



Town of Surfside Beach

Comprehensive Plan, 2013-2022

Adopted by Town Council 12/10/2013



Surfside Beach Mayor and Town Council

Douglas F. Samples, Mayor

**Anna F. Dodge
Mark Johnson**

**Beth Kohlmann
Mary Beth Mabry**

**Rod Smith
Randle Stevens**

**Town Clerk
Debra Herrmann**

Surfside Beach Planning Commission

Mikey Pruitt, Chairman

**Mary Ellen Abrams
Sandra Elliott**

**Carrie Johnson
Betty Lowery**

**Marty Rhoades
Al Lauer**

*With Acknowledgments to Former Commissioners:
Bob Hanson, Lynn Livesay, & Charles Seibold*

Building and Zoning Staff

**Sabrina Morris, Director
Kevin Otte, Building Official
Sean Boysel, Permit Technician**

TABLE OF CONTENTS

INTRODUCTION 1

POPULATION ELEMENT 3

Introduction 4

Part One. Current Conditions 4

Population and Area Growth 4

Age of Population 5

Gender and Fertility 6

Race and Ethnicity 6

Education 7

Household Size 7

Part Two. Future Conditions 8

Population Projections 8

Assessment of Trends and Projection of 9

Future Conditions

Factors Conducive to Future Population 10

Growth

Constraints and Threats to Future 11

Population Growth

Part Three. Population Policies 11

ECONOMIC ELEMENT 15

Introduction 16

Part One. Current Conditions 16

Labor Force Profile 16

Median Household and Per Capita Income 19

Retirement Income 20

Cost of Living Index 20

Incidence of Poverty 21

Commuting Patterns 22

Part Two. Future Conditions 22

Opportunities for Future Economic 22

Growth

Constraints and Threats to Future 23

Economic Growth

Part Three. Economic Development 24 **Policies**

TABLE OF CONTENTS

NATURAL RESOURCES ELEMENT	31
Introduction	32
Part One. Inventory of Existing Conditions	32
Climate	32
Physiographic Region	33
Topography and Drainage	33
Floodplains	34
Wildlife and Vegetation	34
Wetlands	36
Air and Water Quality	37
Soils	38
Coastal Resources	40
Natural Hazards	40
Part Two. Natural Resources Needs and Policies	41
CULTURAL RESOURCES ELEMENT	47
Introduction	48
Surfside Beach History	48
Part One. Inventory of Existing Cultural Resources	49
Local Cultural Resources	49
Regional Cultural Resources	50
Part Two. Future Needs and Opportunities	52
Part Three. Cultural Resources Policies	53
COMMUNITY FACILITIES ELEMENT	57
Introduction	58
Part One. Municipal Services and Facilities	58
Municipal Structure	58
Administration	58
Planning, Building and Zoning	59
Municipal Court	59
Finance	59

TABLE OF CONTENTS

COMMUNITY FACILITIES ELEMENT

Fire Protection	59
Police Protection	61
Public Works	61
Parks and Recreation	63
Other Municipal Facilities	63
Part Two. Other Services and Facilities	64
Water and Sewer Services	64
Electric Service	64
Natural Gas	65
Cable Television	65
Phone and Internet Service	66
Medical Facilities	66
Public Schools	67
Post-Secondary Public Education	67
Public Library	68
Senior Center	68
Part Three. Community Facilities Policies	68

HOUSING ELEMENT 73

Introduction	74
Part One. Existing Housing Conditions	74
Housing Stock Profile	74
Tenure and Occupancy	76
Period of Construction	77
Recent Residential Construction Projects	79
Median Housing Value	80
Rental Housing	80
Part Two. Future Housing Conditions and Needs	81
Housing Projections	81
Affordable Housing	82
Part Three. Housing Policies	82

LAND USE ELEMENT 89

Introduction	90
Part One. Current Conditions	90

TABLE OF CONTENTS

LAND USE ELEMENT

Land Use Survey	90
Prevalence of Existing Land Uses	91
Density	93
Part Two. Regulatory Tools Affecting Land Uses	93
Zoning	93
Land Development Regulations	96
Storm Water Management and Flood Damage Prevention	96
Building Codes	97
Regulatory Climate	97
Part Three. Future Land Uses	97
Findings and Assumptions	97
Future Land Use Map	99
Part Four. Land Use Policies	101

TRANSPORTATION ELEMENT **109**

Introduction	110
Part One. Previous Planning Efforts	110
1999 South Strand US Highway 17 Business Corridor Study	111
2005 Town of Surfside Beach Comprehensive Plan	111
Part Two. Existing Conditions	112
Inventory of Streets and Rights-of-Way	112
Roadway Maintenance and Repair	116
Historic Average Daily Traffic Volumes	116
Pedestrian Facilities	118
Public Parking Facilities	119
Alternate Regional Transportation Facilities	120
Part Three. Future Conditions and Transportation Needs	121
Transportation System Projections	121
Planned Transportation Improvements	122
Transportation System Needs	123
Part Four. Transportation Policies	128

TABLE OF CONTENTS

PRIORITY INVESTMENT ELEMENT	137
Introduction	138
Part One. Overview of Project Selection	138
State Requirements	138
Project Coordination	139
Part Two. Priority Projects	139
Projects Identified by the Town's Departments and Administration	139
Projects Identified by Area Jurisdictions and Agencies	141
Area Transportation Projects	141
Priority Projects (Unfunded)	143
Part Three. Anticipated and Potential Funding Sources	144
Budgetary Capabilities	144
Grants	145
Transportation Funding	145
Part Four. Policies for Implementing Projects	146
IMPLEMENTATION	149
WORKS CITED OR REFERENCED	165
PLAN NOTES & AMENDMENTS	169

TABLE OF CONTENTS

This page left intentionally blank



**P
O
P
U
L
A
T
I
O
N

E
L
E
M
E
N
T**

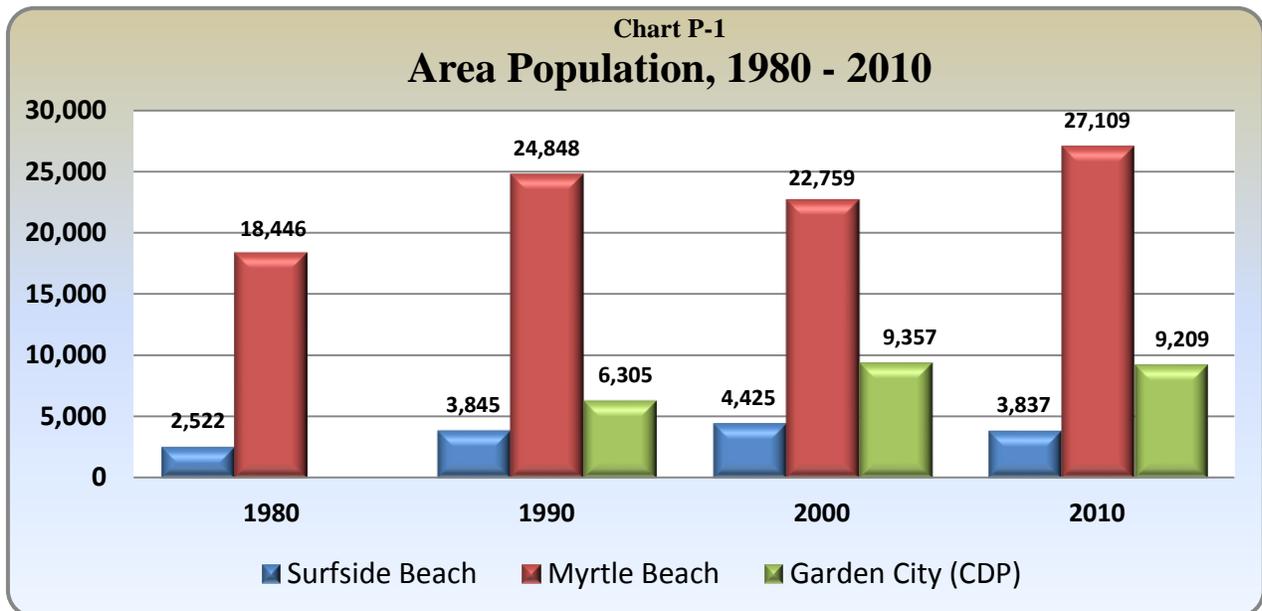
Introduction

This element of the comprehensive plan examines characteristics of the town's population including growth/decline, age, gender, race, and education. This element also provides information on areas adjacent to the town for comparison and gives a regional context for observed trends. The final section of this element examines community needs and establishes achievable goals and objectives to be implemented over the next ten years.

Part One. Current Conditions

Population and Area Growth

In the year 2010, the town's population consisted of 3,837 residents. Chart P-1 provides a comparison of Surfside Beach's population growth with that of the surrounding communities of Myrtle Beach and Garden City.



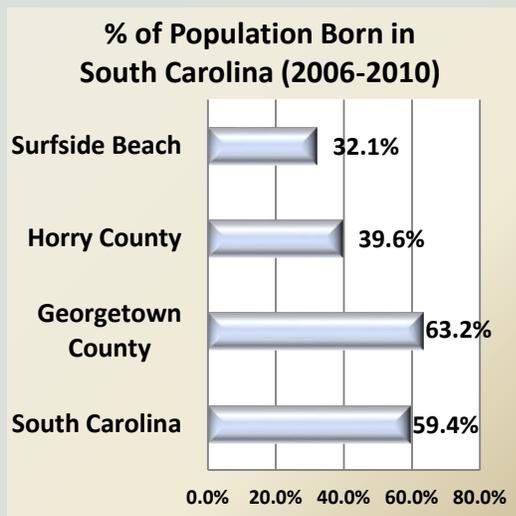
Horry County has experienced tremendous population growth over the past forty years. From 1970 to 2010, the county's population increased fourfold, growing from 69,992 to 269,291. Areas adjacent to Surfside Beach grew at a similar pace. The Myrtle Beach Census County Division, which includes the county's incorporated and unincorporated areas south of Briarcliff Acres and east of the Waccamaw River, grew from 34,687 in 1980 to 94,684 in 2010.

Despite increases in the area's population, the population of the town in 2010 was approximately what it was twenty years earlier, declining by approximately six hundred residents from its high in 2000. This decrease in population occurred despite an increase in the number of housing units (see the Housing Element).

The Impact of Migration

Post World War II, the United States' population has been highly mobile. This mobility has led to the growth of the southeastern states, most notably Florida. South Carolina's population has also benefited from migration. Between 2000 and 2004, the South Carolina Budget and Control Board estimated an annual net domestic migration of 18,756 people for the state. This net migration ranked eighth nationally. The Great Recession has slowed migration; however recent data continues to show South Carolina in the top tier of destinations.

Surfside Beach has also benefited from migration. Year 2006-2010 estimates place the number of residents born within South Carolina at 32.1% of the town's population. These estimates indicate that 24.5% of residents lived in another home in the preceding year. Per the 2000 Census, 27.1% of Surfside Beach residents relocated from out-of-state between April 1995 and April 2000.



The impact of in-migration is much more pronounced for Surfside Beach than that of other communities and is necessary to maintain the town's population.

Map Exhibits P-1 and P-2 denote the town's population and housing units by Census Block Group for the years 2000 and 2010.

Age of Population

The median age of the population is increasing. In 2010, the median age of a Surfside Beach resident was 50.3 years. This compares to a median of 31.4 years in 1980. An aging population is a state and national trend; however, the median age of town residents exceeds the averages of the county (41.1), the state (37.9), and the nation (37.2). Also, as depicted by chart P-2, the rate of increase in the median age is more pronounced than the county and state trend.

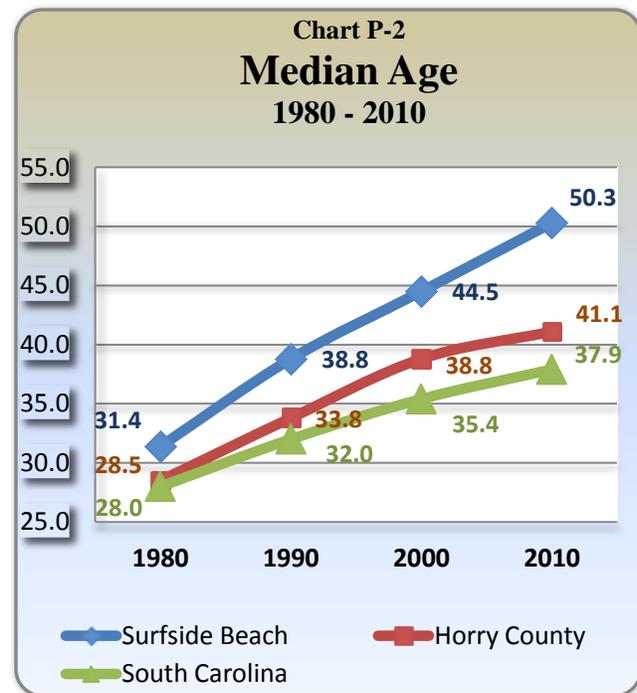
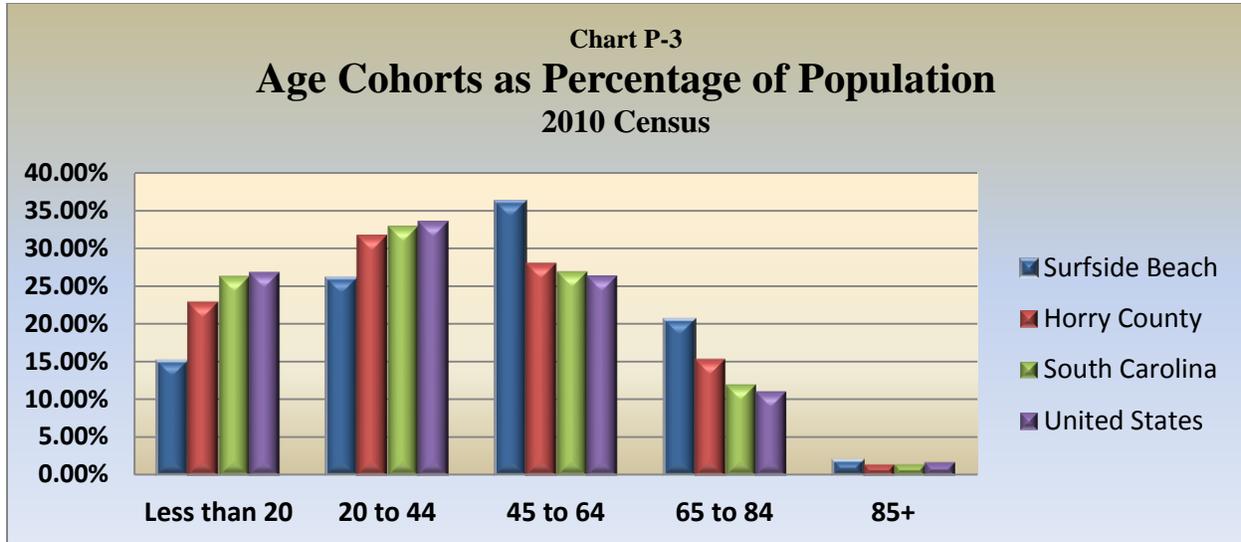


Chart P-3 illustrates the distribution of Surfside Beach's population by age cohorts. In 2010, approximately twenty-three percent of the town's residents were sixty-five years of age or older. This percentage exceeds the county, state, and

national average. In the absence of in-migration, the high percentage of residents forty-five years of age and older (approximately 60%) portends future increases in the town's retiree population and median age.



Gender and Fertility

The percentage of female residents increased from 50.5% in 2000 to 52% in 2010, exceeding the county, state, and national averages. This trend is attributable to the aging population and the greater longevity of females.

The number of females in a community is an indicator of the potential for natural increase; specifically, the number or percentage of female residents in the childbearing ages of fifteen to fifty. In the case of Surfside Beach, females in these age cohorts account for approximately nineteen percent of the population. Comparatively, national and state averages for these female age cohorts approach twenty-four percent. Given the lower percentage coupled with birth rates below those of the state and nation, it is unlikely that natural increase will contribute to significant population growth.

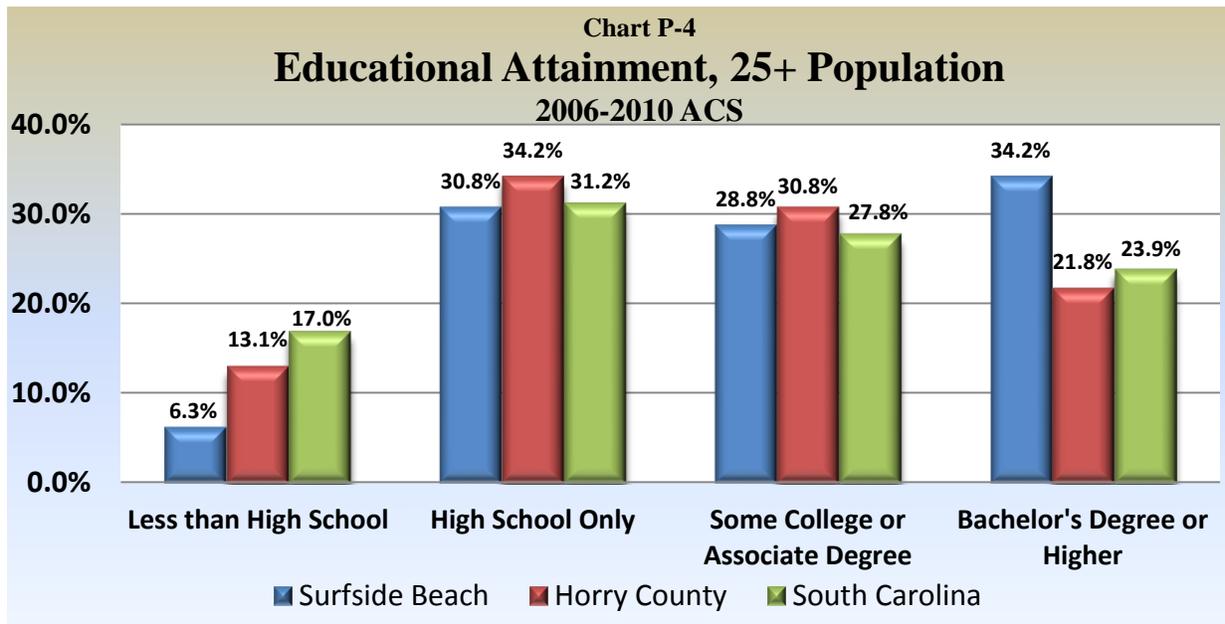
Race and Ethnicity

In 2010, the town's racial composition was 96.1% white, .9% African-American, .4% American Indian, .6% Asian, and 2.0% some other race or a combination of two or more races. The town's racial composition has not significantly changed in the last twenty years.

Nationally, persons of Hispanic ethnicity have increased to over sixteen percent of the population. In Horry County, the percentage has grown to 6.2%. The percentage of Surfside Beach residents of Hispanic origin has increased over the past decade but remains a small component (two percent) of the total population.

Education

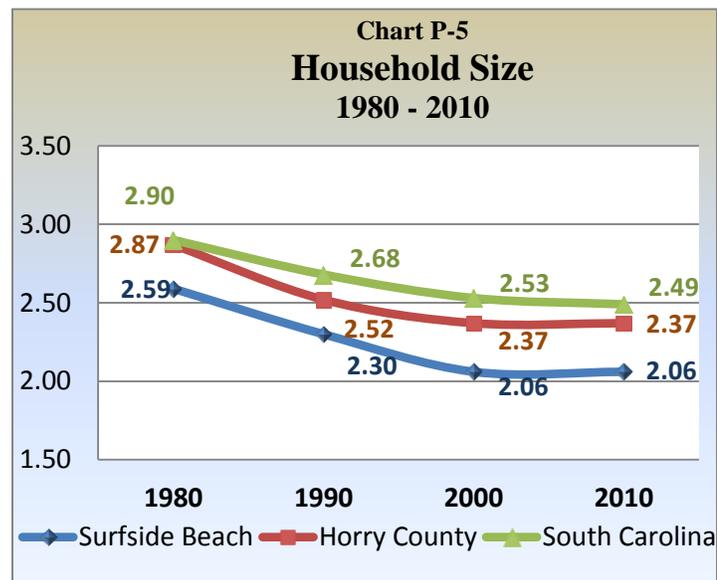
According to the US Census Bureau’s 2006-2010 American Community Survey, the percentage of Surfside Beach residents, over the age of twenty-five, who were high school graduates or higher was 93.7%. The percentage of high school graduates exceeded the rate observed at the county, state, and national level. The percentage of residents with four or more years of college was 34.2%. This percentage is also higher than the rate observed at the county, state, and national level. Chart P-4 provides a comparison of residents’ educational attainment with percentages estimated for Horry County and South Carolina.



Household Size

As a national trend, household size has decreased steadily since the 1960s. This trend has held true for South Carolina, Horry County, and Surfside Beach. Chart P-5 illustrates this trend.

As depicted by the chart, the number of persons per unit has begun to stabilize. In 2010, the average number of Surfside Beach residents per occupied housing unit was 2.06, well below the national, state, and county average. This lower rate is typical of many of South Carolina’s



coastal communities where the percentage of older residents and retirees is higher. Also of note in the recent Census data is the number of single member households. In 2010, this included thirty-three percent of Surfside Beach's households, which exceeded the averages of the county (26.8%), state (26.5%), and nation (26.7%).

Part Two. Future Conditions

Population Projections

Table P-1 provides population projections for Horry County, the Myrtle Beach CCD, and Surfside Beach to the year 2030. Projections for Surfside Beach provide three possible scenarios for population growth, as further discussed in the table below.

Table P-1 Population Projections to 2030 Surfside Beach, Myrtle Beach CCD, and Horry County						
	2000	2010	2015	2020	2025	2030
Surfside Beach (Scenario A)	4,425	3,837	4,676	5,074	5,489	5,943
Surfside Beach (Scenario B)	4,425	3,837	4,167	4,375	4,586	4,794
Surfside Beach (Scenario C)	4,425	3,837	4,604	5,344	6,137	6,975
Myrtle Beach CCD	73,587	94,684	115,393	125,219	135,451	146,657
Horry County	196,629	269,291	291,080	316,810	342,530	367,160

Scenario A: Surfside Beach's population will grow at rate comparable to projected growth for the area. This scenario assumes Surfside Beach's population will grow at a rate comparable to that forecasted for the Myrtle Beach Census County Division. Under this scenario, the population for Surfside Beach should rise to approximately six thousand over the next twenty years.

Scenario B: Surfside Beach's population will grow based on modest increases in non-seasonal housing stock and a continued high vacancy rate. This scenario assumes the modest non-seasonal housing stock growth of the past thirty years will continue; however, the vacancy rate for these units will remain at or near record highs. Under this scenario, the population for Surfside Beach should rise to approximately 4,800 over the next twenty years.

Scenario C: Surfside Beach's population will increase based on the historic growth of the total housing stock, the continued demand for coastal properties, and a gradual return to lower vacancy rates. This scenario assumes the housing stock growth of the past thirty years will continue and the vacancy rate will decline as seasonal occupants permanently relocate to Surfside Beach. Under this scenario, the population for Surfside Beach should rise to approximately seven thousand over the next twenty years.

Source: 2000 and 2010 populations are per the US Census Bureau, SF-1. County projections are per the Budget and Control Board (2009). Myrtle Beach CCD projections are per the GSATS 2035 Long Range Transportation Plan (June 2011). Scenarios A, B, and C were provided by WRCOG, 2011.

Assessment of Trends and Projection of Future Conditions

Population. Based on the population models, illustrated in Table P-1, the town may anticipate growth in the range of approximately 25% to 80% over the next twenty years. This upper range of growth (80%) is roughly the rate experienced by the town from 1980 to 2000.

The town's housing stock has increased at an impressive rate of 106% over the past thirty years. The current housing unit count, which currently exceeds 4,000, would support a permanent population of nearly ten thousand; however, recent housing increases have been in seasonal units. These seasonal units contribute to a high vacancy rate, which in 2010 was over fifty-six percent.

The ultimate rate of growth will be influenced primarily by in-migration or the lack thereof. As previously written, the demographics of the town are not conducive to natural increase. It appears that in the past, seasonal or second-home units were later occupied by owners permanently relocating to Surfside Beach, often in retirement (or near retirement). It is unclear whether the trend toward seasonal housing will continue or whether this trend will be followed by a shift toward permanent occupancy. This uncertainty contributes to the wide range in the projected future population.

Annexation can play a role in increasing the overall population and altering the demographic characteristics of the town. It is estimated that seven thousand people live within one mile of the current town limits and opportunities may exist for strategic annexation. Annexation is a very low priority with this council, but staff will be ready if directed by the town council to pursue an opportunity.

The Seasonal Population and the Impact of Day Visitors

The Myrtle Beach Area Chamber of Commerce (MBACC) estimates that in 2009, 13.7 million people visited the Grand Strand area. The top ten states for visitor inquiries include New York, Ohio, Pennsylvania, North Carolina, Virginia, Georgia, Tennessee, Kentucky, Maryland, and West Virginia. Recent data also suggests that the impact of tourism is no longer exclusively confined to the summer months, with visitors drawn by the area's year-round events.

Tourist and seasonal residents add tremendously to Surfside Beach's peak population. Although the town's permanent population is only four thousand, the town's housing and other accommodations are estimated to lodge approximately 10,000 people during the peak summer months.

Also, adding to the demand for municipal services is the increasing number of day visitors to the town's beach. Many of these visitors are locals who enjoy beach access through the town.

Area tourism provides an opportunity to showcase Surfside Beach with the long-term goal of building the town's permanent population. The challenge for the town is ensuring that the increased services demanded by tourism and day visitors are adequately and equitably funded.

Age. The age of the town's population should continue to rise and a moderation in the rate of aging (median age) is not foreseen in the near term. The distribution of the town's population by age cohort shows a high percentage of residents at or close to surpassing the 2010 median age of 50.3. Whether the long-term rate will moderate depends on the rate of in-migration and the age profile of new residents.

Gender and Racial Composition. Surfside Beach should continue to witness an increase in the percentage of female residents. This increase will be due to the continued aging of the population and the higher life expectancy of females. The racial composition of the town should remain relatively unaffected over the next decade. This is due to the stable composition of the population over the past thirty years and the comparable demographics of areas immediately adjacent to the town.

Household Size. The decline in the number of persons per housing unit appears to be moderating for Surfside Beach and the surrounding area; however, because the town's population continues to age, future decreases in household size can be expected. As with age, the average long-term household size will depend on the influx new residents.

Education. Surfside Beach's residents have long enjoyed a higher educational attainment level. Property values along the coast typically require, albeit at varying degrees, a higher level of affluence. The correlations between age, income, and education suggest that the trend of a more educated citizenry should continue.

Factors Conducive to Future Population Growth

The previous sections of this element outline population characteristics and projections based on current trends. The town contains a number of strengths which could lead to population growth and further development. These include:

- *Seaside Location:* The town has two miles of coastline and the majority of the town's homes are within a few blocks of the ocean. Coastal communities and properties have enjoyed a high demand from retirees and other residents seeking to relocate, particularly from the Northeastern and Midwestern states.
- *Regional and Area Amenities:* As noted, the region has experienced tremendous population growth over the last four decades. The Grand Stand area also attracts millions of tourists. The growing year-round population coupled with a high number of tourist and seasonal residents has substantially increased the area's commercial, recreational, entertainment, and dining offerings. These amenities are atypical of areas with similar sized permanent populations and serve as a recruitment tool.
- *Residential Community Atmosphere:* Unlike many communities along the South Carolina coast, Surfside Beach has retained its residential, family oriented atmosphere. Despite commercial growth, the town primarily consists of quiet residential neighborhoods within walking distance of the ocean.

- *Growth of Housing:* Despite a recent decline in the permanent population, the number of housing units in the town has increased. The availability of housing could serve to attract people to live in the town.
- *Municipal Services:* The town provides a high level of services and a stable municipal government. Services offered by the town are greater than those provided to the unincorporated beachfront areas south of town (see also the Community Facilities Element).

Constraints and Threats to Future Population Growth

The town contains a number of constraints or threats which could lead to population decline. These include:

- *Aging Population:* Unlike some communities, Surfside Beach's population is not self-sustaining via natural increase. In order to maintain its population, the town is dependent upon the continuous in-migration of people who choose to make Surfside Beach their permanent home.
- *Growth of Seasonal Housing:* Growth in the town's housing stock has been a result of an increase in the number of seasonal units. In recent decades, the town has retained a high number of owner-occupied dwellings with a much smaller percentage of seasonal units. A continued shift toward seasonal occupancy will erode the town's population base.
- *Lack of Regional Industry:* The area's tourism based economy provides a high number of retail, recreation, and entertainment based employment options. Traditionally, the wage rate for these employment types has been less than those in manufacturing and specialized occupations. The lack of area manufacturing or other high paying employment options makes it difficult to attract younger people with families to relocate to Surfside Beach.
- *Costs of Housing:* Housing costs in Surfside Beach have increased dramatically over the past two decades (see the Housing Element). The percentage of increase has been more pronounced than that of the state and county. Whether the recent housing downturn and recession have moderated this trend remains to be determined; nevertheless, the cost of housing provides a barrier to attracting young professionals to live in Surfside Beach.
- *Lack of Large Undeveloped Tracts:* The town was platted in the 1960s primarily as a single-family residential community. Most lots within the town are developed and non-commercial properties east of US Highway 17 are small, averaging less than 9,000 square feet in area. The limited number of large, undeveloped properties decreases the probability of population growth via new, large scale residential development.

Part Three. Population Policies

This section provides Population Goals and Objectives to be implemented over the next ten years. A further discussion of timelines and responsible entities/processes can be found in the Implementation chapter at the conclusion of this plan.

Population Goal 1: *Stabilize and grow Surfside Beach's year-round population.*

Objectives and Implementation Activities: The town's population is maintained by continuously attracting people to establish permanent residency in Surfside Beach. Recent population data denotes a slight decrease in the town's population and an increase in seasonal housing units. Seasonal residents and visitors are important to the town and the local economy; however, maintaining a permanent population base is critical to ensuring the town's long-term vibrancy and relevance. Objectives include:

- 1A:** Promote quiet, safe, clean, and green neighborhoods that foster livability and distinguish the town from other communities.
- 1B:** Continue to provide a high level of municipal services.
- 1C:** Provide a variety of housing choices while protecting the character and density of long established neighborhoods.
- 1D:** Encourage seasonal property owners to establish permanent residency in the town.
- 1E:** Continue efforts to reduce the cost of housing in Surfside Beach (e.g. the town's participation in the National Flood Insurance Program's Community Rating System.)

Population Goal 2: *Provide housing options and other amenities which are conducive to attracting younger adults and families to live in Surfside Beach.*

Objectives and Implementation Activities: Although the town's recruitment effort should be holistic, a special emphasis should be placed on attracting younger adults and families to relocate to the town. By doing so, the town could develop a self-sustaining population core, thus increasing residents' long term identification with Surfside Beach and fostering multi-generational residency. Objectives include:

- 2A:** Continue efforts to provide recreational facilities and parks.
- 2B:** Support offerings and upgrades at the county's library.
- 2C:** Expand options for mixed use development in select areas of the town. Encourage the creation of planned development districts which offer housing types and amenities desired by young professionals.
- 2D:** Examine and remove regulatory constraints which unnecessarily

contribute to housing costs (see the Housing and Land Use Elements.)

Population Goal 3: *Encourage a stable vacationing population.*

Objectives and Implementation Activities: The vacationing population contributes to the town's budget (through accommodation and hospitality taxes), provides revenue to local businesses, and creates a recruitment opportunity for attracting permanent residents. Surfside Beach differentiates itself from other communities along the Grand Strand by maintaining its "family friendly" character. This differentiation should continue as a means to ensuring that vacationers return. Objectives include:

- 3A:** Maintain an adequate and visible police force to foster the sense of public safety.
- 3B:** Ensure that the beachfront and adjacent blocks remain predominately residential in character while providing clusters of commercial and recreational activities adjacent to the pier.
- 3C:** Limit the height of hotels and other structures along the oceanfront to preserve view-sheds and maintain the sense of a small town, coastal community.
- 3D:** Provide sufficiently sized areas that are zoned to allow transient accommodations, while safeguarding the town's lower density neighborhoods from transition.
- 3E:** Continue efforts along Ocean Boulevard that improve beach access and pedestrian safety.
- 3F:** Develop methods to inform visitors on local restrictions governing fireworks, dune protection, and conduct on the beach.
- 3G:** Support and, when appropriate, participate in marketing activities sponsored by local merchants and the Chamber of Commerce geared to attracting out-of-state visitors.

Population Goal 4: *Monitor and successfully manage the impacts of an increased number of day visitors to Surfside Beach.*

Objectives and Implementation Activities: Area growth has contributed to a high number of day visitors to the town's beach. Unlike vacationers, the direct beneficial impact of non-resident day visitors is less pronounced than with vacationers. Objectives include:

- 4A:** Develop a methodology for gauging changes in the volume of day visitors and beach users.

- 4B:** Continue efforts along Ocean Boulevard that improve beach access and pedestrian safety.
- 4C:** Develop methods to inform day visitors on local restrictions governing fireworks, dune protection, and conduct on the beach.
- 4D:** Clearly delineate public parking and beach access.
- 4E:** Assess the effectiveness of user fees, such as for parking and pier use, which attempt to offset increased costs to the town.

Population Goal 5: *Continue to monitor and update demographic and other data throughout the planning period.*

Objectives and Implementation Activities: The constant monitoring of demographic, physical, economic, and social changes are important in maintaining a continuous planning effect. Objectives include:

- 5A:** Participate in the US Census Bureau’s Boundary Annexation Survey (BAS) to ensure the town’s limits are updated thus increasing the likelihood of an accurate population count.
- 5B:** Provide annual or biannual reports to the planning commission and town council on changes observed in updates to the US Census Bureau’s American Community Survey.
- 5C:** Work with local realtors to gauge changes in the number/availability of the town’s seasonal housing stock and vacant housing units.



**E
C
O
N
O
M
I
C

D
E
V
E
L
O
P
M
E
N
T

E
L
E
M
E
N
T**

Introduction

Surfside Beach has many assets that make it a wonderful place to live and to visit. The two mile stretch of beach along the Atlantic Ocean is a vital resource that defines the community and provides a focal point for economic and social activity. Surfside Beach is a small community within the much larger Grand Strand region. Thus the economic fortunes of the region play a major role in determining the long-term economic conditions and opportunities in Surfside Beach. Communities throughout South Carolina are still in the midst of a long-term economic downturn triggered by the global recession of 2008. Future economic growth will be contingent upon wise capital investments, positive marketing, competitive business fee and tax policies, and strong strategic partners with the private sector and other regional communities.

This element provides information on key economic indicators including labor force characteristics, employment status, and median household income. For several of these indicators, a comparison with other communities in the region is provided. This economic profile is useful in identifying trends and current strengths and weaknesses in the local economy. This evaluation also provides an assessment of community needs which enables the town to develop viable economic policies. The economic development element concludes with a discussion of policy goals and objectives designed to encourage economic growth.

Part One. Current Conditions

Labor Force Profile

According to the US Census Bureau's 2006-2010 American Community Survey (ACS), the Town of Surfside Beach had a total of 2,070 residents who were actively engaged in the labor force. This total represented 60.1% of the population sixteen years or older. Within the active labor force, 1,778 were employed. Table ED-1 provides details on the industry types employing Surfside Beach residents. This table also includes location quotient analysis for each employment sector.

Location quotient analysis provides a comparison of a local economy, in this case Surfside Beach, to a larger reference economy. In this table, the State of South Carolina is used as the reference economy. A location quotient greater than 1.0 means that Surfside Beach has a higher percentage of persons employed in a particular industry than for the entire state. A location quotient that is less than 1.0 means that Surfside Beach has a smaller percentage of people employed in that industry. Location quotient analysis is a useful tool to compare the makeup of the economic base of Surfside Beach with that of the state and other communities.

Industry sectors that Surfside Beach compare favorably with the state include retail trade; finance and insurance, and real estate and rental and leasing; public administration; and arts, entertainment, and recreation, and accommodation and food services. Sectors that make up a much smaller percentage of the local economy include construction; manufacturing; wholesale trade; and transportation and warehousing, and utilities.

When comparing Surfside Beach with all of Horry County, differences in the distribution of persons employed by sector were relatively similar. The greatest disparities were in the construction; public administration; and arts, entertainment, and recreation, and accommodation and food services.

**Table ED-1
Labor Force- Industrial Sector Breakdown
Comparison with Horry County and State of South Carolina- 2006-2010
American Community Survey**

Type of Industry	Surfside Beach			Horry County			South Carolina	
	Persons Employed	% of Labor Force	LQ	Persons Employed	% of Labor Force	LQ	Persons Employed	% of Labor Force
<i>Agriculture, forestry, fishing and hunting, and mining</i>	22	1.2%	1.2	903	0.7%	0.7	20,615	1.0%
<i>Construction</i>	109	6.1%	0.75	13,515	11.1%	1.37	161,576	8.1%
<i>Manufacturing</i>	116	6.5%	0.46	4,954	4.1%	0.29	280,960	14.0%
<i>Wholesale Trade</i>	0	0.0%	0.0	2,590	2.1%	0.72	57,999	2.9%
<i>Retail Trade</i>	295	16.6%	1.38	18,829	15.5%	1.30	241,018	12.0%
<i>Transportation and warehousing, and utilities</i>	0	0.0%	0.0	4,182	3.4%	0.69	97,304	4.9%
<i>Information</i>	26	1.5%	0.83	2,317	1.9%	1.06	35,860	1.8%
<i>Finance and Insurance, and real estate and rental and leasing</i>	146	8.2%	1.34	9,575	7.9%	1.29	122,650	6.1%
<i>Professional, scientific, and management, and administrative and waste management services</i>	133	7.5%	0.83	11,420	9.4%	1.04	180,775	9.0%
<i>Educational services, and health care and social assistance</i>	361	20.3%	0.98	19,818	16.3%	0.78	417,392	20.8%
<i>Arts, entertainment, and recreation, and accommodation and food services</i>	202	11.4%	1.19	23,588	19.4%	2.02	191,768	9.6%
<i>Other services, except public administration</i>	223	12.5%	2.55	5,365	4.4%	0.90	97,153	4.9%
<i>Public Administration</i>	145	8.2%	1.67	4,459	3.7%	0.75	97,219	4.9%

Source: US Census Bureau, 2006-2010 American Community Survey. **Note:** (LQ) is an abbreviation for Location Quotient.

The South Carolina Commerce Department periodically updates a directory of industries throughout the state. This resource provides current information about manufacturing companies located in each county. Table ED-2 is a list of the five largest manufacturing employers located in Horry County as of 2010. Table ED-3 is a list of the ten largest non-manufacturing employers in the county. This list is updated annually and verified by the Myrtle Beach Area Chamber of Commerce.

Table ED-2 Largest Manufacturing Employers Horry County, 2010	
Company Name	Number of Employees
AVX Corporation	795
Conbraco Industries Inc	400
New South	295
CHF Industries Inc	185
Wolverine Brass	150
Source: South Carolina Department of Commerce.	

Table ED-3 Largest Non-Manufacturing Employers Horry County, 2010	
Employer	Number of Employees
Horry County School District	4870
Wal-Mart	2061
Horry County Government	1928
Grand Strand Regional Medical Center	1200
Conway Hospital	1150
Coastal Carolina University	1057
Myrtle Beach National	980
City of Myrtle Beach	902
Loris Health Care System	900
Blue Cross/ Blue Shield	827
Source: Myrtle Beach Area Chamber of Commerce.	

The Economic Recession and its Impacts on Tourism Industry

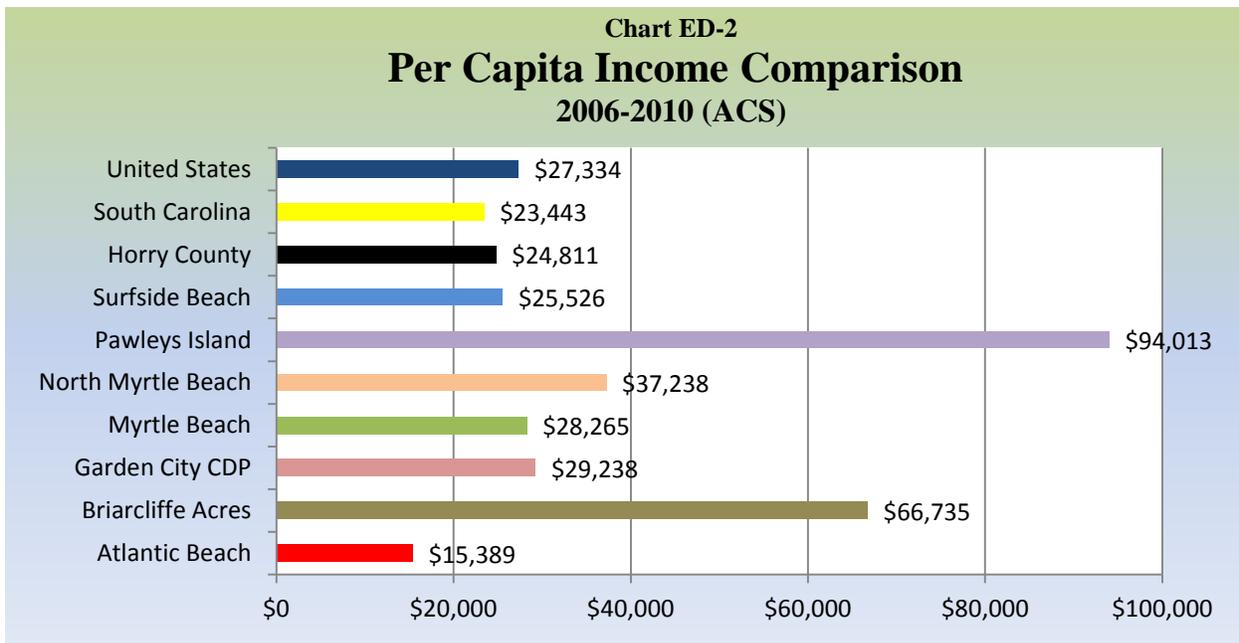
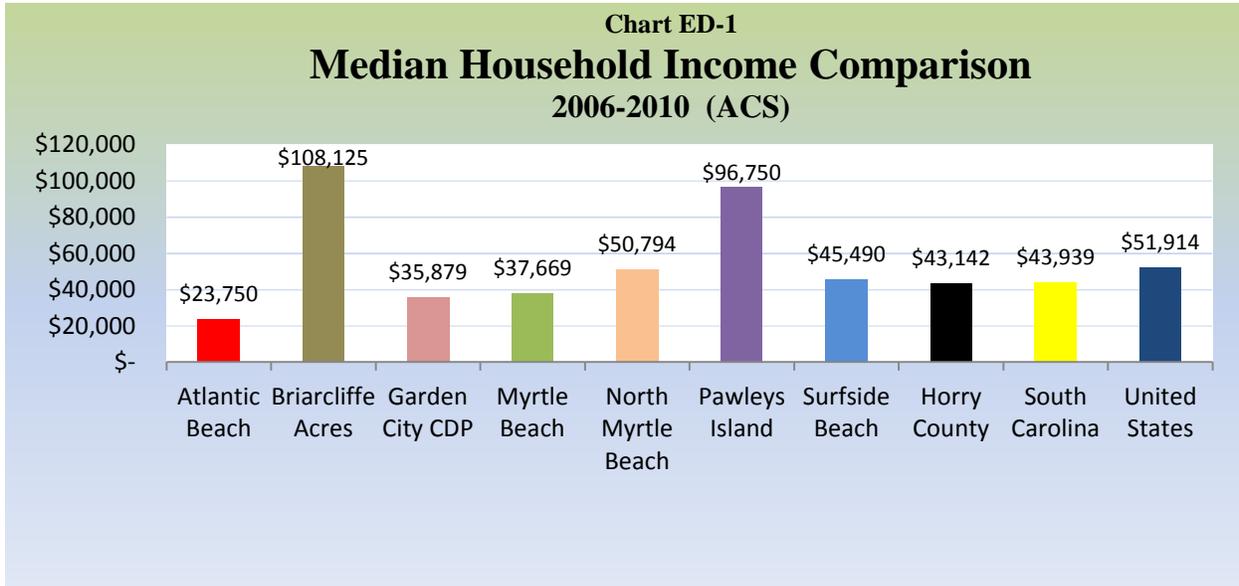
The global recession of 2008 had widespread impacts across the economy on a local, regional, and national level. Since the Grand Strand's economy is dependent on a strong tourism industry, it is worthwhile to examine some of the impacts that the recession had on this key segment of the regional economy.

Researchers noted a couple of trends regarding the tourism industry following the global recession. In comparison to other aspects of the economy, tourism was one of the last sectors to feel the effects of the recession. Locally, the total number of tourist, number of arrivals at Myrtle Beach International Airport, and the amount of paid golf rounds played have all declined since 2007. Since tourism is contingent upon people having discretionary income, it is particularly vulnerable during times of economic uncertainty.

Economic forecasters expect that tourists are more likely to choose a vacation destination in close proximity to their place of residence. It is also expected that tourists will shorten the duration of their vacation until the economy improves. The Grand Strand's communities must monitor these trends and target visitors based on these current economic realities.

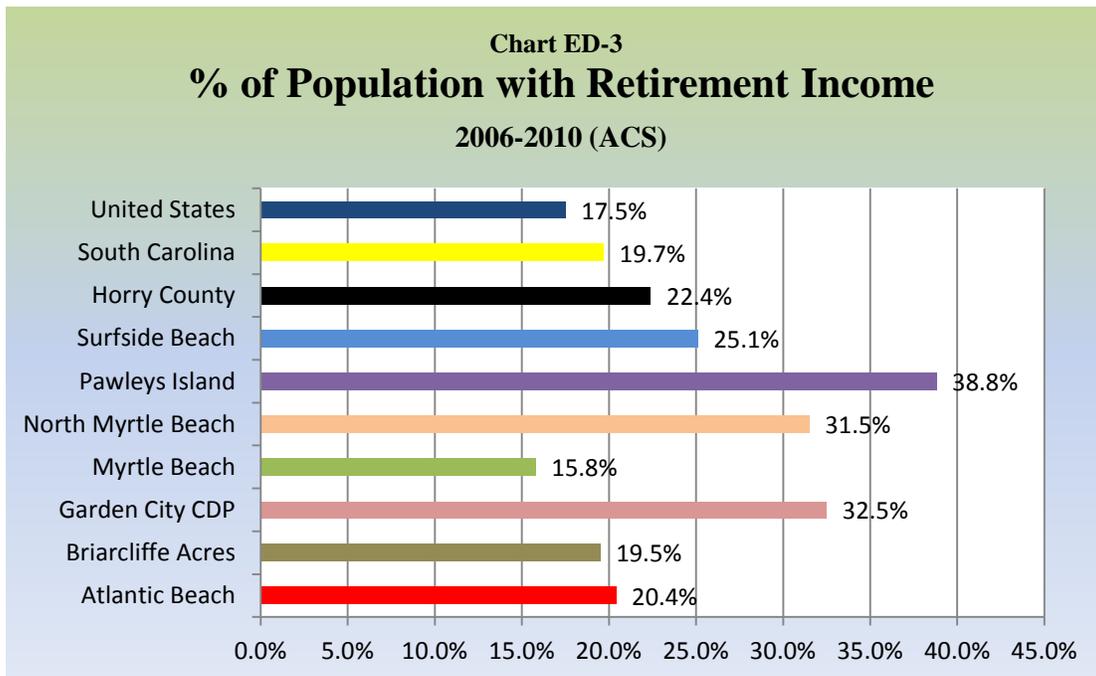
Median Household Income and Per Capita Income

The US Census Bureau collects information regarding an individual’s annual income. These statistics provide baseline data to help determine the relative economic wellbeing of a community. Two of the primary statistics collated by the US Census Bureau are the median household income and the per capita income. Chart ED-1 and Chart ED-2 provide a summary of annual income averages for Surfside Beach and other local communities. As each respective chart shows, Surfside Beach’s residents had incomes slightly above the county and state average.



Retirement Income

A community level statistic that is collected by the Census Bureau is the percentage of the population that earns retirement income. In addition to the age cohort figures provided in the Population Element, Chart ED-3 provides a comparison of the percentage of residents with retirement income. Residents relying on retirement incomes are often living with fixed budgets. This segment of the population also has distinct preferences in the various good and services they purchase. As the chart displays, Surfside Beach exceeds the county, state, and national averages for this statistic, but falls in between the percentages of other Grand Strand communities.



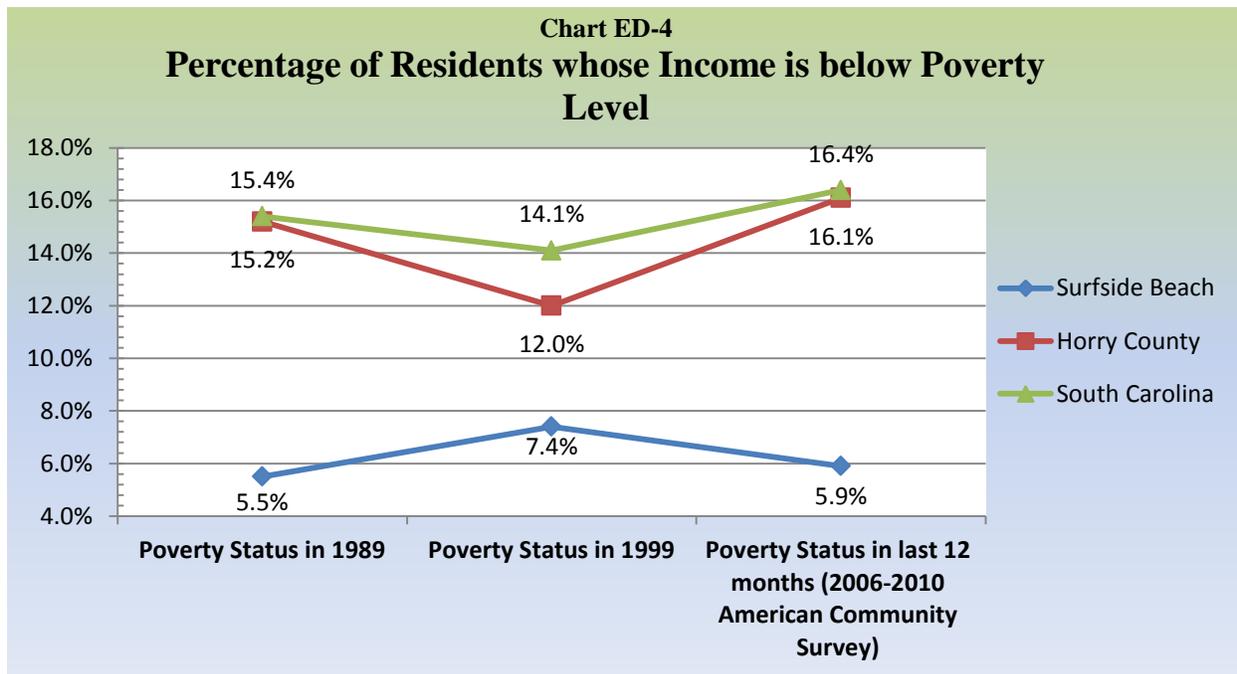
Cost of Living Index

An individual's economic wellbeing is highly dependent on the cost of living of their place of residence. If a person earns an above average annual income, but lives in a costly area then their effective purchasing power is less than a person with a similar annual income who lives in a place with a lower cost of living. The Council of Community and Economic Research has developed the Cost of Living Index (COLI), which compares communities throughout the country using the average cost of living across the entire country as the relative parameter. A COLI rating of above 1.0 means that the cost of living for that location is higher than the national average. A COLI rating of less than 1.0 indicates that the cost of living is less than the national average for that particular area. As Table ED-4 indicates, Horry County has a lower cost of living than other coastal counties in South Carolina; however, it has a higher cost of living than the state as a whole.

Table ED-4 2007 Cost of Living Index Comparison Horry 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.	

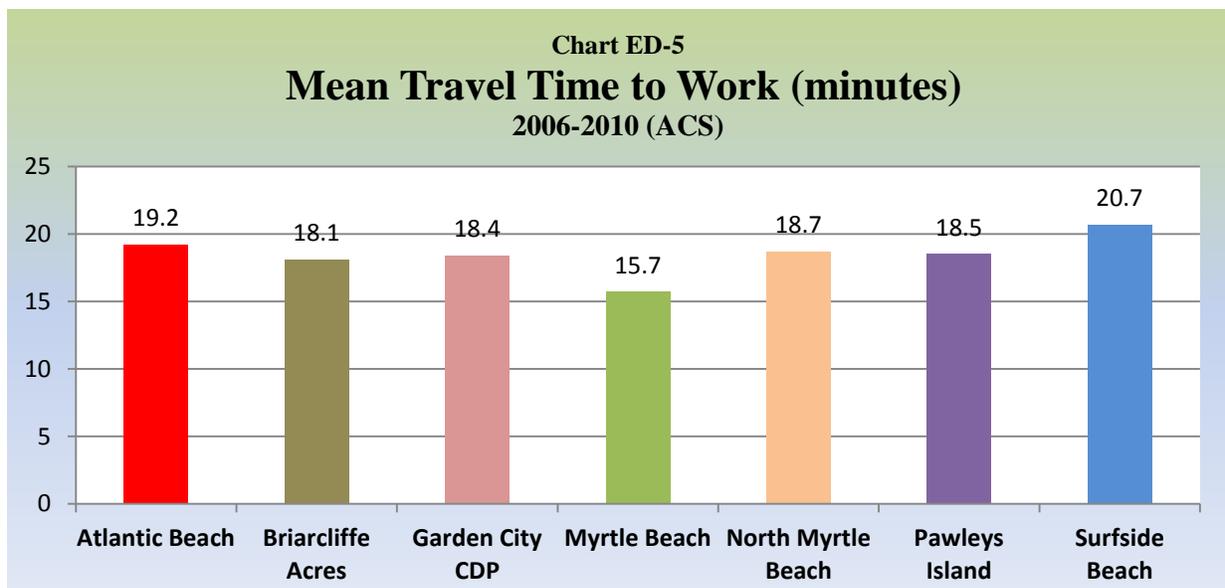
Incidence of Poverty

An ongoing challenge for every community is to ensure that all residents have their basic needs met. For individuals and families whose annual incomes fall below the poverty line, having access to reliable transportation, safe and affordable housing, healthcare, and other necessities can be difficult. This reality can also put a strain on already limited public resources. Chart ED-4 displays the historic trends of the incidence of poverty in Surfside Beach, Horry County, and throughout the State of South Carolina. While a much lower percentage of residents live below the poverty line in Surfside Beach, it is an important economic indicator to monitor closely. It is also critical to identify resources that can enable these residents find better employment options or be connected to services that can lower the financial burden of basic living costs.



Commuting Patterns

An indicator used to measure relative access to jobs is travel time to work. It can also be used as a quality of life indicator. Chart ED-5 provides a comparison of the mean travel time to work of various communities along the Grand Strand. According to the ACS, Surfside Beach has the highest mean commute time of the places listed, at 20.7 minutes; however, the mean commuting time is slightly below the countywide average of 21.0 minutes. Relatively speaking, the Grand Strand area compares favorably to the entire state, which has a mean travel time to work of 23.2 minutes, and to the national average of 25.2 minutes. Since Surfside Beach is centrally located within the Grand Strand area and has convenient access to the regional transportation network, this is an attractive aspect of living in Surfside Beach that can be used as a recruitment tool for prospective businesses and working professionals.



Part Two. Future Conditions

This section provides a general discussion on the economic development potential of Surfside Beach. Opportunities for future economic growth as well as community challenges are highlighted below.

Opportunities to Future Economic Growth

- *Favorable Cost of Living:* As provided in the Population Element, the Southeast has experienced a tremendous rate of in-migration over the last twenty or more years. This is due to a number of factors including the relatively low cost of living. As of 2007, South Carolina, North Carolina, and Georgia, all had a COLI rating well below the national average. Horry County favored well in comparison to other coastal counties in South Carolina. This can be a good recruitment tool in attracting young professionals and families, as well as new retirees.

- *Regional Tourism Industry:* Surfside Beach is located in the heart of one of the most popular tourism destinations in the entire southeastern United States. The Grand Strand tourism economy is well developed and attracts millions of visitors from across the United States and Canada on an annual basis. Although the community does not want to have a sole economic focus on the tourism industry, a creative balance between inviting visitors while maintaining a quiet residential community can be achieved.
- *Regional Coordination:* Both the public and private sector has realized that in order to make the Grand Strand economy successful it must adapt to changing economic realities. Part of this new reality is the need to diversify the economy and to share resources on a regional level. As this regional economic development framework becomes more organized and robust, Surfside Beach is in a better position to adapt to the changing economy.

Constraints and Threats to Future Economic Growth

- *Economic Diversity and Access to Jobs:* While regional economic development agencies have made great strides in bringing new industries to the Grand Strand region, the area is still heavily reliant on the seasonal tourism and real estate industries. This coupled with limited land areas within the town makes it difficult for Surfside Beach to directly recruit higher-wage-paying businesses and companies.
- *Aging Population:* As the median age of the Surfside Beach population has progressively risen, the percentage of working families has decreased. This decrease may affect the town's aggregate per-capita and household income.
- *National and Global Economic Realities:* The severe recession of 2008 was an alarming realization that local, regional, national, and global economies are all closely interconnected. The area's primary economic engine, tourism, is highly susceptible to national and regional economic downturns.
- *Out sourcing Economic Development efforts:* Although the Grand Strand is marketed as a destination place, the Town of Surfside Beach lacks representation. The Chamber of Commerce promotes The Town of Surfside Beach; however in house economic development efforts are needed.

Part Three. Economic Development Policies

This section provides Economic Development Goals and Objectives to be implemented over the next ten years. A further discussion of timelines and responsible entities/processes can be found in the Implementation chapter at the conclusion of this plan.

Economic Development Goal 1: *Ensure that Surfside Beach is in a position to benefit from opportunities associated with the regional Grand Strand economy.*

Objectives and Implementation Activities: The economy functions on a regional level. Therefore, the town should assess economic factors and evaluate opportunities well beyond its jurisdictional boundaries. If a company creates 100 new jobs in Conway, that will provide more employment opportunities for Surfside Beach residents. It will also provide secondary economic benefits for the entire region as employees of that new company will likely spend some of their money on goods and services in areas outside their immediate community, including in Surfside Beach. Therefore engaging in meaningful economic development partnerships and initiatives on a regional level is imperative. Objectives include:

- 1A:** Participate in programs and initiatives sponsored by regional economic development agencies such as the Northeast Strategic Alliance.
- 1B:** Support regional efforts to attract employers in business sectors that offer higher paying jobs (i.e. typically higher than the accommodations and entertainment employment sectors).
- 1C:** Support efforts to improve the connectivity of the Grand Strand to other markets (e.g. Interstate 73 and the Southern Evacuation Lifeline).

Economic Development Goal 2: *Distinguish Surfside Beach from surrounding coastal communities in the Grand Strand and the greater Southeast region, thus establishing a unique identity for the town.*

Objectives and Implementation Activities: This goal requires an ongoing marketing strategy and investments in amenities that differentiate Surfside Beach in a positive way. Objectives include:

- 2A:** Continue to market the Town of Surfside Beach as “The Family Beach”.
 - Utilize this marketing approach to attract younger families and professionals to permanently relocate to Surfside Beach.
 - Develop ongoing programming and annual events that highlight the town’s “The Family Beach” appeal.
- 2B:** Aim to make Surfside Beach one of the most pedestrian and bicyclist friendly beach communities in South Carolina.

- Improve the connectivity between the East and West side of US Highway 17 to enhance the safety and accessibility to nearby commercial retail areas.
- Market the East Coast Greenway as a local attraction for the community.

2C: Invest in projects and initiatives via accommodations tax revenue and other funding sources to enhance pedestrian access and improve the appearance of Surfside Drive, Ocean Boulevard, and US Highway 17.

Economic Development Goal 3: *Partner with the local business community to ensure that the core commercial areas in Surfside Beach are economically viable.*

Objectives and Implementation Activities: This goal requires strong partnerships between the town and the local business community. Working together is the most effective way to develop projects and initiatives that provide long-term economic benefits for the entire community. This goal also entails periodic monitoring of business trends and economic conditions. Objectives include:

- 3A:** Monitor business turnover trends in the community and making business retention a primary focus in all economic initiatives.
- 3B:** Periodically survey existing businesses to determine specific needs and to better understand local impediments to business growth.
- 3C:** Review business fees and tax structures in nearby communities to determine whether or not Surfside Beach offers a competitive financial advantage to prospective and existing businesses. Based on the analysis, identify specific revisions for consideration.
- 3D:** Maintain an inventory of all vacant commercial buildings in the community. Consider developing incentives to new businesses interested in relocating into an empty storefront.
- 3E:** Improve wayfinding along US Highway 17 and the minor arterial roadways to more efficiently direct visitors to public parking areas, commercial business districts, and to other points of interest. Ensure that the wayfinding system is suitable for motorists, bicyclists, and pedestrians.
- 3F:** Investigate the creation of a Tax Increment Financing (TIF) district along Surfside Drive, Hwy. 17 and/or Ocean Boulevard to finance long-term capital improvement needs along this corridor.

Economic Development Goal 4: *Foster growth in the tourism industry while preserving the local family-oriented neighborhood culture of Surfside Beach.*

Objectives and Implementation Activities: With two miles of beachfront along the Atlantic Ocean, Surfside Beach will continue to attract visitors to the Grand Strand area. Communities take a wide range of approaches to capitalize on the profitable tourism economy. For some destinations, the focus on tourism development becomes so pronounced the desires and needs of full-time residents can be easily overlooked. In addition, while tourism can bring many benefits, the local government must account for all the increased costs associated with providing public services. Although difficult to find the perfect balance, the town should take advantage of its tourism potential, but do so in a well planned manner so that its longstanding reputation as a family beach community is preserved. Objectives include:



- 4A:** Identify constraints to tourism growth including parking and accommodations and establish targeted long-range facility upgrades to adequately meet tourism demands while preserving the character of the town.
- 4B:** Within the tourism industry, there are several distinct sectors, such as cultural tourism, sports tourism, ecotourism, etc. Explore new tourism opportunities for Surfside Beach and assess the costs/benefits of developing and promoting new niche areas. Encourage rental of Huckabee Park and Martin Park. Advertise and promote usage.
- 4C:** Utilize resources from Coastal Carolina University's Clay Brittain Jr. Center for Resort Tourism to help Surfside Beach understand its position and potential in the state and regional tourism economy.
- 4D:** Consider participation in the SC Tourism Alliance to gain greater exposure to resources available to develop and grow the town's tourism economy.

Economic Development Goal 5: *Make the Surfside Pier and the immediate surrounding area the centerpiece for future economic development.*

Objectives and Implementation Activities: The pier is easily one of the most valuable assets to the Town of Surfside Beach. It is a focal point of activity for residents and tourists alike. Ensuring that the pier remains a safe and vibrant attraction is an important goal of the community. Objectives include:

5A: Develop a long-range strategic plan focused specifically on a vision for the Surfside Pier and the immediate surrounding area. Revise zoning standards, when needed, to accommodate desired and complementary uses to the pier.



5B: Increase connectivity between the Surfside Pier and other community attractions and amenities such as the proposed East Coast Greenway.

5C: Install interpretive signs within the pier district, to create a sense of place and to establish a community identity for residents and visitors alike (see also Goal 7.)

Economic Development Goal 6: *Ensure that environmental protection of the beachfront and other sensitive natural habitat areas is a priority in all economic development initiatives.*

Objectives and Implementation Activities: The direct proximity to the Atlantic Ocean has appeal to both short-term visitors and families interested in living in a place with such beautiful surroundings. Maintaining a positive image of clean beaches with no litter and good water quality can have many beneficial economic implications. It also fits in perfectly well with the town’s “Family Beach” and residential character. Objectives include:

6A: Promote stormwater best management practices such as Low Impact Development.

6B: Recognize that residential and commercial property values are contingent upon the environmental health and quality of local natural resources.

6C: Incorporate educational interpretative signage related to the local natural resources in key public areas such as the pier, the town’s lakes, and at beach access points.

Tax Increment Financing Districts (TIF Districts)

A common planning tool to encourage the redevelopment of a specific area within a community is the use of Tax Increment Financing Districts, also referred to as TIF districts. South Carolina state law enables local governments to use this public financing practice and identify redevelopment project areas. The municipality must create a redevelopment plan. Eligible projects include road improvements; installation of water, sewer, and drainage facilities, parking and other tourism related facility construction; energy production or transmission infrastructure, etc.

Once the local government adopts an ordinance approving the TIF district boundaries and corresponding redevelopment plan, they are authorized to issue bond obligations to begin the capital improvement project work. At that time, a valuation assessment of all taxable real property is conducted. Over time, any incremental increase in the assessed property tax revenue collected within the TIF district must be directed to a special tax allocation fund for the purpose of repaying the redevelopment project costs and obligations incurred in that designated TIF district. If bond obligations are current, a surplus can be created within the special tax allocation fund for further capital improvements in the TIF district.

An advantage of this type of redevelopment strategy is that it does not impose an additional tax increase on property owners within the district and is contingent upon the extent to which new development occurs and taxable property values grow. Several communities in South Carolina have successfully implemented TIF districts as an economic development strategy such as Hilton Head, Clemson, Beaufort, and many others.

This page left intentionally blank



N
A
T
U
R
A
L

R
E
S
O
U
R
C
E
S

E
L
E
M
E
N
T

Introduction

This element of the comprehensive plan examines Surfside Beach’s natural environment and resources. Examined resources include climate, physiographic conditions, topography and drainage, floodplains, wildlife and vegetation, wetlands, air and water quality, soils, coastal resources, and natural hazards. The final section of this element examines community needs and establishes achievable goals and objectives to ensure the protection of critical resources and the mitigation of threats.

Part One. Inventory of Existing Conditions

Climate

The Atlantic Ocean exerts a major influence on climate, weather, development, and lifestyles. The climate is a significant factor in the appeal of the town to full-time residents, part-year residents, and the approximately fourteen million tourists who annually visit the Grand Strand.

Coastal South Carolina is noted for its subtropical climate of hot summers with relatively mild winters. The average annual high temperature for the town is 74F and the average annual low is 54F. Temperatures in the town drop below freezing approximately forty days per year. The town receives fifty-four inches of rain with 112 days of measurable precipitation annually. The chance of a measurable snowfall on any given year is less than three percent.

Table N-1 provides a summary of monthly temperature and precipitation averages:

Table N-1 Area Climatic Monthly Averages 1957 - 2005				
	Average High Temperature (F)	Average Low Temperature (F)	Average Precipitation	Average Snowfall
January	57.3	35.7	4.23 in.	0.1 in.
February	60.3	37.7	3.70 in.	0.3 in.
March	67.2	44.2	4.48 in.	0.1 in.
April	75.2	51.6	3.06 in.	0.0 in.
May	81.8	60.0	3.82 in.	0.0 in.
June	86.6	67.1	5.25 in.	0.0 in.
July	89.8	71.1	6.63 in.	0.0 in.
August	88.4	70.2	6.55 in.	0.0 in.
September	84.3	65.2	5.79 in.	0.0 in.
October	76.5	54.1	3.96 in.	0.0 in.
November	68.5	45.4	2.93 in.	0.2 in.
December	60.0	37.8	3.81 in.	0.8 in.

*Source: South Carolina Department of Natural Resources, SC State Climatology Office.
Note: The SCSCO does not maintain a monitoring station at Surfside Beach. Data is for Brookgreen Gardens, SC.*

Physiographic Region

The Town of Surfside Beach is located in South Carolina's Coastal Zone. This physiographic region is described as a mostly tidally-influenced area with a nearly level landscape dissected by shallow valleys and streams. The underlying geological formations of the coastal zone are characterized by extensive layers of sedimentation (sandstone, limestone, and shale) caused by the constant retreat and advancement of the Atlantic Ocean. This zone extends the length of South Carolina from the Atlantic Ocean to approximately fifteen miles inland.

Topography and Drainage

The topography of the town can be described as generally flat. Elevations within the town range from sea level along the coast to a height of twenty seven feet along US Hwy 17. Map Exhibit N-1 provides topographic information at five foot contour intervals.

The town does not contain a major river. Drainage within the town is channeled through a series of ditches, swales, canals, lakes, then into several swashes that flow into the ocean. In recent years, a number of drainage projects have been undertaken to mitigate problems attributable to poor soils and inadequate infrastructure. In the 1990s, a program was started where the town would share the cost of piping open drainage with interested property owners. This 50/50 piping program, where the town incurs one-half of installation costs, continues and, as a result, much of the right-of-way drainage is now piped underground.

An integral part of the town's drainage system is the stormwater retention ponds often referred to as "lakes". The "lakes" detain water during and after storm events which help to minimize flooding. The "lakes" also help to improve water quality by allowing oils, sediments, and other pollutants picked up in the surface drainage to filter out of the water before continuing to the ocean. Maintenance of the drainage system,



Protecting Surfside Beach's Lakes

The town contains ten freshwater lakes which help to control flooding and improve water quality (see Map Exhibit CF-1). Over the last twenty years, these lakes have experienced silting which significantly reduced their depth and capacity.

In 2008 and 2009, in order to restore the lakes, the town undertook a major dredging and restoration project. This project involved the dredging of Cherry, Floral, Holly, Magnolia, Myrtle, and Palmetto lakes with the removal of approximately 30,000 cubic yards of silt. The cost incurred by the town for this project was \$872,985.

Activities adjacent to the lake contribute to the rate of siltation. Other communities address siltation and water quality issues through the use of riparian buffers, setbacks, and best management practices/enforcement. Methods to reduce siltation and the long-term costs of dredging should be explored.

Flood Mitigation and the Community Rating System Program

The Town of Surfside Beach participates in the National Flood Insurance Program. As part of this program, property owners are eligible to receive subsidized flood insurance. In return, the town has adopted and must continuously enforce a Flood Damage Prevention Ordinance. This ordinance, which has been codified in chapter 14 of the town's code, requires floodplain identification and the elevating or flood-proofing of new structures.

In addition to enforcement activities, the town has pursued funding to help strengthen municipal buildings from flooding and storm damage. In 2001, the town received \$126,143 in federal grant assistance to retrofit eight facilities.

In 2010, the town began participation in FEMA's Community Rating System. Under this program, communities can receive reduced insurance premiums based on proactive measures taken to mitigate the impact of flooding. Participants are rated from 1 to 10 (1 = best) with insurance reductions ranging from 5% to 45%. Area communities which have a long history of participation in the program, such as Myrtle Beach, have ratings as low as 5. Presently the town has a rating of 9, primarily due to the recentness of the town's participation. The town's continued participation in the CRS program should assist in further insurance rate reductions in the future.

including the "lakes", will always be necessary to help mitigate flooding (see inset).

Floodplains

Approximately one-third (417 acres) of the town is located within an area of special flood hazard (100 year floodplain). These areas have a one-percent or greater chance of being inundated within a given year. Although areas within the town experience localized flooding from heavy rainstorms, the most significant flood threat for the town is coastal flooding caused by tropical systems. For this reason, areas adjacent to the immediate beachfront are designated as a VE zone. In addition to flooding, properties within VE zones may experience a velocity hazard caused by wave action. The town's flood zones are depicted on Map Exhibit N-2.

Wildlife and Vegetation

Surfside Beach supports a variety of wildlife and vegetation. Notable wildlife within the town includes raccoons (*Procyon lotor*), possums (*Didelphis virginiana*), wood ducks (*Aix sponsa*), mallards (*Anas platyrhynchos*), great blue herons (*Ardia herodias*), rails (*Rallus spp.*), sparrows and finches (*Fringillidae*), water snakes (*Natrix*), and cottonmouth moccasins (*Agkistrudon piscivorus*). The coastal environment



provides forage and habitat for numerous animal species.

Various forms of vegetation surround the town’s freshwater lakes. These include wax myrtle (*Myrica cerifera*), sweet gum (*liquidambar styraciflua*), red maple (*Acer rubrum*), and black willow (*Salix nigra*). Other vegetation found within the town include live oak (*Quercus virginiana*), holly (*Ilex opaca*), southern red cedar (*Juniperus siliciola*), loblolly pine (*Pinus taeda*), and cinnamon fern (*Oscmunda cinnamoea*). The beach area supports vegetation such as sea oats (*Uniola paniculota*), sea myrtle (*Baccharis halminfolia*), and ox-eye (*Borrichia frutescens*).

Horry County and the Surfside Beach area contain a number of threatened and endangered species. These species are listed in Table N-2.

Table N-2		
State and Federally Listed Threatened and Endangered Species Horry County		
Vertebrate Animals		
Scientific Name	Common Name	Protection Status
<i>Caretta caretta</i>	Loggerhead	Federal: Threatened State: Threatened
<i>Clemmys guttata</i>	Spotted Turtle	State: Threatened
<i>Corynorhinus rafinesquii</i>	Rafinesque’s Big-eared Bat	State: Threatened
<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 antillanum</i>	Least Tern	State: Threatened
Vascular Plants		
Scientific Name	Common Name	Protection Status
<i>Amarantus pumilis</i>	Seabeach Amaranth	Federal: Threatened
<i>Schwalbea americana</i>	Chaffseed	Federal: Endangered
<i>Source: South Carolina Department of Natural Resources, 2010</i>		

In addition to endangered or threatened species, the area contains a number of rare animal and plant species. These species are listed in Table N-3.

Table N-3			
Other Rare or Notable Species Horry County			
Vertebrate Animals			
Scientific Name	Common Name	Scientific Name	Common Name
<i>Fundulus diaphanus</i>	Banded Killifish	<i>Pituophis melanoleucus</i>	Pine or Gopher Snake
<i>Heterodon simus</i>	Southern Hognose Snake	<i>Ursus americanus</i>	Black Bear
Invertebrate Animals			
Scientific Name	Common Name	Scientific Name	Common Name
<i>Elliptio congaraea</i>	Carolina Slabshell	<i>Villosa delumbis</i>	Eastern Creekshell
<i>Lampsilis splendida</i>	Rayed Pink Fatmucket		

Table N-3 (continued)			
Other Rare or Notable Species			
Horry County			
Vascular Plants			
Scientific Name	Common Name	Scientific Name	Common Name
<i>Agalinis aphylla</i>	Coastal Plain False-foxglove	<i>Lipocarpa micrantha</i>	Dwarf Bulrush
<i>Agalinis maritima</i>	Salt-marsh False-foxglove	<i>Litsea aestivalis</i>	Pondspice
<i>Andropogon mohrii</i>	Broomsedge	<i>Lygodium palmatum</i>	Climbing Fern
<i>Anthaenantia rufa</i>	Purple Silkyscale	<i>Minuartia godfreyi</i>	Godfrey's Stitchwort
<i>Asclepias pedicellata</i>	Savannah Milkweed	<i>Oxypolis ternata</i>	Piedmont Cowbane
<i>Balduina uniflora</i>	One-flower Balduina	<i>Parnassia caroliniana</i>	Carolina Grass-of-parnassus
<i>Calamovilfa brevipilis</i>	Pine-barrens Reed-grass	<i>Peltandra saqittifolia</i>	Spoon-flower
<i>Calopogon barbatus</i>	Bearded Grass-pink	<i>Physostegia leptophylla</i>	Slender-leaved Dragon-head
<i>Chamaedaphne calyculata</i>	Leatherleaf	<i>Plantago sparsiflora</i>	Pineland Plantation
<i>Coreopsis gladiata</i>	Southeastern Tickseed	<i>Pteroglossaspis ecristata</i>	Crestless Plume Orchid
<i>Coreopsis integrifolia</i>	Ciliate-leaf Tickseed	<i>Pyxidantha barbulata</i>	Flowering Pixie-moss
<i>Coreopsis rosea</i>	Rose Coreopsis	<i>Pyxidantha barbulata</i> var. <i>barbulata</i>	Well's Pixie Moss
<i>Crotonopsis linearis</i>	Narrowleaf Rushfoil	<i>Rhynchospora oligantha</i>	Few-flowered Beaked-rush
<i>Dionaea muscipula</i>	Venus Fly-trap	<i>Ruellia pedunculata</i> ssp. <i>pinetorum</i>	Stalked Wild Petunia
<i>Echinodorus tenellus</i>	Dwarf Burhead	<i>Sabatia bartramii</i>	Bartram's Rose-gentian
<i>Eupatorium recurvans</i>	Coastal-plain Thorough-wort	<i>Sabatia kennedyana</i>	Plymouth Gentian
<i>Fimbristylis perpusilla</i>	Harper's Fimbry	<i>Sarracenia rubra</i>	Sweet Pitcher-plant
<i>Helenium brevifolium</i>	Shortleaf Sneezeweed	<i>Scleria baldwinii</i>	Baldwin Nutrush
<i>Helianthemum georgianum</i>	Georgia Frostweed	<i>Solidago pulchra</i>	Carolina Goldenrod
<i>Ilex amelanchier</i>	Sarvis Holly	<i>Sporobolus teretifolius</i>	Wire-leaved Dropseed
<i>Juncus abortivus</i>	Pinebarren Rush	<i>Stylisma pickeringii</i> var. <i>pickeringii</i>	Pickering's Morning Glory
<i>Lachnocaulon beyrichianum</i>	Southern Bog-button	<i>Tofieldia glabra</i>	White False-asphodel
<i>Lechea torreyi</i>	Piedmont Pinweed	<i>Xyris brevifolia</i>	Short-leaved Yellow-eyed Grass
<i>Lilaeopsis carolinensis</i>	Carolina Lilaeopsis	<i>Xyris flabelliformis</i>	Savannah Yellow-eyed Grass

Source: South Carolina Department of Natural Resources, 2010

Wetlands

Wetlands are defined 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.” Wetlands are important because they support a variety of plant and animal life, serve as impoundment areas to reduce flooding, and act as a natural filter for storm water. Because of their importance, wetlands are protected by state and federal law. The alteration, filling, or development on properties classified as wetlands can, in many cases, be prohibitive and will typically require permitting through the US Army Corps of Engineers.

Many of the historic wetland areas along South Carolina’s coast have been lost, first due to agriculture and later to development. In Surfside Beach a handful of wetlands remain. The United States Fish and Wildlife Service maintains an inventory and maps of these wetlands. Local permitting should be coordinated with state and federal resources to ensure that the town’s remaining wetlands are preserved.

Air and Water Quality

A signature feature of Surfside Beach is its extensive shoreline along the Atlantic Ocean and the freshwater lakes located in many of its neighborhoods. The environmental protection of these water resources provides tremendous social and economic benefits to the town. It is important for Surfside Beach to educate residents and visitors on air and quality concerns and to participate in regional initiatives such as the Waccamaw Air Quality Coalition.

Monitoring is essential to detecting pollution problems within local waterways. The South Carolina Department of Health and Environmental Control (SCDHEC) collects water quality samples at hundreds of locations throughout the state. Table N-4 provides a list of seven sites within Surfside Beach, which are monitored as part of the state’s Beach Monitoring Program. The state issues a swimming advisory for each site that exceeds the fecal coli form standard of 104 CFU/ml. The issuance of a swimming advisory can be extremely detrimental to beachfront communities. Potential visitors will choose a different beach, if they are uncertain whether or not the water is safe to swim. The town must ensure that water pollution prevention measures are taken to protect the public health for residents and visitors in order to maintain the town’s appeal as a tourist destination.

Table N-4	
Beach Monitoring Sites- Surfside Beach	
16 th Avenue North	11 th Avenue North: Dogwood Swash
Swash @ 5 th Avenue North	3 rd Avenue North
3 rd Avenue South	8 th Avenue South
13 th Avenue South	
<i>Source: SC DHEC, Bureau of Water. Ocean Water Quality Monitoring and Notification Program.</i>	

There are no monitoring sites in Surfside Beach that are part of the state’s Surface Water Monitoring Program; however, Coastal Carolina University has organized a volunteer monitoring program in conjunction with the Surfside Beach Stormwater Committee. Volunteers take samples twice monthly at the freshwater lakes located at 11th Ave. N, and 4th Ave. N. Temperature, turbidity, pH, nitrate, dissolved oxygen, and conductivity are measured at each of these sites. This program provides an opportunity to educate the community about water quality concerns and to foster citizen stewardship in protecting these important water resources.

There are no wastewater treatment plants or industrial sites that discharge treated wastewater into water bodies within the town. The Grand Strand Water and Sewer Authority provides water and sewer service to Surfside Beach and discharge treated

waste effluent from the Schwatz Regional Wastewater Treatment Plant to the Waccamaw River or to one of the permitted land application sites in Horry County.

The Town of Surfside Beach is within the boundaries of the Myrtle Beach Urbanized Area National Pollutant Discharge Elimination System (NPDES) Municipal Separate Stormwater Sewer Systems (MS4) permit. This permit program requires regulated communities to institute several minimum control measures to manage stormwater pollution, such as public outreach and participation, illicit discharge detection, construction site runoff, and good housekeeping. The Coastal Waccamaw Stormwater Education Consortium has been an invaluable resource for communities throughout the region to meet their NPDES permit requirements and receive technical training on stormwater management techniques such as Low Impact Development practices.

Soils

Soils are an important consideration when planning for orderly growth and development of a city or a town. Building on unsuitable soils usually means increased construction costs and a less desirable finished product. Though often inadvisable, construction on unsuitable soils continues in Surfside Beach, because the relative scarcity of sites often outweighs the limitations of the soil.

There are thirteen major soil associations with the town. Each of these associations has been mapped for location and evaluated by the US Department of Agriculture Soil Conservation Service with respect to the type and degree of limitations imposed on urban development. Map Exhibit N-3 denotes the location of the various soil types and Table N-5 provides a description of each, denoting areas where building site development may be constrained.

Table N-5 Soil Types and Characteristics			
Map Symbol	Soil Name	Description	Building Site Limitations (Red = Severe/ Black = Moderate)
Bc	Beaches	This map unit is on sandy shoreline that borders the Atlantic Ocean and is covered twice daily by tides. This map unit is suited for recreational use with severe limitations for most other uses.	Inappropriate for Most Building Site Uses
Ce	Centenary fine sand	This soil type is moderately well drained and is well suited for most urban uses. This soil type is found on broad ridges and flats ranging from two to two hundred acres in area.	Shallow Excavations Dwellings with Basements Lawns and Landscaping
Ec	Echaw sand	This soil type is moderately well drained and is well suited for most urban uses. This soil type is found on broad interstream divides and flats ranging from five to one hundred acres in area.	Shallow Excavations Dwellings with Basements Lawns and Landscaping
Ho	Hobcaw fine sandy loam	This soil type is very poorly drained and is poorly suited for many urban uses. This soil type is found in small stream bottom and slightly depressed areas commonly ranging from ten to one hundred acres in area.	Shallow Excavations Dwellings without Basements Dwellings with Basements Small Commercial Building Local Roads and Streets Lawns and Landscaping
Table N-5 (Continued)			

Soil Types and Characteristics			
Jo	Johnston loam	This soil type is very poorly drained and is poorly suited to urban uses. This soil type is found on nearly level floodplains along streams and rivers ranging from fifty to five hundred acres in area.	Shallow Excavations Dwellings without Basements Dwellings with Basements Small Commercial Building Local Roads and Streets Lawns and Landscaping
KeB	Kenansville fine sand	This soil type is well drained and is well suited for most urban uses. This soil type is found on smooth broad ridges ranging from five to two hundred acres in area.	Shallow Excavations Dwellings with Basements Lawns and Landscaping
LaB	Lakeland sand	This soil type is excessively drained and is well suited for most urban uses. This soil type is found on broad smooth ridges ranging from ten to four hundred acres in area.	Shallow Excavations Lawns and Landscaping
Le	Leon fine sand	This soil type is poorly drained and is poorly suited to urban uses. This soil type is found on nearly level to slightly depressed lands ranging from ten to five hundred acres in area.	Shallow Excavations Dwellings without Basements Dwellings with Basements Small Commercial Building Local Roads and Streets Lawns and Landscaping
Ly	Lynn Haven sand	This soil type is poorly drained and is poorly suited to urban uses. This soil type is found on nearly level to slightly depressed lands ranging from ten to four hundred acres in area.	Shallow Excavations Dwellings without Basements Dwellings with Basements Small Commercial Building Local Roads and Streets Lawns and Landscaping
NhB	Newman fine sand	This soil type is excessively drained and is well suited to most urban uses. This soil type is nearly level to gently sloping and is on dunes adjacent to the beach.	Shallow Excavations Lawns and Landscaping
Og	Ogeechee loamy fine sand	This soil type is poorly drained and is poorly suited to urban uses. This soil type is found on broad, flat lands ranging from ten to three hundred acres in area.	Shallow Excavations Dwellings without Basements Dwellings with Basements Small Commercial Building Local Roads and Streets Lawns and Landscaping
Ru	Rutledge loamy sand	This soil type is poorly drained and is poorly suited to urban uses. This soil type is found along drainageways, in shallow oval depressions, and in floodplains.	Shallow Excavations Dwellings without Basements Dwellings with Basements Small Commercial Building Local Roads and Streets Lawns and Landscaping
Yo	Yonges fine sandy loam	This soil type is poorly drained and is poorly suited to urban uses. This soil type is found on nearly level lands adjacent to small streams and swamps.	Shallow Excavations Dwellings without Basements Dwellings with Basements Small Commercial Building Local Roads and Streets Lawns and Landscaping
Source: <i>United States Department of Agriculture Soil Conservation Service, Soil Survey of Horry County, 1986.</i>			

Severe and moderate soil limitations are provided in the above chart. Severe limitations suggest the properties of the soil are unfavorable for the intended use and adapting the soil to the intended use can be accomplished only with difficulty and at considerable expense. Moderate limitations suggest the properties of the soils are only

reasonably favorable, but may be overcome through proper planning, careful design, and good site management.

Coastal Resources

There are just over two miles of sandy beach that make up the eastern edge of Surfside Beach on the Atlantic Ocean. A well managed beachfront is critical to the town in that the local economy, property values, and quality of life are all dependent upon this natural resource (see inset).

In 1996-1998 and again in 2008-2009, the US Army Corp of Engineers completed beach restoration projects within the town. The latest project, including dune stabilization and fencing, extended over twenty five miles along Horry County's coast at a cost of \$29.5 million. The Garden City/Surfside Beach portion of the project received approximately 750,000 cubic yards of sand. It is estimated that beach renourishment is needed every eight to ten years; however, this need can be accelerated depending of the frequency and impact of storm events.

Natural Hazards

Planning the physical or manmade environment must take into consideration the natural environment and its inevitable hazards. In 2004-2005, Horry County, in cooperation with the Town of Surfside Beach, undertook a planning process to identify hazards and develop mitigation strategies. The culmination of this work resulted in the development and adoption of the *Horry County All-Hazards Mitigation Plan*. This plan was updated in 2009.

The plan identifies twelve potential natural threats to the town. Threats include: hurricanes (wind damage), flooding, tornadoes, severe thunderstorms and wind, severe winter storms, storm surge, earthquakes, lightning, drought, extreme



Protecting Surfside Beach's Coastal Resources

Protecting the beachfront is essential to Surfside Beach's long-term viability as a coastal community. Currently, protections are afforded at the state and local level.

At the state level, the South Carolina Department of Health and Environmental Control's Office of Coastal Resource Management (OCRM) regulates new construction along the beachfront. Seaward of OCRM's setback line (and accompanying baseline) new construction is severely restricted. The town requires a determination of OCRM jurisdiction prior to issuing local permits for properties in proximity to the ocean.

The town also has adopted local protections through the zoning ordinance. These code provisions, in addition to the state requirements, establish a shore protection line (similar to the OCRM setback). Uses are restricted seaward of this line. Recently, the town updated its shore protection standards to increase its harmony with the standards imposed by the state.

heat, tsunamis, and wildfires. Although the probability and severity of several of these threats is moderate to high (hurricanes, storm surge, flooding) while the probability of others is considered low to moderate (earthquakes and tsunamis), the plan provides mitigation actions and strategies to address each. In assessing severity and/or mitigation needs, reference can and should be made to the *Horry County All-Hazards Mitigation Plan, 2009* (or the latest edition).

Part Two. Natural Resources Needs and Policies

This section provides Natural Resources Goals and Objectives to be implemented over the next ten years. A further discussion of timelines and responsible entities/processes can be found in the Implementation chapter at the conclusion of this plan.

Natural Resources Goal 1: *Protect the town’s beach and other environmentally sensitive areas.*

Objectives and Implementation Activities: Maintaining the town’s beach and other sensitive areas are essential to the economic viability of Surfside Beach. Proper identification, planning, and preservation of these resources are needed. Objectives include:

1A: Periodically review provisions in the town’s zoning ordinance, which promote shoreline protection. Actively enforce provisions that protect the town’s dunes and beach from development encroachment.

1B: Coordinate shoreline protection initiatives with the South Carolina Department of Health and Environmental Control’s Office of Coastal Resource Management (SCDHEC-OCRM).

1C: Require the identification of environmentally sensitive areas, such as dunes, floodplains and wetlands, as part of the development review process.

1D: Identify threats (such as litter, pollution, inappropriate uses, and the loss of dune vegetation and fencing) and combat potential degradation through education and enforcement.

1E: Coordinate lobbying and funding efforts with area jurisdictions to ensure periodic beach renourishment and dune restoration.

1F: Engage community residents in anti-litter and beach cleanup initiatives organized by the Keep Surfside Beach Beautiful Committee.

Natural Resources Goal 2: *Protect the long-term viability of the town’s lakes.*

Objectives and Implementation Activities: The town’s lakes (stormwater ponds) contribute to the value of adjoining residential properties, enhance the natural beauty of the town, provide recreational opportunities, help reduce flooding, and

improve the quality of water entering the ocean. Objectives include (see also Goal 3 below):

- 2A:** Investigate and, where appropriate, implement riparian buffer requirements for areas immediately adjacent to the lakes. Where feasible, provide incentives to encourage voluntary plantings.
- 2B:** Require maintenance and access easements for new subdivisions and developments adjacent to the lakes.
- 2C:** Continuously monitor water depths, and prepare for long-term dredging costs in the town's capital budget.
- 2D:** Continue to fund improvements to passive recreation, and viewing areas along the lakeshore.
- 2E:** Continue to raise awareness of the lakes' purpose and the rules of use through informational signage.
- 2F:** Monitor, and where appropriate, remove invasive plant and animal species.

Natural Resources Goal 3: *Protect and enhance the quality of the town's surface waters.*

Objectives and Implementation Activities: Increased public awareness, as well as, the enactment of the Clean Water Act's Phase II requirements have brought water quality issues to the forefront. Water quality, especially in the swashes and beachfront outfalls, are critical to the town in maintaining the reputation of its beach. Objectives includes:

- 3A:** Continue to require mandatory connections to public water and sanitary sewer for all new developments.
- 3B:** Refine provisions that prohibit illicit discharges into the town's lakes and drainage system.
- 3C:** Ensure that all new developments and construction activities adhere to the standards of the National Discharge Pollution Elimination System (NDPES). Encourage Low Impact Development (LID) practices where appropriate.
- 3D:** Encourage the use of riparian buffers, bio-swales, rain gardens, pervious pavements, and other green initiatives to reduce runoff pollutants.
- 3E:** Assess the feasibility and benefits of expanding the Volunteer Water Quality Monitoring Program to include additional sampling sites in Surfside Beach.

3F: Continue to install interpretative signage at lake and beach public access areas to increase public awareness of the importance of protecting water quality.

3G: Continue to pursue opportunities to work with institutions and agencies such as Coastal Carolina University's Waccamaw Watershed Academy, the Coastal Waccamaw Stormwater Education Consortium, and North Inlet-Winyah Bay NERRS, to share knowledge and resources in implementing effective water quality management practices in Surfside Beach.

3H: Mitigate and control animal species that degrade water quality.



Natural Resources Goal 4: *Mitigate the impact of natural hazards.*

Objectives and Implementation Activities: Like all communities, the town is susceptible to natural hazards. Where possible, the impact of these hazards should be mitigated. Objectives include (see also Goal 5 below):

4A: Continue cooperation with Horry County in the subsequent update of the county's multi-jurisdictional hazard mitigation plan.

4B: Continue to provide local enforcement of the building code thus ensuring that new construction meets the coastal wind zone requirements of the International Building Code and International Residential Code.

4C: Investigate the feasibility of local warning systems (tornado, tsunami, etc).

4D: Continue to upgrade and retrofit existing town infrastructure as funding permits.

4E: Provide local incentives and seek grant assistance to help property owners upgrade/retrofit existing structures.

Natural Resources Goal 5: *Protect properties and structures from flooding.*

Objectives and Implementation Activities: A significant portion of the town is located within an area of special flood hazard and the impact of a tropical system's surge can be catastrophic. Improvements in building materials, site selection, and the enforcement of sensible regulations can mitigate this impact and reduce the exposure of property owners to financial loss. Objectives include (*see also the Housing*

and Land Use Elements):

- 5A:** Continue participation in the National Flood Insurance Program. Retain standards that require raised elevation and/or flood-proofing for impacted structures.
- 5B:** Continue participation in FEMA's Community Rating System program to help reduce insurance rates for property owners.
- 5C:** Continue to protect the town's dunes and encouraging their restoration.
- 5D:** Continue enforcement and refinement of the town's storm water management ordinance.
- 5E:** Encourage, and where appropriate, require the use of pervious pavement materials.
- 5F:** Limit the area or percentage of impervious surface through zoning and storm water management standards.
- 5G:** Require landscaped buffers/breaks/swales within large parking lots to reduce the impact of sheet flow.
- 5H:** Establish reasonable setbacks for structures adjacent to drainage facilities and/or the town's lakes.
- 5I:** Ensure that the town's staff receives adequate training in floodplain management issues by encouraging certification through the Floodplain Managers Program.

Natural Resources Goal 6: *Encourage the planting and retention of trees.*

Objectives and Implementation Activities: The town differentiates itself from adjacent beach areas through its abundance of trees and canopy cover. This natural attribute increases the desirability of residential properties, helps reduce flooding, and provides a cooling effect during the summer months. Objectives include (*see also the Land Use and Transportation Elements for additional landscaping/planting recommendations*):

- 6A:** Maintain and refine, as needed, zoning standards which protect the town's specimen and significant trees.
- 6B:** Require minimum tree plantings and retention thresholds for new development projects.
- 6C:** Increase the enforcement staff's ability to identify significant trees and species, thus increasing their ability to assist property owners in the identification and protection of these assets.
- 6D:** Conduct a comprehensive inventory of specimen and significant trees.

- 6E:** Ensure that new public projects incorporate native plantings.
- 6F:** Continue the town's participation in the Tree City USA program.
- 6G:** Continue to follow and promote best practices in tree management, care and disease prevention/mitigation.

This page left intentionally blank



C
U
L
T
U
R
A
L

R
E
S
O
U
R
C
E
S

E
L
E
M
E
N
T

Introduction

The Surfside Beach area offers residents an abundance of social and recreational opportunities. An evaluation of long-term cultural resource needs is important and necessary in continuing to make the town an enjoyable place to live and visit. This element assesses the existing cultural resources in the Surfside Beach area and explores ideas to develop new activities and events that showcase the cultural heritage and traditions of the community.

Surfside Beach History

While Surfside Beach was only recently incorporated as a municipality in 1964, the area does have a wealth of history dating to the 1800s. At one time, John M. Tillman owned a plantation in the area known as the Ark Plantation. Following Tillman's death in 1865, his property was slowly developed into a beach resort area known as Roach's Beach. Subsequent property owner George J. Holiday renamed the area Floral Beach. After further land division and new development, the small beach community became known as Surfside Beach in the early 1950s. In 1954, Hurricane Hazel caused severe damage to homes requiring extensive redevelopment. The reopening of the Myrtle Beach Air Force Base attracted significant growth and provided the foundation for present-day Surfside Beach.

While other communities in the region such as Pawleys Island, Conway, and Georgetown, have a more well known history, it is important for the town to celebrate its historical roots and cultural heritage. As the community continues to develop, preserving the area's history will be a worthwhile objective to help foster community pride and visitor interest.

History of Horry County

Surfside Beach is located in a historically significant region of the state. Below is a brief list of events that have shaped the history of Horry County.

- **1521-** Area was first explored by the Spanish and known as Chicora.
- **1730-** Robert Johnson was appointed as the first royal governor. First settlement in the area was along the Waccamaw River and called Kingston.
- **1776-83-** American Revolution. A few engagements took place in the county including at Bear Bluff and Black Lake. Gen. Francis Marion also camped near Kingston prior to The Battle of Black Mingo in September 1780.
- **1791-** On his tour of the South, George Washington was hosted for a few days by Jeremiah Vereen near Singleton Swash and by George Pawley near present-day Surfside Beach.
- **1801-** Horry District was officially established and named after Brigadier General Peter Horry. Kingston was renamed Conwayborough for Brigadier General Robert Conway and designated as the county seat.
- **1861-65-** During the Civil War, the county's first newspaper, The Horry Dispatch, was established. The age of steamboats on the Waccamaw River began during this period and lasted until World War I.
- **1899-** The Seashore and Conway Railroad began construction of a line from Conway to the beach. At this time, the resort town of Myrtle Beach was founded and named after the native plant, the Wax Myrtle.
- **1936-** The Intracoastal Waterway was completed. A dedication ceremony was held in Socastee on April 11.
- **1941-** Myrtle Beach Air Force Base was established.

Currently, there are thirty-one properties in Horry County listed on the National Register of Historic Places and twenty-seven Historical Marker Signs installed throughout the county.

Part One. Inventory of Existing Cultural Resources

This section provides information on the existing cultural facilities and activities in the greater Surfside Beach area. Due to its small size, there are a limited number of cultural venues located within the town boundaries. There are however numerous resources within a short distance of Surfside Beach that provide cultural opportunities for both residents and visitors alike.

Local Cultural Resources

Surfside Beach Pier- As stated in several of this plan's elements, the Surfside Beach Pier is an important amenity in the community and adds a tremendous amount of cultural value to the town. The pier provides a central location to host community events, and is a popular gathering place during the beach season. Additional community events and programming should be evaluated in the pier district.

Civic Organizations- The Town of Surfside Beach is fortunate to have several organizations that provide opportunities for residents to engage in activities that improve their neighborhoods and the overall community. As an example, the Surfside Area Rotary Club is involved in the organization of several fundraisers and other charitable events such as the annual Surfside Beach 10K/5K road race which draws visitors from throughout the region. The town should actively partner with local civic organizations and fully support the development of volunteer projects and initiatives. Encouraging volunteerism is an excellent way for Surfside Beach to enhance community pride and stewardship.

Surfside Beach Special Events- Throughout the year the town hosts a number of events to showcase the Surfside Beach community or to celebrate national holidays and festivities. The diversity of events attracts visitors with a variety of interests. Continued support for these events is important as they provide numerous social and economic benefits to the community. Table CR-1 provides a list of special events in Surfside Beach that are held throughout the year.



Surfside Beach 10K run. Photo courtesy of the Surfside Newsletter.

Table CR-1 Town of Surfside Beach Special Events	
<i>Month</i>	<i>Name of Event</i>
<i>March</i>	<ul style="list-style-type: none"> • St. Patrick's Day Dance • Bar-B-Q Festival
<i>April</i>	<ul style="list-style-type: none"> • Surfside Beach Rotary 10K/5K Road Race • Pet Fair
<i>May</i>	<ul style="list-style-type: none"> • Beach Music Party • Memorial Day Cookout • Memorial Day Service
<i>July</i>	<ul style="list-style-type: none"> • 4th of July Celebration • Kids Fair • Movies in the Park
<i>August</i>	<ul style="list-style-type: none"> • Guy Daniels Surf off • Movies in the Park
<i>September</i>	<ul style="list-style-type: none"> • Beach Sweep • Skyhoundz Disc Contest
<i>October</i>	<ul style="list-style-type: none"> • Surfside Beach Family Festival
<i>November</i>	<ul style="list-style-type: none"> • Veterans Day Service • Turkey Trot
<i>December</i>	<ul style="list-style-type: none"> • Christmas Tree Lighting • Christmas Parade • Breakfast with Santa

Regional Cultural Resources

Since Surfside Beach is located in the heart of the Grand Strand region, residents and visitors have access to a full range of cultural and recreational activities such as the region's well known golf industry, the Waccamaw River, and to the dozens of museums and entertainment attractions located in Georgetown and Horry counties. Below is a profile of a few of these resources that are in close proximity to Surfside Beach.

Coastal Carolina University, Osher Lifelong Learning Institute- Coastal Carolina University has established the Osher Lifelong Learning Institute (OLLI) to provide focused educational classes and workshops to the general public. Instructors facilitate lessons in art, computer literacy, foreign languages, and master gardening. OLLI also facilitates guided tours of regional points of interest in the area and they co-sponsor annual events such as a French Film Festival in Georgetown. The OLLI program is an excellent community resource for residents of Surfside Beach. The town should actively work with and encourage Coastal Carolina University to schedule more OLLI events and programs in Surfside Beach.

There are three Coastal Carolina University extension buildings which serve as classroom space for OLLI programs. Below is a list of the three locations:

- *Myrtle Beach Education Center*- 900 79th Ave. N., Myrtle Beach, SC
- *Foundation Center*- 2431 US 501E, Conway, SC
- *Waccamaw Higher Education Center*- 160 Willbrook Blvd., Litchfield, SC

More information about the OLLI program at Coastal Carolina University can be found online at: <http://www.coastal.edu/olli/index.html>

Horry County Museum- Located in downtown Conway, this museum is home to several exhibits focused on natural history, Native American history, county explorers and founders, along with other interesting collections that highlight the history and cultural heritage of Horry County. The Town should collaborate with the museum on future projects that document the history of Surfside Beach. More information can be found on their website at: <http://www.horrycountymuseum.org/>

Brookgreen Gardens- Located fifteen minutes south of Surfside Beach in Georgetown County, Brookgreen Gardens has a world-renowned sculpture display set in a beautifully landscaped botanical garden. The gardens are arranged on the former Brookgreen Plantation and include numerous walking tours, creek cruises, and other interpretative programs that present the history and culture of the Lowcountry region. In addition, Brookgreen Gardens contains the Lowcountry Zoo which boasts a large collection of indigenous animals. This amazing attraction has been listed on the National Register of Historic Places. More information can be found on their website at: <http://www.brookgreen.org/>

Franklin G. Burroughs and Simeon B. Chapin Art Museum is located ten minutes north of Surfside Beach just north of the Myrtle Beach State Park. The museum opened its doors in 1997 in the historic Springmaid Villa, which was constructed in 1924. The museum features a wide variety of exhibits and also conducts numerous programs, including art education lessons geared towards youth. More information about the Chapin Art Museum can be found on their website at: <http://www.myrtlebeachartmuseum.org/>

Waccamaw Arts and Crafts Guild- This organization has been active in promoting the arts in the greater Myrtle Beach area for over forty years. It is a great resource for local artists to network and have their works displayed at events such as the Arts in the Park program. Surfside Beach should consider working with the Waccamaw Arts and Craft Guild to extend their programs into Surfside Beach or establish a similar program where local artisans can showcase their work at the pier or at Fuller Park. More information about this organization can be found online at: <http://www.wacg.org/>

Long Bay Symphony- The symphony was founded in 1987 and is the sole professional symphony along the Grand Strand. In a typical calendar year, the symphony performs 25-30 concerts to a total audience exceeding 30,000 people. The Long Bay Symphony also oversees a youth music education program and supports a youth orchestra, which performs several concerts throughout the year as well. The Long Bay Symphony performs jointly with local chorales including the Carolina Master Chorale. More information about events and programs coordinated by the Long Bay Symphony can be found on their website at: <http://www.longbaysymphony.com/>

Part Two. Future Needs and Opportunities

The Surfside Beach area has a solid base of core cultural resources that provide residents many opportunities for healthy recreation activities and positive social interaction. Having a vibrant cultural arts and entertainment scene can enhance Surfside Beach's image and its attractiveness to prospective residents and visitors. Neighborhood and civic organizations, the local business community, county and state governments, and corporate sponsors can all contribute to the local cultural arts and entertainment scene. The key is to make sure that all contributing resources are well coordinated and new opportunities are identified and pursued. Below are some specific recommendations to further enhance the cultural resources available to Surfside Beach.

Coordination with other entities on a regional level. Due to its central location, Surfside Beach is in an excellent position to attract visitors who seek to enjoy immediate access to the beach and be in close proximity to nearby attractions. The town should engage with other entities across the region and cross promote each other's events and programs. Developing these types of partnerships can help maximize marketing resources and provide mutual benefits for the area.

Historic Preservation. To date, efforts to research and showcase the history of Surfside Beach have been limited. The town is located in a historically rich region of South Carolina. There are several resources available to the town such as the Horry County Historical Society and the State Historic Preservation Office, which could be useful in identifying items of historical significance and interest in the Surfside Beach area. Gaining local resident interest in an oral history or a photo display project that depicts the history and heritage of Surfside Beach would be a worthwhile community endeavor. As projects are completed, it would be beneficial to profile them in the *Independent Republic Quarterly*, a

The Economic Benefits of Investing in Cultural Resources

Surfside Beach is located in a region with numerous attractions that promote the fine arts, performing arts, outdoor recreation, and local history. In addition, the region's food culture is sustained by a vibrant restaurant industry. Local traditions and a community identity are preserved by supporting cultural arts venues and organizations. The potential benefits of investing in cultural resources are multifold to a community. The national nonprofit organization, Americans for the Arts, recently published a report entitled "Arts and Economic Prosperity-The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences" The report includes the following insightful findings:

- On a national level, the nonprofit arts and culture industry generates \$166.2 billion in economic activity every year. Of this total, \$103.1 billion is generated in event-related spending by their audiences, including expenditures on lodging, food, and other retail goods.
- This economic activity helps generate \$29.6 billion in government revenue.
- The nonprofit arts and culture industry supports 5.7 million jobs across the country.

The cultural arts are a growing niche in the overall tourism industry. The Town of Surfside Beach should actively evaluate the costs and benefits of investing in local cultural resources as part of a comprehensive economic development strategy for the community.

newsletter published by the Horry County Historical Society.

Hospitality and Accommodations Tax. This revenue stream is generated through a tax of sales at restaurants and hotels and is intended to promote and expand the local tourism industry in communities throughout the state. The funds can help market new cultural venues, or to help promote events and to meet increased tourism related services demands, such as public safety. The Town has established an advisory Accommodations Tax Committee to provide recommendations to Town Council on how best to allocate this annual fund. If well planned, most cultural events and programs can provide significant economic returns to a community but are oftentimes dependent on some initial capital and marketing support.

Part Three. Cultural Resources Policies

This section provides Cultural Resources Goals and Objectives to be implemented over the next ten years. A further discussion of timelines and responsible entities/processes can be found in the Implementation chapter at the conclusion of this plan.

Cultural Resources Goal 1: *Utilize cultural events and programs to celebrate the community of Surfside Beach.*

Objectives and Implementation Activities: Cultural events are a great investment in bringing together the talents and skills of residents. Engaging the community in events and programs provides a recreational and social outlet. *Objectives include:*

- 1A:** Organize cultural events and programs that fit in with the “Family Beach” tradition of Surfside Beach.
- 1B:** Develop programs to meet the interests of both children and older residents.
- 1C:** Although Surfside Beach is oftentimes regarded as a seasonal community, assess the potential of providing cultural event programming throughout the entire year.
- 1D:** Engage the local business community in all special events and provide them the opportunity to sell and market their goods and services.
- 1E:** Ensure that all eligible entities are well aware of potential funding available through the Accommodations Tax fund.

Cultural Resources Goal 2: *Promote initiatives to research and preserve landmarks and historical events in the Surfside Beach area.*

Objectives and Implementation Activities: While Surfside Beach is not known for its history like other communities in South Carolina such as Georgetown,

Charleston, and Beaufort, the town should promote initiatives to showcase historical events and places in the community. *Objectives include:*

- 2A:** Conduct an inventory of local structures that may qualify for the National Register of Historic Places within the next 10-20 years.
- 2B:** Identify sites that may be appropriate for recognition via the South Carolina Historical Marker Program.
- 2C:** Identify a community facility such as the Horry County Library (Surfside Beach Branch) to display rotating exhibits and galleries depicting the local history of the area.
- 2D:** Utilize the recently created Surfside Beach Historical Board to identify potential historic structures, noteworthy events and people, and other items of historical interest in Surfside Beach.

Cultural Resources Goal 3: *Promote the Surfside Pier and its surrounding district as the major landmark for cultural and social activities in the community.*

Objectives and Implementation Activities: The Surfside Pier is an important asset to the community and the town has made a major investment in its upkeep and improvement. The pier has the potential to provide numerous economic and cultural benefits for the town. *Objectives include:*

- 3A:** Develop programs and community events to promote on-going activity even during the off-peak tourist season.
- 3B:** Install information kiosks near the pier area that provide visitors interpretative signage about Surfside Beach, directions to other sites in town, and promote upcoming events in Surfside Beach.
- 3C:** Evaluate the need for improving wayfinding signage along US Hwy 17 to direct motorists to the pier and other landmarks in Surfside Beach.
- 3D:** Initiate a public art program with a Surfside Beach theme in and around the pier district. A great example in Surfside Beach is the building mural in the core commercial district on the corner of Surfside Dr. and Poplar Dr. (see photo.)



Cultural Resources Goal 4: *Coordinate cultural event programming and marketing on both a local and regional level.*

Objectives and Implementation Activities: One of the appeals of living in or visiting Surfside Beach is the access to numerous amenities in the greater Grand Strand region. The town should maintain partnerships with regional entities to highlight attractions that make the Grand Strand area such a popular draw. *Objectives include:*

- 4A:** Seek partnerships with non-profit cultural arts organizations such as the Long Bay Symphony and the Waccamaw Arts and Crafts Guild to host regular events in the town.
- 4B:** Work with other entities such as Horry County and the Myrtle Beach Area Chamber of Commerce to coordinate event calendars and list events on each other's respective websites.

This page left intentionally blank



**C
O
M
M
U
N
I
T
Y**

**F
A
C
I
L
I
T
I
E
S**

**E
L
E
M
E
N
T**

Introduction

This element of the comprehensive plan provides an overview of municipal facilities and services, such as the town's police, fire, and public works departments. The final section of this element examines needs and establishes achievable goals and objectives to be implemented over the next ten years.

Part One. Municipal Services & Facilities

Municipal Structure

The Town of Surfside Beach was incorporated in 1964 and operates under a council form of government. Residents elect a mayor and six council members to staggered four year terms. Members are elected at-large and municipal elections are nonpartisan.

The council is the town's legislative and administrative body and is responsible for passing ordinances, establishing town policy, and appointing key personnel such as the administrator, town clerk, and town attorney. Perhaps most importantly, the council is responsible for adopting a budget that funds town services. The town council typically meets twice monthly with meetings historically occurring on the second and fourth Tuesdays of each month. Council meetings are held in the town's council chambers located immediately adjacent to the Surfside Beach Town Hall.



Surfside Beach Town Hall

In 2012, the town's staff consisted of seventy four full-time, eight part-time, and six seasonal employees and the town operated under a budget that exceeded seven million dollars. Maintaining the number of employees currently staffed is important to ensure safety and the quality of life the town has come accustomed too. The town provides a full range of services including police and fire protection, public works, sanitation, recreation, planning, building and zoning, and general administration. These functions are divided among the town's eight departments. A description of each, including important municipally owned facilities, is provided in the following sections (see also map exhibit CF-1).

Administration

The day-to-day administration of the town is delegated, by ordinance, to the town's administrator. The administrator is responsible for the selection, evaluation, and retention of town employees, the supervision and coordination of the town's eight departments, the enforcement of the town's code, reporting and making

recommendations to council on various policy initiatives, and recommending a yearly budget. The administrator is assisted by the various department heads, the town clerk, and town attorney. The town's administrative offices are in the Surfside Beach Town Hall located at the corner of US Highway 17 (Business) and Pine Drive.

Planning, Building and Zoning

The Surfside Beach Planning, Building and Zoning Department is responsible for implementing, administering and updating the town's zoning ordinance, land development regulations, and flood damage prevention ordinance. Additionally, the department administers the Comprehensive Plan, which assists the town in deciding what future developments are appropriate in specific areas. Staff members are also certified to administer the International Building Code and review all Stormwater plans and conduct stormwater inspections. The department is the first contact for new businesses and is responsible for promoting and recruiting new businesses to the town through economic development.

The department's broad scope results in one-stop permitting for most development projects. The department's offices are located within town hall. Planning, building, zoning, permitting, plan reviews and inspections as well as economic development are performed by a three person staff.

The work of the planning, building and zoning department is supplemented by two boards, the planning commission and the board of zoning appeals. The Surfside Beach Planning Commission is responsible for recommending amendments to the town's zoning ordinance (and map), the Land Development Regulations and evaluating and updating the elements of the comprehensive plan. The commission also has final approval over major subdivisions within the town. The Surfside Beach Board of Zoning Appeals is responsible for granting variances and special exceptions under the terms of the town's zoning ordinance. The board also acts as an administrative appeals body on zoning decisions made by department staff (see inset).

Municipal Court

The Surfside Beach Municipal Court is located adjacent to town hall. Courtroom activities occur in the town's council chambers. The court handles misdemeanor criminal and traffic offenses. Court staff consists of an associate judge/clerk of court, a deputy clerk of court, and a part-time judge. Bench trials occur twice monthly and jury trials are conducted three times per year.

Finance

The Surfside Beach Finance Department is located within town hall. The finance department is responsible for the issuance of business licenses, the collection of taxes and fees, accounts payable and payroll. In addition to maintaining the financial records of the town, the department assists the administrator in the development of the town's yearly budget and preparing financial reports for council.

Fire Protection

In 2010, the Surfside Beach Town Council eliminated the public safety department and reestablished separate fire and police departments. The reconstitution of a separate fire department coincided with the completion of a new, state of the art, fire station located at 810 First Avenue North. This 15,000 square foot, four-bay facility was constructed at a cost of \$2.1 million.



The Surfside Beach Fire Station was constructed in 2010.

The town's fire department is composed of a mix of seven full-time and thirty volunteer firefighters. The department's equipment includes three engines, an Aerial Platform, and a Rescue vehicle. In 2007, the town's Insurance Services Office (ISO) rating was improved to 3.

Horry County 911 provides fire and rescue dispatch services. Automatic mutual aid assistance is provided to Murrells Inlet and by mutual aid requests through the Horry-Georgetown Chiefs Association.

The Fire Department operates with input from a Master Plan that the Fire Chief updates on a yearly basis. The Fire Protection Master Plan is intended to serve in a supportive role to the Comprehensive Plan of the Town of Surfside Beach. The master plan is consistent with and reinforces the goals of the town's overall plan. It sets goals, objectives, priorities, and sets objectives in terms of lives and property to be saved. It is important to determine allocations for Fire Protection and First Responder Emergency Medical Services to insure accomplishment of the desired objectives.

Automatic mutual Aid is provided to Horry County and Georgetown Fire Departments through a Mutual Aid Agreement with Horry Georgetown County Fire Chiefs Association and the South Carolina Firefighters Mobilization Group. The mission statement of the Fire Department is:

The Surfside Fire Department will provide Fire, Rescue, First Responder Emergency Medical and Emergency services to our community and our visitors through a cost effective and efficient delivery system designed to enhance a safe environment for the public; to preserve life and property in our community by providing services directed at prevention and control of fires, accidents and other medical emergencies, while maintaining the highest standards of professionalism, efficiency and effectiveness.



Surfside Beach Police Department

Police Protection

The Surfside Beach Police Department (headquarters) is located on the corner of Pine and North Poplar drives. This 3,650 square foot facility was constructed in 1996.

Staffing for the department includes twenty-one full-time and five part-time law enforcement officers. Six full-time and two part-time civilian employees provide administrative assistance and dispatch services. The department's staffing and duties peak during the summer months with the increased responsibilities of beach patrol and parking enforcement.

The department's officers have received numerous awards and commendations.

In 2011, the department received the Excellence in Law Enforcement Award from the South Carolina Law Enforcement Association. The department is also pursuing accreditation through the South Carolina Law Enforcement Accreditation Council (SCLEA).

The department's equipment consists of several marked vehicles/units. These include: nine patrol vehicles, one beach patrol unit (pickup), one prisoner transport van, two golf-carts, one Mule, two Gators and one personal watercraft. In addition, the department has five unmarked staff vehicles.

The department places a high priority on the maintenance and upgrade of equipment. The department recently completed a vehicle visibility and safety retrofit and has implemented, with the approval of town council, a replacement schedule of 1.66 vehicles per year.

Public Works

The public works department has perhaps the most diverse mission of the town's departments. The department is responsible for street construction/ resurfacing, storm water drainage, grounds and facilities maintenance, and sanitation. The department's primary office facilities, constructed in the mid-1990s, are located on Sandy Lane.

Unlike many area communities, the public works department maintains the majority of Surfside Beach's streets. In the past, the town has acquired additional roadway infrastructure from the South Carolina Department of Transportation, most recently Ocean Boulevard. This has resulted in increased responsibilities. To meet this increased service demand, the department has developed, and continuously updates, a roadway resurfacing and maintenance plan. In 2011, the department acquired the town's first street sweeper, in an effort to improve the visual appearance of Surfside Beach's streets and to aid in reducing pollutant runoff.

Improving the town's drainage and water quality are responsibilities of the department. The public works department has performed or overseen several drainage projects including upgrades to the South End (2002-2005) and the dredging of the town's lakes (2008-2009). Current drainage improvement efforts are focused on the Myrtle and Magnolia basins. The department has also dedicated resources to regularly monitor and test water quality. The increased focus on water quality over the last few years has resulted in a shift in the department's philosophy and design to infiltration and Low Impact Development (LID).

The department is responsible for the maintenance of the town's grounds and facilities. This responsibility also includes the maintenance of the town's numerous parks (listed below).

The department's sanitation division provides residential and commercial trash collection services. Services also include the separate collection of recyclables, residential yard debris, and residential bulk items. Collected solid waste is transported to the Horry County Landfill.

Citizen Boards and Committees

A long tradition in the United States has been the use of citizen boards and committees by municipal government. Citizen boards benefit the community by 1) providing focused attention to specific or finite topics, 2) serving as a mechanism for the town council to receive formal and sometimes informal recommendations on complex policy issues, and 3) providing an opportunity for civic involvement and the cultivation of community leaders.

The town provides several opportunities for residents to serve. Many of the town's boards are "statutory boards" and have specific duties or powers defined by either the town or state code. Others can be considered discretionary and serve specific functions as directed by the administration or council. The town's current boards include:

- Accommodations Tax Committee
- Board of Zoning Appeals
- Elections Commission
- Planning Commission
- Stormwater Committee
- Keep Surfside Beach Beautiful Committee
- Senior Citizens Advisory Committee
- Recreation and Special Events Committee
- Surfside Beach Business Committee
- Parking Committee
- Surfside Beach Historical Board
- GSWSA Advisory Committee

This plan advocates the continued use of citizen's boards and advisory committees to assist the administration and council. More information on board requirements and vacancies can be obtained by contacting the town clerk's office.

Parks and Recreation

The town owns and maintains several municipal parks and recreational facilities. These include:

- *Fuller Park* located on the corner of Surfside Drive and Myrtle Drive. This facility contains two tennis courts, a playground, and a picnic area with restroom facilities.
- *W. O. “Bill” Martin Park* located on Lakeside Drive and 8th Avenue South. This park contains Floral Clubhouse, a picnic area, shuffleboard courts, horseshoe pits, Floral Lake Playground, and two bocce ball courts.
- *W. O. “Bill” Martin Field* located on Dogwood Drive between 6th and 7th Avenues South. This recreational complex includes a lighted multi-purpose ball field, picnic shelter, a batting cage, and restroom facilities.
- *H. Blue Huckabee Complex* located on Spanish Oak Drive off Glens Bay Road. This ten acre facility features three baseball fields, four batting cages, a “tot lot” for children ages 2-5 years old, and restroom facilities.
- *All Children’s Park* located on the corner of 10th Avenue South and Hollywood Drive. This park contains two playgrounds, a picnic area, and restroom facilities. All Children’s Park is accessible to handicapped and able-bodied children.
- *Passive Park* located at the corner of Surfside Drive and Willow Drive. This park contains a gazebo, picnic areas, a Veterans Memorial and a walking path featuring several passive exercise stations along the way.
- *Bark Park* located on Pine Drive adjacent to the Horry County Memorial Library. These fenced parks one for the larger and one for the smaller dogs, allow for socialization and play amongst dogs and owners.
- *Dick M. Johnson Civic Center* located on Pine Drive adjacent to town hall. This facility includes several meeting rooms.



The Surfside Beach Recreation Department is located in the Dick M. Johnson Civic Center (Pine Drive). The department is responsible for the town’s special events, and the rental of municipal facilities such as the Dick M. Johnson Civic Center and Floral Clubhouse. The town, through its recreation department, also hosts several community events during the year (see the Cultural Resources Element).

Other Municipal Facilities

Emergency Operations. The town has an Emergency Operations Center located in the Fire Station that becomes functional as part of the State of South Carolina and Horry County Emergency Operations Plans. The town maintains its own Emergency Operations Plan and has an established chain of command for when normal town operations are suspended and emergency operations are initiated. The town also participates with Horry County in the development and update of the multi-jurisdictional Horry County Hazard Mitigation Plan.

Surfside Beach Pier. Acquired by the town in 2008, the Surfside Beach Pier is located at the terminus of Surfside Drive at Ocean Boulevard. The pier extends a length of 830 feet and is open to walking and fishing for ten months of the year. The pier is Surfside Beach's most recognized landmark and serves as a focal point for beachfront activity. In 2010, the town began the process of repair and upgrade to the pier.

Public Parking and Beach Access. As a beachfront community, the need for beach access and efficient public parking will always be a priority. Presently, there are thirty-three public beach access points and the town maintains metered (or pay station) public parking areas along Ocean Boulevard. A description of these parking facilities is provided in the Transportation Element of this plan. In 2010, the town completed an assessment of public parking facilities. This report, entitled *A Comprehensive Parking Plan – Town of Surfside Beach, 2010*, should be referenced in cases where policy discussions affect public parking.

Part Two. Other Services and Facilities

There are a number of community facilities and services that are performed by outside entities or that do not fall under the direct supervision of town government. Part Two of this element provides a summary of these services/facilities:

Water and Sewer Services

Several years ago, the town contracted with Grand Strand Water and Sewer Authority (GSWSA) to provide all water and sewer services to Surfside Beach. The town's water supply is derived from GSWSA's Bull Creek Regional Water Treatment Plant. In 1982, the town's wastewater collection and transmission system was installed. In 1994, GSWSA purchased the system from the town. Wastewater is treated at their Lambert Schwartz South Strand Treatment Facility.

Electric Service

Santee Cooper provides electric service within the town. Santee Cooper is South Carolina's largest power provider serving approximately half of the state's residents. This state owned utility maintains a local office (Murrells Inlet and Garden City Office) approximately four miles south of town (see inset).

Natural Gas

South Carolina Electric and Natural Gas (SCE&G), a SCANA company, provides natural gas within the town. Presently, natural gas is available along US 17 and extends down Surfside Drive to the pier on Ocean Boulevard. Natural gas services are primarily geared toward commercial uses and are not currently available for most of the town's residential areas.

Cable Television

In 2006, Time Warner Cable entered into a franchise agreement with the town to provide residents with cable television service. Time Warner Cable provides a local office just one mile south of town on US Hwy 17. HTC (Horry Telephone Company) also has cable within the town available in limited areas.

Phone and Internet Service

Horry Telephone Cooperative (HTC), the nation's largest telephone cooperative, has a franchise agreement with the town to provide landline telephone service. HTC offices are located in Murrells Inlet on US 17 (Bypass). Frontier provides landline phone services. Time Warner provides phone services through their cable system.

Internet Service

Horry Telephone Cooperative (HTC), along with Time Warner Cable, Frontier and others, provide the town with internet services. Free WI-FI services are available through the town's library; otherwise, WI-FI availability remains sporadic throughout town.

The Undergrounding of Utilities

Over the past few years, the town has investigated converting from overhead electric (and other utilities) to underground wiring. In 2010, the town council established a special subcommittee to further examine the issue. Renovations to Surfside Drive (downtown) in 2010 and 2011 included underground wiring. In 2011, the town, in cooperation with Santee Cooper, began the process of moving utilities underground for portions of Ocean Boulevard, between 3rd Avenue South and 3rd Avenue North.

Whether or not to pursue underground wiring has been a major topic for communities. Several municipalities, including Surfside Beach, require underground wiring for new developments. Undergrounding requirements for new development tend to be less controversial. Discussion often arises when communities look to convert existing lines.

Underground utilities provide a number of advantages. These include: 1) They are more aesthetically pleasing than overhead lines, 2) underground lines tend to be more resistant to damage from ice and wind storms, and 3) in areas where space is limited, such as a downtown district, underground wiring can be more practical. The three major disadvantages to underground wiring include: 1) Underground wiring is more difficult to work on when problems arise, 2) the integrity of underground wiring can be vulnerable to flooding, especially salt-water flooding, and 3) costs. Studies suggest that the installation costs are approximately ten times more expensive than overhead wiring.

It is unrealistic to anticipate a major undergrounding initiative for the entire town. Such an undertaking would be cost prohibitive; however, the town has and should continue undergrounding efforts. These retrofit efforts should be concentrated in areas adjacent to the downtown, the ocean front and the town's high visibility streets, and in areas designated for possible mixed use by this plan. The town should continue its requirement for the undergrounding of utilities in new subdivisions and planned developments.

Medical Facilities

The Grand Strand area contains an abundance of private physicians and small medical clinics. The town does not contain a major medical facility; however, the area is served by three large medical centers:

- *Grand Strand Medical Center.* The Grand Strand Medical Center (GSMC) is a 259 bed acute care hospital with a complement of over 270 physicians and 1,200 staff members. The center is a designated trauma center and is the only area medical center that performs cardiac surgery. GSMC's main campus is located in Myrtle Beach, approximately sixteen miles north of town.

The Grand Strand Medical Center provides seven off-site facilities that specialize in fields ranging from aging and senior services to women's health. The GSMC's South Strand Medical Center, located five miles from town on US 17 Bypass, provides a 24-hour emergency department, laboratory and radiology services, and cardiac and pulmonary rehabilitation.

- *Georgetown Hospital System.* The Georgetown Hospital System consists of two major facilities: The Waccamaw Community Hospital (WCH) and the Georgetown Memorial Hospital (GMH). WCH is located five miles south of town. This hospital, which opened in 2002, is a 167 bed facility and offers 24-hour emergency services, obstetrics, and inpatient and outpatient surgery. WCH also contains the Waccamaw Rehabilitation Center, a 43-bed rehabilitation center specializing in physical, occupation, and speech therapy.

The Georgetown Memorial Hospital, located thirty miles south of Surfside Beach, was opened in 1950. This 131 bed acute care facility provides 24-hour emergency services, intensive care and step down units, OB Gyn and related services, a laboratory and surgical unit. The hospital was recently renovated to modernize and improve patient-care areas.

- *Conway Medical Center.* The Conway Medical Center (CMC) is a 210-bed facility, with a complement of over 200 physicians and a staff of over 1,400. CMC provides critical care, laboratory, diagnostic, endoscopy, heart, pediatric, surgical, long-term care, and rehabilitative services. CMC opened in the 1950s and recently underwent an expansion with the construction of a new Patient Bed Tower. CMC is located in Conway, South Carolina and is approximately fourteen miles from the town.

Public Schools

Primary and Secondary Schools. There are no public primary or secondary schools within the town limits. Surfside Beach is within the Horry County School District's St. James zone. Currently students attend one of three schools:

- *Seaside Elementary School* is located just south of the town on the Woodland Drive Extension in Garden City. This school was opened in 1996 and enrolls

731. Seaside Elementary serves students from Pre-Kindergarten (PK) through the 5th grade.

- *St. James Middle School* is located approximately five miles west of town off of SC 707. The middle school enrolls 1,125 students and serves grades 6th through 8th.
- *St. James High School* is located approximately five miles west of town off of SC 707. This school was opened in 2003 and enrolls approximately 1,300 students. The school is noted for both its scholastic and athletic achievements. The school offers a wide variety of honors classes and nine advanced placement classes, has eight computer labs, and a media center with over 14,000 books. The school has won state championships in baseball (2011), track (2006-2009), softball (2006-2007) and wrestling (2011 and 2012). The school boasts a 682 seat auditorium, gymnasium, mini-gym, weight-room, three lighted practice fields, a 5,000 seat football/soccer stadium, track, softball and baseball fields, four tennis courts, and a cross-country course.

Post-Secondary Public Education

Coastal Carolina University (CCU) is a fully accredited four-year university that offers baccalaureate degrees in fifty-five major fields of study. In addition, the university offers seven master's degree programs including graduate studies in education, writing, coastal marine and wetland science, and business administration. In the fall of 2011, enrollment surpassed 9,000 students. The university's full-time teaching staff is 355 with a student/faculty ratio at 17:1.

CCU is located in Conway, approximately fifteen miles northwest of town. The main campus consists of seventy-two primary buildings on a 630 acre campus. Courses are also offered at the Waccamaw Center for Higher Education in Litchfield, eleven miles south of town, and at the Myrtle Beach Education Center, fifteen miles north of town.

Horry Georgetown Technical College (HGTC) has three campuses within the Grand Strand area offering more than seventy associate degree, diploma, and certificate programs of study. The main campus is located in Conway and houses the majority of the college's administrative offices, including the President's Office, the Senior Vice President for Academic Affairs, the Business Office and Human Resources, among others. The Conway campus totals just over fifty acres in area and 4,000 students are enrolled in classes each semester. The campus has thirteen buildings, including a 97,000 square foot student services building, the D. Kent Sharples Student and Community Life Complex, which contains a 12,000 square foot library and student support services.

HGTC's Grand Strand Campus, located five miles north of town, is the college's second largest campus enrolling just over 2,000 students each semester. This campus houses the college's continuing education and workforce development division. HGTC's Georgetown campus enrolls just over 700 students per semester and offers course work in forestry management technology, surgical technology, limited radiologic technology, and early care and education.

Public Library

The Town of Surfside Beach has a branch of the Horry County Memorial Library system. This branch, the Surfside Beach Library, is located on Surfside Drive adjacent to Fuller Park. The library has continuously expanded its collection. The library contains 35,291 bound volumes, fifty-nine periodicals (25 adult, 18 young adult, and 16 children), and five daily newspapers. The library also contains a media collection of 1,147 books on CD, 783 music CDs, and 1,324 DVDs. The library has twenty-four computer terminals for public use, a children's section, and lecture and exhibit rooms. In 2010, the library underwent a \$3.8 million expansion and renovation project that increased the facility's size by 14,000 square feet.



Horry County Memorial Library - Surfside Beach

Senior Center

Horry County Council of Aging, Inc. is private 501(c)(3) non-profit corporation founded in 1975 to provide senior care services throughout Horry County. HCCOA was created in accordance with the Older Americans Act of 1965 to provide in home services, senior care services, and senior activities for members in our community. The South Strand Senior Center is located at 1032 10th Avenue North, Surfside Beach, SC 29575. The Mission Statement of the South Strand Senior Center is committed to providing services and programs that afford older people the opportunity to live independent, meaningful, and dignified lives in their own home and community for as long as possible today and in the future. In doing so Horry County Council on the Aging (HCCOA) in conjunction with the Senior Centers will utilize innovative approaches to meet the needs of the senior population of Horry County. The South Strand Senior Center specialized staff develops personalized comprehensive service plans with the goal to keep each senior citizen healthy, active, and involved in the community.

Part Three. Community Facilities Policies

This section provides Community Facilities Goals and Objectives to be implemented over the next ten years. A further discussion of timelines and responsible entities/processes can be found in the Implementation chapter at the conclusion of this plan.

Community Facilities Goal 1: *Ensure a high level of public safety for residents and visitors alike.*

Objectives and Implementation Activities: Providing effective and efficient public safety services is a primary function of municipal government. In the case of Surfside Beach, this responsibility is heightened due to the number of day visitors and vacationers during the summer months. Maintaining the town’s year-round public safety commitments, while creating flexibility to address the summer surge will always be a priority for the town. Objectives include:

Police Department

- 1A:** Continue to maintain State Law Enforcement Accreditation.
- 1B:** Maintain a quality police force through the selection and retention of personnel.
 - Perform a salary and compensation study to aid in recruiting and selection.
 - Perform a demographic/service demand study for staffing requirements.
- 1C:** Upgrade equipment and facilities as budget constraints permit.
 - Perform a facilities study to explore the expansion and retrofit of the current facility.
 - Replace fleet vehicles according to current capital replacement plan.
 - Complete uniform transition.

Fire Department

- 1D:** Increase fire staffing to four per shift to meet “two in-two out” requirements using on call personnel.
- 1E:** Continue equipment replacements/upgrades.
- 1F:** Expand technology to keep pace with local mutual aid commitments (e.g. ensuring communications equipment is inter-operable between departments).
- 1G:** A Full Time Fire Prevention/Public Education Officer

Community Facilities Goal 2: *Actively solicit project and facilities funding (see the Priority Investment Element).*

Community Facilities Goal 3: *Involve Surfside Beach residents in the identification of opportunities and needed improvements related to the town’s facilities, infrastructure, and services.*

Objectives and Implementation Activities: The town has actively encouraged

resident involvement and participation by providing forums to receive comments during public meetings and extending opportunities to serve on town boards and advisory bodies. Objectives include:

- 3A:** Continue to provide a forum to receive resident comments during town meetings.
- 3B:** Develop a standardized system for collecting, reporting, and addressing resident comments, complaints, or suggestions.
- 3C:** Continue the use of citizens' boards and advisory committees to provide input to the town council and administrator on major policy and public facilities issues.
- 3D:** Enhance the town's use of its website and exploring other "social media" outlets to inform residents of upcoming meetings, events, and town services.

Community Facilities Goal 4: *Recognize the diverse role of the public works department. Support initiatives which improve the delivery of sanitation services, improve drainage, and ensure the continued maintenance of the town's streets and facilities.*

Objectives and Implementation Activities: In addition to sanitation services, the public works department is instrumental in the maintenance and upkeep of the town's infrastructure. This department's mission requires a continued funding commitment to ensure adequate equipment and personnel. Objectives to support and improve services include:

- 4A:** Continue to improve and expand recycling initiatives as it is environmentally responsible and diverts waste from the landfill.
- 4B:** Continue to resurface town roads on a priority basis. Periodically update the town's paving plan (see also the Transportation Element).
- 4C:** Continue stormwater improvements and respond to development with Low Impact Development (LID) practices.
- 4D:** Enhance water quality and the protection of the town's lakes (see the Natural Resources Element).
- 4E:** Continue efforts to improve the quality of the beach experience. Continue efforts to standardize beach access and improve parking (see the Transportation Element).
- 4F:** Continue protections afforded to the town's streets through encroachment permitting requirements and the town's development regulations

(see the Transportation Element).

Community Facilities Goal 5: *Expand both active and passive recreational opportunities within the town.*

Objectives and Implementation Activities: People of all ages are enjoying a more active and robust lifestyle through both indoor and outdoor recreational activities. The town's aging population coupled with the goal of attracting younger families to the community creates opportunities and challenges for the town in funding an appropriate mix of activities. Objectives include:

- 5A:** Rethink and re-engineer the town's commitment to recreational activities and facilities that cross all age lines.
- 5B:** Attract annual major arts & crafts shows, sales, exhibitions: i.e. Art in the Park Program.
- 5C:** Encourage, and where feasible, expand the use of the civic center.
- 5D:** Review and expand the use of Huckabee Park.

Community Facilities Goal 6: *Support the expansion or improvement of in-town services performed jointly or by other agencies and/or governmental entities.*

Objectives and Implementation Activities: Although a large part of the services provided within the town are performed by municipal government, for certain services the town is dependent upon other agencies or providers. The town should support efforts to improve or expand facilities when in keeping with the basic tenants of this plan. Objectives include:

- 6A:** Ensure that new public projects, performed by outside public entities, are reviewed by the town in accordance with §6-29-540 of the State Code and the town's development regulations.
- 6B:** Support the efforts of the Surfside Beach Library to expand services, while ensuring such activities are compatible with adjacent town parks and residential areas.
- 6C:** Support the joint efforts of the town, Santee Cooper, and other utility providers to place infrastructure underground. Continued prioritization (for retrofit) should be given to Ocean Boulevard, Surfside Drive, and other areas where the cost-benefit justify placement.
- 6D:** Ensure continued participation and dialogue with GSATS, the CTC, and SCDOT on transportation projects affecting the town (see the Transportation Element).
- 6E:** Support the expansion and upgrade of natural gas lines throughout the

town. Encourage and, where appropriate, require the expansion of services in conjunction with new development.

- 6F:** Encourage the expansion of high speed internet and wireless capabilities throughout the town.

Community Facilities Goal 7: *Ensure the professional, courteous, and transparent administration of town government.*

Objectives and Implementation Activities: Over the years, the Town of Surfside Beach has been able to cultivate a professional and knowledgeable staff. In addition, the town has continuously attempted to update/modernize administrative equipment and facilities. Efforts to recruit and retain exceptional staff, as well, as upgrade facilities should continue. Objectives include:

- 7A:** Perform, at intervals of at least once every five years, a salary and compensation survey to ensure the town is competitive in the recruitment and retention of employees.
- 7B:** Provide funding, through each department's budget, to allow for staff training and the maintenance of needed certifications.
- 7C:** Examine facility needs and plan for the renovation/expansion of the town hall building.
- 7D:** Continue efforts to routinely solicit resident and visitor feedback on services and facilities by the use of customer surveys.

This page left intentionally blank



H
O
U
S
I
N
G

E
L
E
M
E
N
T

Introduction

Within the Grand Strand region, Surfside Beach is known for being primarily a residential community. To date, Surfside Beach has minimized large scale commercial development along the oceanfront and instead has emphasized the development of high quality residential neighborhoods. As a result, housing comprises a significant proportion of the existing land uses in Surfside Beach.

The Housing Element analyzes historical housing trends in Surfside Beach and provides a comparison with Horry County and the State of South Carolina. This element also examines housing issues that are common to coastal communities such as seasonal rental housing. Other issues such as providing housing options that appeal to the growing senior population and evaluating affordable housing needs for young families are discussed. The element concludes with several goals and objectives to ensure that the long-term housing needs of the Surfside Beach community are met.

Part One. Existing Housing Conditions

Housing Stock Profile

Surfside Beach is comprised of a fairly wide variety of housing types. The most common housing type is single-family (detached). Of the town's 4,282 housing units, 2,612 units are single-family (detached). Multi-family housing structures, which comprise 25.7% of the total housing stock, are also common, particularly along the oceanfront where several condominium developments are located. Other housing types such as mobile homes are uncommon in Surfside Beach and fall well below the county and state averages for this category. Table H-1 provides information regarding the prevalence of each type of housing unit in Surfside Beach and changes that have taken place since 2000.

**Table H-1
Housing Type Trends
2000 to 2010**

Housing Unit Type	2000 Count	2000 % of Total Stock	2006-2010 ACS Est.	2006-2010 ACS Est. % of Total Stock	Overall Change	
					Count	%
<i>Single-family Detached</i>	2,003	53.3%	2,612	61.0%	+ 609	+ 30.4%
<i>Single-family Attached</i>	239	6.4%	120	2.8%	- 119	- 49.8%
<i>Two-Family</i>	378	10.1%	390	9.1%	+ 12	+ 3.2%
<i>Multi-Family (3 or more units)</i>	1,106	29.4%	1,099	25.7%	- 7	- 0.6%
<i>Mobile Home and Other</i>	32	0.9	61	1.4%	+ 29	+ 90.6%
Total	3,758	100%	4,282	100%	+524	+ 13.9%

Source: US Census Bureau. 2000 Decennial Census and 2006-2010 5-year American Community Survey

Table H-2 provides a comparison with Horry County, the State of South Carolina, and the United States for each major housing category. A notable feature of Surfside Beach is the high proportion of single-family (detached) housing units in comparison with Horry County. This high percentage is attributable to a very low percentage of

manufactured homes and a multi-family housing percentage on par with the county average.



Multi-family housing along the Surfside Beach oceanfront

Overall, housing in Surfside Beach is atypical for communities along the southeast coast, where oceanfront high-rise developments are commonplace. The town’s development pattern of traditional neighborhoods and scale-appropriate housing contributes to the “Family Beach” atmosphere of Surfside Beach.

**Table H-2
2006-2010 ACS Housing Type Comparison
State and National**

Housing Unit Type	Surfside Beach (Total Stock)	Surfside Beach (% of Total Stock)	Horry County (% of Total Stock)	South Carolina (% of Total Stock)	United States (% of Total Stock)
Single- Family Detached	2,612	61.0%	45.6%	62.2%	61.6%
Attached, Duplex, and Multi-Family Units	1,609	37.6%	37.8%	19.8%	31.6%
Mobile Home and Other	61	1.4%	16.6%	18.0%	6.8%
Total	4,282	100%	100%	100%	100%

Source: US Census Bureau, 2006-2010 5-year American Community Survey

Table H-3 below details the results of a field survey conducted by staff members of the Waccamaw Regional Council of Governments. The survey was conducted over several

days and identified the number and type of housing unit on each land parcel within the town boundaries of Surfside Beach. Additional GIS analysis provided information regarding the acreage and median lot size for each type of residential property. Waccamaw Regional COG staff did note a minor discrepancy between the total number of housing units (4,141) counted in the field survey and the total number of housing units reported in the 2006-2010 5-year American Community Survey (4,282) and the 2010 Census (4,299).

Table H-3 2012 Residential Housing Count- Field Survey				
Housing Unit Type	# of Parcels	# of Acres	Median Lot Size	#of Units
<i>Single Family Attached</i>	446	24.83 acres	0.06 acres	446
<i>Single Family Detached</i>	2335	450.18 acres	0.18 acres	2335
<i>Duplex</i>	164	30.75 acres	0.18 acres	328
<i>Multi-Family</i>	132	44.56 acres	0.24 acres	990
<i>Mobile Home</i>	1	4.71 acres	4.71 acres	42
Total	3,078	555.03 acres		4,141

Source: Waccamaw Regional COG, Staff Field Survey.

Tenure and Occupancy

A noticeable housing trend along the Grand Strand region is the high vacancy rate in comparison to the rest of the state. Horry County has the highest vacancy rate of any county in the entire State of South Carolina. This is due to the large number of properties that are used for short-term rental units or vacation homes. The US Census Bureau designates seasonal housing units as a subcategory of the total number of vacant units counted within a jurisdiction. The Grand Strand area is well known as a beach vacation destination so there is a significant demand within the regional housing market to maintain these properties as seasonal rentals. Table H-4 summarizes the housing vacancy trends of all housing units in Surfside Beach, Horry County, and for the entire state over the past thirty years.

Table H-4 Housing Vacancy Trends- 1980-2010					
	1980	1990	2000	2010	% Change 2000-2010
<i>Surfside Beach</i>	53.4%	46.6%	41.9%	56.6%	+ 14.7%
<i>Horry County</i>	36.8%	38.0%	33.0%	39.7%	+ 6.7%
<i>South Carolina</i>	10.8%	11.7%	12.5%	15.7%	+ 3.2%

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

Chart H-1 provides a more detailed comparison of the housing vacancy rates for nearby communities along the Grand Strand and Conway, the county seat of Horry County.

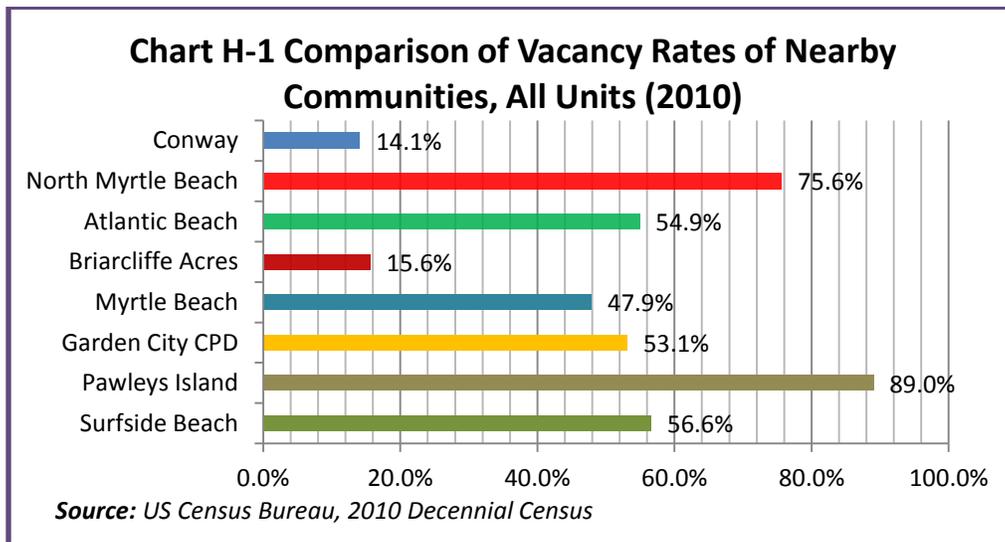


Table H-5 provides a breakdown of vacant housing that is designated as used for seasonal or recreational purposes. As the table indicates, Pawleys Island is the only community along the Grand Strand that has witnessed a decrease in the percentage of seasonal housing units since 2000. According to the US Census Bureau, the number of residential units designated as seasonal in Surfside Beach has increased from 883 in 2000 to 1,423 in 2010.

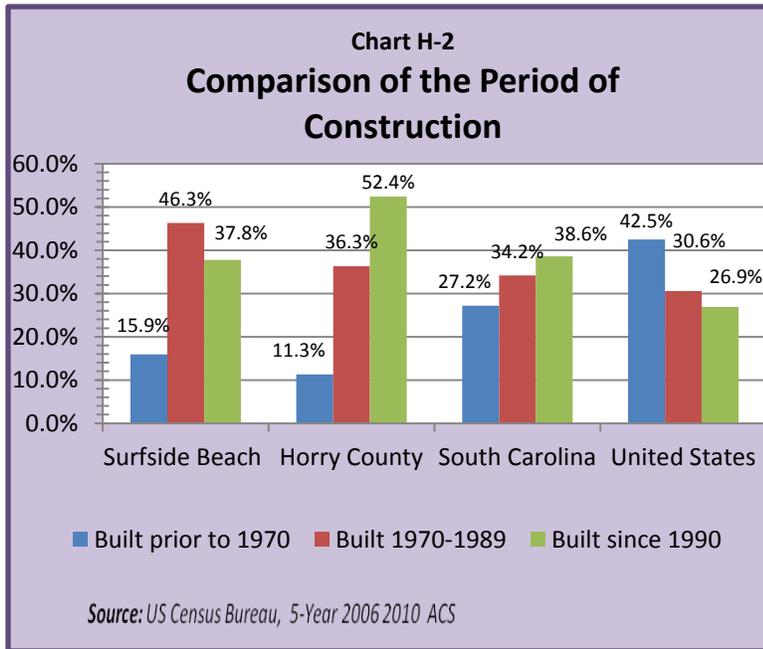
**Table H-5
Percentage of Housing Stock Considered Seasonal**

	2000	2010	% Change
<i>Surfside Beach</i>	23.9%	33.1%	+9.2%
<i>Pawleys Island</i>	46.8%	44.9%	-1.9%
<i>Garden City</i>	35.2%	37.8%	+2.6%
<i>Myrtle Beach</i>	17.6%	36.6%	+19.0%
<i>Briarcliffe Acres</i>	6.3%	10.7%	+4.4%
<i>Atlantic Beach</i>	31.1%	32.6%	+1.5%
<i>North Myrtle Beach</i>	44.8%	59.8%	+15.0%
<i>Conway</i>	0.4%	2.6%	+2.2%

Source: US Census Bureau, 2000 and 2010 Decennial Census.

Period of Construction

In historical terms, Surfside Beach is a young town in comparison to other communities along the coast of South Carolina. The greatest period of growth occurred after Hurricane Hazel struck the South Carolina coast in 1954 and accelerated following the reopening of the Myrtle Beach Air Force Base in 1956. The peak period of housing construction occurred during the 1980s when 1,014 new housing units were built. The housing development market remained strong through the 1990s but has since seen a decline. This slow down can be attributable to the recession of the late 2000s and the limited land area within the town boundaries to accommodate new development.



As *Chart H-2* displays, the bulk of Horry County’s housing stock was constructed much more recently than the state and national averages. Surfside Beach differs from the county, most notably in the percentage of the housing stock that has been built since 1990. Over half of the housing units in Horry County have been built since 1990. Meanwhile less than forty percent of all housing units in Surfside Beach have been constructed since 1990. Table H-6 provides a count of housing units in Surfside Beach by decade of construction.

Planned Development Districts

The use of Planned Development Districts (PDs) has become a common practice in municipal zoning since they were authorized under the South Carolina Local Government Comprehensive Planning Enabling Act of 1994. The law defines a PD as *a development project comprised of housing of different types and densities and of compatible commercial uses, or shopping centers, office parks, and mixed-use developments.*

As applied on a local level, PDs may permit variations from requirements in other zoning districts concerning lot size, use, density, setbacks, etc. The approval process entails discussions regarding specific design parameters between the developer and the town. The PD must be approved by ordinance from the town council after a recommendation from the planning commission. The approved PD becomes a distinct zoning district and is mapped accordingly. To date, Surfside Beach has approved seventeen PDs.

While the use of PDs has some merits in Surfside Beach, a number of factors should be considered during the approval process. The South Carolina Supreme Court in the case of *Sinkler v. County of Charleston* ruled a PD rezoning invalid because it failed to incorporate a mix of land uses within the proposed district boundaries. Another stated intent of a PD within the state code is to “preserve natural and scenic features of open spaces”. To accomplish this, the Surfside Beach zoning ordinance requires a minimum of fifteen (15) percent of gross project area to be dedicated as open space. PDs should fit into the character of surrounding residential or commercial areas of the community and must comply with all state laws and local regulations.

**Table H-6
Surfside Beach- Period of
Housing Construction**

Year(s)	Housing Unit Count
2000-2010	708
1990-1999	911
1980-1989	1,014
1970-1979	968
1960-1969	411
1950-1959	187
1940-1949	62
Prior to 1940	21

Source: US Census Bureau, 2006-2010 5-Year American Community Survey

Recent Residential Construction Projects

Table H-7 provides an overview of recent construction trends of new single-family housing units in Surfside Beach. New construction has been limited since the recession of 2008, however there was an increase in the number of permits issued in 2011, many of which are located in the new Harbor Lights subdivision. The median construction value is a good indicator to monitor yearly. This allows the town to assess the housing costs and values of new residential units in comparison to the existing housing stock.

**Table H-7
Summary of New Single-Family
Residential Construction Permits**

	# Permits	Total Valuation \$	Median Construction Value \$
2011	38	\$8,996,765	\$233,920
2010	14	\$2,454,640	\$182,500
2009	12	\$2,551,085	\$214,555
2008	15	\$4,262,555	\$250,000
Total	79	\$18,265,045	\$231,203

Source: Town of Surfside Beach, Building and Planning Department.

Of the seventy-nine single family residential construction permits that have been issued since 2008, four have been single-family attached units. The remaining seventy-five

Recessionary Impacts on the Housing Market

The housing market has been affected greatly by the global recession of the late 2000s. Community impacts can be substantial and include an increase in foreclosures, property maintenance issues, decreased property tax revenues, and fewer new housing units being constructed.

Many of these issues are interrelated. As an example, the presence of a foreclosed property in a community can cause nearby property values to decrease by as much as ten percent. Foreclosed properties can quickly become neglected and make an entire neighborhood unattractive to potential homebuyers. According to a study performed by the Federal Housing Administration, the cost of maintaining abandoned foreclosed properties is approximately \$1,744 per foreclosed property.

Local governments are faced with the complex challenges of addressing these housing issues. As recommended in the Goals and Objectives section, accurately monitoring trends such as foreclosure status, occupancy, and regional housing market statistics is a critical step in identifying local issues. This makes it easier to find resources and develop solutions. Some communities have adopted a vacant property registration ordinance, which requires owners of vacant properties, including mortgage servicers in the case of foreclosures, to provide direct contact information for each property. Many ordinances also hold servicers responsible for property maintenance throughout the foreclosure process.

units were single-family detached. Aside from single-family residential units outlined in Table H-7, permitting for other housing types was limited.

Median Housing Value

The past decade has seen housing values climb dramatically throughout the Grand Strand region and across the country. Surfside Beach has also experienced a steady climb in local housing value and has even exceeded the countywide rate of increase. Table H-8 provides a comparison of housing values across the Grand Strand and the rate of change that has occurred since 2000. As the sidebar “Recessionary Impacts on the Housing Market” discusses, the recent recession has had a tremendous effect on the real estate market across the country, including the Grand Strand region. The median housing value and new construction data are two important trends to monitor on a regular basis until the housing market stabilizes.

Table H-8 Median Housing Value Local, State, and National Comparison				
	2000	2006-2010 ACS	Change	% Change
<i>Surfside Beach</i>	\$150,200	\$260,500	+\$110,300	+73.4%
<i>Pawleys Island</i>	\$575,000	\$1,000,000+	>\$425,000	>73.9%
<i>Garden City CPD</i>	\$128,500	\$131,100	+\$2,600	+2.0%
<i>Myrtle Beach</i>	\$135,400	\$171,400	+\$36,000	+26.6%
<i>Briarcliffe Acres</i>	\$333,300	\$580,000	+\$246,700	+74.0%
<i>Atlantic Beach</i>	\$96,700	\$183,300	+\$86,000	+88.9%
<i>North Myrtle Beach</i>	\$142,600	\$275,800	+\$133,200	+93.4%
<i>Conway</i>	\$93,900	\$160,500	+\$66,600	+70.9%
<i>Horry County</i>	\$119,700	\$170,100	+\$50,400	+42.1%
<i>South Carolina</i>	\$94,900	\$134,100	+\$39,200	+41.3%
<i>United States</i>	\$119,600	\$188,400	+\$68,800	+57.5%

Source: US Census Bureau, 2000 Decennial Census, 2006-2010 5-Year American Community Survey

Rental Housing

According to the US Census Bureau 5-Year 2006-2010 American Community Survey, there are 646 renter-occupied housing units in the Town of Surfside Beach. This accounts for approximately 33.0% of all occupied housing units in town. In Horry County, renters account for 29.0% of all occupied housing units. This rate indicates that a significant market demand exists for long-term rental housing units. Table H-9 provides an overview of the Fair Market Rent values for the greater Myrtle Beach area, which are established by the US Department of Housing and Urban Development.

Table H-9 Fair Market Rent Myrtle Beach-North Myrtle Beach-Conway MSA				
Efficiency	1-Bedroom	2-Bedroom	3-Bedroom	4-Bedroom
\$629	\$692	\$808	\$966	\$1170

Source: US Department of Housing and Urban Development

Table H-10 compares the Median Gross Rent of communities across the Grand Strand region. Surfside Beach had the highest monthly rental housing costs in the area. A high percentage of housing units (43.3%) in Surfside Beach have three bedrooms, which means that at a Median Gross Rent of \$925, Surfside Beach falls within the range of Fair Market Rent values for the area.

	Median Gross Rent
Surfside Beach	\$925
Garden City CPD	\$827
Myrtle Beach	\$797
Atlantic Beach	\$542
North Myrtle Beach	\$911
Conway	\$590

Source: US Census Bureau, 2006-2010 5-Year American Community Survey

Maintaining an adequate stock of long-term rental housing units would broaden the diversity of the town's housing options. Having a sizable stock of reasonably affordable and high quality rental units can be part of a larger strategy of attracting younger individuals and families to reside in Surfside Beach, which is a broad goal of this element and the comprehensive plan as a whole. This goal should be tempered with the need to protect housing compatibility and the town's long established single family neighborhoods.

Part Two. Future Housing Conditions and Needs

Housing Projections

The full-time population of Surfside Beach has remained relatively constant over the last twenty years. Meanwhile the total number of housing units has increased by 13.9% in the last decade alone. Given the proximity to the Atlantic Ocean and coastal South Carolina's strong appeal as a vacation and retirement destination there will likely continue to be a market for second homes and seasonal rental units in Surfside Beach. However, based on the projected growth of full-time residents there is not a substantial need for the construction of new housing units within the community to support the permanent population. A summary of projected housing unit needs through 2030 is provided in Table H-11.

	2015	2020	2025	2030
Projected Population	4,676	5,074	5,489	5,943
Needed Housing Units (assuming current household size)	2,269	2,463	2,665	2,885
Cumulative net need for new units (assuming targeted non-seasonal vacancy rate of 20%)	Excess supply of 32 units	+162	+364	+582

Note: The total number of non-seasonal housing units in 2010 was 2,876; Non-seasonal vacancy rate in 2010 was 35.1%; and average household size in 2010 was 2.06. This table uses population projection Scenario A from the Population Element. **Source:** US Census Bureau, 2000 and 2010 Decennial Census and 2006-2010 5-Year American Community Survey

Affordable Housing

Housing is a basic need for all people and is typically one of the highest monthly costs to individuals and families. The US Department of Housing and Urban Development has defined affordable housing to mean when an individual or family spends less than thirty percent of their gross monthly income on total gross housing costs including rent or mortgage payments and basic utilities such as water, sewer, and electric. Every community has varied experiences and problems associated with the availability of affordable housing. As discussed earlier, the regional economy employs thousands of people in relatively low-paying seasonal jobs in the tourism industry. Providing adequate affordable housing and transportation options to this workforce population is critical to the region.

There are ways the town can help keep housing costs affordable. One area is to help reduce monthly supplemental costs associated with housing. Participation in the National Flood Insurance Program and implementing practices to improve the community's CRS rating can help reduce flood insurance premiums for homeowners. Also, by continuing to invest in the town's fire protection services, the town can achieve a lower ISO classification which helps reduce homeowner's insurance for residents. Affordable housing issues can impact other segments of Surfside Beach such as retired seniors. A large proportion of this segment of the population is living on a fixed income and can have difficulties accounting for unanticipated housing expenses such as increased property tax rates or emergency home repair costs.

Part Three. Housing Policies

This section provides several Housing Goals and Objectives to be implemented over the next ten years. A further discussion of timelines and responsible entities/processes can be found in the Implementation chapter at the conclusion of this plan.

Housing Goal 1: *Continue to maintain a balance between being a vacation destination and a family oriented year-round community.*

Objectives and Implementation Activities: As a beachfront community, the demand for transient and short-term rental housing will always be high. The town has, through its zoning ordinance and map, provided substantial areas to meet this demand and to accommodate existing vacation rentals. Care should be taken to balance the needs of the vacationing population with the need to maintain areas and standards that encourage long-term occupancy.

- 1A:** Promote housing options that tend to attract younger individuals and families to relocate to Surfside Beach.
- 1B:** Provide sufficient area and zoning districts in the town to support transient accommodations, while protecting established neighborhoods.

1C: Maintain the distinction in the town’s zoning ordinance between transient short-term rentals and long-term residential occupancies.

Housing Goal 2: *Ensure that there is a diversity of housing options in Surfside Beach to meet the long-term needs of current and prospective residents.*

Objectives and Implementation Activities: This plan encourages innovation in housing. Planned developments and zoning districts that provide for a mixture of housing are important tools. Objectives include:

- 2A:** Encourage the use of Planned Developments in Surfside Beach, but carefully evaluate proposals based on the following considerations:
 - Ensure that the intent of the proposed Planned Development is to construct a true mixed use development, not just to build exclusively a new residential development that would not otherwise meet the setback, square footage, and height requirements of adjacent zoning districts.
 - Ensure that approved Planned Developments are well connected and are integrated into the town’s established development pattern.
 - Ensure that costs associated with Planned Developments (traffic, long-term maintenance of infrastructure, etc.) are adequately addressed in the approval process.

- 2B:** Continue to provide zoning districts that allow for a mixture of housing types and densities (e.g. the town’s R-2 and R-3 districts).

Housing Goal 3: *Preserve the quality of Surfside Beach’s residential neighborhoods.*

Objectives and Implementation Activities: Protecting the town’s residential areas is a primary emphasis of this plan. Objectives include:

- 3A:** Require the construction of sidewalks in all new residential developments and retrofit existing neighborhoods to increase the connectivity of the sidewalk network.

- 3B:** Encourage development patterns and access management strategies that reduce excessive through traffic on residential streets.

- 3C:** Protect viewsheds and the town’s scenic features including the lakes, parks, and the beach.

- 3D:** Permit parks and other community facilities within walking distance of residential neighborhoods.

3E: Protect residential properties from nuisances and other incompatibilities through the use of context sensitive zoning standards.

Housing Goal 4: *Incorporate design standards that ensure the compatibility of various housing types within local neighborhoods and commercial districts.*

Objectives and Implementation Activities: This plan and the town's current zoning standards provides for a variety of housing types and densities. The town's residential neighborhoods and densities are long established. While mixed housing types are encouraged, care should be exercised in maintaining the character of established neighborhoods. Objectives include:

4A: Maintain setback, density, and use standards in the R-1 district to ensure its continued residential character.

4B: Maintain height standards, especially along the oceanfront, in order to preserve the overall residential character of the community.

4C: Adequately enforce the tree protection and landscaping ordinances.

Housing Goal 5: *Consider the development of mixed use corridors in Surfside Beach.*

Objectives and Implementation Activities: The concept of mixed use districts were first introduced in the 2005 Comprehensive Plan. Later zoning amendments included the option for mixed use development. This plan continues the advocacy for the creation of compatible mixed use districts (see also the Land Use Element). Objectives include:

5A: Identify areas for potential consideration for a mixed use district or corridor.

5B: Establish standards which:

- Restrict commercial uses to those that are suitable and present a lower likelihood of creating nuisances.
- Establish limitations on commercial floor space within a mixed-use district to ensure compatibility. The commercial square footage restrictions should be catered to that of a typical neighborhood commercial market area.
- Set appropriate off-street parking and curb cut standards which promote a pedestrian friendly environment.
- Include provisions for sidewalks in all designated mixed use districts.
- Allow outdoor dining spaces or similar outdoor activities under established limitations.

Housing Goal 6: *Support efforts to provide housing that is suitable to the growing senior population.*

Objectives and Implementation Activities: As the Population Element indicates, the median age of Surfside Beach residents has increased significantly over the last thirty years. Like other population groups, seniors have particular housing preferences and needs. While one of the primary goals of this comprehensive plan is to attract younger residents to Surfside Beach, it is important to provide housing options and associated amenities that are desirable to an older population. *Objectives include:*

- 6A:** Encourage the increase of mixed-use developments, which offers seniors convenient access to various goods and services and minimizes property maintenance needs such as landscaping, home repair, etc.
- 6B:** Facilitate the provision of housing rehabilitation assistance to those who qualify, in particular seniors so that they can safely remain in their homes.
- 6C:** Review and consider the permitting of assisted living facilities in Surfside Beach, which would enable residents to continue living in the community.
- 6D:** Make investments in local neighborhoods such as sidewalks, bike lanes, and a dedicated senior center that promotes an active community for all residents.
- 6E:** Permit accessibility design features, such as ramps, on residential structures so that elderly residents can safely and comfortably age in place in their own homes.

Housing Goal 7: *Preserve and grow the Surfside Beach housing stock in a strategic and sustainable manner.*

Objectives and Implementation Activities: Ensuring durable and sustainable neighborhoods and housing construction is a way for Surfside Beach to distinguish itself from other jurisdictions. *Objectives include:*

- 7A:** Ensure that new housing developments fit into adjacent neighborhoods by:
 - Incorporating sidewalks;
 - Provide open space that is accessible to the entire community; and
 - Discourage street designs which utilize cul-de-sacs.
- 7B:** Adopt and enforce property maintenance standards for housing units that are not kept in good repair and become nuisance properties.

7C: Protect residential properties from impacts associated with flooding or other natural disaster events such as hurricanes by strictly enforcing the town’s flood damage prevention ordinance and building codes.

7D: Promote sustainable building practices for new residential developments such as Low Impact Development and encourage LEED (Leadership in Energy & Environmental Design) Certification.

7E: Encourage the involvement of neighborhood organizations in providing the town input on concerns that affect the quality of residential neighborhoods in Surfside Beach.

Housing Goal 8: *Actively address issues related to the availability of affordable housing.*

Objectives and Implementation Activities: As with all coastal communities, rising housing costs provide a barrier to attracting young professionals and families to reside in Surfside Beach. Many of the costs associated with housing are market driven and are outside the town’s control. The town does have some impact on other factors related to costs and housing availability. Objectives include:

8A: Coordinate with nearby communities to address concerns related to the workforce housing needs associated with the regional tourism-based economy.

8B: Recognize other workforce housing needs for key personnel such as firefighters and police officers.

8C: Continue to participate in programs such as the National Flood Insurance Program and the ISO (Insurance Service Organization) rating system to insure that homeowners are receiving the least costly flood and homeowners insurance possible.

Housing Goal 9: *Monitor trends in the local and regional residential construction and real estate market on a regular basis.*

Objectives and Implementation Activities: As the side bar entitled, “Recessionary Impacts on the Housing Market” discusses, the residential real estate market has been volatile over the last several years, which has affected communities all across the country. Monitoring trends in the housing market will enable Surfside Beach to more effectively address concerns as they arise locally. *Objectives include:*

9A: Continue to maintain accurate records on new construction projects and monitor indicators such as median construction value.

9B: Follow regional housing market statistics produced by the Coastal Carolina Association of Realtors.

9C: Develop mechanisms to monitor seasonal housing trends. As part of this monitoring strategy, differentiate between short-term rentals, vacation homes for part-time residents, and long-term occupancies.

9D: Monitor the occurrence of property foreclosure in the community and work closely with the property owners and banks to ensure that foreclosed properties are being maintained.

This page left intentionally blank



LAND USE ELEMENT

Introduction

The land use element of the comprehensive plan is perhaps the most important. Under South Carolina law, a land use element is required prior to the town enacting a zoning ordinance. This element establishes the review criteria for zoning initiatives (map and text amendments) and is the primary element used to review new public facility placements.

This element of the comprehensive plan examines characteristics of the town's land uses, provides a discussion of obstacles and opportunities for development, and provides a map that projects the location and prevalence of desired future land uses. The final section of this element provides the town's policies on land use development in the form of goals and objectives.

Part One. Current Conditions

Land Use Survey

In early 2012, the Waccamaw Regional Council of Governments performed a land use survey of the town. This survey consisted of a windshield assessment of each parcel coupled with a review of aerial mapping. Parcels were assigned to one of ten classifications based on the observed primary use as listed below:

- ◆ Single Family Residential Uses: This category includes stick built and modular single-family units that are located on a separate lot. This category includes lots containing single-family attached and single-family detached structures.
- ◆ Two-Family Residential Uses: This category includes duplexes and lots which contain two, detached housing units.
- ◆ Multi-Family Residential Uses: This category includes apartment complexes and all lots containing three or more residential units, attached or detached.
- ◆ Mobile or Manufactured Home Uses: This category includes all mobile homes and manufactured homes not on a permanent foundation, whether individually contained on a single lot or clustered as part of a manufactured home park.
- ◆ Recreational Uses: This category includes public tennis courts, swimming pools, parks, and similar recreational or open areas.
- ◆ Public/Semi Public Uses: This category includes educational, governmental, hospital, and religious uses. The town's public parking areas, when located on a separate lot, are included in this classification.
- ◆ Commercial Uses: This category includes all retail trade, wholesale trade, finance, insurance and real estate services, business services, repair services, and professional services.

- ◆ Industrial Uses: This category includes all manufacturing, fabricating, and warehousing activities.
- ◆ Utility Uses: This category includes wastewater treatment plants, public wells, water towers and other water delivery systems, communication towers, electric substations, and similar uses.
- ◆ Vacant: This category includes lots with no structures or other visible use.

In addition to the land use categories above, information on non-parcel land use features, such as the town's lakes, streets, and beaches, was collected. Existing land uses within the town are illustrated on Map Exhibit LU-1A.

Prevalence of Existing Land Uses

The Town of Surfside Beach occupies an area of approximately two square miles or 1,252 acres. Of this total, 887.8 acres are divided among the town's 3,769 parcels. The remainder of the town's non-parcel acreage consists of right-of-ways, portions of the town's lakes, and beaches.

In 2012, 86.3% of lands (parcel acres) and 89.5% of all parcels were developed. A description of each land use is provided below:

Single-Family Uses. Although located town-wide, most of the town's residential uses are located east of Poplar Drive. Single-family residential uses (detached) are the most prevalent dwelling type accounting for over fifty six percent of the town's housing stock and thirty-six percent of the town's total land area. The median lot size for a single family (detached) use was 7,840 square feet. Within the town's R-1 District, where single family (detached) uses are predominant, the median lot size was 10,450 square feet.

The number of single-family (attached) uses has increased over recent years and now totals 446 units or just over ten percent of the town's housing stock. Most of these uses are located south of 10th Avenue S with a sizeable percentage contained within the Ocean Pines I & II Planned Development. The median lot size for a single family (attached) use was less than 3,000 square feet; however, this average was skewed downward by the small lot sizes within the planned developments.

Two-Family Uses. Two-family uses were observed on 164 lots and totaled 328 units. This total represented approximately eight percent of the town's housing stock and this use type occupied just over thirty acres. The majority of two-family uses were located south of Surfside Drive. The median lot size for a two-family use was approximately 7,800 square feet.

It should be noted that the number of two-family uses documented in the 2012 land use survey differed substantially from the total reported in the 2005 plan. Part of this difference may be attributable to differences in methodology. Also, it appears that several lots containing duplexes were subsequently subdivided. These units were reported as single-family (attached) uses for the 2012 survey.

Multi-Family Uses. Multi-family uses were observed on 132 lots and totaled 990 units. The median lot size for multi-family uses was approximately 10,500 square feet. The majority of this use type was concentrated along Ocean Boulevard or was within a few blocks of the ocean. This development pattern is attributable to permissive zoning within the town's R-3 district (see also the Existing Land Use Density Map, Map Exhibit LU-1B).

Commercial Use. Commercial uses are primarily located on US 17 Business, Surfside Drive, and on Ocean Boulevard adjacent to the pier. In total, 202 lots containing 163.8 acres were occupied by commercial land uses. This represented approximately thirteen percent of the town's total area.

As part of the of the land use survey, estimations on the amount of commercial floor area were collected. It is estimated that the town's commercial structures collectively contain in excess of one million square feet of floor area. At the time of the land use survey, it was estimated that approximately thirteen percent of the town's commercial floor area was vacant.

Public & Semi-Public This category's uses, which include the town's churches and public buildings, occupied thirty lots and eighteen acres of land. A map denoting specific public uses can be found in the Community Facilities Element (Map Exhibit CF-1).

Industrial Uses These land uses occupied twenty-three lots covering 14.2 acres. The median lot size for an industrial use was approximately 14,000 square feet. The town does not have a large factory or industrial site. The observed industrial uses included small fabrication shops and light warehousing (including mini-storage). Many of these uses were located on Sandy Lane, west of US Highway 17 Business.

Utilities Utility uses occupy two acres or .16% of the town's total land. This classification includes GSWSA water towers, communications towers, and electrical substations. Utilities represent the smallest land use category.

Vacant Land Vacant parcels totaled 394 lots containing 121 acres. This is slightly lower than the 132.57 acres reported in the 2005 plan. The median lot size for a vacant lot in Surfside Beach was approximately 8,700 square feet. Approximately two-thirds of the town's vacant lots were located within the R-1 and R-2 districts.

Streets & Rights-of-Way Rights-of-way (streets) occupied 313 acres or approximately twenty-five percent of the town's total area. These right-of-ways represent a significant land use with the broad right-of-way for US Highway 17 Business being the largest. The right-of-way acreage observed in the 2012 land use survey was slightly higher than the 305.69 acres reported in 2005. This increase is attributable to the Harbor Lights Subdivision and private streets associated with planned developments approved after 2005.

Lakes (Retention Ponds) The town’s ten “lakes” occupied thirty-two acres or approximately 2.6% of the town’s total area. The location and size of each lake is illustrated on the Community Facilities Map.

Beaches. Beaches extend for two miles and form the town’s eastern boundary. Beaches accounted for an estimated 20.6 acres or 1.6% of the town’s total land area.

Table LU-1 provides a summary of the town’s various land uses:

Table LU-1 Surfside Beach Land Uses, 2012				
Use	Number of Parcels	Total Acres	Median Lot Size (acres)	Number of Residential Units
Single Family Detached	2,335	450.2	.18	2335
Single Family Attached	446	24.8	.06	446
Two-Family	164	30.8	.18	328
Multi-Family	132	44.6	.24	990
Mobile or Manufactured Home	1	4.7	4.71	42
Recreational	26	12.1	.27	
Public/Semi-Public	30	18.0	.32	
Commercial	202	163.8	.47	
Industrial	23	14.2	.32	
Utilities	10	2.0	.18	
Vacant	394	121.0	.2	
Other	6	365.6		
	Right-of-way	[313.0]		
	Lakes	[32.0]		
	Beaches	[20.6]		
Totals	3769	1251.8	.2	4,141

Source: WRCOG, 2012. Note: Minor discrepancies in the acreage totals are a result of rounding.

Density

Residential land uses can be examined by not only the type of structure involved but also by the number of units per acre (or density). The Town of Surfside Beach regulates residential density through the use of minimum lot size standards. Map Exhibit LU-1B illustrates the density of existing residential uses. The map’s categorization of each density (low, medium, and high) is consistent with the density categories recommended in this element’s goals and objectives and the standards of the town’s zoning ordinance.

Part Two. Regulatory Tools Affecting Land Uses

Zoning

Zoning is a common planning tool. It is designed to promote the grouping of harmonious uses while discouraging incompatible uses and mitigating nuisances.

Further, zoning helps direct uses to areas where existing infrastructure, such as roads and water/sewer capacities, are compatible with a use's intensity.

Under traditional zoning, select uses are permitted in certain areas (called districts) and others are prohibited. Typically, communities are divided into a variation of three zoning district types: residential, commercial, and industrial. In addition to use standards, other requirements, such as setbacks, height restrictions, minimum parking spaces, and coverage limits are applied to lots.

The Town of Surfside Beach has been zoned for over three decades with the most recent comprehensive review and update of its zoning ordinance occurring in 2010 and 2011. The town's zoning ordinance provided nine zoning district options. A brief description of each is provided below:

- ❖ R-1 (Low Density Residential District): The town's R-1 District occupies 412.07 acres and is located in two distinct areas (please see Map Exhibit LU-2.) This district's primary permitted land use is single-family detached housing on larger lots (9,000 square foot minimum.) Nonresidential uses are limited to civic, governmental, and institutional uses and are permitted only as special exceptions.
- ❖ R-2 (Medium Density Residential District): The town's R-2 District occupies 219.58 acres. This district permits single-family (detached and semi-attached) and two-family (duplex and accessory dwellings) housing. Like the R-1 District, nonresidential uses are generally restricted to civic,

The Use of Zoning Overlays

The state's Comprehensive Planning Enabling Act grants counties and municipalities the ability to use overlay zones as part of their zoning ordinance. The act defines this type of zone as:

“a zone which imposes a set of requirements or relaxes a set of requirements imposed by the underlying zoning district where a special public interest in a particular geographic area that does not coincide with the underlying zone boundary.”

Overlays allow communities to set special standards for areas within a zone or for areas involving several different zones. The use of this zoning tool is common. Many cities provide overlay standards for historic districts, important highways, scenic areas, and watercourses. Overlay zones can be used to apply special setbacks, address architectural or appearance concerns, or set or relax requirements for landscaping, parking, and/or signage.

Presently, the Town of Surfside Beach uses this concept within its zoning ordinance for the Commercial Corridor and the Central Business District. Other areas should be considered for future overlays.

- governmental, and institutional uses; however, this district provides for administrative (staff level) approval of these uses via a conditional use permit.
- ❖ R-3 (High Density Residential and Accommodations District): The R-3 District occupies 224.44 acres and is located along or near Ocean Boulevard. The R-3 District is the most flexible of the town's residential districts. Single family, two-family, multi-family, and group housing uses are permitted. In addition to the civic, governmental, and institution uses that are permitted in the R-1 and R-2 districts, this district allows hotels, motels, resort accommodations, and transient short-term rental housing.
 - ❖ C-1 (Highway Commercial District): The town's C-1 District contains 292.56 acres and is located on properties adjacent to US Highway 17. This district is the town's most permissive commercial district allowing a wide range of entertainment, dining, commercial, and professional office uses. This district also permits residential land use consistent with the R-3 District's density standards.
 - ❖ C-2 (Central Business District): The town's C-2 District contains 15.80 acres. The district is centered on Surfside Drive and extends one block north and south between US Highway 17 and Poplar Drive. Permitted within the district are entertainment, dining, and commercial uses customary to a downtown. The C-2 District is distinguished by its lack of a minimum lot size and setback requirements. New residential uses are prohibited in the C-2 District.
 - ❖ C-3 (Amusement Commercial District): The town's C-3 District contains 22.90 acres. The district is centered at the intersection of Surfside Drive at Ocean Boulevard and encompasses the blocks immediately adjacent to the Surfside Pier. Residential and accommodations uses are permitted in the district. The district also permits entertainment and dining uses, as well as a select group of light commercial and service activities.
 - ❖ MU (Mixed Use District): The town's zoning ordinance permits the creation of a mixed use district; however, at present no properties within the town contain this designation. The mixed use district was added to the zoning ordinance in 2011 as a result of recommendations contained in the previous comprehensive plan. This district allows for a mixture of residential uses, single-family through multi-family, and light commercial uses. This district limits nonresidential square footage, hours of operation, and parking in an effort to ensure compatibility with residential uses.
 - ❖ PD (Planned Development District): The town contains seventeen PDs occupying a total of 59.74 acres. This district designation provides for a high level of flexibility in customizing zoning standards to match the use, dimensional, and design specifications of a proposed development. In Surfside Beach, PD districts range from amusement uses to high density residential developments. In 2011, the town council made a minor

amendment to the zoning ordinance to ensure that future PDs would incorporate a mixed use component.

- ❖ MP (Manufactured Home Park District): The town’s MP District contains 4.71 acres and is located along US Highway 17 just south of 16th Avenue North. This district permits manufactured homes. In 2011, the zoning requirements for this district were strengthened to encourage the upgrade of manufactured homes upon removal and replacement.

Table LU-2 provides a summary of the allocation and availability of vacant land within each of the town’s districts:

Table LU-2 Surfside Beach Zoning Districts by Estimated Area and Utilization						
Zoning District	Gross District Acreage*	Parcel Acres	Parcels	# Vacant Parcels	Median Vacant Parcel Size	% of Developed Parcel Acres
R-1	412.1	287.67	1,045	155	.25	84.8%
R-2	219.6	167.05	913	104	.17	87.9%
R-3	224.4	148.06	933	56	.15	94.2%
C-1	292.6	218.60	309	55	.31	79.0%
C-2	15.8	8.03	36	5	.06	95.4%
C-3	22.9	13.32	90	1	.16	98.8%
MU	0	0	0	0	n/a	n/a
PD	59.7	40.32	442	18	.10	95.0%
MP	4.7	4.71	1	0	n/a	100.0%
Total	1251.8	887.8	3769	394	.2	86.3%

Source: WRCOG, 2012. Note: Minor discrepancies in the acreage totals are a result of rounding.

Land Development Regulations

The term “land development regulations” replaced the term “subdivision regulations” with the advent of the state’s Comprehensive Planning Enabling Act of 1994. Land development regulations address not only the subdivision of property but also establish requirements for the installation of public improvements, such as streets, sidewalks, and utilities. Unlike zoning, land development regulations typically do not regulate the use of property.

The Town of Surfside Beach has had subdivision or land development regulations since at the least the 1970s. The last major revision to the town’s regulations was undertaken in 2011. These recent amendments increased standards for the installation and dedication of infrastructure and set initial standards for improvements such as bike lanes, pedestrian paths, decorative materials, and lakeshore easements.

Storm Water Management and Flood Damage Prevention

The town has adopted a flood damage prevention ordinance (FDPO) which is a requisite for participation in the National Flood Insurance Program (see discussion on page 34 in the Natural Resources Element). The FDPO, codified in Chapter 14 of the Town of Surfside Beach Code of Ordinances, does not regulate use per se; however, the ordinance does require consideration of flood hazard areas in the development process. Structures are required to be elevated or, in the case of commercial structures, elevated or flood proofed. The FDPO encourages, where practical, that structures be located outside of flood hazard areas.

The town has also adopted a storm water management ordinance. This ordinance regulates the amount and quality of stormwater leaving development sites. Like the FDPO, this ordinance does not regulate use. Instead the ordinance requires consideration of the amount and location of impervious areas on lots.

Building Codes

The town has adopted and administers the International Building Code. The building code does not regulate uses but ensures that structures are safely constructed.

Regulatory Climate

The town's use of regulatory tools (zoning, development regulations, FDPO, stormwater management ordinance, and building codes) is generally consistent with their use in nearby coastal communities. The town's zoning and land development regulations are slightly less voluminous than bordering jurisdictions, which is a reflection of the higher level of build out and the town's established land use pattern.

This plan advocates the continued use of regulatory tools as a means of controlling nuisances, protecting residential and commercial investment, and promoting the town as a family beach. Parts three and four of this element and this plan's implementation chapter contain recommendations for the review and possible revisions to these regulatory tools.

Part Three. Future Land Uses

Findings and Assumptions

It is likely that the town's future land uses will follow the general arrangement that has been in place for the last three decades. This is due to the long standing nature of the land use pattern, as well as the town's regulatory climate that would tend to support its continuation. This is not to foreclose change. Some change will and should occur while other tendencies toward change may need to be tempered. Listed below are findings and assumptions affecting the prevalence, location, and arrangement of the town's future land uses:

- *Continuation of regulatory climate.* It is anticipated that the town will continue to use zoning as a tool for directing the location of uses. Potential amendments recommended by this plan are generally minor and should not affect to any great degree the town's historical land use arrangement.
- *Density maximization.* The subdivision of lots to accommodate attached single family housing may continue. The town's zoning ordinance is generally permissive to this type of housing arrangements. As housing and property values recover over this decade, the propensity to maximize the unit to land ratio will likely increase.
- *Modest residential growth.* The town contains 315 vacant, residentially zoned parcels. Some of these parcels are held in combination by home owners as a means of increasing yard size. A few lots are impacted by constraints, such as wetlands, which make their development difficult. Nevertheless, the potential exists for modest residential infill over the next ten years.
- *Future single-use planned developments.* Planned developments have been widely used along the coast of South Carolina. In many cases, planned developments have been single use developments designed to increase density or forego public improvement installation (e.g. private versus public streets). Recent court rulings and changes to the town's zoning ordinance should foreclose future single-use developments (see also the Housing Element).
- *Mixed use.* The combination of residential and low to moderate intensity commercial uses is a growing trend in urban and coastal development. It is anticipated that the demand and expectation for traditional/mixed use areas will increase. The town has recently amended its zoning ordinance to create a mixed use district option. In addition, the town's primary commercial district allows residential development, furthering the option and likelihood for mixed use development.
- *Corridor considerations.* The long-range plan for US Highway 17 includes the closure of the frontage roads and possible widening. In addition, many communities have adopted or are considering aesthetic standards and other enhancements to improve this corridor. Planned infrastructure improvements will afford the town the opportunity to examine standards for aesthetics and functionality. It is not anticipated that these changes will affect the type of land use but they do have the potential of



altering the arrangement for future uses (i.e. setbacks, parking lots, signage, driveways, etc.)

- *Stormwater.* The quality and quantity of storm water will continue to be a concern for the town. Federal and state requirements have increased in recent years and it is anticipated that this regulatory posture will continue. Also, a concern for the town is watershed lakes and the need for their protection. Although these issues should not alter the prevalence of certain land uses, it does have the potential of affecting project size, coverage, and impervious surface location.

Future Land Use Map

The *Town of Surfside Beach Future Land Use Map* (Map Exhibit LU-3) is designed to be both predictive and directive of future land uses locating within the town over the next ten years. The map shows the preservation of the town's long standing land use pattern while denoting opportunities for land use and regulatory refinement.

The map denotes the following future land uses:

- *Low density residential.* The town's R-1 District, which is composed primarily of single family detached housing on larger lots, should be preserved. These areas are denoted for low density single-family uses on the future land use map. The zoning ordinance should protect these areas from encroachment or transition; however, placement options for minimally intensive public or semi-public uses should be available (see Goal 2B).
- *Medium density residential.* These areas denoted on the future land use map closely correspond with areas of the town presently zoned R-2. Zoning for these areas should allow single-family detached, single-family attached, and duplex units. Placement options for public or semi-public uses should be provided (see Goal 2C).
- *High density residential.* These areas denoted on the future land use map closely correspond with the town's R-3 zoning district. Existing land uses within these areas are composed of a mixture of single-family, two-family, and multi-family uses. These areas also contain a high number of transient residential or short term rental units. It is both anticipated and desired that these areas of town continue to accommodate a mixture of housing options.
- *Core commercial.* Surfside Beach's downtown is illustrated as core commercial on the future land use map. These areas should accommodate a mixture of commercial land uses typical of a downtown setting. Standards within the zoning ordinance should be flexible to accommodate downtown uses (i.e. minimal setbacks, lot size standards, and parking.)(See Goal 7.)
- *Highway commercial.* Areas along US Highway 17 are illustrated as highway commercial on the future land use map. These areas are ideally suited for the continuation of commercial activities (see overlays and transitional areas below). Because of the need to preserve the commercial prominence of these

areas and limitation in the amount of land reserved for intense commercial uses, it is recommended that non-commercial activities, including future residential uses, be restricted or where appropriate, prohibited.

- *Amusement commercial.* This area denoted on the future land use map closely corresponds with the town's C-3 zoning district. The district adjacent to the pier provides and has the potential to provide use arrangements dissimilar to the town's other commercial areas. This distinction should be maintained by the town's zoning ordinance.
- *Mixed use.* The future land use map denotes several areas where mixed use should be considered. These include properties 1) north of Poplar Drive, 2) along Surfside Drive, and 3) along Ocean Boulevard. An examination of properties for potential designation should consider this element's goals and objectives (See Goal 3.) In addition, the zoning ordinances mixed use district should be examined to ensure feasibility along Poplar Drive and Ocean Boulevard (i.e., potentially increasing density standards). In the absence of a future mixed use designation, alternative designations include: 1) Highway or core commercial for areas north of Poplar Drive; 2) median density residential for areas along Surfside Drive, and 3) high density residential for areas along Ocean Boulevard.
- *Transitional.* The future land use map illustrates two transitional areas. The first is the area designated by the town's current zoning map as the Manufactured Home District. This element's goals and objectives provide for the continuance of the manufactured home park. Unfortunately, the town's current zoning ordinance does not provide an alternate use for this district. If it is desired by the property owner(s), this area should be allowed to transition to medium density residential or mixed use.

The second area for transitional consideration is along Sandy Lane. Existing and anticipated uses along this street differ in type and intensity from comparably zoned lots having frontage of US Highway 17. The town council should consider the creation of a commercial/light industrial zoning district for area's illustrated on the land use map. This should be coupled with the refinement of the highway commercial district's permissible uses to exclude warehousing and other industrial type uses.

- *Overlays.* The future land use map denotes two overlays for potential consideration. The first overlay area includes lands immediately adjacent to the town's lakes. As discussed in the Natural Resources Element, shore edge encroachments present concerns from a water quality and lake siltation perspective. Future land uses immediately adjacent to the lakes



Safety and aesthetics are important considerations

should be limited to the extent that is practical.

The second area, currently having an overlay is the commercial properties along US 17. Overlay standards address aesthetic considerations (signage, parking, landscaping) as well as functionality/safety concerns (entrance location and spacing, visibility, etc).

The future land use map should be considered when reviewing zoning text and map amendments. In general, zoning map amendments should agree with the land use designations shown on the future land use map; however, some deviation can be expected. Although conflicting with the future land use map, deviations may be warranted where: 1) a proposed zoning map change is clearly in agreement with other components of this plan, specifically the goals and objectives, or 2) a proposal is for a planned development and such development would not conflict with other components of this plan.

Part Four. Land Use Policies

This section provides Land Use Goals and Objectives to be implemented over the next ten years. A further discussion of timelines and responsible entities/processes can be found in the Implementation chapter at the conclusion of this plan.

Land Use Goal 1: *Recognize that Surfside Beach is first and foremost a residential beach community. Land use policies should be evaluated for their impact on housing and the quality of life enjoyed by the town's citizens.*

Objectives and Implementation Activities: Approximately seventy-three percent of the land within developed parcels is devoted to residential uses. Surfside Beach began as and continues to be predominately a residential beach community. This “residential atmosphere” is important in retaining and attracting residents to live in Surfside Beach; as such, the quality of our residential neighborhoods must be maintained. Objectives include:

- 1A:** Develop context sensitive zoning and development standards which address (at a minimum):
- Setbacks for buildings, signs, and other structures;
 - Building coverage and impervious areas;
 - Building and structure height;
 - Lot sizes, widths, and access to public streets;
 - Density;
 - Buffering;
 - Parking;
 - Protection of natural areas (wetlands, floodplains, lakes and shorelines);
 - Landscaping and the protection of significant trees and native species;
 - Drainage and flood protection;
 - Access to public utilities, and

- Construction and dedication requirements for new infrastructure.

1B: Maintain zoning standards that protect residential properties from the nuisances created by incompatible uses. Define incompatible uses as those that:

- Create excessive traffic;
- Generate loud noises, dust, odors, or vibrations;
- Use lighting to a greater degree than is customary for a residential setting;
- Involve excessive outdoor storage or public assembly;
- Have extended evening or early morning hours of operation, or
- Have building orientations or lot fixtures, such as signage, which distract from or are atypical of a residential setting.

1C: Provide adequate buffering, screening, or other techniques that mitigate nuisances to residential areas. Require these techniques when commercial uses abut residential districts. Mitigation efforts should include the use of:

- Fences, walls, and other physical barriers;
- Vegetation;
- Physical separation, and/or
- Building orientation.

1D: Enforce property maintenance standards designed to protect residential property values.

1E: Evaluate all rezoning and special exception petitions for their potential to negatively impact adjacent residential properties.

Land Use Goal 2: *Zoning and land development standards should be tailored to the specific characteristics and the needs of the town's residential neighborhoods.*

Objectives and Implementation Activities: The town contains distinct residential districts. These districts provide varying housing options ranging from detached single-family housing on large lots to densely arranged vacation homes and short-term rentals. Standards for the town's residential areas cannot take a "one size fits all" approach, but must be customized to promote the continuation of the town's long established residential land use pattern. Objectives include:

2A: Address density within the town's zoning ordinance. Density should be defined as:

- Very low density – one or fewer housing units per acre.
- Low density – more than one but less than five housing units per acre.
- Medium density – five but fewer than fifteen units per acre.
- High density – fifteen or more units per acre.

2B: Protect areas designated as low density. Standards should:

- Restrict housing to single-family detached units;
- Prohibit short-term rentals;
- Permit certain nonresidential uses only by a special exception permit when nuisances can be abated. Permitted nonresidential uses should be limited to public or semi-public, noncommercial uses such as parks, churches, libraries, and similar activities.

2C: Develop standards for areas designated as medium density. Standards should:

- Prohibit short-term rentals;
- Encourage structural compatibility (scale) through the use of maximum Floor Area Ratios (FARs) and other techniques;
- Promote the use of the medium density areas as transition between the town's low and high density zones, and
- Permit certain nonresidential uses as special exceptions or as conditional uses.

2D: Develop standards for areas designated as high density. Standards should:

- Permit short-term rental units;
- Discourage excessive structure height;
- Encourage new multi-family facilities to incorporate on-site recreational facilities into their design, and
- Allow tourist-related nonresidential uses under defined conditions.

2E: Provide for the continuance of the town's manufactured home park district, while prohibiting the district's future expansion. Standards should:

- Promote the upkeep and upgrade of housing units;
- Prohibit mobile homes which do not meet federal safety standards, and
- Provide for a mechanism, with possible density incentives, that encourages a conversion to stick-built or modular housing units or allow for a district change as illustrated on future land use map.

Land Use Goal 3: *Provide for areas of mixed use and promote the "urban village concept" along the town's major corridors.*

Objectives and Implementation Activities: A goal of the 2005 Surfside Beach Comprehensive Plan was the creation of a mixed use zoning district. In 2010, the Surfside Beach Planning Commission amended the town's ordinance to provide this option, upon rezoning, to property owners. This plan advocates the continuation of this concept. Objectives include:

3A: Incorporate into the town's zoning ordinance, a mixed use district option. Consideration should be given to:

- The creation of a mixed use zone along portions of Surfside Drive, Poplar Drive, and Ocean Boulevard when the following criteria can be met:
 - The area involved includes multiple parcels or one large sub dividable parcel. Small single parcel districts should be avoided;
 - The lots involved will complement and not disrupt the block, and
 - The immediate area involved is transitional in nature and/or the allowed uses would provide a buffer from more intense commercial uses.
- Maintain zoning text standards for the mixed use district, to foster compatibility, which:
 - Restrict the size and location of off-street parking;
 - Limit signage, outdoor displays, and hours of operation;
 - Permit the combination of residential and commercial/professional activities, while limiting the overall size and scale of the nonresidential component, and
 - Permit nonintrusive outdoor dining and small restaurant/café uses.

3B: Continue to provide the option of Planned Development District (PD) designation through the zoning ordinance. Care should be taken in the application of PD provisions to:

- Require that petitions for PD designation follow the text and zoning amendment process of the zoning ordinance;
- Encourage innovative design and a mixture of uses. Proposals involving single uses should be discouraged;
- Discourage the use of the PD designation for small parcels (less than two acres), and
- Discourage the use of private infrastructure (e.g. streets) where residential subdivision is involved.

Land Use Goal 4: *Provide sufficient areas for commercial and other nonresidential uses while protecting residential areas from encroachment (see also Goal 1.)*

Objectives and Implementation Activities: The town's promotion of robust commercial districts is extremely important. These commercial districts provide convenient goods and services to town residents, provide dining, recreation, and shopping for visitors, and contribute greatly to the tax base. In certain instances, the growth of nonresidential activities may place pressure on or seek to replace residential uses. The town must strike a balance between the occasionally competing needs of differing land uses. Objectives include:

4A: Monitor the amount of vacant property available for commercial activities.

- 4B:** Analyze the placement of nonresidential uses and the creation of new commercial districts. All rezoning should consider:
 - Trip generation potential of proposed uses and the need for parking;
 - Drainage patterns and the impact of storm water runoff on existing and planned drainage systems;
 - Compatibility with surrounding land uses and the potential for nuisance creation;
 - Compatibility with future land use patterns, and
 - Utility and other infrastructure needs and the capabilities present in that area of the town.

- 4C:** Avoid spot zoning and the introduction of incompatible land uses. Tests for spot zoning include:
 - The area involved is relatively small (less than an acre) and the property upon rezoning would not be contiguous to other property of comparable zoning;
 - Uses permitted by the requested zoning designation are dissimilar to those on adjacent property; and
 - 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.

- 4D:** Provide placement options for public and semi-public uses within the town.

- 4E:** Evaluate the need to create a new zoning district to address the town's light industrial uses.

Land Use Goal 5: *Protect the town's important natural features including the lakes, beachfront, and significant trees (see Goals 1 through 5 of the Natural Resources Element.)*

Land Use Goal 6: *US Highway 17 is the town's most significant thoroughfare. Zoning and development regulations which protect the aesthetics and functionality of this roadway are critical.*

Objectives and Implementation Activities: US Highway 17 provides visitors with their first and, in some cases, only impression of Surfside Beach. Ensuring motorist safety, promoting access, and corridor beautification have been goals of previous plans. This plan supports a continuation of these efforts. Objectives include:

- 6A:** Establish access standards that control the location and size of drives and crossovers. Coordinate the development and enforcement of these standards with the South Carolina Department of Transportation.

- 6B:** Maintain adequate setbacks along the corridor.

- 6C:** Develop special standards for large or intense developments (e.g.

shopping centers or “big box” stores). Standards to consider include:

- Traffic impact studies with required mitigation;
- Additional landscaping requirements for large parking lots, and
- Special architectural and signage standards.

6D: Reevaluate zoning and development standards in coordination with the planned widening of US Highway 17 and the closure (or reconfiguration) of the town’s frontage roads.

Land Use Goal 7: *Enhance the visibility and viability of Surfside Beach’s downtown.*

Objectives and Implementation Activities: Surfside Beach’s downtown differs from other commercial areas of the town in building arrangement and atmosphere. Recent streetscape improvements have improved aesthetics and parking. Objectives for ensuring a vibrant downtown include:

7A: Encourage commercial and professional uses in the Central Business District including, but not limited to:

- Dining;
- Retail;
- Professional offices;
- Financial institutions, and
- Services.

7B: Ensure that the future development of a shuttle service, as recommended in the *Town of Surfside Beach’s Comprehensive Parking Plan*, includes stops within the downtown and along Surfside Drive.

7C: Provide flexibility in zoning which addresses:

- Signage needs;
- Outdoor dining and the use of sidewalks, and
- Parking.

7D: Consider the implementation of a maximum setback to ensure the wall line of existing downtown structures is maintained.

7E: Consider areas at the periphery of the downtown for mixed use designation.

Land Use Goal 8: *Provide for the orderly expansion of public facilities, utilities, and other essential infrastructure.*

Objectives and Implementation Activities: Public utilities, infrastructure, and services are an essential part of land use development. Efforts should be made to ensure that the provision of essential services is coordinated with the development review process (see also Goal 7 of the Community Facilities Element.) Annexation initiatives should also consider public infrastructure requirements and guard against unmitigated costs. Objectives include:

- 8A:** Secure utility and/or drainage easements, when needed, during the subdivision or site review process.
- 8B:** Ensure that zoning districts, which permit high utility demand uses, are located where capacities exist or where upgrades can be readily provided.
- 8C:** Maintain and enforce standards for utility extensions and street construction.
- 8D:** Recognize that stormwater facilities are part of the town's utility infrastructure. The development review process should continue to consider the impact of stormwater runoff and require compliance with the town's stormwater management ordinance.
- 8E:** Solicit input from the town's utility providers as part of the plan review process.
- 8F:** To the extent that is practical, locate major utility infrastructure (e.g. water towers, substations, etc.) in nonresidential areas.
- 8G:** Review the location of new public buildings and use and promote the upgrade of existing facilities. These activities include:
 - Locate new facilities in areas that are readily accessible to the people they serve;
 - Group public uses that have complementary design and functions;
 - Encourage the location of passive recreational areas and public open spaces throughout the town;
 - Support the upgrade of existing park facilities and the development of a parks and recreation master plan;
 - Support the ongoing efforts of the county library to upgrade facilities, and
 - Ensure that new public facilities are reviewed by the Planning Commission for their conformance to this plan.
- 8H:** Consider the public service and infrastructure costs associated with any annexation. Consideration should include:
 - The impact of annexation on the tax base;
 - The impact of annexation on service delivery, and
 - The benefits of prioritizing commercial annexation over residential annexation.
- 8I:** Coordinate annexation with initial zoning. Initial zoning should be compatible with surrounding uses and the established zoning pattern.

Land Use Goal 9: *Provide for the thoughtful, but comprehensive review, of new use and development proposals. Ensure consistent*

interpretation, enforcement, and reporting to promote predictable outcomes.

Objectives and Implementation Activities: This plan advocates the continuation and refinement of the town's zoning ordinance, land development regulations, storm water management ordinance, and other regulatory tools. The enforcement of these regulations will require that developers submit certain documents and exhibits to the town for review. Inevitably, regulations add time and costs to development projects. Under ideal circumstances, these costs are offset by savings resulting from a higher quality of development and decreased long-term public expenditure. It is important for the town to maintain an atmosphere that is friendly to commercial interests. The town needs to maintain a review process that is timely, responsive, transparent, and predictable. Objectives include:

- 9A:** Require the submission of applications, plans, and other necessary permitting documentation prior to the establishment of new land uses and developments. The level of permitting and review should be the minimum necessary to ensure compliance and be proportional to the intensity of the proposed development.
- 9B:** Establish clear timelines in the town's zoning and development regulations for actions by the Development Director, code enforcement official, planning commission, and other decision making bodies.
- 9C:** Maintain and enhance the reporting of permitting activities to the planning commission and town council.
- 9D:** Maintain, and where needed, enhance the data storage/retrieval capabilities of permits and other past zoning decisions.



T
R
A
N
S
P
O
R
T
A
T
I
O
N

E
L
E
M
E
N
T

Introduction

Transportation is one of the fundamental public service needs of all members of our community. Roadways, sidewalks, and bike-paths allow us to navigate from our neighborhoods to our places of work and nearby schools, parks, and local businesses. Proper maintenance and investments in this transportation network allow us to easily and conveniently conduct our daily business. Establishing long-term transportation goals and objectives is an important component of a municipality's comprehensive plan. It is important to examine the unique geographic, demographic, and economic context of the community of Surfside Beach and establish goals and objectives that meet the specific transportation needs of our residents and visitors.

Surfside Beach has a linear physical layout that stretches north and south, parallel to the Atlantic Ocean. The principal arterial roadway that connects Surfside Beach to the neighboring communities of Garden City Beach and Murrells Inlet to the south and Myrtle Beach to the north is US Highway 17 Business. Ocean Boulevard frames the roadway network to the east and provides residents and visitors direct access to the local beaches of Surfside Beach. Melody Lane, Surfside Drive, and 16th Avenue North, are the primary minor arterial roadways that provide convenient west to east connections from US Highway 17 Business to Ocean Boulevard. The remainder of the roadway network is laid out primarily as a grid and connects the residential neighborhoods of Surfside Beach to the main roadway corridors mentioned above.

This element will provide an overview of previous transportation planning efforts in Surfside Beach. This element also examines transportation infrastructure within Surfside Beach, including the sidewalk network, public parking areas, and alternative modes of transportation including, regional bus service and air travel. An assessment of the community transportation needs and future opportunities is also analyzed. The next section of this element outlines the town's transportation goals and corresponding objectives, which will help guide policy decisions over the next decade. The final section of this plan discusses implementation strategies the town should pursue in order to achieve the transportation goals and objectives stated in this element.

Part One. Previous Planning Efforts

In preparation of drafting the Transportation Element, a review of previous transportation related planning documents pertaining to Surfside Beach was conducted. This analysis allows a better understand of previous transportation concerns and to determine the status of recommendations stated in prior planning documents. From there, the town can decide which recommendations still need to be pursued and which recommendations have already been addressed or are no longer relevant to the future transportation needs of the Surfside Beach community.

The 1999 US Highway 17 Business Corridor Study and the 2005 Town of Surfside Beach Comprehensive Plan Update are two recent planning documents that have influenced decisions regarding the transportation system in Surfside Beach over the

last few years. A summary review of each document's recommendations is provided below.

1999 South Strand US Highway 17 Business Corridor Study

In partnership with the Grand Strand Area Transportation Study (GSATS), the communities of Murrells Inlet, Garden City Beach, Surfside Beach, and Myrtle Beach engaged in a study to assess the transportation improvement needs along the US Highway 17 Business Corridor. The study analyzed the corridor on a regional scale as well as a local scale, examining specific concerns to each of the four study areas. Several transportation improvement recommendations were outlined in the planning process. SCDOT and GSATS have utilized this plan to implement project specific improvements. Below are the recommendations that apply to the Town of Surfside Beach:

- Recommendation #1:* Establish a uniform set of arterial design standards along the entire length of the South Strand US Highway 17 Business Corridor.
- Recommendation #2:* Pedestrian facilities should be provided in activity areas along the multi-lane section of US Highway 17 Business. However, emphasis should be placed on minimizing conflicts with vehicles and providing safe crossings of the high speed roadway.
- Recommendation #3:* Redesign frontage road to minimize the number of potential conflict points, reduce congestion, and improve safety conditions along the corridor.
- Recommendation #4:* Encourage long trip lengths to use US Highway 17.
- Recommendation #5:* Provide improvements that reflect the arterial function of the roadway yet give importance to accessing adjacent businesses.

2005 Town of Surfside Beach Comprehensive Plan

2005 was the last time the Town of Surfside Beach conducted a full update of the community's Comprehensive Plan. In that document there is no element that focuses exclusively on transportation related issues. There are however several transportation related goals and objectives outlined throughout the document. The Land Use, Community Facilities, and Infrastructure elements addressed concerns related to the areas transportation system. A summary of goals and objectives stated in the 2005 Comprehensive Plan is listed below:

The only transportation specific goal and corresponding objectives listed in the Goals and Objectives section of the 2005 Comprehensive Plan are the following:

Goal: To study and improve non-vehicular transportation modes.

Objective #1: Traffic density is a growing concern, especially during the peak tourist season, which continues to expand.

Objective #2: Non-vehicular transportation routes must be identified and implemented.

Objective # 3: Pedestrian, bicycle, and golf-cart transportation should be encouraged and paths created.

Objective #4: Construct the town segment of the East Coast Greenway bike path.

Objective #5: Implement recommendations of the South Strand Corridor Study regarding sidewalks, intersection enhancements, frontage road elimination, and Business 17 beautification.

Other transportation related objectives were listed under separate goals, within the Goals and Objectives section of the 2005 Comprehensive Plan. They are as follows:

Objective #1: Develop a plan for the beautification and aesthetic improvements of business areas along the commercial roadways.

Objective #2: Standardize the architectural appearance of the Highway 17 Commercial Business District.

Objective #3: Partner with local developers to standardize landscaping along the Highway 17 Commercial Business District.

Objective #4: Obtain a SCDOT Highway Enhancement Grant.

Objective #5: Pursue flexible mixed-use zoning on Surfside Drive and Business Highway 17.

Objective #6: Review the advantages and disadvantages of having the frontage road on Business Highway 17

Objective #7: Address traffic congestion problems especially during the summer peak tourist season.

Part Two. Existing Conditions

Inventory of Streets and Rights of Way

The streets and their associated rights-of-way are a significant land use. Approximately 305 acres, or twenty-seven percent of all developed land within the town, are dedicated to the transportation system. There are ninety roadways within this network. Currently nineteen of them are owned by the State of South Carolina. The major roadways in the Surfside Beach study area are US Highway 17 Business, Ocean Boulevard, Surfside Drive, Melody Lane, and 16th Avenue North. A brief description of each roadway is listed below. Although they are not located within the

town limits of Surfside Beach, Glens Bay Road and SC 544 are also profiled due to their significance as major east to west arterial roadways in the South Strand area. Table T-1 provides a summary of the basic characteristics of each of these roadways.

The Federal Highway Administration (FHA) utilizes a Functional Classification System to describe the character of service that a roadway provides within a transportation system. The Functional Classification System is based on a hierarchy of roadway types and is used to define the nature of travel channelization within a road network and to define the role that any particular road or street should play in serving the flow of trips through the road network. The FHA has developed an urban area Functional Classification System and a rural area Functional Classification System. The urban area Functional Classification System is used to describe the road network in Surfside Beach. Table T-1 provides the Functional Classification System designation for each of the major roadways within Surfside Beach. Exhibit 1 outlines the Functional Classification System of the Surfside Beach road network.



Figure T-1. *Town Hall Complex on US Highway 17 Business*

Listed below are the town's major streets:

- **US Highway 17 Business** is the principal arterial roadway that passes through the entire length of Surfside Beach. US Highway 17 Business is an important regional corridor that connects Surfside Beach to the communities of Garden City Beach and Murrells Inlet to the south and Myrtle Beach to the north. Along the southeast coast, US Highway 17 connects the cities of Virginia Beach, VA, Wilmington, NC, Myrtle Beach, SC, Charleston, SC; Savannah, GA, Jacksonville, FL, Orlando, FL, and Ft. Myers, FL. This route generates significant traffic flow year-round, but also experiences increased traffic volumes during the summer tourist season. Locally, US Highway 17 Business is the primary commercial retail corridor in Surfside Beach. The Surfside Beach Town Government complex is located along US Highway 17 Business.

The US Highway 17 Business road segment within Surfside Beach consists of a four-lane divided road corridor with a parallel two-lane frontage road along the west side of the roadway. Traffic counts along US Highway 17 Business typically range between 26,500-40,500 vehicles per day.

- **Ocean Boulevard** is a two-lane roadway that runs parallel to US Highway 17 Business and stretches north to south through the entire length of Surfside Beach. It is the main roadway corridor that provides residents and visitors with

direct access to local beaches. The corridor has a wide range of land uses including oceanfront homes and condominium developments, retail commercial and restaurant establishments, hotels and motels, and the Surfside Pier. Most of the metered public parking areas in Surfside Beach are located along Ocean Boulevard. There is a continuous sidewalk network along the east side of Ocean Boulevard. Traffic counts along Ocean Boulevard averaged approximately 2,400 vehicles per day in 2011.

- **Surfside Drive** is a two-lane roadway that runs west to east and is the main arterial roadway connecting Ocean Boulevard to US Highway 17 Business. Surfside Drive crosses over US Highway 17 Business and connects to Glens Bay Road, which is a major thoroughfare between US Highway 17 Business and US Highway 17. A small commercial district on Surfside Drive with professional offices, retail businesses, and restaurant establishments is located near the US Highway 17 Business intersection. Surfside Drive also provides the community access to the local library and Fuller Park. There are a number of residential side streets that intersect with Surfside Drive. There is also a continuous sidewalk network that stretches from US Highway 17 Business to Ocean Boulevard. On average, about 6,700 vehicles travel on Surfside Drive daily.

- **Melody Lane** is a collector street that provides access to Ocean Boulevard from US Highway 17 Business. Melody Lane intersects with the residential collectors

Functional Classifications

Below is a brief description of each Functional Classification System designation used by the FHA:

Principal Arterial roadways are designed to serve the major centers of activity of a metropolitan area and to facilitate the highest traffic volumes within the system. Principal arterials should also carry the major portion of trips entering and leaving the urban area, as well as the majority of through movements desiring to bypass the central city.

Minor Arterial roadways should interconnect with the local principal arterial system and provide trips of a moderate length. Within the minor arterial system there is a higher emphasis on land access than the principal arterial system, but ideally should not penetrate identifiable neighborhoods.

Collector streets provide both land access and traffic circulation within residential neighborhoods, as well as other areas of ultimate destination. Collector streets should channelize traffic from these lower volume areas and direct them to the arterial system.

Local streets comprise the remaining roadways within a network that are not designated as a higher functional classification. They serve primarily to provide direct access to abutting land. Through traffic movement is usually deliberately discouraged at this level of the road network.

of Poplar Drive, Hollywood Drive, and Dogwood Drive. In 2011, traffic counts on Melody Lane averaged 4,000 vehicles per day.

- **16th Ave. North** is the northernmost east to west minor arterial roadway in the town. It provides visitors convenient access to Ocean Boulevard from US Highway 17 Business. 16th Avenue North intersects Dogwood Drive and Cedar Drive, both important north to south residential collector streets. There is a sidewalk that extends from Ocean Boulevard to US Highway 17 Business along 16th Avenue North. In 2011, traffic counts averaged 1,900 vehicles per day.
- **Glenns Bay Road** is a two-lane minor arterial roadway and an important transportation route that connects the center of Surfside Beach at US Highway 17 Business to US Highway 17 to the west. Glenns Bay Road connects with Holmestown Road and continues west from US Highway 17 and intersects Highway 707 in the Burgess Community. There are a number of medium-density residential developments along Glenns Bay Road with an increasing number of commercial properties. In 2011, the average traffic volumes on Glenns Bay Road between US Highway 17 Business and US Highway 17 were 14,700 vehicles per day. Due to increasing traffic volumes, funds for a US 17 Business/Glenns Bay Road intersection improvement and Glenns Bay widening have been dedicated.
- **SC 544** intersects with US Highway 17 Business just north of the town. It is a major east to west minor arterial roadway for South Strand motorists travelling to and from the western parts of Horry County. SC 544 is a five-lane roadway that connects US Highway 17 Business to US Highway 17, Highway 707 near Socastee, and SC 31(a multilane limited access highway that extends north to SC 9 near the North Carolina state border). Continued growth along Highway 707 and recent improvements along SC 31 have spurred a major increase in traffic flow on SC 544 between US Highway 17 Business and US Highway 17. Average daily traffic counts have risen from 25,700 vehicles per day in 2000 to a peak daily average of 38,500 vehicles per day in 2007.

Table T-1				
Inventory of Major Streets, 2012				
Street Name	Number of Lanes	Road Width (in ft)	Classification	Ownership/Maintenance
US Highway 17 Business	Four (Divided)	50	Principal Arterial	SCDOT
SC 544	Five	50	Minor Arterial	SCDOT
Glenns Bay Road	Two	25	Minor Arterial	SCDOT
Ocean Boulevard	Two	22	Minor Arterial	Town of Surfside Beach
Surfside Drive	Two	18	Minor Arterial	Town of Surfside Beach
Melody Lane	Two	19	Collector	SCDOT
16th Avenue North	Two	18	Minor Arterial	SCDOT
Source: SCDOT and FHA, 2006 (Classification). WRCOG, 2009 (Field Assessment). Town of Surfside Beach, 2009-2014 Street Paving and Sidewalk Plan.(Ownership/Maintenance).				

Roadway Maintenance and Repair

The Town of Surfside Beach has a network of secondary and connector roads that fall within its maintenance responsibilities. The town has assumed ownership of several state roadways in the past few years and the SCDOT maintains the rest. The Public Works Department priorities repairs, maintenance, and resurfacing of the town's roadways.

US Highway 17 Business is a major regional roadway corridor that is owned and maintained by SCDOT. The roadway's size and regional significance make it impractical for the Town of Surfside Beach to take over ownership of US Highway 17 Business. Therefore, it is necessary to continue to work with the state on maintenance and improvement needs along this corridor.

Historic Average Daily Traffic Volumes in Surfside Beach

The South Carolina Department of Transportation maintains a network of over 15,000 traffic count stations throughout the State of South Carolina. On an annual basis, each traffic count station is summarized and an average annual daily traffic count for that particular road segment is provided. There are twelve stations in the Surfside Beach area.

The traffic volumes throughout the Surfside Beach road network have shown yearly variability, but overall the traffic volumes have remained relatively constant over the course of time. Traffic volumes have increased significantly on SC 544 over the last ten years. The 2000 average daily traffic volume on SC 544 was 25,700. In 2007, average daily traffic volumes reached a peak decade high of 38,500 vehicles per day, a 50% increase in traffic volume over that time span. Historical trends indicate that among local roads, most have seen decreased volumes of traffic except for Melody Lane, which have remained level over the ten years.

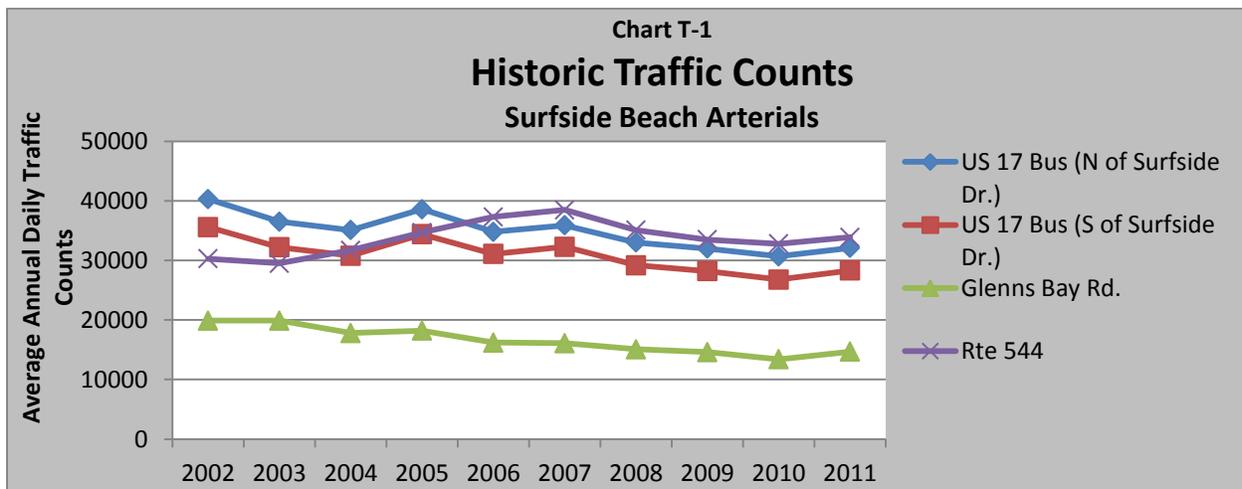
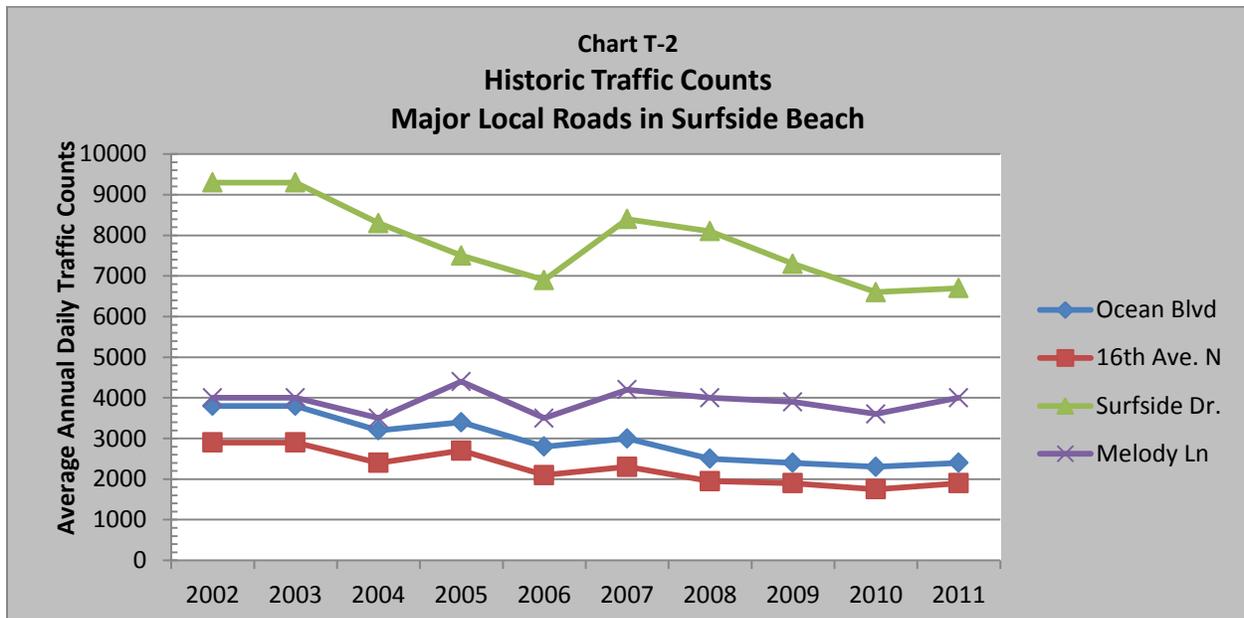


Chart T-1 displays the 10-year traffic flow trends on US Highway 17 Business and the two major east-west South Strand arterials, Glens Bay Road and SC 544. Chart T-2

displays the ten-year traffic flow trends on the major streets within the town limits of Surfside Beach.



Historic traffic count data is utilized to determine the Level of Service of a roadway. The Level of Service (LOS) is a categorical measurement based on the relationship between a roadway’s designed motor vehicle capacity and the traffic demand along that roadway. Variables that factor into a roadway’s LOS designation include speed and travel time, freedom to maneuver traffic interruptions, comfort, convenience, and roadway safety. The Transportation Research Board’s *Highway Capacity Manual* provides LOS rankings that range from A-F.

Level of Service

Level of Service is defined as follows:

Level of Service A represents free flow. Individual users are unaffected by the presence of others in the traffic stream. Freedom to select desired speeds and to maneuver within the traffic stream is high.

Level of Service B is in the range of stable flow, but the presence of other users in the traffic stream begins to be noticeable. Freedom to select desired speeds is relatively unaffected, but there is a slight decline in the freedom to maneuver within the traffic stream from LOS A.

Level of Service 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.

Level of Service D represents high-density but stable flow. Speed and freedom to maneuver are severely restricted and the driver or pedestrian experiences a poor level of comfort and convenience.

Level of Service E represents operating conditions at or near the capacity level. All speeds are reduced to a low, but relatively uniform value. Freedom to maneuver within the traffic stream is extremely difficult.

Level of Service F is used to define forced or breakdown flow. This condition exists wherever the amount of traffic approaches a point that exceeds the amount that can traverse a point. Queues form behind such locations. Operation within the queues is characterized by stop-and-go waves. Vehicles may progress at reasonable speeds for several hundred feet or more, and then be required to stop in cyclic fashion.

Table T-2 provides a summary of current Level of Service designations for major roadways in the Surfside Beach area. Map Exhibit T-2 displays the 2011 Average Daily Traffic Counts and the 2011 Roadway Level of Service for the transportation system in Surfside Beach.

Table T-2 Level of Service of Surfside Beach Roadways				
Street Name	V/C Ratio	LOS (2011)	2011 Average Daily Traffic Count	Ten Year Daily Traffic Count Range (2002-2011)
<i>US Highway 17 Business (North of Surfside Drive)</i>	0.96	C	32,100	30,700-40,300
<i>US Highway 17 Business (South of Surfside Drive)</i>	0.84	C	28,300	26,800-35,600
<i>SC 544</i>	1.37	F	33,900	29,500-38,500
<i>Glenns Bay Road</i>	1.36	F	14,700	13,400-19,500
<i>Ocean Boulevard</i>	0.22	A	2,400	2,300-3,800
<i>Surfside Drive</i>	0.54	B	6,700	6,600-9,300
<i>Melody Lane</i>	0.47	A	4,000	3,500-4,400
<i>16th Avenue North</i>	0.18	A	1,900	1,750-2,900
Source: South Carolina Department of Transportation (Traffic Counts) and the Highway Capacity Manual (Level of Service). Note: V/C = Volume to capacity. LOS = Level of Service.				

Pedestrian Facilities

The sidewalk system in Surfside Beach is concentrated along the Ocean Boulevard and Surfside Drive corridors. Sidewalk extensions off of Ocean Boulevard include, 16th Avenue North and 10th Avenue South. There are also long stretches of sidewalk that branch off of Surfside Drive, on Hollywood Drive and Poplar Drive, in both the north and south directions. There are sidewalks on both sides of the road along Surfside Drive from Poplar Drive to Seaside Drive. There are also double sidewalks along Ocean Boulevard from 2nd Avenue South to 1st Avenue North and from 10th Avenue South to Melody Lane. The network continues to expand through investments made by the town and from funding received through the Grand Strand Area Transportation Study Transportation Improvement Program.

The majority of the town's sidewalks are five to six feet wide. For the most part, the sidewalk infrastructure is in good condition. The sidewalks along Ocean Boulevard are heavily used, resulting in significant wear and tear over the course of time. The

current sidewalk network has adequate connectivity and can be accessed fairly easily. The town has a good layout to continue to expand upon its current sidewalk infrastructure. Specific sidewalk needs will be discussed in the Transportation System Needs section of this element.

Public Parking Facilities

Parking demand within Surfside Beach is highest in the downtown area on Surfside Drive and along Ocean Boulevard, particularly in the vicinity of the Surfside Pier. There are metered public parking areas along the Ocean Boulevard corridor, providing total of 505 parking spaces. Of these, fifteen spaces are dedicated to handicapped parking. The four largest parking areas are located at Yaupon Drive (64 spaces), Surfside Pier (46 spaces), 16th Avenue North/17th Avenue North (45 spaces), and 3rd Avenue North (36 spaces).



Figure T-2. Yaupon Drive Parking Lot

Golf cart use has grown in popularity in Surfside Beach. It is estimated that approximately thirteen percent of all households own a golf cart. A total of 138 golf cart parking spaces are available at all but nine of the thirty-three beach access points in Surfside Beach. An inventory of bike racks in Surfside Beach is not available. Bike rack installation should be encouraged at known activity centers in Surfside Beach. Providing bike storage in Surfside Beach can minimize the need for an automobile when making short in-town trips to local activity centers.

The downtown area of Surfside Beach on Surfside Drive has a total of 162 public and private parking spaces for the twenty-seven businesses located in this district. Some parking problems identified in the downtown area include improper design, potential safety concerns, lack of pedestrian consideration, and a shortage of parking supply. Future public parking needs in Surfside Beach is dependent on a number of factors. The permanent resident and tourist populations are expected to grow over the next fifteen to twenty-five years. Ways to minimize the need to construct new parking areas include utilizing existing parking areas more effectively and to encouraging the use of alternative modes of transportation such as golf carts and bicycles.

The Town of Surfside Beach recently conducted a Comprehensive Parking Plan to assess ways to best manage the current parking facilities within the community. The plan suggests ways to improve the enforcement of parking violations and methods to discourage parking in areas where parking is prohibited. The plan also looks at future parking needs by suggesting road design parking configuration improvements in the downtown Surfside Beach area near Surfside Drive and Poplar Drive, and proposing an agreement with the owner of Journey Church to utilize this commercial parking lot as a future shuttle bus service location.

Map Exhibit T-3 illustrates metered public parking area locations and the sidewalk network in Surfside Beach.

Alternate Regional Transportation Facilities

There are several other transportation facilities that exist throughout the Grand Strand region that provide additional transportation services such as shipping, recreational travel, and other modes of transportation. A profile of each of these amenities is provided below:

- **Bus and Shuttle Service:** Coast Regional Transportation Authority (Coast RTA) is the main bus and shuttle service provider for the Grand Strand region. Currently, Coast RTA owns and maintains a fleet of fifty vehicles and operates fifteen fixed bus routes, that provide riders access to the communities of Myrtle Beach, Surfside Beach, Garden City Beach, Murrells Inlet, Pawleys Island, Georgetown, Andrews, Conway, and North Myrtle Beach. Service is provided seven days a week and special discounts are available to senior citizens, students, and riders with disabilities.

Route #16 provides service to Surfside Beach and extends south to the City of Georgetown and north to the Myrtle Beach transfer station at 10th Avenue and Oak Street.

Greyhound Bus Lines is the largest intercity bus service provider in North America with 2,300 destinations. Although there is no bus terminal located in Surfside Beach, there are stations in Myrtle Beach and Georgetown.

- **Airports:** The Myrtle Beach International Airport (MYR) is the closest commercial air terminal to Surfside Beach. Two smaller general aviation facilities are also located nearby. A profile of each of these facilities is provided below:
 - **Myrtle Beach International Airport (MYR):** The Myrtle Beach International Airport is conveniently located nine miles north of the Town of Surfside Beach. MYR is owned by Horry County and is located on the former Myrtle Beach Air Force Base and consists of one 9,053' by 150' runway. The airport provides general aviation service and is also served by six commercial airlines with flights to twenty destinations throughout the country. In 2011, 878,180 passengers travelled through this airport. Shuttle and taxi service can easily accommodate residents and visitors to and from Surfside Beach.
 - **Conway-Horry County Airport (KHYW):** The Conway-Horry County Airport is located twenty-three miles west of Surfside Beach off of Highway 378 near Conway, SC. This general aviation airport is owned by Horry County and consists of one 4400' by 75' runway.
 - **Grand Strand Airport (KCRE):** The Grand Strand Airport is located twenty-three miles north of Surfside Beach in North Myrtle Beach, SC.

KCRE is an unattended general aviation airport owned by Horry County with one 5996' by 100' runway.

- **Rail Service:** There are no freight or passenger rail lines that provide direct service to the town. Amtrak does provide passenger rail service to the coastal regions of South Carolina. The closest rail stations to Surfside Beach are located in Florence, SC (75 miles west), Kingstree, SC (70 miles southwest), and Charleston, SC (88 miles south). The primary routes that pass through the State of South Carolina are the Auto Train line, which extends from Washington, DC to Orlando, FL, and the Silver Service/Palmetto Line, which extends from New York City, NY to Miami, FL.
- **Water Ports:** The area is served by two large commercial ports. The Port of Wilmington, NC is located approximately eighty-five miles north of Surfside Beach and the Port of Charleston, SC is located approximately eighty-eight miles south of town. A smaller port facility is located in Georgetown, SC, approximately twenty-seven miles south of Surfside Beach. The Port of Georgetown is a dedicated break bulk and bulk cargo facility, handling commodities such as steel, cement, aggregates, and forest products. The Port of Georgetown has convenient highway access to US Highway 17 and also has terminal access to a freight rail line owned by CSX. In addition to these commercial ports, a popular recreation and commercial fishing boat port is located in Murrells Inlet, SC, only 6.5 miles from Surfside Beach.

Part Three. Future Conditions and Transportation Needs

Transportation System Projections

Future traffic projections help transportation planners and local officials determine areas within a transportation system that will likely need additional improvements in order to maintain an adequate level of service. There are a number of factors that will influence the actual traffic volumes over the course of a twenty year period. Population growth, economic development, land use patterns, transportation system investments, and transportation mode choice behavior will all impact the future road conditions in Surfside Beach.

Table T-3 provides forecasts of future traffic volumes and projected levels of service for each of the major roadways in Surfside Beach. The first model utilizes a linear regression (LR) trend analysis to project future traffic volumes. A linear regression model is based on observed historic traffic counts within the road network of Surfside Beach. This model utilized SCDOT traffic counts from 1989-2008. A linear regression model indicates that the traffic counts will continue to follow historic trends in the future.

The second model (GSATS T-1) incorporates predicted traffic flow patterns that will occur if planned transportation improvements, including the Southern Evacuation Lifeline (SELL) corridor, are constructed. The GSATS T-1 model is important to analyze because planned improvements, especially the SELL project, will have a significant impact on the regional road network in the Grand Strand area.

Both models indicate that the minor roads within Surfside Beach will likely be able to accommodate the projected twenty year traffic levels. The major regional roads, particularly the east to west arterials, are likely to experience a diminishing level of service in the future.

Table T-3 Traffic Projections, 2015-2035							
Street Name	Model	2015	2015 LOS	2025	2025 LOS	2035	2035 LOS
US Highway 17 Business (North of Surfside Drive)	LR	31500	C	28250	C	24750	B
	GSATS T-1	41263	E	49635	F	57685	D
US Highway 17 Business (South of Surfside Drive)	LR	29100	C	27250	C	25300	C
	GSATS T-1	31096	C	37008	D	45761	C
SC 544	LR	43000	FF	54000	FFF	65500	FFF
	GSATS T-1	33032	E	42618	FF	44502	FF
Glenns Bay Road	LR	15400	F	14550	E	13700	E
	GSATS T-1	20426	F	26571	FFF	27965	FFF
Ocean Boulevard	LR	2150	A	1400	A	600	A
	GSATS T-1	4040	A	6565	B	4097	A
Surfside Drive	LR	7000	B	6000	A	5050	A
	GSATS T-1	10374	C	10561	C	14153	E
Melody Lane	LR	4600	B	5550	B	6500	C
	GSATS T-1	3542	A	6995	C	11101	E
16th Avenue North	LR	1800	A	1350	A	950	A
	GSATS T-1	2261	A	5682	B	5198	A
Note on models: The projected counts for the linear regression (LR) model are based on historic SCDOT traffic counts, from 1992-2011. The Grand Strand Area Transportation Study Tier 1 (GSATS T1) model traffic count numbers were generated using the GSATS Travel Demand Model as updated in 2012 and were based upon improvements assumed in the 2035 Long Range Transportation Plan.							

Planned Transportation Improvements

Table T-4 provides a list of transportation improvement projects that have recently been completed or have been approved and will be under construction over the next few years.

Table T-4 Planned Transportation Improvements in Surfside Beach, SC	
Project Description	Status/Timeframe
Glenns Bay Road improvements. Widen section between US 17 Business and US 17 Bypass. The extension of turn lanes at US 17 Business intersection are also part of the project proposal	Expected completion date: 2015
Glenns Bay Road/ Surfside Beach intersection sidewalk improvements	Expected completion date: 2015
US Highway 17 Business intersection improvements between 13 th Avenue North and 16 th Avenue North	Exact location of project has not been determined. Expected completion date: 2016
US Highway 17 Business/ 10 th Avenue South intersection improvements	Determination of a signal warrant part of improvement assessment. Expected completion date: 2016
US Highway 17 Business Landscaping	Under contract with GSATS: 2013
Hollywood Drive sidewalks from 3 rd Avenue North to 10 th Avenue North	Recent project completed in 2010
Bus shelter installation at Town Hall complex on US 17 Business	Coast RTA initiative. Expected completion date: 2013
Poplar Drive sidewalks from 5 th Avenue North to 10 th Avenue South	Recent project completed in 2009
14 th Avenue South sidewalks from Poplar Drive to Ocean Boulevard.	Recent project completed in 2009
Melody Lane/ US 17 Business intersection signal improvements	Recently completed project through GSATS
14 th Avenue South underground utilities project.	Recent project completed in 2009
Yaupon Drive parking lot	Recent project completed in 2009

Each of these projects will help improve some aspect of the transportation system in Surfside Beach. Future transportation improvement projects should complement the benefits that are expected from these investments so that the town can continue to fulfill the goals and objectives stated in this plan. Map Exhibit T-4 displays the locations of these current planned improvements.

Transportation System Needs

The transportation network is a dynamic system that requires a regular assessment of improvement needs and an ongoing maintenance program to keep the system operating at a functional level. Changes in transportation mode choice behavior can also lead to greater demands for alternative modes of transportation, shifting investment priorities in the transportation system. The analysis of existing conditions and public input helps to determine the future transportation needs for the Surfside Beach community. Below is a list of needs that have been identified:

- **US Highway 17 Business Corridor Improvements:** This well traveled roadway is the most important component of the Surfside Beach transportation system. Intersection improvements are scheduled for the Glens Bay Road/Surfside Drive intersection, 10th Avenue North intersection, and at the northern end of this road segment. There are several safety and traffic flow concerns along the frontage road that need to be considered during the planning phase of these intersections improvement projects. Alternative designs for the frontage road should be explored. The US Highway 17 Business corridor aesthetics have been an ongoing concern for each of the communities in the South Strand. Design standards should be developed and implemented throughout the corridor.
- **Public Transportation:** The town needs to explore the feasibility of providing enhanced public transportation services for all segments of the population. A tourist bus shuttle service provided during the summer months could relieve traffic congestion along US Highway 17 Business and reduce public parking concerns. Improved public transportation service could also increase access to employment. Local businesses could also access larger labor pools in Horry and Georgetown counties. Senior residents could benefit greatly from transportation services that would assist them with their daily and weekly activities. Surfside Beach should encourage Coast RTA to construct a bus shelter on US Highway 17 Business and at other strategic locations in the town.
- **Roadway Aesthetics:** Aesthetics helps define the character of Surfside Beach. As mentioned above, aesthetic improvements along US Highway 17 Business should be coordinated with SCDOT and our neighboring communities. Public places such as Town Hall, Surfside Pier, neighborhood parks, and public parking areas should be furnished with attractive landscaping and signage.
- **2009-2014 Streets Paving and Sidewalks Plan Implementation:** The town needs to review the schedule for street paving and sidewalk replacement update as necessary. Also assess other aspects of the transportation system as part of this maintenance plan, including landscaping and bike and golf cart facility needs.
- **Ocean Boulevard Sidewalk Maintenance:** The sidewalks along Ocean Boulevard are a great amenity for the Surfside Beach community. The infrastructure is showing signs of wear and tear. There are several conflict points between pedestrians and motor vehicles pulling into driveways and parking lots. Future maintenance work and sidewalk upgrades should provide more protected space for pedestrians and address ADA (Americans with Disabilities Act) accessibility issues.

- **Alternative Modes of Transportation:** Projects such as the East Coast Greenway could provide an impetus for a greater demand for alternative modes of transportation such as walking, biking, and golf cart use. Other investments should focus on the pedestrian and bike connectivity between the west side of US Highway 17 Business and Surfside Drive. This would greatly reduce the need for people to use a vehicle for short trips to the beach and to commercial areas on US Highway 17 Business. Bike rack installation at popular activity centers would encourage bike use and ensure security for bike owners. Establishing golf cart parking areas would enhance the transportation system for golf cart users.

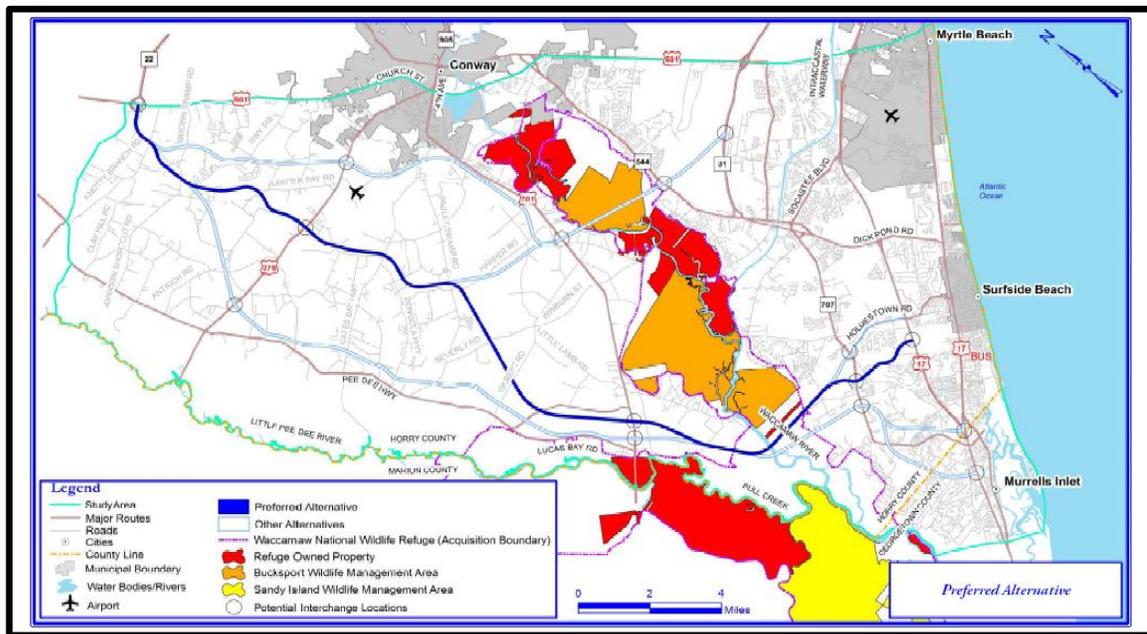
Long- Range Transportation Planning Opportunities

There are a number of long-term planning programs and projects that will influence the future characteristics of the transportation system in Surfside Beach. Each of these efforts will provide substantial benefits to the community. It is important that the town be aware of these activities and stay involved in the planning and implementation phases of these projects. A profile of some of these ongoing initiatives is provided below:

- **Grand Strand Area Transportation Study (GSATS):** The federal government has designated the Grand Strand Area Transportation Study as the Metropolitan Planning Organization for the Myrtle Beach Urbanized Area. GSATS conducts transportation and land use studies and works with SCDOT to help determine the long-term transportation improvement needs in the Grand Strand area. GSATS actively maintains a 25-year Long Range Transportation Plan for the metropolitan area and drafts an annual Unified Planning Work Program, which identifies the transportation planning activities that are to be undertaken in support of the goals, objectives, and actions established in the 25-year Long Range Transportation Plan. GSATS works collaboratively with elected and appointed officials representing local, state, and federal governments in both short-term and long-term planning initiatives. GSATS also administers the Transportation Improvement Program (TIP), which allocates funding for identified local projects.
- **Southern Evacuation Lifeline (SELL):** In 2006, SCDOT initiated the Southern Evacuation Lifeline planning project to study and recommend a new evacuation route specifically for the southern portion of the Grand Strand region. Previous hurricane evacuation studies have concluded that the southern Grand Strand area could be evacuated more effectively with an additional highway route that crosses the Waccamaw River. The SELL process investigated several alternative highway routes across the Waccamaw River between US Highway 501 and the City of Georgetown. A Draft Environmental Impact Statement was developed to analyze the impacts of constructing a new roadway corridor across the Waccamaw River. This process resulted in the identification of a preferred alternative route.

The proposed SELL route will benefit the Town of Surfside Beach in many ways. Of utmost importance, the SELL route will provide a faster and safer route inland during evacuation events. In addition, the SELL route will decrease traffic congestion during the summer peak tourist season. This project will also provide residents on both sides of the Waccamaw River increased accessibility to employment opportunities, emergency services, and other area amenities.

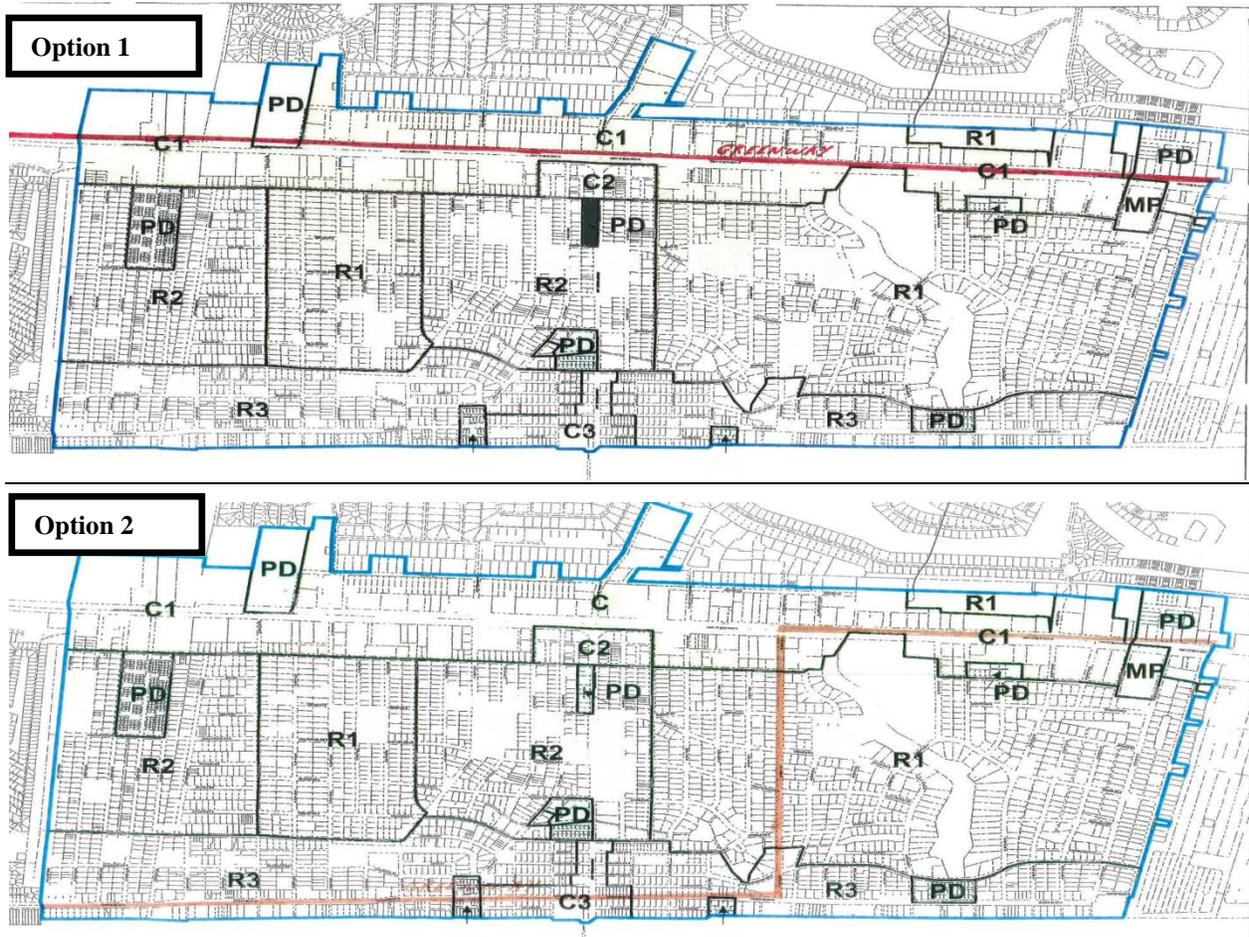
A map of the preferred alternative route corridor is provided below:



A Final Environmental Impact Statement (FEIS) is required in order to proceed to the next stage of this transportation project. The FEIS will include a wetland delineation, an archaeological survey, and a threatened and endangered species survey along the proposed evacuation route corridor. SCDOT is awaiting funding to conduct the FEIS. This process is expected to occur within the ten year time horizon of the 2013 Town of Surfside Beach Comprehensive Plan.

- **East Coast Greenway:** In April of 2003 the town council passed Resolution #03-032 in support of the East Coast Greenway. The resolution did not designate a final route, but attached to the resolution were two options. Option 1 starts at the northern town limits on the frontage road of Hwy 17 Business, continues south to 5th Ave N at the signal light, then turn east on 5th Ave N to Ocean Blvd, at that point continues south on Ocean Blvd to the town limits at Melody Lane. Option 1 is not a feasible route because of the narrow road width between 3rd Ave N and 3rd Ave S. There is just no room for a designated bike path as required by SCDOT. Option 2 starts at the northern town limits on the frontage road of Hwy 17 Business and continues south on the frontage road to the southern town limits at Melody Lane. This is the most desirable route because there is sufficient road width to accommodate a bike path. In the future when Hwy 17 Business is widened by one lane in each direction there

will be no need for the frontage road. At that point the frontage road could be converted into the East Coast Greenway. The intersection at Glenns Bay Road would have to accommodate the Greenway and Hwy 17 Business beyond the Flea Market would require modifications to allow for the Greenway at the time when the road is widened by one lane in each direction. This option could connect to the proposed Greenway in Garden City by going east on Melody Lane to Waccamaw Drive. Below is a map that shows the two options through the Town of Surfside Beach. (see Map Inserts Below):



- **Coast Regional Transportation Authority:** Coast RTA is a regional public transportation service company that provides bus service to communities throughout the Grand Strand region. Upcoming Coast RTA initiatives include a campaign to increase regional visibility by installing improved signage along bus routes and by expanding the distribution of Coast RTA literature. A new route has recently been launched that provides bus service from the Grand Strand area to Charleston, SC. Coast RTA has also secured funding to construct new bus shelters, one of which will be placed at the Surfside Beach bus stop. Coast RTA has become an increasingly more attractive mode of transportation for residents and visitors in the Grand Strand area.

Part Four. Transportation Policies

This section provides Transportation Goals and Objectives to be implemented over the next ten years. A further discussion of timelines and responsible entities/processes can be found in the Implementation chapter at the conclusion of this plan.

Transportation Goal 1: *Coordinate the goals and objectives stated in the Transportation Element with other state and regional transportation plans and agencies.*

Objectives and Implementation Activities: The town is part of an interconnected transportation system that ties into the road networks of adjacent communities and into the broader regional transportation system. Several of the roadways in the town are owned by SCDOT and the regional road network is highly dependent on federal and state highway funding. Staying involved in regional and state transportation planning processes will allow the Town of Surfside Beach to be an active stakeholder in projects that affect the community. Active involvement will also aid the town in its pursuit of project funding in furtherance of the goals and objectives outlined in this element.

- 1A:** Review all relevant transportation studies and plans and provide a summary status report on accomplishments that have already been achieved by previous planning efforts.
- 1B:** Partner with the Grand Strand Area Transportation Study and SCDOT to incorporate the goals and objectives of the Surfside Beach Transportation Element into regional and statewide transportation projects.

Transportation Goal 2: *Improve the functionality, safety, and appearance of the US Highway 17 Business Corridor.*

Objectives and Implementation Activities: US Highway 17 Business is the main arterial thoroughfare that passes through the Town of Surfside Beach. This roadway connects the town to its neighboring communities and to the Grand Strand's regional road network. US Highway 17 Business also serves as the main commercial corridor for the town. Objectives include:

- 2A:** Develop projects recommended in the 1999 South Strand US Highway 17 Business Corridor Study that complement the goals and objectives outlined in this plan.
- 2B:** Survey business owners along the corridor to assess their transportation related concerns and partner with them in implementing strategies to improve the conditions along the corridor.
- 2C:** Work with SCDOT on developing frontage road design alternatives to address aesthetic and safety concerns on the west side of US Highway

17 Business.

- 2D:** Develop zoning standards that compliment pending corridor improvements in areas such as building setback, driveway separation and alignment, parking, lighting, signage, and landscaping.
- 2E:** Coordinate with Coast RTA to identify the desired location of the proposed bus shelter installation(s) as part of a regional initiative scheduled for 2014. Install proper signage and a bus route schedule to provide passengers adequate public transit information.



Figure T-3. US 17 Business frontage road looking north from Glenns Bay Road.



Figure T-4. US 17 Business frontage road looking south towards Glenns Bay Road.

Transportation Goal 3: *Ensure that the town's land development regulations and zoning ordinance complement future roadway improvements and that the functional characteristics of the transportation system are enhanced.*

Objectives and Implementation Strategies: The zoning ordinance and the land development regulations are tools that help guide the future development of the built environment within the community. Land use patterns strongly influence traffic flow and parking capacities within the transportation system. Well designed regulations can augment other strategies to manage the local transportation system. Proper construction material standards can also help reduce the long-term life cycle costs of transportation infrastructure investments. Objectives include:

- 3A:** Develop zoning regulations that provide adequate driveway and curb-cut spacing in commercial and residential zoning districts to facilitate efficient traffic flow.
- 3B:** Develop parking standards that meet the intended needs of each zoning district. Institute both minimum and maximum parking requirements for each type of land use.

- 3C:** If mixed-use zoning districts are pursued in the future, include provisions for transportation facilities to meet the demands of residents, business owners, and retail consumers within these districts.
- 3D:** Continuously review land use trends and other indicators to determine high development growth corridors. Identify proper transportation needs based on the predicted growth patterns.
- 3E:** Develop roadway and paving material standards for new development to help reduce impervious surface coverage as a stormwater management strategy.
- 3F:** Adopt development standards that aim to increase the durability and longevity of the transportation infrastructure.

Transportation Goal 4: *Make community aesthetics a priority in all transportation improvement projects and initiatives.*

Objectives and Implementation Activities: The transportation system is a major component of public space in Surfside Beach. The aesthetics of a roadway corridor (including parking areas) strongly influence the experience of a visitor and the quality of life for local residents. Coordinating attractive roadway designs with other community aesthetic initiatives can help maintain a positive identity for the town.

- 4A:** Include citizen committees and other stakeholder groups in all transportation project visioning processes.
- 4B:** Work with adjacent communities to establish region wide context sensitive design standards for major roadway corridors such as US Highway 17 Business.
- 4C:** Develop landscaping standards that help improve aesthetics along roadways and provide an adequate buffer between motor vehicle and pedestrian traffic.
- 4D:** Develop sign regulations to ensure that new sign placements do not detract from the overall aesthetics of the community.



Transportation Goal 5: *Develop and update a long-term transportation system maintenance plan.*

Objectives and Implementation Activities: Like any other public infrastructure investment, operation and maintenance costs need to be analyzed along with the initial capital costs of transportation improvement projects. Developing a five to ten year maintenance plan with a corresponding budget will allow Surfside Beach to prioritize improvement projects. It is imperative that the town update the maintenance plan annually to account for newly discovered improvement needs and current budget realities. Objectives include:

- 5A:** Annually rate and assess the town's streets and prioritize needed repairs and resurfacing projects.
- 5B:** Coordinate with the Finance Department to develop a plan to fund projected transportation improvement needs.
- 5C:** Seek innovative grant opportunities on the state and federal level. Partner with adjacent communities, as necessary, to become eligible for transportation projects.



Figure T-6. *Corner of Surfside Drive and Ocean Boulevard.*



Transportation Goal 6: *Actively address existing and potential transportation related safety concerns.*

Objectives and Implementation Activities: There are inherent safety concerns associated with all transportation systems. It is important to continuously evaluate Surfside Beach's transportation system and incorporate measures that protect the safety of all transportation system users. The town has a relatively high senior citizen population and a significant summer season visitor population. These factors along with other demographic and geographic considerations should be an integral part of this analysis. There are specific safety mitigation strategies for each mode of transportation as well. Analyzing the interactions between pedestrians, bicyclists, motorcyclists, motorists, and golf cart users within the transportation system is also an essential in any analysis. Objectives include:

- 6A:** On an annual basis, review all traffic accidents within the town limits and categorize them based on location, time of day, type of accident, etc.
- 6B:** Incorporate traffic calming measures in locations of known safety concern. Explore traffic calming techniques including the installation of additional stop signs, speed tables, and raised crosswalks.
- 6C:** At intersections identified as having safety concerns, explore roadway design reconfigurations such as sight triangle modifications and turn lane radius improvements.



Figure T-7. Example of an intersection with well-defined crosswalks. This traffic calming technique signals to motorists that they are approaching an area with regular pedestrian traffic.



Figure T-8. Example of a roadway that has been narrowed to discourage speeding.

Transportation Goal 7: *Incorporate transportation system best management practices and design standards into major activity centers and transportation corridors.*

Objectives and Implementation Activities: Within the Town of Surfside Beach, there are several locations that are major focal points of activity. The Surfside Pier, Town Hall, and the Fuller Park/Horry County library complex are areas owned by the town that serve valuable purposes for the community. The town should incorporate transportation system best management practices within these areas to help encourage similar development practices in other activity centers within the community.

- 7A:** Accommodate all modes of transportation at the Surfside Pier and other beach access areas.
- 7B:** Provide adequate sidewalk infrastructure to residential neighborhoods and off-site parking lots adjacent to major activity centers.
- 7C:** Install attractive wayfinding signage and street front landscaping at the Surfside Pier to serve as an example of high quality aesthetic enhancements for other development projects.
- 7D:** Incorporate ADA standards into the design of commercial development projects and all public buildings and places.



Figure T-9. Surfside Pier



Figure T-10. Fuller Park

Transportation Goal 8: *Work with all applicable municipal departments, neighboring communities, and the state government to effectively coordinate a mass evacuation plan.*

Objectives and Implementation Strategies: The proximity of Surfside Beach to the Atlantic Ocean provides the community with a natural setting that enhances the quality of life for residents and attracts visitors every year from around the country. The number of people that are drawn to the coast continues to grow at a significant pace. During hurricane season, people are exposed to potentially serious risks in the event of an approaching tropical storm. Since the summer visitor population trends and natural disaster threats are similar in communities all along the Grand Strand, a coordinated effort to safely evacuate people out of harm's way is absolutely necessary. The regional transportation system must be able to effectively handle the increased and sudden traffic flow buildup during an evacuation event. It is imperative that Surfside Beach participate in these regional efforts and ensure that the entire community is prepared in the event of an emergency.

- 8A:** Stay actively involved in the Southern Evacuation Lifeline planning process.
- 8B:** Create a system to identify residents and workers in the Town of Surfside Beach that may need transportation assistance during an evacuation event.
- 8C:** Develop a strategy to provide sufficient information to residents and tourists prior to, during, and after an evacuation event.

Transportation Goal 9: *Assess the long-term transportation needs of the growing senior population.*

Objectives and Implementation Strategies: The Town of Surfside Beach has always been a popular retirement destination for several obvious reasons. The natural beauty of the region and the year round warm weather allows senior residents to live an active and fulfilling retirement life. Approximately twenty percent of the Surfside Beach population is 65 years or older, well above the national average. Transportation services and initiatives aimed at the specific needs of seniors can significantly enhance the quality of life for this segment of the population.

- 9A:** Solicit input from residents and specific stakeholder groups to generate ideas on meeting the transportation service needs and demands of the senior population.
- 9B:** Invest in the sidewalk and bike lane infrastructure to make Surfside Beach an attractive, healthy, and active retirement community.
- 9C:** Conduct an inventory of handicap accessible parking spaces and other related community amenities and draft a community-wide needs assessment.
- 9D:** Use Large letters with lights on Street Signs at Major Intersections within the town.



Transportation Goal 10: *Develop projects that encourage the use of alternative modes of transportation such as walking, biking, golf carts, and public transit.*

Objectives and Implementation Activities: Exploring alternative modes of transportation has been an emerging area of research and program development in the transportation field over the last few years throughout the country. Studies have shown the correlation between the loss of economic productivity due to traffic congestion and long commuting patterns. Researchers also believe that sole reliance

on automobile transportation has contributed to public health concerns such as obesity. Finally, there is also a growing societal debate about the possible impacts our transportation mode choice behavior has on the local and global environment. For most citizens, having multiple transportation options is desired. Accommodating the demands for all transportation mode choices allows residents to determine what the best mode of transportation is for each daily activity. Objectives include:

- 10A:** Incorporate bike parking rack installation requirements as part of the town's development regulations for major developments.
- 10B:** Utilize the pedestrian and bicycle level of service standardized system developed in GSAT's Long Range Transportation Plan. Use this information to prioritize sidewalk and bike lane investments and determine the best corridors for the safe and efficient flow of pedestrian and bike lane users.
- 10C:** Improve major intersections along Highway 17 Business to increase pedestrian and bicycle accessibility to residential and commercial areas west of Highway 17 Business.
- 10D:** Investigate the potential for a public transportation system (i.e. shuttle service), specifically geared towards the seasonal tourist population to help minimize problems related to parking availability and beach related traffic congestion. Partner with Coast RTA and other nearby municipalities to determine the feasibility of this type of program.
- 10E:** Designate the East Coast Greenway, install signs, and actively promote its use.
- 10F:** Install proper signage to ensure that golf cart users are fully aware of regulations such as parking restrictions, sidewalk restrictions, night time use restrictions, etc.
- 10G:** Regularly enforce all SC golf cart regulations and actively inform tourists of the regulations that exist in Surfside Beach.
- 10H:** Draft a long-term golf cart management plan. The plan should address the infrastructure needs, safety concerns, parking needs, and proper ordinances to effectively manage golf cart use.

This page left intentionally blank



**P
R
I
O
R
I
T
Y

I
N
V
E
S
T
M
E
N
T

E
L
E
M
E
N
T**

Introduction

The Town of Surfside Beach has long prided itself as being a family oriented beachfront community. The town is made up of quiet neighborhoods, community centered parks, and well-kept beach homes. At the same time, the town boasts entertainment, dining, and recreational attractions rivaling those of similarly sized coastal communities. The ability of the town to effectively balance the demands of the local tourist economy with those of the year-round resident population distinguishes Surfside Beach from other areas along the Grand Strand.

Community infrastructure, be it the town's streets and sidewalks, parks, pier, or public buildings and uses, is an essential component of the quality of life experienced by residents. The community's infrastructure is also important in attracting and retaining the town's visitor population. Over the years, the town council has committed substantial resources in enhancing local amenities and has in some cases (namely streets, drainage, and the Surfside Pier) assumed increased responsibilities. It is foreseeable that this commitment by town government will continue, and with each new investment, so, too, will the need for effective and efficient administration.

How we invest our resources speaks to our vision of Surfside Beach's future. All communities, including our own, face the challenge of applying limited resources to the task of prioritizing needs. This undertaking is often difficult, resulting from competing interests despite a common vision. This element seeks to build consensus on needed improvements and investments over the next ten years.

Part One. Overview of Project Selection

State Requirements

In 2007, the South Carolina General Assembly amended the state's planning enabling laws to require the inclusion of a Priority Investment Element as part of any local comprehensive plan. The new law 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.”

The Surfside Beach Planning Commission undertook the review of the *Town Surfside Beach Comprehensive Plan* in 2010 and prepared this element to meet the statutory requirements imposed by the 2007 act. The original Priority Investment Element was adopted by the town council in 2011. This element has since been updated for inclusion in the *Town of Surfside Beach Comprehensive Plan, 2013-2022*.

Aside from meeting the statutory requirements, 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 town 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 recommended herein be conducted as part of the planning commission’s ongoing review of the town’s capital improvement program.

Project Coordination

State law requires that the preparation of this element include coordination with “adjacent and relevant jurisdictions.” As part of this element’s development, correspondence requesting input on anticipated or needed projects was sent to Horry County Government, the Horry County School Board, the Grand Strand Water and Sewer Authority (GSWSA), the South Carolina Department of Health and Environmental Control’s Office of Ocean and Coastal Resource Management (SCDHEC-OCRM), Santee Cooper, and the South Carolina Department of Transportation (SCDOT). Projects as provided by these local service providers and jurisdictions are included in the project listings of this element (See Tables PI-2, PI-3, and PI-4).

Part Two. Priority Projects

Projects Identified by the Town’s Departments and Administration

In preparation for this element, correspondence was sent to the town’s various departments requesting information on pending, anticipated, or needed projects over the next ten years. Where available, information was requested on the project’s cost and timeline for implementation. This activity was coordinated by the town’s Planning, Building and Zoning department. Projects identified are listed below in Table PI-1:

Table PI-1 Priority Capital and Operational Projects (Departmental) 2013 to 2022			
General Administration Project (administration, finance, and planning/zoning)	Estimated Timeline	Projected Costs	Potential Funding Source
Hardware Upgrades (Server/Storage/PCs)	2013-2015	\$45,000	GF
Software Upgrades (including licensing)	2012-2014	\$10,000	GF
GIS/Mapping	2012-2014	\$15,000	GF
Miscellaneous Equipment	2012-2014	\$5,000	GF
New Town Hall	2015 - 2017	\$2,000,000 to \$3,000,000	GF/Bonding
Fire Department Projects			
Fire Department Projects	Estimated Timeline	Projected Costs	Potential Funding Source
Communications Upgrades	2014-2015	\$50,000.	GF
Additional Firefighters	2015-2016	\$150,000	GF
Additional Fire Prevention/Public Education Officer	2014-2015	\$50,000.	GF
New Fire Engine	2019-2020	\$450,000 to \$500,000	CRB
Police Department Projects			
Police Department Projects	Estimated Timeline	Projected Costs	Potential Funding Source
Replacement vehicles according to current Capital Replacement Plan	2014-2022	TBD	GF
Police Station Expansion/Reconstruction	2014-2016	TBD	GF
Public Works Department Projects			
Public Works Department Projects	Estimated Timeline	Projected Costs	Potential Funding Source
Articulating Front End Loader	2014-2015	\$125,000.	GF
Side Arm Collection truck	2014-2015	\$275,000	Sanitation Fund
John Deere Tractor	2015-2016	\$40,000.	A-Tax
Street Dept. Pick-up Truck	2014-2015	\$20,000.	GF
Front Loading Collection Truck	2016-2017	\$200,000.	Sanitation Fund
Recreation Department Projects			
Recreation Department Projects	Estimated Timeline	Projected Costs	Potential Funding Source
No projects identified	n/a	n/a	n/a
Total Need (Departmental) (Approximated)		3,219,800+	
Note: Project information is per the individual town departments. AFG = Assistance to Firefighters Grant, CRB = Capital Replacement Budget, A-Tax = Accommodations Tax and GF = General Fund.			

Projects Identified by Area Agencies and Jurisdictions

Listed in Table PI-2 are projects identified in the Surfside Beach area by Horry County, GSWSA, the Horry County School District, SCDHEC-OCRM, and Santee Cooper. Horry County has developed a Priority Investment Element for the unincorporated areas of the county. Reference can be made to the county's priority investment element for projects outside of the corporate limits of Surfside Beach.

Table PI-2 Priority Capital and Operational Projects (Other Agencies) 2013 to 2022			
County Projects (non-transportation)	Estimated Timeline	Projected Costs	Funding Source
Per correspondence received, no pending or anticipated projects were identified within or adjacent to the town.			
Water and Sewer Projects (GSWSA)	Estimated Timeline	Projected Costs	Funding Source
Glenns Bay Road Utility Relocations	2011-2013	\$4,000,000	GSWSA
Deerfield Aquifer Storage Well Recovery	2013	\$450,000	GSWSA
Horry County School District Projects	Estimated Timeline	Projected Costs	Funding Source
Seaside Elementary School Expansion	2015-2019	\$10,000,000	Local Option Sales Tax
SCDHEC-OCRM Projects	Estimated Timeline	Projected Costs	Funding Source
Per correspondence received, no pending or anticipated projects were identified within or adjacent to the town.			
Santee Cooper Projects	Estimated Timeline	Projected Costs	Funding Source
Electrical Conversion (underground) – Surfside Drive	TBD	\$2,000,000	Electric Franchise Agreement/Santee Cooper Match
Note: The preceding projects were provided by representatives of the above agencies/jurisdiction in 2010.			

Surfside Beach Area Transportation Projects (Funded and Unfunded)

Table PI-3 provides a listing of needed transportation projects (funded) based on information contained in the town's transportation element, the Grand Strand Area Long Range Transportation Plan, and per information received from SCDOT, the Grand Strand Area Transportation Study (GSATS), and Horry County:

Table PI-3 Programmed Transportation Projects 2013-2022			
Transportation Projects (County or SCDOT)	Estimated Timeline	Projected Costs	Potential Funding Source
US 17 Business: Landscaping	Completed 2012/2013	\$50,000	GSATS/SCDOT/Town Match
Regional Wayfinding*	2013	\$2,500,000	GSATS/SCDOT/Town
Signal System Timing*	2013	\$600,000	GSATS/SCDOT
US 17 Business: Resurfacing	2013	\$1,300,000	SCDOT/Town
Bus Shelter Installation at Town Hall (Coast RTA)	2013-2014	\$20,000	GSATS
Glenns Bay Road: Improvements (widening and turn lane installation)	2013 to 2015	\$90,000,000 to \$100,000,000	Horry County (Penny Tax)
Glenns Bay Road/ US 17 Business/ Surfside Dr.: Intersection Improvements	2013 to 2015	\$600,000	GSATS/SCDOT
US 17 Business/10th Avenue: Intersection Improvements	2015	\$500,000	GSATS/SCDOT
US 17 Business: Intersection Improvement between 13 th and 16 Avenue North	2016	\$500,000	GSATS/SCDOT
US 17 Business: Close median cuts, consolidate curb access, modify existing signalized intersections to allow U-turn maneuver, and install interconnection cable to allow for signal coordination.*	2016	\$2,500,000	GSATS/SCDOT/FHWA
Total \$ of Programmed Projects		\$98,570,000 to 108,570,000	
Note: (*) indicates projects that have been included in the GSATS Transportation Improvement Program (TIP); however, these projects have not been included in the State TIP.			

Table PI-4 provides a listing of projects contained in the *South Strand U.S. Highway 17 Business Corridor Study* and *GSATS Long Range Transportation Plan* as referenced in the town's transportation element. These projects are currently not programmed (i.e. are unfunded), but have been identified as long range transportation needs for the Surfside Beach area. The inclusion of these projects in the Grand Strand Area Long Range Plan makes them eligible for federal funding:

Table PI-4 Needed Transportation Projects (Unfunded)		
Transportation Projects (Long-Range)	Estimated Costs*	Potential Funding Source
US 17 Business: Frontage road closure/removal with road widened by one lane (north and south) to accommodate acceleration/deceleration movements	\$6,500,000	GSATS/SCDOT/FHWA
Platt Blvd and US 17 Business: Connect Platt Blvd to US 17, install traffic signal, and provide a multi-use path connection (See US 17 Business Intersection Improvement Above)	\$719,400	GSATS/SCDOT/FHWA
Azalea Drive and Sandy Lane: Improve to enhance rear access to US 17 Business frontage and connect segments of Azalea Drive	\$1,872,600	GSATS/SCDOT/FHWA
Surfside Industrial Drive: Improve and enhance rear access to US 17 Business frontage.	\$800,000	GSATS/SCDOT/FHWA
Estimated \$ of Needed Projects	\$9,892,000	
Note (*): The estimated costs for the various projects do not include right-of-way acquisition (if needed). *Estimates are per the 1999 South Strand U.S. Highway 17 Business Corridor Study and have been adjusted for inflation. Estimates are rounded to the nearest \$100. FHWA = Federal Highway Administration		

Priority Projects (Unfunded)

Table PI-5 provides a listing of priority project needs for the town as identified by the planning commission and town council consistent with their review of the town’s comprehensive plan. The listed projects are presently unfunded. For several of these projects, the project scope and estimated costs have yet to be finalized.

Table PI-5 provides a priority ranking for each project. The ranking assigned should be considered in decisions related to the expenditure of public funds; however, the ranking of projects should not be considered conclusive. Factors such as project scope, implementation timelines, the likelihood of funding, and resident support are all relevant in determining how limited funds are pursued or spent.

Table PI-5 Unfunded Capital Project Needs 2013-2022		
Priority Ranking	Project	Potential Funding Source(s)
1	Surfside Beach Pier (Expansion, Surround Deck,	PEF/AH-Tax
2	Aesthetic Improvements (Façade & Green Space/Plantings – Surfside Drive-Downtown Area)	Town/GSATS/Enhancements
3	Recycling Program Expansion (Institute 100% Recycling Initiative) including Larger Recycle Carts	Sanitation Fund
4	Beach Renourishment	

Table PI-5 Unfunded Capital Project Needs 2013-2022		
5	Transportation (3 rd Ave. S Emergency Drive-Over)	GSATS/SCDOT/FHWA
6	Add outfall pipes at swashes	GF
7	Implement Pavement and Sidewalk Plan	GF/CTC
8	Transportation (Bike Lane Creation and Repaving Projects)	Town/GSATS/SCDOT Enhancement Funds
9	Aesthetic Improvements (Façade & Green Space- US 17 Business)	Town/GSATS/SCDOT Enhancement Funds
10	Transportation (Expand bus route and install stop/shelter at 13 th Ave S and Ocean Blvd.; pier and Holiday Inn; and Melody Lane and US 17 Business).	COAST/GSATS/Town
11	Transportation (Create bike lanes on Glens Bay Road)	GSATS/SCDOT/FHWA
12	Transportation (East Coast Greenway completion/signage)	GSATS/Town
Note: AH-Tax = Accommodations/Hospitality Tax, GF = General Fund, LWCF = Land and Water Conservation Fund, HMGP = Hazard Mitigation Grant Program, PRDF = Parks and Recreation Development Fund, and PEF = Pier Enterprise Fund.		

Part Three. Anticipated and Potential Funding Sources

Budgetary Capabilities

Like most communities, the percentage of the town’s budget available for discretionary capital expenditures is limited. As of 2012, the Town of Surfside Beach’s annual budgetary expenditures were approximately nine million dollars. The general fund accounts for approximately six million dollars of this total with the remainder consisting of enterprise funds (sanitation and Surfside Pier), capital project funds, and restricted use funds (accommodation and hospitality tax receipts). Personnel costs, operating expenses, and some equipment costs (capital replacement/reserve) are paid from the general fund.

As a coastal community, the town benefits from accommodations and hospitality tax receipts. These two taxes generate close to one million dollars per year. Revenues generated are budgeted by the town to fund special events, fund advertisement, and to supplement tourism related activities and expenditures incurred by the police, fire, and recreation departments. The town has established an accommodations tax committee to review and make expenditure recommendations to the council.

These funds are considered restricted as state law limits their use 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 receipts provide a partial funding source for several of the improvements denoted in Table PI-5; however, reliance on accommodations and hospitality tax receipts should be tempered by the following: first, both tax receipts are dependent on tourism and are thus susceptible to economic downturn. Second, increased public safety costs associated with the summer's surge of tourism have traditionally consumed a large portion of the town's overall accommodations and hospitality tax receipts.

Grants

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. In the past, the Town of Surfside Beach has pursued grant funding with mixed success. 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 and for these the town may not be competitive or eligible to apply.

On the other hand, project based (competitive) grants do provide the town with a potential source for funding. These grants typically require a match by the local government. Grant opportunities that the town 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

Tables PI-3 and PI-4 provide a listing of funded (programmed) and unfunded projects in the Surfside Beach area. Table PI-5 provides a listing of additional projects that currently do not appear in the area's long range transportation plan. Identified transportation needs, excluding the Glenns Bay Road improvements, are estimated to approach \$20 million dollars.

Appropriations by the town have traditionally addressed minor street repairs, the resurfacing of town owned streets, and sidewalk construction. The town annually appropriates monies to supplement funds allocated by the County Transportation

Committee (CTC) and other grants for right-of-way projects. Larger transportation projects have been funded by the Grand Strand Area Transportation Study and/or the South Carolina Department of Transportation. These improvements have in some instances, such as street enhancements, required a match from the town.

Approximately \$6 million dollars are available annually for regional transportation projects through GSATS. This Metropolitan Planning Organization (MPO) also coordinates approximately \$260,000 in annual transportation enhancement funds, of which the town would be eligible for up to \$40,000 per project. In addition to funding available through GSATS, the County Transportation Committee (CTC) coordinates the expenditure of 2.8 million dollars of transportation improvements annually within Horry County.

Part Four. Policies for Implementing Projects

The town's ability to secure needed projects 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 town are; 1) to establish a formalized process for planning and implementation, and 2) to secure funding essential to implement the projects identified by this element.

Priority Investment Goal 1: *Review and update needed or programmed projects as new opportunities and funding sources become available. Objectives include:*

Objectives and Implementation Activities: The achievement of this goal will require an ongoing commitment by the staff, planning commission, and town council to annually review and update the projects identified by this element. Objectives include:

- 1A:** Develop a capital improvements program (CIP) with a time horizon of not less than five years.
- 1B:** Investigate the creation of a capital budget.
- 1C:** Develop, through the planning commission, a process for the annual review of the CIP with a recommendation to the town council on needed amendments (SC Code §6-29-340).
- 1D:** Investigate funding options for the CIP including the use of impact fees, user fees, direct budgetary appropriations, grants, or bonding.

Priority Investment Goal 2: *Encourage and actively solicit the input of residents in the identification and prioritization of projects. Seek public input and support prior to project implementation.*

Priority Investment Goal 3: *Actively solicit project funding.*

Objectives and Implementation Activities: The achievement of this goal will require the commitment of the town's administration and council to ensure representation on regional boards and that the town's resources are expended to identify and pursue needed projects. Objectives include:

- 3A:** Seek representation for the town on boards, commissions, and advisory boards responsible for the identification, funding, and oversight of capital projects.
- 3B:** Assign a member of the town's staff with the ongoing responsibility of grant and funding research. Consider supplementing this activity through the use of grant tracking web-based services.
- 3C:** Investigate the need to fund a full-time grant writer position.
- 3D:** Coordinate with regional efforts to deliver locally funded projects.

Priority Investment Goal 4: *Require the coordination of public project identification and construction with relevant agencies and service providers.*

Objectives and Implementation Activities: The achievement of this goal will require the building and zoning staff, as well as the planning commission to implement and maintain a consistent review and permitting process. Objectives include:

- 4A:** Develop a process for public facility review in accordance with §6-29-540 of the State Code.
- 4B:** Request and, when appropriate, require that plans for capital improvements, performed by other agencies or jurisdictions, be submitted to the town for review, comment, and permitting.
- 4C:** Consider the development of an official map that delineates planned roadways, infrastructure, and public buildings.
- 4D:** Develop, as part of the site plan and subdivision review process, a method for soliciting the comments of relevant agencies and service providers.

This page left intentionally blank



**I
M
P
L
E
M
E
N
T
A
T
I
O
N

C
H
A
P
T
E
R**

Introduction

This comprehensive plan addresses a wide variety of issues in the Surfside Beach community ranging from transportation and housing needs to economic development strategies and natural resources management. Through input from many stakeholders, several goals were established to help create a long-term community vision for Surfside Beach.

In order to achieve the community goals outlined in each of this plan’s nine elements, specific activities must be undertaken. This chapter provides direction on the appropriate timeframe of the recommendations outlined in each element and the relevant stakeholders who have the responsibility or the capacity to assist in implementing each. Since many recommendations highlighted in this plan’s elements are interrelated or have benefits across multiple interest areas, this chapter has been organized into four broad community wide priorities.

Community Priority: Preserve the family character of Surfside Beach

Surfside Beach has a long-time established identity as the “Family Beach.” This family character has attracted visitors and residents to Surfside Beach for many decades. There are several strategies that helped to create this distinction for Surfside Beach including a development focus primarily around single-family residential neighborhoods and limited commercial development. Below are several recommended implementation strategies that should be pursued in order to maintain the “Family Beach” atmosphere in Surfside Beach.

Focus Area: Neighborhoods	
Activities	Timeframe and Responsible Entities
<p>A. Neighborhood Design- Maintain setback, density, and use standards within each residential zoning district including the Mixed Use District and any future Planned Development District. New development proposals should ensure that the quality and character of the town’s neighborhoods is preserved.</p> <p>This activity should include the periodic review of residential district standards. The building and zoning department should utilize the monthly director’s report to advise the commission on problems or concerns.</p>	<p>Duration: <i>Ongoing</i></p> <p>Responsible Entity: Town Council, Planning Commission, and Planning, Building and Zoning Department.</p> <p>Relevant Goals and Objectives:</p> <p>Housing Goal#1: Objectives B, C.</p> <p>Housing Goal#2: Objectives A, B.</p> <p>Housing Goal#3: Objective E.</p> <p>Housing Goal#4: Objective A, B, C.</p> <p>Housing Goal#8: Objective D.</p> <p>Land Use Goal #1: Objectives A, B, C, and D.</p> <p>Land Use Goal #2</p> <p>Land Use Goal #3</p>

Focus Area: Neighborhoods	
Activities	Timeframe and Responsible Entities
<p>B. Community Amenities- Implement design standards in residential neighborhoods that require for new developments pedestrian and bike access to nearby commercial areas, parks, community facilities, and the beach.</p> <p>Design standards were recently updated in the town's development regulations. A re-evaluation/monitoring of these standards should be conducted by the planning commission within the next three years.</p>	<p>Duration: <i>Ongoing; Standards re-evaluation within three years.</i></p> <p>Responsible Entity: Town Council , Planning Commission, and Planning, Building and Zoning Department.</p> <p>Relevant Goals and Objectives: Housing Goal#3: Objective A, D Housing Goal#5: Objective B Housing Goal#6: Objective A, D Housing Goal#7: Objective A Economic Development Goal#2: Objective B Land Use Goal #2: Objective B, C, D Land Use Goal #4: Objective D Land Use Goal #8: Objective H</p>
<p>C. Data Monitoring- Regularly review data published by the US Census Bureau, SC Budget and Control Board, Coastal Carolina Association of Realtors, etc. to monitor trends related to demographic changes in Surfside Beach and housing data such as median construction value, seasonal vacancy rates, foreclosures, etc.</p>	<p>Duration: <i>Ongoing, with annual updates or as necessary.</i></p> <p>Responsible Entity: Planning, Building and Zoning Department, Finance Department with periodic reporting to the Planning Commission and Town Council.</p> <p>Relevant Goals and Objectives: Housing Goal#8: Objective E Housing Goal#9: Objectives A, B, C, D. Population Goal#4: Objective A Population Goal#5: Objectives B, C. Land Use Goal #9: Objective D</p>

Focus Area: Public Safety	
Activities	Timeframe and Responsible Entities
<p>A. Police and Fire- Continue to provide resources to the Town of Surfside Beach Fire Department and Police Department to maintain a high level of service for Surfside Beach residents.</p>	<p>Duration: Evaluate short-term and long-term needs at each annual budget review.</p> <p>Responsible Entity: Town Administrator, Finance Department, Police and Fire Department Chiefs, Town Council.</p> <p>Relevant Goals and Objectives: Community Facilities Goal#1: Objectives C, E.</p>

Focus Area: Public Safety	
Activities	Timeframe and Responsible Entities
<p>B. Emergency Management Planning- Review and revise local emergency management plans on a regular basis and provide the public updated information about emergency shelters, evacuation routes, etc. Continue participation with Horry County on joint hazard mitigation planning efforts.</p>	<p>Duration: Review plans at least once annually. Public awareness efforts should be ongoing.</p> <p>Responsible Entity: Police and Fire Departments, Town Council, Horry County, State of South Carolina Emergency Management Division.</p> <p>Relevant Goals and Objectives: Community Facilities Goal #1: Objective F. Natural Resources Goal#4: Objectives A, B, C, D, E.</p>
<p>C. Flood Damage Prevention – The town participates in the National Flood Insurance Program and continued participation is encouraged. It is anticipated that in 2015 or 2016, the Federal Emergency Management Agency will release updated flood maps. As part of this map update, the town will be required to review and amend its flood damage prevention ordinance.</p>	<p>Duration: Review and update within the next three years with an anticipated duration of six months.</p> <p>Responsible Entity: Planning, Building and Zoning Department, Town Council, SC Department of Natural Resources, and FEMA</p> <p>Relevant Goals and Objectives: Land Use Goal #1: Objective A House Goal #7: Objective C Natural Resource Goal #5, Objectives A through I</p>

Focus Area: Housing	
Activities	Timeframe and Responsible Entities
<p>A. Housing Costs- Address affordable housing issues by identifying cost barriers that could feasibly be eliminated or reduced. First review local regulations with costly design standards. Also, review the town’s FEMA CRS rating and the ISO rating. Identify improvements that can lead to reductions in insurance premiums for homeowners. These investments also help protect the entire community in mitigating losses due to fire and natural hazards such as floods.</p>	<p>Duration: Review every two years and prior to five year ISO review.</p> <p>Responsible Entity: Fire Department, Planning, Building and Zoning Department, Town Administrator, and Town Council.</p> <p>Relevant Goals and Objectives: Land Use Goal#8: Objectives C, F Housing Goal#7: Objective C Land Use Goal #1: Objective A</p>

Focus Area: Housing	
Activities	Timeframe and Responsible Entities
<p>B. <i>Property Maintenance</i>- It is important for neighborhood aesthetics and property values to ensure that all properties are adequately maintained. The town should undergo a thorough review of all town ordinances pertaining to property maintenance and vacant properties. The town should also develop a mechanism to differentiate and monitor seasonal vacancies, owner-occupied vacancies, and foreclosed properties.</p>	<p>Duration: Incorporate the vacancy and foreclosure rate analysis into regular data monitoring indicated in <i>Activity D</i> under <i>Focus Area: Neighborhoods</i>. Begin periodic monitoring within one to two years. Complete ordinance review and revision process within three to five years.</p> <p>Responsible Entity: Planning, Building and Zoning Department, Town Administrator, Planning Commission, and Town Council.</p> <p>Relevant Goals and Objectives: Housing Goal #1 Housing Goal #4: Objective D Housing Goal #6: Objective B Housing Goal #7: Objective B Housing Goal #8: Objectives C,D Population Goal #5: Objective C Land Use Goal #1: Objective B</p>
<p>C. <i>Transitional Areas</i>- The town's manufactured home district has been illustrated on the future land use map for possible transition to a mixed use district and/or medium density residential district. This transition should be property owner initiated.</p> <p>If a mixed use designation is desired, the commission may wish to re-evaluate the effectiveness of the recently adopted mixed use standards.</p>	<p>Duration: Property owner initiated; thereafter six months.</p> <p>Responsible Entity: Property Owner, Planning, Building and Zoning Department, Planning Commission, Town Council.</p> <p>Relevant Goals and Objectives: Land Use Goal #2; Objective E See also the Future Land Use Map</p>

Focus Area: Senior Needs	
Activities	Timeframe and Responsible Entities
<p>A. <i>Senior Citizens Advisory Committee</i>- Actively seek the input of the recently created Senior Citizens Advisory Committee on issues including housing, transportation, community programs, etc.</p>	<p>Duration: <i>Immediate and Ongoing</i></p> <p>Responsible Entity: Town Council, Town Administration, and Senior Citizens Committee.</p> <p>Relevant Goals and Objectives: Community Facilities Goal# 4: Objective C</p>

Focus Area: Senior Needs	
Activities	Timeframe and Responsible Entities
<p>B. <i>Inventory of Senior Housing Needs-</i> As the median age of Surfside Beach residents increases, the market demand for certain housing styles will shift. In addition the costs and labor associated with maintaining properties become increasingly difficult for seniors. The Town of Surfside Beach should conduct a housing need and marketing assessment for its current and prospective senior resident population.</p>	<p>Duration: Develop in-depth study within three to 5-years and, as appropriate, implement various recommendations Responsible Entity: Town Administrator, Town Council, and Senior Citizens Advisory Committee. Relevant Goals and Objectives: Housing Goal #6: Objectives A, B, C, D, E.</p>

Focus Area: Recreation and Community Facilities	
Activities	Timeframe and Responsible Entities
<p>A. <i>Capital Improvements Plan-</i> Include community amenities such as park space and recreational facilities in the town's 5-year capital improvements plan. These types of amenities enhance the quality of life for current residents and can help attract new residents, including retirees and young families.</p>	<p>Duration: Each year upon review Responsible Entity: Planning Commission, Town Administrator, and Town Council Relevant Goals and Objectives: Population Goal#1: Objective A. Population Goal#2: Objectives A, B. Housing Goal#3: Objective D Housing Goal#6: Objective D Community Facilities Goal#6</p>
<p>B. <i>Recreation and Special Events Committee-</i> Actively seek input from the Recreation and Special Events Committee to promote existing recreational amenities, identify unmet recreational program and facility needs, and develop partnerships countywide.</p>	<p>Duration: <i>Ongoing. Hold meetings at a minimum of twice yearly and provide an annual update to Town Council or as necessary.</i> Responsible Entity: Recreation Department and Town Council. Relevant Goals and Objectives: Community Facilities Goal #4: Objective C and D. Community Facilities Goal #6</p>

Focus Area: Town and Civic Pride	
Activities	Timeframe and Responsible Entities
<p>A. Town Website- Regularly update the town’s website with information regarding community events and activities that are scheduled in Surfside Beach.</p>	<p>Duration: Review at least quarterly and update as necessary Responsible Entity: Department Directors and Town Administrator Relevant Goals and Objectives: Cultural Resources Goal #4: Objective B Community Facilities Goal #4: Objective D</p>
<p>B. Accommodations and Hospitality Tax Funds- Help promote community events hosted in Surfside Beach via available Accommodations and Hospitality Tax Funds. Use these funds to encourage event organizers to host an event outside the peak summer months to attract potential visitors year-round. Ensure that local organizations are aware of available funding and application requirements.</p>	<p>Duration: Meet at least once annually. Responsible Entity: Accommodations Tax Committee, Town Council, Finance Department, Local Organizations Relevant Goals and Objectives: Cultural Resources Goal#1: Objective C, D, and E. Cultural Resources Goal#3: Objective A.</p>
<p>C. Community Gateway- Identify the precise location, design, and suitable scale of a gateway monument along the US Hwy 17 corridor. An attractive entrance monument can provide a welcoming sense of arrival for motorists along this busy roadway.</p>	<p>Duration: Initiate within five years. Install gateway monument within two years of location and design phase of project. Responsible Entity: Town Council, Town Administrator, and Accommodations Tax Committee. Relevant Goals and Objectives: Transportation Goal #4: Objectives B and D.</p>
<p>D. Interpretive Signage- Develop an interpretive sign program within Surfside Beach to provide residents and visitors more information about the community. Signs could include, but not be limited to, local history, natural history, etc. An inventory of existing signs and locations should be conducted to identify additional themes and locations to expand signage program.</p>	<p>Duration: Initiate within two to three years. Responsible Entity: Surfside Beach Historical Board, and Town Council. Relevant Goals and Objectives: Cultural Resources Goal #2: Objective B Cultural Resources Goal #3: Objective B Economic Development Goal #5: Objective C Economic Development Goal #7: Objective B. Transportation Goal#4: Objective E</p>

Focus Area: Town and Civic Pride	
Activities	Timeframe and Responsible Entities
<p>E. Citizen Steering Committees – Encourage public participation by soliciting feedback regarding issues affecting the community. Solicit interest from a diverse range of stakeholders to serve on one of the town’s twelve citizen committees.</p> <p>The use of citizen committees should continue. The number of the town’s committees presents the concern of coordination and the optimum use of each committee’s time and resources. It is important to hold a quarterly or semi-annual meeting with the chairpersons of these committees to ensure continuity and coordination between each of these entities.</p>	<p>Duration: <i>Ongoing</i></p> <p>Responsible Entity: Town Administrator and Town Council.</p> <p>Relevant Goals and Objectives: Community Facilities Goal#4: Objectives A, B, C, D. Community Facilities Goal#8: Objective D Housing Goal#7: Objective E Transportation Goal#4: Objective A Natural Resources Goal#1: Objective F Cultural Resources Goal#2: Objective D</p>

Community Priority: Provide an efficient and safe multi-modal transportation system.

A fundamental, yet costly, infrastructure investments that all communities must plan for is the local transportation system. Many roadways are part of a regional road network, such as US Highway 17, which is managed by SCDOT. Working closely with the state and other jurisdictions, such as Horry County, is essential to ensuring that necessary improvements in the transportation system are being addressed. Below is a list of implementation strategies that will help the Town of Surfside Beach meet its long-term transportation goals.

Focus Area: Traffic Management	
Activities	Timeframe and Responsible Entities
<p>A. Monitor Traffic Counts- Regularly review traffic counts produced by SC DOT and other entities such as GSATS along important roadway corridors in Surfside Beach including US Highway 17, Melody Lane, Surfside Drive, Glens Bay Road, and Ocean Boulevard. Analyze differences between summer season traffic counts and off-season traffic counts along these roadways.</p>	<p>Duration: Review available data annually or prior to implementing roadway improvements or other transportation initiatives such as parking or signage.</p> <p>Responsible Entity: Town Administrator, Town Council, Public Works Department, SCDOT, GSATS, and Horry County.</p> <p>Relevant Goals and Objectives: Transportation Goal#6: Objective A Transportation Goal#10: Objective D Population Goal# 5</p>
<p>B. US Highway 17 Roadway Design- Implement an overlay zone along the US Highway 17 corridor to address concerns regarding roadway functionality and aesthetics. Overlay zone standards should address landscaping requirements, driveway and crossover access, setback standards, commercial signs, etc.</p>	<p>Duration: Enact overlay zone within three years; thereafter enforce continuously.</p> <p>Responsible Entities: Planning, Building and Zoning Department, Planning Commission, Town Council, GSATS, and SCDOT</p> <p>Relevant Goals and Objectives: Land Use Goal #6 Transportation Goal #2: Objectives A, C, and D. Transportation Goal #4: Objectives B, D, and E.</p>
<p>C. Wayfinding- Investigate the feasibility of implementing a coordinated wayfinding system that directs vehicle traffic from US Highway 17 to major landmarks such as the pier, beach access points, commercial corridors and community facilities.</p>	<p>Duration: Assess needs and costs within two years. If approved, install signage within five years.</p> <p>Responsible Entity: Town Council, Public Works Department, Horry County, and SCDOT</p> <p>Relevant Goals and Objectives: Transportation Goal#7: Objectives C</p>

Focus Area: Traffic Management

Activities	Timeframe and Responsible Entities
<p>D. Parking- Regularly review recommendations included in the <i>Comprehensive Parking Plan- Town of Surfside Beach, January 2012</i></p>	<p>Duration: Review at least annually and implement projects based on need, cost-benefit, and available funding.</p> <p>Responsible Entity: Town Council, Town Administrator, GSATS, SCDOT, and local businesses.</p> <p>Relevant Goals and Objectives: Transportation Goal#1: Objective A Transportation Goal#3: Objective B Transportation Goal#7: Objective B Transportation Goal#9: Objective B Housing Goal #5: Objective B</p>

Focus Area: Transportation Safety

Activities	Timeframe and Responsible Entities
<p>A. Crosswalks- Develop a list of prioritized crosswalk improvements at major intersections along Ocean Boulevard and at the intersection of Surfside Dr. and US Highway 17. List should be coordinated with the Town's paving and sidewalk improvement schedule developed by the Public Works Department.</p>	<p>Duration: Continue ongoing improvement efforts. Revisit and prioritize list annually.</p> <p>Responsible Entity: Town Administrator, Public Works Department, Town Council, SCDOT, and GSATS.</p> <p>Relevant Goals and Objectives: Transportation Goal #5: Objective E Transportation Goal #6: Objective B Transportation Goal #7: Objective B Transportation Goal #10: Objective B and C Economic Development Goal #2: Objectives B and C Housing Goal #3: Objective A Housing Goal #5: Objective B</p>
<p>B. US Highway 17 Frontage Rd- Pursue improvements along US Highway 17 with the ultimate goal of closing/reconfiguring the frontage roads and widening the roadway.</p>	<p>Duration: Begin planning corridor improvements immediately and address corridor enhancements within ten year time horizon.</p> <p>Responsible Entity: Public Works, Town Council, SCDOT, and GSATS</p> <p>Relevant Goals and Objectives: Transportation Goal #2: Objectives A and C. Transportation Goal #4: Objective B Transportation Goal #10: Objective C Land Use Goal #6</p>

Focus Area: Regional Coordination	
Activities	Timeframe and Responsible Entities
<p>A. Evacuation Planning, SELL- Remain actively engaged in planning for the Southern Evacuation Lifeline.</p>	<p>Duration: Ongoing Responsible Entity: Town Council, Planning, Building and Zoning Department, Horry County, SCDOT, and GSATS. Relevant Goals and Objectives: Transportation Goal #8</p>
<p>B. GSATS- Remain actively engaged in all committees and relevant initiatives associated with GSATS, the region’s Metropolitan Planning Organization.</p>	<p>Duration: Ongoing participation with GSATS Technical and Policy committees. Also seek assistance as issues or prospective projects arise. Responsible Entity: Town Council, and Town Administration. Relevant Goals and Objectives: Transportation Goal#1: Objective B. Transportation Goal #10: Objective B</p>

Focus Area: Alternative Modes of Transportation	
Activities	Timeframe and Responsible Entities
<p>A. Coast RTA- Actively work with Coast RTA to install bus shelters and widely advertise their schedules and rates. Work with Coast RTA on future routes including a seasonal route along the oceanfront.</p>	<p>Duration: Engage with Coast RTA on an ongoing basis. Pursue final installation of local bus shelter within the next year or two. Responsible Entity: Town Administration, and Coast RTA. Relevant Goals and Objectives: Transportation Goal#2 Objectives E Transportation Goal#10 Objectives D</p>
<p>B. East Coast Greenway- Officially designate the East Coast Greenway route through Surfside Beach and begin to implement greenway amenities.</p>	<p>Duration: Designate East Coast Greenway within one to two years, incorporate signage and local amenities over the next ten years. Responsible Entity: Town Council, and GSATS Relevant Goals and Objectives: Transportation Goal #10: Objective E</p>

Focus Area: Alternative Modes of Transportation	
Activities	Timeframe and Responsible Entities
<p>C. Sidewalk Network- Incorporate standards that require the construction of sidewalks for new subdivisions and Planned Development Districts. Continue to include funding in the town’s Capital Improvements Plan to extend the existing sidewalk network to other areas of town, with a focus on connecting community parks and public facilities.</p>	<p>Duration: Ongoing Responsible Entity: Town Council, Town Administrator, Planning, Building and Zoning Department, Public Works Department, and Finance Department. Relevant Goals and Objectives: Transportation Goal #7: Objective B Transportation Goal #9: Objective B Economic Development Goal #2: Objectives B and C. Housing Goal #3: Objectives A and B Housing Goal #5: Objective B Housing Goal #6: Objective D</p>

Community Priority: Maintain a vibrant economic development strategy that balances the local seasonal tourism industry with regional initiatives.

The town’s beaches and immediate access to regional attractions enables Surfside Beach to take advantage of the tourism sector of the economy. Like other sectors of the economy, tourism has a cycle of growth and decline. Seeking additional opportunities in other areas of the regional economy is prudent. Also, there are several approaches to developing the tourism economy. Surfside Beach needs to assess what works best for the community with a particular focus of maintaining the family beach character of the town. Below are several implementation strategies to assist in maintaining the tourism economy and discovering new economic opportunities.

Focus Area: Promoting Small Business	
Activities	Timeframe and Responsible Entities
<p>A. Local Downtown Businesses- Continue to invest resources into developing the town’s Core Commercial District (Surfside Drive) and the Ocean Boulevard/ Pier Commercial District. Investments could include sidewalk connections, parking, wayfinding, streetscapes, and interpretive signage.</p>	<p>Duration: Incorporate into capital improvements planning and yearly budgeting. Review needs annually and plan on a 5 to 10 year time horizon. Consult with Surfside Beach Business Committee representatives at least twice annually.</p> <p>Responsible Entity: Town Council, Finance Department, Planning, Building and Zoning Department, and local business representatives.</p> <p>Relevant Goals and Objectives: Cultural Resources Goal#1: Objectives D and E. Economic Development Goal #2: Objective C Economic Development Goal# 3</p>
<p>B. Commercial/Industrial Transitional Area- The future land use map and related discussion encourages the evaluation of the Sandy Lane area for the possible creation of a new zoning district or overlay (to better accommodate light industrial uses).</p> <p>Activities prior to initiating an amendment including 1) drafting district standards and performing a land use survey to determine if the standards accommodate existing/ planned uses and 2) gauging the interest of affected property owners.</p>	<p>Duration: Within three years of this plan’s adoption.</p> <p>Responsible Entity: Planning, Building and Zoning Department, Planning Commission, and Town Council.</p> <p>Relevant Goals and Objectives: Land Use Goal#4: Objective E See also the Future Land Use Map</p>

Focus Area: Pier Management	
Activities	Timeframe and Responsible Entities
<p>A. Surfside Pier Strategic Plan- Develop a 5-year strategic plan that outlines capital investment and annual maintenance needs, proposed revenue streams, parking management policies, marketing strategies, etc. Also incorporate plans to host events and community programs throughout the entire year.</p>	<p>Duration: Engage in this process with the assistance of a consultant within the next two years. Implement recommendations over a 10 to 20 year time horizon.</p> <p>Responsible Entity: Town Council, Town Administrator, Finance Department, and Recreation Special Events Committee.</p> <p>Relevant Goals and Objectives: Economic Development Goal #5: Objectives A, B, C, and D. Cultural Resources Goal #3</p>

Focus Area: Vacant Properties	
Activities	Timeframe and Responsible Entities
<p>A. Monitor seasonal rentals versus long-term vacancies- Develop a mechanism for differentiating between seasonal rentals and long-term vacancies.</p>	<p>Duration: Monitor continuously and issue reports at least once annually.</p> <p>Responsible Entity: Planning, Building and Zoning Department</p> <p>Relevant Goals and Objectives: Housing Goal #1: Objective C Housing Goal #9: Objective C and D</p>
<p>B. Commercial Properties- Develop an inventory of all vacant commercial properties and consider providing incentives for business relocation.</p>	<p>Duration: Develop inventory within two years, monitor regularly, and assess feasibility of incentives to property owners within five years.</p> <p>Responsible Entity: Town Administrator, Planning, Building and Zoning Department, and Town Council.</p> <p>Relevant Goals and Objectives: Economic Development Goal 3: Objective D</p>

Community Priority: Protect Surfside Beach’s shoreline and other natural resources and encourage long-term community stewardship of these natural assets.

The most prominent feature of the Town of Surfside Beach is the 2 mile long shoreline along the Atlantic Ocean. Surfside Beach is part of the larger 60 mile Grand Strand region, which has become a popular attraction to millions of visitors every year. The local beaches also offer full-time residents tremendous recreational opportunities and a beautiful setting in which to live. Ongoing management of the local beaches and continued investment in amenities such as the pier are priorities for the town. Below are several implementation strategies aimed at protecting the town’s shoreline resources.

Focus Area: Beach Management	
Activities	Timeframe and Responsible Entities
<p>A. Beach Renourishment- Coordinate with adjacent communities along the Grand Strand to ensure that funding is available for periodic beach renourishment approximately once every 7 to 10 years.</p>	<p>Duration: Ensure long-term funding is available. Monitor renourishment needs regularly and conduct renourishment at least once per decade.</p> <p>Responsible Entity: Town Council, Town Administrator, Horry County, and Army Corps of Engineers</p> <p>Relevant Goals and Objectives: Natural Resources Goal#1: Objective E</p>

Focus Area: Water Quality/Community Stewardship	
Activities	Timeframe and Responsible Entities
<p>A. Keep Surfside Beach Beautiful- At a minimum, hold at least one annual event sponsored by Keep Surfside Beautiful to focus attention on the importance of citizen stewardship and the aesthetic appearance of Surfside Beach.</p>	<p>Duration: At least once annually</p> <p>Responsible Entity: Keep Surfside Beautiful, The Town of Surfside Beach, local businesses, and neighborhood organizations.</p> <p>Relevant Goals and Objectives: Natural Resources Goal #1: Objective E</p>
<p>B. Water Quality Monitoring- Continue to utilize a volunteer monitoring program to assess water quality conditions in the town’s lakes, ponds, and tidal swashes.</p>	<p>Duration: Ongoing, analyze monitoring data at least once annually. Respond with water quality initiatives depending on findings</p> <p>Responsible Entity: Surfside Beach Stormwater Committee, Coastal Carolina University, Coastal Waccamaw Stormwater Education Consortium, Public Works</p>

	Department, and Town Council. Relevant Goals and Objectives: Natural Resources Goal #3
C. Lakeshore Protection- Develop and/or refine standards for the town’s lakes which provide protection from encroachments.	Duration: Monitor recently adopted standards and refine as needed. An initial review of standards should be conducted within two years of this plan’s adoption. Responsible Entity: Public Works Department, Planning, Building and Zoning Department, Planning Commission, Stormwater Committee, and Town Council. Relevant Goals and Objectives: Natural Resources Goal #2 Land Use Goal #1, Objective A (see also the Future Land Use Map)

The Comprehensive Plan in the Decision Making Process

The foregoing provides a listing of implementation activities where the planning commission, planning, building and zoning department or town administration should take a proactive role in implementation. Many of this plan’s goals and objectives involve ongoing or recurring implementation activities that will be initiated by individual property owners or will arise in the normal course of planning administration. As issues arise, whether they be a land use initiative or decisions on funding infrastructure, this plan should be used as a resource document and policy guide. Figure I-1 provides a summary of the decision making process using this plan.

Policy decision, particularly land use decisions, should be reflective of the policy statements and initiatives outlined herein; however, it should be noted that this plan should not to be viewed as a straitjacket for policy makers. Inevitably issues, concerns, and proposals may arise which were not fully anticipated by this plan. In those cases, some deviation from this plan’s specifics may be warranted when in keeping with the broad community priorities outlined by this chapter.

Works Cited or Referenced

- Americans for the Arts. "Arts and Economic Prosperity- The Economic Impact of Non-profit Arts and Culture Organization and their Audiences" Retrieved February 2012 from <http://www.americansforthearts.org/>
- Brookgreen Gardens About Us. Retrieved January 2012 from <http://www.brookgreen.org/>
- Coastal Carolina University. Osher Lifelong Learning Institute. Retrieved March 2012 from <http://www.coastal.edu/academics/outreach/olli/>
- Coastal Carolina University. Waccamaw Watershed Academy- Surfside Beach Volunteer Monitoring Program. Retrieved March 2012 from <http://www.coastal.edu/wwa/>
- Coast RTA. Fixed Route Service. Retrieved September 2010 from <http://www.coastrta.com/>
- Conway Medical Center. About CMC Retrieved June 2012 from <http://www.conwaymedicalcenter.com/>
- Council for Community and Economic Research. ACCRA Cost of Living Index. Retrieved December 2011 from <http://www.coli.org>
- East Coast Greenway. South Carolina. Retrieved December 2012 from <http://www.greenway.org>
- Federal Emergency Management Agency. Community Rating System. Retrieved March 2012 from <http://www.fema.gov/national-flood-insurance-program>
- Federal Highway Administration. Functional Classification Guidelines. Retrieved September 2010 from <http://www.fhwa.dot.gov/planning/>
- Franklin G. Burroughs-Simeon B. Chapin Art Museum of Myrtle Beach. About Us. Retrieved February 2012 from <http://www.myrtlebeachartmuseum.org/>
- Georgetown Hospital System. About Us. Retrieved June 2012 from <http://www.georgetownhospitalsystem.org/>
- Grand Strand Area Transportation Study. 1999 US Highway 17 Business Corridor Study.
- Grand Strand Area Transportation Study. Transportation Improvement Program. Retrieved September 2012 from <http://www.gsats.org>
- Grand Strand Area Transportation Study. 2035 Long Range Transportation Plan. Retrieved September 2012 from <http://www.gsats.org>
- Grand Strand Regional Medical Center. About. Retrieved June 2012 from <http://www.grandstrandmed.com>

Works Cited or Referenced

Grand Strand Water and Sewer Authority. *Service Area*. Retrieved October 2012 from <http://www.gswsa.com>

Horry County Government. *Horry County All-Hazards Mitigation Plan*. Retrieved February 2012 from <http://emd.horrycounty.org/>

Horry County Historical Society. *A Brief Chronology of Horry County History*. Retrieved March 2012 from <http://www.hchsonline.org/>

Horry County Memorial Library System. *Locations*. Retrieved May 2012 from <http://www.horry.lib.sc.us/>

Horry County Schools. *Our Schools*. Retrieved June 2012 from http://www.horrycountyschools.net/pages/Horry_County_Schools

Horry Georgetown Technical College. *Campuses*. Retrieved May 2012 from <http://www.hgtc.edu/>

Horry Telephone Cooperative. *About HTC*. Retrieved June 2012 from <http://htcinc.net/>

Myrtle Beach International Airport. *About*. Retrieved September 2010 from <http://www.flymyrtlebeach.com/>

Santee Electric Cooperative. *About Us*. Retrieved June 2012 from <http://www.santee.org>

South Carolina Budget and Control Board. *Horry County Projections* Retrieved December 2011 from <http://www.bcb.sc.gov/BCB/BCB-index.phtm>

South Carolina Code of Laws. *Local Government Comprehensive Planning Enabling Act of 1994*. Retrieved December 2011 from <http://www.scstatehouse.gov/>

South Carolina Code of Laws. *Priority Investment Act*. Retrieved December 2011 from <http://www.scstatehouse.gov/>

South Carolina Department of Commerce. *Horry County Labor Market Analysis* Retrieved December 2011 from <http://sccommerce.com/>

South Carolina Department of Health and Environmental Control. *Beach Monitoring* Retrieved May 2012 from <http://www.dhec.sc.gov/environment/water/ow.htm>

South Carolina Department of Health and Environmental Control. *NPDES General Permit for Storm Water Discharges from Regulated Small Municipal Separate Storm Sewer Systems (MS4s)* Retrieved February 2012 from <http://www.dhec.sc.gov/environment/water/swater/MS4s.htm>

South Carolina Department of Health and Environmental Control, Ocean and Coastal Resource Management. *Coastal Zone Management Act* Retrieved March 2012 from http://www.dhec.sc.gov/environment/ocrm/ocean_management.htm

Works Cited or Referenced

South Carolina Department of Natural Resources. *South Carolina Rare, Threatened and Endangered Species Inventory*. Retrieved March 2012 from <http://www.dnr.sc.gov/species/index.html>

South Carolina Department of Natural Resources. *South Carolina State Climatology Office* Retrieved March 2012 from <http://www.dnr.sc.gov/climate/sco/index.php>

South Carolina Department of Transportation. *Historic Traffic Counts*. Retrieved October 2012 from Waccamaw Regional COG

South Carolina Department of Transportation. *Southern Evacuation Lifeline*. Retrieved August 2012 from <http://www.southernevacuationlifeline.com/>

Surfside Pier. *Photograph- "Surfside Pier 1967"* Retrieved March 2012 from <http://www.surfsidepier.com>

The Long Bay Symphony. *About*. Retrieved March 2012 from <http://www.longbaysymphony.com/>

Town of Surfside Beach. *Flood Damage Prevention Ordinance* as of May 2012

Town of Surfside Beach. *Land Development Regulations of the Town of Surfside Beach, South Carolina* as of May 2012

Town of Surfside Beach. *Inside Surfside*. Retrieved February 2012 from <http://www.surfsidebeach.org>

Town of Surfside Beach. *The Surfsider*. Retrieved February 2012 from <http://www.surfsidebeach.org>

Town of Surfside Beach. *2005 Surfside Beach Comprehensive Plan* as of May 2012

Town of Surfside Beach. *2009-2014 Street Paving and Sidewalk Plan*. Retrieved September 2010 from the Public Works Department

Town of Surfside Beach. *Zoning Ordinance of the Town of Surfside Beach, South Carolina* as of July 2012

Transportation Research Board. *Highway Capacity Manual*. Retrieved September 2010 from Waccamaw Regional COG office.

United States Census Bureau. *American Community Survey 2006-2010*. Retrieved December 2011 from <http://www.census.gov/acs/www/>

United States Census Bureau *Decennial Census 1990 and 2000*. Retrieved December 2011 from <http://www.census.gov/main/www/cen2000.html>

United States Census Bureau. *Decennial Census 2010* Retrieved December 2011 from <http://2010.census.gov/2010census/>

United States Department of Agriculture, Soil Conservation Service. *Soil Survey of Horry County, 1986*

Works Cited or Referenced

United States Department of Housing and Urban Development. *Myrtle Beach-North Myrtle Beach- Conway MSA Fair Market Rent* Retrieved April 2012 from <http://www.huduser.org/portal/datasets/fmr.html>

Waccamaw Arts and Crafts Guild. *Home*. Retrieved March 2012 from <http://www.wacg.org/>

Waccamaw Regional Council of Governments. *Land Use Survey*, conducted on several sites visits throughout 2012.

Plan Notes and Amendments

This plan was prepared in 2012-2013 and adopted in 2013. Except as otherwise noted, the analysis and accompanying recommendations contained in this plan are reflective of conditions that existed on or before October 10, 2013.

This section is provided to allow for the notation of plan amendments and other explanatory information:

Plan Notes and Amendments

SURFSIDE
BEACH
COMPREHENSIVE
PLAN



This document was prepared with technical assistance provided by the



Waccamaw Regional Council of Governments