relatively small occupying only 16.9 acres. This district includes the Georgetown Memorial Hospital property on Black River Road and a few smaller parcels adjacent to the hospital. Permitted uses within this district are hospitals and associated medical clinics. This district also allows single family and group dwellings.

IC District (Intermediate Commercial): The Intermediate Commercial District occupies 6.5 acres and is located on Fraser Street adjacent to the steel mill. This district is designed to accommodate commercial uses on lots as small as 2,500 square feet with limited off-street parking. The uses permitted by this district are comparable to the city's general commercial district; however, dimensional requirements are reduced to accommodate smaller lots.

CC District (Core Commercial): The Core Commercial District occupies 25.9 acres and includes the city's historic downtown. This district permits a variety of commercial uses typical to a historic downtown. Second story residential uses are also permitted in this district. The distinguishing characteristics of this district include minimal setbacks (in most cases, no setback), exemption from most parking requirements, and an allowance for certain over-water uses.

City of Georgetown Comprehensive Plan, 2011

WC District (Waterfront Commercial): The Waterfront Commercial District is located at the waterfront terminus of St. James Street. This district is small, consisting of 4.1 acres and eight parcels. District uses are limited to those designed to support or enhance the city's maritime interests. Examples of uses permitted within this district include docks, pier, wharves, marinas, and marine sales.

GC District (General Commercial): The General Commercial District is by far the city's largest commercial district, occupying 549.7 acres. This district permits the widest range of activities and is designed for highway-oriented commercial uses. Large sections of the city's major corridors, including Highmarket Street (west), Church Street, and Fraser Street, are zoned General Commercial.

NC District (Neighborhood Commercial): The Neighborhood Commercial District occupies 28.4 acres and includes a few parcels along Congdon Street (West End area) and Black River Road. This district permits single-family dwelling and a limited number of nonresidential uses. Commercial uses are typically limited to building floor areas of 2,000 square feet or less.

LI District (Limited Industrial): The city's Limited Industrial District contains 68.3 acres and includes parcels adjacent to the Port of Georgetown. This district permits commercial uses comparable to the city's GC District, with a few exceptions, and industrial uses such as warehousing and storage.

HI District (Heavy Industrial): The Heavy Industrial District contains 441.6 acres. The district includes the Georgetown Steel Mill site and properties along West and Ridge Streets in the western portion of the city. This district allows public safety uses (police and fire), communications uses including towers, and a wide range of industrial uses.

CP District (Conservation Preservation): The Conservation Preservation District contains 84.4 acres. As the district's name implies, the primary purpose of this district is to protect sensitive areas such as the city's marshes, wetlands, and shoreline areas. Uses within this district are limited to parks, open space, utilities, private docks, and boathouses.

PS District (Public Service): The PS District occupies 42.5 acres. This district was created in 2005 and is designed to accommodate uses commonly provided by local, state, and federal governments. Examples of uses allowed within this district include police and fire stations, governmental offices, courthouse, libraries, jails, utilities, and recreational facilities.

Overlay Districts

The city's zoning ordinance provides two overlay districts. These include the Historic Buildings District (HB District) and the Design Overlay District for Main Corridors. The former, the HB District, overlays portions of four zoning districts situated along Duke, Highmarket, Prince, and Front Streets. The requirements of the overlay district do not regulate the use of property nor do

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they alter the district's dimensional standards; rather, the requirements of this overlay are designed to protect the architectural character of the historic buildings and streetscapes. New construction and certain alterations to existing buildings, within the overlay, require the approval of the city's architectural review board.

Table LU-3					
City of Georgetown's Zoning Districts					
Zoning District	# of Parcels	Parcel Acres	Vacant Parcels	Vacant Acres	Developed Acreage %
R1 District (Low Density)	1663	1,097.2	266	260.2	76.3%
R2 District (Low Medium Density)	750	194.5	226	51.3	73.6%
R3 District (Medium Density)	317	143.5	83	38.8	73.0%
R4 District (High Density)	676	447.2	121	222.8	50.2%
R5 District (High Density)	704	158.7	190	42	73.5%
MR District (Medical Residential)	28	16.9	13	3.9	76.9%
IC District (Intermediate Commercial)	29	6.5	10	1.8	72.3%
CC District (Core Commercial)	126	25.9	18	1.8	93.1%
WC District (Waterfront Commercial)	8	4.1	4	1	75.6%
GC District (General Commercial)	676	549.7	184	241.3	56.1%
NC District (Neighborhood Commercial)	26	28.4	6	24.6*	13.4%
LI District (Limited Industrial)	18	68.3	1	16.5	75.8%
HI District (Heavy Industrial)	26	441.6	10	249.9	43.4%
CP District (Conservation Preservation)	32	84.4	21	35	58.5%
PS District (Public Service)	5	42.5	2	32.3	24.0%
Planned Development (PD)	744	704.5	711	598.6	15.0%
Total	5,828	4,013.9	1,866	1,821.8	54.6%
<i>Source: WRCOG, 2010. GIS parcel series data furnished by Georgetown County (2009) and the City of Georgetown (2010).</i>					
<i>Note: (*)Includes undeveloped parcels on Goat Island.</i>					

The second, the Design Overlay District for Main Corridors, was created by the city in 2007. This overlay district includes large portions of Church, Fraser, and Highmarket (west) Streets. This district does not regulate uses above that of the underlying base district. This district provides additional requirements for landscaping, signage, lighting, architectural detail, and parking. Unlike the HB District, design review and permitting are performed by the zoning administrator.

*City of Georgetown Comprehensive Plan, 2011***Planned Development Districts (PD Districts)**

The city's zoning ordinance allows, upon petition by a property owner and approval by the city council, the creation of planned development districts. These districts provide greater site design flexibility and are primarily intended for larger developments that incorporate mixed uses. Although this district can provide a high level of flexibility for setback and use, additional review and performance requirements are often imposed as part of the district's approval. Presently, eight PD Districts have been created occupying 704.5 acres.

Zoning in the Study Areas

Zoning in Georgetown County dates to the 1970's when portions of the Waccamaw Neck were zoned. Outside of the Waccamaw Neck, zoning in the county is a recent occurrence with the remainder of the county zoned in 2008 and 2009. County zoning districts within the study areas are illustrated on Map Exhibit LUM-4B.

Part III. Constraints & Capabilities for Development

The prevalence and location of land uses are affected by both natural and man-made factors, some conducive and others constraining to growth. Prior to examining the potential for growth in and around the City of Georgetown, an examination of these factors is warranted.

Constraints

Constraints to development in Georgetown include 1. Population and income, 2. Soils, 3. Waterways, 4. Wetlands and flood hazard areas, 5. The lack of an interstate highway, 6. Existing industry, 7. Regulatory constraints, and 8. County services.

Population and Income. Over the last twenty years, Georgetown County has experienced healthy growth. Much of this growth has been on the Waccamaw Neck. By contrast, the city's population has declined. Resident income also remains below the county average. Both population and resident income are important in attracting and retaining commercial land uses.

Soils. Many of the soil types common within the city are generally unfavorable to development. The result is often increased construction costs, cracked foundations, and corrosion to underground utilities. Modern construction techniques and the city's extension of sanitary sewer infrastructure have lessened, but not eliminated, the impact of this constraint.

Waterways. The location of the city on the Black, Pee Dee, Sampit, and Waccamaw Rivers defined the character of the city as a seaport. Creeks, streams, and rivers often provide natural boundaries for communities, particularly in the areas of water, sewer, and service delivery. The challenge presented by this 'natural boundary' can be overcome as witnessed with the annexation of the Maryville community in the 1960's.

Flood Hazard Areas. Because of its proximity to the ocean and the relatively flat topography, portions of the city are prone to storm water (surface) flooding. The city's storm drainage system is adequate to handle most storm events; however rain in excess of a ten year event will flood sections of the city, most notably Front and Fraser Streets. A large drainage project in this area, presently under construction, should improve, but not eliminate, flooding conditions created during excessive rainfall events.

Compounding the rain-event flooding experienced by the city, is its proximity to water bodies. Riverine and, although rare, storm surge flooding also present concerns for portions of the city. Map Exhibit LUM-5 denotes the location of the city's flood hazard areas.

The City of Georgetown participates in the National Flood Insurance Program. Standards have been adopted that regulate new construction and other improvements within the city's flood hazard areas. Requirements typically include the elevation of residential construction and the elevation or flood proofing of nonresidential construction. Between 2002 and 2009, approximately eighteen percent of the new construction permits issued by the city involved properties that are flood prone.

Existing Industry. Two of the area's largest employers are located adjacent to the city's downtown and residential areas. These include the ArcelorMittal steel facility and the International Paper plant (located in the county). These facilities provide an opportunity for the city in terms of employment, capital investment, and the recruitment of ancillary industry; however, nuisances associated with these facilities, including noise, dust, and odor, are an inhibitor to nonindustrial infill within the city's core.

Transportation. North to south, the City of Georgetown is served by US 17. This four lane highway provides access to the area markets of Myrtle Beach and Charleston. Connection westward is through US 521. This roadway is a four lane highway to the Town of Andrews, continues as a two lane roadway through Williamsburg and Clarendon Counties, and connects to Interstate 95 some sixty miles west of the city. The lack of proximity to a major restricted access highway or an interstate, makes the recruitment of surface-transportation reliant industries and businesses difficult.

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Regulatory Constraints. The City of Georgetown has adopted several ordinances that regulate development. These include zoning, development regulations, a stormwater management ordinance, and historic preservation guidelines. Zoning is the most significant of these regulatory constraints. As a constraint, zoning limits the use of property and can increase development costs by requiring onsite improvements such as parking, landscaping, and open space. In addition, zoning restrictions when inappropriately applied can unintentionally suppress natural market forces (see also Community Service in the Capabilities Section of this element).

County Zoning and Other Services. Traditionally, developments have sought annexation or located within the existing city limits to receive water, sewer, increased public safety services, and, to a lesser extent, favorable zoning. The availability of urban services in the unincorporated areas coupled with county zoning that is permissive to dense development reduces the potential for city annexation and infill development.

Capabilities

Factors that could contribute to growth and development include 1. Proximity to the beach and other markets, 2. The Port of Georgetown, 3. Historic buildings and places, and 4. Municipal services.

Proximity to the Beach and Other Markets. The City of Georgetown is located sixty miles north of Charleston and thirty miles south of Myrtle Beach. Area beaches are within ten miles of the city. The proximity of the city to the coast and larger markets provides the opportunity for commercial and residential growth generated from tourism and retirees.

Port of Georgetown. The Port of Georgetown is one of only two port terminals owned and managed by the South Carolina State Ports Authority. As the state's only dedicated breakbulk and bulk cargo facility, the port is an important asset in attracting industry.

Historic Buildings and Places. The City of Georgetown is one of South Carolina's oldest cities. Many of Georgetown's older homes and important sites have been preserved. The historic district was listed on the National Register of Historic Places in 1971 and standards have been adopted to protect and preserve the city's historic buildings.

The historic downtown along Front Street has benefited from revitalization efforts. The downtown offers a variety of restaurants and specialty stores. Occupancy rates are higher than in many downtowns in the region. Tourism generated by Georgetown's

historic sites and downtown has the potential to spur additional commercial and residential development.

Municipal Services. The city provides a full range of services including police, fire, sanitation, electric, water, and sewer. The city provides comprehensive zoning and other development regulations that are designed to protect property values.

Part IV. Land Use Analysis, Trends, and Needs

Land Use Pattern

The arrangement of uses within the city follows a historic pattern which has been established for several decades and remains substantially unchanged from the last comprehensive plan. Several factors contribute to this continuity including (1). The location and sizing of utilities, (2). city zoning which, in the main, has complemented historic use patterns, and (3). the lack of population or intense economic growth. The latter, population or economic growth, is most often the catalyst for changes in the land use pattern.

It is probable that the long established land use pattern will continue into the foreseeable future. Although the plan does advocate and project growth for the city, it is anticipated this growth will be measured. While this plan advocates certain changes or an adjustment in zoning standards, these changes, although important, should not alter the overall land use pattern for most of the city.

Land Use Allocations: In general, the acreage allocated to the various land uses experienced only minor changes during the past ten years. Multi-family uses were a notable exception, with the growth of this land use category continuing a trend that began in the 1970's. Despite land area and unit increases in multi-family housing, the overall percentage of lands containing this use remains comparatively low.

The lack of growth by the various land uses is attributable to the decades long contraction in the city's population. In the absence of future population or economic growth, significant changes in the amount of land consumed for development or changes in the allocation of those uses are not anticipated.

Geographic Growth: The total area of the city has increased by approximately four hundred acres since 2000. Most of this increase can be attributed to annexations adjacent to the Maryville community. Since 1974, the city has grown an additional one square mile in area as a result of approximately twenty annexations. Many of these annexations involved single parcels

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with minimal acreage. Compared with other communities within the region, Georgetown's geographic growth has been limited.

South Carolina law provides four methods of annexation: 100% consent annexation, 75% petition annexation with feasibility studies, 25% petition annexation with an election, and public property annexation. In all but the last method, public property annexation, the primary initiator of annexation is the private property owner. This coupled with other requirements such as contiguity, preclearance through the US Justice Department, and the coordination of utility service areas have made Georgetown's experience with annexation tenuous, at best.

Several areas adjacent to the city have been the subject of feasibility studies. This element recognizes the strategic growth advantages of pursuing prioritized annexation in the study areas and, in the goals, objectives, and action items of this plan, provides activities that could be undertaken to encourage or prepare for annexation. In the long-term, growth will be dependent upon annexation as the number of large undeveloped parcels (suitable for development) within the city is limited.

Zoning: The overall zoning pattern of the city has remained stable, despite some changes. Recent additions to the city's use of zoning include the creation of the Public Service District, the R5 District, and the Design Overlay District for Major Corridors. Also, the growing use of planned development zoning districts is noteworthy.

As previously written, zoning plays a primary role in determining the prevalence and location of future land uses and promoting or discouraging the continuation of existing uses. As such, an analysis of the current application of this implementation tool is warranted (see pages 121 through 125 for a description of the city's zoning districts):

Use Standards and the Integration of Uses: The city's zoning ordinance is considered exclusionary in that the mixture of housing types and nonresidential uses is prohibited or is extremely limited. In general, the city's uses conform to the use requirements of the various zoning districts; however, exceptions to this generalization can be found citywide. The zoning ordinance provides for the continuance of these existing "non-conforming" uses.

The Neighborhood Commercial District could be considered the zoning ordinance's closest attempt to a mixed-use district. The sparse designation of this district and the district's restriction on multi-family housing limit its application. ***Consideration should be given to the refinement of the Neighborhood Commercial District or the creation of a new mixed use zoning district.***

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Lot Size and Density: Table LU-5, below, denotes the city's five zoning districts where the median lot sizes are at or are below the minimum zoning requirement. The zoning ordinance permits the development of these lots where the lot size is up to thirty percent smaller than required. Beyond the thirty percent threshold, action by the city's board of zoning appeals is required.

Table LU-5 <i>City of Georgetown's Zoning Districts</i>			
Zoning District	Zoning Lot Size Standard	Median Lot Size in Zone	Median Vacant Lot Size in Zone
R2 District (Low Medium Density)	8,000 sq ft	8,250 sq ft.	8,250 sq ft.
R4 District (High Density)	6,000 sq ft	5,225 sq ft.	5,225 sq ft.
WC District (Waterfront Commercial)	15,000 sq ft.	14,800 sq ft.	6,100 sq ft.
NC District (Neighborhood Commercial)	6,000 sq ft.	5,970 sq ft.	1.3 acres
HI District (Heavy Industrial)	5 acres	2.5 acres	2.42 acres

Source: WRCOG, 2010. GIS parcel series data furnished by Georgetown County (2009) and the City of Georgetown (2010).

As provided in the Land Use Profile, the average multi-family density in the city is 7.2 units per acre. Within and adjacent to the city's historic district, multi-family densities approach, and in some instances exceed, twenty units per acre. The current zoning maximum of ten units per acre renders many of these existing uses nonconforming and limits the ability to maintain and build population within the city's core. ***A revision of current density standards may be warranted. An increase in the permitted density for the city's core, as well as, other areas of the city could be coupled with the use of form or design standards to ensure the compatibility of multi-family housing. Also, instituting a reasonable limit on the number of units per structure in conjunction with raising the allowable number of units per acre should be considered.***

Setback Standards: Most of the structures within the city conform to current setback standards. Areas of the city where this generalization does not hold true are properties within the historic district and properties within the West End. The short-term effect of these nonconformities are probably minimal, mainly inconveniences to property owners seeking to expand or remodel and to the city's administration in enforcement. The long-term consequences are more pronounced. The older sections of the city are noted for their streetscapes, the relationship of the street to adjacent structures, and the relationship of structures to other structures. The erosion of this historical building line

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under current zoning has the potential of creating a hodgepodge of building orientations undermining the prominent streetscape. ***A reduction in the minimum setback requirements and the use of build-to-line requirements or the use of maximum building setbacks in the city's older quarters should be considered.***

Planned Development Districts (PD): A growing trend within the city, and elsewhere in the state, has been the use of planned development districts. These districts provide flexibility and allow the catering of zoning standards to individual developers and developments. Unfortunately, a phenomenon which has occurred along coastal South Carolina has been the creation of single-use planned development districts and the application of planned development districts to smaller and smaller tracts. The use of PDs has merit; however, their widespread and inappropriate use raises several concerns including administration/enforcement, selective application, and the long-term reuse or adapted reuse of PD property. ***The zoning ordinance should provide objective criteria for the establishment of PDs and consideration should be given to increasing standards for their creation. Increased standards should include raising the minimum size threshold from three to ten acres and requiring each development to incorporate a mixture of uses (i.e. single use PDs would be prohibited).***

Land Use Needs

A review of the preceding sections identifies the following land use needs for the City of Georgetown:

- ✦ **Growth Policies and Initiatives:** Growth can be measured by changes in the total geographic area of the city, the amount of developed land within the city, and/or by the total population within the corporate boundary. By all three measures, the growth of Georgetown has been slow to moderate over the past decade. ***A proactive growth policy is needed.***
- ✦ **Natural, Scenic, and Environmentally Sensitive Areas:** Georgetown is known for its scenic beauty. The area's rivers and marshes are sensitive to degradation. ***Land use policies and regulations need to be developed and/or retained that protect the city's waterways and adjacent marshes.***
- ✦ **Historic Georgetown:** The city's historic buildings and development pattern contribute to the local economy through tourism, are important to the quality of life experienced by resident, and define the distinct physical character of the

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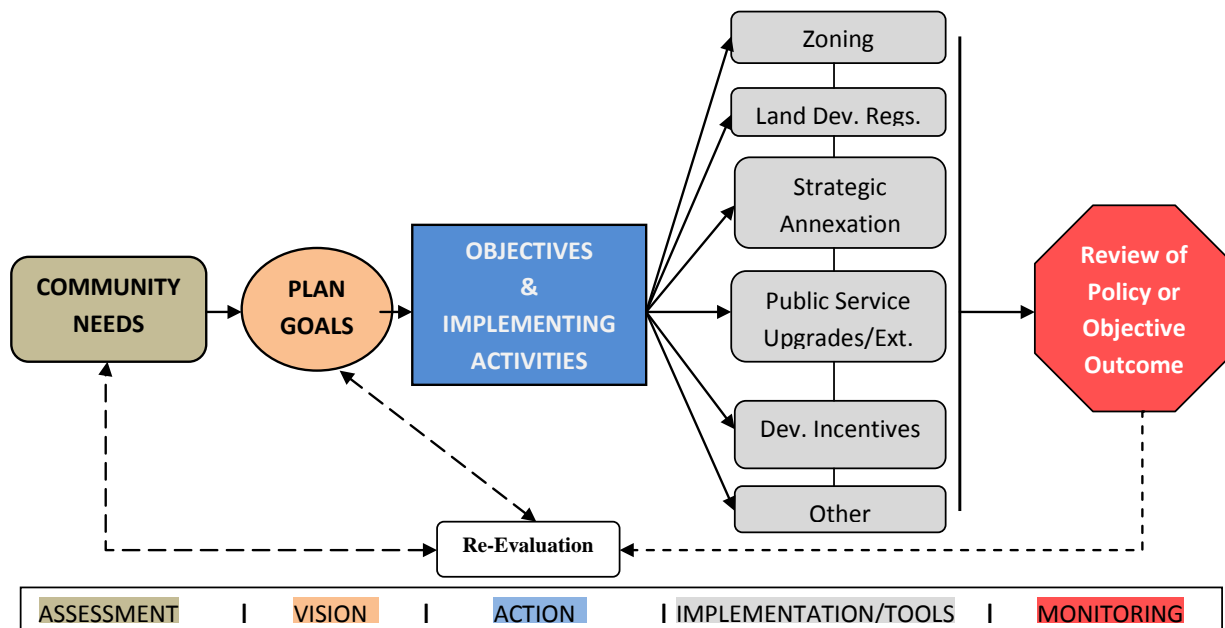
community. ***Land use regulations need to be refined to protect the city's historic buildings and streetscapes.***

- ✦ **Compatible Land Use:** The maintenance of property values and the ability to attract new residents to Georgetown require that the city's residential areas are livable and are protected from nuisances. ***Standards need to be developed and/or retained which ensure the compatibility of land uses.***
- ✦ **Efficient Use of Resources:** As development occurs, additional cost will be incurred for the delivery of public services such as police, fire, water, and sanitary sewer. ***Policies need to be developed and/or retained which minimize the need for additional public expenditures as a result of development.***
- ✦ **Coordination of Plan Initiatives:** This plan contains nine elements and numerous implementation actions. In addition, other planning efforts, such as the *Bridge 2 Bridge Committee*, will undoubtedly result in additional activities affecting land use and transportation. ***A method of coordination needs to be developed to ensure the cost and time effective sequencing of initiatives.***
- ✦ **Coordination with the County:** The county and city presently maintain separate or independent planning units. As areas adjacent to the city are zoned and fall under the purview of the county, the coordination of planning activities between the two planning units will continue to increase in importance. ***A method of coordination needs to be developed to ensure the city has input in land use decisions within the study areas.***

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Part V. Land Use Policies

This section provides policy statements in the form of goals and objectives. The land use goals and objectives serve as the legislative and legal basis for the city’s zoning ordinance as well as other planning initiatives undertaken by the planning commission and city council. The land use goals provide broad policies on which the individual objectives are based. Each goal’s objective, coupled with the implementation actions of this plan, represents an activity that can be measured or monitored. As progress in accomplishing this plan’s goals involves ongoing refinement and retooling, continuous monitoring of the effects of land initiatives by the planning commission will be required.



GOALS & OBJECTIVES

GOAL 1: Preserve Georgetown’s historic buildings and development pattern.

Objectives include:

- Review and refine zoning standards for the city’s downtown riverfront, historic residential district, and gateways. Where appropriate, alternatives to the use of Euclidean zoning should be explored.
- Review zoning map or text amendments based on criteria that provide deference to long established uses, architectural forms, and development

patterns. The planning commission's review should include an examination of:

1. A proposal's conformance with the comprehensive plan;
 2. The precedents or possible effects that may result from a requested change;
 3. Whether the altered use or district requirements would be appropriate for the area concerned and whether the change would result in the unintended creation of nonconformities;
 4. Whether the change would result in the potential loss or degradation of historic sites or significant uses;
 5. Whether the change would promote the continuation of desired historic forms and property arrangements; and/or
 6. Whether the capacity of the city or other government agencies is sufficient to provide services if the zoning change was approved.
- Continue the use of architectural and design guidelines for the city's historic district. Ensure that the guidelines can be easily understood and are objectively administered.

GOAL 2: Promote the efficient use of land.
Objectives include:

- Encourage developments to locate in areas where existing services are readily available thus minimizing the

Zoning in Georgetown

The City of Georgetown, like all older cities along the East Coast, was developed prior to zoning. Many older communities, including to a lesser extent Georgetown, were built based on a town plan. Town plans often dictated the use of a few lots, set out the location of public buildings, and reserved property for streets; however, requirements typical of modern zoning such as setbacks, coverage, and the rigid separation of uses were absent from most town plans.

In the 1960's, the City of Georgetown adopted a zoning ordinance. This ordinance has been amended several times to add new zoning districts or to address resident concerns. In the main, the zoning ordinance has worked well in controlling nuisances and preventing incompatible uses.

The zoning ordinance is an important tool in guiding future development within the city and this element recommends its continued use. An unfortunate consequence to the inappropriate use of zoning is that many of the distinctive attributes, which collectively make cities unique, could not have been built or cannot be replicated due to zoning standards.

Goal 1 (Objective 1) of this element provides for the review and refinement of the city's zoning standards, including exploring alternatives to the present Euclidean Zoning. Prior to the modification of the city's zoning, detailed research should be performed by city staff and the planning commission (see the implementation section of this plan).

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need for utility extensions, new street creation, and other increased service costs.

- Provide incentives, regulatory or financial, to encourage infill development.
- Retain and refine zoning standards that ensure compatibility at the neighborhood level with respect to height, size and scale, location, intensity, density, signage, impervious coverage, use, landscaping, parking, and, where appropriate, appearance and architectural features.
- Allow for innovative design through the use of planned developments, recognizing:
 1. Single-use planned developments should be discouraged;
 2. Traditional zoning standards should incorporate flexibility thus minimizing the need for the widespread use of planned developments;
 3. The importance of enforcement and implementation of PD standards is critical, especially in PDs involving multi-property owners and/or the subdivision of property; and
 4. The long-term maintenance of public infrastructure and the reuse or adaptive reuse of property should be considered prior to PD creation.
- Retain and refine the city's development regulations to ensure:
 1. The use of public water and sanitary sewer;
 2. Newly created lots have frontage on publicly maintained streets;
 3. The protection of buildings and infrastructure from flooding, fire, and overcrowding;
 4. New streets, curbs, gutters, and sidewalks, fire-hydrants, water services, sanitary and storm sewers, street lights, and other required infrastructure are constructed/installed to acceptable standards;
 5. The preservation of significant trees, street trees, and the incorporation of tree planting and landscaping into new site design;
 6. Newly created lots and developments provide ample provision for storm water runoff. Release rates for runoff should consider downstream carrying capacities; and
 7. Erosion control measures are installed and maintained during the development process.

GOAL 3: Ensure the city's significant natural resources and environmentally sensitive areas are preserved and protected. Objectives include:

- Prohibit development in the city's wetlands, marshes, and floodways.
- Restrict new development within the city's flood plains and flood fringes.

- Require, where available, the use of sanitary sewer and public water for all new developments within the city limits.
- Prohibit illicit discharges into the city's storm sewer system or water bodies.
- Encourage the voluntary protection of naturally sensitive areas through the use of conservation easements. Consideration should be given to providing local incentives, such as density and height bonuses, for voluntary conservation initiatives. Bonuses could be granted, when compatible with adjacent uses, for the dedication of open or green space(s) adjacent to the city's rivers, marshes, and viewsheds.
- Retain and refine the use of the city's Conservation Preservation District to include the expansion of this district to unprotected marshland in the city or upon annexation.



A Grand View: Homes overlook the marsh of East Bay.

GOAL 4: Provide ample areas for residential development and implement density standards that consider property access and the availability of services. Objectives include:

- For all zoning requests, the loss of long standing residential districts or uses should be considered. Speculative commercial rezonings that result in the reduction of the city's viable housing stock should be discouraged.
- Plan for an increase in the city's population of one percent annually.
- Increase the permitted density within the core residential areas of the city and the downtown in keeping with the objectives of this element. Consideration should be given to:
 1. Developing design or form standards for multi-family housing; and
 2. Limiting the number of units per structure or the size of structures (in keeping with building mass/ or form of other structure in an area.)
- Define density as follows:
 1. Very low density – One or fewer units per acre.
 2. Low Density – Two to five dwelling units per acre.
 3. Medium Density – Six to nine dwelling units per acre.

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4. High Density – Ten to twenty dwelling units per acre.
 5. Very High Density – More than twenty dwelling units per acre.
- Restrict areas to very low density in cases where:
 1. Public water and sewer are unavailable to service the development;
 2. Public services such as fire, police, or sanitation cannot service a higher density without additional public costs;
 3. The development has limited access to a public street or the capacity of the existing street cannot support a higher density;
 4. A higher density would result in the loss or degradation of an environmentally sensitive area; or
 5. The property is located at the periphery of the city and a very low density is appropriate to maintain the density of the city's core.
 - Restrict areas to low density in cases where:
 1. Public facilities and infrastructure such as water, sewer, fire, police, or sanitation cannot service a higher density without additional public costs;
 2. The density is consistent with adjacent properties and planned uses, follows historic development patterns, or is designed to transition between areas of medium and very low development density; or
 3. The property is located at the periphery of the city and a low density is appropriate to maintain the density of the city's core.
 - Permit medium density in cases where:
 1. Public facilities and infrastructure such as water, sewer, police, fire, and sanitation can service the proposed density;
 2. The density is consistent with adjacent properties and planned uses, follows historic development patterns, or is part of a planned development;
 3. Streets adjacent to the site can support the proposed density without a reduction in the street's level of service; and
 4. The site is serviced by sidewalks.
 - Permit high density in cases where:
 1. Public facilities and infrastructure such as water, sewer, police, fire, and sanitation can service the proposed density;
 2. The density is consistent with adjacent properties and planned uses, follows historic development patterns, or is part of a planned development;
 3. Streets adjacent to the site can support the proposed density without a reduction in the street's level of service;
 4. The development is adjacent to or incorporates mixed uses;

- 5. The development will not result in loss or reduction of the city core's density; and
- 6. The site is serviced by sidewalks.
- Permit a very high density within planned developments and the city's downtown subject to the policies and standards of this element.

GOAL 5: Adopt standards that protect residential uses from incompatible development. Objectives include:

- Mitigate the potential for nuisance creation through the use of zoning, development regulations, and other regulatory standards. Nuisances to residential occupancy include:
 1. Automobile lights, outdoor lighting, and illuminated signs;
 2. Loud noises and vibrations;
 3. Noxious odors, dust, smoke, fumes, and other air pollutants;
 4. Excessive traffic;
 5. Litter, junk, and overgrown lots;
 6. Dilapidated structures;
 7. Excessive outdoor storage or assembly; and/or
 8. Loss of privacy.
- Allow a mixture of residential, commercial, and professional uses in cases where the nonresidential uses do not create nuisances and the uses are compatible with residential structures in size, scale, height, mass, architecture, and placement. The zoning ordinance should provide that compatible nonresidential uses be permitted as special exceptions, conditional uses, and/or be subject to form based standards.
- Allow public and semi-public uses in residential areas where the uses do not create nuisances to residential occupancy. The zoning ordinance should provide that public and semi-public uses can be permitted in residential areas as conditional uses and/or be subject to form based standards.
- Prohibit incompatible and/or nuisance generating commercial, professional, public, and semi-public uses from locating in residential areas.
- Prohibit industrial uses from locating or expanding into residential areas.
- Mitigate the impacts of incompatibility through the utilization of fences, walls, physical barriers, vegetation, building and access orientation, separation, and/or building form.

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GOAL 6: Provide ample areas for commercial, professional, public, and semi-public land uses. Objectives include:

- Scale the amount of land zoned for commercial development to the demand of the projected population. Speculative nonresidential rezonings should be discouraged.
- Arrange nonresidential zoning districts and the uses permitted within each district according to:
 1. The traffic generated by a use and its impact on adjacent streets. High traffic generating uses should be located on major or minor arterial roadways;
 2. Compatibility with the surrounding land uses;
 3. The nuisance potential created by uses;
 4. Compatibility with desired land use patterns; and
 5. Utility and public service impacts.
- Prohibit spot zoning. Indicators that a requested zoning change would constitute spot zoning include:
 1. The area involved is less than two acres or the property is not contiguous to other properties of comparable zoning to the request;
 2. The permitted uses or standards of the requested district are dissimilar to those of adjacent properties; and



Georgetown’s Industrial Experience

The Georgetown Steel Mill (now ArcelorMittal) and International Paper have historically been the county's largest industrial employers. Established in 1936 and located just west of the city limits, the paper mill employs 830 persons. The Georgetown Steel Mill, located at the corner of Front and Fraser Streets, has experienced periods of recent inactivity. During the 1970's, the mill employed over one thousand persons.

Georgetown has benefited economically from these two large employers for many years. Unfortunately, the location of the two facilities has presented concerns. The steel mill is located adjacent to the city's historic waterfront and downtown. The mill's appearance is incompatible with adjacent historic structures and provides a "first impression" of Georgetown for visitor's entering the city from US 17 South. Dust and loud noise are also by-products of the mill's operation. The paper mill, located just west of the steel mill, presents similar "first impression" concerns, primarily due to the odor generated from paper production.

The placement of future industrial sites and the planned expansion of existing facilities should consider the potential nuisances created by industrial operations. In addition, the city should plan for the eventual conversion of existing sites as these facilities are abandoned or become obsolete (see the implementation section of this plan).

3. The zoning change is designed to benefit a single owner or provide a competitive advantage to a particular parcel to the detriment of the community or the surrounding neighborhood.

GOAL 7: Provide areas for future industrial development that minimize the impact to adjacent uses. Objectives include:

- New industrial districts within the city should be located in areas that are separated from residential districts and other incompatible uses to the extent that is practicable;
- The arrangement of new industrial districts and uses should consider:
 1. The transportation needs of planned industry including access to rail, the port, and major roadways. Industrial zoning districts should be arranged to reduce impacts on the existing transportation system;
 2. The potential nuisances created by the proposed siting and whether these nuisances can be abated;
 3. Compatibility of surrounding land uses;
 4. The potential for impacts on natural resources or sensitive areas; and
 5. Utility and public service costs.
- Engage in an active and continuous dialogue with the county to identify future industrial sites outside of the city limits.
- Encourage the county to adopt standards that minimize nuisances from industries in close proximity to the city.
- Plan for the long-term conversion of existing industrial districts and uses once these sites are abandoned or become obsolete.

GOAL 8: Ensure that the future location of public buildings and uses complement existing land uses and promote the goals of this element. Objectives include:

- Avoid, to the extent that is practicable, the location of new public buildings and facilities at the city's periphery.
- Locate new public buildings in areas that are easily accessible, walkable, and promote the goal of infill.
- Locate elementary schools near the residential areas served.
- Locate secondary schools in areas that are conveniently located within the center of the service area.
- Provide parks and other open spaces citywide that are within walking distance from all of the city's neighborhoods.

City of Georgetown Comprehensive Plan, 2011

- Promote the development of East Bay and Morgan Parks as the centerpieces of the city's parks system.
- Ensure planning commission review of all new public facilities prior to development.

GOAL 9: Strategically grow the city and protect Georgetown's transportation corridors. Objectives include:

- The city should pursue annexation within the study areas identified by this plan. All annexation initiatives should consider:
 1. The impact of annexation on the tax base;
 2. The impact of annexation on service delivery;
 3. The informational needs of prospective residents and property owners in choosing annexation; and
 4. The need to maintain Georgetown's diverse population.
- Priority should be given to exploring the annexation potential of the following areas:
 1. US 701 North to SC 51;
 2. US 17 South to the airport; and
 3. US 521/US 17 Alt. to Brick Chimney Road.
- Require "consent to annexation agreements" prior to water or sewer extensions outside the city limits.
- Maintain the city's two-tier rate for water and sewer as a means to encourage annexation.
- Pursue annexation and the establishment of zoning prior to development.
- Request notification and provide input on county zoning changes and proposals in the study areas adjacent to the city.
- Extend the city's Design Overlay District along the major corridors as property is annexed.
- Coordinate the provision of public amenities, including parks and open spaces, with annexation.

GOAL 10: Refine the zoning ordinance's permitting and enforcement processes to ensure thorough, but timely, reviews with consistent outcomes. Objectives include:

- Provide clear timelines for actions of the zoning administrator on the various permitting/review procedures outlined in the ordinance.

- Develop a database of past permitting actions and decisions to ensure the consistency of the ordinance's enforcement.
- Continue and expand the process for reporting permitting, enforcement activities, trends, and concerns to the planning commission and city council.
- Continue the use of the technical review committee to ensure that development applications are reviewed by the various service providers (e.g. water, sewer, stormwater, police, and fire). Comments/requirements from these providers should be incorporated into the staff report for projects.
- Consider the creation of development brochures to assist residents in understanding the review process.

THE FUTURE LAND USE MAP & ITS ROLE

The future land use map is an important policy and implementation tool for any comprehensive plan. The future land use map provides a best guess as to the desirability and feasibility of certain land uses developing over the next ten to twenty years. The map reflects the natural progression of existing growth patterns tempered by the presence of constraints, whether natural or man-made. The future land use map serves as a reflection of the community's land use policies, which in turn impacts decisions on annexation, zoning, and public infrastructure expenditures. In this latter function, the future land use map can be considered an implementation tool.

The City of Georgetown Future Land Use Map, 2011, is depicted by Map Exhibit LUM-6. Map Exhibit LUM-7, *Future Land Use Map – Study Areas, 2011*, is designed to assist policy-makers in making land use decisions should annexation occur during the time horizon of this plan. Map Exhibit LUM-6 contains implementation notes. The maps and plan notes should be used in conjunction with this plan's goals and objectives.



**CITY OF GEORGETOWN
COMPREHENSIVE PLAN, 2011**

INTRODUCTION

The ease by which goods, services, and people can move makes certain locations more desirable than others. The history of Georgetown highlights the competitive advantage created by location and the natural features conducive to growth and economic prosperity. Situated on Winyah Bay at the confluence of several river systems, Georgetown served as an ideal port city. The movement of raw materials, such as timber, indigo, cotton, and locally grown rice through Georgetown's port, accounts for much of the city's early success. The reliance on the Georgetown port for the transportation of raw materials and people made the city central to the settlement of the interior Pee Dee and Waccamaw regions.

Today, transportation plays an equally important role in defining the character of the city, determining its land uses, and predicating its growth. This element examines Georgetown's existing transportation infrastructure, identifies community needs, and provides recommendations for transportation related improvements. The final chapter of this plan discusses strategies for implementing Georgetown's transportation goals.

Part I. Profile of Existing Transportation Facilities

Georgetown's Streets

In total, the city contains approximately seventy five miles of streets. With accompanying right-of-ways, streets in Georgetown occupy approximately three hundred acres. A brief description of Georgetown's major and minor arterial roadways is provided below:

US 17 (Church Street and South Fraser Street) is Georgetown's north to south artery. Also known as the Ocean Highway, this 1,189 mile roadway extends from Punta Gorda, Florida to Winchester, Virginia and connects the city with the immediate markets of Myrtle Beach and Charleston. US 17 enters the city from the north as *Church Street* and is a four lane commercial corridor. US 17 continues along *South Fraser Street* at the terminus of Church Street, exiting the city just north of the Georgetown County Airport. Daily traffic counts along this roadway are between 22,500 and 23,700 on the Church Street segment. Counts along South Fraser Street range from 15,200 to 22,500.



Entering the City of Georgetown on Church Street

City of Georgetown Comprehensive Plan, 2011

US 701 (North Fraser Street) is Georgetown’s northern artery connecting the city to Conway and beyond. *North Fraser Street* is a four to five lane roadway (center aisle transitioning to left turn lanes) for most of its in-town segment. At Church Street, US 701 terminates. Daily traffic counts for North Fraser Street are 21,100.

US 521 (Highmarket Street) is Georgetown’s western artery connecting the city to Interstate 95 and Interstate 20. Beginning in Georgetown west of Fraser Street, US 521 is a five lane highway for its entire in-city length. West of Georgetown, the roadway transitions to a four lane divided highway extending to Andrews, SC. From Andrews onward, US 521 is a two lane highway. Within the City of Georgetown, traffic counts for US 521 are 18,100.

South Island Road is classified as a minor arterial roadway. This road services the Maryville community and at its northern terminus provides connectivity to US 17 (South Fraser Street). South Island Road is a two lane highway with daily traffic counts of approximately five thousand.

Black River Road is classified as a minor arterial street. This street provides connectivity from US 17 (Church Street) to US 701 (North Fraser Street). Black River Road is a two lane, highly travelled roadway with average daily traffic counts of just over ten thousand. Aside from serving to connect two of the city’s major arteries, Black River Road is significant in that it provides primary access to Georgetown Memorial Hospital and its ancillary medical facilities.



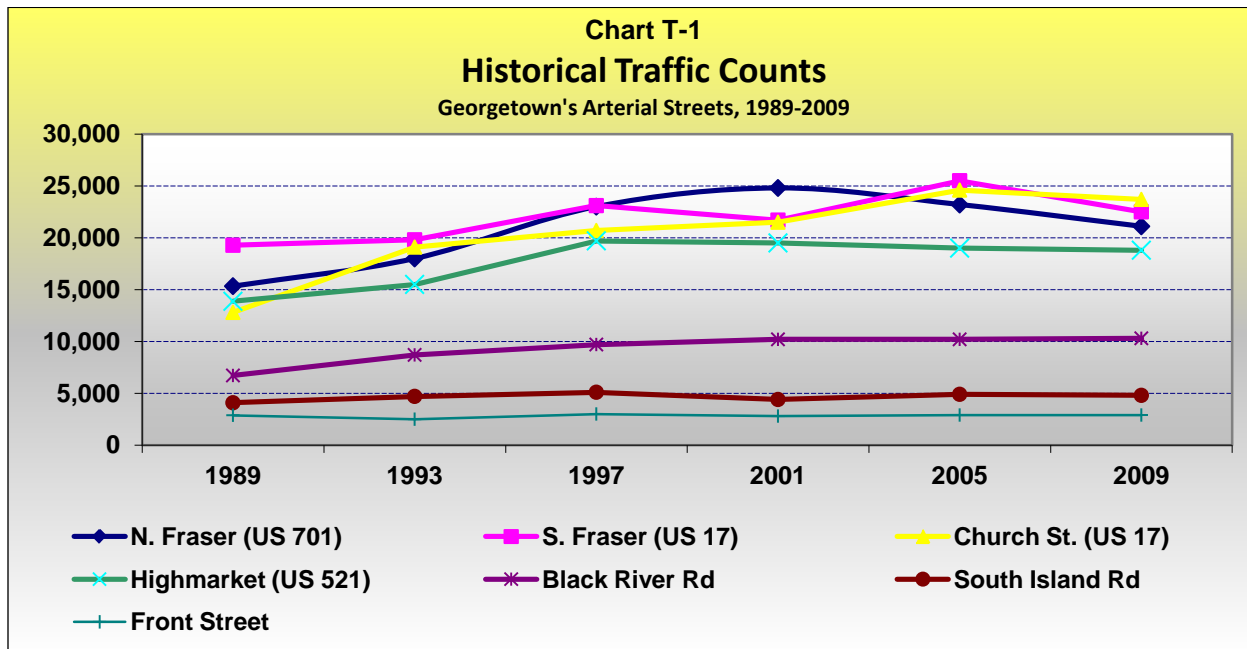
Black River Road adjacent to Georgetown Memorial Hospital



Georgetown's historic Front Street

Front Street is classified as a minor arterial roadway and is the “Main Street” of the downtown. This street, one of Georgetown’s first, has benefited from several revitalization and streetscape projects over the last three decades. Front Street is distinguished by its on-street parking, underground utilities, accessible sidewalks, and its aesthetic character in keeping with the historical context of surrounding buildings and uses. Front Street is the only arterial roadway in Georgetown that is maintained by the city.

Traffic Counts and Level of Service. Chart T-1 provides a historical comparison of daily traffic counts for Georgetown’s major roadways. Table T-2 also provides 2009 daily traffic counts (SCDOT, 2010) for other significant city streets. In the main, average daily volumes on the city’s streets increased between the years 1989 to 2009. By percentage increase, Church Street noted the most significant rise with an average daily volume increase of approximately 85%. Other streets experiencing significant increases in daily volume over the last twenty years include Black River Road (53%), North Fraser Street (38%), and Highmarket Street (36%).



Level of Service (LOS) is a measure of the relationship between a street’s capacity and traffic demand. Factors considered in rating a street’s level of service include speed and travel time, freedom to maneuver, traffic interruptions, comfort, convenience, and safety. The Transportation Research Board’s *Highway Capacity Manual* ranks LOS as ranging from A to F.

Level of Service Description	
A	<i>LOS A represents free flow. Individual users are unaffected by the presence of others in the traffic stream. Freedom to select desired speeds and maneuver within the traffic stream is high.</i>
B	<i>LOS B is a range of stable flow, but the presence of other users in the traffic stream becomes noticeable. Freedom to select desired speeds is generally unaffected, but there is a slight decline in the freedom to maneuver within the traffic stream.</i>

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Level of Service Description (continued)	
C	<i>LOS C is in the range of stable flow, but marks the beginning of the range of flow in which the operation of individual users becomes significantly affected by interaction with others in the traffic stream. The selection of speed is now affected by the presence of others, and maneuvering within the traffic stream requires substantial vigilance on the part of the user.</i>
D	<i>LOS D represents high-use but a stable flow of traffic. Speed and freedom to maneuver are severely restricted, and the driver or pedestrian experiences a generally poor level of comfort and convenience.</i>
E	<i>LOS E represents operating conditions at or near capacity level. Freedom to maneuver is extremely difficult.</i>
F	<i>LOS F represents forced or a breakdown of traffic flow. This condition exists wherever the amount of traffic approaches a point that exceeds the amount that transverse a point. LOS F traffic is characterized as “stop and go”.</i>

Map Exhibits T-1A and T-1B illustrate the level of service for Georgetown’s streets. Data for the city’s larger streets is also provided in Table T-2. The service level of Georgetown’s streets is generally good with LOS ratings of C or better.

Pedestrian and Bike Amenities. The historic areas of the city, mainly the blocks encompassed by Front, Prince, Highmarket (east of Fraser), Duke, and Church Streets, are serviced by sidewalks. Within these blocks, sidewalks are generally in good condition and are readily accessible; however, needed repairs were noted on several cross streets including the need to install or replace ramping. Also, a few segments of incomplete or missing sidewalks were noted.



Sidewalk in Georgetown's historic district

Outside of the historic areas, sidewalks are found along the city’s major arterials with the exception of segments of Black River Road and South Fraser Street at the Sampit River and south of Oakley Avenue. Sections of Church, North Fraser, and Highmarket Streets were also found to be in need of repair. Elsewhere within the city, sidewalk placement is sporadic.

Map Exhibit T-2 illustrates the location of sidewalks within the City of Georgetown. Many of the streets lacking sidewalks have sufficient right-of-way or lack other obstructions, making future installation possible. These areas are noted as “missing” on the map exhibit. Streets lacking sidewalks or containing incomplete segments are identified for project prioritization in the goals and objectives section of this element.

Many residents enjoy commuting by bike and several of Georgetown's streets are conducive to this mode of travel, particularly streets within and adjacent to the city's historic district and East Bay Park. Travel by bike is difficult along the city's arterial and collector streets. Presently, no city street contains designated bike lanes or accompanying bike paths. Plans are currently underway to install bike lanes and/or improve shoulders for pedestrians and bicyclists along the route designated as the East Coast Greenway. The greenway's route and existing bicycle LOS are illustrated on Map Exhibit T-6.

On-Street Parking. Georgetown's downtown, specifically along and adjacent to Front Street, contains most of the city's delineated on-street parking spaces. Parking within the downtown has been the topic of several studies. In 2002, the planning commission performed an extensive review of downtown parking. As part of this study, the commission found that the downtown contained approximately 530 in-right-of-way parking spaces with an additional 225 spaces contained within six off-street public lots. The commission study did not include non-delineated parking or parking on or north of Highmarket Street.



Parking in Georgetown's downtown

Outside of the immediate downtown, on-street parking is common, especially within and adjacent to the historic district. Streets are wide which permits parking without the need for queuing. Parking tends to occur haphazardly as parking spaces are not marked.



Section of South Fraser Street's sidewalk in need of repair

Street Maintenance. Public streets within the city are maintained by either the South Carolina Department of Transportation (SCDOT) or by the city. Map Exhibit T-4 denotes maintenance responsibilities. Currently, the city maintains an estimated seven miles of streets (please also see the Community Facilities Element for a description of departmental capabilities and responsibilities).

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**Table T-2
Summary of the City of Georgetown's Significant Streets**

Street Name	Function Classification*	Number of Lanes	Level of Service	Traffic Count*	Sidewalks/ Width	Ownership/ Maintenance
Black River Road	Minor Arterial	2	C	10,300	Minimal/4'	SCDOT
Church Street (US 17)	Major Arterial	4 (u)	C	23,700	Yes/ 5'	SCDOT
Congdon Street	Collector	2	A	550	Partial/ 0 to 5'	SCDOT
Front Street	Minor Arterial	2 (p)	A	4,700	Yes/ 5' to 25'	City/SCDOT
Front Street (West)	Collector	2	A	1,050	Partial/0' to 5'	SCDOT
Gilbert Street	Collector	2	A	750	Partial/ 0' to 5'	SCDOT
Hawkins Street	Collector	2	A	1,450	Partial/ 0' to 4'	SCDOT
Hazard Street	Collector	2	A	700-1,500	Partial/ 0' to 5'	SCDOT
Highmarket (US 521)	Major Arterial	4 (u)	B	18,800	4 to 5'	SCDOT
Highmarket Street	Collector	4 to 2	C	6,700	5'	SCDOT
Lafayette Street	Collector	2	A	1,050	No	SDDOT
Loril Street	Collector	2	A	?	No	SCDOT
Maybank Drive	Collector	2	C	6,800	5'	SCDOT
Merriman Road	Collector	2	B/C	7,200	4'	SCDOT
Montford Drive	Collector	2	A	1,300	No	SCDOT
North Fraser (US 701)	Major Arterial	4 +(c)	B/C	21,100	4'	SCDOT
Oakley Avenue	Local Street	2	A	850	No	SCDOT
Old Charleston Road	Collector	2	A	550	No	SCDOT/City
Reservoir Street	Collector	2	B	5,900	No	SCDOT
Ridge Street	Collector	2	A	650	No	SCDOT
South Fraser (US 17)	Major Arterial	4 + (c)	A/B	22,500	Partial/ 0' to 4'	SCDOT
South Island Road	Minor Arterial	2	A	4,800	Partial/ 0' to 4'	SCDOT
St. James Street	Minor Arterial	2	A	4,700	Partial/ 0' to 5'	SCDOT/City
West Church Street	Collector	2	A	650	Partial/ 0' to 4'	SCDOT/City
Wood Street	Collector	2	A	1,550	Partial/ 0' to 5'	SCDOT/City

Source: SCDOT, 2010 and GSATS, 2011.

Note(*): Please see Map Exhibit T-3 for a detail of street functional classifications. Symbols: (c) = center or turn lane provided, (p) = with designated on-street parking, and (u) = undivided (See Note T-1).

Other Transportation Facilities and Services

Alternate transportation facilities available in Georgetown include air, bus, port, and rail service:

Air Service. Georgetown is served by two commercial airports, the *Myrtle Beach International Airport (MYR)* and the *Charleston International Airport (CHS)*. **MYR** is located approximately thirty five miles north of the city. Nine major airlines provide flights from MYR with nonstop service offered to over twenty destinations. In 2010, MYR enplaned over 800,000 passengers. As a result of increased passengers, MYR began a terminal expansion project in 2010. **CHS** is located approximately sixty-five miles south of Georgetown. In addition to charter services, five major airlines provide commuter service from CHS. In 2009, passenger enplanements surpassed one million.

Georgetown County operates two general aviation airports, the *Georgetown Airport (GGE)* and the *Andrews Airport (PHH)*. **GGE** is located one mile south of the city off of US 17. This airport provides two active runways. Runway 5-23 is a 5,001' by 100' asphalt surface and runway 11-29 is a 4,539' by 150' asphalt surface. GGE's facilities include leasable hangars, maintenance and refueling stations, and a flight training center. Current flight operations exceed 47,000 per year. In 2009, the county opened a new 8,500 square foot airport terminal. **PHH** is located thirteen miles southwest of the city. This unattended airport has one, 3,000' by 60' runway.

Bus Service. The Coast RTA (*Coast*) provides bus service in Horry and Georgetown Counties. From Georgetown, bus service is available to Andrews, Coastal Carolina University, Conway, Garden City, Murrells Inlet, Myrtle Beach, North Myrtle Beach, Pawleys Island, and Surfside Beach via fifteen fixed routes. Coast's Route 14 (Georgetown Connector) provides in-city bus service, albeit limited. Map Exhibit T-5 illustrates bus stops within Georgetown.

Long distance bus service is provided by Greyhound Bus Lines. This bus service provides a limited hours station on Highmarket Street. Other Greyhound locations in the region include stations in Myrtle Beach, Charleston, Kingstree, and Florence.

Port Service. The South Carolina Ports Authority owns and maintains two facilities in the state, the Port of Georgetown and the Port of Charleston. The Port of Georgetown, located on the Sampit River just outside the city limits, is the state's only dedicated breakbulk cargo port. The site provides approximately thirty acres of open storage and over 130,000 square feet of sheltered storage through two transit warehouses and three enclosed sheds. CSX maintains a rail-transfer terminal at the port.

In 2000, the port recorded a volume of approximately 1.8 million tons of cargo. Recent years have seen this number decline to less than 200,000 tons per year. This reduction may be

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partially attributable to declines in local steel production, siltation which has made the shipping channel less accessible, and the availability of larger port facilities in Charleston and Savannah.

Rail Service. Commuter rail service is not available within the City of Georgetown. Amtrak provides commuter service with regional stations located in Kingstree, Charleston, and Florence. Rail for material transport is available from Georgetown. CSX maintains the old Seaboard Coast Line extending from Georgetown to Andrews. At Andrews, the rail line provides connectivity to Charleston and Florence.

Part II. Funded Improvements and Future Conditions

Funded Transportation Projects

Table T-3 provides a listing of funded transportation projects within the city as contained in the Grand Strand Area Transportation Study’s (GSATS) Transportation Improvement Program (TIP). The project listing does not include routine maintenance and repair activities. Map Exhibit T-8 denotes the location of funded projects.

Table T-3 Funded Transportation Improvements 2010-2015		
Project	Cost	Funding Source
Front Street and Fraser Street Intersection Improvements	\$260,000	GSATS
South Fraser and Venture Drive	\$550,000	GSATS
South Fraser and Highmarket Street Intersection Improvements	\$500,000	GSATS
Fraser & Church (Five Points) Intersection Improvements	\$500,000	GSATS
Fraser, Front, & Highmarket Drainage Improvements	\$19,000,000	ARRA, FEMA, SCDOT, GSATS, CDBG
West Church Street Multi-Purpose Path Construction	\$200,000	SRTS
Signal Coordination	\$175,000	GSATS
Fraser, Church, Highmarket White Topping	\$1,000,000	GSATS
Meeting St. Wooden Bridge and Citywide Bike Lanes (East Coast Greenway)	\$784,875	GSATS, TE
Coast RTA Signage and Shelters	\$20,000 (per)	GSATS
Corridor Improvements (Enhancements)	\$500,000	City

Source: Grand Strand Area Transportation Study Transportation Improvement Program, 2010. ARRA = American Reinvestment and Recovery Act, CDBG = Community Development Block Grant, FEMA = Federal Emergency Management Agency, GSATS = Grand Strand Area Transportation Study, SCDOT = South Carolina Department of Transportation, and TE = Transportation Enhancement.

In addition to projects funded through GSATS, Georgetown County has developed a capital improvements plan and is collecting impact fees to fund identified projects. Several projects were identified in close proximity to the city or will impact the city upon construction. These

projects include: (1) Funding the Environmental Impact Study (EIS), right-of way acquisition, and construction of Georgetown Bypass, multi-phase, (2) Realigning US 701 and SC 51/Wedgefield Road, and (3) Widening Pennyroyal Road. Funding for these projects has not been programmed.

Future Level of Service

Area growth, changing transportation patterns, and programmed improvements will impact the level of service on city streets. To project future traffic conditions, GSATS has developed a transportation model that attempts to predict these future variables and forecasts its impact on roads. Table T-4, below, provides projected traffic counts and corresponding levels of service for Georgetown's major streets for the year 2030:

Table T-4 Projected 2030 Level of Service for Georgetown's Streets		
Street Name	2030 Projected Count	2030 Projected Level of Service
Black River Road	13,841	E
Church Street (US 17)	41,160	F
Congdon Street	3,208	A
Front Street	12,490	E
Front Street (West)	3,937	A
Gilbert Street	1,078	A
Hawkins Street	1,371	A
Hazard Street	7,978	C
Highmarket (US 521)	42,193	E
Highmarket Street	10,465	E
Lafayette Street	8,534	C
Loril Street	1,241	A
Maybank Drive	8,739	D
Merriman Road	13,272	F
Montford Drive	10,932	E
North Fraser (US 701)	35,532	D
Oakley Avenue	974	A
Old Charleston Road	532	A
Reservoir Street	6,738	C
Ridge Street	1,894	A
South Fraser (US 17)	48,170	F
South Island Road	9,275	C
St. James Street	16,773	F
West Church Street	5,089	B
Wood Street	7,940	C

Source: Grand Strand Area Transportation Study's Transportation Model, 2011.

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As illustrated in the above table, traffic counts are projected to increase substantially over the next twenty years. Church Street and portions of Merriman Road, South Fraser Street, and St. James Street are all projected to have a LOS of F with a number of other significant street segments rating either a D or an E. Map Exhibit T-7 illustrates year 2030 projected LOS ratings for city streets.

Part III. Analysis and Needs**Connectivity to Other Markets**

The city's port, the availability of rail, and air service are all favorable to growth; however, the city does not have direct access to an interstate highway. This impediment limits the ability of the city and county to attract new industry and other businesses reliant on truck transport. US 17, US 701, and US 521 provide regional connectivity. US 521's four lane segments transitions to two lanes at Andrews and US 701's five lane segment transition to two lanes approximately three miles north of the city.

The widening of US 701 to Conway and the widening of US 521 to Interstate 95, and eventually to Interstate 20, are projects that have been identified in the local and state long range transportation plans. Funding for a small portion of the US 521 widening (Andrews Bypass Phase II) is presently being secured. US 701's widening to Conway is unfunded. Construction estimates for this project approach \$200 million. ***The city needs to actively encourage and support efforts related to the widening of US 521 and US 701.***

Level of Service

Roadway conditions in the city are generally good and projections of the future level of service indicate that traffic conditions for most segments of the city's local and collector streets should remain favorable. Increased traffic on the city's major arteries is noteworthy. It is anticipated that this trend will continue, resulting in a number of arterial street segments falling below acceptable levels of service.

The growth of traffic on the city's arterial roadways has occurred despite a decline in the city's population and no major in-city development over the time period observed. This suggests that much of the increased traffic has been due to population growth along the Waccamaw Neck and travel generated by growth in the Grand Strand's tourism market. As the southern gateway to the Grand Strand, this increased traffic presents an opportunity for the city's commercial interests.

Georgetown and Coastal Evacuation



Georgetown's streets play an important role in the evacuation of Grand Strand residents and tourists during a storm event. The Waccamaw River separates coastal beaches from the interior with Georgetown serving as the southernmost crossing. From the south, US 521 in Georgetown is the first major inland leading highway north of the Santee River.

A long standing concern has been flooding on South Fraser Street just north of the Sampit River Bridge. Flooding from rains generated by a tropical system has the potential of making this route impassible during an evacuation. The city, in cooperation with the South Carolina Department of Transportation, has initiated a \$19,000,000 drainage improvement project to ease the flooding along this critically important route. It is anticipated that the drainage improvement will be completed in 2012.

A second concern with coastal evacuation is the lack of western routes with bridges over the Waccamaw River. A project that would address this concern is the Southern Evacuation Lifeline (SELL). This proposed twenty eight mile highway would connect US 17 at Surfside Beach to US 378 and US 501 south and west of Conway. This project, estimated to cost approximately \$600 million, is mostly unfunded.

Although the benefits of the SELL project on hurricane evacuation will be substantial, it is unclear what long-term impact this project will have on daily traffic counts within the city.

The level of service for the city's arterial roadways and the functionality of several of the city's intersections will be a concern in upcoming years. Arterials such as Church, South Fraser, North Fraser, and Highmarket Streets will see level of service ratings fall below D, with some segments rating F. The functionality of the gateway intersections identified by this plan and other notable intersections, such as the Black River Road and Church Street intersection, will also be impaired. Low to no cost activities, such as strengthening corridor zoning standards, access management, and the right-of-way enforcement, should be considered as near term activities to assist in maintaining the level of service. Other moderate cost initiatives, such as intersection re-alignments, the use of mast arm street signage, and signal coordination, are improvements that also should be undertaken.

Approximately 25% of Highmarket Street's (US 521) peak hour volume is truck traffic. On North Fraser Street, truck traffic ranges from 10% to 16% of peak hour volume. A major, and costly, project to address declining levels of service, by reducing truck traffic, is the construction of a Georgetown bypass. This project, identified on the area's long range transportation plan, would create a new, nine-mile connector linking US 701, SC 51, and US 521 (Highmarket) to International Paper. This project, estimated to cost approximately \$90 million, is unfunded.

The city needs to take proactive steps to continuously identify, prioritize, and fund improvements that will maintain the level of service on Georgetown's streets (Needed projects are identified in the Goals and

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Objectives section and on Map Exhibits T-8 and T-9. See also the Priority Investment Element).

Pedestrian and Bike Facilities

As previously written, pedestrian facilities in the historic areas of the city are generally good; however, outside of the immediate historic district sidewalks are lacking or are incomplete for most local streets. Along the city's arteries, sidewalks are in need of repair and in some instances, such as Black River Road, are nonexistent. Likewise, bike facilities, such as bike lanes or dedicated paths, do not exist and the level of service for riders on the city's collector and arterial streets is low.

A goal of this plan is to encourage the creation of a walkable and bikeable Georgetown. A walkable and bikeable community increases the attractiveness of the city's neighborhoods to prospective residents, improves health, and would distinguish Georgetown from other cities in the region. Further, the creation of mixed use clusters, as discussed in the Land Use Element, is predicated on both population density and the connectivity of that density via sidewalks. ***The city needs to actively pursue sidewalk improvements and require their installation within all new developments. Efforts to promote the installation of bike facilities, such as the city's support for East Coast Greenway improvements, should continue*** (Needed sidewalk projects are identified in the Goals and Objectives section)(East Coast Greenway improvements are illustrated on Map Exhibit T-8).

Aesthetic Considerations

Perhaps the most visually appealing feature of Georgetown is its tree lined streets and sidewalks and the proximity of adjacent buildings. This visual setting complements the area's history and distinguishes Georgetown as a uniquely southern city. The retention and planting of street trees speaks to the forethought of past city leaders and property owners. ***The city needs to encourage the retention and planting of street trees for all parts of Georgetown.***

A recent planning initiative, Bridge 2 Bridge, identified needed improvements along the city's entrances with concentrated improvements at several of the city's core or "gateway" intersections. Gateway improvements included the reduction of visual clutter, installation of new crosswalks, mast arm signals, and signage. These recommended improvements are designed to increase the use and safety of intersections by pedestrians, increase wayfinding, and provide entrances or gateways that are aesthetically pleasing and welcoming to city visitors. ***The appearance of the city's entrances and major intersections needs to be improved in keeping with the recommendations contained within the Bridge 2 Bridge Charrette report (2009).***



Bridge 2 Bridge's rendering of proposed improvements to the South Fraser and Front Street intersection

The lack of street trees, inadequate landscaping, and visual clutter generated from signage is noted along the city's major arterial streets. In 2007, the city council, in an effort to address this concern, amended the zoning ordinance to include the "Design Overlay District for Main Corridors". This district provides additional standards for landscaping, signage, lighting, parking, and architectural detail partially in an effort to improve the appearance of Georgetown's major streets. ***The design overlay district's standards need to be retained and supplemented to complement intersection improvements as noted in this element.***

Public Transportation

Coast RTA provides limited bus service within Georgetown. Recent efforts to expand this service, to include the addition of a daily fixed route, failed. Goals of the Economic and Population Elements include the marketing of Georgetown to retirees and tourists. A "walkable Georgetown" coupled with the availability of dependable public transportation could serve as an important recruitment tool. ***The city needs to increase public transportation offerings.***

Part IV. Transportation Policies**GOALS & OBJECTIVES****GOAL 1: Establish Georgetown as a premier pedestrian friendly community.*****Objectives include:***

- Require the construction of sidewalks for all new housing developments, public buildings, and significant commercial projects. Create, through the city's development regulations, standards for sidewalk construction that address:
 1. Composition and material strength;
 2. Widths consistent with the street's context and hierarchical classification;
 3. Connectivity;
 4. Sufficient widths and ramping necessary for wheel-chair accessibility; and
 5. Decorative and/or historical motifs.
- Improve Georgetown's existing sidewalk infrastructure by concentrating on connectivity. Incomplete sidewalk sections should be prioritized for improvement, including, but not limited to, the following segments:
 1. St. James Street from Prince to Highmarket;
 2. Highmarket Street from Meeting to Bay;
 3. Front Street from Meeting to Bay; and
 4. Prince Street from Meeting to Bay.
- Improve connectivity to Georgetown's public buildings and uses. Incomplete sidewalk sections should be prioritized for improvement, including, but not limited to, the following segments:
 1. Duke Street from Meeting to Bay;
 2. Duke Street from Wood to Cleland;
 3. Dozier Street from Front to Prince;
 4. Prince Street from Dozier to Fraser;
 5. Cleland Street from Highmarket to Church;
 6. Meeting Street from Prince to Front; and
 7. Dozier Street from Church to Highmarket.
- Improve access at intersections within the city:
 1. Ensure that the city's intersection crossings conform to ADA standards and make upgrades where needed;

2. Identify inappropriate sign placements and move stop signs in front of crosswalks as required in the Manual of Uniform Traffic Control Devices; and
 3. Ensure that crosswalks are clearly marked.
 4. Prioritize crosswalks improvements at key intersections or crossing points, e.g. along Church/Wood Streets adjacent to Willowbank.
- Coordinate sidewalk placements with existing and planned high density and mixed use areas as denoted in the Land Use Element. Consideration of new sidewalk placements should be given to the West End and Black River Road areas of the city.
 - Investigate the possibility of creating walking trails to include the potential closure of portions of Bay Street/Greenwich Drive (bay side of East Bay Park) to vehicular traffic.

GOAL 2: Protect Georgetown's street and sidewalk system. Objectives include:

- Consider the traffic generation potential of uses in the arrangement of zoning districts:
 1. Limit high traffic generating uses to major or minor arterial thoroughfares; or
 2. Permit high or moderate traffic generating uses on local or collector streets as part of mixed use districts where:
 - (a) traffic can be mitigated through controls on the size of structures and uses;
 - (b) favorable access orientation can be achieved; and/or
 - (c) the use will be heavily reliant on pedestrian traffic and the site has sidewalk connectivity.
- Require that new development plans are reviewed for the proposal's impact. Consideration should be given to:
 1. The location and alignment of proposed curb cuts and entrances. Implement spacing and driveway width standards through the city's zoning ordinance and development regulations;
 2. The trip generation of the proposed development and its impact on the level of service for adjacent streets and intersections. Require traffic impact studies for significant developments and provide a mechanism that requires mitigation or abatement;
 3. The need for additional rights-of-ways, turn or travel lanes, sidewalks, and/or traffic signals resulting from new development;

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4. The need for utility placements and the repair and/or mitigation of damage to sidewalks or streets; and
 5. The impact of storm water discharge into the right-of-way and the need for easements and onsite detention or other drainage controls.
- Refine zoning and development regulation standards to ensure:
 1. Visibility at street intersections is maintained and is not impeded by construction or vegetative overgrowth;
 2. Signage, buildings, fences, and other private improvements do not encroach into the right-of-way;
 3. The elimination of the unrestricted discharge of storm water into the public right-of-way; and
 4. Tree plantings do not interfere with the maintenance or use of the sidewalk or street.

GOAL 3: Create transportation choice within the city. Objectives include:

- Encourage the continuation and expansion of Coast RTA bus service within the city. Promote the city's public transportation offerings in efforts to recruit retirees to Georgetown.
- Encourage the expansion of general aviation services within the county to include supporting continued improvements to the Georgetown Airport. Coordinate the city's land use policies for areas adjacent to the Georgetown Airport with the needs of this aviation use. Land use considerations include the height of adjacent structures, light interference, noise zones, and the occupancy of buildings or uses within the airport's flight path and accident potential zones.
- Promote bicycling within Georgetown:
 1. Implement policies as recommended by the League of American Bicyclists to include:
 - (a) Adopt a target level of bicycle use and safety to be achieved within a specified timeframe and improve data collection necessary to monitor progress;
 - (b) Provide safe and convenient bicycle access to all parts of Georgetown through a signed network of on and off-street facilities, low speed streets, and secure parking;
 - (c) Establish information programs to promote bicycling for all purposes; and
 - (d) Enforce traffic laws to improve the safety and comfort of all users.

2. Require the placement of bike lanes in the construction of new collector or arterial roadways.
3. Investigate the designation of bike lanes on existing streets.
4. Encourage new commercial developments to include bike racks and other amenities. Provide incentives, including a reduction in required parking, for developments providing bicyclist friendly amenities.
5. Seek national designation for the city's efforts to promote bicycle use.
6. Continue support for the East Coast Greenway and pursue improvements for Georgetown's section of the route including the construction of the Meeting Street Wooden Bridge.

GOAL 4: Improve the appearance, safety, and function of Georgetown's major corridors and intersections. Objectives include:

- Identify "gateway intersections" within Georgetown and upgrade with defined improvements, such as:
 1. Decorative and wayfinding signage;
 2. Internally illuminated street name signs;
 3. Improved pedestrian crossings that incorporate pavement textures, "street print", and/or decorative elements;
 4. A uniform landscaping motif; and
 5. Mast arm signalization.
- Prioritize gateway intersection improvements. When feasible, priority should be given to the following intersections (in rank order):
 1. Front and Fraser Streets;
 2. Five Points intersection;
 3. Church and St. James Streets;
 4. Black River Road and Church Streets;
 5. Highmarket and Fraser Streets; and
 6. Broad and Church Streets.
- Refine the "Design Overlay District for Main Corridors" standards within the zoning ordinance. Refinement should include:
 1. The creation of objective architectural standards to aid in administration and enforcement;
 2. Clarification of appeals and variance provisions related to traditional dimensional zoning standards and architectural standards; and
 3. The development of standards which address building orientation, signage, and landscaping for properties adjacent to "prioritized gateway intersections" as identified in this element.

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- Investigate the feasibility of roundabout installation at key secondary intersections. Intersections for possible consideration are: (1) Highmarket and Saint James, (2) Highmarket and Broad, (3) Highmarket and Cleland, and (4) South Island and Aviation Streets.
- Continue efforts to provide or upgrade wayfinding signage, internally illuminated street name signs, and entrance signage. Signage along the city's primary entrances should include "trailblazer signs" and large-scale banners to create a sense of arrival.
- Continuously monitor the need for additional signalization at intersections. Intersections for priority monitoring are:
 1. Church and St. James Streets;
 2. Church and Broad Streets;
 3. Church and Cleland/Fraser Alley;
 4. Highmarket and Washington (public safety use);
 5. Fraser and Montford/Oakley Streets; and
 6. South Island Road and Aviation Boulevard (see roundabout above).
- Pursue the creation of a truck bypass to improve safety and reduce damage to Fraser Street.
- Pursue improvements to Black River Road. This project should involve the installation of sidewalks and possible realignment to create an intersection with Cleland and Church Streets. Widening and the installation of turn lanes should also be considered.
- Pursue the widening and extension of Anthuan Maybank Drive.

GOAL 5: Ensure that new street construction is of the highest quality and provides safeguards to ensure proper maintenance and property access. Objectives include:

- Require that all newly created lots have frontage on and access to a public street. The use of private streets for primary property access should, except in cases of demonstrated hardship, be prohibited by the city's development regulations.
- Develop standards for new street creation. Standards should be based on the functional classification of the proposed street and should address:
 1. Grade;
 2. Compaction;
 3. Surfacing composition of required concrete or bituminous asphalt;
 4. Right-of-way width;
 5. Intersection alignment;

6. Curve radii;
 7. Utility placement and the need for easements outside of the dedicated right-of-way;
 8. Drainage and the need for easements outside of the dedicated right-of-way;
 9. Sidewalks, bike lanes, and accessibility;
 10. Right-of-way trees and other plantings; and
 11. Curb and gutter installation; or
 12. Ditching, to include guidelines for shoulder width and slope.
- Formalize the process for bonding, street inspection, and dedication.
 - Provide predictability in the acceptance of new streets into public ownership and maintenance. Acceptance policies/standards should be promulgated that:
 1. Require the dedication and subsequent public acceptance of new streets in cases where:
 - (a) subdivided lots derive their only frontage from the new street, or
 - (b) the new street connects two or more segments of an existing public street and the connection is deemed in the public interest;
 2. Encourage the dedication and subsequent public acceptance of new streets in cases where:
 - (a) the new street will serve as a logical extension to an existing public street,
 - (b) the new street serves an identifiable public purpose such as the reduction of traffic congestion, or
 - (c) the new street or street improvement is part of a previously identified transportation need and is being voluntarily accomplished, without the expenditure of public funds, as part of a development proposal;
 3. Discourage the creation and acceptance of new streets in cases where the new street will serve a single lot or use and there is no identifiable public purpose;
 4. Prohibit the creation and acceptance of new streets in cases where:
 - (a) the new street's construction will encroach into floodplains, wetlands, marshes, or other environmentally sensitive areas and the impact of the encroachment cannot be mitigated,
 - (b) the new street will create safety concerns that cannot be abated or will result in a reduction in the transportation network's level of service, or

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(c) the new street will result in the expenditure of public monies (aside from the street's long-term maintenance cost) and there is no identifiable public purpose.

GOAL 6: Provide safe and efficient on-street parking in the older areas of Georgetown that optimizes existing rights-of-way. Objectives include:

- Maintain an inventory of available parking in and around the downtown.
- Clearly stripe areas available for parking along streets adjacent to the downtown. Coordinate the striping of parking with the striping of crosswalks and, where appropriate, bike lanes.

GOAL 7: Require off-street parking for high traffic uses and select uses outside of the city's downtown. Improve the visual appearance of parking lots. Objectives include:

- Require that new uses, locating outside of the Core Commercial District, provide ample off-street parking.
- Require, to the extent practicable, that new off-street parking facilities, located within residential districts and the city's historic district, be placed to the rear of the principal structure. In cases where a new parking lot is the principal use, i.e. no structure, special standards for buffering and setbacks should be developed.
- Refine standards for landscaping and increase tree planting requirements for large parking lots.
- Maintain and refine parking lot standards for entrance/aisle width, stall width, buffering, and provisions restricting the backing of vehicles into public streets for egress.
- Consider the implementation of space or size limits for parking facilities (single lot) for uses outside of the city's General Commercial, Medical Residential, and Industrial Districts.
- Continue to encourage the use of porous paving materials to reduce storm water runoff generated by parking lots.

GOAL 8: Realize the untapped potential of Georgetown's port and other water based transportation resources. Objectives include:

- Support the Port of Georgetown and its continued operation:

1. Work with state and federal officials to secure funding for the dredging of Georgetown's harbor;
 2. Pursue annexation of the port and provide zoning which accommodates the port's use;
 3. Reduce or mitigate aesthetic concerns associated with the port; and
 4. Coordinate long term policies surrounding the port's use with those of other downtown industrial sites as discussed in the Land Use Element.
- Recognize the impact of water-based transportation and recreation on the development of the City of Georgetown. Zoning standards should be continued and refined which encourage boating and other marine uses.

GOAL 9: Promote quiet, safe, and walkable neighborhood streets. Objectives include:

- Develop a prioritized listing for sidewalk repair and construction along neighborhood streets.
- Maintain speed limits which are conducive to a neighborhood setting.
- Encourage street interconnectivity while discouraging the use of residential streets for through traffic.
- Permit mixed uses along local or residential streets in cases where the potential for increased traffic can be mitigated (see also the Land Use Element).
- Improve street lighting along local streets and at intersections.
- Encourage the planting and retention of street trees.

GOAL 10: Recognize the significance of the city's transportation network in hurricane evacuations. Objectives include:

- Continue drainage improvements designed to increase the accessibility of South Fraser and Highmarket Streets during evacuation events.
- Work with the state to clearly identify, through evacuation signage, routes into and out of the City of Georgetown.
- Monitor the progress of the Southern Evacuation Life Line (SELL) Taskforce, attend meetings, and when appropriate support the initiatives of this group.

GOAL 11: Seek active participation for the city on boards, commissions, and other groups that are responsible for identifying and potentially funding transportation improvements.

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PRIORITY
INVESTMENT
ELEMENT



CITY OF GEORGETOWN
COMPREHENSIVE PLAN, 2011

INTRODUCTION

The realization of this plan's goals and objectives will require the expenditure of public resources. As there will always be limits to the availability of resources, policy makers will undoubtedly face competing demands for public monies. These expenditures include hard costs, such as money and personnel, and soft costs. The later, soft costs, can include opportunity cost, or the loss incurred by choosing one priority over the other. In many, if not most cases, gauging and subsequently managing the impact of lost opportunity is the more difficult policy determinant.

This element provides a listing of needed capital improvements, the costs and potential timeline associated with each, and possible funding sources available to the city. This element also makes recommendations for the creation of priority investment zones, or areas of the city where increased attention should be focused. The timeline and responsible entities associated with realizing each element's goals and objectives are further discussed in the implementation section of this plan.

Part I. Enabling Act Requirements

Priority Investment Element

The state's planning enabling law requires the inclusion of a Priority Investment Element as part of all local comprehensive plans. This provision, enacted in 2007, requires:

"A priority investment element that analyzes the likely federal, state, and local funds available for public infrastructure and facilities during the next ten years, and recommends the projects for expenditure of those funds during the next ten years for needed public infrastructure and facilities such as water, sewer, roads, and schools. The recommendation of those projects for public expenditure must be done through coordination with adjacent and relevant jurisdictions and agencies. For the purposes of this item, 'adjacent and relevant jurisdictions' means those counties, municipalities, public service districts, school districts, public and private utilities, transportation agencies, and other public entities that are affected by or have planning authority over the public project. For the purposes of this item, 'coordination' means written notification by the local planning commission or its staff to adjacent and relevant jurisdictions and agencies of the proposed projects and the opportunities for adjacent and relevant jurisdictions and agencies to provide comment to the planning commission or its staff concerning the proposed projects. Failure of the planning commission or its staff to identify or notify an adjacent or relevant jurisdiction or agency does not invalidate the local comprehensive plan and does not give rise to a civil cause of action".

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This element is designed to meet the requirements of the 2007 Priority Investment Act.

Capital Improvements Plan

In addition to meeting the statutory requirements contained within the Priority Investment Act, the priority investment element serves as an integral component of planning capital improvements. Capital improvements planning has long been a function of planning commissions, predating the 2007 act and the South Carolina Local Government Comprehensive Planning Enabling Act of 1994. The current planning enabling act provides:

“In the discharge of its responsibilities, the local planning commission has the power and duty to prepare and recommend for adoption.....a capital improvements program setting forth projects required to implement plans which have been prepared and adopted, including an annual listing of priority projects for consideration by the governmental bodies responsible for implementation prior to the preparation of their capital budget” (SC Code §6-29-340).

This element is designed to provide a unified listing of pending, anticipated, and needed projects within the city over the next ten years. The cost and potential funding sources associated with many of the recommended improvements are not fully known or may change over time. As such, it is the intent of this element that an annual re-evaluation of the improvements identified within this element be conducted as part of the planning commission’s ongoing review of the city’s capital improvement program.

The city has, in past years, promulgated a five year Capital Improvements Plan as part of the yearly budgeting process. This element recommends that this practice continue and that input from the planning commission be solicited in accordance with the state code.

Part II. Priority Capital and Operational Projects

Departmental Projects

In preparation for the Community Facilities Element of this plan, information was solicited from the city’s various departments regarding needed capital and operational expenditures over the next ten years. Table PI-1, below, provides a listing of needed projects, a timeline for expected need/expenditure, and the projected costs associated with each activity as received from the departments. Several of the identified items related to equipment purchases of a routine or recurrent basis. It is anticipated that most of these recurrent items will be purchased by the city through the department’s operational fund or yearly capital fund. Larger projects, specifically those identified by the water utility department, may require funding sources in addition to those annually available to the department from budget appropriations. Potential or anticipated funding sources are identified in the succeeding table.

Table PI-1 Priority Capital and Operational Projects (Departmental) 2011 to 2020			
General Administration Project (administration, finance, and building/zoning)	Estimated Timeline	Projected Costs	Potential Funding Source
None Provided	None Provided	None Provided	None Provided
Fire Department Projects	Estimated Timeline	Projected Costs*	Potential Funding Source
Maryville Fire Station Replacement	2012	1,000,000	GF
Fire Boat Replacement/Addition	2013	500,000	GF
Ladder Truck Replacement	2015	750,000	GF
Police Department Projects	Estimated Timeline	Projected Costs*	Potential Funding Source
Mobile Data Terminals	2011-2014	216,000	GF
Public Works Department Projects	Estimated Timeline	Projected Costs*	Potential Funding Source
Equipment Purchases/Replacements (Backhoe, two lawn mowers & pickup truck)	2012	117,150	GF
Equipment Purchases/Replacements (Boom truck, two lawn mowers & leaf vacuum truck)	2013	259,500	GF
Equipment Purchases/Replacements (Two pickup trucks & lawn mower)	2014	66,000	GF
Equipment Purchases/Replacements (Boom truck and pickup truck)	2015	140,100	GF
Water Utilities Department	Estimated Timeline	Projected Costs*	Potential Funding Source
New Groundwater Supply Well	2012	475,200	USDA
Sewer Rehabilitation	2012	594,000	USDA
New Elevated Storage Tank	2012	867,000	USDA
WTP Clear Well Rehabilitation	2012	934,600	USDA
Historic District Water Line Replacement	2012	1,349,720	USDA
Water Meter Replacement	2012	3,315,260	USDA
Maryville Water Line Improvements	2012	3,449,920	USDA
Captain Joes Watershed Improvements (Storm Water)	2015	600,000	HMF/SW Utility Fund
Elizabeth St. Watershed Improvements (Storm Water)	2015	1,000,000	HMF/SW Utility Fund
Total Need (Departmental Estimate)		\$15,634,450	
Note: All costs are in 2011 dollars. Project information is per the individual city departments. AFG = Assistance to Firefighters Grant, A-Tax = Accommodations Tax, CDBG = Community Development Block Grants, GF = General Fund, HMF = FEMA/Hazard Mitigation Funding, and USDA = United States Department of Agriculture. See note PI-1.			

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Priority Transportation Projects

This plan's Transportation and Land Use Elements identify several needed improvements within the city. Needed projects that have been funded (or partially funded) are listed in Table T-3 of the Transportation Element. Unfunded, priority transportation projects, as previously identified in this plan, are listed in Table PI-2.

Table PI-2 Needed Transportation Projects (Unfunded)		
Transportation Projects (Long-Range)	Estimated Costs ⁽¹⁾	Potential Funding Source
NEW CONSTRUCTION/WIDENINGS		
Black River Road Widening w/sidewalks and bikelane	3,000,000	GSATS/SCDOT/FHWA
Anthuan Maybank Drive Widening/Extension	5,000,000	GSATS/SCDOT/FHWA
Highmarket Street (New Cross-Section)(2)	2,500,000	GSATS/SCDOT/FHWA/ CTC/City
New Construction/Widening (Subtotal)	\$10,500,000	
INTERSECTION & CORRIDOR IMPROVEMENTS		
Church and St. James (monitor signal warrant)	100,000	GSATS/SCDOT/FHWA
Church and Broad (monitor signal warrant to include south bond turn lane and ROW acquisition)	1,300,000	CITY
Church/Wood/Cleland/Fraser Alley/ Black River Road (Intersection Realignment)	1,000,000	GSATS/SCDOT/FHWA
St. James and Highmarket (roundabout) (2)	375,000	GSATS/SCDOT/FHWA
Highmarket and Broad (roundabout) (2)	375,000	GSATS/SCDOT/FHWA
Highmarket and Cleland (roundabout) (2)	375,000	GSATS/SCDOT/FHWA
Church and Anthuan Maybank (stop control)	35,000	SCDOT
Highmarket and Washington (public safety signal)	100,000	GSATS/SCDOT/FHWA
Bourne and South Kaminski (white topping)	100,000	CITY/CTC
South Fraser and South Island (Extend North Bound Acceleration Lane)	225,000	CITY/CTC
South Fraser and Montford/Oakley (align, turn Lanes, monitor signal warrant)	650,000	GSATS/SCDOT/FHWA
South Island and Aviation (monitor for Signal warrant or install roundabout)	375,000	RPO/SCDOT/FHWA
Thermoplastic Markings at Stop Signs and Crosswalks/ Relocate Stop Signs (Major Intersections)	20,000	SCDOT
Backlit Street Signage at Major Intersections	80,000	CITY
Black River Rd. and Saville/Memorial (turn lanes-Monitor for signal)	375,000	PRIVATE/CITY/GSATS/ SCDOT
Broad Street Resurfacing/Stop Control Removal	500,000	CITY/CTC
Intersection Improvements (Subtotal)	\$4,860,000(2)	

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Table PI-2 (Continued)		
Needed Transportation Projects (Unfunded)		
Transportation Projects (Long-Range)	Estimated Costs ⁽¹⁾	Potential Funding Source
PEDESTRIAN/BICYCLE IMPROVEMENTS		
Sidewalk Construction (Historic District) (3)	14,000	CITY/GSATS/CTC/SCDOT Enhancement Funds
Sidewalk Construction (Public Building Connectivity) (3)	100,000	COUNTY/CITY/GSATS/CTC/SCDOT Enhancement Funds
Existing Sidewalk Repair (Citywide)	500,000	CITY/GSATS/CTC/SCDOT Enhancement Funds
Complete Sidewalk System (New)(3)	2,000,000	CITY/COUNTY/GSATS/CTC/SCDOT Enhancement Funds
ADA Ramp Upgrades	595,000	CITY/GSATS/CTC/SCDOT Enhancement Funds
Pedestrian Improvement (Subtotal)	\$3,095,000⁽³⁾	
OUT OF CITY/MULTI-JURISDICTIONAL PROJECTS		
Georgetown Bypass	31,100,000	City/County/CTC/Private Developer
US 701 Widening (to Conway)	170,000,000	SCDOT/FHWA/SIB
US 521 Widening (Andrews to Interstate 95)	297,000,000	SCDOT/FHWA/SIB
Dredging Georgetown Harbor	33,000,000	SPA/US Army Corp
Out of City Projects (Subtotal)	531,100,000	
Estimated \$ of All Needed Projects	\$549,555,000	
Estimated \$ of Needed In-city Projects⁽⁴⁾	\$18,455,000	

Note (1): The estimated costs are in 2011 dollars. (2) Roundabout components are included in the new cross-section total for Highmarket Street. (3) Complete sidewalk improvement item's total contains preceding dollar amounts (\$14,000 and \$100,000) for sidewalk construction. (4) In-city total excludes harbor dredging. CTC = County Transportation Committee, FHWA = Federal Highway Administration, GSATS = Grand Strand Area Transportation Study, RPO = Rural Planning Organization, SCDOT = South Carolina Department of Transportation, and SPA = State Ports Authority.

Excluding the Georgetown bypass and other out of city projects, it is estimated that the city's share of costs would be \$3,548,500 for unfunded projects and \$3,177,000 for funded projects.

Other Agency Projects and Project Coordination

State law requires that the preparation of this element include coordination with "adjacent and relevant jurisdictions." Prior to the development of the project listings incorporated in this element, correspondence soliciting information on anticipated or needed projects, within or adjacent to the city, was sent to Georgetown County Government, the Georgetown County

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School Board, the Georgetown County Water and Sewer District, and the South Carolina Department of Transportation (SCDOT). Projects as provided by these local service providers and jurisdictions are included in the table below.

Table PI-3 Priority Projects - Other Jurisdictions/Agencies 2011 to 2020			
Georgetown County Government	Estimated Timeline	Projected Costs*	Potential Funding Source
None Provided	None Provided	None Provided	None Provided
Georgetown County School District	Estimated Timeline	Projected Costs*	Potential Funding Source
Kensington Elementary School – Classroom addition	2010/2011	3,000,000	QSCB
McDonald Elementary School – Media center renovation/ instructional area expansion	2010/2011	1,500,000	QSCB
Maryville Elementary School- Media center renovation/instructional area expansion	2010/2011	1,300,000	QSCB
McDonald Elementary School - Cafeteria expansion	2013/2014	425,000	General Obligation Debt
McDonald Elementary School – Child Development Center	TBD	3,000,000	TBD
SC Department of Transportation (Maintenance Projects)	Estimated Timeline	Projected Costs*	Potential Funding Source
Resurfacing – Cannon Street	TBD	305,000	SCDOT/CTC
Resurfacing – Saville Street	TBD	65,000	SCDOT/CTC
Resurfacing – Norwell Street	TBD	16,000	SCDOT/CTC
Resurfacing – Saville Street	TBD	16,800	SCDOT/CTC
Resurfacing – Spruce Street	TBD	25,600	SCDOT/CTC
Resurfacing – Cedar Street/Mulberry Street	TBD	30,400	SCDOT/CTC
Resurfacing – Golf Drive	TBD	62,400	SCDOT/CTC
Resurfacing – Elizabeth Street	TBD	12,800	SCDOT/CTC
Resurfacing – Ward Street	TBD	17,600	SCDOT/CTC
Resurfacing – Power Avenue	TBD	38,400	SCDOT/CTC
Resurfacing – Leon Street	TBD	17,600	SCDOT/CTC
Resurfacing – Sloan/Short Street	TBD	11,800	SCDOT/CTC
Resurfacing – Leland Avenue	TBD	12,800	SCDOT/CTC
Resurfacing – Loblolly Street	TBD	18,000	SCDOT/CTC

Table PI-3 (Continued)			
Priority Projects - Other Jurisdictions/Agencies			
SC Department of Transportation (Maintenance Projects)(Cont.)	Estimated Timeline	Projected Costs*	Potential Funding Source
Resurfacing – Thompson Street	TBD	16,000	SCDOT/CTC
Resurfacing – Enterprise Street	TBD	75,000	SCDOT/CTC
Resurfacing – Ridge Street	TBD	80,000	SCDOT/CTC
Resurfacing – Juniper Place	TBD	35,000	SCDOT/CTC
Resurfacing – Midway Drive	TBD	49,000	SCDOT/CTC
Georgetown County Water & Sewer District	Estimated Timeline	Projected Costs*	Potential Funding Source
No Projects Identified	N/a	N/a	N/a
Estimated Capital/Infrastructure Need (In-city) (Agency)		\$10,130,200	
Note (*): The estimated costs are in 2011 dollars. Project information is per the individual agencies or jurisdictions. CTC = County Transportation Committee, QSCB = Qualified School Construction Bonds, and SCDOT = South Carolina Department of Transportation.			

The City of Georgetown has, in the past, worked with the county and other agencies to ensure the coordination of public projects. Coordination plays an important part in reducing project costs and ensuring the optimum timing of oftentimes conflicting or overlapping improvements. Recommended actions for increasing the level of coordination are contained in the goals and objectives of this element and in this plan's implementation strategies.

Planning Activity Costs

The goals and objectives, as well as the implementation strategies discussed in the next chapter outline various planning activities that will need to be undertaken. It is anticipated that many of the activities related to the city's zoning ordinance and development regulations will be funded through annual departmental budgets and may be undertaken by existing staff. Table PI-4 lists needed planning projects over the next ten years.

Table PI-4		
Priority Planning Projects 2011 to 2021		
Implementation Activity	Timeline	Potential Costs (Range)*
Zoning Ordinance (General Update)**	2011-2014	45,000 to 83,500
Zoning Ordinance Update- Components <i>Architectural Standards Revisions</i>	2013	15,000 to 45,000

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**Table PI-4 (Continued)
Priority Planning Projects
2011 to 2021**

Implementation Activity	Timeline	Potential Costs (Range)*
<i>Mixed Use District Creation (R-4 District Bifurcation)</i>	2012	10,000 to 15,000
<i>Corridor Standard Amendments</i>	2012	7,500 to 10,000
<i>PD and Rezoning Standards Amendments</i>	2011	2,500 to 3,500
Development Regulations (General Update)	2014-2015	20,000 to 35,000
Priority Investment Zone Creation (Planning)	2013-2015	10,000 to 17,500
Comprehensive Plan (Statutory Review)	2015-2016	10,000 to 15,000
Comprehensive Plan (Statutory Rewrite)	2020-2021	30,000 to 60,000
Total Planning Project Costs		\$115,000 to \$211,000

Notes: (*) Project costs are estimated in 2011 dollars. (**) The Zoning Ordinance's general update cost includes all component costs as enumerated below plus and estimate \$10,000 in general revisions.

Summary of Priority Project Costs

Table PI-5 provides an estimate of costs for projects and other activities identified in this element.

**Table PI-5
Estimated Cost of Identified Projects
2011 to 2021**

Departmental Projects		\$15,634,450
	<i>Administration</i>	Not Provided
	<i>Fire Dept.</i>	\$2,250,000
	<i>Police Dept.</i>	\$216,000
	<i>Public Works</i>	\$582,750
	<i>Water Utility</i>	\$12,585,700
Capital & Maintenance (Others)		\$10,130,000
Transportation Projects (Funded and Unfunded)		\$573,044,875
	Programmed	\$23,489,875
	Unfunded (city)	\$18,455,000
	Unfunded (out of city)	\$531,100,000
Priority Planning Activities		\$211,000 (upper est.)

Table PI-5 (Continued)
Estimated Cost of Identified Projects
2011 to 2021

Gross Total	\$599,020,325
Total Minus Out-of City Transportation Projects	\$ 67,920,325
Total For Identified Projects Minus Funds Anticipated from Other Sources (i.e. City Share)	\$ 18,795,240 (see notes PI-1 & PI-2)

Part III. Anticipated and Potential Funding

General Budgetary Capabilities

Like most communities, the percentage of the city's budget available for discretionary capital expenditures is limited. For fiscal year 2011, the City of Georgetown's annual budgetary expenditures are expected to exceed thirty-two million dollars. This total is somewhat deceptive in that approximately two-thirds of budgetary revenue and expenditure are a direct result of electric, water, sewer, and sanitation services provided by the city. Of the current budget, approximately eight million is governmental funds (non-enterprise).

In recent years, the city has budgeted between 5% to over 13% of yearly expenditures for capital improvements and purchases. Capital improvements addressed through yearly appropriations have included vehicle and equipment purchases, utility and other facility upgrades, and land purchases. The city's last five year capital improvement plan, prepared in 2009, projected direct capital expenditures of \$12,358,056 over the five year period, FY 2009/2010 to FY 2013/2014.

Accommodation and Hospitality Tax Receipts

Monies available to the city as part of the yearly budgeting process include accommodations and hospitality tax receipts. Receipts from these taxes generate approximately \$700,000 dollars per year; however, this total is highly susceptible to economic conditions and, as such, has witnessed severe fluctuations over the past few years.

Accommodations and hospitality tax revenues are budgeted by the city to partially fund special events, for the upkeep of city owned historic buildings, and to fund advertising. The city has established an accommodations and hospitality tax committee to review and make expenditure recommendations to the council.

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State law restricts the use of these funds to the following:

- (1) tourism-related buildings including, but not limited to, civic centers, coliseums, and aquariums;
- (2) tourism-related cultural, recreational, or historic facilities;
- (3) beach access and renourishment;
- (4) highways, roads, streets, and bridges providing access to tourist destinations;
- (5) advertisements and promotions related to tourism development; or
- (6) water and sewer infrastructure to serve tourism-related demand.

Tax receipts may also be used, under certain conditions, to fund public safety functions related to the above activities.

Accommodations and hospitality tax funds may be used to partially fund a portion of the capital projects identified by this element; however, a few of the projects would not qualify under the criteria established by the state. It should also be noted that several of the noncapital initiatives identified in the Population and Cultural Resources Elements could qualify if the city council chose to consider funding in the future.

Grants and Similar Assistance

Federal grants provide communities a potential funding source for capital projects and, in some cases, provide monies for personnel and/or operating expenses, particularly public safety and emergency services. Categorical grants are either project or formula based. Many grants, including Community Development Block Grants (CDBG), are geared toward low to moderate income and/or rural communities. In the past, the city has pursued grant funding with moderate success. CDBG funding has partially paid for improvements along Front Street and, most recently, has supplemented funding for drainage improvements.

Project based (competitive) grants also provide the town with a potential source for funding. These grants typically require a match by the local government. Grant opportunities that the city has pursued or may wish to consider pursuing include (but are not limited to):

- (1) Staffing for Adequate Fire and Emergency Response Grants (SAFER),
- (2) Assistance to Firefighters Grants (AFG),
- (3) Fire Prevention and Safety Grants (FP&S),
- (4) Hazard Mitigation Grant Program (HMGP),
- (5) Land and Water Conservation Fund (LWCF),
- (6) Parks and Recreation Development Fund (PRDF), and
- (7) Recreational Trails Program (RTP).

The preceding charts denote projects where these grants should be pursued as potential funding sources.

Transportation Funding

Approximately six million dollars is available annually for regional transportation projects through the Grand Strand Area Transportation Study (GSATS). This Metropolitan Planning Organization (MPO) also coordinates approximately \$260,000 in annual transportation enhancement funds, of which the city would be eligible for up to \$40,000 per project. Recently completed projects include improvements to the US 17 and Front Street intersection, construction and beautification of a frontage road off Church Street, and construction of sidewalks on Maybank, Violet, and Winyah Streets. In addition to funding available through GSATS, the County Transportation Committee (CTC) coordinates the expenditure of \$1.25 million for transportation improvements annually within Georgetown County.

Tables T-3 and PI-4 provide a listing of funded (programmed) and unfunded projects in the Georgetown area. Table PI-4's project listing includes projects that appear on the GSATS Long Range Transportation Plan and projects that currently do not. As federal project funding is most often dependent upon the project appearing within the MPO's long range plan, it is imperative that priority transportation projects are forwarded for consideration and inclusion.

Part IV. Priority Investment Zones

Statutory Basis

The 2007 Priority Investment Act granted local jurisdictions the ability to create priority investment zones. These priority investment areas, as defined by the act, are described as:

A zone "in which the governing authority adopts market-based incentives or relaxes or eliminates nonessential housing regulatory requirements, as these terms are defined in this chapter (Title 6, Chapter 29 of the state code), to encourage private development in the priority investment zone. The governing authority also may provide that traditional neighborhood design and affordable housing, as these terms are defined in this chapter, must be permitted within the priority investment zone."

Market based incentives referenced in the act include density bonuses, relaxed zoning standards, reduced or waived fees, fast-track permitting, and design flexibility. The priority investment zone(s), as permitted under the act, could be combined with other economic

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revitalization tools common to “enterprise zones” and “tax increment financing districts” as provided in other jurisdictions.

Possible Use of Investment Zones in Georgetown

This element outlines the likely or potential investment of public monies in infrastructure improvements over the next ten years. It is recognized that: (1) funding will probably be insufficient to address all project needs as identified by this element, (2) although public investment should be made citywide, certain areas and corridors are strategic to the city’s future economic vitality, and (3) public improvements alone will not achieve revitalization without corresponding private investment.

The Housing and Land Use Elements recommend the establishment of priority investment zones within the city. The goals of creating these districts would be to increase and/or stabilize the city’s housing stock, improve transportation and utility infrastructure, foster neighborhood cohesiveness, and improve the aesthetic quality of the city’s corridors. In addition to incentives provided in the Priority Investment Act, such as permitting fee waivers or fast track approvals, the city should consider providing supplemental incentives such as the coordinated investment of public monies. These investments could include sidewalk installation, the location of public buildings, and improvements to intersections, storm water drainage, water, and/or sewer.

Map Exhibit PI-1 identifies three priority investment zones for possible consideration. These include (1) the Historic Gateway Priority Investment Zone centered on the Front, Broad, and St. James Street corridors, (2) the Black River Road Priority Investment Zone, and (3) the West Front Street/Merriman Road Priority Investment Zone. The purpose and possible initiative related to each area are noted on the map exhibit. It is the intent of this element that investment zones creation not be limited to the noted areas; rather, these areas serve as a starting point for the future revitalization and investment in the city.

Part V. Investment Policies

GOALS & OBJECTIVES

The implementation of necessary infrastructure will require the ongoing identification, prioritization, and coordination of projects; the identification and securing of funding sources; and the designation of staff, committees, or other groups to oversee project execution. The needs of the city are 1) to establish a formalized process for planning and implementation and 2) to secure funding essential to implement the projects identified by this plan.

GOAL 1: Actively solicit the input of residents in the identification and prioritization of projects. Seek public input and support prior to project implementation.

GOAL 2: Review and update needed or programmed projects as new opportunities and funding sources become available. Objectives include:

- Maintain a Capital Improvements Plan (CIP) with a time horizon of not less than five years.
- Develop, through the planning commission, a process for the annual review of the CIP with a recommendation to the city council on needed amendments (SC Code §6-29-340).
- Investigate funding options for the CIP including user fees, direct budgetary appropriations, grants, and bonding.

GOAL 3: Actively solicit project funding. Objectives include:

- Seek representation for the city on boards, commissions, and advisory boards responsible for the identification, funding, and oversight of capital projects.
- Assign a member of the city's staff with the ongoing responsibility of grant and funding research. Consider supplementing this activity through the use of grant tracking web-based services.
- Investigate the need to fund a full-time grant writer position.
- Coordinate with regional efforts to deliver locally funded projects.

GOAL 4: Require the coordination of public project identification and construction with relevant agencies and service providers. Objectives include:

- Develop a process for public facility review in accordance with §6-29-540 of the State Code.
- Request and, when appropriate, require that plans for capital improvements, performed by other agencies or jurisdictions, be submitted to the city for review, comment, and permitting.
- Consider the development of an official map that delineates planned roadways, infrastructure, and public buildings.

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- Develop, as part of the site plan and subdivision review process, a method for soliciting the comments of relevant agencies and service providers.

GOAL 5: Pursue the creation of priority investment zones with incentives, special standards, and public improvements customized to address the needs of identified corridors or neighborhoods.

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CITY OF GEORGETOWN
COMPREHENSIVE PLAN, 2011

INTRODUCTION

The *City of Georgetown Comprehensive Plan, 2011* includes nine elements that focus on key community issues. Each element outlines policy goals and recommendations based on an analysis of past trends and existing conditions within the community. The implementation of this plan's policies and recommendations will require a concerted effort by the city's staff, planning commission, city council, and residents.

This chapter is organized based on the overarching themes highlighted throughout this plan's elements. Many of this plan's recommendations and objectives are continuous in nature, are designed to assist the planning commission in the review of applications, or are designed to provide policy direction as issues are brought to the attention of the commission or council. Other recommendations or objectives of this plan will require proactive implementation activities. The starting point to successful plan implementation is to provide guidance on the actions and steps necessary to achieve each goal. This chapter identifies the leading entity to initiate each objective, outlines the partnering stakeholders, and establishes timelines for implementation.

Overarching Theme: Encourage Growth

Over the past several decades the population of the City of Georgetown has declined despite substantial population increases by Georgetown County and other nearby communities. Given Georgetown's proximity to the coast and its wealth of cultural and natural resources, the city has a strong potential to increase its population in the next twenty years. Below are recommendations on strategies and activities that should be pursued.



Short Term Projects and Initiatives: The following projects and initiatives are designed to be implemented within one to three years of the adoption of this comprehensive plan.

- ✓ ***Trend Monitoring.*** Available data, such as residential building permits, population estimates, etc., should be continuously monitored and reported to the city's policy and decision makers no less than bi-annually. Census 2010 information and subsequent estimates should be reviewed and reported within six months of release. The initial review of census data along with the continuous monitoring of data will establish a

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population baseline and provide a means of gauging the success of the city's growth initiatives. **Responsible Entities:** *City Administrator, Building and Planning Department.* **Relevant Comprehensive Plan Elements:** *Population, Housing, Land Use, Economic Development, and Community Facilities.*

- ✓ **Census Program Participation.** Numerous opportunities to provide information to the US Census Bureau are afforded between decennial censuses, such as the Boundary Annexation Survey (BAS) and New Construction Survey. The city's participation in these programs is important in ensuring an accurate count at the next census and to ensure a greater degree of accuracy for yearly population estimates. As several federal and state programs link funding to a community's population, having an accurate count is essential. **Responsible Entities:** *City Administrator and Building and Planning Department.* **Relevant Comprehensive Plan Elements:** *Population, Housing, Land Use, Economic Development, and Community Facilities.*

Medium Term Projects and Initiatives: The following projects and initiatives are to be implemented within three to five years of this plan adoption.

- ✓ **Population Retention.** Focus retention efforts on the 15-34 year age cohort, which shows the highest propensity to relocate on a national level. To minimize outmigration of this age group, provide educational and job training opportunities, and encourage housing development that is affordable and meets the needs of young adults and professionals. Of special emphasis in the long-term, the location of a four year post secondary institution or branch campus within the city should be pursued (see page 194). **Responsible Entities:** *City Council, Planning Commission, Building and Planning Department, and City Administrator.* **Relevant Comprehensive Plan Elements:** *Population, Economic Development, and Housing.*
- ✓ **Retiree Population.** Develop a comprehensive marketing strategy to attract new retirees to the City of Georgetown. A corresponding study should be developed that analyzes market trends and examines Georgetown's strengths and weaknesses in order to realize the community's market position. In addition, zoning provisions should be examined to identify impediments to senior housing and provide alternatives, such as zero-lot-line, institutional co-location, or high density/high amenity options. **Responsible Entities:** *Building and Planning Department, Planning Commission, City Council, Georgetown Chamber of Commerce, and other relevant stakeholders.* *The marketing analysis component may need to be completed with assistance of a consultant.* **Relevant Comprehensive Plan Elements:** *Population, Economic Development, Housing, Transportation, Community Facilities, and Cultural Resources.*

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Long-range Projects and Initiatives: The following are projects and initiatives that will require long-term or ongoing implementation activities with anticipated implementation within the range of five to ten years from the adoption of this plan.

- ✓ **Annexation.** As part of a comprehensive growth strategy, the city should identify adjacent unincorporated areas to consider for possible annexation. A thorough feasibility analysis should be conducted which evaluates the level of interest amongst Georgetown County landowners and the investments that will be needed to support future development. Population gains attributed to annexed lands are considered supplementary to population increases needed to fulfill the objective of a one percent annual population growth rate. **Responsible Entities:** *Building and Planning Department, Planning Commission, and City Council in consultation with Georgetown County.* **Relevant Comprehensive Plan Elements:** *Land Use, Population, Community Facilities, Housing, Transportation, and Priority Investment.*

Overarching Theme: Provide an Efficient Transportation System

Transportation is an essential need of all residents. Having convenient access to transportation services is vital in being able to pursue employment opportunities and engage in other critical daily activities. The transportation network is also a prominent feature of the city’s physical landscape and is important in promoting an attractive community appearance. This section highlights strategies that will enable Georgetown to facilitate an efficient transportation system that is safe for all users and improves the appearance of the community.



Short Term Projects and Initiatives: The following projects and initiatives are designed to be implemented within one to three years of the adoption of this comprehensive plan.

- ✓ **Zoning Ordinance Review.** Access, parking, sight-triangle, and signage standards contained within the zoning ordinance should be reviewed for consistency with the goals and objectives outlined in the Land Use and Transportation Elements. In addition, the city’s corridor standards should be refined and extended (see medium term projects below). **Responsible Entities:** *Building and Planning Department, Planning*

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Commission, and City Council. **Relevant Comprehensive Plan Elements:** Transportation and Land Use.

Medium Term Projects and Initiatives: The following projects and initiatives are to be considered for implementation within three to five years of the adoption of this plan.

- ✓ **Development Regulation Review.** A review of the city's development regulations should be conducted for consistency with the Transportation Element. Areas to be addressed by this review should include the incorporation of street and sidewalk composition standards, frontage standards, the inclusion of bike-lane standards, and the additions of provisions that require public dedication(s) and outline the process for improvement acceptance. **Responsible Entities:** Building and Planning Department, Planning Commission, and City Council. **Relevant Comprehensive Plan Elements:** Transportation, Land Use, Housing, and Community Facilities.
- ✓ **Gateway Intersection Overlay Standards.** The goals and objectives of the Transportation Element provide for the consideration/creation of special overlay design standards for properties adjacent to the city's major gateway intersections. The implementation of this activity may be conducted separate from the general zoning ordinance review. The timing of this review should precede and be coordinated with the recommended intersection improvements. This activity should be timed to ensure that standards are in place concurrent with the finalization of the intersection improvement's design. **Responsible Entities:** Building and Planning Department, Planning Commission, and City Council with SCDOT consultation. **Relevant Comprehensive Plan Elements:** Transportation, Land Use, and Economic Development.
- ✓ **Design Overlay District for Main Corridors.** As outlined in Goal 4 of the Transportation Element, a review of the city's corridor overlay standards is warranted. Of particular importance is the incorporation of objective review and design standards. The activity may be conducted separately from the general zoning ordinance review as recommended by the Transportation and Land Use Elements but should be performed in conjunction with review of the gateway intersection overlay standards. **Responsible Entities:** Building and Planning Department, Planning Commission, and City Council. **Relevant Comprehensive Plan Elements:** Transportation, Land Use, and Economic Development.

Overarching Theme: *Preserve and Enhance Georgetown's Unique Cultural Heritage and Natural Resources*

Georgetown's geographic location and historic significance help frame the identity of the city. The cultural and natural resources of Georgetown are community assets that enhance the quality of life for all residents. These same resources serve as an important recruitment tool for potential visitors, new residents, and businesses, thereby creating economic development opportunities for the city.



Short Term Projects and Initiatives: The following projects and initiatives are designed to be implemented within one to three years of this plan's adoption.

- ✓ **City Website Utilization.** The city's website should be a central source of information.
 - Use the city's website to announce and promote city sponsored community beautification events (i.e. Arbor Day Observance) and activities (i.e. Keep Georgetown Beautiful programming) as a means of encouraging local involvement in important environmental stewardship efforts.
 - Use the city's website to announce special events and festivals. The city should partner with local organizations to ensure that event schedules, details, and contact information are accurate and regularly updated.
 - Continue to utilize the city website as a means of sharing relevant information regarding floodplain management efforts and activities associated with FEMA's National Flood Insurance Program.

Responsible Entities: *City Administrator, Information Technology Department, Keep Georgetown Beautiful, and all other city departments.* **Relevant Comprehensive Plan Elements:** *Cultural Resources, Natural Resources, and Economic Development.*

- ✓ **Interpretative Signage.** Incorporate interpretative signage in prominent public spaces such as the new Harborwalk and any other future public facility project. Signage should highlight Georgetown's history, the ecological importance of local waterbodies, and other noteworthy natural features or community assets. **Responsible Entities:** *Public Works Department, City Administrator, Planning Commission, and City Council.* **Relevant Comprehensive Plan Elements:** *Cultural Resources, Natural Resources, and Community Facilities.*

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Medium Term Projects and Initiatives: The following projects and initiatives are to be considered for implementation within three to five years of this plan's adoption.

- ✓ **Historic Site Inventory.** Conduct a full inventory of historic landmarks and buildings within the City of Georgetown. Identify additional sites for possible inclusion on the National Register of Historic Places. Analyze the potential of extending the boundaries of the historic district. The inventory should also include information on the protection status and state of repair of each historic site. **Responsible Entities:** *Building and Planning Department, Planning Commission, Architectural Review Board, and City Council. Assistance should be solicited from the Georgetown County Library and Georgetown County Historical Society.* **Relevant Comprehensive Plan Elements:** *Cultural Resources, Land Use, Housing, and Economic Development.*
- ✓ **Zoning Ordinance and Preservation Guideline Review.** A review of the city's zoning ordinance should be conducted to determine if existing policies are meeting the historic preservation goals of the city. Specifically, the city's historic preservation guidelines and procedures should be reviewed to ensure predictability and consistent enforcement. This review and possible update may be undertaken separately from the general zoning update described below (see page 195). **Responsible Entities:** *Building and Planning Department, Planning Commission, Architectural Review Board, and City Council.* **Relevant Comprehensive Plan Elements:** *Cultural Resources, Land Use, and Economic Development.*
- ✓ **Renewable Energy.** Partner with Santee Cooper and other interested stakeholders to pursue alternative energy opportunities, such as wind turbine installation within the City of Georgetown. Examine zoning provisions to determine the areas or circumstances where alternative energy facilities could be located without creating nuisances. **Responsible Entities:** *Building and Planning Department, City Administrator, Planning Commission, and Electric Department including consultation with Santee Cooper.* **Relevant Comprehensive Plan Elements:** *Natural Resources, Economic Development, Priority Investment, and Land Use.*
- ✓ **Water Quality Protection Regulations.** Conduct a review of city ordinances and adopt regulations that enhance water quality protection measures. Provisions to minimize street width, increase open space, protect wetlands, restrict installation of septic systems, minimize impervious surfaces, and protect valuable landscape features such as mature trees should all be considered. Coordinate this review with the comprehensive review of the city's development regulations as provided below. **Responsible Entities:** *Building and Planning Department, Planning Commission, City Council, Public Works Department, and Water Department. Coordinate this activity with SC DHEC and the*

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health department (septic tanks). **Relevant Comprehensive Plan Elements:** *Natural Resources and Land Use.*

- ✓ **Stormwater and Floodplain Management.** Activities include (1) Develop city policies that utilize stormwater best management practices such as, limiting the use of impervious pavements and installing beneficial native landscaping in all new public facility and large private projects; (2) Evaluate the city's existing involvement in the National Flood Insurance Program and identify approved activities listed in FEMA's Community Rating System criteria that could be feasibly pursued by the city; and (3) Develop a method to assess local drainage concerns on a regular basis. The assessment method should document the frequency and magnitude of each drainage issue, date the problem began or was noticed, and rank the issue based on a list of priority criteria to account for public safety concerns, flood damage risk, transportation impacts, and estimated cost of improvements. **Responsible Entities:** *Building and Planning Department, Water Department, Public Works Department, and City Administrator.* **Relevant Comprehensive Plan Elements:** *Natural Resources, Land Use, Transportation, Community Facilities, and Priority Investment.*

- ✓ **Public Recognition Program.** Develop a public recognition award program for residents, students, civic organizations, neighborhood groups, and businesses who provide leadership on an event, project, or activity that enhances the historic preservation or cultural heritage efforts of the community. **Responsible Entities:** *City Council in coordination with Keep Georgetown Beautiful and Georgetown County Historical Society.* **Relevant Comprehensive Plan Elements:** *Cultural Resources, Natural Resources, and Economic Development.*

Long-range Projects and Initiatives: These projects should commence within a five to ten year period and may require additional in-depth feasibility analysis prior to project implementation.

- ✓ **Preserve America Community Designation.** Seek Preserve America Community designation through the Advisory Council of Historic Preservation. Pursue grant opportunities upon achieving designation. **Responsible Entities:** *City Administrator, Building and Planning Department, and Architectural Review Board.* *This activity may be coordinated with the Georgetown County Historical Society.* **Relevant Comprehensive Plan Elements:** *Cultural Resources and Economic Development.*

- ✓ **Water Quality Initiatives.** Develop an action plan to mitigate impairments of all waterbodies in the city that are presently on the 303 (d) list. **Responsible Entities:** *Water Department, City Administrator, City Council, Keep Georgetown Beautiful and all*

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other relevant city departments. Effort should be coordinated with other regional water resource management agencies such as SC DHEC. **Relevant Comprehensive Plan Elements:** Natural Resources and Priority Investment.

- ✓ **Gateway Signage.** Utilize main gateway areas identified in the Transportation Element as targeted areas to display information about cultural events and festivals. Determine appropriate aesthetic and placement criteria for this type of rotating display. **Responsible Entities:** Building and Planning Department, Planning Commission, City Council, and Public Works Department. **Relevant Comprehensive Plan Elements:** Cultural Resources, Transportation Element, and Economic Development.
- ✓ **Transportation Emissions Reductions.** Adopt an anti-idling policy for city vehicles. Evaluate fuel cost savings and monitor in the city’s annual budget. Also, on an annual basis conduct a vehicle inventory and pursue upgrades or replacements through the federal Diesel Emission Reduction Act and other procurement grant opportunities. **Responsible Entities:** City Administrator, All City Departments, City Council **Relevant Comprehensive Plan Elements:** Transportation, Natural Resources.

Overarching Theme: Pursue Balanced Economic Development

The local economy consists of several sectors including industrial activities, governmental and health care services, and tourism and retail services. The foundation of Georgetown’s economy will continue to be dependent on existing community assets including the port, hospital, downtown business district, and the surrounding natural resources. Investments in all of these areas need to be pursued to ensure that Georgetown’s economy is successful and sustainable. In addition, the local labor force needs to be well trained to capitalize on economic development opportunities both locally and regionally.



Short Term Projects and Initiatives: The following projects and initiatives are designed to be implemented within one to three years of the adoption of this plan.

- ✓ **Formalize Regional Economic Development Partnership.** Continue to promote collaboration and coordination amongst all economic development interest groups such as the Georgetown County Chamber of Commerce, Front St. Merchants Association, and Georgetown Business Association. A forum such as the Bridge 2 Bridge initiative is a means through which local business leaders and government officials can exchange

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ideas and share resources to develop programs and initiatives that seek to improve the local economy. **Responsible Entities:** *City Council in partnership with Georgetown County Economic Development Commission, Georgetown County Chamber of Commerce, and local businesses and industry.* **Relevant Comprehensive Plan Elements:** *Economic Development*

- ✓ **Review Business Permit and Fee Structure.** Conduct a comprehensive review of all business license, zoning, and construction application fees and compare the city's current fee structure with other local governments in the region. Based on the findings of this study the city should consider appropriate amendments to the current fee structure. **Responsible Entities:** *Building and Planning Department, City Administrator, Planning Commission, and City Council.* **Relevant Comprehensive Plan Elements:** *Economic Development, Housing, and Land Use.*

- ✓ **Capital Improvements Program.** The planning commission should annually prepare a listing of priority capital improvements for consideration by city council. (see § 6-29-340 of the State Code). The planning commission's review should include neighborhood scale projects such as construction of sidewalks, improvements to lighting and streetscapes, the improvements of parks and other amenities, water and sewer infrastructure upgrades, and drainage infrastructure. The planning commission may utilize neighborhood committees in the identification of these projects and may recommend the sequencing of improvements in priority investment zones. **Responsible Entities:** *Building and Planning Department, City Administrator, Planning Commission, and City Council with appropriate consultation with each city department head.* **Relevant Comprehensive Plan Elements:** *Economic Development, Transportation, Community Facilities, Housing, Population, and Priority Investment.*

- ✓ **SC Department of Commerce Research.** The city should regularly review publications released by the SC Department of Commerce, such as the annual Economic Indicator Report. The SC Department of Commerce also provides numerous reports with specific information pertaining to Georgetown County, such as commuting pattern reports. This will help the city assess current economic conditions on a local, state, and regional basis and prepare for forecasted trends that may positively or negatively affect the local economy. **Responsible Entities:** *City Administrator with the assistance of all relevant departments.* **Relevant Comprehensive Plan Elements:** *Economic Development, Population, Housing, and Transportation.*

Medium Term Projects and Initiatives: The following projects and initiatives are to be considered for implementation within three to five years of the adoption of this plan.

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- ✓ **Health Care Service.** Expand local health care services. This objective enhances the quality of life for all residents and is vital in attracting new retirees to the community. Many senior citizens require specialized health care services which would stimulate new highly skilled and semi-skilled professional job opportunities in the city. Zoning provisions should be examined to identify barriers to locating new facilities within the city. In addition, the creation of priority investment zones, specifically along Black River Road, should incorporate incentives and infrastructure investments that complement the hospital system. Finally, increases in citywide public transportation offerings should expand access to local health care providers. **Responsible Entities:** *City Administrator, Planning Commission, and City Council. This activity should be coordinated with the Georgetown County System. Relevant Comprehensive Plan Elements:* *Population, Economic Development, Land Use, Transportation, Community Facilities, and Priority Investment.*

- ✓ **Tourism Development.** A tourism plan for the City of Georgetown that explores tourism's advantages, disadvantages, and needs should be developed. This plan should outline the specific potential the city has in long-term tourism development and detail the private and public investments that will be needed to establish a vibrant and sustainable tourism economy. **Responsible Entities:** *City Council, City Administrator, Georgetown County Chamber of Commerce, and SC Department of Parks, Recreation, and Tourism. Relevant Comprehensive Plan Elements:* *Economic Development, Cultural Resources, Natural Resources, Transportation, and Community Facilities.*

- ✓ **Vacant Buildings.** The City of Georgetown should assess the feasibility of creating an incentive program to business owners who locate into a vacant commercial structure. Incentives could be tied to those of a priority investment zone, when residential housing is co-located with the commercial use (i.e. upper story occupancy). A stakeholder committee comprised of Front Street merchants, the planning commission, neighborhood associations, and other business leaders would be beneficial to exploring ideas and assessing the feasibility and criteria for these initiatives. **Responsible Entities:** *Building and Planning Department, Planning Commission, City Administrator, and City Council. Relevant Comprehensive Plan Elements:* *Economic Development and Land Use.*

- ✓ **Business Resource Guide Development.** A business resource guide specific to the City of Georgetown can be a very useful and central document for prospective businesses. This document should be comprehensive in its scope and should emphasize that Georgetown is a business friendly community. This reference document should be highly accessible, including via the city's website, and be distributed widely. Consultation in developing the document should be coordinated with the Chamber of

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Commerce, the SC Department of Commerce, Georgetown County, and other interested parties. **Responsible Entities:** *City Administrator. This activity may require the use of a consultant to provide guidance in the development of Business Resource Guide.* **Relevant Comprehensive Plan Elements:** *Economic Development.*

Long-range Projects and Initiatives: These projects should commence within a five to ten year period and may require additional in-depth feasibility analysis prior to project implementation.

- ✓ **Expand Higher Education Opportunities.** Work with higher education institutions such as Clemson University, College of Charleston, University of South Carolina, and Coastal Carolina University to investigate the potential of establishing a branch campus in the City of Georgetown. Local higher educational opportunities will help retain young adults and allow professional adults to advance their education more conveniently. A higher education institution can be a beneficial economic development strategy as it would create jobs and potentially be an attractive community asset for retirees. **Responsible Entities:** *City Administrator and City Council in consultation with the SC Commission on Higher Education.* **Relevant Comprehensive Plan Elements:** *Economic Development, Population, Community Facilities, Cultural Resources, and Priority Investment.*
- ✓ **Chamber of Commerce Visitor Survey Report.** The Georgetown County Chamber of Commerce recently worked with the consulting firm Rawle Murdy Associates to conduct a survey of tourist visitors to Georgetown County. A report of their findings was published in January 2010. The report summarizes several visitor trends such as the demographics of Georgetown County visitors, along with behavioral information such as activities engaged in, the length of stay, most popular time of year to visit, and why the survey respondent chose to visit Georgetown County. A trend analysis of how these variables change in the future would be helpful to gauge how best to market the City of Georgetown as a tourist destination and to get a profile of the type of people that are visiting the area. **Responsible Entities:** *This activity should be initiated in coordination with the Georgetown County Chamber of Commerce and assisted by all city departments.* **Relevant Comprehensive Plan Elements:** *Economic Development, Cultural Resources, Natural Resources, and Transportation.*

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*City of Georgetown Comprehensive Plan, 2011***Overarching Theme: *Promote Compatible and Sustainable Residential, Commercial, and Industrial Development***

Land use planning requires thorough consideration of existing transportation and utility infrastructure, economic development opportunities, appropriate locations for housing developments, community facility needs, and environmentally sensitive areas within the community. Land use planning has significant implications on many of the elements discussed throughout this comprehensive plan.



Short Term Projects and Initiatives: The following projects and initiatives are designed to be implemented within one to three years of the adoption of this plan.

- ✓ **Zoning Ordinance Review and Update.** Following the adoption of the comprehensive plan, a review of the city's zoning ordinance should be conducted:
 - **Historic Area Review.** The primary emphasis of this review component is to quantify the effect of the current zoning on the city's historic areas. Prior to the commission's review, a street level assessment should be conducted to include: (1) Quantifying the number of nonconformities created by existing setbacks or lot size requirements; (2) Documenting architectural features or building arrangements contributing to nonconformity; (3) Quantifying the number of nonconformities created by existing use standards.

The examination and subsequent update by the planning commission should concentrate on promoting the continuation of historical uses, desirable architectural features, and building arrangements (where nuisances, if any, can be mitigated).

- **Zoning Ordinance Administration.** The primary emphasis of this review and update is to ensure the timely, efficient, and consistent decision making. Areas of potential update include: (1) The incorporation of text/map amendment review standards into the zoning ordinance (See §§1300-1303, *City of Georgetown Zoning Ordinance*); (2) Streamlining the zoning ordinance by eliminating the city's Intermediate Commercial District and the combination of the city's Medical Residential District with an enhanced Neighborhood Commercial District or the

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creation of a mixed use district; and (3) Specifying timelines for staff action on all administrative permits.

- **Traditional Neighborhoods.** The planning commission should examine the creation of a traditional neighborhood district or amend existing R-4 District provisions. The purpose of the traditional neighborhood district would be to promote the orientation of structures/porches close to the street (through reduced setbacks, build-to-lines, or a combination of both), encourage mixed use and density, and to implement design and streetscape standards (see Historic Area Review above).
- **Density.** Density within the city's core areas should be increased from ten units per acre to twenty units per acre. The increase in density should be coupled with the development of design standards and limitations on the number of units per structure. In areas designated for increased density, the planning commission should actively solicit the input of stakeholders.

Areas currently zoned for high density development at the periphery of the city that do not conform to the density criteria outlined in the goals and objectives of this plan should be considered for down zoning. Newly annexed areas should be zoned for low or very low density until such times as adequate municipal services are available.

Include provisions within the zoning ordinance for density bonuses for projects that incorporate community amenities or affordable housing units into development proposals. Density bonuses should be considered in the creation of priority investment zones for areas, especially those zones where infill development is encouraged.

Responsible Entities: *Building and Planning Department, Planning Commission, and City Council. Relevant Comprehensive Plan Elements:* *Land Use, Housing, Economic Development, Transportation, and Community Facilities (see note I-1).*

- ✓ **Vacant Housing.** An inventory of vacant lots suitable for residential construction should be conducted annually to determine housing potential and to gauge the success of infill initiatives. **Responsible Entities:** *Building and Planning Department, and Planning Commission. Relevant Comprehensive Plan Elements:* *Housing, Land Use, Population, and Economic Development.*
- ✓ **Public Involvement.** The city should actively solicit the input of residents on planning activities and board/commission actions. Public notices and the use of the city's website

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to advertise pending or upcoming projects/hearings should be enhanced. **Responsible Entities:** *City Administrator, Building and Planning Department, Information Technology Department, City Council, and Planning Commission.* **Relevant Comprehensive Plan Elements:** *All Elements.*

- ✓ **City of Georgetown and Georgetown County Coordination.** Activities that can be undertaken to increase the level of communication and coordination between the city and county on planning activities include:
 - Requesting notification from the county on proposed projects within the study areas. Notification to the county should be provided by the city on projects involving annexation or for properties abutting the corporate limit.
 - Staff or commission designee attendance at county planning commission meetings should occur. County staff attendance or periodic updating of relevant projects to the city planning commission should also be encouraged.

Responsible Entities: *Building and Planning Department and Planning Commission in consultation with the Georgetown County Planning Department.* **Relevant Comprehensive Plan Elements:** *All Elements.*

Medium Term Projects and Initiatives: The following projects and initiatives are to be considered for implementation within three to five years of the adoption of this plan.

- ✓ **Development Regulations Review.** The planning commission should undertake a comprehensive review of the city's development regulations.
 - *Amenities:* This review should concentrate on the amenities provided and/or required for new subdivision creation including but not limited to sidewalks, parks and open spaces, bike-paths and lanes, and tree plantings.
 - *Affordability:* This review should concentrate on eliminating unneeded requirements that contribute to the costs of constructing housing in the city. The review should include input from local builders, developers, and the general public. The planning commission may wish to undertake this activity through the establishment of a joint committee.

Responsible Entities: *Building and Planning Department, Planning Commission, and City Council.* **Relevant Comprehensive Plan Elements:** *Housing, Economic Development, Land Use, and Community Facilities.*

- ✓ **Annexation Policy.** Annexations and original zonings should be coordinated with this plan. Properties (developments) receiving city water and/or sewer and subject to

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consent to annexation agreements, should submit site plan data to the city for review, prior to development, to ensure compatibility with city development standards upon annexation. **Responsible Entities:** *Building and Planning Department, Planning Commission, Georgetown County Planning Department, Water Department, Georgetown County Water and Sewer District, City Council.* **Relevant Comprehensive Plan Elements:** *Land Use, Economic Development, Community Facilities, and Priority Investment.*

- ✓ **Housing and Property Condition Monitoring and Enforcement.** The city should refine efforts to enforce the city's property maintenance code and dilapidated housing ordinances. Efforts should concentrate on the prompt identification of at risk properties, the notification of property owners, the standardization of enforcement actions (including pursuing liens on property), and the reporting of enforcement actions to the planning commission and city council. Potential assistance to property owners in remediation and/or rehabilitation should be considered with the creation of priority investment zones. **Responsible Entities:** *Building and Planning Department, Planning Commission, City Administrator, and City Council.* **Relevant Comprehensive Plan Elements:** *Housing, Economic Development, and Land Use.*

- ✓ **Funding Assistance.** The city should continue its efforts to investigate loan and grant opportunities to assist in the rehabilitation of housing and the construction of affordable housing. Potential grant and loan opportunities available to the municipality, local developer, renters, or homeowners include:
 - **SC State Housing Loan Programs**
 - *First Mortgage Program*
 - *Single Parent Program*
 - *Individual or Family Disability Program*
 - *Extended Lock Program*
 - *USDA Guaranteed Rural Housing Program*
 - **Housing Trust Fund**
 - *Emergency Repair and Owner-Occupied Rehabilitation Program*
 - *Rental Housing Assistance Program*
 - **Home Funds for Ownership and Rental Housing**

Opportunities for funding should be investigated and, when available, information should be disseminated to local builders and residents. When appropriate, the city should consider soliciting the assistance of the Council of Governments or other entities to secure funding. **Responsible Entities:** *City Administrator, Waccamaw Regional Council*

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of Governments, and Georgetown Housing Authority. **Relevant Comprehensive Plan Elements:** *Housing.*

- ✓ **Neighborhood Committees.** The city should encourage the creation of neighborhood committees. Where sufficient interest exists, these groups could be instrumental in identifying concerns/issues at the street level to include code and property maintenance violations, land use issues, and provide recommendations for beautification projects and other public expenditures. These groups could also be an important tool for the city in disseminating information on pending projects. **Responsible Entities:** *Building and Planning Department, Planning Commission, City Administrator, and City Council.* **Relevant Comprehensive Plan Elements:** *Land Use, Housing, Economic Development, Transportation, and Community Facilities.*
- ✓ **Natural Resource Protection.** Conduct an assessment of all undeveloped land and identify areas that have exceptional natural resource value or significant impediments for future development. Rezone these areas as Conservation Preservation districts. Areas should be evaluated for the presence of wetlands, floodplain areas, and habitat areas for protected and endangered species. **Responsible Entities:** *Building and Planning Department, Planning Commission, Local Land Trusts.* **Relevant Comprehensive Plan Elements:** *Natural Resources, Land Use.*

Long-range Projects and Initiatives: These projects should commence within a five to ten year period and may require additional in-depth feasibility analysis prior to project implementation.

- ✓ **Parks and Open Space Plan.** Work with appropriate stakeholders to develop an open space plan and conservation easement program in the City of Georgetown as part of an overall growth management strategy. **Responsible Entities:** *Building and Planning Department, and Planning Commission in consultation with Georgetown County Parks and Recreation Department, Georgetown County Planning Department, and Local Land Trusts.* **Relevant Comprehensive Plan Elements:** *Natural Resources, Land Use, and Community Facilities.*
- ✓ **Investment Zone.** The city should explore the creation of investment zones as a means to encouraging infill development (*See Map Exhibit PI-1*). Incentives for these zones could include, but not be limited to:
 - The reduction or waiver of permitting fees
 - The reduction or waiver of utility tap/connection fees
 - Priority review/ permitting

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- Density bonuses
- Public funded improvements such as sidewalk construction, streetscapes, intersection improvements, and upgrades to water, sewer, or stormwater infrastructure.

Responsible Entities: Building and Planning Department, Planning Commission, City Administrator, City Council. **Relevant Comprehensive Plan Elements:** *Economic Development, Land Use, Housing.*

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PLAN NOTES

- P-1: The US Census Bureau changed the boundary of Census Tract 9803 from 1990 to 2000. In the 2010 Census, the US Census Bureau renumbered each census tract and also changed the boundaries of each block group within the existing census tracts. Although many of the census block group boundary changes are slight, a continuation of population trend analysis between 2000 and 2010 is difficult because an exact geographic comparison cannot be made.
- P-2: The linear regression model is a statistical analysis that forecasts population data based on the historical population trends of the city. In the linear regression model used for the City of Georgetown population projections, population data from 1960 through 2010 was used as the model inputs.
- P-3: A shift-share population projection model assumes that the unit of study will experience a population change at the same rate as a larger geographic unit. In this case, the projection assumed that the City of Georgetown is going to grow at the same rate as Georgetown County over the next 25 years. As of 2010, the city accounted for 15.2% of the entire county population. Using county population projections published by the South Carolina Budget and Control Board, the shift share model holds the 15.2% city population share constant at each five-year interval.
- ED-1: Location quotient analysis provides information regarding the importance of an industry locally in comparison to a larger defined reference economy. The analysis provided in Table ED-2 gives a location quotient assessment of the City of Georgetown and Georgetown County, using the State of South Carolina as the defined reference economy. A location quotient greater than 1.0 means that the percentage of the local labor force employed in a particular industrial sector is greater than the percentage of the entire state's labor force for that industry. A location quotient less than 1.0 means that the percentage of the local labor force employed in a particular industrial sector is less than the percentage of the entire state's labor force for that industry.
- ED-2: A location that has a COLI rating below 1.0 has a cost of living that is below the national average. A location that has a COLI rating above 1.0 has a cost of living that is above the national average. The COLI rating is often interpreted as a gauge for the amount of money necessary to maintain a set standard of living. The COLI rating is also used to describe the effective purchase power in an area. Using South Carolina as an example, a COLI rating of 0.86 equates to a purchasing power measure of \$1.14 for every \$1.00 of income.

NOTES

- H-1: The US Census Bureau's 2000 housing count for the City of Georgetown was 3,856 per SF-1 datum and was 3,955 per SF-3 datum. Data from sampling (SF-3) was used in cases where 100% count data (SF-1) was unavailable.
- H-2: Table H-2 uses STF-3 and SF-3 datum from the 1990 and 2000 Census. The 2010 Census data does not include housing type data. Recent structure type data is provided in Table H-3 and is also available from the US Census Bureau's American Community Survey for the years 2005-2009.
- H-3: Georgetown County's high and increasing vacancy rate is largely due to the number of seasonal structures in the county.
- H-4: Land use data was collected by the WRCOG in 2006 in support of the Grand Strand Area Transportation Study's regional transportation modeling. The methodology used for this data collection and the classification of housing types was identical to the methodology used for land use data collection for the in-city survey conducted between 2008 and 2010. See pages 117 and 118 for a discussion of the survey methodology.
- H-5: Table H-6 projections are based on a year 2010 housing unit count of 4,236 (citywide per the land use survey). The projected need assumes a 1% annual population growth rate, a 10% vacancy rate, an annual unit loss factor of 1%, 2.53 persons per unit, and that the population (net increase) will reside in households.
- T-1: Table T-2 and Map Exhibit T-3 provide data on the location and extent of sidewalks within the City of Georgetown. This data was collected by WRCOG in 2010 and 2011 based on a windshield survey and spot location measurements of sidewalk widths. Sidewalk widths varied for many streets and the data reflects a representative average. Several sidewalks restoration/construction projects were ongoing during the course of the survey. Sidewalks under construction or completed on or after February 1, 2011 are not included in the data.
- PI-1: Requests for departmental and project needs were sent to the various city departments. The accompanying estimates were provided by the individual departments or agencies.
- PI-2: All amounts are in 2011 dollars. The total anticipated need (city-share) includes \$6,725,500 to fund or match transportation improvements, \$11,858,740 for identified departmental projects, and \$211,000 for planning costs. The departmental projects total assumes approximately 75% of departmental costs will be funded by the city (see Table

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PI-1). This percentage will vary depending on the success of the city in receiving grant funding.

- I-1: Several of this plan's goals and objectives and corresponding implementation activities involve amendments to the zoning ordinance. Some of these items are noted for immediate or near term consideration. Others are designated for longer term implementation. The listing of activities for review or update, as it appears in this implementation activity, is not all inclusive. The intent of this listing is to highlight major areas of focus. In implementing this activity, a review of the Transportation, Housing, and Land Use Elements' Goals and Objectives, as well as the implementation chapter's separately listed recommendations would be helpful in ensuring a comprehensive review and update of the city's zoning ordinance and development regulations.

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