

**ORDINANCE 4405**

**AN ORDINANCE AMENDING THE HARTSVILLE CITY CODE CHAPTER 66 "PLANNING" SECTION 66-29 "COMPREHENSIVE PLAN REQUIREMENTS" AND ADOPTING THE 2030 COMPREHENSIVE PLAN.**

**WHEREAS**, the South Carolina Local Government Comprehensive Planning Enabling Act of 1994 charges the Planning Commission to review and update the Comprehensive Plan; and,

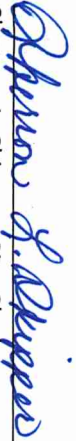
**WHEREAS**, the Hartsville 2030 Comprehensive Plan is adopted by reference in the Hartsville City Code.

**NOW, THEREFORE BE IT ORDAINED** by the Mayor and Council of the City of Hartsville that Chapter 66 "Planning", Section 66-29 "Comprehensive Plan Requirements" is hereby amended to read as follows:

Upon the recommendation of the planning commission, city council shall adopt a city-wide comprehensive plan evaluating all of those factors considered critical, necessary, and desirable to guide the future development of the city. The development of such plan shall meet all requirements of the State Code of Laws, Title 6, Chapter 29, otherwise known as the South Carolina Comprehensive Planning Enabling Act of 1994. At a minimum, the comprehensive plan shall address all of the following elements: population, economic development, natural resources, cultural resources, community facilities, housing, land use, transportation, and priority investment element. The local planning commission shall review the comprehensive plan or elements of it as often as necessary, but not less than once every five years, to determine whether changes in the amount, kind, or direction of development of the area or other reasons make it desirable to make additions or amendments to the plan. The comprehensive plan, including all elements of it, must be updated at least every ten years and adopted by reference in the Hartsville City Code.

**NOW, THEREFORE BE IT ORDAINED IN MEETING DULY ADVERTISED AND ASSEMBLED** on the 12th of January, 2021 and to become effective immediately upon Final Reading.

  
Carl M. (Mel) Pennington IV, Mayor

ATTEST:   
Sherron L. Skipper, City Clerk

First Reading: November 10, 2020  
Public Hearing: January 12, 2021  
Final Reading: January 12, 2021

# VISION HARTSVILLE



## 2030



*Reviewed and Recommended by the  
Hartsville Planning Commission:  
November 10, 2020.*

*Approved by Hartsville City Council  
Ordinance #4405 – January 12, 2021*



# ACKNOWLEDGEMENTS



**The following elected officials, departments, boards, and consultants participated in the development of the City of Hartsville 2030 Comprehensive Plan:**

## **City of Hartsville Mayor and Council**

Mel Pennington (Mayor)  
Tre' Gammage (District 1)  
Bryson Caldwell (District 2)  
Teresa Mack (District 3)  
Johnny Andrews (District 4)  
Bob Braddock (District 5)  
Bobby McGee (District 6)

## **City of Hartsville Planning and Zoning Commission**

Nancy McGee (Chair)  
Chris Shirley (Vice-Chair)  
Dan Askins III  
Casey Hancock  
Curtis Lee  
Trevor McDonald  
Analisa Smith

## **Previous City of Hartsville Planning and Zoning Commission Members**

Sandi Brown  
Rebecca McDonald  
Mark Stellingworth

## **City of Hartsville Administration and Departments**

Daniel Moore, City Manager  
Shannon Munoz, Director of Community and Economic Development  
Brenda Kelley, Development Project Manager

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## **APPENDICES**

**Appendix A: Vision 2030: Progress and the Road Ahead**

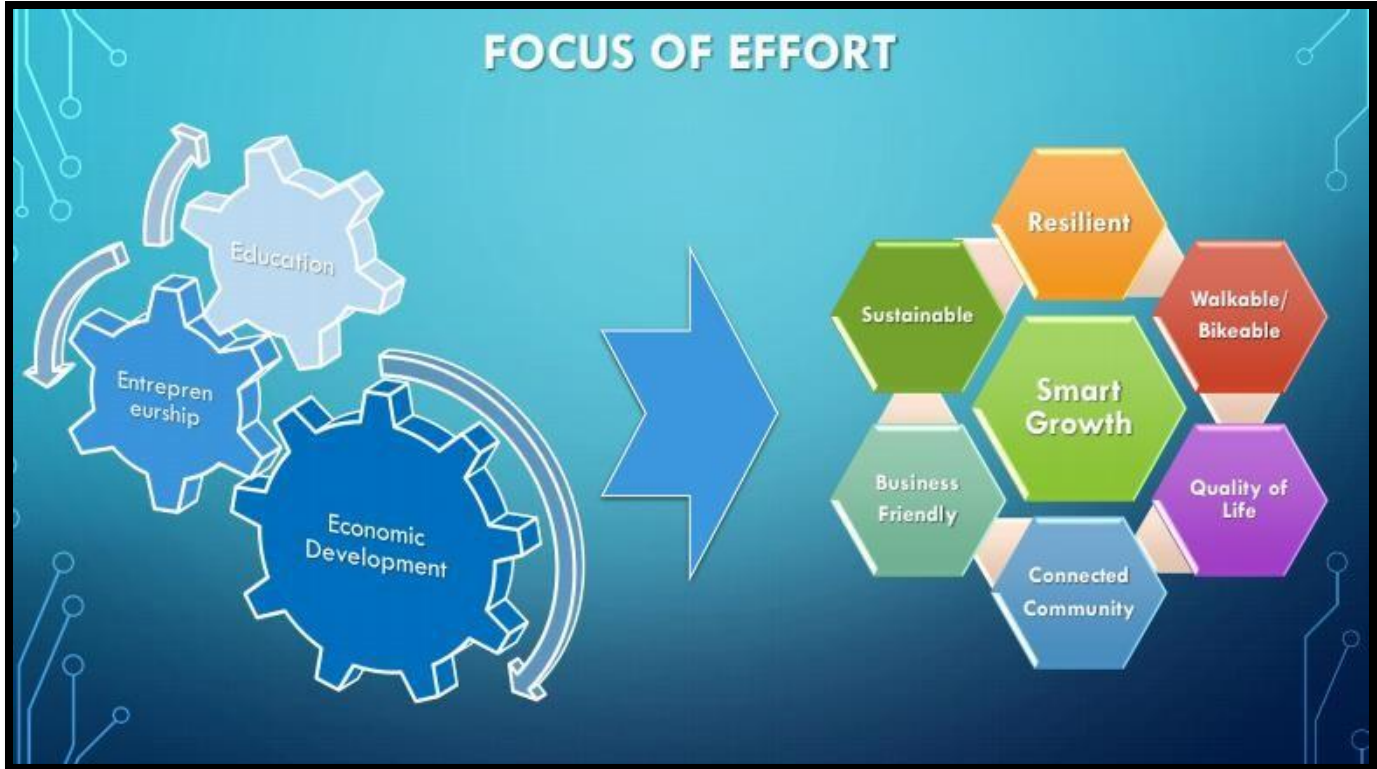
**Appendix B: Public Involvement Summaries**

**Appendix C: City of Hartsville 2014 Master Plan**

**Appendix D: 2019 Retail Market Study**

**Appendix E: 2019 Opportunity Zone Prospectus**

## **PART 01: INTRODUCTION AND PURPOSE**



### **1.1 PLAN OVERVIEW**

#### **Mission Statement**

By 2030, Hartsville becomes a recognized leader of South Carolina cities for achieving smart growth. Through a focus on economic development, education, innovation, entrepreneurship and a superior quality of life; Hartsville will attract, develop and retain talent while building a collaborative and connected community that serves all of its citizens. Leveraging the leadership and progress that led to winning All America City twice in 20 years, and the inherent advantages of its progressive community, Hartsville will become the preferred destination and recognized economic engine for the region.

The overlying philosophy, goals, and objectives of the City of Hartsville's Vision 2030 Comprehensive Plan are the result of several sessions during which the public was invited to contribute ideas with committees working on each element. Planning Commissioners facilitated discussions among business and community leaders, local professionals, city staff members and citizens who were interested in providing input. With those ideas gathered, City staff completed additional background research and assembled the plan into an organized whole.

This plan provides insight into existing conditions and establishes a vision through the implementation of goals and objectives within each element. Vision Hartsville will serve as a guide to positively influence the future growth while fostering a strong and resilient community.



Hartsville Vision 2030 updates the city's last comprehensive plan completed in 2010. The Planning Commission element committees consisted of approximately 100 team members and began meeting at the end of 2017. In 2018, element committees met at least monthly and sometimes semi-monthly. The Planning Commission held a public hearing on June 25, 2018, in Council Chambers to provide the public with an update featuring a PowerPoint presentation and solicited public input.



*Gratitude for the 2030 Plan goes to the many Hartsville citizens who contributed ideas, former Commission Chair Curtis Lee who led us toward our vision, Development Project Manager Brenda Kelley, and Director of Community and Economic Development Shannon Munoz who did additional research and organized our ideas into a clear and understandable format. Granting that our world is constantly changing, our hope remains that the overlying goals in this plan will provide encouragement and direction to our City for the next decade.*

– **Chair Nancy McGee**

## 1.2 HOW TO USE HARTSVILLE VISION 2030

Viewing Plan as a:	How May I Use Hartsville Vision 2030?
Interested Citizen	<ul style="list-style-type: none"> <li>• To communicate Hartsville’s vision and desired future growth for the next 10 years.</li> <li>• As a baseline to allow city officials to measure progress towards the goals and objectives in each element of the Vision 2030.</li> <li>• To participate in the implementation of Vision 2030 and build partnerships that help accomplish its vision.</li> </ul>
Public Official or City Employee	<ul style="list-style-type: none"> <li>• To align services and programs with objectives and goals.</li> <li>• To inform policy, operational, and budget decisions.</li> </ul>
Business or Organization	<ul style="list-style-type: none"> <li>• To attract new businesses, grow current businesses, and ensure sustained jobs and profitability.</li> <li>• To form partnerships that work together to achieve community and common goals.</li> <li>• To sell the City of Hartsville to future residents and businesses.</li> </ul>

## 1.3 NEXT STEPS FOR HARTSVILLE VISION 2030

Vision 2030 is currently in the adoption process. Public hearings as required will be scheduled by City Council prior to final adoption. After adoption, Hartsville’s Vision 2030 will be realized over the next ten (10) years. The goals and objectives set forth in the remainder of the plan’s elements will help shape policies, budgets, economic development and future grant opportunities for the Hartsville community.

From year to year new goals and objectives may arise and existing ones may no longer be desirable.

Therefore, revisions may be needed and presented to Hartsville City Council from the Hartsville Planning Commission.



## **PART 02: POPULATION AND GROWTH**

### **INTRODUCTION**

The growth and development trends of the Study Area were assessed to examine existing demographics and project growth to serve as the framework for understanding the local community and developing future direction for the Vision 2030 Plan.



The population element includes information related to historic trends and projections; the number, size and characteristics of households; educational levels and trends; income characteristics and trends; race; sex; age and other information relevant to a clear understanding of how the population affects the existing situation and future potential of the area.

The information provided within this element is based upon the US Census Bureau's ACS 2018 Estimated Data. It is important to note that once 2020 statistical data is available

from the US Census Bureau, then the Population Element of the city's Vision 2030 Plan will be updated to reflect the latest. Since the 2010 statistical data available is a decade behind, utilizing 2018 statistical data estimates provides a more accurate depiction of City of Hartsville.

### **2.1 PAST POPULATION TRENDS**

<b>YEAR</b>	<b>City of Hartsville</b>	<b>Darlington County</b>
<b>1980</b>	<b>7,631</b>	
<b>1990</b>	<b>8,372</b>	<b>61,851</b>
<b>2000</b>	<b>7,556</b>	<b>67,394</b>
<b>2010</b>	<b>7,764</b>	<b>68,522</b>
<b>2018 (Estimate)</b>	<b>7,658</b>	<b>67,253</b>

*(Source: City of Hartsville and US Census Bureau Data)*

Even though Hartsville's population as reported by the US Census Bureau (2018) is estimated to be 7,658, this Comprehensive Plan must also consider the wider rural areas of Darlington, Chesterfield, and Marlboro Counties that the City of Hartsville also serves. According to a 2019 Retail Market Study for the City of Hartsville, the current year population is 38,758 comprised of people entering the city for goods, services, and employment opportunities (R.E.D. City Planning, 2019).



## 2.2 SOCIOECONOMIC STATUS

### Households and Families

In 2014 - 2018, there were 3,065 households in Hartsville city limits, South Carolina. The average household size was 2.32 people.

Families made up 57.8 percent of the households in Hartsville. This figure includes both married-couple families (29.6 percent) and other families (28.2 percent). Female householder families with no husband present and children under 18 years are 16.4 percent of all households. Nonfamily households made up 42.2 percent of all households in Hartsville, South Carolina.

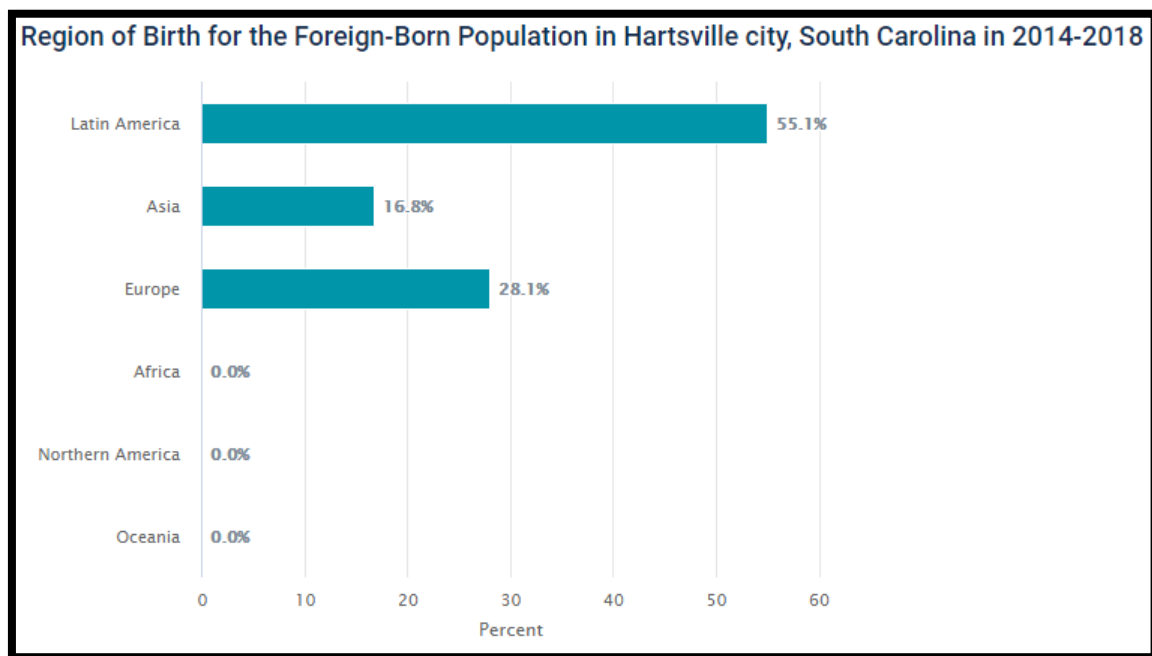
In the City of Hartsville, 29.9 percent of all households have one or more persons under the age of 18; 28.2 percent of all households have one or more persons 65 years and over. Also, 85 grandparents lived with their grandchildren under 18 years old. Of those grandparents, 10.6 percent were responsible for the basic needs of their grandchildren.

Types of Households in Hartsville city, SC in 2014-2018 (US Census Data ACS – 5 Year Narrative)	Percent
Married-couple families	29.6
Other families	28.2
People living alone	35.5
Other nonfamily households	6.7

### Nativity and Foreign Born

In 2014-2018, an estimated 97.4 percent of the persons living in Hartsville were U.S. natives. Of these, 71.6 percent of the population were living in the state where they were born.

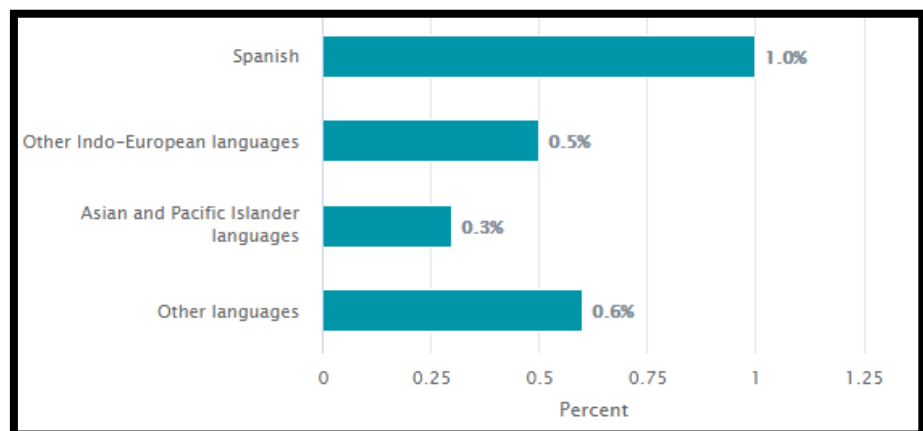
Approximately 2.6 percent of Hartsville residents in 2014-2018 were foreign-born. 66.8 percent of the foreign born were naturalized U.S. citizens and an estimated 88.8 percent entered the country before the year 2010.



Foreign-born residents of the City of Hartsville have migrated from different parts of the world. The bar graph above displays the percentage of foreign born from each world region of birth in 2014-2018.

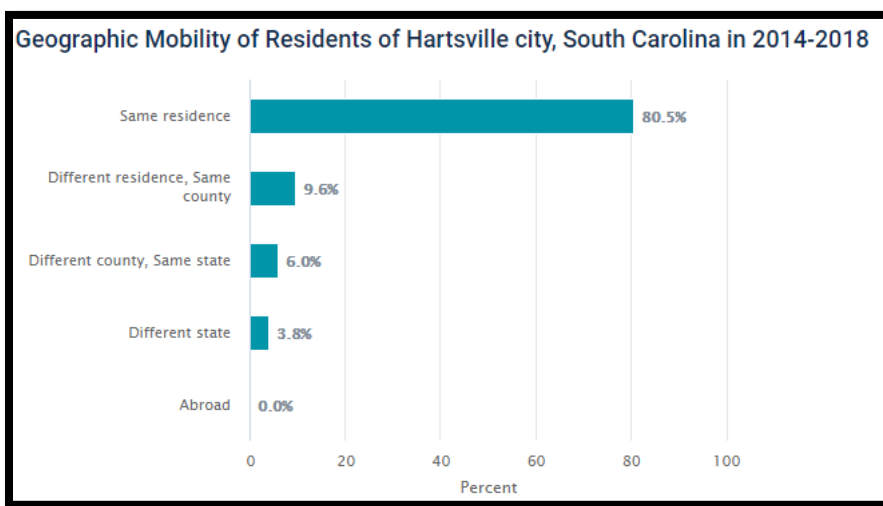
### Language

Among people at least five years old living in Hartsville city, South Carolina in 2014 - 2018, 2.5 percent spoke a language other than English at home. Spanish was spoken by 1.0 percent of people at least five years old; 0.5 percent reported that they did not speak English "very well."



### Geographic Mobility

In years 2014 through 2018, 80.5 percent of the people at least one year old living in Hartsville city, South Carolina were living in the same residence one year earlier.



### Education

In 2014 - 2018, 84.5 percent of people 25 years and over had at least graduated from high school and 33.5 percent had a bachelor's degree or higher. An estimated 15.5 percent did not complete high school.

The total school enrollment in Hartsville city, South Carolina was 2,319 in 2014 - 2018. Nursery school enrollment was 68 and kindergarten through 12th grade enrollment was 1,370. College or graduate school enrollment was 881.

	Percent
Less than High school diploma	15.5
High school diploma or equivalency	27.0
Some college, no degree	15.9
Associate's degree	8.0
Bachelor's degree	17.1
Graduate or Professional degree	16.3

### Disability

Among the civilian noninstitutionalized population in 2014 - 2018, 19.5 percent reported a disability. The likelihood of having a disability varied by age - from 7.6 percent of people under 18 years old, to 17.6 percent of people 18 to 64 years old, and to 49.8 percent of those 65 and over.

### Employment Status and Type of Employer

In Hartsville, South Carolina, 45.0 percent of the population 16 and over were employed; 48.1 percent were not currently in the labor force.

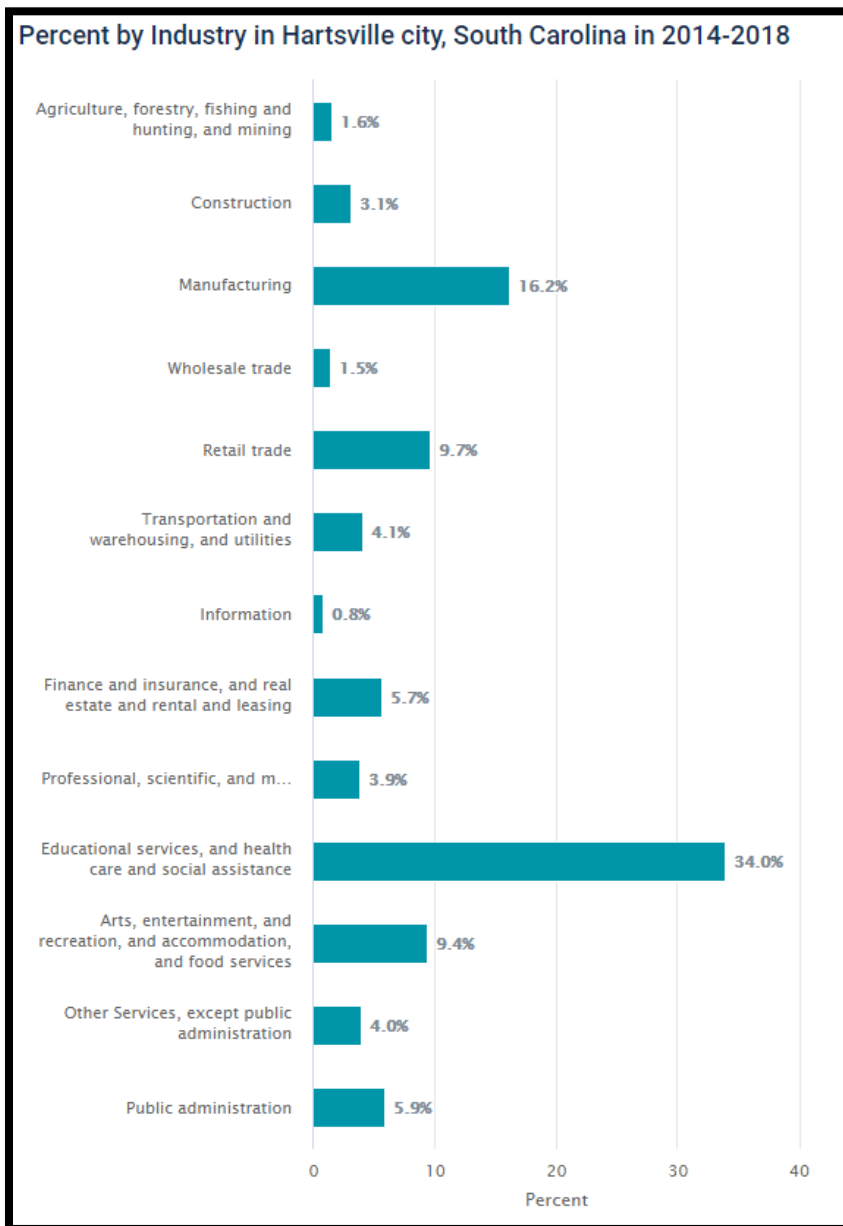
An estimated 75.2 percent of the people employed were private wage and salary workers; 20.2 percent were federal, state, or local government workers; and 4.6 percent were self-employed in their own (not incorporated) business.

Class of worker	Number	Percent
Private wage and salary workers	1,991	75.2
Federal, state, or local government workers	535	20.2
Self-employed workers in own not incorporated business	121	4.6



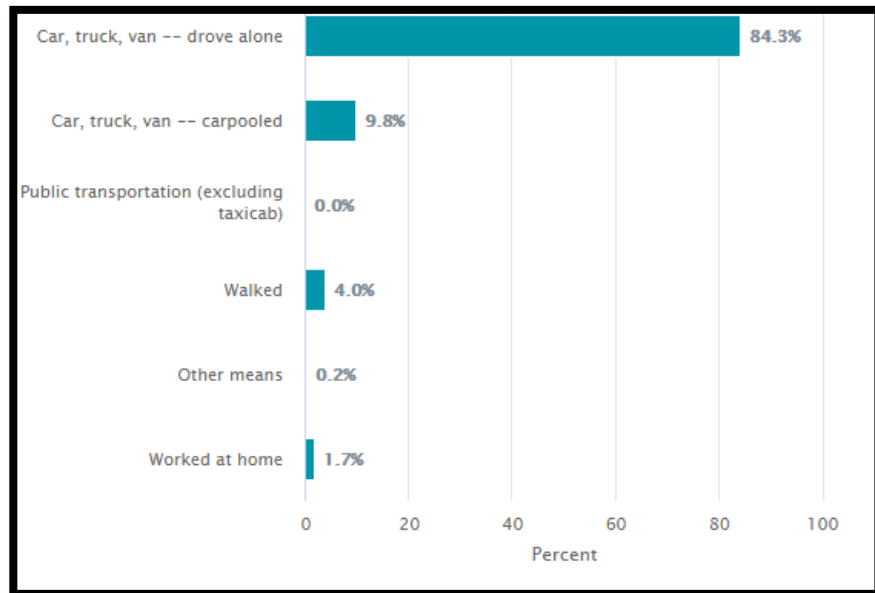
## Industries

In 2014 - 2018, the civilian employed population 16 years and older in Hartsville city, South Carolina worked in the following industries:



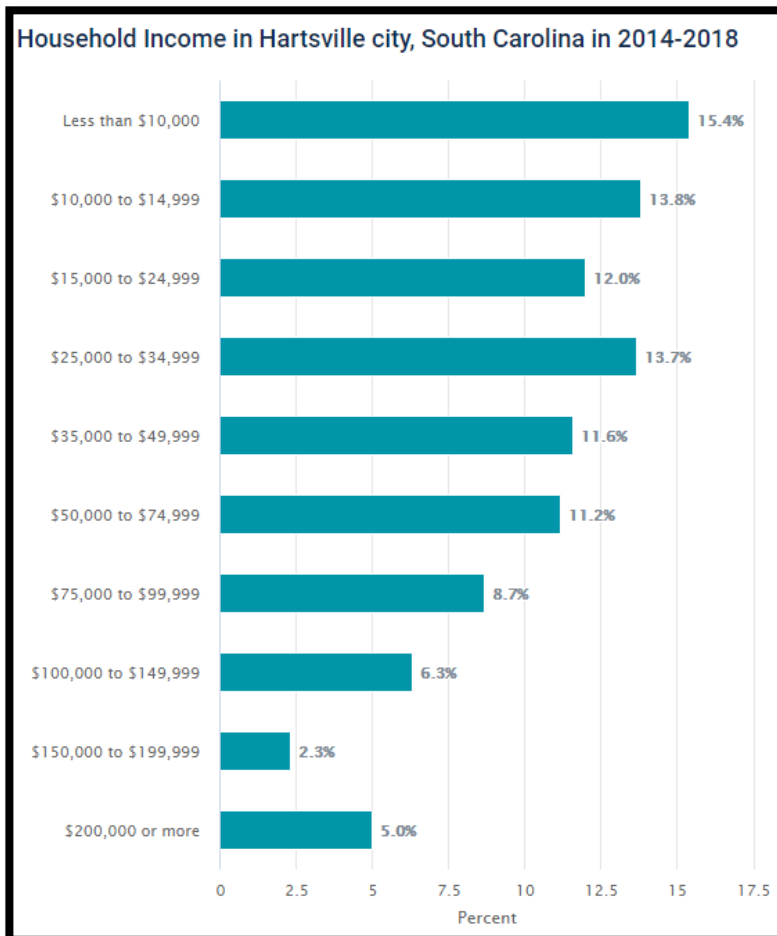
### Commuting to Work

An estimated 84.3 percent of City of Hartsville, South Carolina workers drove to work alone in 2014 - 2018, and 9.8 percent carpooled. Among those who commuted to work, it took them on average 18.5 minutes to get to work.



### Income

The median income of households was \$31,806. An estimated 15.4 percent of households had income below \$10,000 a year and 5 percent had income over \$200,000 or more.



Median earnings for full-time year-round workers was \$38,833. Male full-time year-round workers had median earnings of \$44,375. Female full-time year-round workers had median earnings of \$32,196.

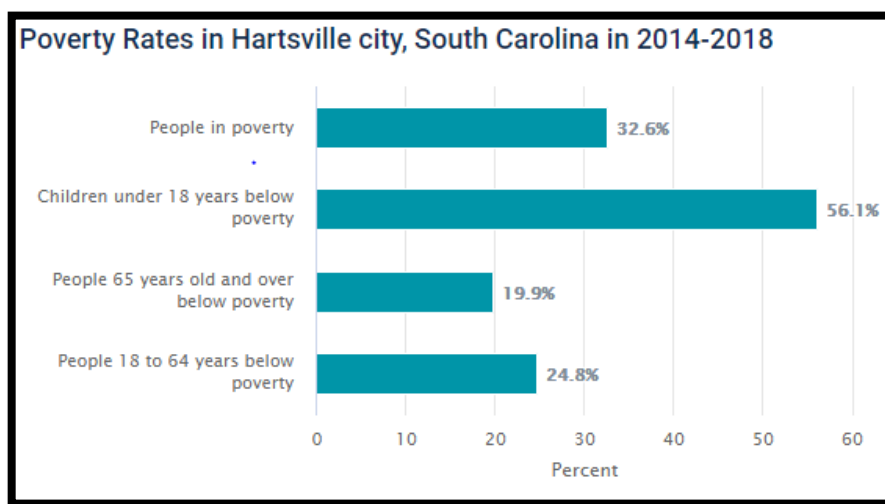
An estimated 63.9 percent of households received earnings. An estimated 35.8 percent of households received Social Security and an estimated 15.5 percent of households received retirement income other than Social Security. The average income from Social Security was \$16,455. These income sources are not mutually exclusive; that is, some households received income from more than one source.

## Poverty and Participation in Government Programs

In 2014-2018, 32.6 percent of people were in poverty. An estimated 56.1 percent of children under 18 were below the poverty level, compared with 19.9 percent of people 65 years old and over. An estimated 24.8 percent of people 18 to 64 years were below the poverty level.

In 2014 -2018, 25.6 percent of households received SNAP (the Supplemental Nutrition Assistance Program). An estimated 53.1 percent of households that received SNAP had children under 18, and 23.5 percent of households that received SNAP had one or more people 60 years and over.

An estimated 53.4 percent of all households receiving SNAP were families with a female householder and no husband present. An estimated 16 percent of households receiving SNAP had two or more workers in the past 12 months.

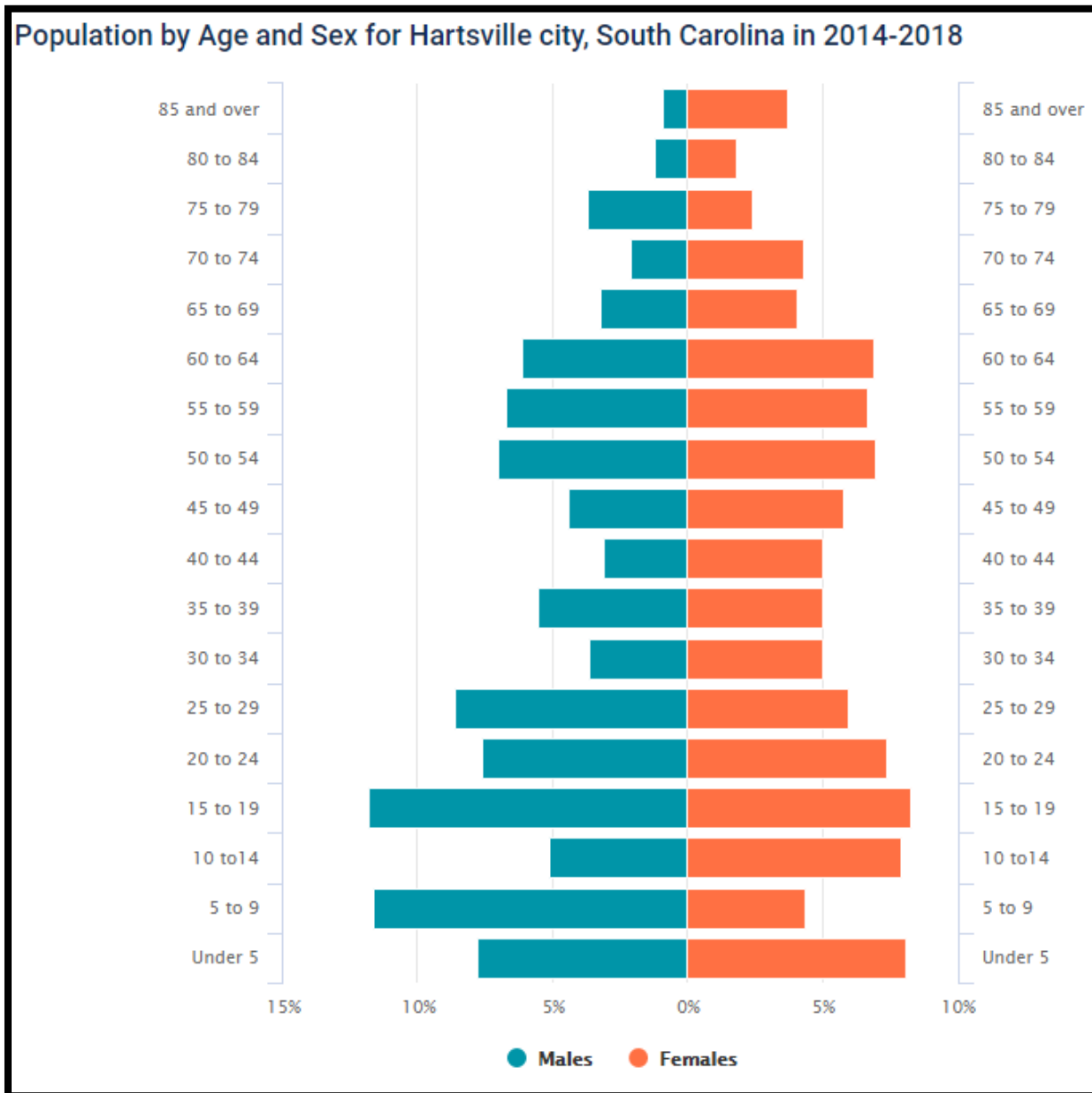


## Health Insurance

Among the civilian noninstitutionalized population in Hartsville in 2014 - 2018, 91.6 percent had health insurance coverage and 8.4 percent did not have health insurance coverage. Private coverage was 51.7 percent and government coverage was 48.4 percent, respectively. The percentage of children under the age of 19 with no health insurance coverage was 0.3 percent.

## Population

In 2014 - 2018, Hartsville had a total population of 7,658, the female population accounted for 4,273 (55.8 percent) and the male population 3,385 (44.2 percent). The median age was 33.5 years. An estimated 25.6 percent of the population was under 18 years, 34.9 percent was 18 to 44 years, 25.5 percent was 45 to 64 years, and 14.0 percent was 65 years and older.





### Housing Inventory Characteristics

In 2014 - 2018, Hartsville had a total of 3,592 housing units. Of these housing units, 62.2 percent were single-family houses either not attached to any other structure or attached to one or more structures (commonly referred to as “townhouses” or “row houses”). 35.9 percent of the housing units were located in multi-unit structures, or those buildings that contained two or more apartments. 2.1 percent were mobile homes, while any remaining housing units were classified as “other,” which included boats, recreational vehicles, vans, etc.

Of the housing inventory, 4.2 percent, was comprised of houses built since 2010, while 13.3 percent of the houses were first built in 1939 or earlier. The median number of rooms in all housing units in Hartsville city, South Carolina was five rooms, and of these housing units 49.5 percent had three or more bedrooms.

### Occupied Housing Characteristics

In 2014 - 2018, Hartsville had 3,065 housing units that were occupied or had people living in them, while the remaining 527 were vacant. Of the occupied housing units, the percentage of these houses occupied by owners (also known as the homeownership rate) was 46.4 percent while renters occupied 53.6 percent. The average household size of owner-occupied houses was 2.24 and in renter-occupied houses it was 2.39.

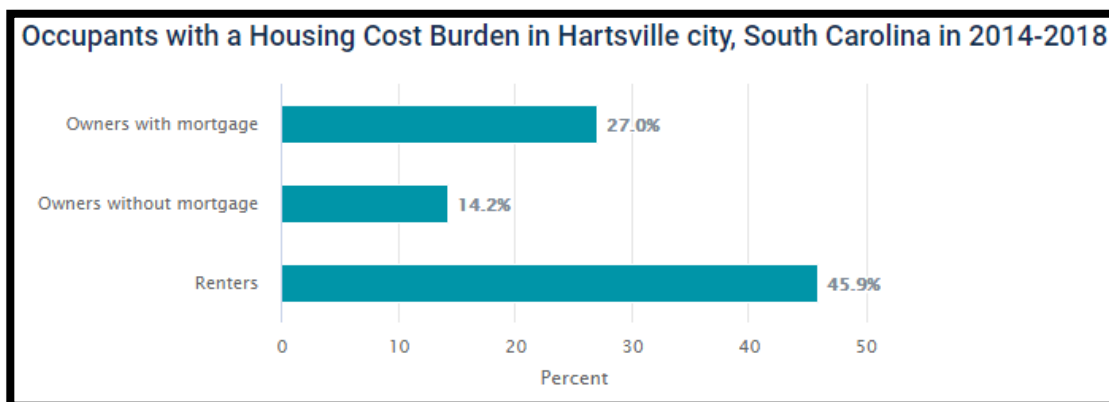
Householders of these occupied houses (23.9 percent), had lived in their house since 2015, while 18.3 percent moved into their house in 1989 or earlier. Households without a vehicle available for personal use comprised 17.8 percent and another 10.6 percent had three or more vehicles available for use.

House heating fuel used in Hartsville consists of Gas (20.1%), Electricity (79.0%), Fuel oil, kerosene, etc. (0.6%), and no fuel used (0.4%).

### Financial Characteristics and Housing Costs

In 2014 - 2018, the median property value for owner-occupied houses in Hartsville city, South Carolina was \$130,900.

Of the owner-occupied households, 47.3 percent had a mortgage. 52.7 percent owned their houses “free and clear,” that is without a mortgage or loan on the house. The median monthly housing costs for owners with a mortgage was \$1,099 and for owners without a mortgage it was \$320.



For renter-occupied houses, the median gross rent for Hartsville city was \$665. Gross rent includes the monthly contract rent and any monthly payments made for electricity, gas, water and sewer, and any other fuels to heat the house.

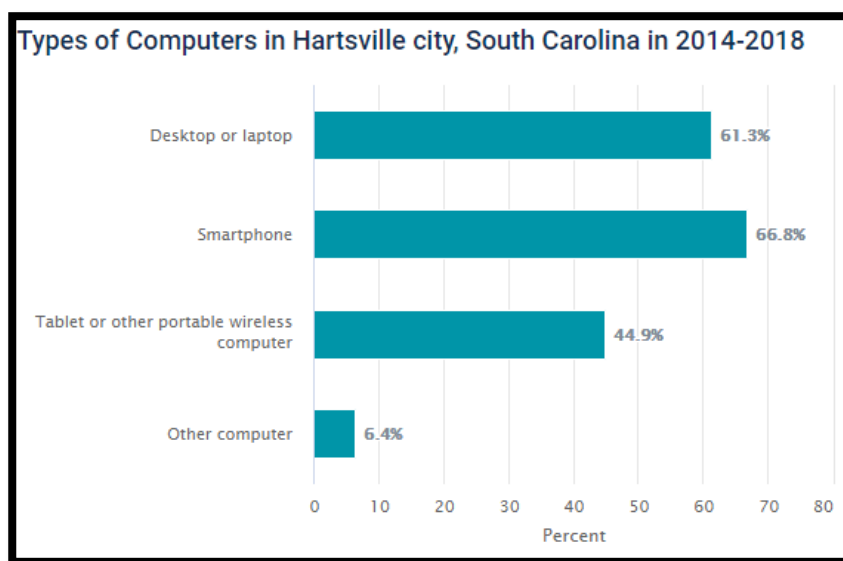
Households that pay thirty percent or more of their income on housing costs are considered cost-burdened. In 2014 - 2018, cost-burdened households in Hartsville accounted for 27.0 percent of owners with a mortgage, 14.2 percent of owners without a mortgage, and 45.9 percent of renters.

### Computer and Internet Use

In 2014 - 2018, 75.5 percent of households in Hartsville had a computer, and 69.3 percent had a broadband internet subscription.

An estimated 61.3 percent of households had a desktop or laptop, 66.8 percent had a smartphone, 44.9 percent had a tablet or other portable wireless computer, and 6.4 percent had some other computer.

Among all households, 38.0 percent had a cellular data plan; 54.9 percent had a broadband subscription such as cable, fiber optic, or DSL; 1.3 percent had a satellite internet subscription; 0 percent had dial-up alone; and 0 percent had some other service alone.



## 2.3 FUTURE POPULATION PROJECTIONS

Throughout the Vision 2030 planning process, key population demographics were discussed and illustrated in the *Bending the Curve* table below. Planning members felt that the inclusion of this type of information is necessary to set a plan in motion. The intent of the plan is to encourage continued population growth and the retention of the students within the demographic areas (shown below) such as Governor's School for Science and Mathematics and Coker University graduates, etc. who will then turn into candidates for Hartsville's Young Professionals workforce.

**Key Demographics – Bending the Curve**

Demographic	Opportunity	Challenge
GSSM/Coker Alumni - Entrepreneurs	Leverage ties to Hartsville. Ideal demographic	Recruiting them back to Hartsville
Other Young Professionals	Great place to raise a family Strong HYP network	Need jobs to attract them including spouses
Military Veterans	Good workforce skills Retiree supplemental income	Retirees at least 38 yrs old
Affluent/Skilled Retirees	Attractive area to retire Positive economic benefit	Appropriate support structure
Hispanic	Tend to be younger, working class, larger families	Tend to be lower education/income

Below is a depiction of the population within a 3 mile, 5 mile, and 10 mile radius outside of city limits. These demographics state that 2024 population projections at 3 miles is 17,446, at 5 miles is 23,789, and at 10 miles is 38,797 (R.E.D. City Planning, 2019).

DEMOGRAPHICS	3/5/10 Mile Radius		EXECUTIVE SUMMARY
	3 miles	5 miles	10 miles
<b>Population</b>			
2000 Population	16,843	23,066	37,623
2010 Population	17,137	23,512	38,440
2019 Population	17,405	23,760	38,758
2024 Population	17,446	23,789	38,797
2000-2010 Annual Rate	0.17%	0.19%	0.22%
2010-2019 Annual Rate	0.17%	0.11%	0.09%
2019-2024 Annual Rate	0.05%	0.02%	0.02%
2019 Male Population	46.5%	47.0%	48.0%
2019 Female Population	53.5%	53.0%	52.0%
2019 Median Age	40.7	41.4	41.6
<small>In the identified area, the current year population is 38,758. In 2010, the Census count in the area was 38,440. The rate of change since 2010 was 0.09% annually. The five-year projection for the population in the area is 38,797 representing a change of 0.02% annually from 2019 to 2024. Currently, the population is 48.0% male and 52.0% female.</small>			

## 2.4 GOALS AND OBJECTIVES

**GOAL:** Hartsville to be known as a “Smart Growth” city.

**OBJECTIVES:** Become an attractive alternative to crowded big cities and be known as a resilient city.

- Develop plans for trends and or “black swan” events;
- ☐ Encourage retention of Hartsville residents and students;
- ☐ Build sustainable and smart infrastructure that will enable the improvement of services.

**GOAL:** Grow our population at 2% to 3% compound annual growth rate (CAGR) through 2030.

**OBJECTIVES:** Attract, recruit and retain targeted demographics

- ☐ 2.5% CAGR results in population of 11,000 persons by 2030
- Become a truly connected community – “One Hartsville”

\*Note: Source of Demographics tables unless otherwise noted: US Census Bureau ACS 2018 Estimates, <https://www.census.gov/acs/www/data/data-tables-and-tools/data-profiles/2018/>



## **PART 03. ECONOMIC DEVELOPMENT**

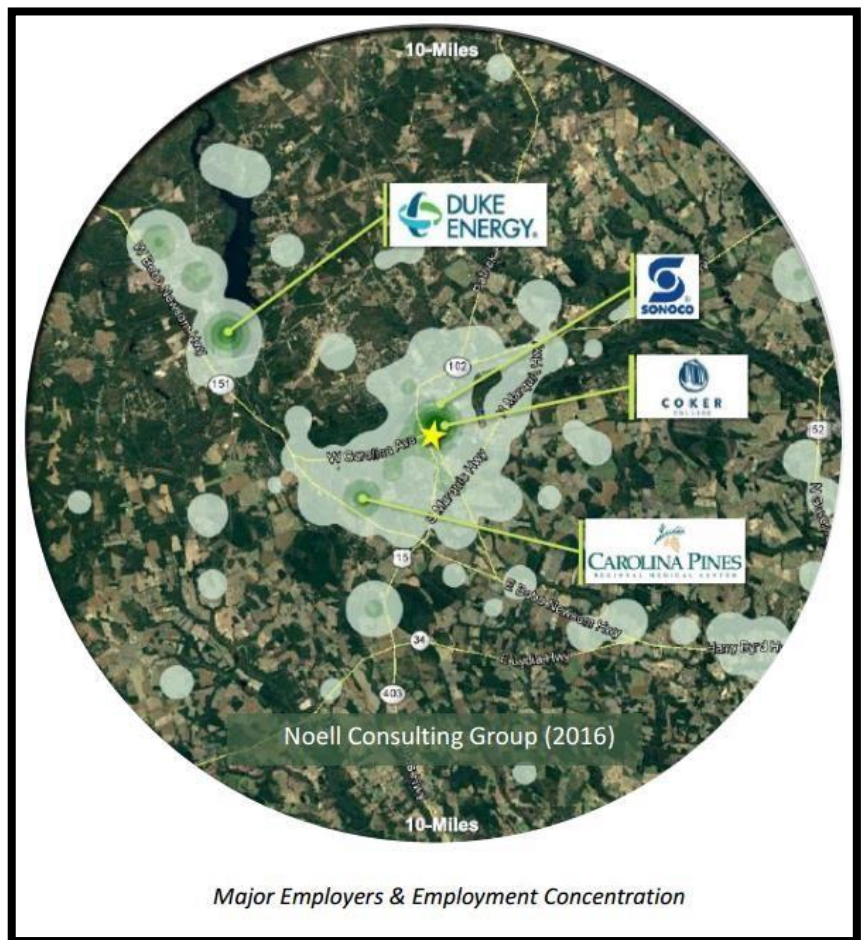
### **INTRODUCTION**

When planning for economic development, the goal is to create and maintain a strong, vibrant and diversified local economy. Local government economic development planning is part of a region's overall economic development strategy and involves intergovernmental coordination. The economic development plan provides a comprehensive overview of the economy, sets policy direction for economic growth, and identifies strategies, programs, and projects to improve the economy. This element provides insights into the city's economic development environment including demographics, employers, employment and labor force, commuting patterns, assets, opportunity zone, and finally its strategic goals and objectives.



The City of Hartsville has a dynamic and innovative city government that works proactively to ensure the highest standard of living for its citizens. Examples of the city's innovations can be found in the Business Navigator – a one stop shop for development services to quickly and efficiently support planning, zoning, and licensing, permitting and building codes. Neptune Island Waterpark - opened in 2018, provides an outdoor water adventure and summer employment for approximately 160 part time workers. Neptune Island drew over 90,000 visitors during its 2019 season and is a big draw for tourism for Hartsville.

The city has forged strong partnerships and recognizes that these are critical to the advancement of spurring economic opportunities. The city is proud to have partnerships with The Byerly Foundation, Sonoco Foundation, and the Community Foundation for a better Hartsville to undertake special projects that enhance economic development opportunities and the unique quality of life that Hartsville enjoys.



Hartsville's commitment to education is another strong economic attribute that enables the city to be a unique and attractive place to do business. Hartsville is home to high performing Darlington County public schools offering varied programs including International Baccalaureate. Hartsville is also home to Coker University, South Carolina Governor's School for Science and Mathematics, Florence-Darlington Technical College's Hartsville Campus, and Butler Academy.



According to 2017 data from the US Census Bureau and Hartsville's Opportunity Zone Prospectus, 40% of Hartsville's residents were awarded degrees from associate level to doctorate level. Hartsville's Secondary School Performance: 4-Year Graduation Rates graph is detailed below. Noteworthy is Hartsville's attainment levels in comparison to South Carolina's and the United States.

	2013	2014	2015	2016	2017	2018
United States	81.4%	82.3%	83.2%	84.1%	84.6%	
Darlington District	93.4%	92.4%	92.3%	94.5%	88.0%	87.5%
South Carolina	78.0%	80.0%	80.0%	82.6%	84.6%	81.0%
<b>Individual High Schools:</b>						
Darlington High	92.3%	91.3%	91.4%	95.1%	77.4%	80.0%
Hartsville High	91.8%	89.5%	88.6%	91.5%	93.4%	90.2%
Lamar High	93.8%	100%	98.1%	98.3%	100%	100%
Mayo High for Math, Science, & Technology	100%	100%	100%	100%	100%	98.7%
SC Governor's School for Science and Mathematics	100%	100%	100%	100%	100%	100%

Source: National Center for Education Statistics, South Carolina Department of Education









HARTSVILLE SOUTH CAROLINA OPPORTUNITY ZONE PROSPECTUS

### 3.1 EMPLOYMENT & LABOR FORCE CHARACTERISTICS

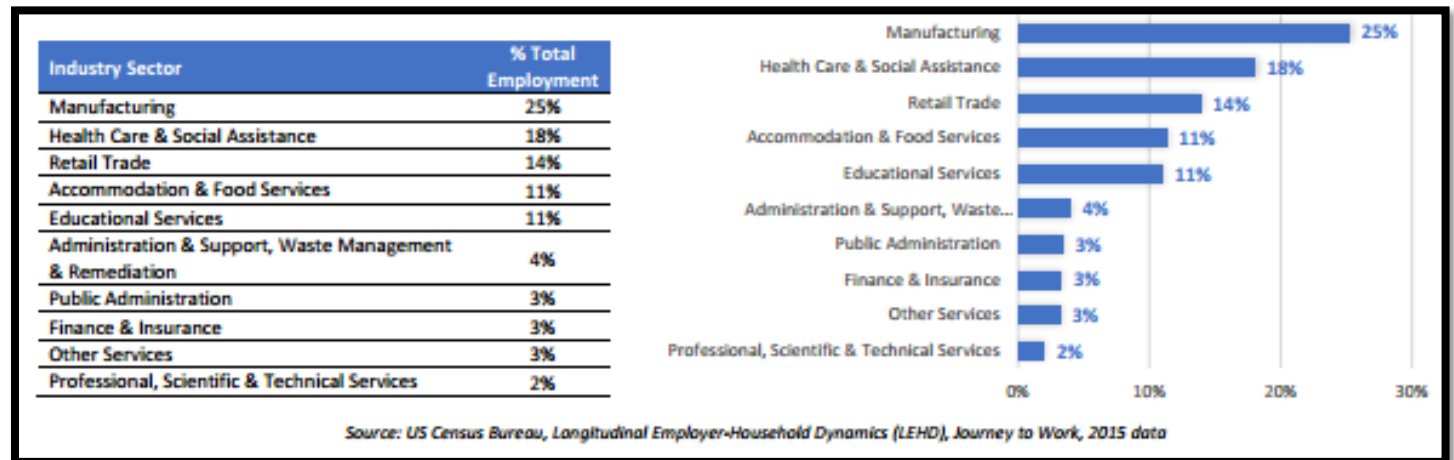
Hartsville and Darlington County are designated as a certified “South Carolina Work Ready Community” participating in Apprenticeship Carolina (promoting demand driven registered apprenticeship programs). Approximately 6,000 people commute to Hartsville to work for companies such as SONOCO, Duke Energy, Stingray Boats, Anderson Brass, Integrated Systems, North Industrial Machine, Carolina Pines Medical Center, Coker University and the South Carolina Governor’s School for Science and Mathematics, to name a few.

The demographic table below is based on 2017 US Census data. This table provides information on community economic indicators such as Educational Attainment, Labor Force, Median Age, and Median Household Income, including Hartsville’s Opportunity Zone demographics.

<div><div>Hartsville by the Numbers</div><div>DEMOGRAPHIC OVERVIEW</div></div>				
2017 DATA	OPPORTUNITY ZONE	CITY OF HARTSVILLE	DARLINGTON COUNTY	FLORENCE METRO AREA
 POPULATION	5,094	7,694	67,572	206,109
 MEDIAN AGE	26.8	37.0	41.2	39.6
 HOUSEHOLDS	1,762	3,186	26,861	78,953
 MEDIAN HOUSEHOLD INCOME	\$27,500	\$28,070	\$36,217	\$40,888
 EDUCATIONAL ATTAINMENT Associate Degree +	25.9%	39.6%	26.2%	29.8%
 LABOR FORCE/ EMPLOYMENT Residents, 2018	1,842 1,697	3,006 2,473	30,803 26,757	97,326 86,122
Source: U.S. Census, 5-year averages				



Hartsville's Employment by Sector and Top 10 Employment Sectors are illustrated in the table and graph below:



In 2019, the city undertook a retail market study performed by RED City Planning. This study resulted in an enormous amount of data that will be used as a sales tool in recruiting new business and industry into Hartsville over the next few years. The tables below provide population, household, and employment demographic information within a 3, 5, and 10 Mile Radius of Hartsville.

DEMOGRAPHICS	3/5/10 Mile Radius			MARKET PROFILE
	3 miles	5 miles	10 miles	
<b>2019 Population 25+ by Educational Attainment</b>				
Total	11,857	16,447	27,150	
Less than 9th Grade	5.5%	4.9%	5.0%	
9th - 12th Grade, No Diploma	9.7%	9.6%	11.5%	
High School Graduate	27.5%	28.0%	29.5%	
GED/Alternative Credential	5.4%	5.6%	5.4%	
Some College, No Degree	15.6%	16.6%	17.8%	
Associate Degree	10.9%	10.9%	9.9%	
Bachelor's Degree	15.7%	15.1%	13.4%	
Graduate/Professional Degree	9.7%	9.4%	7.5%	
<b>2019 Population 15+ by Marital Status</b>				
Total	14,193	19,483	31,857	
Never Married	37.1%	36.0%	34.0%	
Married	44.9%	46.4%	47.8%	
Widowed	7.9%	7.5%	7.2%	
Divorced	10.2%	10.1%	11.0%	
<b>2019 Civilian Population 16+ in Labor Force</b>				
Civilian Employed	92.6%	92.8%	92.7%	
Civilian Unemployed (Unemployment Rate)	7.4%	7.2%	7.3%	
<b>2019 Employed Population 16+ by Industry</b>				
Total	6,962	9,827	16,248	
Agriculture/Mining	0.7%	0.6%	1.8%	
Construction	5.1%	5.3%	6.6%	
Manufacturing	17.2%	17.9%	19.6%	
Wholesale Trade	2.3%	2.3%	2.6%	
Retail Trade	13.2%	13.2%	12.6%	
Transportation/Utilities	8.5%	8.8%	8.7%	
Information	1.1%	1.2%	1.2%	
Finance/Insurance/Real Estate	4.0%	4.3%	4.2%	
Services	42.5%	42.0%	39.3%	
Public Administration	5.3%	4.5%	3.4%	

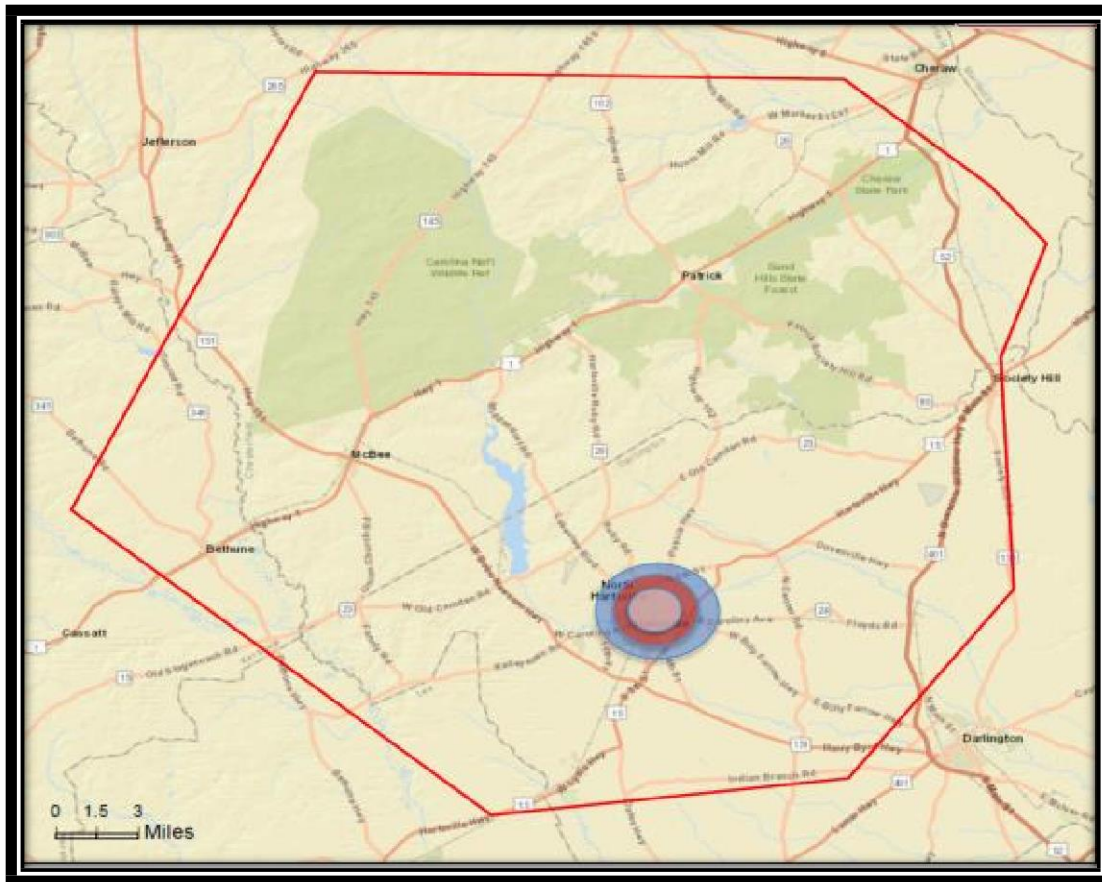


DEMOGRAPHICS	3/5/10 Mile Radius	MARKET PROFILE	RED CITY PLANNING
	3 miles	5 miles	10 miles
<b>Population Summary</b>			
2000 Total Population	16,843	23,066	37,623
2010 Total Population	17,137	23,512	38,440
2019 Total Population	17,405	23,760	38,758
2019 Group Quarters	744	781	941
2024 Total Population	17,446	23,789	38,797
2019-2024 Annual Rate	0.05%	0.02%	0.02%
2019 Total Daytime Population	23,385	27,698	38,422
Workers	12,840	13,626	15,706
Residents	10,545	14,072	22,716
<b>Household Summary</b>			
2000 Households	6,646	8,975	14,439
2000 Average Household Size	2.44	2.49	2.55
2010 Households	6,710	9,145	14,866
2010 Average Household Size	2.45	2.49	2.52
2019 Households	6,811	9,238	15,005
2019 Average Household Size	2.45	2.49	2.52
2024 Households	6,831	9,253	15,033
2024 Average Household Size	2.45	2.49	2.52
2019-2024 Annual Rate	0.06%	0.03%	0.04%
2010 Families	4,532	6,303	10,410
2010 Average Family Size	3.00	3.02	3.03
2019 Families	4,528	6,268	10,348
2019 Average Family Size	3.03	3.04	3.05
2024 Families	4,516	6,245	10,315
2024 Average Family Size	3.03	3.05	3.06
2019-2024 Annual Rate	-0.05%	-0.07%	-0.06%







DEMOGRAPHICS	3/5/10 Mile Radius	MARKET PROFILE	RED CITY PLANNING
<b>2019 Employed Population 16+ by Occupation</b>			
Total	6,962	9,827	16,249
White Collar	58.1%	57.9%	54.7%
Management/Business/Financial	15.3%	14.5%	12.7%
Professional	20.4%	20.5%	18.6%
Sales	8.8%	9.2%	9.2%
Administrative Support	13.5%	13.8%	14.2%
Services	17.0%	16.1%	15.4%
Blue Collar	25.0%	26.0%	29.9%
Farming/Forestry/Fishing	0.0%	0.2%	1.4%
Construction/Extraction	3.5%	3.8%	4.3%
Installation/Maintenance/Repair	4.0%	4.1%	4.5%
Production	9.4%	10.5%	13.1%
Transportation/Material Moving	8.0%	7.3%	6.6%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	17,137	23,512	38,440
Population Inside Urbanized Area	0.0%	0.0%	0.7%
Population Inside Urbanized Cluster	73.3%	59.7%	39.3%
Rural Population	26.7%	40.3%	60.0%

### 3.2 COMMUTING PATTERNS

This Polygon map below represents the demographic area and drive time polygon outline. The map illustrates that people within the red polygon drive into the City of Hartsville regularly for work, shopping, and other services.

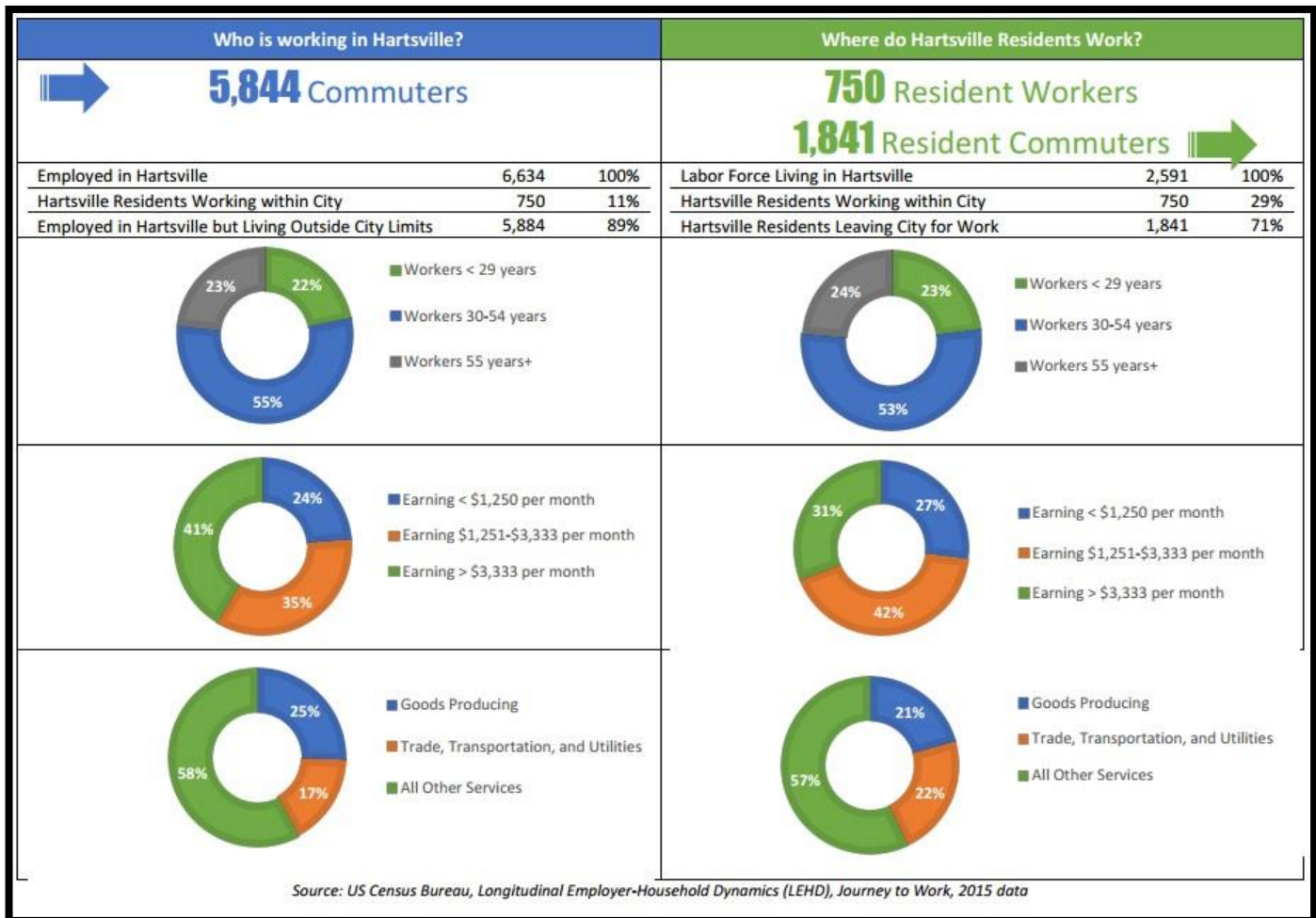


While a drive time polygon is subjective, it is a useful and more accurate measure of how many people are active participants in the Hartsville community. This information is a critical tool for illustrating Hartsville's market for amenities and future economic opportunities for new developments such as housing, retail, services, education, industrial, recreation, and entertainment and the expansion of existing businesses.

DRIVE-TIME DEMOGRAPHIC OVERVIEW			
2017 DATA	15-MINUTE DRIVE TIME	30-MINUTE DRIVE TIME	45-MINUTE DRIVE TIME
 POPULATION	26,229	76,392	221,885
 MEDIAN AGE	41.0	41.0	40.6
 HOUSEHOLDS	10,200	29,006	86,510
 MEDIAN HOUSEHOLD INCOME	\$46,513	\$40,380	\$42,486
 EDUCATIONAL ATTAINMENT Associate Degree +	33.6%	26.0%	29.3%
 LABOR FORCE/EMPLOYMENT Residents, 2018	11,350 10,463	33,428 30,566	101,508 93,946

Source: ESRI

According to the firm Civic By Design who created the City of Hartsville Opportunity Zone Prospectus (2019), “market studies tend to focus on residents of a city; however, for Hartsville studying the people who drive to work here is impactful. Commuting patterns show that the City of Hartsville is an employment center pulling in 5,884 commuters according to 2015 Census data. Only 750 residents lived and worked within city limits and 1,841 residents leave the city to work. This pattern produces a net inflow of more than 4,000 people for 2015. This amount has increased 27% from 2010 adding a net of 850 workers to the inflow to the City of Hartsville.” This data is illustrated below:



Below is a depiction of the population within a 3 mile, 5 mile, and 10 mile radius outside of city limits. These demographics state that 2024 population projections at 3 miles is 17,446, at 5 miles is 23,789, and at 10 miles is 38,797. (R.E.D. City Planning, 2019).

DEMOGRAPHICS	3/5/10 Mile Radius			EXECUTIVE SUMMARY
	3 miles	5 miles	10 miles	
<b>Population</b>				
2000 Population	16,843	23,066	37,623	
2010 Population	17,137	23,512	38,440	
2019 Population	17,405	23,760	38,758	
2024 Population	17,446	23,789	38,797	
2000-2010 Annual Rate	0.17%	0.19%	0.22%	
2010-2019 Annual Rate	0.17%	0.11%	0.09%	
2019-2024 Annual Rate	0.05%	0.02%	0.02%	
2019 Male Population	46.5%	47.0%	48.0%	
2019 Female Population	53.5%	53.0%	52.0%	
2019 Median Age	40.7	41.4	41.6	
In the identified area, the current year population is 38,758. In 2010, the Census count in the area was 38,440. The rate of change since 2010 was 0.09% annually. The five-year projection for the population in the area is 38,797 representing a change of 0.02% annually from 2019 to 2024. Currently, the population is 48.0% male and 52.0% female.				



Hartsville's unique blend of daytime population, daily commuters and being the cultural center of a geographic area make a legitimate case that potential developers for a myriad of economic opportunities should consider way more than just Census population numbers. The Retail Market Study (2019) is a tool that the city will utilize in attracting far more economic opportunities into Hartsville.

This study analyzed 2018 SC DOT traffic patterns and plotted them on a city map to illustrate the arteries where the most traffic is entering and exiting the city. An example of why these traffic patterns in specific corridors are important occurs when a particular developer is interested in building a restaurant. The developers are determining if they want to place their restaurant close to morning or evening arterial traffic patterns.





### 3.3 LARGE EMPLOYERS AND ECONOMIC ACTIVITY GENERATORS

Hartsville has enjoyed a historically strong local economy that dates to the founding of Southern Novelty Company (SONOCO) in 1899. Hartsville's employment base includes a diversified spectrum of industries and businesses. Educational institutions such as Coker University and the Darlington County School District have a strong presence in Hartsville's employment market. Carolina Pines (MUSC) Regional Medical Center along with the many specialty doctors' offices are large regional employers and substantial contributors to Hartsville's market.

#### WORKPLACE-BASED OVERVIEW

##### Employment Centers

Hartsville and Darlington County Employers:

Company	Industry	Estimated Employment
SONOCO Products	HQ, packaging & solutions	2,000
Darlington School District	Public education	1,468
Duke Energy Robinson Plant	Nuclear power plant	830
Carolinas Pines Regional Medical Center	Health care	625
Nucor Steel	Steel mfg.	505
Stingray Boats	Hq, boatbuilder	475
Darlington County	Local government	351
Coker University	Higher education	170
RBC Bearings	Industrial & aerospace bearings	127
Novolex	HQ, packaging & solutions	100
Anderson Brass Company	Brass valve & manifold manufacturing	85
JBE Incorporated	Supply chain management	70
Integrated Systems	Manufacturing systems & robotics	20



- 1 - 4 Jobs
- 5 - 57 Jobs
- 58 - 288 Jobs
- 289 - 911 Jobs
- 912 - 2,223 Jobs
- 5 - 254 Jobs/Sq.Mile
- 255 - 1,004 Jobs/Sq.Mile
- 1,005 - 2,254 Jobs/Sq.Mile
- 2,255 - 4,003 Jobs/Sq.Mile
- 4,004 - 6,253 Jobs/Sq.Mile

Major Employers & Employment Concentration

Source: US Census Bureau, Longitudinal Employer-Household Dynamics (LEHD), Journey to Work, 2015 data



### 3.4 ECONOMIC DEVELOPMENT BASE & FUTURE DEVELOPMENT



• **Main Street Hartsville National Accreditation** – Hartsville has a charming downtown that is unique for its size. Main Street Hartsville was granted National Accreditation in early 2020, and is only one of four in South Carolina to receive this designation. The downtown district is populated with hotels, restaurants, bars, boutiques and a multitude of professional services.

- **Retail Surplus/Gap Analysis (2017 data)** – In 2019, city staff recognized that Hartsville was being passed over for retail and restaurant development opportunities because developers were only looking at older population census data. The census data does not accurately reflect the city's daytime population on any given day. Therefore, the city contracted with RED City Planning to provide a retail market study. This study illustrates a more accurate picture of Hartsville's daytime population. Additionally, this study provided critical information such as the Retail Surplus / Gap Analysis that is a useful tool to provide to prospective developers to help fill the gaps where retail leakages to the next largest city are occurring. The Retail Leakage Profile shows a total retail gap of \$166,000,000 through all sectors of the retail market, but the ones of key importance should be in the grocery sector with a gap of \$51,000,000. There is a \$16,000,000 gap within the restaurant sector combined with the \$2,500,000 gap for drinking places illustrates that sit down restaurants that sell alcohol are also in demand.



Below are excerpts from the retail market study: 10 Mile Retail Demand Outlook Forecasted through 2024, and Retail Leakage Profile:



## DEMOGRAPHICS

## DRIVETIME POLYGON

## RETAIL DEMAND OUTLOOK



	2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
<b>Food</b>	\$122,483,753	\$139,987,370	\$17,503,617
Food at Home	\$74,118,244	\$84,711,538	\$10,593,294
Bakery and Cereal Products	\$9,735,184	\$11,126,571	\$1,391,387
Meats, Poultry, Fish, and Eggs	\$16,667,036	\$19,048,709	\$2,381,673
Dairy Products	\$7,513,292	\$8,587,607	\$1,074,315
Fruits and Vegetables	\$13,441,736	\$15,362,727	\$1,920,991
Snacks and Other Food at Home (10)	\$26,760,996	\$30,585,925	\$3,824,929
Food Away from Home	\$48,365,509	\$55,275,831	\$6,910,322
Alcoholic Beverages	\$5,931,052	\$6,777,707	\$846,655
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$217,446,773	\$248,575,823	\$31,129,050
Value of Retirement Plans	\$1,110,313,440	\$1,269,097,576	\$158,784,136
Value of Other Financial Assets	\$57,023,386	\$65,143,088	\$8,119,702
Vehicle Loan Amount excluding Interest	\$49,462,415	\$56,536,138	\$7,073,723
Value of Credit Card Debt	\$33,787,576	\$38,613,612	\$4,826,036
<b>Health</b>			
Nonprescription Drugs	\$2,273,467	\$2,598,812	\$325,345
Prescription Drugs	\$6,543,956	\$7,480,513	\$936,557
Eyeglasses and Contact Lenses	\$1,258,486	\$1,438,454	\$179,968
<b>Home</b>			
Mortgage Payment and Basics (11)	\$122,928,454	\$140,521,177	\$17,592,723
Maintenance and Remodeling Services	\$27,288,569	\$31,195,830	\$3,907,261
Maintenance and Remodeling Materials (12)	\$7,413,263	\$8,475,415	\$1,062,152
Utilities, Fuel, and Public Services	\$75,719,760	\$86,543,272	\$10,823,512

## DEMOGRAPHICS

## DRIVETIME POLYGON

## RETAIL LEAKAGE PROFILE



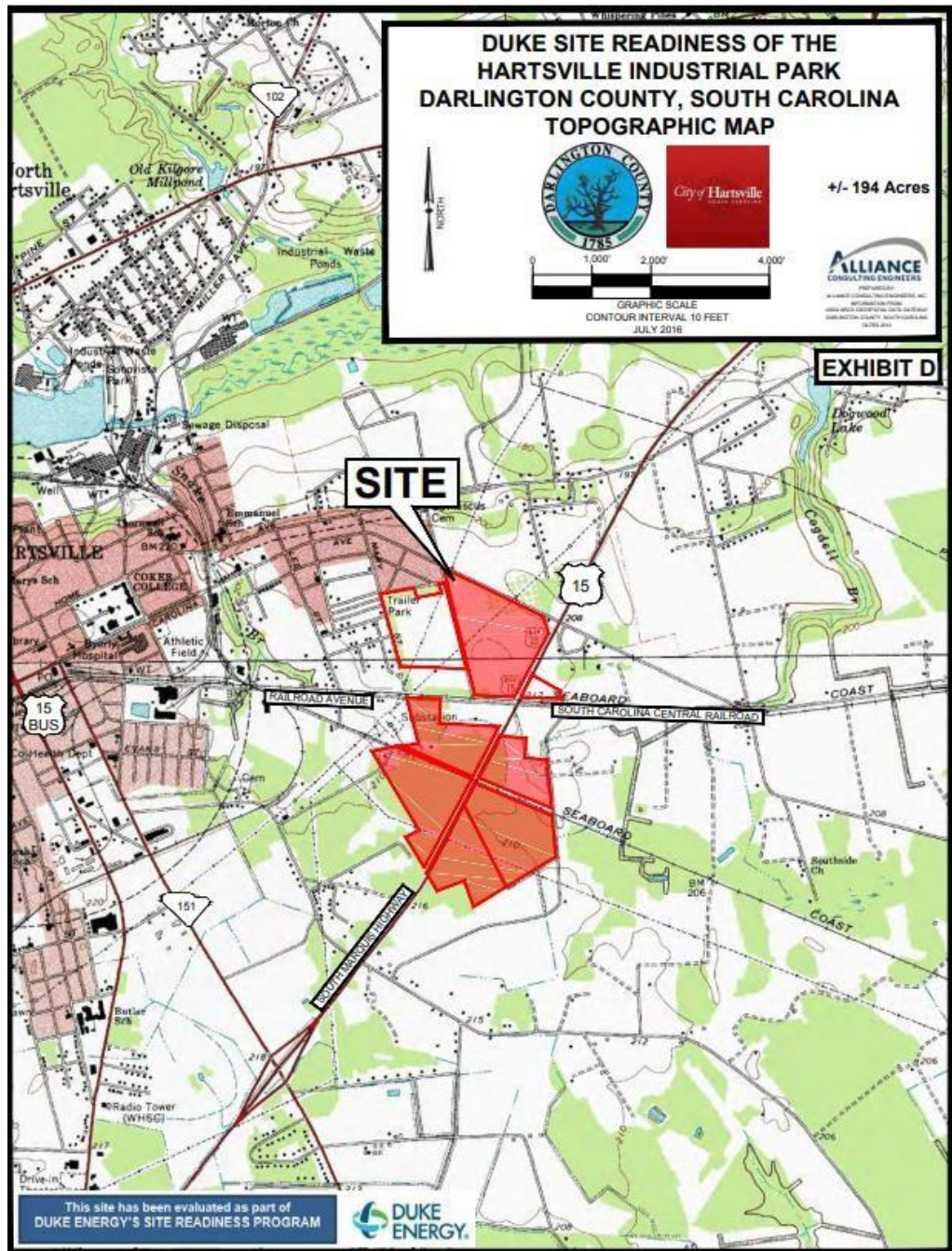
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$128,518,474	\$110,720,439	\$17,798,035	7.4	43
Automobile Dealers	4411	\$104,528,292	\$62,249,807	\$42,278,485	25.4	26
Other Motor Vehicle Dealers	4412	\$11,857,848	\$41,492,130	-\$29,634,282	-55.5	5
Auto Parts, Accessories & Tire Stores	4413	\$12,132,335	\$6,978,502	\$5,153,833	27.0	12
Furniture & Home Furnishings Stores	442	\$17,885,274	\$6,271,269	\$11,614,005	48.1	8
Furniture Stores	4421	\$11,432,392	\$5,489,216	\$5,943,176	35.1	6
Home Furnishings Stores	4422	\$6,452,882	\$782,053	\$5,670,829	78.4	2
Electronics & Appliance Stores	443	\$14,289,242	\$3,521,457	\$10,767,785	60.5	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$41,565,115	\$26,094,270	\$15,470,845	22.9	16
Bldg Material & Supplies Dealers	4441	\$39,431,996	\$23,146,370	\$16,285,626	26.0	10
Lawn & Garden Equip & Supply Stores	4442	\$2,133,118	\$2,947,900	-\$814,782	-16.0	6
Food & Beverage Stores	445	\$96,889,548	\$42,502,857	\$54,386,691	39.0	37
Grocery Stores	4451	\$89,115,120	\$38,015,740	\$51,099,380	40.2	24
Specialty Food Stores	4452	\$3,390,536	\$1,959,579	\$1,430,957	26.7	7
Beer, Wine & Liquor Stores	4453	\$4,383,892	\$2,527,539	\$1,856,353	26.9	6
Health & Personal Care Stores	446,4461	\$37,368,202	\$32,677,417	\$4,690,785	6.7	17
Sporting Goods, Hobby, Book & Music Stores	451	\$14,387,809	\$7,677,166	\$6,710,643	30.4	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$12,383,065	\$7,168,839	\$5,214,226	26.7	8
Book, Periodical & Music Stores	4512	\$2,004,744	\$508,327	\$1,496,417	59.5	1
General Merchandise Stores	452	\$88,054,657	\$102,118,013	-\$14,063,356	-7.4	26
Department Stores Excluding Leased Depts.	4521	\$63,928,357	\$84,497,005	-\$20,568,648	-13.9	9
Other General Merchandise Stores	4529	\$24,126,299	\$17,621,007	\$6,505,292	15.6	17
Miscellaneous Store Retailers	453	\$22,281,967	\$5,043,727	\$17,238,240	63.1	29
Florists	4531	\$712,139	\$586,112	\$126,027	9.7	7
Office Supplies, Stationery & Gift Stores	4532	\$4,229,890	\$417,408	\$3,812,482	82.0	7
Used Merchandise Stores	4533	\$2,251,632	\$2,217,995	\$33,637	0.8	8
Other Miscellaneous Store Retailers	4539	\$15,088,306	\$1,822,212	\$13,266,094	78.4	7
Nonstore Retailers	454	\$8,848,152	\$498,744	\$8,349,408	89.3	1
Electronic Shopping & Mail-Order Houses	4541	\$5,692,266	\$498,744	\$5,193,522	83.9	1
Vending Machine Operators	4542	\$339,377	\$0	\$339,377	100.0	0
Direct Selling Establishments	4543	\$2,816,509	\$0	\$2,816,509	100.0	0
Food Services & Drinking Places	722	\$53,873,331	\$34,017,312	\$19,856,019	22.6	69
Special Food Services	7223	\$779,625	\$147,432	\$632,193	68.2	2
Drinking Places - Alcoholic Beverages	7224	\$3,236,818	\$643,031	\$2,593,787	66.9	3
Restaurants/Other Eating Places	7225	\$49,856,887	\$33,226,849	\$16,630,038	20.0	64



## 2 Hartsville Industrial Park -

In 2017, a due diligence summary and evaluation report (including a Phase I Environmental Site Assessment) was prepared by consulting engineers for the City of Hartsville. The city's goal was to provide a venue to attract industrial prospects for the approximately 225-acre Hartsville Industrial Park.

(Site characteristics studied within the evaluation determined that the site would be suitable for light to medium industrial or commercial structures. Out of the 225-acres, only 1 jurisdictional wetland totaling 1.16 acres was present. )



<https://www.nesasc.org/>

Available Utilities consist of City of Hartsville water and sewer, Duke Progress Energy for electrical service, SCE&G gas, and AT&T telecommunications. Also present is the South Carolina Central Railroad.

- **Hartsville Crossing Development –**

This development, located off of South Fourth Street, on Hartsville Crossing Blvd, is approximately 40 acres. This is the only readily available property for large retail projects that could attract anchor tenants, grocers, and or other major retailers. A new fast food restaurant was just constructed and site work is being done for a new car wash. In addition, several prospective businesses are considering locating within this development. The Hartsville Crossing development has the potential to be full within five years pending a strong economy.



- **Entrepreneurial Innovation -**

According to the US Small Business Administration (SBA), small businesses are the lifeblood of the US economy. They create two-thirds of net new jobs and drive US innovation. SBA states that small businesses account for 44 percent of US economic activity. Hartsville is proud to have Coker University's Enactus program to help spur innovative projects on a university level. In 2013, Startsville was founded as a part of Clemson University's Technology Village pilot program. Then in 2016, the Governor's School for Science and Mathematics Foundation helped Lead Startsville, the city's downtown innovation center.

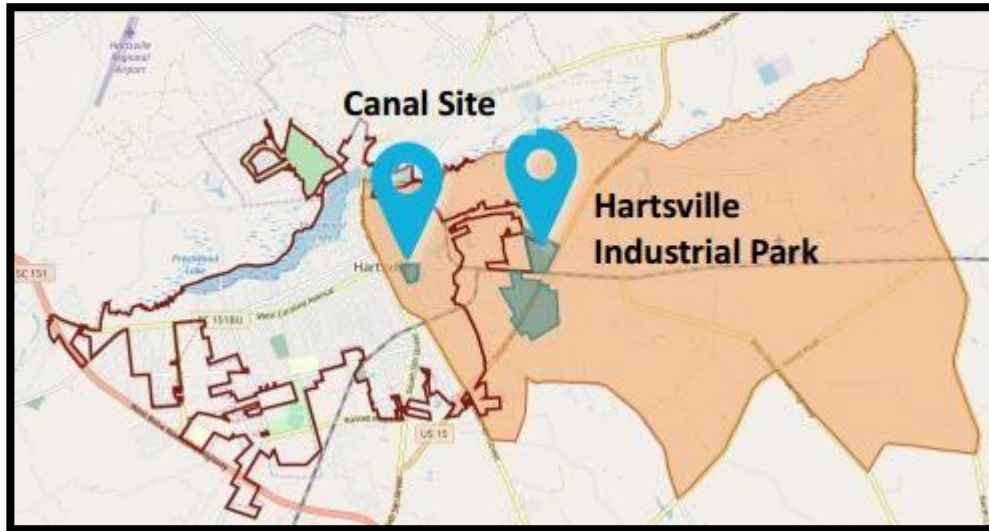


Since this center is no longer active, the city, Hartsville Chamber of Commerce and several business leaders met to discuss what a future innovation program should look like. In March 2020, the city hosted Sketch Room, an entrepreneurial think tank division within the SC Department of Commerce. Sketch room was a community wide retreat that explored innovation infused economic development opportunities.

Hartsville recognizes that fostering small business development and innovation is pivotal for entrepreneurial activities and more and looks forward to its next creation of Startsville.



### 3.5 HARTSVILLE'S OPPORTUNITY ZONE



Hartsville's Opportunity Zone (OZ) is approximately 15 square miles and makes up the eastern portion of the city. Approximately 50% of the city's downtown area from Fifth Street east is included in the OZ. Some noteworthy educational and corporate institutions within this zone are Coker University, the South Carolina Governor's School for Science and Mathematics and Sonoco headquarters.

The City of Hartsville has identified two important projects for development in its OZ:

- **Canal District** – A proposed 11-acre site that will be converted to a mixed-use development. This site is adjacent to Coker University, Governor's School and the Main Street District.



- **Hartsville Industrial Park** – A 225-acre industrial park immediately east of Hartsville’s city limits. The site is served by all utilities and has been evaluated by Duke Energy for “The Site Readiness Program.” This program is intended to identify, assess, improve and increase awareness of industrial sites in the Duke Energy region, as well as to advance the state of readiness of these sites.



Below is an Opportunity Zone table that depicts Hartsville, Darlington County, Florence Metro, South Carolina, and the US Labor Force Residents in **Labor Force & Employed**:

Geography	Population 16 Years+	Age 25-29 Years	Age 30-34 Years	Age 35-44 Years	Age 45-54 Years	Age 55-59 Years	Age 60-64 Years
Opportunity Zone	57.8%	87.4%	98.1%	91.0%	73.4%	49.6%	26.4%
Hartsville	48.5%	89.5%	94.9%	71.2%	63%	59%	28.3%
Darlington County	57.0%	82.9%	83.1%	78.5%	71.1%	64.4%	42.1%
Florence Metro Area	59.3%	80.8%	82.5%	79.7%	75.5%	66.7%	47.5%
South Carolina	60.7%	82.4%	82.4%	81.5%	77.6%	67.2%	50.1%
United States	63.4%	82.3%	82.3%	82.4%	80.3%	72.2%	56.0%

The major transportation corridors located within the Opportunity Zone are US Highway 15 and Business 15, along with SC Highway 24. Highway 151 runs to the west of the zone connecting to US Highway 401. Both I-20 and I-95 are within 20 miles of the city’s OZ.

### 3.6 TRANSPORTATION AND ECONOMIC VITALITY

Modes of connectivity impact the quality of life for residents, as well as the city’s economic vitality. The entire community relies on its transportation system in one aspect or another to get people where they need to go, to transfer goods to and from the community, and to provide a means whereby people can get to the services they need.

The Transportation Element in Part 08: Transportation, Connectivity, and Mobility explores (in greater detail) connectivity, including all programs, projects and services, whether funded, built, or operated privately or by public sector agency, and service to achieve the preferred land use element of the 2030 Comprehensive Plan. The Transportation element ensures that the connectivity system provides for the mobility and access needs of those who live, shop, visit, work and engage in industrial and recreational activities in Hartsville. Below is a brief overview from the Transportation Element of major transportation modes as they relate to economic vitality.

### **Hartsville Regional Airport**

The Hartsville Regional Airport is located three miles northwest of the city off of Lakeview Boulevard at 1083 Hartsville Airport Road. The airport is a city-owned public use airport. The airport covers an area of 281 acres at an elevation of 364 feet above mean sea level. It has one runway designated 3/21, with an asphalt surface that covers an area of 5,000 feet in length by 75 feet wide.

The facility accommodates a wide array of aircraft. It offers a variety of services including onsite fuel, hangars, aircraft charters and rentals, pilot services, maintenance services and courtesy cars for pilots to use in the local area. Recent improvements include a partial parallel taxiway, new lighting, and new fencing around the airport. The airport is managed by a full time Fixed Based Operator (FBO) and governed by an appointed commission.



Future airport improvements include the construction of a new terminal building. With this new building and FBO, the number of planes and helicopters utilizing the airport is slated to double. Training opportunities are also planned with outreach efforts provided by the FBO and its partnerships. The proposed new terminal construction will begin after mid-2020 and be fully operational by mid-2021.

### **South Carolina Central Railroad (SCRF) - GENESSEE & WYOMING, INC.**

Currently, there are no commuter or passenger rail services provided in the City of Hartsville or Darlington County. All of the active rail lines in Darlington County are owned and operated by South Carolina Central Railroad and its parent company, Genessee & Wyoming, Inc.

These lines serve commercial operations and provide transportation of Agricultural Products, Chemicals, Construction Materials, Fertilizers, Minerals, Plastics, Pulp and Paper, Steel and Scrap.





South Carolina Central Railroad handles approximately 32,000 carloads per year over its 52 mile mainline of which 27 of the miles are in Darlington County, along with another 810 miles of service tracks for customers. Sonoco Products Company within the City of Hartsville is one of the railroad's numerous customers.

### **Seaport Access/Inland Port**

The City of Hartsville does not have seaport access but is located approximately 49.7 miles from Inland Port Dillon that opened in April 2018. The inland port is located in close proximity to I-95 near the South Carolina/North Carolina border and is positioned within a prime 3,400-acre Carolinas I-95 Mega Site. Inland Port Dillon offers importers and exporters in the Eastern Carolinas an exciting new low cost platform from which empty containers can be sourced and returned loaded for export in the fastest possible turn time. Future connectivity to Charlotte and points north and west could provide tremendous reach for shippers.



Inland Port Dillon is an innovative, intermodal rail facility that delivers the benefits of a coastal marine terminal many miles inland. The South Carolina Ports Authority owns and operates these facilities which allow cargo owners to minimize their inland expense while enhancing flexibility and efficiency, and realizing savings on variable costs such as container per diems, chassis rental, and demurrage. For firms interested in lowering their carbon footprint, these facilities allow shippers to reduce carbon emissions up to 80% versus all truck service.

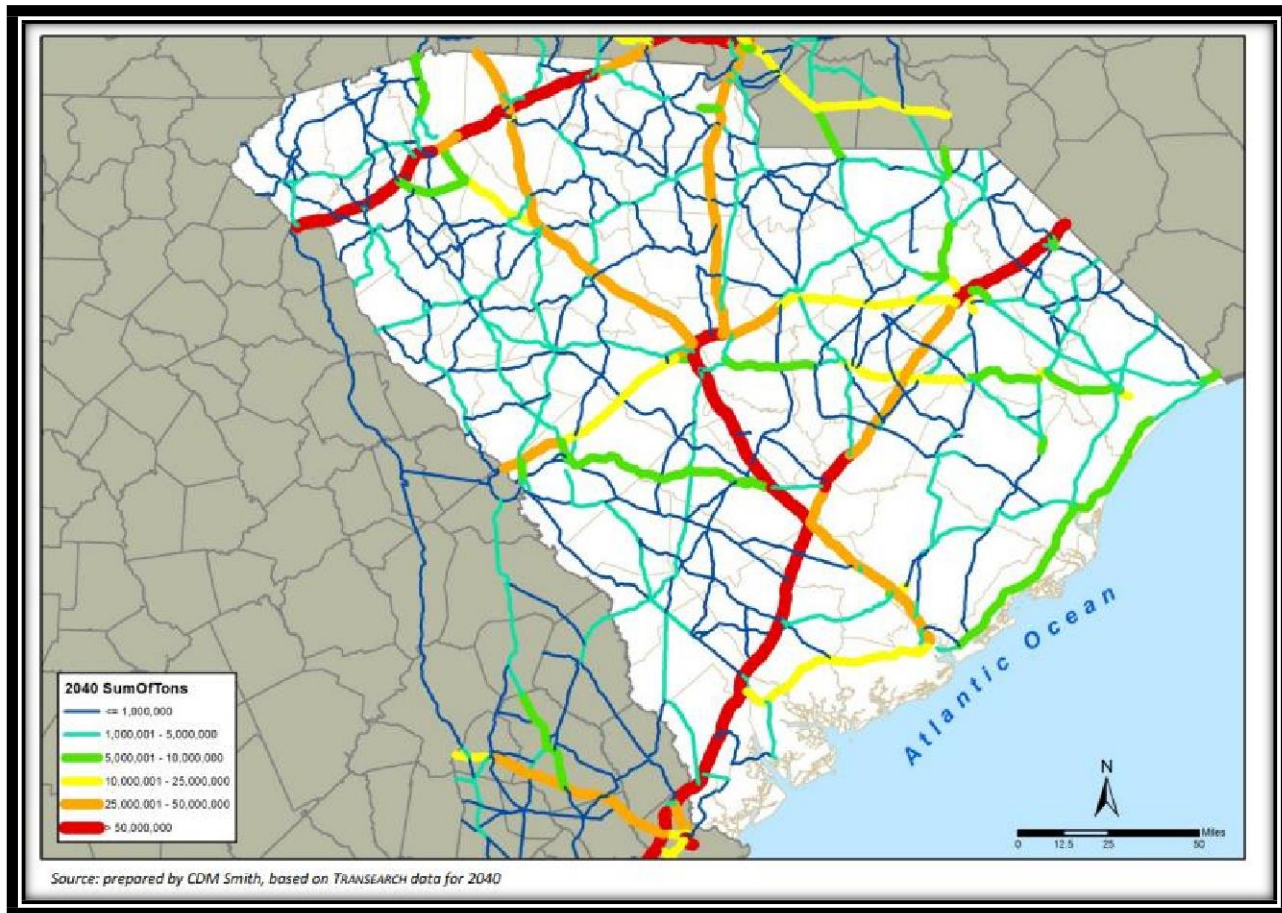
The City of Hartsville is located 144 miles from the Seaport of Charleston, South Carolina via Interstate 26 West and Interstate 95 South.

### **Truck Routes**

Heavy through truck traffic is limited to designated truck routes to minimize the physical impact of heavy trucks on city streets and in residential neighborhoods. The City of Hartsville has a no truck zone that is comprised of all roads within the city limits of Hartsville. The only exception to this is on the northern portion of the city from Sonoco Road north. A truck is defined by the city's ordinance as a vehicle with two or more axles that has a gross weight of at least 26,000 pounds. Trucks are not allowed in no truck zones unless they are delivering to or picking up freight from a business located within the no truck zone.

All trucks traveling through Hartsville to destinations outside of the no truck zone are prohibited from entering the no truck zones. All such trucks shall instead use the truck route, which is comprised of Highway 151, Highway 15 Bypass and Highway 15 north of Sonoco Road and then south of the city limits.

#### South Carolina Truck Freight Density (2040)





### 3.7 ECONOMIC GOALS AND STRATEGIC OBJECTIVES

**GOAL:** Hartsville to be known as a Regional Destination / Economic Hub.

**OBJECTIVES:** Become an attractive alternative to crowded big cities, through having a diverse mix of big city amenities.

- Continue collaboration with Coker University, Governor’s School for Science and Mathematics and the Hartsville FDTC to support the expansion of being an educational destination;
- Expand upon the city’s existing tourism attractions and promotions;
- Continue collaboration with Carolina Pines/MUSC and the many medical groups to help grow Hartsville’s medical services community;
- Recruit industry and businesses into the city’s industrial park while expanding infrastructure at the park;
- ☐ Continue to support the expansion of existing businesses and encourage businesses growth in infill locations;
- ☐ Continue to support and promote entrepreneurial programs and opportunities.

**GOAL:** In partnership with the Hartsville Development Corporation, transform the Canal District into a mixed use and pedestrian friendly expansion of the downtown district.

**OBJECTIVES:** Utilize concepts and build suggestions from the Canal District Master Plan to spur development.

- ☐ Market the Canal District to potential developers and funding partners;
- ☐ Begin Phase I site plan for the development and construction of the canal/lake;
- ☐ Utilize grant and foundation funding where appropriate;
- ☐ Plan for capital improvement projects required for the initial infrastructure.

**GOAL:** Encourage mixed use developments within the corridors adjacent to the downtown district to expand upon the vibrancy of downtown Hartsville.

**OBJECTIVES:** Grow the central business district to include commercial and housing development, complete streets, and professional services.

- ☐ Define the focus areas;
- ☐ Keep an active inventory of existing empty box stores and other buildings for investment and marketing opportunities;
- ☐ Develop policy to help deter big box realtor companies from keeping the buildings vacant for an extended period of time;
- ☐ Identify and recruit complementary businesses;
- ☐ Create economic incentives for the focus areas beyond the SIZ district to promote development opportunities.

**GOAL:** Revitalize and enable Sixth Street to once again become a thriving African American business corridor.

**OBJECTIVES:** Strategically plan and undertake a revitalization and beautification of Sixth Street.

- ☐ Undertake a comprehensive Sixth Street revitalization study;
- Create a business signage and façade program along with a housing façade program specific to Sixth Street;
- Utilize grant funding where available for “Smart Street” improvements;
- ☐ Explore incentives for businesses that make improvements or to new businesses along Sixth Street.

**GOAL:** Create and solicit funding to set up a Commercial Demolition program to help clean up around corridors and eyesores in high traffic areas to open up economic opportunities.

**OBJECTIVES:** Abate code enforcement issues for commercial properties that detract from economic opportunities and the vibrancy of the city and its neighborhoods.

- ☐ Budget and solicit funding for demolition activities;
- ☐ Explore best practices and if liens should be placed on properties that are abated;
- ☐ Create list of suspect properties and plot them on map.

**GOAL:** Develop and implement market strategies that will attract a diversity of residents into Hartsville to work, shop, and play.

**OBJECTIVES:** Continue creating a vibrant and healthy community comprised of a diverse population that enables the local business and services industry to diversify and thrive.

- ☐ Study best practices of cities that are successful in marketing to diverse populations;
- ☐ Develop marketing materials and create an updated digital presence;
- ☐ Continue to partner with the Hartsville Chamber of Commerce, Coker University and other stakeholders to achieve goal.

**GOAL:** Strategically plan for Commercial Infrastructure upgrades in specific areas to accommodate future commercial and industrial growth.

**OBJECTIVES:** In conjunction with capital improvement plans and available funding, infrastructure growth should occur as planned growth and not as reactive growth.

- ☐ Determine if impact fees should be a part of growth;
- ☐ Dedicate a percentage of funds in fiscal year budgets for local match funds in order to utilize grant funds for infrastructure upgrades where possible;
- ☐ Carefully direct the path of growth.

**GOAL:** Market Hartsville's economic opportunities (sites for housing & commercial initiatives, recreation/tourism and the airport) that the city has to offer.

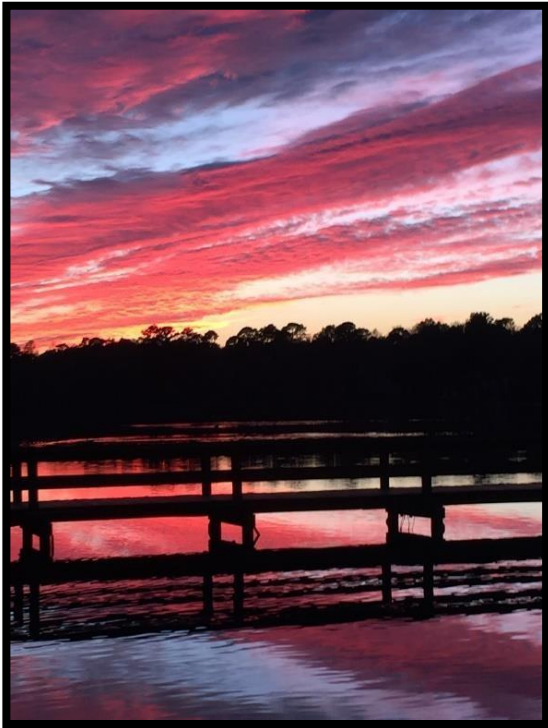
**OBJECTIVES:** To increase economic momentum, a larger area of people and developers must be reached.

- ❑ Create and keep current a city economic development page with links to tourism or recreation;
- ❑ Include lists and one page brochures of available properties with basic information and pictures;
- ❑ Create brief and vibrant marketing materials showcasing opportunities;
- ❑ Explore marketing options such as pilot training or golf packages with hotel/restaurant/recreational excursions such as kayaking packages.

## **PART 04: NATURAL RESOURCES**

### **INTRODUCTION**

Maintaining a balance of land uses within the City of Hartsville is essential to ensure that adequate infrastructure, employment opportunities, recreational facilities and commercial enterprises are available to meet the growing needs of Hartsville's citizens. Natural resources are key components of the overall character



of the city. Therefore, it is important that the natural resources within the Study Area were analyzed to reach a reasonable understanding of open space and forest, rivers, lakes and streams to identify challenges and opportunities, formulate a policy guidance, and prepare goals, objectives and implementation strategies.

An inventory of Hartsville's natural resources reveals that we are surrounded by pristine natural areas and parks that enhance our quality of life. Additionally, small family farms and woodlands create a sense of space and connect residents to our rural past. The centerpiece of our natural resource collection is the Black Creek channel that begins in the Sand Hills of Chesterfield County and flows through Lake Robinson northwest of the City, east through Prestwood Lake (formed by the Sonoco dam), and continuing east, eventually spilling into the Pee Dee River.

Black Creek flows past the 35-acre Kalmia Gardens and 800-acre Segars-McKinnon Preserve. Additionally, Lawton Park with its kayak launch, newly expanded playground, and historic pavilion rests on the southern shore of Prestwood Lake.

Due to efforts of generations before us from such groups as Trees for Tomorrow, neighborhood garden clubs, and Black Creek Land Trust (now Pee Dee Land Trust), Hartsville boasts lovely garden spots, an abundant tree canopy, and natural resources protected by several private conservation easements.

The Carolina Sand Hills National Wildlife Refuge, while outside the city, is within a twenty minute drive from Hartsville and provides nature-based recreational opportunities for residents and visitors. The city of Hartsville is the closest city that can provide lodging and support amenities for visiting the refuge.

The thrust of the 2030 Natural Resources Plan Element is to maintain the healthy environmental quality that we now enjoy with clean air and water as well as appropriate tree and ground cover. We want to connect our neighborhoods physically and socially. We also seek to display and promote our abundant natural resources in such a way as to attract visitors, enhance residential lifestyle and sustain a vibrant business community.

## 4.1 TOPOGRAPHY, SOILS, AND CLIMATE

Hartsville is located in northwest Darlington County, South Carolina. Darlington County is comprised of three major land resource areas: Carolina and Georgia Sand Hills, Southern Coastal Plain, and Atlantic Coast Flatwoods. Hartsville contains formations from the Sand Hills and Southern Coastal Plain. About 13 percent of the soils in the county formed in sandy and loamy sediments of the Carolina and Georgia Sand Hills. This region consists of broad, nearly level, to very steep ridges and side slopes. Alpin, Candor, and Ailey soils are the major soils in these areas. Geologic erosion on the side slopes has exposed infertile, compact sediments. Vaucluse and Cowarts soils also developed in these sediments.

About 73 percent of the soils in Darlington County are formed in loamy and clayey sediments of the Southern Coastal Plain. The soils are deep and consist mainly of kaolinitic clay and siliceous sand. Although the soils are inherently low in fertility, they are productive because of additions of fertilizer. Norfolk, Noboco, Goldsboro, Faceville, Orangeburg, and Emporia soils are examples of these types of soils.

Many streams dissect Darlington County. About 11 percent of the soils in the county were formed in alluvium and deposited by streams. The very poorly drained Johnston and Pamlico soils are found on the stream flood plains.

The total average annual precipitation is 46.2 inches. Of this, 28.4 inches, or about 61 percent, usually falls between April and October. The growing season for most crops also occurs within this period. Thunderstorms occur on approximately 53 days each year, and most occur between May and August. The average seasonal snowfall is 1.4 inches. On an average, less than 1 day per year has at least 1 inch of snow on the ground. The average relative humidity in mid-afternoon is 51 percent. Humidity is higher at night, and the average at dawn is about 87 percent. The sun shines 66 percent of the daylight hours in summer and 58 percent in the winter. Prevailing winds are from the southwest for most of the year, except during the months of September and October when they are from the northeast. The average wind speed is highest (approximately 8 miles per hour) in March and April.



## 4.2 AGRICULTURE AND FOREST RESOURCES

According to the U.S. Census Bureau, Darlington County has a total area of 567 square miles of which 561 square miles is land and 5.7 square miles is water. The county has 385 farms comprising 176,848 acres in cropland, woodlands, and other uses. Top crop items include soybeans, cotton, corn, and wheat. Top livestock items include poultry and cattle. The average farm size is 459 acres.

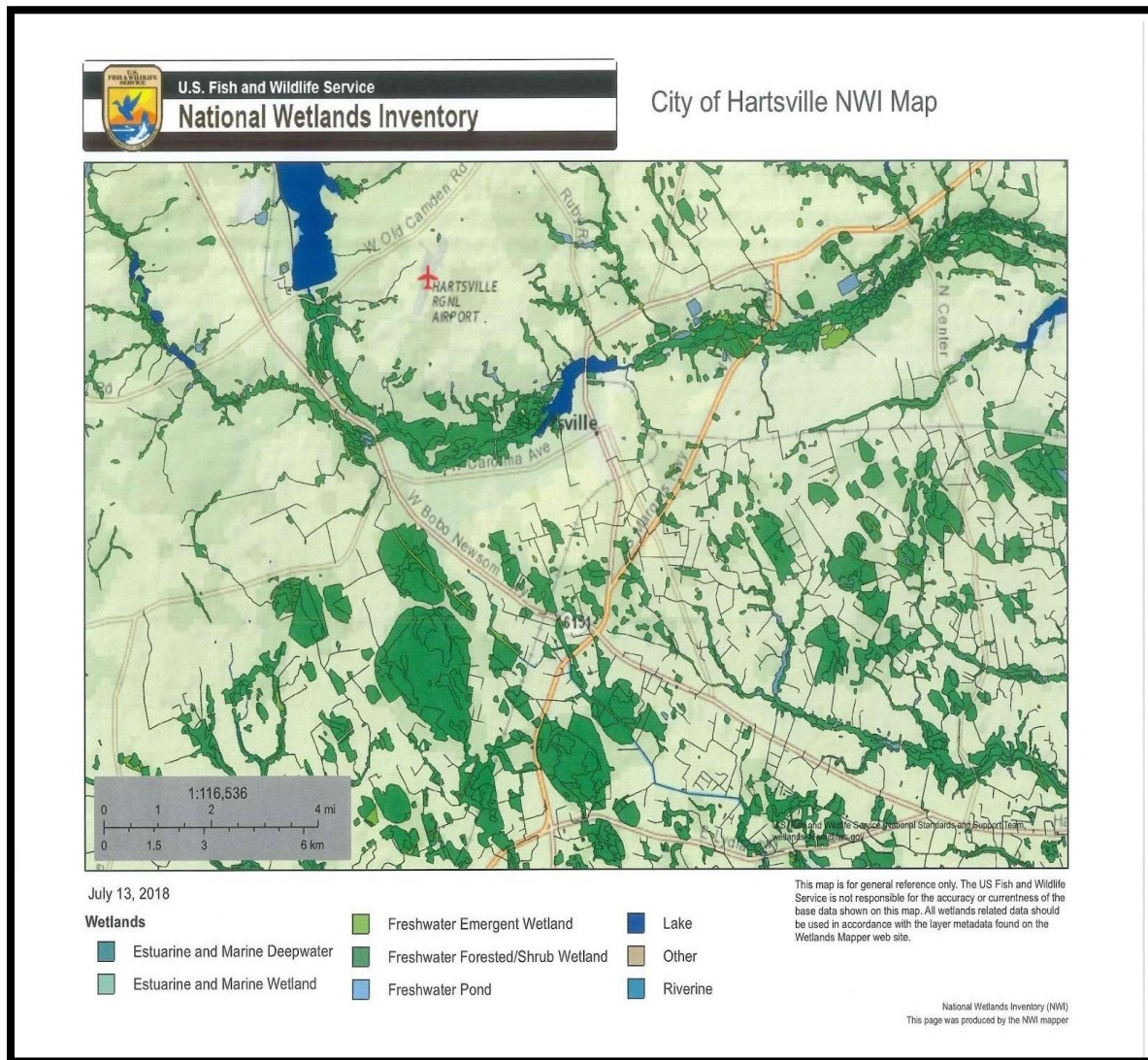
Forestry is number one among manufacturing industries in the number of jobs and payroll in South Carolina. The total economic impact of the forest industry in South Carolina is approximately \$21 billion annually. Timber is the top harvested crop in the state (\$759 million annually). The South Carolina Forestry Commission reports that 48 percent, or 166,127 acres, of Darlington County is forested (there is some overlap with woodland areas of farm tracts).

Major forest industries within Darlington County include Sonoco Products Company, Canfor Southern Pine, Ampak, Darlington Veneer Company, Novolex, and GP Dixie Products.



### 4.3 FLOOD-PRONE AREAS AND WETLANDS

Wetlands, including swamps, marshes, and bogs, are areas of land that are saturated with moisture seasonally or permanently. Wetlands are believed to be the most diverse ecosystems in the world, and are home to various species of plants, amphibians, reptiles, birds and mammals. This includes many threatened and endangered species. In addition to wildlife habitat, wetlands act as filters to improve water quality by removing sediments and chemicals. Further, wetlands reduce flooding and recharge ground water. Below is an illustration from the US Fish & Wildlife Service of the location of wetlands in the City of Hartsville and surrounding areas.



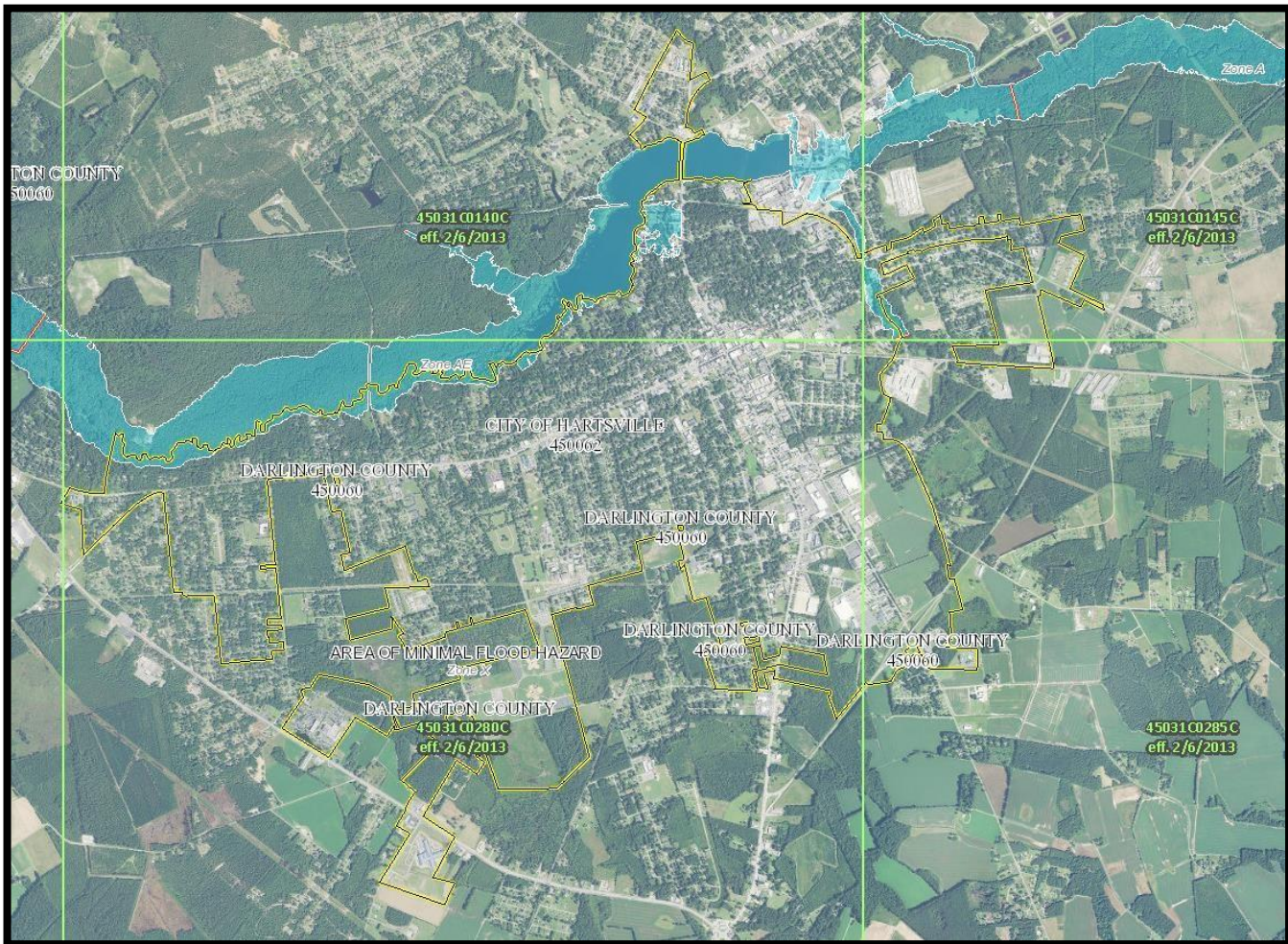
A Flood Plain is an area of low, flat land along a stream or river that may flood or it could also be classified as an area of land built up from soil left by floods. The City of Hartsville's Natural Resources Element must also consider flood-prone areas. By doing so, the city protects human life and health, maintains a stable tax base by providing for the sound use and development of flood-prone areas in such a manner as to minimize flood blight areas, and to insure that potential home buyers are notified that property is located within a flood area.



The City of Hartsville has adopted Flood Plain Ordinance 4103, to ensure flood-prone damage to public facilities and utilities such as water and gas mains, electric, telephone, and sewer lines, streets and bridges located in the floodplain, and prolonged business interruptions are mitigated.

There are approximately 138 properties within the City of Hartsville wherein some portion of the property is located within a Flood Zone as established by FEMA's Flood Insurance Rate Map (FIRM). The city encompasses four quadrants of FEMA's Flood Insurance Rate Map (FIRM) as follows: 45031C0140C, 45031C0145C, 45031C0280C, and 45031C0285C (effective date 2/06/2013).

**FEMA National Flood Hazard Layer (NFHL) Viewer (<https://hazards-fema.maps.arcgis.com>)**



#### 4.4 PLANT AND ANIMAL HABITATS, SCENIC RESOURCES, WATER BODIES, AND OTHER NATURAL FEATURES

The abundance of agricultural and forest lands within Darlington County, coupled with stream corridors and conservation lands, provides an abundant habitat for a variety of terrestrial and aquatic plants and animals. Here we focus on those resources that influenced our planning efforts.



*Kalmia Gardens of Coker University* – Located within the City of Hartsville is a thirty-acre preserve managed by Coker College. The geological history of Kalmia Gardens is fascinating as ancient deposits of sands and clays, the advancing and retreating of the Atlantic Ocean, and the powerful energy of the water carving of a bluff over what is now Black Creek. The sixty foot drop in elevation from the top of the bluff to the creek is the essence of Kalmia Gardens. The rugged terrain provides for the diversity of plant and animal life, including the namesake, *Kalmia latifolia*, a species of mountain laurel.

Over fifty-six species of birds have been documented at Kalmia Gardens, along with more than 250 species of plants. These gardens provide foot access to the Natural Heritage Site – Segars McKinnon Heritage preserve.

*Segars McKinnon Heritage Preserve* – Occupying the floodplain and upland on the north side of Black Creek, this 795-acre preserve provides habitat for six rare plant species and four rare plant communities. A footbridge across Black Creek connects the preserve with Kalmia Gardens. The abundant flowers of the gardens attract an equally abundant butterfly population, and the many habitat types allow a variety of bird species to flourish, especially Acadian flycatchers and Prothonotary warblers.

*Black Creek* - Located in the Counties of Chesterfield, Darlington and Florence, Black Creek is a tributary of the Pee Dee River. The Hartsville section of Black Creek accepts drainage from its upper reaches below Lake Robinson and Beaverdam Creek before flowing into Prestwood Lake. Downstream of the Prestwood Lake, there are a dozen or more tributaries that join Black Creek. In sum, there are 371.3 stream miles and 920.8 surface acres of lake waters within Black Creek's watershed.

Black Creek is characterized as a black water stream with naturally low pH conditions. There are eight SC Department of Health and Environmental Control (SCDHEC) surface water quality monitoring stations along Black Creek that measure water quality. This monitoring reveals that aquatic life and recreational uses are fully supported within the Hartsville area of the watershed.



*Prestwood Lake* – Located within the City limits of Hartsville, Prestwood Lake is approximately 300-acres in size and was designed to serve Sonoco Products Company. This lake is one of the most scenic small lakes in South Carolina. The lake has dark water with lily pads growing along the shoreline and a very sandy bottom. The cypress trees which grow along the shoreline are swollen at the base of the tree trunks

and supported by cypress “knees.” The lake is home to sport fishes, beavers, otters, alligators, wood ducks and other waterfowl, migratory songbirds, reptiles, and amphibians.



*Carolina Sand Hills National Wildlife Refuge* – Located in Chesterfield County, approximately 20 minutes from Hartsville, is a Federally-managed national wildlife refuge. Covering more than 46,000 acres (72 square miles), the refuge is home to more than 200 species of birds, 42 species of mammals, 41 species of reptiles, 25 species of amphibians, and more than 800 species of plants. The refuge is dominated by the longleaf pine-wiregrass ecosystem and supports rare, threatened, and endangered species that are associated with this open, park-like pine forest. A network of roads, trails, ponds, lakes, boardwalks, and observation platforms provides access to this vast expanse of public lands.



## 4.5 NATURAL RESOURCES GOALS AND OBJECTIVES

### **GOAL: Protect the city's watershed.**

**OBJECTIVE:** Protect the city's water quality in order to sustain desirable plant and animal life that will support natural resources health, and function to maintain and enhance the quality of life for residents and visitors.

- ☐ Explore opportunities for regenerative storm water conveyance (RSC) for Ninth St. ditch and other outfalls.
- ☐ Establish City ordinances governing new outfalls.
- ☐ Educate citizens on how they can help preserve water quality by mitigating their own storm water runoff.
- ☐ Encourage cooperation among Kalmia/Coker, Pee Dee Land Trust, Duke Energy, Sonoco and others.
- ☐ Maintain and improve downtown rain garden as a storm water repository and educational resource.
- ☐ Implement LID (Low Impact Development) strategies in City codes.

**METRICS:** Achieve and sustain excellent water quality (for clean, swimmable, boat-able water) in Prestwood Lake and Black Creek as evidenced by periodic DHEC testing.

- ☐ Measure results of Kalmia project.
- ☐ Partnership established with regular meeting plan.
- ☐ New outfall ordinances in place. LID included in City building codes.
- ☐ Education plan in place.

### **GOAL: Create a sustainable Urban Forest**

**OBJECTIVE:** Building upon the work of generations before us, maintain and enhance our urban forest.

- ☐ Review qualifications to maintain Tree City USA status.
- ☐ Maintain current tree canopy.
- ☐ Inventory existing tree stock with GIS mapping.
- ☐ Extend maintenance for health and longevity of the trees outward from downtown.
- ☐ Inspect for disease and pests. If found, use Integrated Pest Management (IPM) practices.
- ☐ Remove diseased trees and replant with native species to promote biodiversity.
- ☐ Plan for Trees for Tomorrow program sustainability.
- ☐ Require businesses to maintain year after year the level of landscaping needed for their Certificate of Occupancy.
- ☐ Encourage community composting.

**METRICS:** Monitor downtown street temperatures in summer.

- ☐ Visual improvement in canopy, downtown and throughout the city.
- ☐ Plan and ensure that future volunteers are in place to continue Trees for Tomorrow.

**GOAL: Interconnect the parks throughout the City of Hartsville.**

**OBJECTIVE:** The connection of city parks will align our community with the ongoing efforts of the National Recreation and Parks Association “Three Pillars.” “Three Pillars” are identified as, Health and Wellness, Conservation and Social Equity. Connecting the areas of our city physically and culturally will provide opportunities for a variety of traveling outdoor activities for residents, tourists and competitors. The COVID-19 crisis has reminded us how important it is for all our citizens to have access to outdoor active and passive recreational activities and space in which to pursue them.

- ❑ Map a route to connect City parks for cyclists, walkers and other outdoors people.
- ❑ Encourage active transportation and exercise.
- ❑ Tie into recreational trail, which is currently in the planning stage.
- ❑ Include pocket parks/gardens along the routes. Ask community groups to help.
- ❑ Create a consortium of green space advocates to maintain small green areas.
- ❑ Repair and maintain existing bike routes.

**METRICS:** Connectivity links completed one by one until all city parks are joined.

- ❑ Creation of pocket parks and gardens in place.
- ❑ Consortium in place.

**GOAL: Leverage Natural Resources to increase tourism**

**OBJECTIVE:** Improve the quality of life for Hartsville citizens while increasing the number of visitor dollars spent in our community. This objective reflects the high level 2030 objectives of attracting visitors; enhancing sustainability; improving local lifestyle; attracting young professionals, executives and affluent retirees; and bringing new customers to local businesses.

- ❑ Encourage visitors to bike, rent kayaks and play.
- ❑ Inventory natural resources in broadest sense in and near the city, including the Sand Hills Wildlife Refuge.
- ❑ Plan and promote complete weekend itineraries for bird watchers, sports enthusiasts, cyclists, and paddlers that use our natural resources to the fullest.
- ❑ Research course for biathlon or triathlon using existing streets and trails, Black Creek, Prestwood Lake, City Parks and Kalmia Gardens. Add to these courses as additional trails and routes become established.
- ❑ Encourage businesses serving tourists to practice sustainability, thereby appealing to eco-tourists, emphasizing best practices for reducing, reusing and recycling.

**METRICS:** The completion of the Inventory of natural resources.

- ❑ Literature and promotional campaigns in place for eco and adventure weekend tours.
- ❑ Competition courses mapped, documented and, where appropriate, submitted to the regulating organization for that particular sport.
- ❑ Visit local businesses that cater to tourists to determine their level of commitment to eco-friendly practices.

## **PART 05: CULTURAL AND RECREATIONAL RESOURCES**



### **INTRODUCTION**



### **INTRODUCTION**

The City of Hartsville has an abundance of significant cultural and recreational assets including, facilities, programs and support organizations. These assets provide residents and visitors alike with an exceptional variety of recreational, cultural, and historical opportunities throughout the city. According to the United States Department of Agriculture, Cultural Resources are tangible remains of past human activity. These may include buildings; structures; prehistoric sites; historic or prehistoric objects or collection; rock inscription; earthworks, canals, or landscapes. These nonrenewable resources may yield unique information about past societies and environments, and provide answers for modern day social and conservation problems. Although many have been discovered and protected, there are numerous forgotten, undiscovered, or unprotected cultural resources in rural America (<https://www.nrcs.usda.gov>).

The City of Hartsville is the fastest growing city in Darlington County and is a regionally important city of more than 7,658 people (2018 Census). According to a 2019 Retail Market Study for the City of Hartsville, the current year population is 38,758 comprised of people entering city limits to access an abundance of cultural, educational, recreational, commercial, and entertainment opportunities on a daily basis (R.E.D. City Planning, 2019). This element includes a discussion of the city's history and historical assets; neighborhood variety; unparalleled regional attractions; strong and diverse economy; and arts along with cultural organizations.

The enhancement, coordination, and promotion of the city's cultural and historical assets and resources, while simultaneously enhancing, coordinating and promoting the city's recreational assets and resources, are not mutually exclusive goals. Hartsville has and will continue to promote cultural, historical and recreational activities, programs and events that will have significant positive economic benefits through tourism, which also follows South Carolina's largest and fastest growing industry. All of these efforts help spur economic opportunities for the City of Hartsville.

## 5.1 HISTORY



Hartsville traces its origins to Thomas Edward Hart, who came to the area in 1817 and built a plantation along Black Creek. His son, John Lide Hart, developed Hartsville Plantation in what is now downtown, creating a carriage factory, steam-powered sawmill, grist mill and more.

Early community leader James Lide Coker played an extremely influential role in Hartsville's development. He and his family would develop a seed company, oil mill, fertilizer plant and the iconic J.L. Coker & Company General Store, housed in a massive brick storefront which remains a downtown landmark. The Coker's also created Welsh Neck High School, the forerunner of Coker University, as well as the Southern Novelty Company, the predecessor to Sonoco Products Company, a major provider of packaging, industrial products and more. Hartsville received its town charter on Dec. 11, 1891, in a period of growing industry, business, and a booming population. Hartsville is today a center of industry, education, and reinvention – the South Carolina Governor's School for Science and Mathematics, for example, has been built on the site of the Hartsville Cotton Mill.

Possessing a downtown full of historic sites, access to Prestwood Lake, and an ongoing array of quality-of-life projects from recreational facilities, special events and community development opportunities, Hartsville remains a small town full of innovation and opportunity(<https://visithartsvillesc.com/>).

## 5.2 HISTORIC RESOURCES

There are many important cultural and historical assets and opportunities throughout the City of Hartsville. Some of these include Coker University, The Coker Experimental Farm (National Historic Landmark), The Center Theater of Hartsville, Black Creek Arts Center, Historic Butler Campus, The Hartsville Museum, Marion Avenue African American Cemetery and many other excellent cultural venues. These resources are also supported by their diverse support organizations which, with varying degrees of success, support the arts and cultural events, and support the preservation of historical locations.

Hartsville is also home to historic districts listed on the National Register of Historic Places, the West College Avenue District and the Centennial Historic District along East Home Avenue. Approximately two dozen additional properties in Hartsville are individually listed on the National Register of Historic Places and many other properties are potentially eligible for listing under the National Register. All of these resources are discussed below:

- **Historic Butler Heritage Foundation** – The mission of the Butler Heritage Foundation is to preserve the legacy of Butler Heritage Foundation by establishing a community and Cultural Center and by providing and supporting diverse programs for all.([www.butlerheritagefoundation.org](http://www.butlerheritagefoundation.org)) . The picture below illustrates Butler's dedication to the community by housing four programs within their historic campus.





- **The Coker Experimental Farm (National Historic Landmark)** – Coker Experimental Farms and its parent company, Coker's Pedigreed Seed Company, founded in the early 1900's by David R. Coker is a significant landmark because of its association with the development and experimentation of plant hybridization seeds used throughout the farming world today. It is designated as the first agricultural company to use scientific plant breeding methods and protocols to develop improved varieties of crop seeds for the American farmer. (Picture credit: Ardie Arvidson, October 5, 2011.)



❓ **Center Theatre** - Center Theater was built in 1936 and contains 867 seats of which almost 200 are located in the balcony. It was initially utilized as a motion picture theater and later modified to accommodate the performing arts. The Federal Works Progress Administration helped fund the theater. The theater was one of 4 buildings in Hartsville constructed with federal funding.

- **Hartsville Museum** – The Hartsville Museum resides in what was once a 1930's Post Office constructed as part of the federally funded Works Progress Administration. The museum offers local history and many types of art exhibits with an adjacent sculpture courtyard.



- **Marion Avenue African American Cemetery** – The Hartsville Colored Cemetery Association (founded 1904 by eight trustees) purchased one acre to serve the burial needs of the community. The trustees represented a cross section of the African American community such as merchants, farmers, and tradesmen. An additional acre was purchased in 1931 by the Mutual Cemetery Association. In the era of Jim Crow, the establishment of the cemetery predated the establishment of Hartsville's segregated white cemetery (Magnolia) by five years. The cemetery was most active until the mid-1960's. A minimum of 580 individuals were interred in the cemetery with over 400 buried in unmarked graves. Approximately fifty slaves and forty veterans (Spanish American War – Vietnam) were buried there. Reverend Henry H. Butler who was extremely active in the community

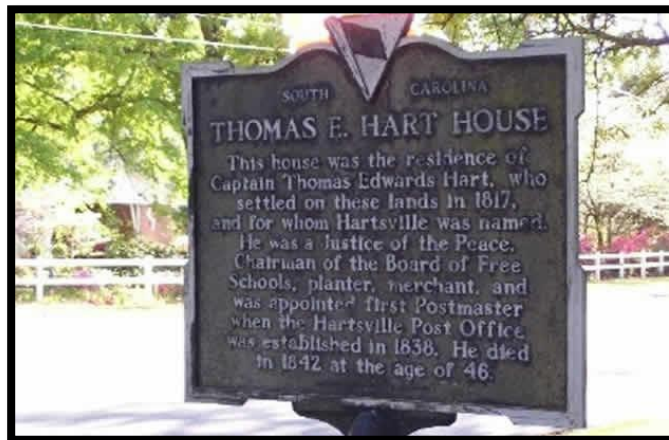
serving as principle of the segregated school system, President of the State Baptist Association, President of Morris College, and Grand Director of the SC Odd Fellows rests in the cemetery. (<https://www.hartsville-sc.gov/portfolio-items/historic-marion-avenue-cemetery/>)



- **Black Creek Arts Council** – The Black Creek Arts Council (non-profit) is dedicated to providing guidance and assistance in arts administration, funding, education, and program coordination to arts based organizations and artists in Darlington County. The arts council occupies one of 4 buildings in Hartsville funded by the Federal Works Progress Administration. Yoga, cultural events, and many different types of classes are provided at the arts council. (<https://blackcreekarts.org/>)



☐ **Kalmia Gardens Thomas E. Hart House** - King George III granted Benjamin Davis 200 acres in 1772, which included the acreage of Kalmia Gardens. The land was subdivided, changing hands with many owners. In 1817, a Society Hill native, Thomas Edwards Hart obtained the property and built his house near the bluff overlooking the flood plain of Black Creek around 1820. Thomas Hart was the first postmaster of the area and the town became known as “Hartville” or Hartsville as early as 1837. The house was later obtained by Mr. and Mrs. David Robert Coker who transformed the house and gardens into the beauty that it is today. “Kalmia Gardens” derived its name from the plentiful laurel *Kalmia latifolia* that surrounds the bluff in a white and pink veil in May. (<https://www.kalmiagardens.org/history/>)



Picture credit: <https://www.scpictureproject.org/>

- **West College Avenue District (National Register of Historic Places)** – The West College Ave. Historic District is significant for its association with the residential development of Hartsville from ca. 1890 to ca. 1930, and as a reflection of the architectural styles and influences of that period. The district is comprised of 27 residences along West College Ave. Of these 27 structures, 22 buildings contribute to the character of the historic district, while 5 buildings and 2 vacant lots do not contribute to the character. The contributing properties represent a significant period of residential development in early twentieth century Hartsville and were constructed from ca. 1906 to ca. 1930, with the majority constructed between 1910 and 1926. The architecture reflects late nineteenth and early twentieth century movements such as Victorian, Queen Anne, Colonial Revival, and Bungalow. These were listed in the National Register September 8, 1994. (<http://www.nationalregister.sc.gov/darlington/S10817716045/index.htm>)

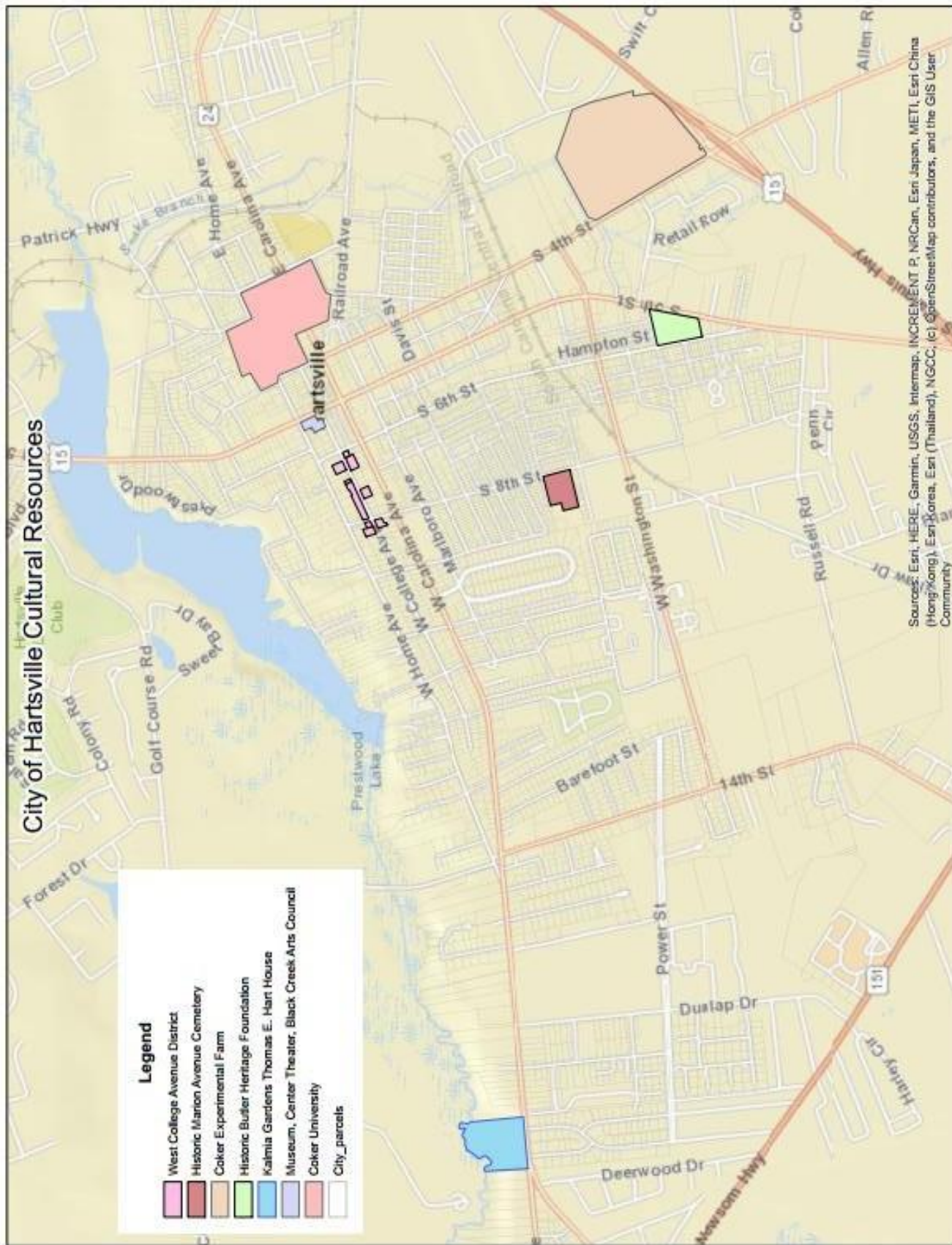
- ***Coker University & The Elizabeth Boatwright Coker Performing Arts Center & Cecelia Coker Bell Art Gallery*** - The Cecelia Coker Bell Gallery is located in the Gladys C. Fort Art Building, on the Coker University campus. "Coker University upholds and defends the intellectual and artistic freedom of its faculty and students as they study and create art through which they explore the full spectrum of human experience." (<https://www.ceceliacokerbellgallery.com/about>)

Other organizations that provide support or research in favor of Historic Properties consist of the following:

- ☐ Coker University
- ☐ Darlington County Genealogical Society
- ☐ Faith Based organizations throughout Hartsville
- ☐ Hartsville Heritage Foundation
- ☐ Darlington County Historical Commission
- ☐ Hartsville Memorial Library



# City of Hartsville Cultural Resources





### 5.3 UNIQUE, NATURAL AND SCENIC AREAS

Hartsville contains many unique, natural and scenic areas located within city limits and nature preserves adjacent to city limits. A large portion of Hartsville straddles the banks of the Black Creek and Prestwood Lake and the city is also adjacent to a large nature preserve consisting of Kalmia Gardens, the Segars Preserve and large areas under the control of the SC Department of Natural Resources.



- ***Kalmia Gardens of Coker University*** - Kalmia Gardens is a 35-acre public botanical garden and historic house open to the public. The Thomas E. Hart House, built in 1820 with timber cut from the property, and surrounding gardens are on the National Register of Historic Places. Kalmia Gardens boasts a wide array of rhododendrons, camellias, azaleas, tea-olives, dogwood and the Gardens' namesake — *Kalmia latifolia*, the Mountain Laurel. Kalmia Gardens is part of the scenic S.C. Cotton Trail and is the gateway to the 796-acre Segars-McKinnon Heritage Preserve.  
( <https://www.kalmiagardens.org> )





- *Prestwood Lake* – Lake Prestwood is located very close to a larger lake called HB Robinson. Both lakes impound the waters of Black Creek. The lake is estimated to be approximately 330-450 acres in size. This lake was originally designed to serve Sonoco Products Company. (<https://southcarolinakes.info/small-lakes/lake-prestwood-hartsville-sc-darlington-county.html>)

Hartsville's Lawton Park Pavilion also overlooks the Prestwood Lake.



#### 2 ***Marion Avenue African American***

***Cemetery*** – The Marion Avenue African American Cemetery was discussed in greater detail in Section 5.2 Historic Resources. However, this cemetery should also be listed within this section of the Cultural and Recreational Resources Element due to the unique, natural, and scenic acreage that it encompasses.





After the 1960's the historic cemetery became overgrown with vegetation until significant efforts to restore and preserve the land began in 2015. The Chicora Foundation was engaged by the City of Hartsville to assess the cemetery and to suggest best practices. Today, the cemetery has been restored and decedents and visitors can take a walk back in history.

- **Centennial Park** – Centennial Park can be found at the intersection of Carolina Avenue and Fifth Street opposite of Hartsville City Hall. This small piece of downtown green space was developed to commemorate the 100th anniversary of the City of Hartsville's incorporation on December 11, 1891. The park, a frequent downtown gathering spot, features flower gardens, an arbor, benches and a sculpture created by a local artist.



- **Burly Park** – Located between 4th and 5th streets on Cargill Way, Burly Park provides an open green space which has been home to such events as the city's Screen on the Green free movie series. The park was redeveloped from the site of the former Cargill Oil Mill.



The Veterans Memorial is dedicated to the veterans who served the United States during the five major conflicts of the 20th century: World War I, World War II, the Korean Conflict, Vietnam and the Persian Gulf War, as well as the five branches of service.



The bas relief bronze monuments are clad in architectural cast stone placed in a pentagon shape. Each monument is a collage of events with detailed representation of military uniforms, weapons and symbolism of each conflict.



On the ground surrounding the memorial, black granite bars separated by bronze medallions feature the branches of the armed services. The inside of the pentagon shaped memorial displays black granite plaques honoring 420 veterans who have connections to Darlington County. These plaques show the veteran's names, branch of service, and dates of service.

Hartsville native Charlie Pate sculpted the bas relief monuments. Charlie's son Charles assisted his father in creating and fitting this structure. The Hartsville Veteran's Walk, connecting the Veteran's Memorial to South Fifth Street, is lined with 32 Okame cherry trees.

## 5.4 RECREATIONAL RESOURCES AND ASSETS

During the past decade, Hartsville has prioritized recreational opportunities and created some diverse and unique assets for its residents and visitors alike. The city's Parks and Recreation Department and committee maintain and operate its assets and programs. These assets consist of the following:

- **Neptune Island** – Opened in 2018, this park was created for people of all ages including multilevel slides, wave pool, lazy river, cabanas, freshly prepared food, and is handicap accessible. Neptune Island hosted 91,226 visitors in its 2019 season. The city estimated that 40% of annual visitors travel from outside a 50 mile radius. In 2019, approximately 36,490 visitors traveled more than 50 miles and in 2019.



- **Byerly Park** – Byerly Park is a 93-acre multi-use recreation complex developed to improve the quality of life for residents of Hartsville and the surrounding areas, and is known as one of the finest sports facilities in the Southeast. The park is the result of numerous land gifts to the City of Hartsville and is named for The Byerly Foundation, a longtime donor to the facility.



Byerly Park offers year-round activities for both youth and adult athletes. Venues such as soccer, softball, baseball, football, basketball, volleyball, tennis and track and field are all inclusive within Byerly Park. Those who want to enjoy the outdoors and be healthy may use the 1.2 mile lighted walking trail, the Terrence J. Herrington Track, or the fitness center in the Coach T.B. Thomas Sports Center. In addition, Byerly Park has a handicapable playground located in the heart of Byerly Park between the tennis courts and the track.







- Soccer fields
- 8 softball/baseball fields
- 2 Football fields
- 6 tennis courts
- 400 meter 8-lane track and field facility
- 1.2-mile walking and jogging trail
- 12 horseshoe pits
- Picnic area
- Concessions
- 2 Playgrounds



- **Lawton Park** – Lawton Park (pictured below) was built on 3.5 acres of Prestwood Lake shoreline donated to the City of Hartsville by J.J. Lawton of the Carolina Fiber Company. Lawton Park has many offerings including tennis courts, a boardwalk and pier, two picnic shelters, playgrounds and restrooms.



The historic Pavilion at Lawton Park is frequently rented for meetings, weddings, and other events. Built in 1938 by the City of Hartsville with funding from the Works Progress Administration, the Colonial Revival structure is an excellent example of a New Deal-era public recreation facility, and is listed on the National Register of Historic Places. The City undertook a major renovation of the facility in 2007-08.

The facility features a caterer's kitchen, restrooms, elevator, and a balcony overlooking Prestwood Lake. There is also a lakeside arch located on the grounds perfect for wedding ceremonies.

Dog Park at Byerly opened in 2019.





- **Pride Park** – Pride Park features a picnic shelter, playground, restrooms and an outdoor stage used for events such as the annual Gospel in the Park series. Pride Park is located at 630 S. Sixth Street. The park is built on the site of the Hartsville Graded School, the first public school for black children in Hartsville, operating from about 1900 to 1921, as well as the later Butler School, named for the Rev. Henry H. Butler, longtime principal of the school.

Park signage and a South Carolina Historical Marker placed at the park also make note of the Rev. T.J. James, who began a Sunday school class at the site in 1922, which grew into Mt. Pisgah Presbyterian Church. James also established the Mt. Pisgah Nursery School in the old graded school structure. James' family donated the land to the City of Hartsville for Pride Park, which was established in 1986, and renovated in 2016 to include restroom facilities.





## 5.5 ARTS AND CULTURE

Providing opportunities for residents and visitors to participate in the Arts through accessibility to cultural facilities and activities is one of the unique features of the City of Hartsville. The city and the surrounding area host an abundance of cultural resources, such as museums, performing arts, theatre, libraries and other resources. Many cultural opportunities are conveniently located within the City of Hartsville.



The Black Creek Arts Council is dedicated to providing guidance and assistance in arts administration, funding, education, and program coordination to arts based organizations and artists in Darlington County. The council includes a 1,600 square foot gallery for public exhibitions, classrooms, a darkroom, and a catering kitchen which is perfect for arts and cultural events.



The Center Theater provides an historic venue experience for artistic and cultural expression such as The Columbia Ballet's *The Nutcracker*, live performances from the Hartsville Community Players, musical performances and dance recitals.




Coker University offers a Bachelor of Arts in General Theatre, Performance, Technical Theatre, and Musical Theatre. The university hosts numerous theatre events throughout each semester at the Margaret Coker Lawton Music Building, and the Elizabeth Boatwright Coker Performing Arts Center. Additionally, Coker University displays art in the Gladys Coker Fort Art Building and offers a Bachelor of Arts in Art Education, Fine Arts, Graphic Design, and Photography.

In 2014, the concept of the **Hartsville Cultural District** was formed with city staff and The Black Creek Arts Council. A cultural district is a geographic area that has a concentration of cultural facilities, activities and assets. It is an area that is easily identifiable to visitors and residents and serves as a center of cultural, artistic and economic activity. A cultural district may contain galleries, live performance venues, theaters, artist studios, museums, arts centers, arts schools, and public art pieces. A cultural district may also contain businesses like restaurants, banks or parks whose primary purpose is not arts, but that regularly make their spaces available to artists or create opportunities for the public to encounter the arts.

Through active participation in further establishing a true Hartsville Cultural District, opportunities for various funding sources are opened up, the amount and types of cultural events significantly increases, the focal point for celebrating and strengthening local cultural identity is created, and all of these synergies foster economic development throughout the community. This will be further discussed under Section 5.6 Goals and Objectives for future implementation.

## 5.6 GOALS AND OBJECTIVES

**GOAL:** Increase the marketability of Hartsville’s cultural resources to raise public awareness locally, statewide, and nationally.

**OBJECTIVES:** Continue to improve upon the VisitHartsvilleSC  website while creating greater visibility for cultural organizations, events, and artists.

- ❑ Provide interactive links to cultural resource organizations including city tourism resources with updated pictures and special event listings;
- ❑ Collaborate with Darlington County Tourism, Black Creek Arts Council, Butler Heritage Foundation, Chamber of Commerce, Coker University, artists, and other local, regional, and statewide tourism organizations;
- ❑ Update marketing brochures for historic walking/driving tours & recreational walking, biking, kayaking tours.

**GOAL:** Further develop the ***Hartsville Cultural District*** to include a steering committee composed of organizations and individuals that represent the interests of the district.

**OBJECTIVES:** Create a working Hartsville Cultural District with map boundaries, steering committee, marketing campaign to greatly expand upon the city’s current arts, culture, and economic opportunities.

- ❑ Pursue partnerships and collaboration with other public agencies and the private sector to maximize the benefits and value of the Hartsville Cultural District;
- ❑ Seek City Council approval of a staff liaison or department to help spearhead the district;
- ❑ Develop and market at a minimum a quarterly downtown arts street event or public art trail;
- ❑ Seek grant funding to further promote, broaden awareness, increase traffic to the district by increasing the number of events and businesses involved to support the arts.

**GOAL:** For greater recreational opportunities, expand the city’s existing sidewalk system, bike paths, and walking trails. Include kayaking routes and the identification of other potential assets.

**OBJECTIVES:** The last decade provided opportunities to improve the city’s existing sidewalk system, trails, and bike paths. However, there remain great opportunities to extend these to outside the city limits through annexation and acquisition as the city continues its natural progression of growth.

- ❑ Further explore the utilization of the abandoned CSX railway on Golf Course Road to construct a 5 mile trail with annexation;
- ❑ Expand, repair and improve the Patrick Sawyer recreational trail;
- ❑ Establish trail heads and connections to existing venues;
- ❑ Encourage community involvement, support and fundraising opportunities to leverage with grant funding opportunities.

**GOAL:** Expand Byerly Park and Neptune Island to provide more recreational and aquatic activities for both citizens and tourists.

**OBJECTIVES:** Provide additional soccer fields or other needed opportunities at Byerly Park and more aquatic activities at Neptune Island to increase future recreational and tourism opportunities.

- ❑ Access the needs of Parks and Recreation to map out future capital improvements projects that increase future recreational and tourism opportunities;
- ❑ Access the needs of Neptune Island to map out future capital improvements projects that will increase future recreational and tourism opportunities by 10% year over year;
- ❑ Continue to apply for PARD, SCPRT, and LWCF grant funding opportunities to expand upon the last decade of improvements.

**GOAL:** Expand and or improve all of the other city parks to provide more recreational activities for both citizens and tourists.

**OBJECTIVES:** Provide improvements to play equipment, tennis courts, restroom facilities, drinking fountains, cameras for safety, and other needed opportunities at the city's remaining parks.

- ❑ Assess the needs of the Parks and Recreation Committee to map out future capital improvements projects that will increase future recreational and tourism opportunities;
- ❑ Continue to apply for PARD, SCPRT, and LWCF grant funding opportunities to expand upon the last decade of improvements.

**GOAL:** Create a Pocket Park within a South Hartsville Butler District neighborhood to provide a cultural learning experience with recreation while fostering a greater sense of community. If successful, these parks can be placed in other areas throughout the city.

**OBJECTIVES:** A pocket park is small in size and strategically located to benefit the entire South Hartsville Butler District and will allow for both educational opportunities along with healthy physical opportunities for both children and adults to reduce obesity, provide safe & productive activities, improve property values, and foster social interactions.

- ❑ Select the site most likely to provide the most benefit to residents and community;
- ❑ Determine the educational component;
- ❑ Create an area to include a half-court basketball and/or to include features for children to play on and the elderly to utilize;
- ❑ Continue to foster partnerships with Enactus and other potential funding agencies.

## **PART 06: COMMUNITY FACILITIES AND SERVICES**



### **INTRODUCTION**

The City of Hartsville offers a wide variety of community facilities and services relating to education, public safety, and infrastructure to serve anticipated growth, and to support future developments. The infrastructure system within the Community Facilities and Services element was analyzed to reach a reasonable understanding of the community infrastructure, water and wastewater, and stormwater, to identify challenges and opportunities, formulate a policy guidance, and prepare goals, objectives and implementation strategies. The City of Hartsville oversees many activities essential to the growth, development, sustainability, and safety of its citizens and its surrounding areas.

### **6.1 WATER SYSTEM**

Hartsville owns, operates and maintains a water supply and distribution system that provides potable water to residential, commercial, and industrial customers both within and outside of its corporate limits. According to the city's contracted engineering firm, Hartsville has a service population of 8,575. As of May 2020, the customers inside city limits totaled 3,662 and the number of customers outside city limits totaled 384, for a total of 4,046.

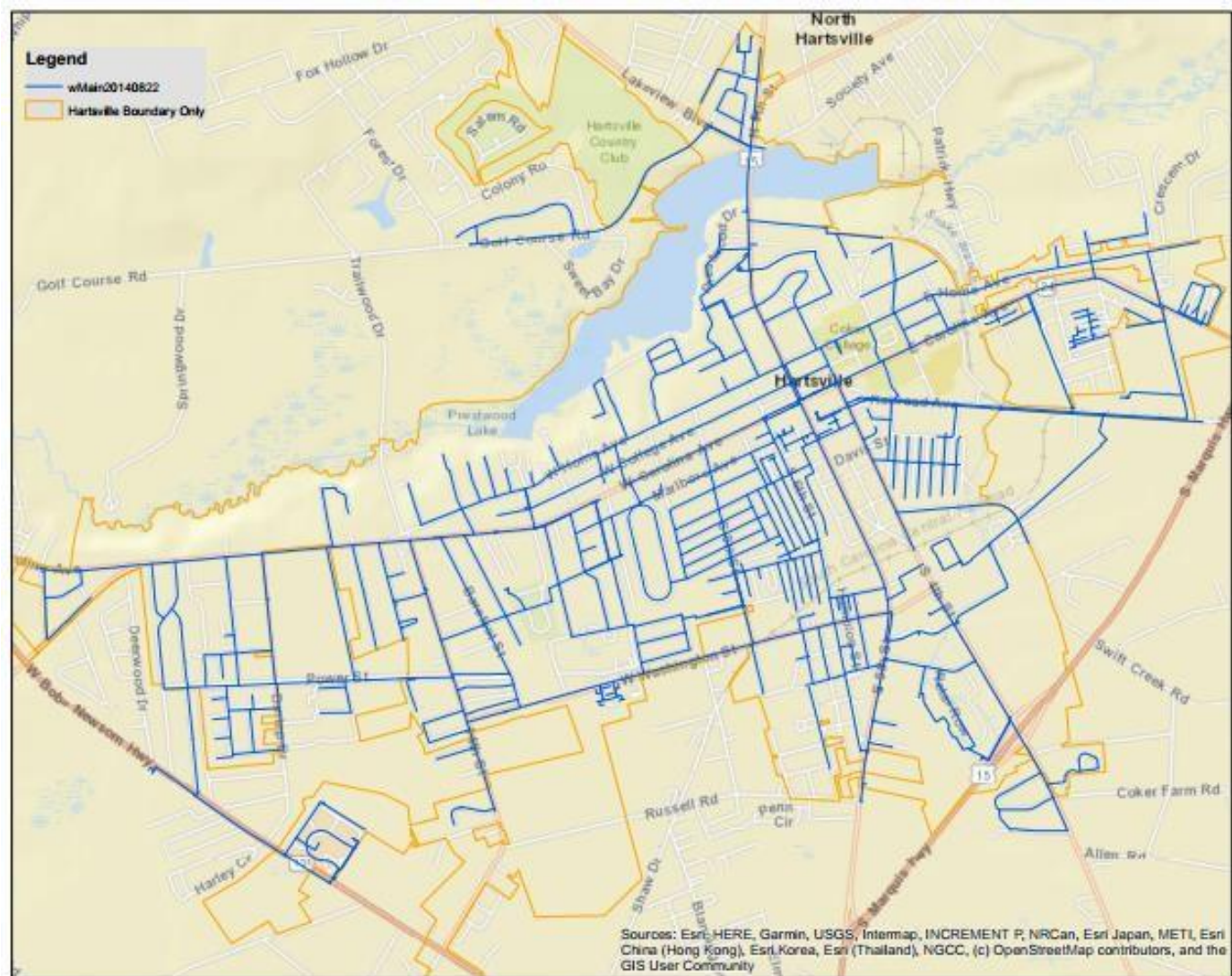
Because portions of the system date back to the early 1930's, the city must continually perform upgrades, rehabilitation and preventative maintenance on this infrastructure.

The water system consists of 2 main zones, a low pressure zone and a high pressure zone. All of the water is produced on the low pressure side of the system by wells that are over 50 years of age. A booster pump station pumps water into the high pressure zone, filling two elevated storage tanks. The Smith Street Tank and the Walmart Tank are both located within the high pressure zone and both rely on the wells and the booster pump. The city has 6 total water tanks and several wells



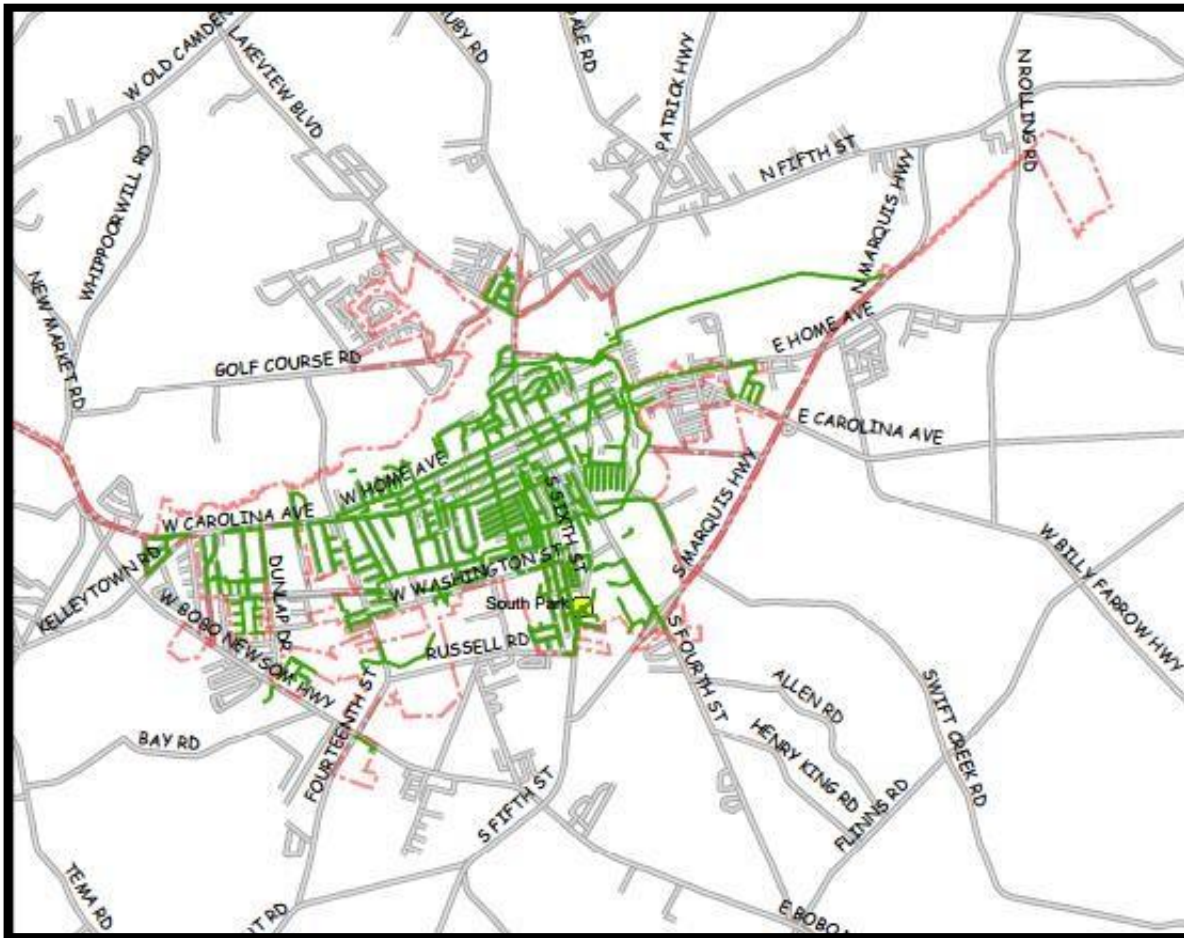


Additional information regarding the city’s goals and objectives can be found in Section 6.6 Goals and Objectives and in Section 11. Priority Investment, Table 2 of the Vision 2030 Comprehensive Plan.



## 6.2 SEWER SYSTEM

Hartsville owns, operates, and maintains a wastewater collection and treatment system. The system serves customers both within and outside of its corporate limits. The city serves approximately 3,343 sewer customers of which 2,755 are residential and 588 are commercial. The City treats an Average Daily Flow of approximately 330,000 gallons per day (GPD) of wastewater from domestic users and approximately 480,000 GPD from industrial/commercial users. The city's existing sewer system consists of 28 pump stations, a wastewater treatment plant (WWTP), and approximately 87 miles of sewer lines ranging in size from 4 inches to 24 inches in diameter. The wastewater treatment facility has a design capacity of 3.5 million gallons per day (GPD). The wastewater plant uses an extended aeration process. Treated sludge, the by-product of the treatment process is disposed of in the Lee County Landfill.



The map above illustrates sewer lines in green and force main in red (Hanna Engineering, 2018). Additional information regarding the city's goals and objectives can be found in Section 6.6 Goals and Objectives and also in Section 11. Priority Investment, Table 2 of the Vision 2030 Comprehensive Plan.



Because portions of the sewer system continue to outlive their useful life and growth in the surrounding areas has added sewerage to the system, the city must continually perform upgrades, rehabilitation and preventative maintenance on its sewer infrastructure system.

### Drainage and Stormwater Management

The City of Hartsville and SCDOT both own the drainage collections system. The system is primarily repaired and maintained by the city. Regular flooding is experienced in several areas: along a major corridor - Carolina Avenue, several South Hartsville neighborhoods, and the Prestwood Lake neighborhood. The city's storm water drainage system

was designed over a 100 years ago. Hartsville is currently undertaking a FEMA drainage study to include several of the above noted areas to look at best practices and the construction of a future storm water drainage system to alleviate many of these issues. In addition to this study, storm drains are cleaned on a regular basis and a pumper truck is utilized to remove standing water. Mitigating existing drainage and stormwater issues will be in the forefront of Hartsville's Vision 2030 Plan and implementation.

## 6.3 ENVIRONMENTAL SERVICES AND UTILITIES

The City of Hartsville provides solid waste collection and disposal through residential and commercial garbage pickup as well as recycling pickup. Green roll carts are for garbage and are supplied by the city. Blue roll carts are for recyclable materials. In addition, yard debris is collected.

Sonoco Recycling, a division of Sonoco Products Company in Hartsville, accepts materials from the City of Hartsville's recycling program. The company collects over 3 million tons of material each year. Items which may be recycled in the City of Hartsville include:

- ❑ Mixed paper: office paper, newspapers and inserts, magazines, catalogs, junk mail, phonebooks
- ❑ Empty milk and juice jugs
- ❑ Clean, dry cardboard, corrugated, chipboard, pizza boxes (not greasy or waxed cardboard)
- Clean plastic containers and attached lids #1 – #7 (plastic furniture and plastic children's toys accepted; no plastic bags or wrap, loose lids, or Styrofoam)
- ❑ Clean aluminum and steel cans and attached lids (no other metals)

 Recycling Cart	 Trash Cart
Aluminum cans	Glass bottles & jars
Steel cans	Ceramics
Milk & juice jugs	Styrofoam
Plastic bottles	Greasy or waxed cardboard
Office paper	Wire
Newspaper	Garbage bags
Magazines & catalogs	Grocery bags
Mail & junk mail	Other plastic bags
Cardboard (dry)	Bubble wrap
Paperboard	Plastic wrap
Phone books	Juice pouches
Other Plastic (#1-#7)	Aerosol cans
	Empty paint can (fill with sand)



The City of Hartsville's streets and grounds crew can also be found in the Environmental Services department. This crew not only ensures that the city's high beautification standards are met in the Parking, Beautification and Business Improvement District, but also landscapes throughout Hartsville. During summer months, this crew operates seven days per week watering all of the plants.

## 6.4 PUBLIC SAFETY



### Police

The Hartsville Police Department (HPD) headquarters is located at 135 West Carolina Avenue with auxiliary facilities located throughout the city. The Detectives division is located at 626 N. Fifth Street, and the Community Outreach division is located at 500 Poole Street. HPD is a full-service law enforcement agency that covers all areas within the City limits of Hartsville. The police department is comprised of 37 full time officers and 2 administrative personnel. HPD has one dedicated DUI Officer and a Lieutenant in charge of Community Outreach. The city also has a SWAT team made up of its Lieutenants and Officers.



HPD supports and hosts many different community events throughout the year including but not limited to internship programs, youth education, impaired driving presentations, food drives, self-defense, and many other community service activities.





## Fire and Life Safety

The Hartsville Fire Department (HFD) was established on April 6, 1908. The city's first fire apparatus was a wagon pulled by two horses, "Billy" and "Mann," which served the city from 1909 until 1917.

Today, the department protects approximately 7,800 city and 31,000 county residents within a 24.27-square-mile response area.



The full range of emergency services includes fire suppression, fire prevention and education classes, hazardous materials response, medical first responders and life safety codes enforcement. The department operates with 4 fire engines, one 95-foot ladder truck, 1 brush unit, and 1 rescue truck.

The City of Hartsville Fire Department is a very progressive and professional organization, placing high value on its residents, business owners, and visitors to the community, and is proud to serve. The department constantly strives to improve the level of services the staff provides to the whole community. Fire personnel consist of 37 full time and volunteer firefighters including a Fire Chief, Assistant Chief, and 3 Fire Captains.

In 2012, the department's Public Protection Classification, provided by the Insurance Services Office (ISO) rose to Class 4, allowing for lower insurance ratings for homes and businesses. In 2020, Hartsville still has an ISO Class 4 rating. The department's rating places it better than roughly 70 percent of other fire departments in South Carolina.

HFD is the lead agency for the creation and implementation of all emergency operation plans for the City of Hartsville. HFD is especially active in teaching fire safety to children and they always welcome families to tour the Fire Department. In addition, HFD interacts with schools on a regular basis and utilizes fire extinguisher simulations to teach youth, organizations, and adults proper fire extinguisher practices. In addition, HFD sponsors their annual Boots & Buckets for Kids program during the month of November each year. Local families that are in need during Christmas apply for assistance through this program at the Hartsville Fire Department or by visiting their website.

## 6.5 GENERAL GOVERNMENT FACILITIES, SCHOOLS, LIBRARY, AND HEALTH SERVICES

### Municipal Facilities

Hartsville operates several municipal facilities: City Hall, Public Works, Hartsville Police Department, Hartsville Fire Department, T.B. Thomas Sports Center, Neptune Island, The Key, and several smaller auxiliary support facilities such as Lawton Park Pavilion and The Edition. The city also has a municipal facility located outside of city limits, the home of the new Hartsville Airport terminal building. Administration and City Council along with the fire department and police department are evaluating the need to construct an additional fire station and police station in the future as Hartsville continues to grow.

### Educational Facilities

Hartsville has many diverse public and private K-12 school facilities along with a two year degree program offered at Florence Darlington Technical College's Hartsville campus and Coker University (U.S. News and World Report one of the top 50 Regional Universities in the South, 2020).

Public schools within the City of Hartsville are part of the Darlington County Schools District (DCSD). The city boasts being home to the Governor's School for Science and Mathematics, and Butler Academy Charter School (year-round academic calendar).



The City of Hartsville actively participates in the Darlington County School District's internship program which began in 2019. Through this program, students learn workplace skills and different governmental functions. An in-depth discussion of education can be found in Part 07: Education of the Comprehensive Plan. This element also provides pictures and demographic information.

### Library



The Hartsville Memorial Library is located in downtown Hartsville. It was started in 1920 by volunteers. In 1968, the library became a part of the Darlington County Library System. Hartsville's library has the largest facility and the highest circulation in the system.

## Health Services

There are many health services facilities located throughout the City of Hartsville. Some of the larger health services are as follows:

- ❑ MUSC / Carolina Pines Regional Medical Center (116-bed Hospital, Emergency & adjoining medical offices)
- ❑ CareSouth Carolina
- ❑ Hometown Urgent Care
- ❑ Health & Human Services Department (Social Services)
- ❑ Free Medical Clinic-Darlington (located in Hartsville)
- ❑ Morningside of Hartsville (Senior living facility)
- ❑ Carolina At the Bay (Senior living facility)
- The Children's Group
- ❑ The Medical Group
- ❑ Hartsville Medical Associates
- ❑ Hartsville Health Department
- ❑ Black Creek Medical Center
- ❑ Pee Dee Mental Health Clinic
- Women's Care of Hartsville
- ❑ Pee Dee Eye Associates
- ❑ Jones Family Eye care



## 6.6 GOALS AND OBJECTIVES

**GOAL:** Ensure Public Safety is adequate to serve and protect the residents of the city.

**OBJECTIVES:** Coordinate development planning with the Police and Fire Departments to ensure delivery of efficient services for the present and future growth.

- ☐ Prepare/update a Police Strategic Plan and Fire Deployment Plan every five years to identify service and safety needs, particularly in areas of high growth;
- ☐ Continue to develop a strategic plan to serve as a roadmap for future development, growth, and capital improvements for the Police Department;
- Continue to update the Fire Department's redeployment plan for future distribution of fire stations to improve response-time performance and for capital improvements.

**GOAL:** Provide adequate water and wastewater facilities to serve the residents, businesses, and future economic development initiatives of the city.

**OBJECTIVES:** Provide adequate water resources and wastewater treatment capacity to serve the needs of the citizens and businesses of Hartsville along with future growth and economic opportunities.

- Support recommendations of the city's Infrastructure Capital Improvements plan for the years 2021-2028;
- ☐ Continue regional dialogue to reach a consensus for providing regional infrastructure and City of Hartsville system expansion, especially into areas of annexation;
- ☐ Undertake a Water system and Sewer System Master Plan to serve as a guide to expand water and wastewater systems.

**GOAL:** Assure drainage and stormwater management.

**OBJECTIVES:** Hartsville shall maintain development regulations containing specific standards and criteria designed to protect environmentally sensitive lands consistent with the SC DHEC's Storm water provisions and other adopted city storm water regulations (City Code or Stand-alone ordinances as applicable).

- ☐ Follow and require Best Management Practices to reduce pollutant discharge;
- ☐ Continue to undertake storm drainage studies until the entire City of Hartsville has been mapped;
- ☐ Continue the cleaning and pumping of storm drains in vulnerable flood prone areas;
- ☐ Continue to repair, replace, and maintain storm drains.

**GOAL:** Prevent wasteful use of public resources and services under the Environmental Resources and Services.

**OBJECTIVES:** Continually explore means to maximize effectiveness in service provision and reduce capital and operating cost.

- ☐ Continually explore means to maximize effectiveness in service provision and reduce capital and operating costs (i.e. dumpster and or roll cart studies, Engineer Schedule of Values for all projects);
- ☐ Continue to prioritize funding among capital improvement projects;
- Where suitable, incorporate "green" building and site techniques into all public facilities, vehicles and equipment and retrofits of existing vehicles and equipment;
- ☐ Review service policies annually to maintain the efficiency of existing operations, future growth and developments.

## **PART 07: EDUCATION**



*SC Governor's School for Science & Mathematics*



*Coker University*



*FDTC Hartsville Campus*

### **INTRODUCTION**

A major factor in the consideration of a community for potential residential and business locations is the quality of educational opportunities provided to the residents. Education has always been an important component of the culture and expectations of the citizens of Hartsville. The quality educational opportunities found within the city have attracted many new residents and businesses.

Although the Education Element is not a required element within a comprehensive plan, committee members felt that the educational resources and potential for Hartsville represented a competitive advantage that warranted its own element. The educational attainment of the population is a vital factor in the socio-economic development of Hartsville. The growing complexity of our society requires that our citizens be educated to meet the increasing need of the economy. If not, progress can become stagnant.

Hartsville has a rich mix of educational offerings starting from pre-school to a four-year university. Institutions like Carolina Pines Medical Center (affiliated with the Medical University of South Carolina), Coker University and the South Carolina Governor's School for Science and Mathematics, and Butler Academy also provide a diverse draw for residents, commuters, and economic development prospects.

In addition to the educational facilities listed above, Hartsville, located within Darlington County is a certified South Carolina Work Ready Community and participates in Apprenticeship Carolina that promotes demand-driven registered apprenticeship programs. This coupled with our Florence Darlington Technical College – Hartsville campus offers the community a wide array of opportunities.

### **7.1 POPULATION EDUCATIONAL ATTAINMENT**

A review of the [US Census data as of 2018](#) reveals that 84.5 percent of Hartsville's citizens 25 years of age or older have a high school diploma or a higher degree. The percent of citizens with a bachelor's degree or higher is 30.7 percent. These statistics represent a significant change from the 2000 data presented. The number of Hartsville's citizenry twenty-five years of age or older, 62.7 percent had a high school diploma or higher and 22.0 percent had a bachelor's degree or higher.

**2014-2018 American Community Survey 5-Year Estimates**

<b>Education Level; Persons 25 Years Of Age Or Higher</b>	<b>% Of Population; As Of 2018</b>	<b>% Of Population; As Of 2000</b>	<b>% Change; 2000-2018</b>
High school degree or higher	84.5	62.7	21.8
Bachelor's degree or higher	30.7	22.0	8.7

The 2016 US Census Bureau data showed that 2,402 of Hartsville's students were enrolled in school. Of these enrollees, 70.6 percent of students were in public schools and 29.4% of students were enrolled in private school.

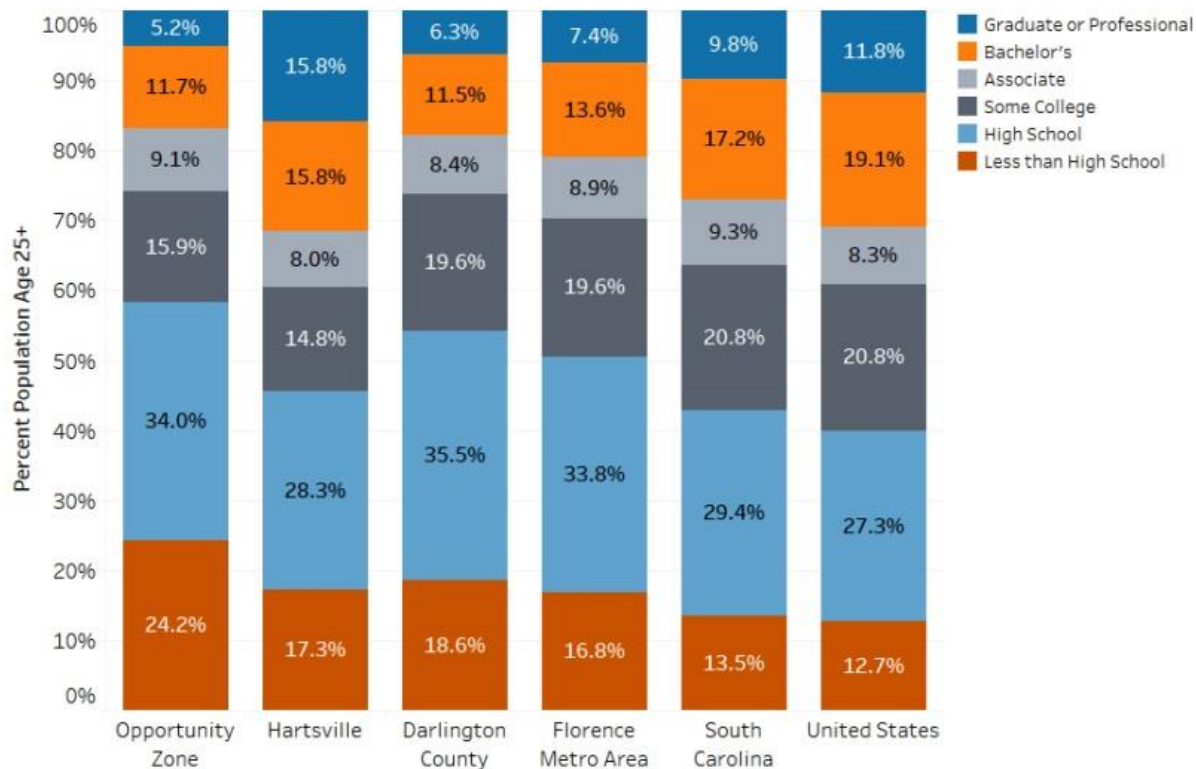
**Population School Enrollment**

	<b>Number</b>	<b>Percent</b>	<b>Number In Public School</b>	<b>% In Public School</b>	<b>Number In Private School</b>	<b>% In Private School</b>
<i>Population 3 years and over enrolled in school</i>	2,402	100	1696	70.6	706	29.4
Nursery school, preschool	53	2.2	34	64.2	19	35.8%
K-12th grade	1,482	61.7	1,323	89.3	159	10.7%
K	273	11.4	169	61.9	104	38.1%
Grades 1-4	382	15.9	349	91.4%	33	8.6%
Grades 5-8	422	17.6	414	98.1%	8	1.9%
Grades 9-12	405	16.9	391	96.5%	14	3.5%
College, undergraduate	844	35.1	330	39.1%	514	60.9%
Graduate, professional school	23	1.0	10	43.5%	13	56.5%

The Educational Attainment (2017) bar graph illustration below was taken from the City of Hartsville's Opportunity Zone Prospectus completed in 2019. This prospectus was funded in part by the South Carolina Department of Commerce. The attainment illustration compares Hartsville to two surrounding counties, the State of South Carolina, and United States. The data presented shows that Hartsville's educational attainment of Graduate or Professional makes up 15.8% of the population age 25+. This is exceedingly higher than Darlington County, Florence Metro Area, South Carolina, and the United States. The United States average Educational Attainment of Graduate or Professional is only 11.8% according to the prospectus.



## Educational Attainment, 2017



Opportunity Zone Prospectus

## 7.2 PUBLIC AND PRIVATE K-12 SCHOOL FACILITIES



**SOUTH CAROLINA GOVERNOR'S SCHOOL  
for Science & Mathematics**

The South Carolina Governor's School for Science & Mathematics (GSSM) is a high school for academically motivated juniors and seniors pursuing studies in science, technology, engineering and math- one of only 16 specialized residential high schools in the nation (<https://www.scgssm.org/about>).

- ☐ One of the top STEM (science, technology, engineering and math) high schools in the country
- ☐ College-level and graduate-level learning opportunities that align with your intellectual capabilities
- ☐ Advance through subjects faster and cover more ground
  - All the resources you'd expect at a traditional high school, plus additional benefits like personal college admissions counselors
- ☐ 10:1 student-teacher ratio and world-class faculty

GSSM offers courses such as Intro to Artificial Intelligence, Robotics, Vertebrate Biology, Neuroscience, Computational Physics, Game Design, Prototyping, and Production.

## Butler Academy Charter School

Butler Academy Charter School is a tuition-free public charter school in Hartsville and is an open doorway to new ways of learning, teaching, and thinking that opened in July 2020, to serve the young scholars of Darlington County, South Carolina, and the surrounding region, beginning with 5K–4<sup>th</sup> grade. Butler Academy will add a new grade every year until we have a fully inclusive academic community, complete with lower, middle, and upper schools (<https://www.butleracademy.us>).

Once all grades have been added, Butler anticipates enrollment to be 520 students, two classes per grade, and 20 students per class.



Butler's Instructional Model includes:

- Year-Round Academic Calendar
- Extended Day Activities
- Maximum of 20 students per class
- Social-Emotional Learning Curriculum & Trauma-Informed Practices
- Responsive Classroom & Behavior Support
- Interim Programs
- Distinct Administrative Structure
- Departmentalized Instruction Starting in 2<sup>nd</sup> Grade
- 20 Days of Annual Professional Development
- Customized, Weekly, Real-Time Coaching

## Darlington County School District

The Darlington County School District is responsible for the public schools located in and around the City of Hartsville. Hartsville boasts several high performing public schools offering varied programs including International Baccalaureate. Three of five Darlington School District High Schools have a graduation rate that exceeds 99%.



The chart below was provided within the City of Hartsville's Opportunity Zone Prospectus. It depicts graduation rates for both Hartsville High Schools(public) and the Governor's School for Science and Mathematics (GSSM). In 2018, GSSM had a graduation rate of 100%, while Hartsville High School had a graduation rate of 90.2%. These rates exceed those of the Darlington District and the South Carolina average.

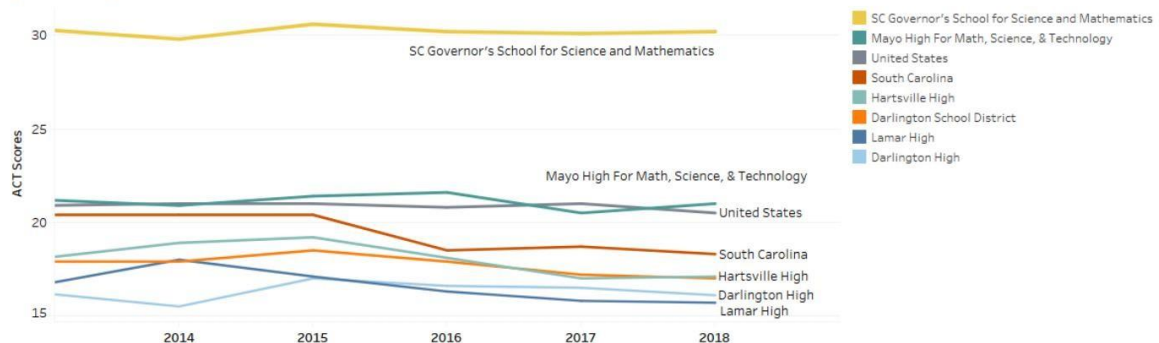
### Secondary School Performance: 4-Year Graduation Rates

	2013	2014	2015	2016	2017	2018
United States	81.4%	82.3%	83.2%	84.1%	84.6%	
Darlington District	93.4%	92.4%	92.3%	94.5%	88.0%	87.5%
South Carolina	78.0%	80.0%	80.0%	82.6%	84.6%	81.0%
<b>Individual High Schools:</b>						
Darlington High	92.3%	91.3%	91.4%	95.1%	77.4%	80.0%
Hartsville High	91.8%	89.5%	88.6%	91.5%	93.4%	90.2%
Lamar High	93.8%	100%	98.1%	98.3%	100%	100%
Mayo High for Math, Science, & Technology	100%	100%	100%	100%	100%	98.7%
SC Governor's School for Science and Mathematics	100%	100%	100%	100%	100%	100%

Source: National Center for Education Statistics, South Carolina Department of Education

The Secondary School Performance: ACT Scores chart below illustrates The American College Testing scores for GSSM and Hartsville High School in relation to the United States, South Carolina, and adjacent high schools. This chart clearly illustrates that the Governor's School for Science and Mathematics ACT scores are far superior to those of the United States and adjacent to Hartsville.

### Secondary School Performance: ACT Scores



Source: National Center for Education Statistics, South Carolina Department of Education

### 7.3 UNIVERSITY AND TECHNICAL COLLEGE FACILITIES



Coker University, founded in 1908, has a long history of support and contribution to and from the City of Hartsville. Coker University is listed in the 2020 edition of the U.S. News and World Report as one of the top 50 Regional Universities in the South.

Coker University is located in the heart of Hartsville with 15 acres of vibrant landscaping that are full of activity. The University is undergoing significant renovations and expansion of curriculum and athletic programs. In August 2014, Coker constructed the Harris E. & Louise H. DeLoach Center, an athletics, wellness, and educational facility. In 2011, Coker opened two new apartment-style residence facilities on property previously occupied by Byerly Hospital and plans to build four more such buildings to meet demand from future growth.



Academic programs continue to grow and evolve to meet the changing needs of students and now include robust remote programs and an important adult education program that is a pillar of the University's future. Coker granted nearly 300 degrees in 2017.



Florence Darlington Technical College - Hartsville campus offers post-secondary public education in various disciplines. The primary responsibility of the site is to service the surrounding communities with affordable, comprehensive and technical education emphasizing curriculum and continuing education courses. The site provides regular lecture and distance learning classrooms, a computer lab, a resource lab, EMT labs, an Allied Health Lab, business and industry training, enrollment services, and a meeting space for conferences. (<https://www.fdtc.edu/about/campus/hartsville/>)



The Future Hartsville Campus of Florence-Darlington Technical College



The picture to the left provides a concept drawing of the Florence-Darlington Technical College located in Hartsville and what its future campus might look like. Plans are not yet underway but it was important to include this concept for our Vision 2030 Plan.

## 7.4 GOALS AND OBJECTIVES

**GOAL:** Improve access and quality to pre-K education.

**OBJECTIVES:** Day care centers offering access and quality pre-K education are essential to the foundation of Hartsville’s educational process and opportunities for our youngest learners.

- ❑ Encourage quality pre-K educational curriculums;
- ❑ Pre-K centers should be located in neighborhoods or employment centers where it is convenient for parents to drop off and pick up;
- ❑ Create partnerships between university early childhood educational programs and Pre-K centers for internships or teaching opportunities.

**GOAL:** Improve the quality of K-12 education.

**OBJECTIVES:** There is a disconnect between education and economic development in SC and a need for “urgent systemic renovation” which provides for more relevant and rigorous experiences for students as well as flexible preparation options to allow multiple “exit points” where a student can enter postsecondary education or a career (SC Education Oversight Committee, 2017, page 12).

- ❑ Develop, attract, and train high quality and diverse teachers that will teach in areas where there is the greatest needs;
- ❑ Foster a learning environment that encourages innovation that will lead to improve student achievement;
- ❑ Create partnerships in education programs that allow for Summer Learning Programs;
- ❑ Expand upon current Darlington County School District internship programs for highschools;
- ❑ Explore ways to increase ACT and SAT Scores for Hartsville High School;

**GOAL:** Increase collaboration and synergies between academic institutions.

**OBJECTIVES:** The relationship between the City of Hartsville and education providers is vital to the continued evolution of the community.

- ❑ Staff from the city and local education providers share information regarding economic development, land use development and demographics;
- ❑ Develop more tools necessary to deliver services that contribute to the high quality of life that citizens have come to expect and enjoy;
- ❑ Create a consortium of leaders from the business, civic and education sectors to share information regarding changing skill requirements of the job market.

**GOAL:** Increase access to advanced education, workforce development, continuing education and job training opportunities.

**OBJECTIVES:** Provide a wide range of educational opportunities for the citizens of Hartsville.

- ❑ Further explore and create a Pilot School at the new Hartsville Regional Airport facilities;
- ❑ Further explore and create additional trade programs that will enable companies to fill their labor gaps where these skills are greatly needed (welding, construction, electricians, HVAC, plumbers, robotics);
- ❑ Provide higher educational facilities that can serve both the community and region, and which are in readily accessible central locations near major activity centers;
- ❑ Provide educational facilities or programs for the growing elderly population;
- ❑ Ensure ongoing discussions occur to discuss changing business trends and identify specific needs within the community that will enable people to have employment in the ever-changing information technology economy.

## **PART 08. TRANSPORTATION, CONNECTIVITY AND MOBILITY**

### **INTRODUCTION**

Transportation planning and development enables Hartsville to prepare for future growth and creates an efficient and optimal system of travel throughout the community. The transportation element described in S.C. Code Sec. 6-29-510(D) (8) considers transportation facilities, including major road improvements, new road construction, transit projects, pedestrian and bicycle projects, and other elements of a transportation network. The transportation element must be developed in coordination with the current Land Use element described in S.C. Code Sec. 6-29-510(D) (7), to ensure transportation efficiency for existing and planned development for the future. This element will also include modes of transportation such as:

- Road System (Federal, State, Municipal)
- Air Transportation
- Rail
- Inland Ports
- Public Transportation
- Bicycle and Pedestrian

Modes of connectivity affect the quality of life for residents, as well as the city's economic vitality. The entire community relies on its transportation system in one aspect or another to get people where they need to go, to transfer goods to and from the community, and to provide a means whereby people can get to the services they need.

The Transportation element explores connectivity, including all programs, projects and services, whether funded, built, or operated privately or by public sector agency, and service to achieve the preferred land use element of the 2030 Comprehensive Plan. The Transportation element ensures that the connectivity system provides for the mobility and access needs of those who live, shop, visit, work and engage in recreational activities in Hartsville.

In addition to providing vital information with regards to the limits and potential benefits of various modes of transportation for the City of Hartsville, this element will present transportation goals aimed at accomplishing the purpose of the element. These goals and objectives will be found in greater detail in Section 8.9 Transportation, Connectivity and Mobility Goals and Objectives.

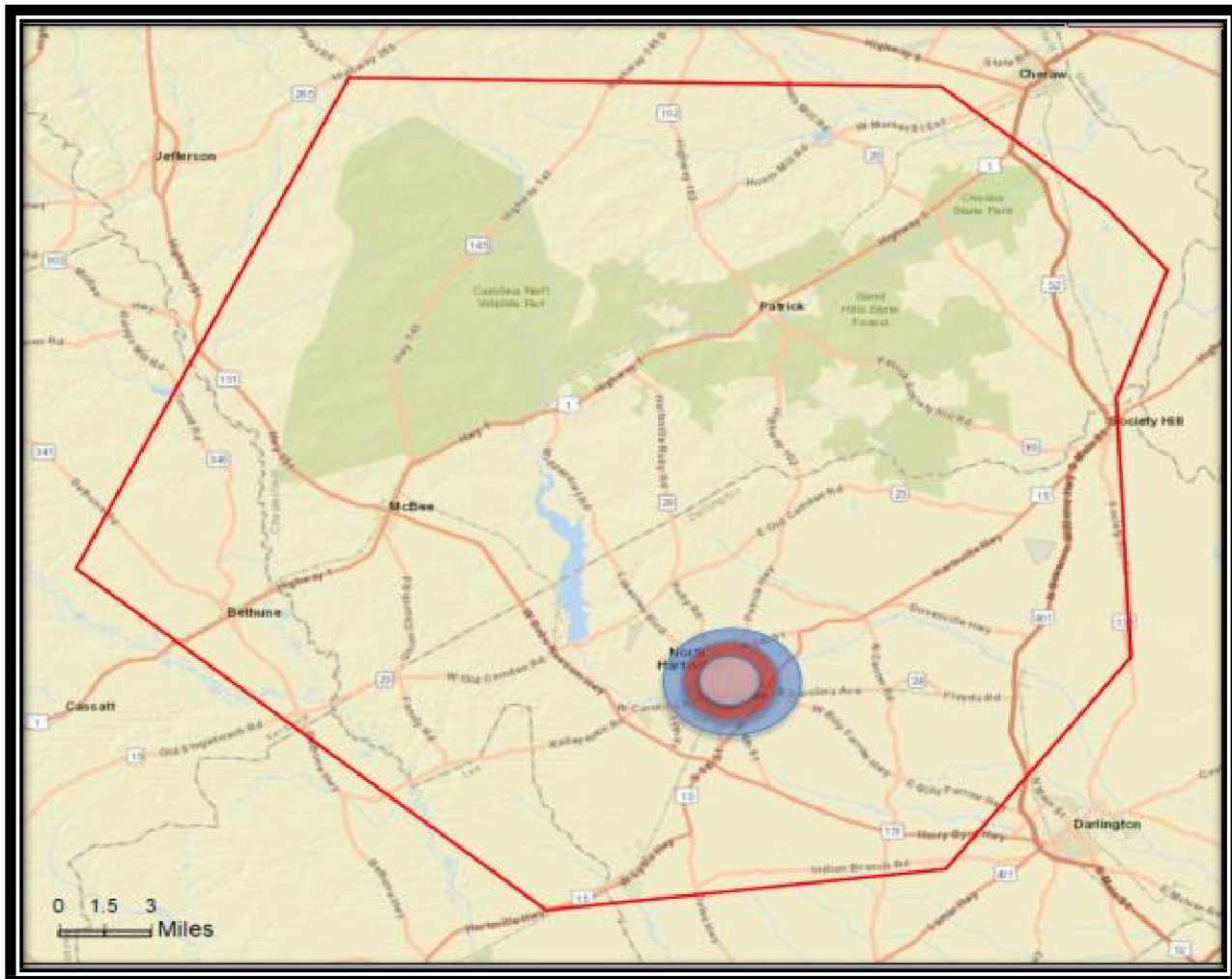
Statistical Information from the US Census Bureau, American Community Survey, 2018: ACS 5-Year Estimates is provided below:

<b>HARTSVILLE CITY, SOUTH CAROLINA</b>		
	Estimate	Percent
<b>COMMUTING TO WORK</b>		
Workers 16 years and over	<b>2,592</b>	<b>100%</b>
Car, truck, or van—drove alone	<b>2,184</b>	<b>84.3%</b>
Car, truck, or van—carpooled	<b>254</b>	<b>9.8%</b>
Walked	<b>104</b>	<b>4.0%</b>
Other means	<b>6</b>	<b>0.2%</b>
Worked at home	<b>44</b>	<b>1.7%</b>
Mean travel time to work (minutes)	<b>18.5</b>	<b>(x)</b>



The Drive Time Polygon Map (below) was taken from the City of Hartsville Retail Market Study (2019) by Red City Planning and represents a realistic drive time polygon. The people within the polygon in red, drive into the City of Hartsville regularly for work, shopping, and other services and utilize the city's transportation infrastructure. Red City Planning estimated that the 2019 Population for this Drive Time Polygon was 53,206, and depicts a more accurate measure of the number of travelers into the city. This map along with the demographics provided below are useful in measuring how many people are active participants within the community. This information will be utilized for goal setting and planning purposes for the Transportation Element because it illustrates the number of people utilizing the city's roadways in addition to city residents.

**DRIVE TIME POLYGON MAP**



## DEMOGRAPHICS

DEMOGRAPHICS	DRIVE TIME POLYGON	EXECUTIVE SUMMARY	RED CITY PLANNING
<b>Population</b>			
2000 Population		50,863	
2010 Population		52,183	
2019 Population		53,206	
2024 Population		53,598	
2000-2010 Annual Rate		0.26%	
2010-2019 Annual Rate		0.21%	
2019-2024 Annual Rate		0.15%	
2019 Male Population		48.2%	
2019 Female Population		51.8%	
2019 Median Age		41.9	
In the identified area, the current year population is 53,206. In 2010, the Census count in the area was 52,183. The rate of change since 2010 was 0.21% annually. The five-year projection for the population in the area is 53,598 representing a change of 0.15% annually from 2019 to 2024. Currently, the population is 48.2% male and 51.8% female.			
<b>Median Age</b>			
The median age in this area is 41.9, compared to U.S. median age of 38.5.			
<b>Race and Ethnicity</b>			
2019 White Alone		64.1%	
2019 Black Alone		32.1%	
2019 American Indian/Alaska Native Alone		0.5%	
2019 Asian Alone		0.6%	
2019 Pacific Islander Alone		0.0%	
2019 Other Race		1.3%	
2019 Two or More Races		1.5%	
2019 Hispanic Origin (Any Race)		2.9%	
Persons of Hispanic origin represent 2.9% of the population in the identified area compared to 18.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 51.5 in the identified area, compared to 64.8 for the U.S. as a whole.			
<b>Households</b>			
2019 Wealth Index		51	
2000 Households		19,496	
2010 Households		20,246	
2019 Total Households		20,665	
2024 Total Households		20,831	
2000-2010 Annual Rate		0.38%	
2010-2019 Annual Rate		0.22%	
2019-2024 Annual Rate		0.16%	
2019 Average Household Size		2.52	
The household count in this area has changed from 20,246 in 2010 to 20,665 in the current year, a change of 0.22% annually. The five-year projection of households is 20,831, a change of 0.16% annually from the current year total. Average household size is currently 2.52, compared to 2.53 in the year 2010. The number of families in the current year is 14,259 in the specified area.			

## 8.1 ROADWAY SYSTEM

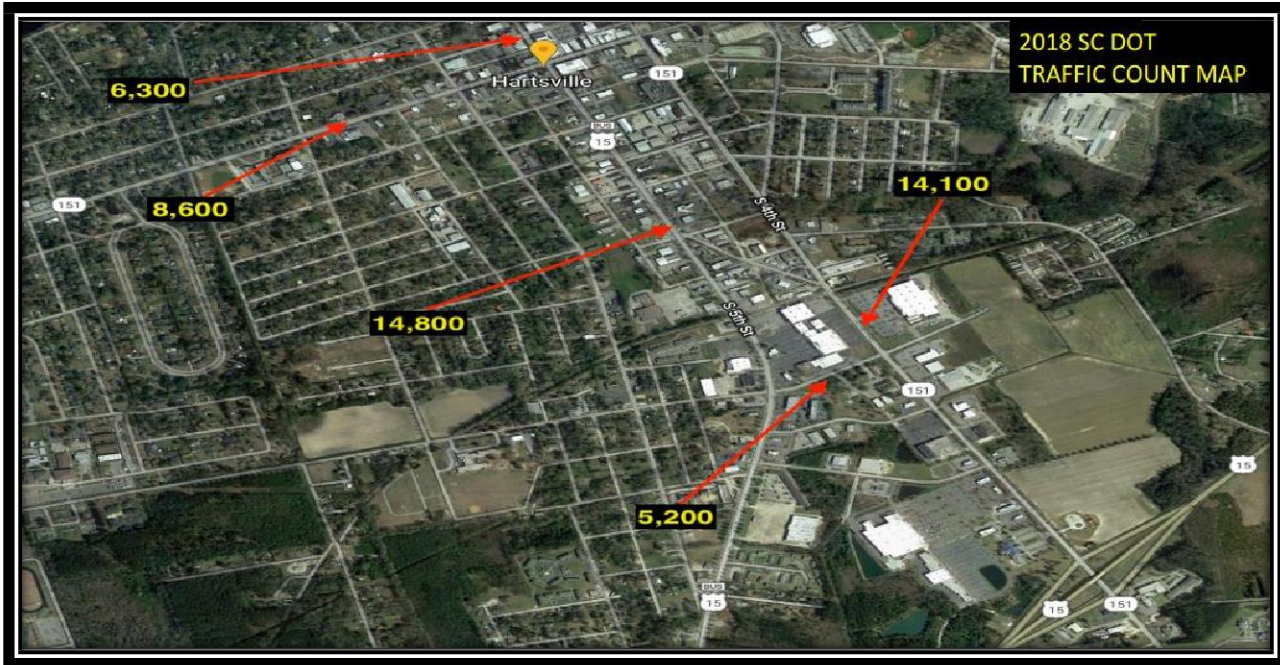
When considering streets, success is based upon how well pedestrians, bicycles, autos, and transit are accommodated and the extent to which streets reflect, preserve, and enhance a community's unique personality and are supportive of local businesses and residents.

Road and various other connectivity projects offer an opportunity to enhance a community's attractiveness, build its local economy, preserve its character, and provide for the comfort and safety of its inhabitants. The automobile is undoubtedly the dominant mode of transportation both now and in the foreseeable future. However, other modes of transportation shall play an important role in expanding the transportation system and connectivity throughout Hartsville.

## MAJOR THOROUGHFARES AND STREETS

Hartsville classifies its streets as either major thoroughfares or collector streets. The majority of the streets in the city are owned and maintained by South Carolina Department of Transportation. The city owns the remaining streets with the exception of privately owned streets located within several subdivisions.

The map below provided by RED City Planning provides the traffic count based upon **2018 SC DOT figures**:



To provide for a more orderly movement of automobile traffic through and within the city to provide right-of-way clearances for future improvements of these thoroughfares, the following streets shall be considered as major streets with planned rights-of-way as indicated below:

- Fourth Street, Home Avenue to south city limits, 80 feet R/W minimum.
- Fifth Street, within city, 100 feet R/W minimum.
- Sixth Street, Home Avenue to south city limits, 80 feet R/W minimum.
- Fourteenth Street, Black Creek to south city limits, 80 feet R/W minimum.
- Home Avenue, intersection of West Carolina Avenue to east city limits, 80 feet R/W minimum.
- Carolina Avenue, entire length within city, 100 feet R/W minimum.
- Washington Avenue, entire length within city limits 80 feet R/W minimum.
- College Avenue, entire length in city limits, 60 feet R/W minimum.
- Eight Street, Home Avenue to south city limits, 60 feet R/W minimum.

The primary link between Hartsville and Darlington County is SC Highway 151, a four lane highway. The Marquis highway (US 15) is another line between the City and County.

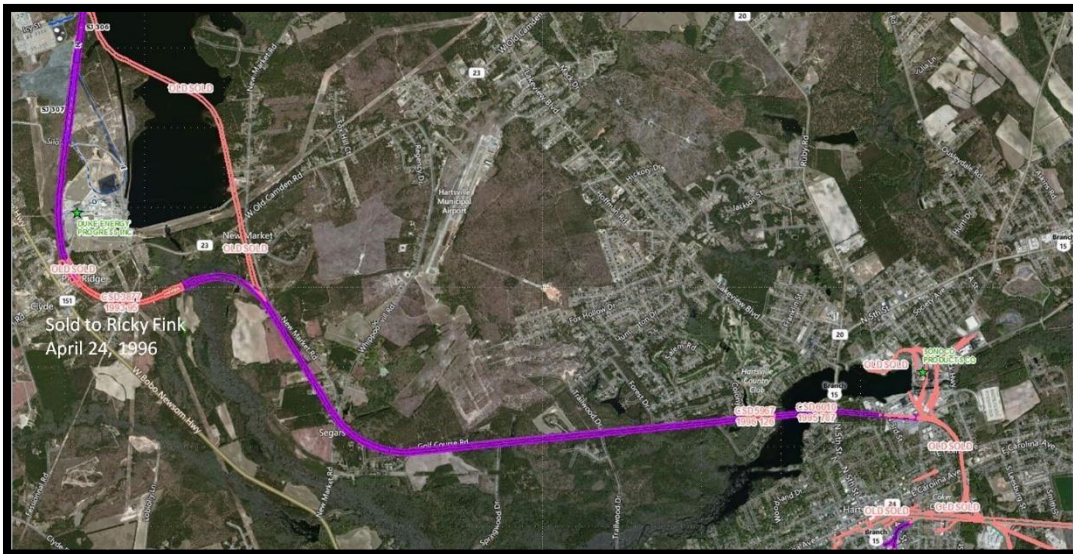


## 8.2 BICYCLE AND PEDESTRIAN INFRASTRUCTURE

Bicycle and Pedestrian Infrastructure evaluation serves multiple purposes. Walking and cycling are healthy activities, with numerous proven health benefits. A bicycle friendly and pedestrian-friendly city is attractive to visitors, potential residents, and economic prospects. A Pedestrian and Bicycle Transportation Master Plan with implementation is proposed as part of Vision 2030, to create greater connectivity between downtown, major corridors, educational facilities, businesses and neighborhoods. Communities that have greater pedestrian and bicycle infrastructure have increased economic activity and help attract more economic opportunities.

Hartsville residents are fortunate to have a bike path that gives them an opportunity to exercise in a safe environment that surrounds the center of the city. Portions of the trail consist of asphalt, concrete as other portions are marked on the street.

Kalmia Gardens is home to a 1.5 mile walking trail. Future plans include extending the trail around the City of Hartsville into Darlington County. This is also an integral goal of Vision 2030. The proposed extension of the trail is designed to continue along West Carolina to Highway 151, to New Market Road, to Golf Course Road where the trail would pick up the abandoned railway. The concept was designed to continue along the railway bed to Lakeview Boulevard where it would continue back to Fifth Street and pick up the sidewalk back to Kalmia Gardens.



Existing sidewalks in the city will continue to be kept in a safe and usable condition, including connectors between Coker University, the Governors' School for Science and Mathematics, Canal District, major city thoroughfares: 4<sup>th</sup> & 5<sup>th</sup> Streets, South Hartsville neighborhood, Butler Historic District, new Hartsville Crossing apartment complex and the Oakdale neighborhood.

The city along with SCDOT are continuing to make all street sidewalks and ramp areas accessible to all pedestrians, including those with disabilities, constructing new pedestrian facilities in compliance with the Americans with Disabilities Act (ADA), and upgrading existing facilities to improve accessibility in accordance with the City of Hartsville ADA Transition Plan for Sidewalks and Curb Ramps.

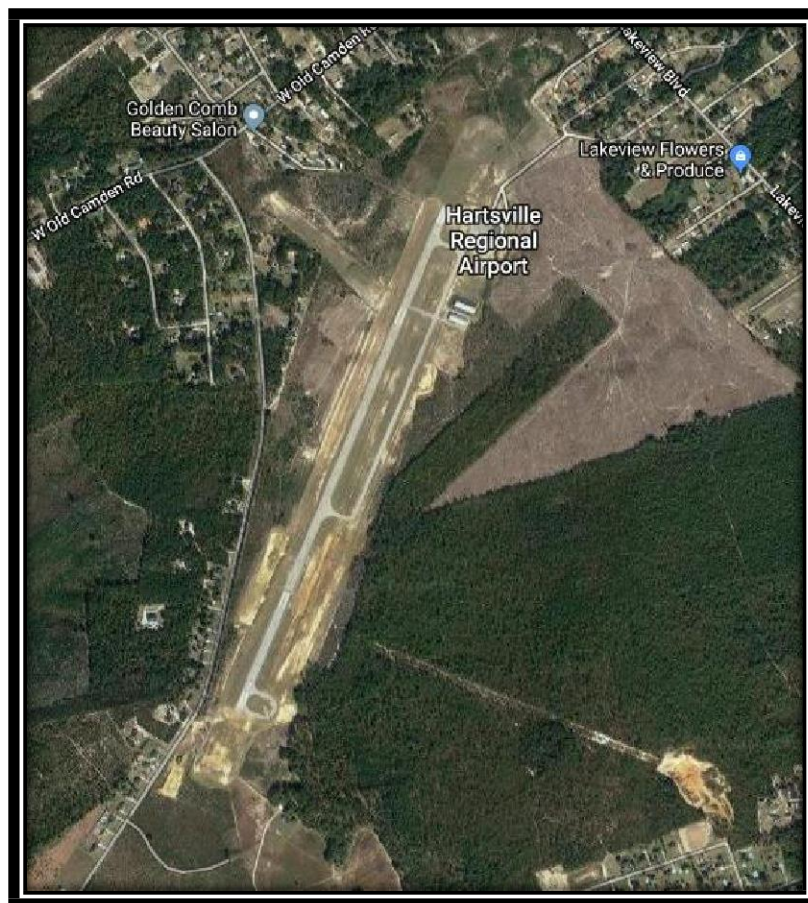


## 8.3 AIR SERVICE

### Hartsville Regional Airport

The Hartsville Regional Airport is located three miles northwest of the city off of Lakeview Boulevard at 1083 Hartsville Airport Road. The airport is a city-owned public use airport. The airport covers an area of 281 acres at an elevation of 364 feet above mean sea level. It has one runway designated 3/21, with an asphalt surface measuring 5,000 feet in length by 75 feet wide.

The facility accommodates a wide array of aircraft. It offers a variety of services including onsite fuel, hangars, aircraft charters and rentals, pilot services, maintenance services and courtesy cars for pilots to use in the local area. Recent improvements include a partial parallel taxiway, new lighting, and new fencing around the airport. The airport is managed by a full time Fixed Based Operator (FBO) and governed by an appointed commission.



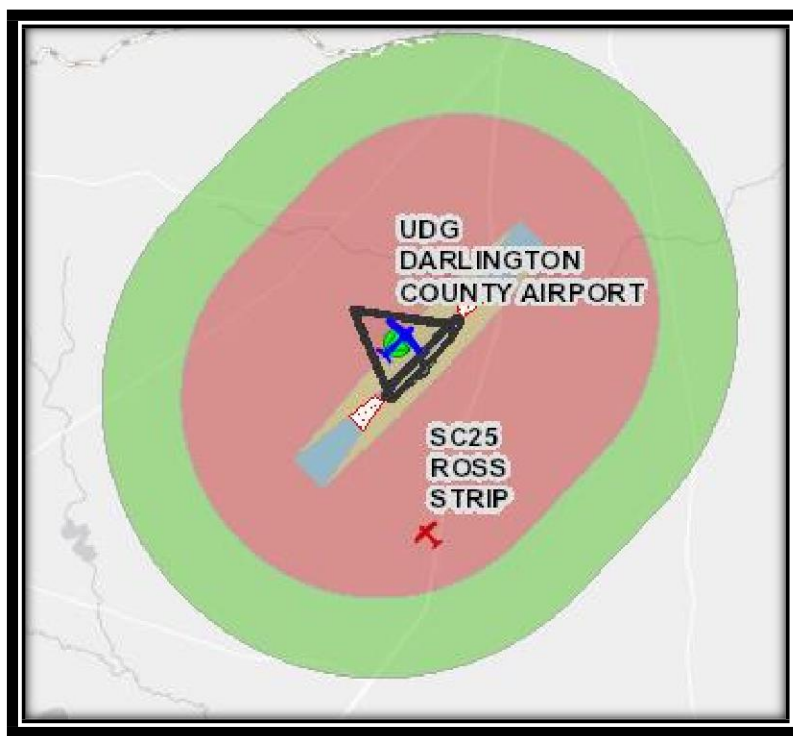
Future airport improvements include the construction of a new terminal building. This building is currently under design by architects from The Middleton Group with assistance from the Hartsville Regional Airport Commission. With this new building and FBO, the amount of planes and helicopters utilizing the airport is slated to double. Training opportunities are also planned with outreach efforts provided by the FBO and its partnerships. The proposed new terminal construction will begin after mid-2020 and be fully operational by mid-2021.



### **Darlington County Jetport**

The Darlington County Jetport also serves the Hartsville area. The Jetport is a public airport located 9 miles north of Darlington, South Carolina. The airport serves the general aviation community, with no scheduled commercial airline service. Many of the major employers of Darlington County use the jetport for the delivery of personnel as well as supplies. Darlington County owns in excess of 4,000 acres surrounding the jetport for further growth. Recent improvements consist of resurfacing the concrete runway and improvements to multiple hangars.

### **South Carolina Aeronautics Map**



## 8.4 RAILROADS

### SOUTH CAROLINA CENTRAL RAILROAD (SCRF) GENESSEE & WYOMING, INC.



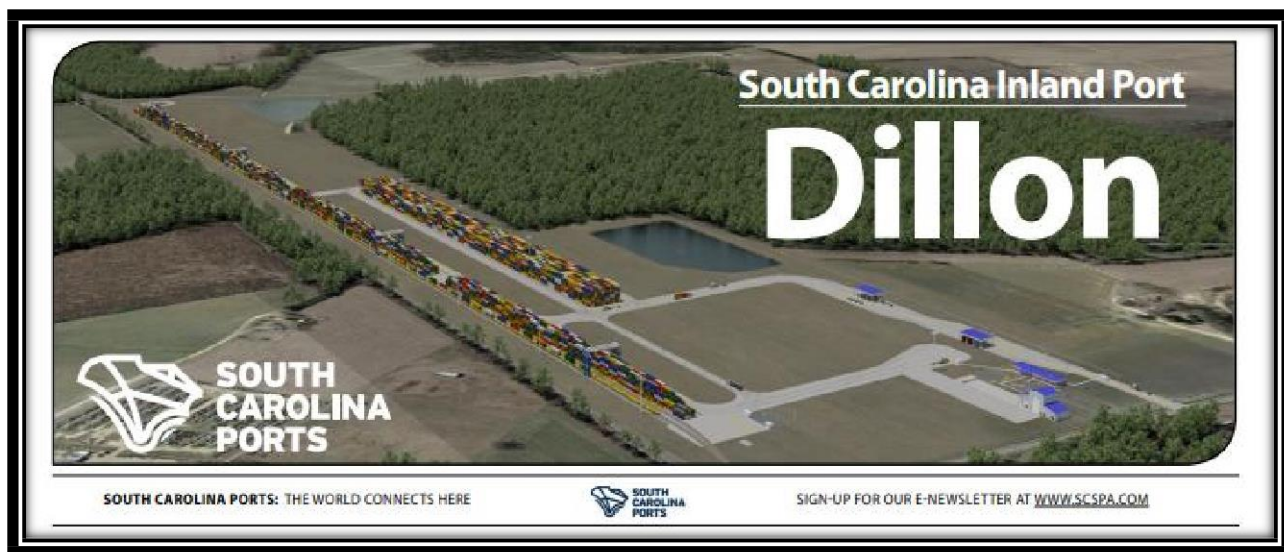
Currently, there are no commuter or passenger rail services provided in the City of Hartsville or Darlington County. All of the active rail lines in Darlington County are owned and operated by South Carolina Central Railroad and its parent company, Genessee & Wyoming, Inc. These lines serve commercial operations and provide transportation of Agricultural Products, Chemicals, Construction Materials, Fertilizers, Minerals, Plastics, Pulp and Paper, Steel and Scrap.

South Carolina Central Railroad handles approximately 32,000 carloads per year over its 52 mile mainline of which 27 of the miles are in Darlington County, along with another 810 miles of service tracks for customers. Sonoco Products Company within the City of Hartsville is one of the railroads numerous customers.

## 8.5 SEAPORT ACCESS/INLAND PORT

The City of Hartsville does not have seaport access but is located approximately 49.7 miles from Inland Port Dillon that opened in April 2018. The inland port is located in close proximity to I-95 near the South Carolina/North Carolina border and is positioned within a prime 3,400-acre Carolinas I-95 Mega Site. Inland Port Dillon offers importers and exporters in the Eastern Carolinas an exciting new low cost platform from which empty containers can be sourced and returned loaded for export in the fastest possible turn time. Future connectivity to Charlotte and points north and west could provide tremendous reach for shippers.





Inland Port Dillon is an innovative, intermodal rail facility that delivers the benefits of a coastal marine terminal many miles inland. The South Carolina Ports Authority owns and operates these facilities which allow cargo owners to minimize their inland expense while enhancing flexibility and efficiency, and realizing savings on variable costs such as container per diems, chassis rental, and demurrage. For firms interested in lowering their carbon footprint, these facilities allow shippers to reduce carbon emissions up to 80% versus all truck service.

The City of Hartsville is located 144 miles from the Seaport of Charleston, South Carolina via Interstate 26 West and Interstate 95 South.

## 8.6 PUBLIC TRANSIT AVAILABILITY



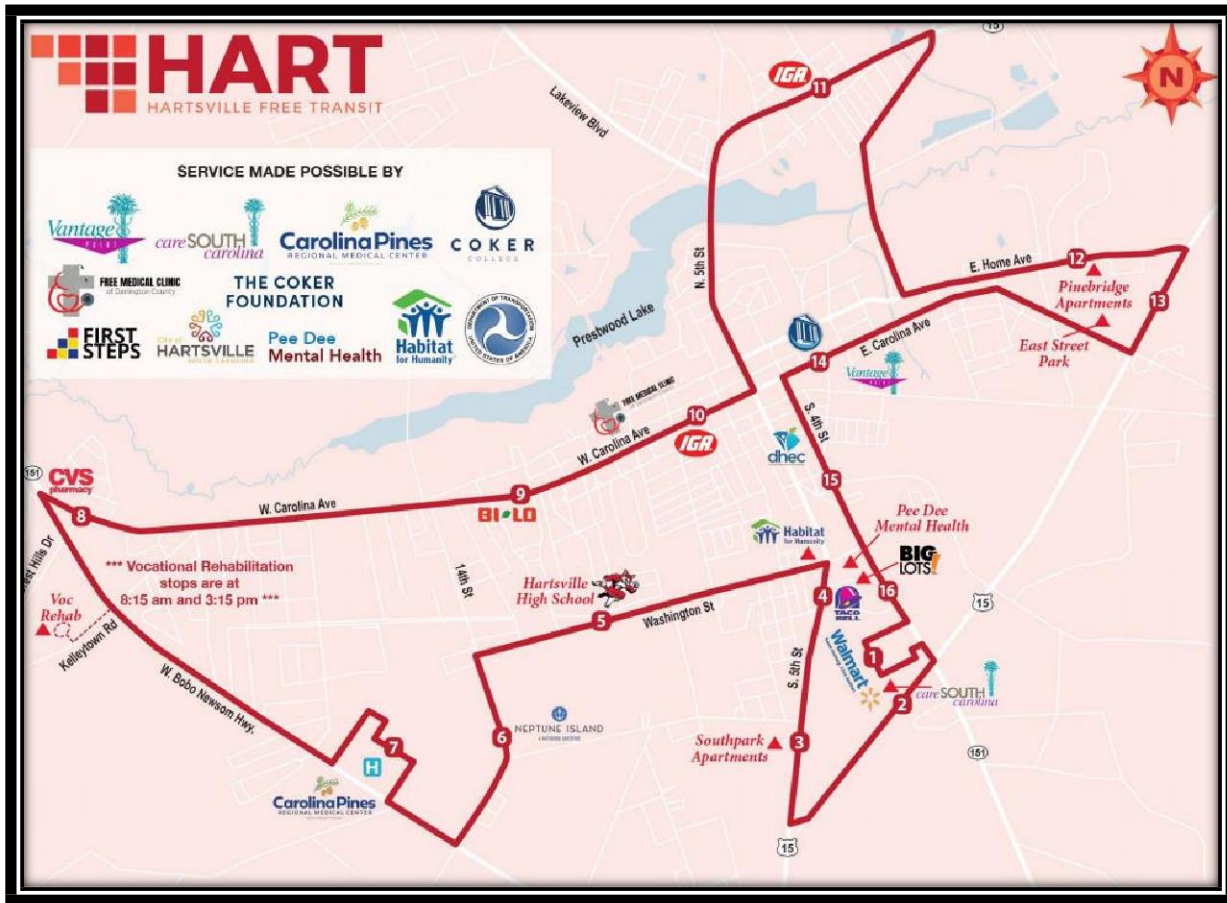
The Pee Dee Regional Transportation Authority (PDRTA) serves the Hartsville community to provide a fixed route service with 16 dedicated pick up and drop off locations. This service started in March 2020 and was created after several medical service providers saw that a critical community service was missing from Hartsville. Their efforts lead to fundraising and coordinating efforts that enabled PDRTA to serve our community 6 days per week. A Vision 2030 goal is to help facilitate increased service hours, routes and operate 7 days per week.

Only 30% of households have automobiles in the Historic Butler District and surrounding neighborhoods of South Hartsville. Public Transit including route expansion is crucial to Vision 2030.

The map on the next page illustrates all 16 route stops including but not limited to medical facilities and Carolina Pines Hospital, grocery, apartments, Neptune Island Water Park, DHEC, Coker University, and many restaurants.



## PDRTA MAP

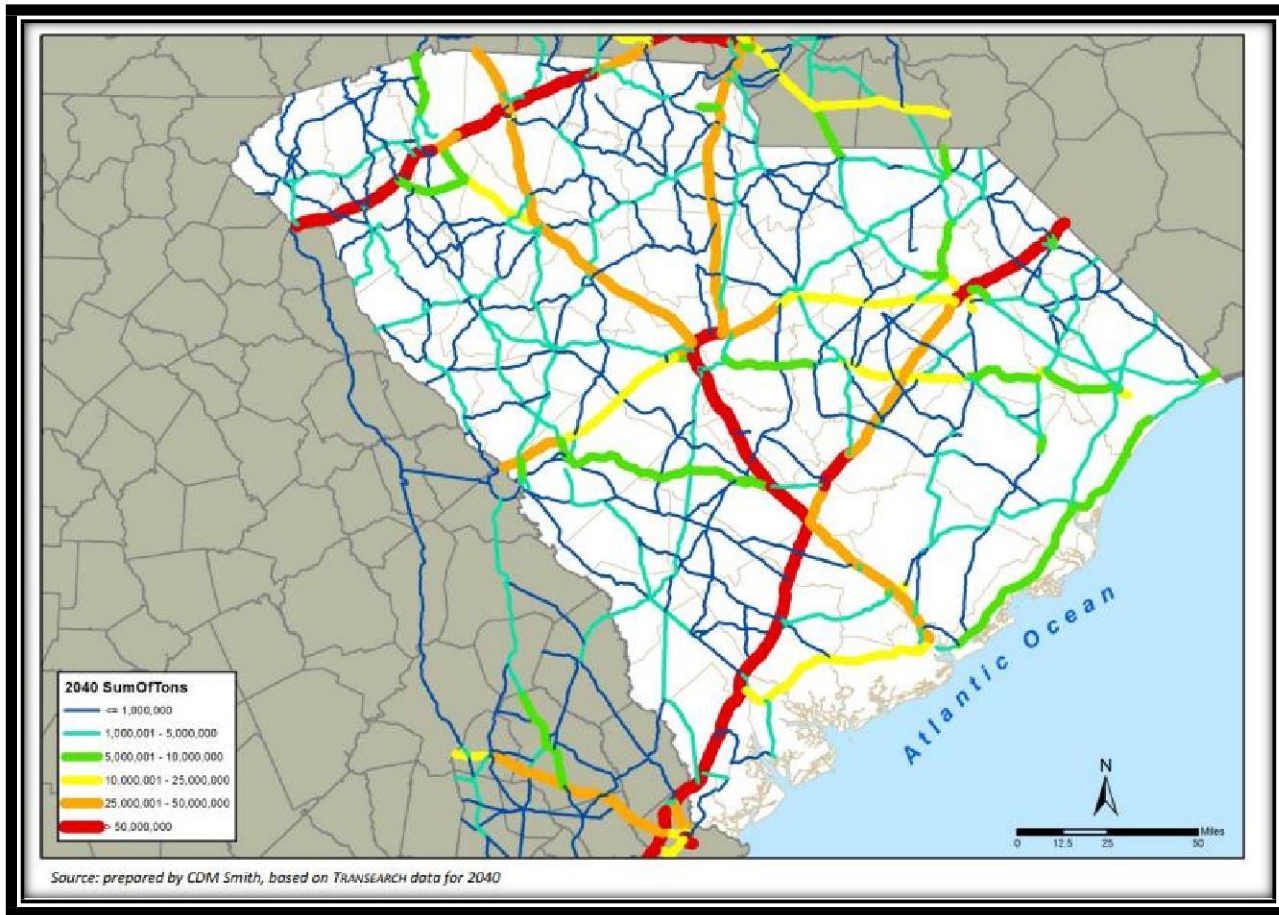


### 8.7 TRUCK ROUTES

Heavy through truck traffic is limited to designated truck routes to minimize the physical impact of heavy trucks on city streets and in residential neighborhoods. The City of Hartsville has a no truck zone that is comprised of all roads within the city limits of Hartsville. The only exception to this is on the northern portion of the city from Sonoco Road north. A truck is defined by the city's ordinance as a vehicle with two or more axles that has a gross weight of at least 26,000 pounds. Trucks are not allowed in no truck zones unless they are delivering to or picking up freight from a business located within the no truck zone.

All trucks traveling through Hartsville to destinations outside of the no truck zone are prohibited from entering the no truck zones. All such trucks shall instead use the truck route, which is comprised of Highway 151, Highway 15 Bypass and Highway 15 north of Sonoco Road and then south of the city limits.

## South Carolina Truck Freight Density (2040)



## 8.8 LAND USE AND TRANSPORTATION COORDINATION

### PARKING

The location and supply of parking is an integral part of the local transportation system. Inadequate parking can increase congestion on streets as people circle and hunt for available spaces. An excess of parking is an inefficient use of available land. The key to proper parking is to achieve proper balance between parking supply and demand. The City of Hartsville offers availability of public parking lots within its downtown area. These parking lots provide over 300 spaces in 6 parking lots, which include three electric vehicle charging stations.

Side street parking throughout the downtown sector is also available in the forms of parallel and angled parking. Public parking lots in Hartsville's downtown area are owned and maintained by the Parking, Beautification and Business Improvement Commission (PBBIC). Within the last couple of years, an effort to increase the availability of useful parking has led to the completion of several projects. Two outdated and underutilized parking lots were redesigned and transformed and the construction of a pocket park provided safe access from the new parking lots to downtown storefronts along North Fifth Street. Angled parking spaces also line the streets downtown to serve the needs of its businesses. Parallel parking spaces are located along Cargill Way and Railroad Avenue. In addition, the construction of an open air public walkway corridor was created to allow safe passage to storefronts along East Carolina Ave. from parking lots located in the rear of their businesses.

## 8.9 TRANSPORTATION, CONNECTIVITY AND MOBILITY GOALS AND OBJECTIVES

**GOAL:** Encourage and promote multimodal connectivity between residential, employment, commercial, and recreational uses.

### OBJECTIVE - STREETS

Maintain a street classification system that is designed to move people by a variety of modes and support Hartsville's preferred land use pattern to ensure an interconnected road system.

- Study South Fourth Street from East Home Avenue south to the City limits, for safety enhancements, that may include lowering speed limits, reducing curb cuts and limiting additional ones, stop lights, and lane reconfiguration.
- Continue to require connected street patterns within and between new developments.
- Identify opportunities to improve connectivity through infill and redevelopment.
- Work closely with SCDOT and leaders to improve road quality.
- Study traffic patterns through neighborhoods to determine if traffic should be slowed (Sixth Street neighborhood and Home Avenue) through four-way stop signs.
- Study the reduction of lanes through downtown Fifth Street for traffic slowing, bicycle lanes, and parking.

### OBJECTIVE – PUBLIC TRANSIT AVAILABILITY

Support the expansion of the Pee Dee Regional Transportation Authority (PDRTA) to provide efficient transit service to those who live, work, and visit Hartsville.

- Support the recommendations of the approved PDRTA plan and future transit planning studies.
- Coordinate with SCDOT, PDRTA, Darlington County, Coker University, GSSM, Hospital, and local businesses and industry to improve connectivity.
- Encourage transit oriented and mixed-use developments near planned transit stops.
- Coordinate with PDRTA to provide needed transit facilities with new development, increased routes into South Hartsville neighborhoods.

### OBJECTIVE - BICYCLE AND PEDESTRIAN INFRASTRUCTURE

Increase the provision of sidewalks and other walk/bike infrastructure throughout the City of Hartsville.

- Improve bicycle and pedestrian transportation throughout Hartsville by identifying gaps that could be connected to greatly enhance connectivity between residential neighborhoods to recreation, schools, university, and other amenities, including downtown businesses.
- Develop a Master Plan for bicycle and pedestrian infrastructure in Hartsville, to include recommendations for signage and bicycle rack locations.
- Encourage new developments to incorporate off-road infrastructure for bicycles and pedestrians.
- Coordinate with SCDOT to lower speed limits along heavily traveled pedestrian/bicycle streets.
- Coordinate with SCDOT to eliminate parking in bicycle lanes.
- Develop walking path between Coker, GSSM, and Wal-Mart shopping area.
- Develop walking paths between South Hartsville neighborhoods to main streets.
- Coordinate with SCDOT to allow pedestrians to cross traffic at mid-block crossings.
- Plan and coordinate Hartsville Walking and Biking events in the downtown area and participate in the National Bike Week.

- Develop a program with materials to educate the public and development community about the importance of pedestrian connectivity and safety.
- Study and develop more walking and biking trails outside of downtown for recreational use.
- Acquire and develop the abandoned rail line which parallels Golf Course Road.
- Participate in the regional efforts to develop and expand an interconnected bike trail through Florence and Darlington Counties.

#### **OBJECTIVE - AIRPORT**

Promote the Hartsville Regional Airport as a significant city asset.

- Construction of a new hanger, terminal building to occur within the next 2 years.
- Explore and implement educational opportunities.
- Enhance marketing initiatives that will all be utilized to better serve air travelers and future growth.
- Explore future tourism opportunities to include activities such as fly in and enjoy lunch at one of Hartsville's great local restaurants.
- Build and foster relationships with local industry and aviators to expand current airport offerings.

#### **OBJECTIVE - RAIL SERVICE**

Evaluate existing rail service and future needs.

- Work with existing industry to determine future rail needs.
- Conduct a rail accessibility study for the Industrial Park and other potential industrial areas.
- Explore funding opportunities for rail expansion when determined to be a priority need.

#### **OBJECTIVE - TRUCK ROUTES**

Support the safe and efficient movement of goods and freight to, from, and within Hartsville.

- Maintain a network of connected truck routes to facilitate efficient and safe truck movements between manufacturing and industrial uses and their destinations.
- Address the needs of truck delivery and pick up in commercial areas on public streets and private development sites to facilitate adequate truck access and circulation and provide truck loading and unloading areas.
- Take steps to avoid safety issues between trucks and bicycles and pedestrians.
- Provide clear regulation for mitigating adverse impacts such as noise of truck operations and through traffic in residential neighborhoods.





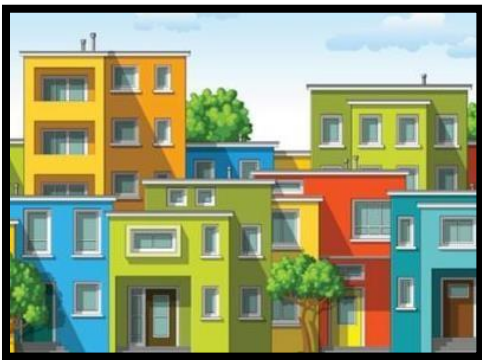
### **INTRODUCTION**

Housing choice within the City of Hartsville is a key element in maintaining and enhancing the quality of life for its citizens and attracting new persons into the city. While citizens' needs and desires vary, everyone needs a safe, affordable place to live. In addition to these basic requirements, housing adequacy considerations include size and type of the dwelling, accessibility for those with special needs and aging population, along with the quality of the neighborhood.

The housing element includes an analysis of Hartsville's existing housing by location, type, age, owner and rental occupancy, affordability and projections of housing needs. The key words diversity, affordability, and preservation are common themes that will be addressed through the housing element's Goals and Objectives section.

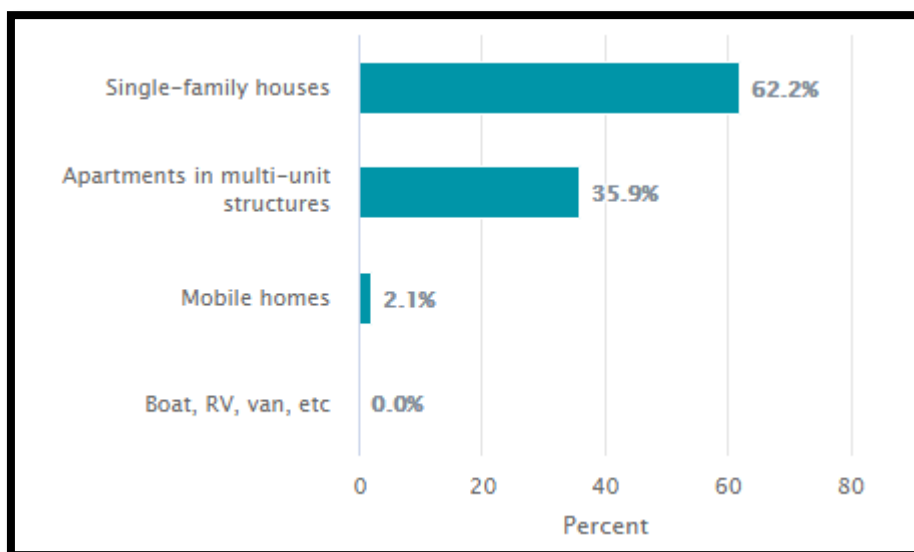
### **9.1 HOUSING STATISTICS**

According to the American Community Survey census data, years 2014 through 2018, the City of Hartsville had a total of 3,592 housing units. Of these housing units, 62.2 percent were single-family houses either not attached to any other structure or attached to one or more structures (commonly referred to as "townhouses" or "row houses"). Approximately 35.9 percent of the housing units were located in multi-unit structures, or buildings that contained two or more apartments. In addition, 2.1 percent were mobile homes, while any remaining housing units were classified as "other." ([www.census.acs.data](http://www.census.acs.data)).



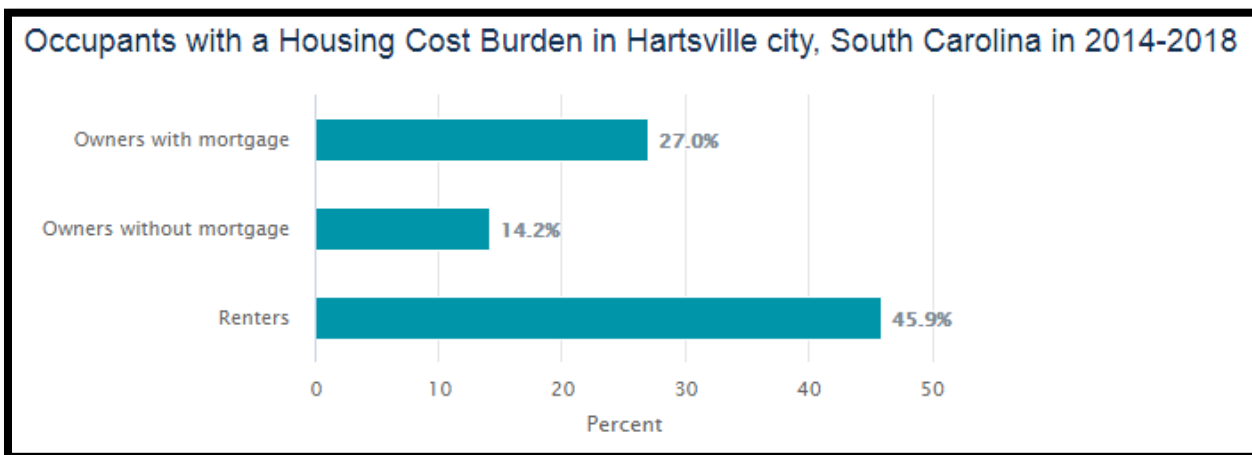
### HOUSING INVENTORY CHARACTERISTICS

American Community Survey (2014-2018)



Approximately 4.2 percent of Hartsville’s housing inventory was comprised of units built since 2010, while 13.3 percent of the houses were first built around 1939 or earlier. The median number of rooms in all housing units within the city was 5 and of these housing units, 49.5 percent had three or more bedrooms.

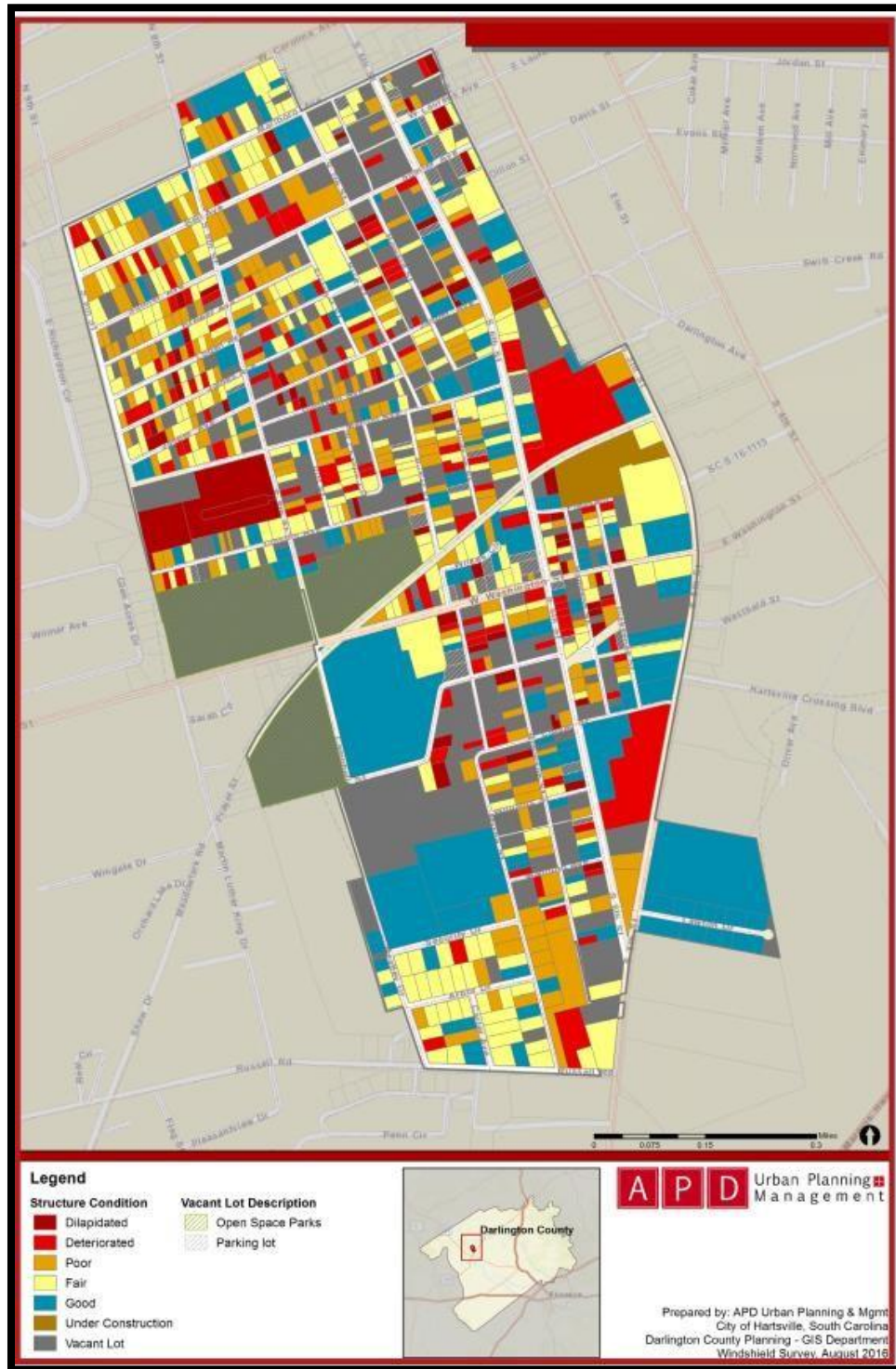
The median property value for owner-occupied houses within the city was \$130,900. Of the owner-occupied households, 47.3 percent had a mortgage while 52.7 percent of households owned their houses “free and clear.” The median monthly housing costs for owners with a mortgage was approximately \$1,099, and for owners without a mortgage, housing costs were \$320.



The median gross rent for houses within Hartsville was \$665. Gross rent includes the monthly contract rent and any monthly payments made for electricity, gas, water and sewer, and any other fuels to heat the house.

Households that pay thirty percent or more of their income on housing costs are considered cost-burdened. According to the American Community Survey (2014-2018), cost-burdened households in Hartsville accounted for 27 percent of owners with a mortgage, 14.2 percent of owners without a mortgage, and 45.9 percent of renters.

In 2016, the City of Hartsville undertook a Hartsville Housing Affordability and Marketability Study of its South Hartsville neighborhood. This neighborhood is predominately African American and primarily consists of low income residents. According to the study, one third of the neighborhood, or 36% of all parcels consisted of vacant lots. An additional one third of the South Hartsville neighborhood or 32% of all parcels in the neighborhood consisted of buildings in poor, deteriorated, or dilapidated condition. The remaining one third of the neighborhood, or 33% of all parcels consisted of buildings in good or fair condition. Below is a map of the South Hartsville neighborhood depicting the existing structure conditions (APD Urban Planning Management).



Hartsville has approximately 3,065 occupied housing units, while the remaining 527 units were vacant. Of the occupied housing units, the homeownership rate was 46.4 percent, while renters occupied 53.6 percent. The average household size of owner-occupied houses was 2.24 persons per household, and in renter-occupied houses the average household size was 2.39 persons per household (ACS 2014-2018).

### Key Takeaways: Household Analysis

- Rental Occupied Units = 1,642
- Owner Occupied Units without a mortgage = 52.7%
- 60.8% of rental units are \$500-\$999 per month

Households without a vehicle available for personal use comprised 17.8 percent and 10.6 percent of households had three or more vehicles available for use.

According to a market study completed by Novogradac & Company, LLC (2018), the overall vacancy in the local market is very low at 2.2 percent among properties in Hartsville's primary marketing area (PMA). The Hartsville area appears underserved by affordable housing. Below is a table from Novogradac & Company, LLC that illustrates the demand by total and then by the number of bedroom demands.

<b>Total Demand</b>		
Total Demand from Existing Households		469
Total New Demand		-21
<b>Total Demand (New Plus Existing Households)</b>		<b>448</b>
Demand from Seniors Who Convert from Homeownership		0
Percent of Total Demand From Homeownership Conversion		0.0%
Is this Demand Over 20 percent of Total Demand?		No
<b>By Bedroom Demand</b>		
One Person	37.9%	170
Two Persons	25.0%	112
Three Persons	16.3%	73
Four Persons	11.9%	53
Five Persons	9.0%	40
<b>Total</b>	<b>100.0%</b>	<b>448</b>



## 9.2 HOUSING TRENDS



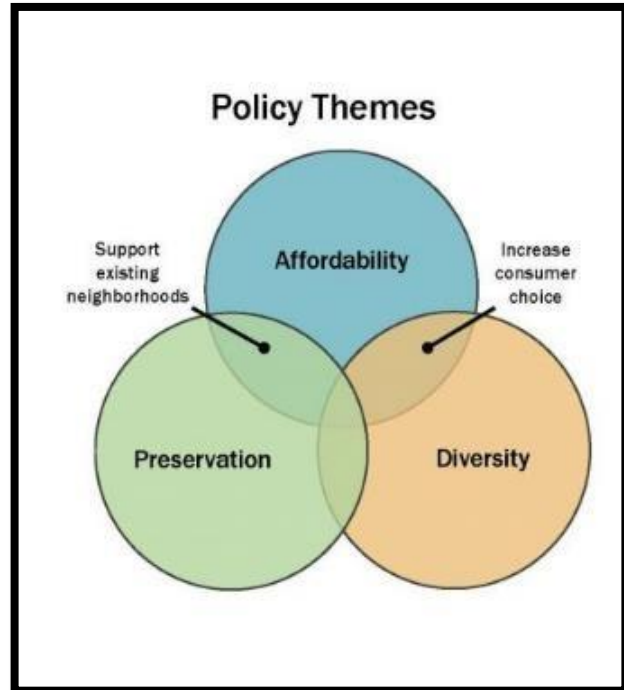
There were 34 new houses built from the period January 2018 – August 2020, according to Hartsville’s “new residential construction permits.” Housing starts are trending upwards with larger lots being subdivided and infill housing units being built.

The mix of needed housing units is speculative, but expected increases in the number of residents aged 65 and older and current home-buying trends among Millennials

suggest increased demands for both attached and higher density residences.

The intent of the Vision 2030 Comprehensive Plan’s housing element should provide flexibility to create diverse housing types and diverse neighborhood settings.

A few projects that will provide new housing opportunities for a diverse population are featured below. These projects should all be under construction within 2021, with the Canal District utilizing phased construction over at least a five to ten year period. This section will also feature a new trend in neighborhood development known as the Neighborhood Homes Investment Act which would provide tax credits to rehabilitate and build new homes (in qualified areas) over the next decade.



### a. Canal District (mixed use development)

The Canal District is adjacent to Hartsville’s Main Street and Central Business District and is comprised of approximately 11 acres of land that will include a lake and mixed use developments. The concept includes both owner occupied housing and townhouse units along with rental units to attract a diverse population and could include university houses for students to live in downtown Hartsville. The land is expected to be cleared for development opportunities by the end of 2020.

THOMAS E. LOW

AIA CNU LEED AICP NCARB

CIVIC BY DESIGN



**b. Historic Thornwell School Apartments**

This project is still in the design phase but proposes to reuse a historically designated school building for 40 or more market rate apartments for young professionals and small families who do not want the responsibilities of homeownership, but desire upscale amenities.



**THORNWELL SCHOOL APARTMENTS**

HARTSVILLE, SOUTH CAROLINA

### c. Hartsville Crossing Affordable Apartments

Affordable housing developments such as the Hartsville Crossing Village (site layout) are a result of housing marketing studies undertaken in Hartsville and the areas immediately surrounding the city. The market studies determined that there is ample demand for affordable housing units. The study also states that moderate-income renter households are growing (Novogradac & Company, LLP, Market Study, 2018). The Hartsville Crossing Boulevard Apartments (32 unit complex) is currently under construction.



### d. Neighborhood Homes Investment Act

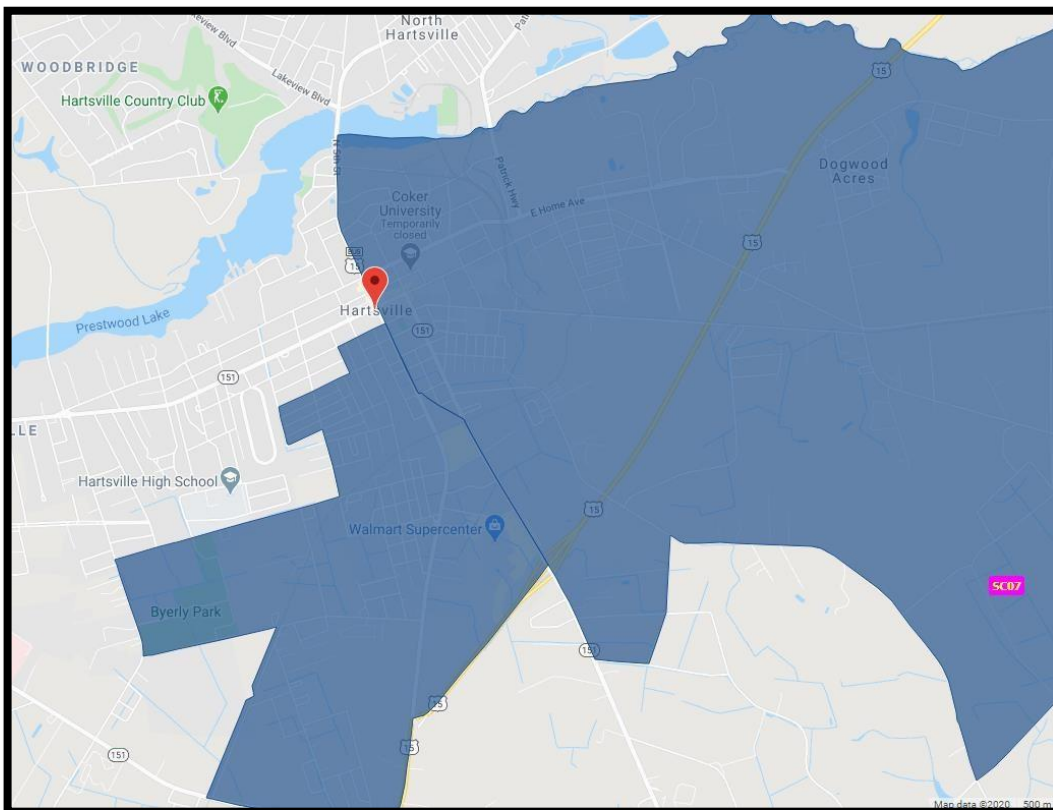


The Neighborhood Homes Investment Act (NHIA), H.R. 3316 and S. 4073, would revitalize distressed urban, suburban and rural neighborhoods with federal income tax credits, mobilizing private investment to build and rehabilitate 500,000 homes for low- and moderate-income homeowners over the next decade. Every state has

neighborhoods where the homes are in poor condition and the property values are too low to support new construction or substantial renovation. The lack of move-in ready homes makes it difficult to attract or retain homebuyers, causing property values to decline. The NHIA would break this downward spiral by creating a federal tax credit that covers the gap between the cost of building or renovating homes and the price at which they can be sold, thus making renovation and new home construction possible. The NHIA would also help existing homeowners in these neighborhoods to rehabilitate their homes.

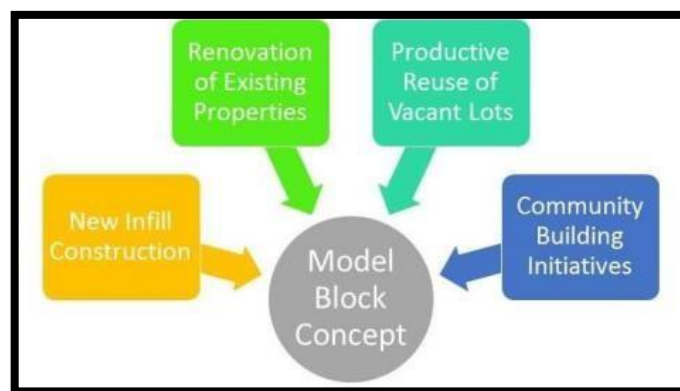
Below is a map from <https://neighborhoodhomesinvestmentact.org/> that shows Hartsville and the areas of the city in blue that would be eligible for these federal tax credits. The Neighborhood Homes Investment Act is contingent upon successful approval at the federal level and has the potential to be a catalyst to revitalize the South Hartsville area.





### 9.3 AFFORDABLE HOUSING ASSESSMENT:

According to the Hartsville Housing Affordability and Marketability Study (2016), housing affordability is defined as spending no more than 30% of a household's annual gross income on housing costs which is consistent with the definition of housing affordability used by the US Department of Housing and Urban Development (HUD). A household is considered cost burdened when more than 30% of the household's income goes towards housing costs. In the case of homeownership, housing costs included mortgage payment, insurance and property taxes. For renter households in the analysis, housing costs included contract rent plus an estimate for utilities.



Balancing housing costs with other costs of living is crucial. The household affordability thresholds used for this analysis are constant with HUD's thresholds:

- ❑ 30% of Area Median Income(AMI) or less
- ❑ 31% to 50% of AMI
- ❑ 51% TO 80% of AMI
- ❑ 81% TO 100% of AMI
- ❑ 101% of AMI or more.



The AMI for South Hartsville is \$40,800 for a family of four. The table below depicts a supply and demand analysis of owner and renter occupied units:

Income Threshold	Owner Occupied		Owner Supply/Demand Analysis		Renter Occupied		Renter Supply/Demand Analysis	
	Units	Households	Over/Under	%	Units	Households	Over/Under	%
Extremely Low Income (<30% AMI)	122	113	9	108%	265	355	-90	75%
Very Low Income (31-50% AMI)	13	19	-6	68%	28	12	16	233%
Low Income (51-80% AMI)	150	91	59	165%	103	44	59	233%
Median Income (81-100% AMI)	48	20	28	240%	22	30	-8	73%
Over Median Income (> 101% AMI)	30	128	-98	23%	1	58	-57	2%
<b>Total</b>	<b>363</b>	<b>371</b>	<b>-8</b>	<b>98%</b>	<b>419</b>	<b>499</b>	<b>-80</b>	<b>84%</b>

## Barriers to Affordable Housing and Challenges

Blight, vacancy, and abandonment exists in markets where the costs to build or rehab a house exceed what the property can be sold for. Owners will often walk away from homes that are no longer habitable and can't be refinanced or sold. Without a financing tool to close the value gap, even the most resourceful housing developers cannot (and will not) be able to address the vacant residential zoned properties that burden distressed neighborhoods.

There is a shortage of appropriately priced rental units for households with incomes at or above 80% AMI, creating downward pressure on the market, and as a result, fewer available affordable units for very low income households. A need for smaller rental housing units for one-person households also exists. Additionally, the analysis demonstrates that there is an unmet demand for ownership units for households with incomes at or above 100% AMI, creating an opportunity for new and restored units for this income level.

A majority of the supply of owner occupied units are three or more bedrooms, but data suggests more one to two person households desire to own homes but cannot due to the inadequate supply of appropriately priced housing units (less than three bedrooms).

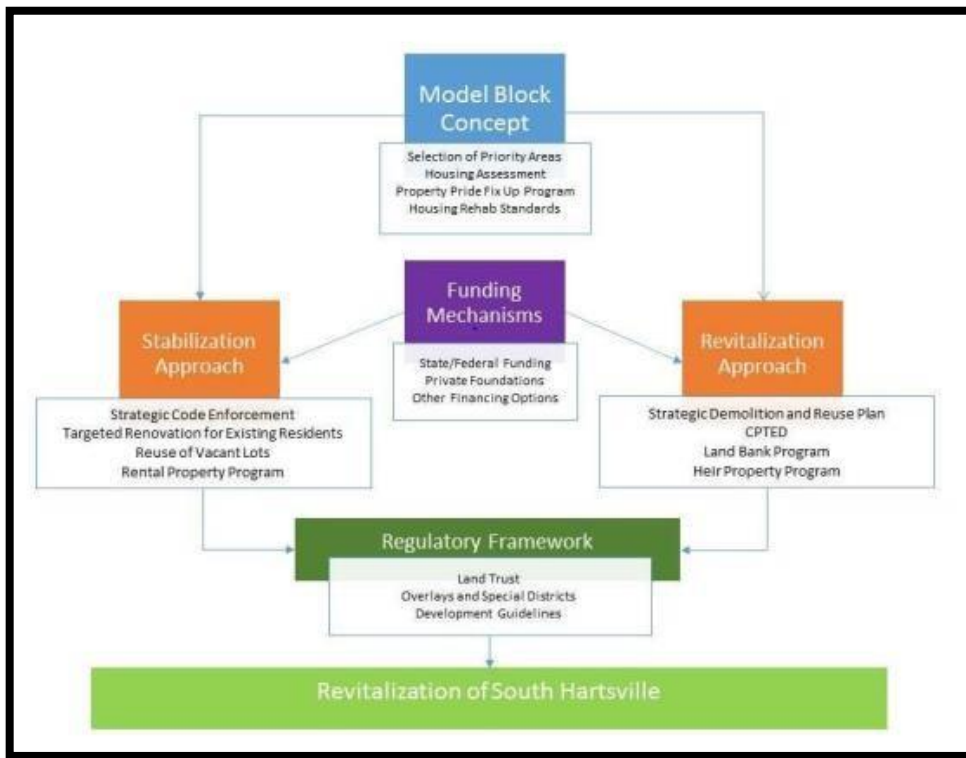
Many residents in affordable housing areas do not have cars; connectivity to commercial centers is paramount. Connectivity from East to West across Fifth Street has been identified as a barrier. Campbell Street, at the intersection of Hampton Street, should be extended to intersect Tuskegee Street and connect with Fifth Street in an intersection directly across from the existing Westfield Street. The extension of Marion Avenue to the east through a series of footpaths can address the issue of east-west pedestrian connectivity and allow for a safer pedestrian route.

## Analysis of Addressing Market Challenges to Encourage Affordable Housing



To create marketable neighborhoods, it is necessary to address the market challenges facing South Hartsville from a confidence perspective. Residents and interested stakeholders provided APD their “community wishes” (detailed at the picture to the left).

APD states that the community must have confidence that their neighborhood can be desirable, and therefore marketable to new and existing residents. In order to rebuild confidence in the revitalization of South Hartsville, there must be an entity identified that is clearly leading the effort and can demonstrate the leadership that is necessary to project confidence in the neighborhood.

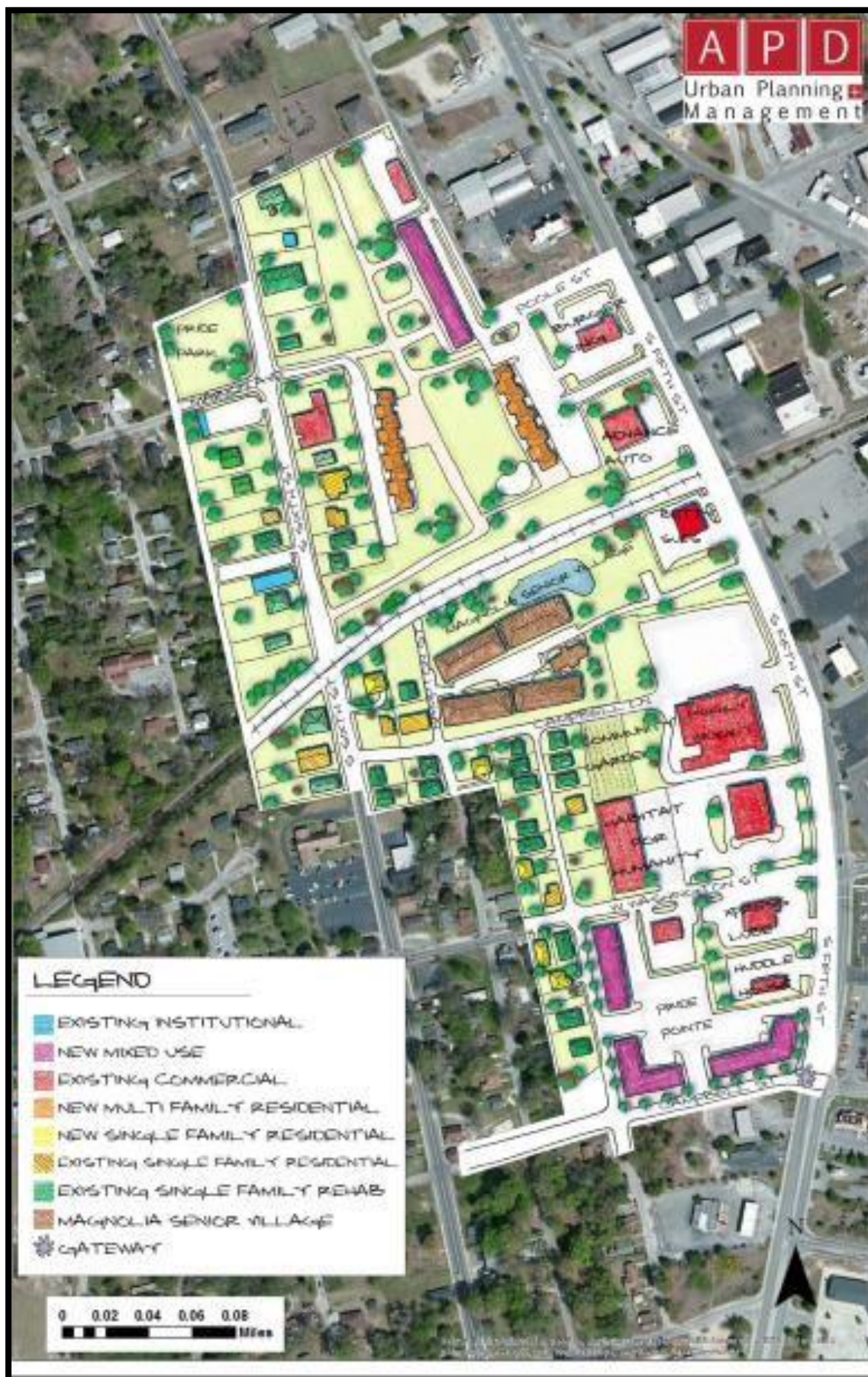


Along with community stakeholders and residents

of the South Hartsville community, APD Urban Planning and Management made the following suggestions for encouraging affordable housing initiatives in the South Hartsville neighborhood:

- Rebrand South Hartsville – this is not a one-time task and must be a continual process.
- Marketing and Residential Sales – high visibility marketing and grassroots initiatives can serve as continuous marketing and branding mechanisms for any redevelopment project, offering low interest acquisition or rehab loans.
- Physical Improvements – Residents can engage in tactical urbanism projects on vacant lots throughout the neighborhood. The City of Hartsville’s Codes Enforcement has been extremely active and engaged in removing many of the neighborhood’s dilapidated units. However, there are many overgrown lots that should be maintained by the owners.
- Existing Zoning in this area does allow townhomes, but does not have townhome specific language such as size and number of allowable townhomes, positioning requirements and requisite parking.
- To allow for smaller scale development on existing smaller lots (to maintain affordability), it may be necessary to change the street frontage from the required 40 feet to 30 feet.
- Sidewalk Improvements and Community Amenities.

The rendering located on the next page was created by APD Urban Planning Management for South Hartsville Housing Affordability & Marketability Study (2016). This illustrates what the South Hartsville neighborhood could potentially look like through undertaking the Model Block Concept (above) and fostering new single and multi-family housing for all demographics.





## 9.4 FUTURE HOUSING NEEDS



The excerpt below was taken from the City of Rock Hill's Housing Element and perfectly describes what Hartsville should endeavor to create - a community of strong neighborhoods:

This core value reflects the need to reinforce a community of strong neighborhoods. This value reflects the continuing commitment to protect and strengthen neighborhoods by **ensuring safety** and **encouraging investment and upkeep** so as to **increase property values**. It includes the support of programs that can increase **homeownership** and understands that the **housing needs of the future** will be different, yet need to be fit into the fabric of the City. It addresses the need to **protect neighborhoods** from negative impacts and preserve their special character and their **historic resources**. It acknowledges that strong neighborhoods rely on **social interaction** and **community engagement** and on the **recreational and cultural opportunities** available to each neighborhood and the community as a whole. And it embraces standards that build neighborhoods **designed for long-term value**, while maintaining our competitive advantage of **housing affordability**.

### Market Rate and Affordable Housing

According to realtors who specialize in the Hartsville market, the greatest need is more market rate housing supply. Demand outweighs the supply. Oftentimes, market rate housing will sell in the city before officially being listed.

The Residential Market Analysis identified three major potential resident segments – Empty Nesters/Retirees, Traditional/Non-Traditional Families, and Younger Singles/Couples – each with a set of requirements that drives their specific market choice as shown to the left and below:

#### Empty Nesters/Retirees:

- Generally 1-2 person households
- Baby Boomers, age 50 and older
- Downsized lifestyles
- Supplemented incomes
- (Median Income \$23,100)
- More ownership than rental (Home Value - \$90,500)
- Not interested in single family attached

#### Traditional/Non-Traditional Families:

- 3-5 person households (families with young children, single parents, young married couples)
- Age 18-44
- Cost and convenience most important
- Median Income \$20,800 - \$30,800
- 2/3 ownership; 1/3 rental (Home Value - \$76,900-\$115,500)

#### Younger Singles/Couples:

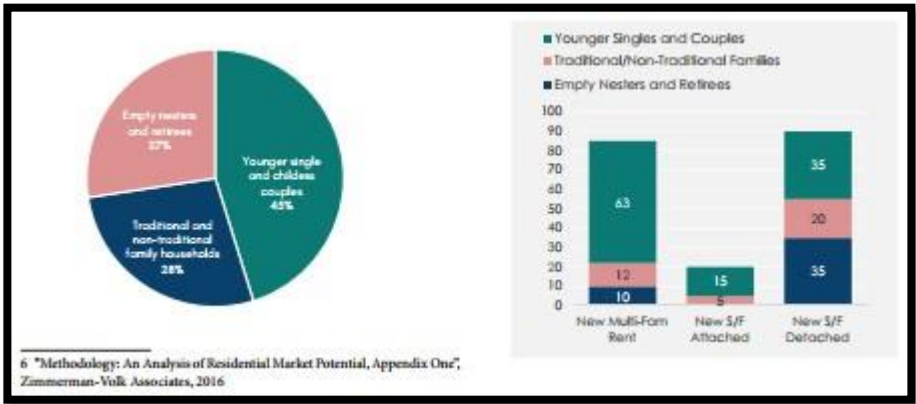
- 1-2 person households
- Age 18-44
- Cost and convenience

	Below Market Rate			Market Rate		Total
	AMI < 30%	30-50%	50-80%	80-100%	>100%	
Number of Households	90	130	160	90	115	585
Empty Nesters & Retirees	27.8%	38.5%	25.0%	22.2%	21.7%	27.4%
Traditional & Non-Traditional Families	33.3%	38.5%	28.1%	16.7%	17.4%	27.4%
Young Singles & Couples	38.9%	23.0%	46.9%	61.1%	60.9%	45.2%

Source: Zimmerman-Volk, 2016

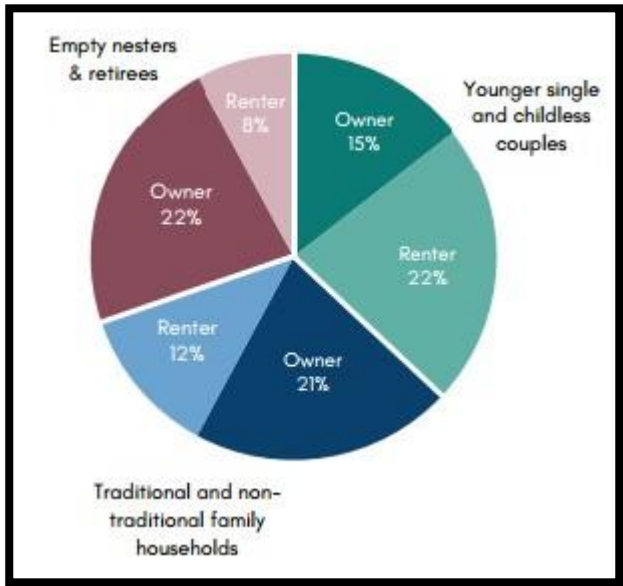


The pie chart and graph (right) detail the potential demand for development. Due to existing market conditions, only about 10% of the potential market for new single family detached and attached housing is estimated to result in new homes. Given these assumptions, construction of 160 new or renovated market rate dwelling units could be leased and sold within the next five years.



Affordability refers to overall housing costs and ensuring that a range of price options exist in the city. A majority of low income, workforce, and senior renters pay more than 30 percent of their income on housing costs, exceeding the standard guidelines for housing affordability. According to a 2018 Market Feasibility Study undertaken by Bowen National Research, "...all affordable rental communities surveyed in the Hartsville market are 100.0% occupied with waiting lists. This indicates that there is pent-up demand for such housing and the continuing need for additional affordable housing options within the Site PMA, particularly when factoring in rent overburdened households or those living in substandard housing."

The APD Urban Planning and Management study stated that 105 new multi-family rental units, 10 new single-family attached units, and 45 new single-family detached units were needed in the South Hartsville Neighborhood. Overall, the potential need for affordable housing within the City of Hartsville is depicted in the chart and graph below:



According to another housing marketing study by Bowen National Research, calculations illustrate that there is a significant demand for affordable rental housing (below). Please note the Demand Component column's *Supply* within the table illustrates a Supply of zero affordable housing units built since 2017 (not factoring in Habitat housing). Also worth noting is the Total Demand which shows an overall need of 239 units.

Demand Component	Percent Of Median Household Income		
	50% AMHI (\$17,726-\$29,800)	60% AMHI (\$21,291-\$35,760)	Overall (\$17,726-\$35,760)
Demand From New Renter Households (Age- And Income-Appropriate)	619 - 628 = -9	540 - 610 = -70	779 - 834 = -55
+			
Demand From Existing Households (Rent Overburdened)	628 X 33.9% = 213	610 X 21.2% = 129	834 X 30.1% = 251
+			
Demand From Existing Households (Renters In Substandard Housing)	628 X 5.1% = 32	610 X 5.1% = 31	834 X 5.1% = 43
+			
Demand From Existing Households (Senior Homeowner Conversion)	N/A	N/A	N/A
=			
Total Demand	236	90	239
-			
Supply (Directly Comparable Units Built And/Or Funded Since 2017)	0	0	0
=			
Net Demand	236	90	239
Proposed Units	8	32	40
Proposed Units/ Net Demand	8 / 236	32 / 90	40 / 239
Capture Rate	= 3.4%	= 35.6%	= 16.7%

## 9.5 HOUSING GOALS AND OBJECTIVES

	Population Segment	Challenges	What Hartsville desires to Achieve
Low Income	Households earning less than 30% of the local median income	<ul style="list-style-type: none"> <li>• Cost of living continues to increase.</li> <li>• Providing affordable rental housing that is well-connected to transportation options, goods, and services.</li> <li>• Building low income housing in Hartsville is difficult because central, well-connected housing tends to represent high land values.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Preserve existing rental housing units.</li> <li>✓ Support completion of needs assessment for vulnerable residents</li> <li>✓ Support &amp; education for homeowners.</li> </ul>
Workforce	Households earning between 30% and 80% of the local median income	<ul style="list-style-type: none"> <li>• Lack of affordable rental options for low to moderate residents and workers</li> <li>• Housing supply in hartsville is very limited relative to demand.</li> <li>• Development costs are high and no new rental housing for moderate prices is being produced and homeownership opportunities for workforce households are limited.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Provide incentives to housing developers and builders.</li> <li>✓ Review Planning/Zoning requirements.</li> <li>✓ Partner with developers, businesses, hospitals to build upon new workforce developments.</li> </ul>
Senior	Households over the age of 65	<ul style="list-style-type: none"> <li>• Availability of rental options for low income senior households is scarce.</li> <li>• Existing units do not always allow seniors to “age in place”.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Preservation of existing rental units for “age in place”.</li> <li>✓ Explore AARP and other grants to help make a neighborhood more senior friendly.</li> </ul>

**GOAL:** Create sustainable neighborhoods through the provision of an adequate housing supply with diverse housing types and price levels for the existing and growing population.

**OBJECTIVES:** Provide a diverse mix and range of housing options throughout Hartsville that will accommodate the current and future needs of its citizens and future growth.

- ☐ Encourage mixed income neighborhoods;
- ☐ Encourage the development of workforce and also affordable housing opportunities in mixed-use corridors and activity centers;
- ☐ Encourage executive housing and affluent retiree housing for those relocating from large cities;
- ☐ Increase the availability of housing near the central business district in the form of patio homes, row houses, pocket neighborhood condominiums;
- Explore “tiny houses” and their potential to appeal to young professionals;
- ☐ Encourage the development of additional university student housing opportunities;
- ☐ Encourage the development of single family housing units, cluster developments, or planned developments in areas recently annexed into the city.

**GOAL:** Explore creative solutions to deal with dilapidated rental property structures and unkempt lots to protect and promote the public health, safety and welfare of its citizens and neighborhoods.

**OBJECTIVES:** Research and adopt a Pilot Licensing Residential Rental Units Program ordinance that enables the city to address and preserve existing rental housing structures.

- The ordinance will enable city staff to work better with absentee landowners or local property owners and establish reasonable standards;
- Explore ways to fund an ongoing demolition program for vacant units and lot maintenance activities for unkempt lots;
- Explore residential rental registrations or licenses;
- Set forth reasonable compliance requirements and violation penalties.

**GOAL:** Attract new residents and developments into the South Hartsville neighborhood as proposed in the Hartsville Housing Affordability and Marketability Study while addressing the neighborhoods specific market challenges.

**OBJECTIVES:** Create new and affordable housing to satisfy the demand for 380 new units.

- Find creative solutions to address the lack of neighborhood amenities for seniors, disabled, or youth;
- Create greater connectivity within the neighborhood;
- Follow the Neighborhood Homes Investment Act progression through the legislature for future implementation;
- Develop greater incentives (other than SIZ) to entice developers to create new housing and development opportunities.

**GOAL:** Improve the Butler Heritage corridor.

**OBJECTIVES:** Rehabilitate, demolish, and construct infill housing units in order to eliminate blight to create an environment where families want to stay instead of vacating properties.

- Continue city demolition programs to address dilapidated properties;
- Encourage the formation of local resources for heirs to claim or sell residential properties;
- Explore the formation of a community land trust to turn abandoned properties into livable dwellings;
- Analyze local regulations to determine if there are provisions that may hinder the development or affordability of other types of desirable housing;
- Examine current lot size, set-backs and parking requirements to see if they may have an adverse effect on affordable housing initiatives;
- Consider increasing the number of Strategic Investment Zones (SIZ) available.



**GOAL:** Foster great neighborhoods.

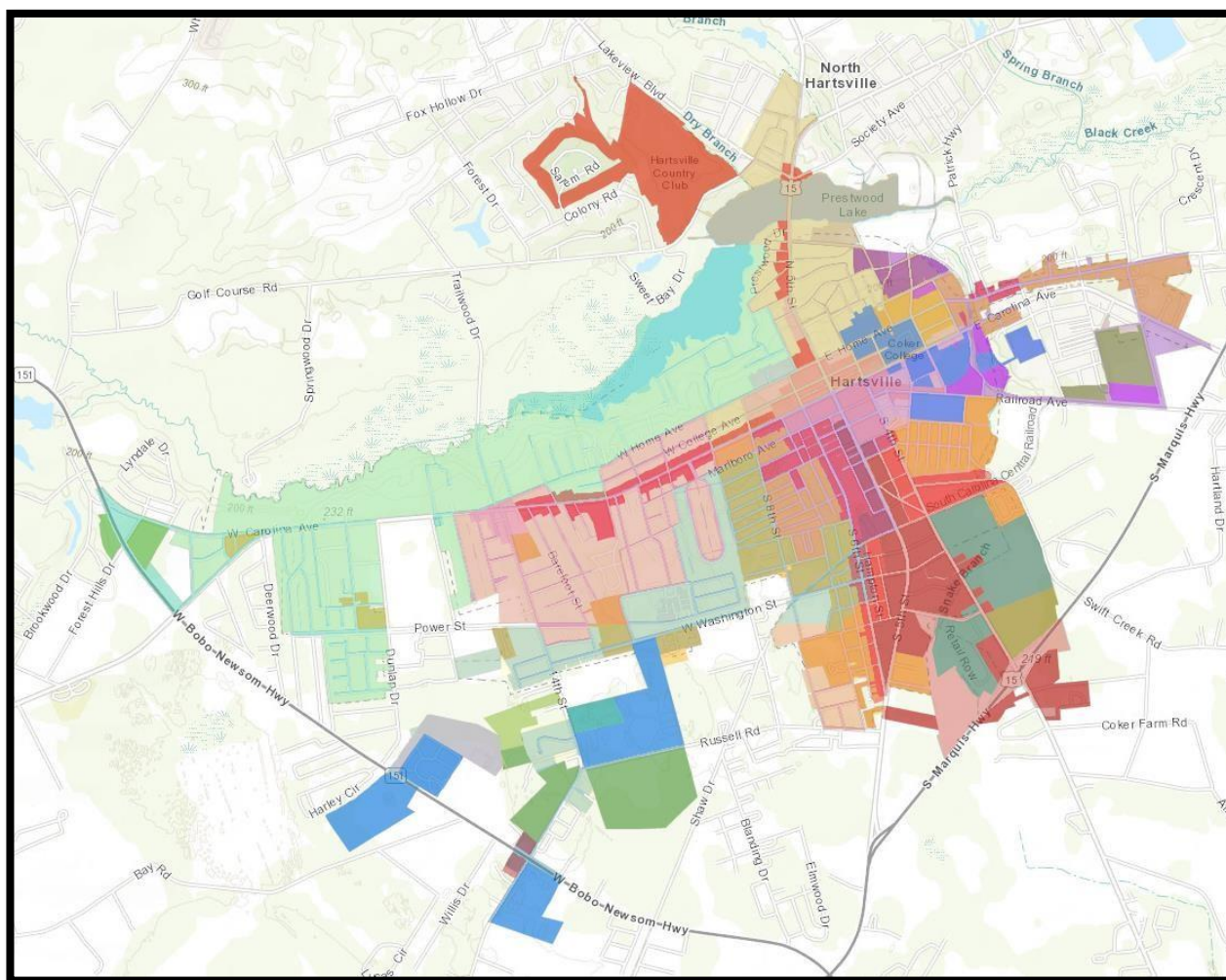
**OBJECTIVES:** Neighborhood quality is a critical factor in choosing the right home. Most great neighborhoods consist of streetscape quality, mobility, parks and recreation, proximity to schools, maintained properties, safety and easy access to places residents work, play, and shop.

- Improve options to safely and conveniently walk, bike and ride transit in neighborhoods throughout the city;
- Expand opportunities for residential development, particularly infill development and in transit-oriented areas and along mixed-use corridors;
- Establish liaisons with relocation specialists and human resource professionals at Sonoco, Duke Progress Energy, Coker University, GSSM, Carolina Pines and other employers within commuting distance for a greater understanding of housing needs and potential collaborations;
- Educate the public to understand and support the benefits of mixed-use and mixed-income communities to accommodate projected growth.

## **PART 10 LAND USE**

### **INTRODUCTION**

The City of Hartsville's Land Use Element builds upon the vision and growth concepts by identifying the desired land use characteristics on property parcels throughout the study area. The Vision describes where Hartsville desires to be as a community by 2030, and the Growth Concept identifies those areas in the study area where change and growth will be focused to help accomplish the Vision. The Land Use element is influenced by all previously described Vision 2030 Comprehensive Plan elements. The findings, projections, and goals and objectives from each of the elements influence the amount of land needed for various uses. This element considers existing and future land use by categories and further discusses the utilization of extra territorial jurisdictions and annexation.



A growing population is normally associated with expanding the borders of a city. Many municipalities in South Carolina struggle with challenging annexation laws, but Hartsville must keep utilizing best practices to bring in those areas that logically should be part of city limits. In cases where Hartsville is unable to annex, other ways to influence the proper development and maintenance of critical areas such as gateways and corridors should be utilized.

The intent of this element is to guide Hartsville's growth, development, and redevelopment through the year 2030. The primary focus is on land use patterns and it is closely linked to each of the other elements of Vision 2030. Based upon the city's land use goals and objectives, this element describes desired land use patterns, identifies the unique land use challenges faced in different character areas and recommends specific strategies to achieve Hartsville's Vision 2030 while addressing its challenges.



## 10.1 EXISTING LAND USE PATTERNS

Much of Hartsville's growth has come through the revitalization of its downtown district and the expansion of the retail and service economy. While Hartsville continues its growth as a regional destination, planned and sustained growth requires the expansion of other sectors, such as technology, manufacturing, and housing opportunities to attract new residents and business clusters to Hartsville.

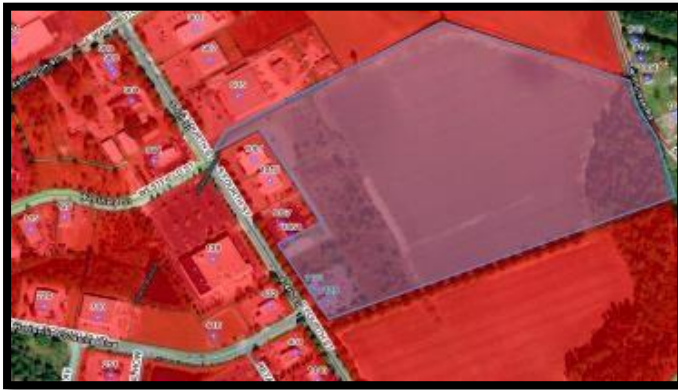
The City of Hartsville's existing land use patterns consist of the following:

- A (agricultural) zone
- R-1, R-1A, R-2(residential) zone
- P-1 (professional offices) zone
- B-1 (central business district) zone
- B-2/B-3 (business) zone
- M-1 (industrial) zone
- CA (campus)
- PD (planned development) district
  
- Overlay Zones & Districts:
  - Cargill Overlay District
  - Strategic Investment Overlay Zone(SIZ)
  - Tower Overlay District
  - RE(Residential Estate) Overlay Zone
  - Coker Farms Overlay District
  - Overlay Zones for special circumstances
  - Sign Overlay Zone



## 10.2 DEVELOPMENT TRENDS

The Vision 2030 committee recommended development trends that should be explored as part of the Comprehensive Plan. These will also be discussed in Section 10.4 General Land Use Challenges and Opportunities and Section 10.5 Goals and Objectives. In order to provide space for the expansion of existing industrial businesses and to attract new businesses, and neighborhoods, Hartsville will need to have innovative options that foster attractive



locations and policies that entice investment.

The City of Hartsville has an inherent advantage in a city its size that allows for almost everything available in a much larger city (within a 6.2 mile proximity). This proximity provides the opportunity to connect key sites in the community with alternatives to vehicles or public transportation. Therefore, it is important that modes of connectivity are studied and explored.

In order for Hartsville to support its projected growth plan, housing inventories and diversification must occur to meet the changing trends for the younger generation, older generation and affordable housing options. One of the greatest challenges for growing communities is affordable housing. In order to allow for the experimentation of alternative housing concepts, Hartsville should consider special zoning that would allow developments such as tiny house communities and denser formats of smaller single-family homes.

Several types of development trends will be discussed below.

**Annexation Opportunities** - Annexation that supports growth and economic opportunities should be strongly considered as an integral part of Vision 2030. Where economically feasible, infrastructure should be extended to areas adjacent to city limits such as adjacent neighborhoods, industrial sites, and for recreational opportunities.





**Extra Territorial Jurisdiction** – This development trend will enable the city to have positive impacts over the gateways and corridors which lead visitors, economic prospects, and citizens into the City limits of Hartsville. Extra Territorial Jurisdiction will allow the city to enhance strategic assets located just outside of city limits.

**Citywide Master Land Development Concept Plan** – This plan shall include but not be limited to the following concepts:

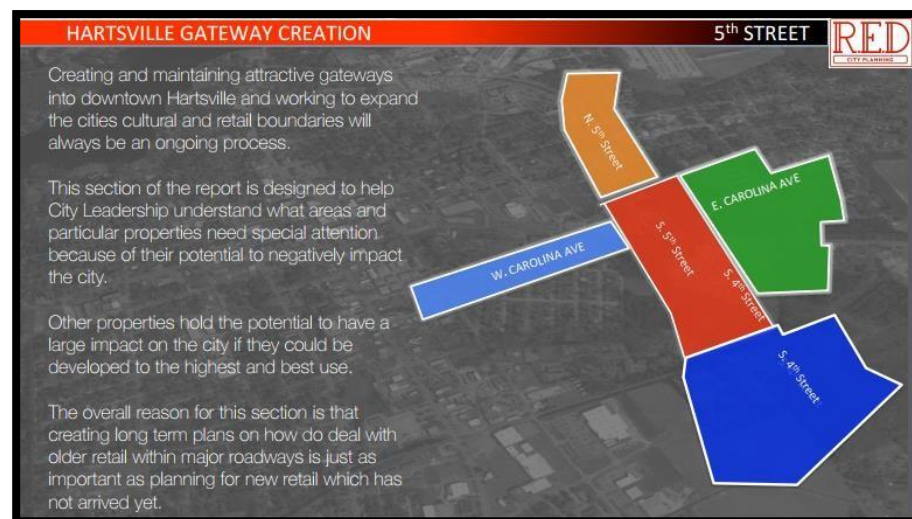
- Expanded downtown
- Smart Streets and parking
- Industrial parks and sites
- Insert map overlays with key areas identified, gateways and corridors, parks and greenspaces, educational corridor, recreational trails, walkability, gateways and corridors
- Annexation of neighborhoods and sites into the city.



**Smart / Resilient Community** – Unique and fast changing conditions necessitate agile and responsive zoning regulations to keep up with trends to make Hartsville attractive to investment while maintaining its existing charm. The city should complete a review of and enhance existing processes/ordinances to foster “smart growth” policies that will enable Hartsville to remain a resilient community in times of economic downturns, pandemic events, and rapid growth and expansion.

### 10.3 FUTURE LAND DEVELOPMENT CONCEPT

The City of Hartsville will explore future development characteristics, guidance for maximum densities and applicable zoning districts to ensure that land use patterns evolve with new development as planned for by the Hartsville Planning Commission. Several areas throughout the city will require rezoning such as the Canal District or an assignment of zoning as with annexed properties.



Some future land use (FLU) categories listed below provide additional guidance on the types of development patterns and quality that should be expected in Hartsville and perhaps assigned as needed.

### **Mixed Use Development (MD)**

Mixed Use Development (MD) is one of the ten principles of Smart Growth which is a planning strategy that seeks to foster community design and development that serves the economy, community, public health, and the environment. The Urban Land Institute's Mixed-Use Development Handbook characterizes MD as the following:

- Provides three or more significant revenue producing uses (retail/entertainment, office, residential, hotel, and/or civic/cultural/recreation);
- Fosters integration, density, and compatibility of land uses;
- Creates a walkable community with uninterrupted pedestrian connections.

Additionally, MD can be both vertical and horizontal. In some cases, light industrial and MD are fit together to help create built environments where residents can live, work, and play.

### **Planned Development (PD)**

Hartsville defines planned development as an area of land to be developed under a single, overall plan that requires greater flexibility with zoning and site design regulations. A planned development may include a mixture of residential, commercial, and other uses, or focus on design concepts for a specific use. All planned developments shall be at least three acres in size. The Planned Development (PD) district is intended to promote the following objectives:

- ❑ Flexibility to allow innovative building and site design;
- ❑ More efficient land use, building arrangement, and circulation system;
- ❑ Preservation of significant site features and amenities;
- ❑ Creative design to accommodate special site characteristics;
- ❑ Phasing of development and utility extensions to encourage timely development and prevent the harmful effects of urban sprawl.

### **Open Space (OS)**

The Open Space (OS) future land use category is utilized to permanently protect important open spaces in the community. Areas designated as OS typically include lands dedicated for preservation by legal means, and land used for active and passive recreational purposes.

### **Industrial/Employment (IE)**

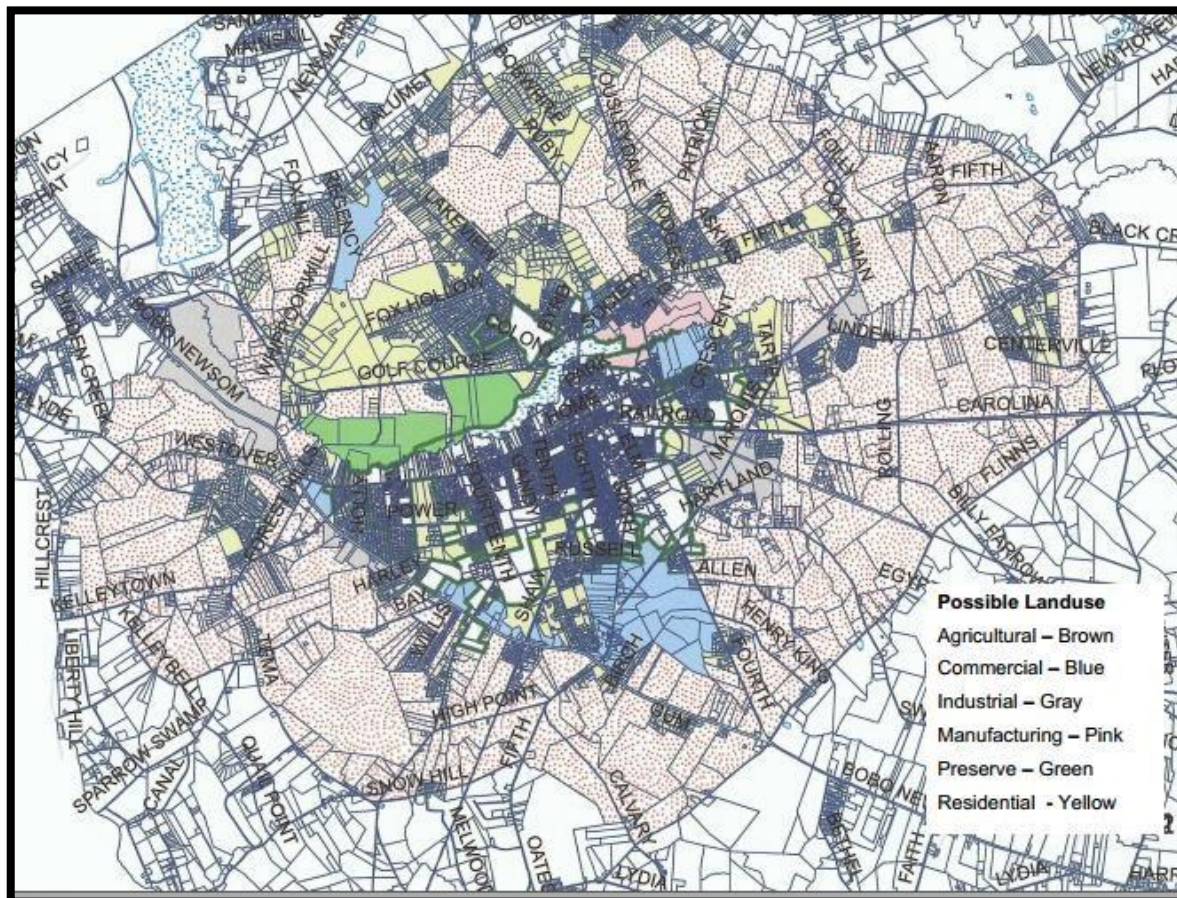
The Industrial/Employment (IE) future land use category identifies areas that have either already developed as industrial or are suited for additional industrial development due to the presence of infrastructure and access to transportation modals such as highways or the presence of rail. IE areas are preserved for employment uses to generate jobs for the community. Sometimes light IE areas are located in MD districts dependent upon their intensity.

**In order spur additional economic opportunities in certain neighborhoods or commercial areas, Incentive Zoning** or what the city has previously utilized as a Strategic Investment Overlay Zone (SIZ) should be further explored to study and market different areas within the city. Incentive Zoning is often part of revitalization or development plans where developers are allowed to build residential, commercial, or industrial (manufacturing, warehousing) projects in specific areas through the provision of various incentives such as tax or permit abatement or basic infrastructure. Further, developers can be granted lower restrictions, namely density limits, if amenities are included within the development such as park areas and infrastructure, are developed as well.



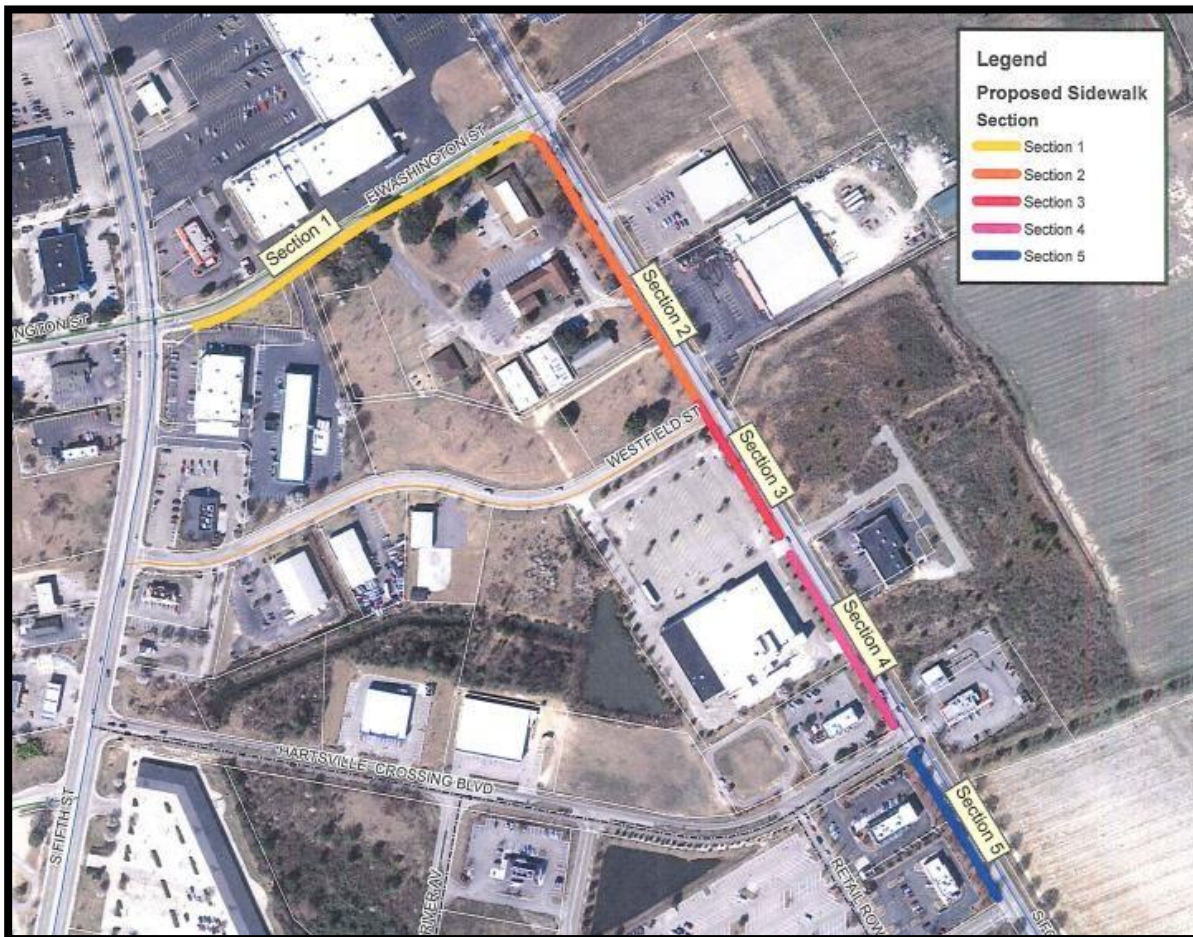
## 10.4 GENERAL LAND USE CHALLENGES AND OPPORTUNITIES

- **Capitalizing on Sub-Regional development and growth to include annexation.** Hartsville should develop a growth strategy to include, not only within city limits, but the “Greater Hartsville Area” land use areas surrounding the city. All areas where the city can build on the base of commercial, medical, education, cultural and recreational assets should be identified and marketed. Annexation should occur where appropriate.
- **Fostering infill and redevelopment.** The city’s character is a combination of traditional neighborhood development patterns and several newer development patterns. Infill and redevelopment should be targeted in key areas that have the infrastructure and community facilities in place to absorb the additional density. Infill is most desirable within identified mixed-use activity designations and would be appropriate in South Hartsville or other neighborhoods within Hartsville.
- ② **Implement an extra territorial jurisdiction.** To preserve the aesthetic of what the city and its citizens and businesses have created internally, the city seeks to extend limited zoning jurisdiction over the outlying areas that form the gateways and corridors into Hartsville.



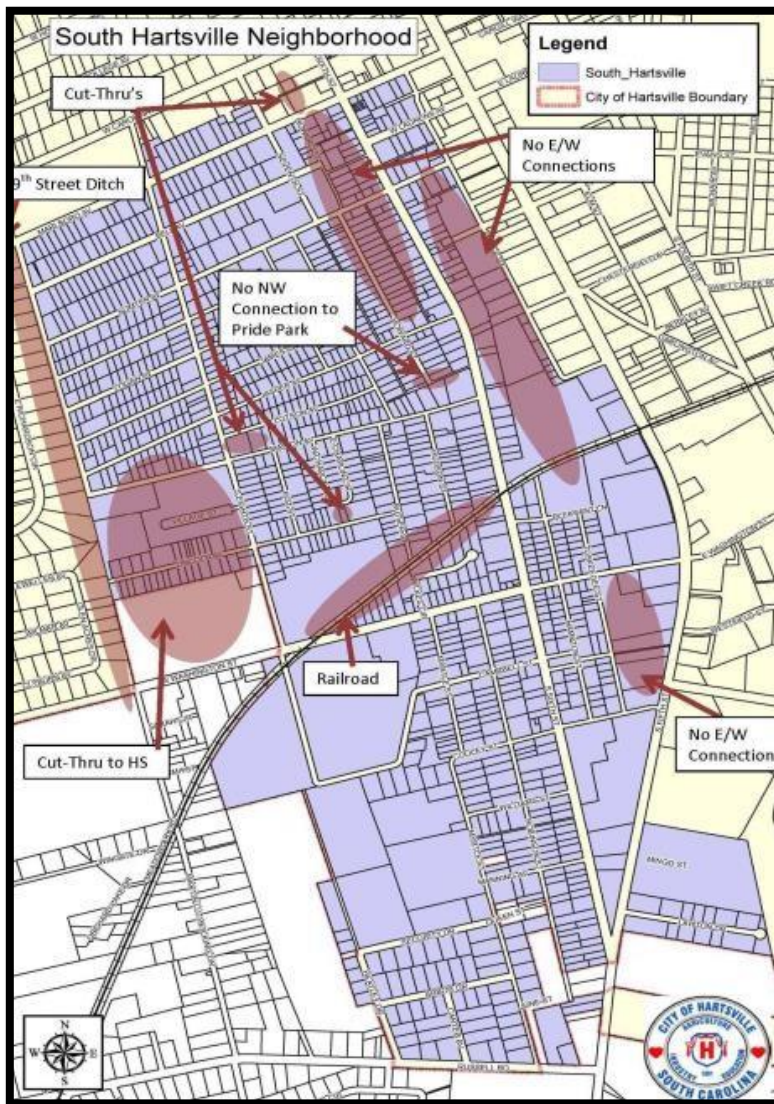


- 2 **Maintaining a sustainable mix of residential, commercial, and industrial uses.** Hartsville will strive to maintain a balanced mix of land uses that enables residents to live, work, shop, and play within the city, while serving as a regional center for tourism, education, health care, and increased air transportation. Commercial and industrial land uses are essential to enable the city to generate sufficient tax revenues to fund the high quality of life for residents and incentivize a mix of housing in close proximity to work.
- 2 **Providing adequate infrastructure and services for residents and businesses, both now and in the future.** In addition to adequate transportation infrastructure, development requires utilities, stormwater facilities and a variety of services to function properly. As Hartsville grows, it must consider, plan for and coordinate the expansion of its infrastructure and services with growth in ways that maintain adequate levels of service for existing and new development in a fiscally sustainable manner.
- 2 **Enhancing mobility between residential, employment, commercial and recreation uses.**



Connections between the places where residents live, work and play will be a key challenge that can only be achieved through better integration of land uses and the establishment of connections between uses for all modes of transportation. Enormous opportunities exist to establish complete streets along many arterial street corridors (Fourth, Fifth, Sixth Streets, Washington Street), which increases the importance of coordinating land uses and ensuring that their designs facilitate better mobility.





## 2 Ensuring compatibility between neighboring land uses.

As the increase in economic opportunities occurs and the diversity of uses and housing types increases, the potential for incompatibility increases. To maintain compatibility between adjacent uses, Hartsville must ensure that there are seamless transitions between uses which will require a combination of separating certain uses, buffering, and addressing the design, scale, height, orientation and intensity of development as appropriate to the land use transition and the site.

- **Maintaining the community's character.** Hartsville's unique quality of life continues to attract new residents from surrounding areas and from other states. This is resulting in increase in the demand for housing and commercial development, and in traffic congestion. Positive changes such as downtown revitalization and the redevelopment of commercial and residential sites have improved the quality of life in Hartsville.

Residents want to ensure that future changes protect or enhance the quality of their neighborhoods and strengthen Hartsville's identity and uniqueness with sense of place as the small town with a big city vibe.

- **Preserving natural resources and open space.** Hartsville's natural setting is a significant part of its quality of life. The city can incorporate water and natural area protection strategies to help achieve its mobility and compatibility goals through thoughtful design of new development.

## 10.5 GOALS AND OBJECTIVES

**GOAL:** Annexation of properties for the provision of municipal services whose development shall complement and be compatible with adjoining areas without placing an undue financial burden on the city.

**OBJECTIVES:** Expand city limits in a planned, fiscally responsible manner ensuring infrastructure and services can be provided to meet current and future requirements and sustainable development.

- ☐ Identify and map potential annexation opportunities such as adjacent neighborhoods, recreational trail extensions, and industrial and business sites/parks;
- ☐ Allow annexations if they demonstrate that appropriate improvements as determined by the city will be financed by the property owner(s), and that such expansion of the city will not have unacceptable adverse fiscal or environmental impacts to existing city services or residents;
- ☐ Promote orderly growth and discourage urban sprawl;
- ☐ Continue to provide educational information about annexation to unincorporated residents throughout the Planning Area, on a systematic basis, through digital and tangible promotions;
  - Target properties located within the “doughnut holes” of the community;
- ☐ Consider annexation incentives;

**GOAL:** To preserve the integrity and aesthetic of Hartsville through the utilization of Extra Territorial Jurisdiction (ETJ) in outlying areas that form the gateways/corridors into the city.

**OBJECTIVES:** Partner with Darlington County to manage land use in specific corridors adjacent to city limits in order to attract economic opportunities and extend out the high standards of the City of Hartsville.

- ☐ Pursue partnerships and collaboration among planning commission, county planning commission, city and county councils to achieve the desired goal;
- ☐ Determine and map outlying areas such as main gateways into the city;
- ☐ Determine and map outlying areas for the potential location of future industry;
- ☐ Determine appropriate zoning;
- ☐ Draft and adopt an Extraterritorial Boundary Ordinance;

**GOAL:** Maintain a sustainable balance of residential, commercial and industrial land uses.

**OBJECTIVES:** Undertake a land use master plan that fosters a sense of place, recommendations for future zoning decisions, and smart growth with map overlays and key areas identified.

- ☐ The Master Plan shall seek to expand downtown and provide valuable information for shaping economic development location decisions;
- ☐ Provide continuity;
- ☐ Provide a means by which a community balances competing private interests and public interests.

**GOAL:** Enhance mobility for all modes of transportation between the places where people live, work, shop and play.

**OBJECTIVES:** Ensure that new development is designed to provide users with mobility choices, including driving, walking, bicycling and riding transit and utilizes the complete streets concept. Also ensure that appropriate developments are improved to allow for greater mobility.

- ☐ Modify development and street design standards to require complete streets that serve all users;
- ☐ Further mobility improvements throughout the South Hartsville neighborhood;
- ☐ Utilize a combination of design standards and incentives to ensure that building and site development supports all applicable modes of transportation to and within development sites;

**GOAL:** Retain Hartsville's small city atmosphere and continue to enhance the quality of life as the city grows.

**OBJECTIVES:** Enhance Hartsville's quality of life through efforts that support neighborhood vitality consisting of but not limited to complete streets, improved access to parks and recreation, improved transit access, housing rehabilitation efforts, continued property code maintenance, greenway improvements, and improved neighborhood amenities.

- ☐ Regulate the scale and design of development to promote walking and biking within residential mixed use areas;
- Support historic preservation efforts within the city's historic districts and specific sites;
- ☐ Apply sensitive strategies to unique areas of the city through the development and implementation of area and corridor plans;
- ☐ Continue to make improvements within the South Hartsville neighborhood.

**GOAL:** Ensure compatibility between neighboring land uses.

**OBJECTIVES:** Utilize a combination of land use transitions, buffering and design to ensure that land use transitions are compatible.

- ☐ Ensure that industrial and commercial developments are designed to limit encroachment of incompatible traffic, noise, odors and lighting into nearby residential areas;
- ☐ Discourage the location of incompatible uses near existing neighborhoods;
- ☐ Ensure that parking lots and driveways are designed and located to minimize impacts on lower-intensity neighboring uses;
- ☐ Buffers should be used to screen uses and activities that may detract from the enjoyment of adjacent land uses.

**GOAL:** Protect natural resources and retain open spaces for future generations.

**OBJECTIVES:** Ensure that uses and densities allowed by the city's development regulations adequately reflect site conditions and topography.

- ☐ Review soil types and other characteristics when evaluating subdivision, zoning, and site development to ensure that the proposed use, intensity, and layout can be supported by site topography and conditions;
- ☐ Seek partnerships and funding to develop an inter-connected greenway system throughout the community and then region;
- ☐ Evaluate the use of conservation subdivision design, to foster the preservation of open space in new residential subdivisions.

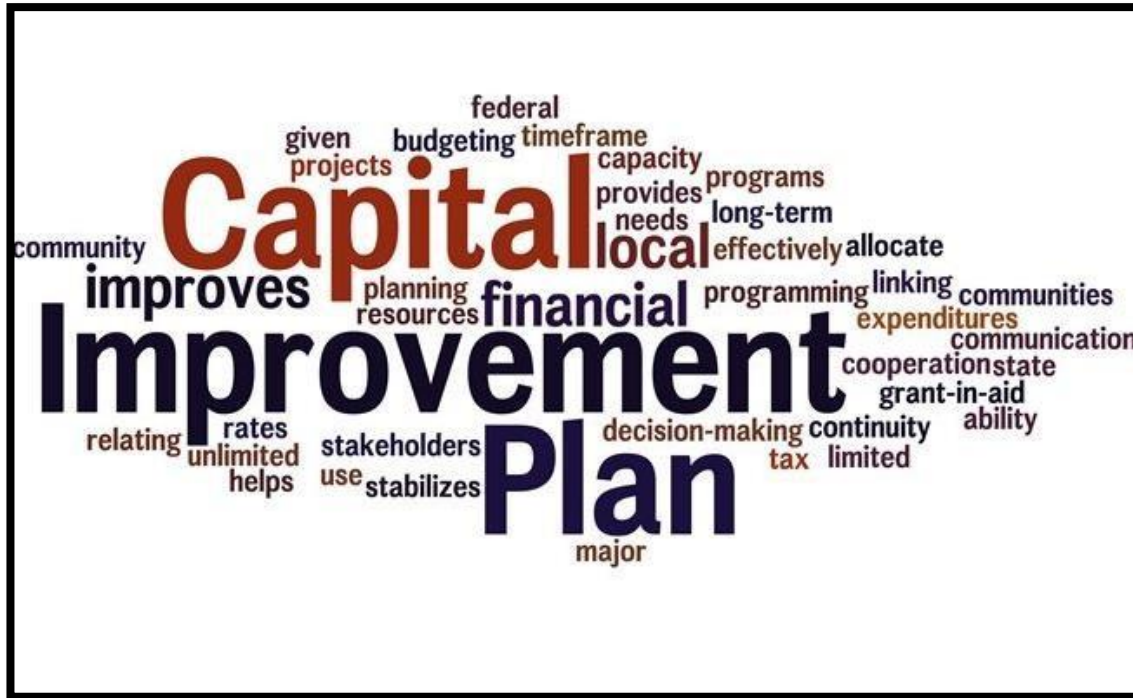
**GOAL:** Recruit new businesses and support existing businesses responsibly.

**OBJECTIVES:** Diversify and increase the tax base while creating new jobs.

- ☐ Protect land identified in the future master land use plan for non-residential uses to provide adequate support for surrounding residential uses;
- Increase job creation and diversity of economic opportunities in sustainable and recession proof sectors with wages that equal or exceed Hartsville's average wage;
- ☐ Coordinate with the Darlington County Economic Development Partnership, Chesterfield County Economic Development and Lee County Economic Development Group for multi-county business park opportunities.



## **PART 11: PRIORITY INVESTMENT**



## Introduction

The South Carolina Priority Investment Act (PIA) was signed into law in May 2007 and amends South Carolina Code of Laws Title 6, Chapter 29 Article 1 Section 6-29-510, also known as the South Carolina Local Government Comprehensive Planning Enabling Act of 1994. The Priority Investment Element focuses on anticipated capital expenditure projects anticipated over the next 10 years, prioritizing those deemed most critical, as well as identifying planned funding sources for these improvements. The Priority Investment Element also facilitates the coordination of major capital improvements and provides direction for implementing recommended strategies of the other plan elements that call for capital improvements.

The Priority Investment Element encourages stronger intergovernmental planning and coordination. Specifically, the legislation calls for comprehensive plans to include this element that analyzes potential federal, state, and local funds available for public infrastructure and facilities and recommends projects for expenditure of those funds during the next decade for 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. Adjacent and relevant jurisdictions and agencies identified as providing public facilities or related services within Hartsville are listed in Table 1.

Many of the public facilities in the City of Hartsville are owned and maintained by the city and can be found in Table 2. Others are owned and maintained by entities such as Darlington County, the State of South Carolina, and the Darlington County School District. Many improvements to capital facilities throughout the city have been and will continue to be accomplished through coordination and cooperation with a number of public and private entities. Regional solutions to needs shared by multiple jurisdictions or organizations result in greater efficiency and at less costs to the taxpayers of the City of Hartsville and the surrounding areas such as in portions of Chesterfield County where the City of Hartsville receives and treats sewerage. Regional cooperation and collaborative solutions are paramount to the success of growth as illustrated in Table 3.

The South Carolina Priority Investment Act requires that the recommendation of capital improvement projects requiring public expenditure be in “coordination with adjacent and relevant jurisdictions and agencies”. The Act defines adjacent and relevant jurisdictions and agencies as “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”.

Such coordination in the City of Hartsville entails written notification by the Hartsville Planning Commission or staff to adjacent jurisdictions and relevant agencies of proposed projects and the opportunity to provide comment. The timeline and responsible entities associated with achieving each element’s goals and objectives are further discussed in the implementation section of this plan. This Priority Investment element details the city’s larger capital improvements projects, but it should be noted that this list is not all inclusive and unforeseen conditions may warrant funds to be redirected to other capital improvement projects and needs as they arise.



**11.1 Table 1. RELEVANT JURISDICTIONS AND AGENCIES**

JURISDICTIONAL/AGENCY	CAPITAL IMPROVEMENT/PUBLIC FACILITIES/SERVICES
<b>RELEVANT AGENCIES</b>	
Darlington County School District	<ul style="list-style-type: none"> <li>• 4K-12 Schools</li> <li>• Adult Education</li> <li>• Career &amp; Vocation Education</li> </ul>
Coker University	University that offers undergraduate and graduate degrees
Governors School for Science & Mathematics (GSSM)	Provides junior and senior year education in science, mathematics, and engineering in a world class facility
Butler Academy	Tuition free year round public charter school for grades 5K-4th
Hartsville - Florence Darlington Technical College	Post-secondary public education for associates degree and certificate programs
Hartsville Regional Airport Commission	Commission appointed by Hartsville City Council to manage the Hartsville Regional Airport
Darlington County Water & Sewer	Water & sewer service provider in non-municipal areas within Darlington County
Pee Dee Regional COG	Assists local governments with planning, ED, workforce and other technical services
Darlington County Library System	<ul style="list-style-type: none"> <li>• Main Library Branch located in City of Hartsville</li> </ul>
Darlington County Council on Aging	<ul style="list-style-type: none"> <li>• Provider of services to senior citizens in Hartsville</li> <li>• Provider of congregate meals at sites in Darlington Co.</li> <li>• Provides essential services to seniors</li> </ul>
Carolina Pines (MUSC) Regional Medical Center	Affiliate of MUSC Health and includes a 116 bed acute care hospital and medical office
Darlington County Economic Development Partnership	Responsible for recruiting new industry, retaining and growing existing companies, and promoting ad marketing Darlington County globally
Northeastern Strategic Alliance (NESA)	Regional, non-profit, economic development organization that markets and serves nine counties in the NE corner of SC.

Florence Darlington Technical College & SiMT	Associate degree and job training facility that also houses the Southeastern Institute of Manufacturing & Technology incubator and conference facilities
SC Electric & Gas	Provider of natural gas in the city
Duke Progress Energy	Provider of electricity in the city
Pee Dee Regional Transportation Authority	Free public transit provider throughout the City of Hartsville
Boys and Girls Club Hartsville	Non-profit that provides afterschool care, homework tutoring, meals to children in Hartsville
Historic Butler Heritage Foundation	Provides essential services to the community and houses the Boys and Girls Club of Hartsville
The Byerly Foundation	Provides support to organizations that seek to create positive change in the Hartsville community
Community Foundation for a Better Hartsville	Cross-section of institutional and community partners working together to promote social welfare by stimulating community and economic development in Hartsville
State of South Carolina	<ul style="list-style-type: none"> <li>• SC Dept. of Transportation (SCDOT) – road maintenance and improvements for state roads, US highways, statewide transportation planning</li> <li>• SC Dept. of Parks, Recreation and Tourism (SCPRT) – funding for recreation facilities</li> <li>• SC Dept. of Commerce (SCDOC) – Economic Development initiatives, workforce development, and Community Development Block Grants (CDBG) for non-entitlements</li> </ul>
United Way of Hartsville	Supports endeavors that provide a better quality of life for all of the Hartsville community
Darlington County Free Medical Clinic	Non-profit, family practice medical clinic that provides healthcare to uninsured residents in Hartsville and Darlington County.
Hartsville Public Development Corporation	Development Corporation for Canal District
<b>COUNTY AND NEIGHBORING JURISDICTIONS</b>	
Darlington County	<ul style="list-style-type: none"> <li>• Street Addressing</li> <li>• Coordination with fire and police services</li> <li>• E911 and dispatching for emergency services</li> <li>• Multi-county business park</li> </ul>
City of Darlington	<ul style="list-style-type: none"> <li>• Coordination with fire and police services</li> </ul>
Town of Lamar	<ul style="list-style-type: none"> <li>• Coordination with fire and police services</li> </ul>
Lee County	<ul style="list-style-type: none"> <li>• Multi-county business park</li> </ul>
Chesterfield County	<ul style="list-style-type: none"> <li>• Multi-county business park, sewer services</li> </ul>





## Relationship to the Budget

The annual budget is one of the most potent tools for planning and implementation because it sets priorities for action each year. Capital and operational funding decisions should directly reflect the goals, objectives, and policies of the 2030 Plan. The plan should serve as the basis for recommended work programs and as a focus for discussion of priorities from year to year. If specific work program tasks are not funded, the city should evaluate whether they should be deferred or omitted from the

Priority Investment section of this plan. When there is a conflict between budget priorities and Plan goals, objectives, or policies, the city should consider whether the specific goals, objectives, or policies remain valid. Table 2 is subject to change as unforeseen conditions may warrant.

### 11.2

**Table 2. ANALYSIS OF POTENTIAL FEDERAL, STATE, LOCAL FUNDS FOR PUBLIC INFRASTRUCTURE AND FACILITIES (10 Year Projection)**

DESCRIPTION	FUNDING SOURCE	PRIORITY ADDRESSED	ANTICIPATED FUNDING
Water <ul style="list-style-type: none"> <li>Smith St. Well</li> <li>Tank Paint</li> <li>Fifth St. Tower</li> <li>Water Line Upgrades</li> <li>Air Release Valves</li> <li>WTP Upgrades</li> <li>Canal District</li> <li>Elevate LP Tanks</li> <li>SCADA</li> </ul>	City, Bonds, USDA, EDA, CDBG, RIA, SRF	Community Facilities	\$1,500,000 \$ 200,000 \$1,500,000 \$ 100,000 \$ 100,000 \$ 640,000 \$ 25,000 \$1,500,000 \$ 140,000
Sewer <ul style="list-style-type: none"> <li>Sewer Line Mapping</li> <li>Line Upgrades</li> <li>WWTP Upgrades &amp; Expansion</li> <li>PS Upgrades</li> <li>Air Release Valves</li> <li>Canal District</li> </ul>	City, Bonds, USDA, EDA, CDBG, RIA, RLF	Community Facilities	\$ 1,000,000 \$500,000 \$ 6,625,000 \$13,450,000 \$ 900,000 \$ 100,000
Waterpark Expansion <ul style="list-style-type: none"> <li>Activity Pool</li> <li>Slide Tower</li> <li>Other Imp.</li> </ul>	City, LWCF, SCPRT, Foundations, A-tax, Tourism, Corporate Sponsors, Bonds	Community Facilities and Services	\$ 2,500,000
Police <ul style="list-style-type: none"> <li>Public Safety Complex (Police &amp; Fire)</li> <li>Replacement of Vehicles</li> <li>Equipment</li> </ul>	City, USDA, USDOJ, SCDPS	Community Facilities	\$ 6,000,000 Capital Lease as needed. \$ 3,000,000

Streets and Grounds <ul style="list-style-type: none"> <li>Roads</li> <li>Sidewalks</li> <li>Streetscapes</li> <li>Sanitation</li> <li>Equipment</li> <li>Canal District (Street &amp; Lighting)</li> </ul>	City, SCDOT, C-Funds, Private Developers, SCPRT, USDA	Transportation Community Facilities	\$ 7,500,000  Capital Lease for vehicles as needed.  \$ 100,000
Fire <ul style="list-style-type: none"> <li>Public Safety Complex (Police &amp; Fire)</li> <li>Replacement of Fire Trucks</li> <li>Equipment (Breathing Apparatus, etc.)</li> </ul>	City, USDA, Fire Grants, Bond, FEMA Fire grants	Community Facilities	\$ 6,000,000  Capital Lease as needed.  \$ 3,000,000
Parks & Leisure <ul style="list-style-type: none"> <li>Canal District Site Dev.</li> </ul>	City, SCPRT, LWCF, Bond	Community Facilities	\$ 350,000 \$ 1,100,000
Storm Water	FEMA, City, SCEMD	Community Facilities	\$ 8,500,000
Museum & Special Events	SCPRT, SC Dept. of Archives & History, Public/Private Sponsorships	Community Facilities	\$ 250,000
Economic Development <ul style="list-style-type: none"> <li>Infrastructure</li> <li>Incentives</li> <li>Marketing</li> <li>Entrepreneurial Dev.</li> <li>Main Street</li> </ul>	Public/Private Partnerships, SCDOC, EDA, CDBG-ED, Coordinating Council, MASC	Economic Development	\$ 5,000,000



***11.3 Table 3. ANTICIPATED ANNUAL FUNDING SOURCES FOR PUBLIC AND PRIVATE CAPITAL IMPROVEMENT INVESTMENT PRIORITY PROJECTS: 2020 – 2030***

DESCRIPTION	FUNDING SOURCE	PRIORITY ADDRESSED
High Density Housing <ul style="list-style-type: none"> <li>Attainable Housing (Lincoln Village priority)</li> <li>Senior Housing</li> <li>Workforce Housing</li> <li>Tiny House Development</li> </ul>	Private/Public Partnerships, CDBG, SC State Housing Finance Authority, Habitat for Humanity	Housing & Neighborhoods
Opportunity Zone Recruiting	SC Dept. of Commerce, RIA, EDA, Private/Public Partnerships	Economic Dev.
Hartsville Industrial Park	SC Dept. of Commerce, RIA, EDA, Private/Public Partnerships	Economic Dev.
Agribusiness Industrial Cluster	USDA, SC Dept. of Commerce, Private/Public Partnerships	Economic Dev. Natural Resources Land Use

Public Safety Complex	City, USDA, Bond	Community Facilities & Services
Broadband Internet Hub	Private/Public Partnerships	Economic Dev., Education,
Butler Heritage Trail	LWCF, SCPRT, Private/Public Partnerships, Foundation	Community Facilities Education Cultural Resources
Recreational Trail	LWCF, SCPRT, Private/Public Partnerships, Foundation	Community Facilities & Services Natural Resources
Pilot School	Private, HVS, City, SCAC, Federal AA, Foundation	Education, Economic Development
Butler Land Trust	Private/Public Partnerships SCPRT, LWCF	Land Use Education Natural Resources
Center Theater promotion	MASC Hometown ED, Private/Public Partnerships, Foundation, SCPRT	Community Facilities Education
Children's Museum	USDA, Private/Public Partnerships	Education
Ecotourism Cluster	SCPRT, Private, Foundation	Natural Resources Land Use Economic Development
Artisan Village/Co-work Space	Private Partnerships, Foundation, Womenarts.org Foundation	Economic Development Education Cultural Resources
Drone School/Development	Private Partnerships	Education, Economic Development
Extra Territorial Jurisdiction	City, County	Land Use, Economic Development
Entrepreneurial Pipeline Facilitation	Private/Public Partnerships, SCDOC	Economic Development Education
Roads, Sidewalk, Trail Improvements	City, Coker U., DCSD, SCDOT, SCPRT, C-Funds	Transportation Community Facilities & Services Land Use
Canal District	HPDC, Developers, City, Multi-Co. Business Park Tax, University, Corporations, Foundations	Population Economic Dev. Natural Resources Community Facilities & Services Education Transportation Housing & Neighborhoods Land Use
Parking, Beautification, Business Improvement District <ul style="list-style-type: none"> <li>• Parking lots</li> <li>• B-1 Initiatives</li> <li>• Beautification</li> <li>• Innovative Ideas for B-1</li> </ul>	B-1 District Fee Assessments, City of Hartsville	Economic Development Community Facilities & Services Land Use



## 11.4

### Conclusion

Successful implementation of the 2030 Plan will result from many individual actions by Hartsville City Council, Planning Commission, city staff, other jurisdictions, service providers, state agencies, and private decision-makers over the course of the next 10 years. The visions, goals, objectives, and policies in each element describe what the community wants to become and how decision makers should respond to various circumstances.

The City of Hartsville will need to monitor the effectiveness of the 2030 Plan due to changing conditions and private development requests, which may require periodic amendments to the plan. A number of public infrastructure and facilities needs have been identified for the City of Hartsville for the coming decade through the development of the required elements of the Comprehensive Plan and other previously developed plans and studies undertaken by the city. These capital improvements include those that will be funded and accomplished by the city, as well as projects that will be funded and accomplished by other public and private entities.

If the 2030 Plan is to be both effective and a truly “living document” continuous monitoring of performance measurers is critical. We cannot measure our progress or correct our course if we do not have the kind of information provided by effective performance measures.