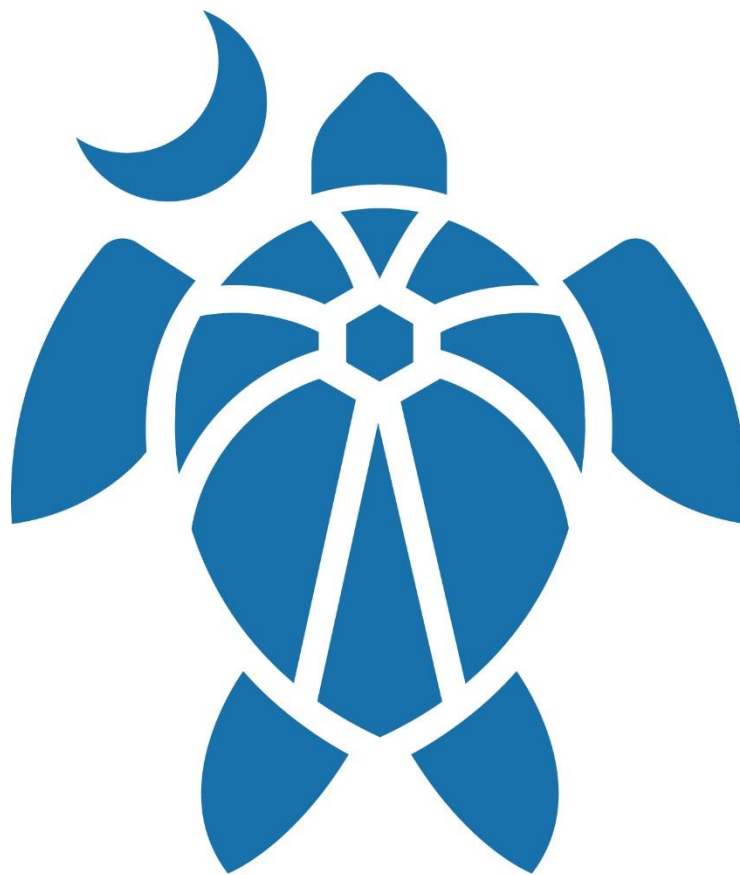


# Town of *Pawleys Island*

## Comprehensive Plan



2023 ~ 2032



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## Introduction

### Background

The Town of Pawleys Island is a historic seaside resort community located in Georgetown County, South Carolina that was first settled in the early 1700s. While there have been tremendous changes on Pawleys Island and the surrounding area since that time, many aspects of what makes Pawleys Island unique remain evident in daily life on the island today. These include beautiful natural resources such as the beachfront, marshland, and maritime forest along with rich cultural resources such as the original historic beachfront homes within the Town’s designated Historic District. Since its incorporation as a local municipality in 1985, the Town has retained this character in part due to the careful preservation of single-family residential land uses and limited commercial activity on the island. This Comprehensive Plan outlines in further detail the attributes that make Pawleys Island special and strategies that will protect these resources and help the Town adapt to new changes that will continue to impact the Town and the surrounding region in the future.

South Carolina state law requires that local municipalities develop a Comprehensive Plan every ten years and engage in a review and update process every five years. The previous Comprehensive Plan was adopted on November 21, 2008. There are ten required elements that need to be addressed in the Comprehensive Plan. These elements focus on the following topics: Population, Economic Development, Natural Resources, Cultural Resources, Community Facilities, Housing, Land Use, Transportation, Priority Investment, and Resiliency. The Resiliency element is a newly required element since the previous Comprehensive Plan and focuses on the impacts of flooding and other natural hazards on the community.

### Intent and Purpose

Each element provides an overview of the existing conditions related to each topic in Pawleys Island and then outlines a set of goals and objectives. These goals and objectives are complimented by an implementation timeframe. The following defined timeframes are incorporated throughout the Comprehensive Plan.

**Ongoing and Continuous:** These highlight strategies that are already in place and are initiatives that require consistent and recurring attention.

**Ongoing and Periodically Review:** These are ongoing activities that should be reviewed annually to adjust to changes in policies, state regulations, technological advancements, or funding availability.

**Near-term:** These are proposed strategies that can be reasonably initiated within two years of the adoption of the Comprehensive Plan.

**Intermediate term:** These are larger-scale projects or long-term initiatives that will entail further research, coordination, or available funding prior to implementation. The target timeframe for initiating these strategies is three to five years following the adoption of the Comprehensive Plan.

**Long-term:** These are typically large-scale capital improvement projects that will realistically require five or more years to initiate and complete. Factors contributing to this long-term implementation timeframe include projected maintenance schedules, available funding, or other constraints such as partnership coordination or permitting. These projects also should involve a separate more detailed evaluation of project scope and a corresponding implementation timeframe.



# The Town of Pawleys Island Comprehensive Plan 2023 ~ 2032

The purpose of these designated timeframes is to assist the responsible stakeholders such as Town Staff; Town Council; appointed Boards such as the Architectural Review Board, A-Tax Committee and Planning Commission; private property owners; and external partners such as Georgetown County, SCDOT, Georgetown County Water and Sewer District, and Army Corps of Engineers to prioritize the goals and objectives of this plan. These timeframes are not intended to be firm commitments and the Town acknowledges the need to be responsive to opportunities that arise that are not immediately known at the time of adoption of this plan.

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# Population Element

“Pawleys Island has a unique population that is made of permanent residents, seasonal residents, and visitors, the latter of which contribute to consistent summertime population increases.”



## POPULATION ELEMENT

Pawleys Island has a unique population comprising permanent residents, seasonal residents, and visitors, the latter of which contribute to summertime population increases. The Island's population is estimated to be about thirty times larger on any given day in the summer. This element will examine the various facets of Pawleys Island's population including population growth or decline, age, gender, race, and education. In conclusion, this element will examine community needs and establish achievable goals and objectives to be implemented over the next ten to twenty years.

### General Population Characteristics

In the year 2020, the U. S. Census indicated that the Island had 120 residents. This represents an increase of twenty-seven residents from 2010. The Island's population is atypical, exhibiting a high proportion of older people. There were only two people under 25 years of age residing in the Town and the median age of Island residents was 67.4.

*Data collected from the 2020 Decennial Census*

The Town's population swells during the summer. Summer occupancy rates typically approach ninety-five percent with the total housing population exceeding 3,000 people. Day visitors add substantially to this total. Dedicated parking facilities on the Island are estimated to accommodate an additional six hundred visitors. In addition, undesignated parking areas along the Town's Street right-of-way accommodate several hundred visitors. Local officials estimate that the island's resident and visitor population approach 5,000 persons at the height of the summer season.

*Data collected from the Pawleys Island Police Department*

### Regional Population Characteristics

Pawleys Island is located in the southern portion of the region known as the Grand Strand. The two counties that comprise the Grand Strand are Georgetown and Horry. Since 1970, both counties have experienced unprecedented and substantial population growth. Horry County's growth rate ranged between 44.9 percent and 37 percent each decade after 1970. While the growth rates in Georgetown County have been lower, during that same period the county still nearly doubled in population. The combined population of each county was estimated to be 414,433 in 2020. This represented a ten-year increase of 21,580 residents. Like those counties, the Waccamaw Neck, which includes areas immediately adjacent to the Town, experienced a substantial growth rate of 72 percent between 1990 and 2000. Between 2000 and 2010, the area's growth rate remained steady at 19.6 percent. Within the last decade, the Waccamaw Neck grew 24.2% between 2010 and 2020. Similarly, the Town of Pawleys Island had an increase of 26% between 2010 and 2020.

*Data collected from the 2010 & 2020 Decennial Census (other data was gathered by WRCOG)*



## Trends

A review of the decennial census and estimate data reveals the following trends:

- ❖ Between 2010 and 2020, the Town of Pawleys Island gained 27 residents, or about a 26% population increase from its 2010 population.
- ❖ Areas immediately adjacent to the Town have experienced substantial growth in the number of year-round residents.
- ❖ The median age of the resident population continues to increase while the number of youths has declined.

A trend to monitor over the coming years is the emergence of remote work opportunities that were prevalent during the COVID-19 pandemic. This may allow property owners who do not live in Pawleys Island full-time to extend the amount of time they reside in the community.

## Projections

The permanent population is not expected to change significantly. Two main factors include a limited capacity for new development and current zoning restrictions limiting multi-family uses and allowable building square footage. In addition, a large percentage of property owners choose to use their homes as short-term vacation rental properties. As such, population projections for the incorporated area have limited utility.

The population of Georgetown County is expected to increase by 41.8 percent from 2010 to 2040. Projections for the two-county area (Horry and Georgetown) indicate an anticipated increase of 334,812 residents by 2040. Population growth in the surrounding area has a strong potential to increase the number of daily visitors to the Island.

*Data collected by WRCOG.*

## Population Needs, Goals, and Objectives

Although the year-round population of Pawleys Island is small, the Island is impacted by four population types: permanent residents, seasonal residents, rental unit vacationers, and day visitors. This diverse population presents challenges and the Town's policies should consider and, when possible, address each group's needs:

### **Goal 1: Recognize and address the needs of the year-round resident population of Pawleys Island.**

- A. Recognizing that housing, land use, and other Town policies affect the suitability of the Island for permanent residents. Policies that address building and zoning codes, public safety, and aesthetics should be tailored to increase the livability of the Island.

#### **Ongoing and Periodically Review**

- B. Encouraging participation in Town Committees and Boards. **Ongoing and Periodically Review**
- C. Foster collaborative partnerships with Georgetown County, SCDOT, Georgetown County Water and Sewer District, and other external entities to improve municipal services to permanent residents and to seek enhancements in the Town's basic infrastructure and facility needs. **Ongoing and Continuous**

**Goal 2: Recognize and address the needs of seasonal residents.**

- A. Maintaining an adequate and visible police force to foster a feeling of personal safety and property security. **Ongoing and Periodically Review**
- B. Maintaining and improving methods of disseminating information to seasonal residents on Town issues, such as tax policies, pending land use decisions, forthcoming Town sponsored events, and post-storm event updates. **Ongoing and Periodically Review**

**Goal 3: Continue to encourage a stable and continued rental vacationing population.**

- A. Recognizing the significance of the vacationing population to the Town's economy and the importance of accommodation tax proceeds. **Ongoing and Continuous**
- B. Developing methods to disseminate information on issues such as firework use, dune protection, conduct on the Island's beach and streets, sea turtle protection, and the availability of municipal services. **Ongoing and Periodically Review**
- C. Fostering policies that maintain the character of the Island and encourage vacationers to return as repeat visitors. **Ongoing and Continuous**
- D. Encouraging close cooperation between the Town and local rental companies and supporting marketing initiatives that highlight Pawleys Island's distinctiveness to prospective visitors. **Ongoing and Periodically Review**
- E. Providing continuous maintenance to preserve the long-term public use of the Island's beach. **Ongoing and Continuous**

**Goal 4: Managing the impact of an increased number of day visitors.**

- A. Closely monitoring the relationship of an increasing area population to the volume of day visitors to the Island. **Ongoing and Continuous**
- B. Utilizing the Town's website and social media platforms to disseminate information to Island visitors on issues such as firework use, parking, dune protection, conduct on the Island's beach and streets, sea turtle protection, and the availability of municipal services. **Ongoing and Periodically Review**
- C. Delineating the public from the private realm, e.g., public access and parking versus private access and parking. **Ongoing and Periodically Review**
- D. Providing an adequate and visible police force to ensure the enforcement of Town ordinances. **Ongoing and Periodically Review**
- E. Utilize Town Hall as a quasi-welcome center to provide information to weeklong vacationers and day visitors. **Near-term**
- F. Develop strategies to communicate with the greater Pawleys Island community in real-time when the Town is at or near capacity during peak summer season periods. **Near-term**

# Economic Element

“The Town has a thriving economy due to a rental housing market that capitalizes on the presence of its beach.”

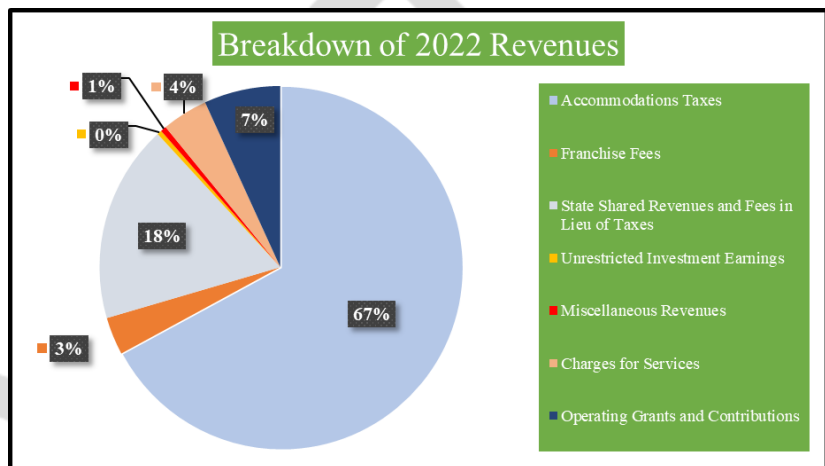


## ECONOMIC ELEMENT

While very few commercial properties exist within Pawleys Island, the Town still has a thriving economy due to a rental housing market that capitalizes on its location at the beach. The economic conditions of the Town are therefore intrinsically linked to the travel and tourism industry as a whole as well as the economic fortunes of the county and region. This element will provide a summary of past and present economic conditions within Pawleys Island and Georgetown County. An examination of the community’s needs and a list of strategies and implementation objectives for addressing those needs will conclude this element.

### Town Finances

In 2022, the Town recorded approximately \$1,970,892 in total revenues received. Town revenues are split between two categories: General Revenues and Program Revenues. General Revenues are collected from Taxes and all other revenues that are not listed as Program Revenues. Program Revenues are revenues from charges to customers or applicants who purchase, use, or directly benefit from goods, services, or privileges provided by a given function or segment, operating grants and contributions, and capital grants and contributions that are restricted. General Revenues represent 89% while Program Revenues represent 11% of total revenues collected in 2022. Accommodations Taxes reflect 67% of total revenues received in 2022. The Town’s Local Accommodation Tax received monthly is a tax of 3% of all gross revenue on short-term rental activity on the Island. In addition to these funds, the Town receives quarterly allocations from the State for Accommodations Taxes, which is a mandatory 2% Tax. However, town ordinances and state laws restrict the use of these revenues for certain activities such as Tourism related expenses, Advertising and Marketing, Beach Maintenance, and Debt Service.



Graph 1: Percentage breakdown of revenue categories collected in 2022.

### Tourism

Tourism is the primary base of the Town’s economy. In 2020, the Island’s rental inventory included approximately three hundred rental units and two inns containing a combined twenty-nine rooms. Vacation accommodations on Pawleys Island generate an estimated \$12,000,000 in rental income per year. The island’s 230 single-family rental units account for an estimated seventy-six percent of this income or \$9,200,000 per year.

In 1999, the Town adopted a local accommodations tax ordinance. Tax collections from the local accommodations tax and accommodations taxes returned by the state are used as the principal revenue sources for the Town of Pawleys Island’s budget. Chart 2.1 below lists state and local accommodations tax collections for the Town since 2015. While COVID-19 caused many local tourism markets to suffer losses, the Town of Pawleys Island saw a decrease of less than 1 percent over the previous year.

**Chart 2.1**  
**Accommodations Tax Collections (State & Local),**  
**2015-2022**

<b>Calendar Year</b>	<b>Amount</b>	<b>Percent Change from the Previous Year</b>
2015	\$739,811	7.6%
2016	\$728,887	-1.5%
2017	\$743,450	2.0%
2018	\$774,659	4.2%
2019	\$825,039	6.5%
2020	\$822,225	-0.34%
2021	\$1,236,275	50%
2022	\$1,323,044	7.0%

Source: Pawleys Island Audited Finance Reports 2015-2022.

**Tourism Partnerships**

As a South Carolina State Law requirement, the Town is required to dedicate 30% of State Accommodations Tax funds to a Tourism Marketing entity. The Town of Pawleys Island has partnered with the Georgetown County Chamber of Commerce to provide these services. To enhance collaboration with the Chamber, the Town has established an ATAX Committee to provide feedback on Pawleys Island-specific marketing initiatives and oversight on the annual budget available for tourism marketing.

**Business License Tax Program**

The second largest source of revenue for the Town is collected through the Municipal Association of South Carolina Business License Tax program. As part of the program, the Town collects business license tax on the following industries: Insurance, Telecommunications, and Brokers. The Town has participated in this program since 2004. As of 2023, the Town has no other form of Business License requirements in any other industry. Similarly, Georgetown County does not have any Business License requirements while Horry County and municipalities located within the county do require Business Licenses. Since the State of South Carolina has prohibited the ability for municipalities to levy any property taxes, introducing a Business License Tax program may be the most viable option to increase revenue streams for the Town. If a Business License Tax program was adopted, double taxation could be avoided by adjusting the Business Tax rate applied to persons and entities that already pay Accommodations Tax.

**Income and Employment**

In 2020, the per capita income for residents of Pawleys Island was \$116,466. This figure is significantly higher than the State’s \$29,426 or the United States’ average of \$34,103 for the same year. Household and per capita income for Pawleys Island also significantly exceeded income averages when compared to surrounding communities.

## Economic Needs, Goals, and Objectives

Tourism is the Town's primary industry. Policies and regulations should preserve and promote the rental accommodations market:

**Goal 1: Promote rental accommodations and enhance the infrastructure necessary for the Town's permanent residents, seasonal residents, rental unit vacationers, and day visitors.**

- A. Work with the Chamber of Commerce and the local real estate companies on developing a satisfaction survey to better understand public amenity and service expectations of vacation renters to Pawleys Island. **Near-term**

**Goal 2: Establish a more sustainable flow of accommodation tax revenues by sponsoring and promoting events that draw more tourism during the off-season months.**

- A. Partner more closely with Georgetown County Chamber of Commerce to increase off-season tourism and events that support the Town's accommodation revenue. **Near-term**
- B. Promote events to increase visitors to the Island through the Events Committee. **Near-term**

**Goal 3: Consider additional sources of revenues and ways to spread capital projects across all beneficiaries and stakeholders, such as special assessments for homeowners, increased accommodations taxes for the vacationing rental population, business license taxes for businesses operating on the Island, and parking fees for day visitors. Ongoing and Periodically Review**

- A. Work with the Municipal Association of South Carolina to explore additional revenue streams for the Town including the expansion of a Business License Tax program. **Intermediate-Term**
- B. Explore allowing limited commercial vending on the Island with an initial focus on non-profit partnerships and Town sponsored special events. **Near-term**
- C. Research possibility of franchise agreements with vendors that use public spaces for business on the Island. **Near-term**

# Natural Resources Element

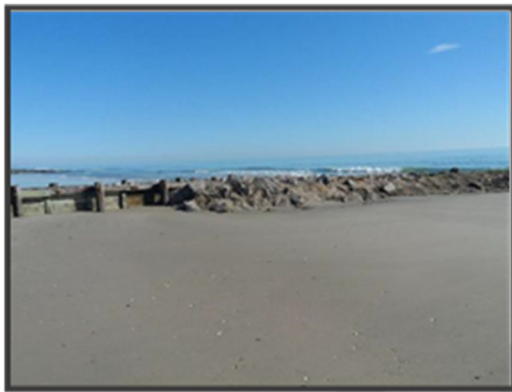
“The natural resources Pawleys Island offers is the very reason it attracts thousands of visitors from around the world every year.”



## NATURAL RESOURCES ELEMENT

The natural resources Pawleys Island offers is the very reason it attracts thousands of visitors from around the world every year. Beaches provide relaxation, exercise, fishing, recreation, and an escape from everyday life. Tidal marshes provide a venue for bird and other wildlife watching, boating, and fishing. Pawleys Island truly embraces these two attractions by keeping them clean, preserving vegetation, limiting parking availability, and limiting development to picturesque beach houses and quaint inns. This element will provide a summary of the Island's natural resources and establish goals to perpetuate and protect these valuable assets.

### Topography



**Figure 1: Groin Nine is one of the twenty-three groins protecting the Island's beaches.**

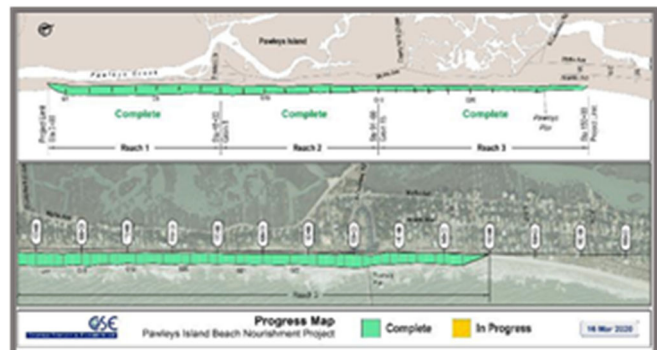
Pawleys Island's topography is typical of transgressive barrier islands. Beachfront dune fields offer the most topographic relief, with gently sloping terrain to the marshes on the western side of the Island. Spot elevations range from 19.5' mean sea level (MSL) to 4.1' MSL. The importance of the dunes as a barrier to storm surges cannot be overemphasized.

Due to its location and elevation, the Town is vulnerable to flooding. According to maps prepared by the Federal Emergency Management Agency (FEMA), the entire Town lies within the one-hundred-year floodplain, referred to as a Special Flood Hazard Area. Approximately one-half of the Town is subject to wave action from storms. Ironically, the natural stresses of wind, tides, waves, and flooding are the very things that allow barrier islands to survive.

**See Exhibit N.R.1 A/B for a copy of the FEMA FIRM maps effective May 9, 2023.**

There are over four and a half miles of beaches located within the Town of Pawleys Island. The Island lies between Midway Inlet to the north and Pawleys Inlet to the south. Twenty-three groins protect the southern two-thirds of the Town's beach. Long-term studies indicate that Midway Inlet has consistently moved southward to its present location. A groin on the north end of the Island has stabilized the shoreline. Pawleys Inlet has been and continues to be a dynamic inlet, with a tendency to migrate southward. Average erosion rates for Pawleys Island Beach have been estimated at six inches per year. This long-term rate does not apply to the northern shoreline, which has shown an accretion trend.

**Figure 2: Over the years, Pawleys Island's beach has experienced storm events resulting in erosion. A recent beach nourishment project was undertaken to restore it. After its completion in March 2020, the beach boasts 100 to 130 feet of dry sand at high tide. Financial information about the project can be found in the Priority Investment Element.**





### Soils

The upland portion of the Island is comprised of Newhan sand, which is characterized as a thin, slightly darkened fine sand and loose gray or white sand that contains fragments of quartz and shell. This soil's limitations for development are primarily based on its rapid permeability. Due to the sandy nature of the soil, it is difficult to establish and maintain certain types of grasses and plants. Other soils present in the Town are Bohicket (marshes) and Beach sand.



Figure 3: Primary Dune Located on Pawleys Island Beaches.

### Drainage

Even with permeable soil, Pawleys Island does have several drainage problem areas when exceptional rainfall events coincide with high tides and during king tides. These problem areas were analyzed and compared in the Town's recent Sea Level Rise Adaptation Study. The locations that experience the most severe and frequent flooding were identified and ranked as follows:

1. Birds Nest area (storm drains):
  - a. Springs Ave. between Hazard and Pritchard Streets:
  - b. Pritchard St. intersections of Springs and Doyle,
2. 550 to 570 Myrtle Ave. (low elevation, creek bank approaches the roadway),
3. Vicinity of the south causeway (low elevation),
4. 391 Myrtle Ave. around the Pawleys Island Chapel (storm drain and low elevation ),
5. Vicinity of 370 Myrtle Ave. (storm drain and low elevation ),
6. Vicinity of the north causeway from 342 to 308 Myrtle (low elevation),
7. Vicinity of 1st Street and Myrtle Ave. (storm drains),
8. Vicinity of 2nd and 3rd Street and Myrtle Ave. (low elevation), and
9. Shell Rd to 113 Atlantic Ave. (low elevation).

*Pawleys Island Sea Level Adaptation Plan – Elko Consulting (2022).*

### Ecosystems, Flora, and Fauna



Figure 4: A thunderstorm looming over Pawleys Creek.

The predominant ecosystem in the Town is the salt marsh located between the Island and Pawleys Creek. This type of wetland (estuarine) provides valuable habitats for fish, shellfish, and waterfowl. These areas also serve as nurseries. Regularly flooded salt marshes are also vital exporters of detritus to the ocean.

The predominant plant in the salt marsh is *Spartina alterniflora* (Cordgrass). Other vegetation typically found in the salt marshes on the west side of the Island is *Juncus roemerianus* (Black needlerush) and *Distichlis spicata* (Salt grass).

Areas between the marsh and land are characterized by *Baccharis halmifolia* (Sea myrtle) and *Borrchiafrutescens* (Ox-eye). The dunes themselves are the home of *Panicum amarum* (Bitter panicum), *Spartina patens* (Saltmeadow cordgrass), and *Uniola paniculata* (Sea oats). Upland areas of the Island are dominated by *Juniperus silicicola* (Southern red cedar), *Myrica cerifera* (Wax myrtle), and *Quercus virginiana* (Live oak). The Town passed a Tree and Landscaping ordinance in April 2023 to protect mature native tree species on the island.

The plant communities are a very important resource for the Town of Pawleys Island. Exposure to coastal winds and salt water, coupled with sandy soil conditions creates an environment susceptible to erosion. However, the existence of plants that have adapted to conditions of salinity, lack of humus, an oscillating water supply, and occasional high winds, protect them from the wind and glare of the sun and to some degree trap wind-blown sand with their leaves and stems. In addition, their roots help solidify the foundations of the Town's development by stabilizing the sand below.

The Island and its beach, creeks, and marshes support a variety of invertebrates, fishes, birds, reptiles, and mammals. Fish and crustaceans that are frequently found in the creek include the spot (*Leiostomus xanthurus*), croaker (*Micropogonias undulates*), spotted seatrout (*Cynoscion nebulosus*), summer flounder (*Saralichthys dentatus*), and blue crab (*Callinectes sapidos*). Reptiles on the Island include the Loggerhead turtle (*Caretta caretta*) with nesting occurring on the Island between mid-May to mid-August. Birds that are found on the marshes and the Island include various species of sparrows and finches (*Fringillidae*), gulls (*Larus spp.*), terns (*Sterna spp.*), ospreys (*Pandion haliactus*), great egrets (*Ardea alba*), and an occasional southern bald eagle (*Haliaeetus leucocephalus*). Mammals found on the Island include the raccoon (*Procyon lotor*), marsh rabbit (*Silvilagus palustris*), and opossum (*Didelphis virginiana*). Pawleys Creek is a wildlife sanctuary and hunting is not allowed.



Figure 5: Great Egret resting on a tree on Pawleys Island

In recent years, the salt marsh has increasingly silted in. The salt marsh fills in from the center of the Island because that is where the tidal flow from the inlets reaches equilibrium and sediment is deposited. Sand and other sediments also flow into the salt marsh during hurricanes and other storms. Siltation can cause problems for fish and other aquatic organisms and interferes with navigation and other recreational uses of the salt marsh.

### Natural Resources Needs, Goals, and Objectives

As a barrier island, the natural resources of the Town are highly sensitive and are prone to degradation from natural events, such as hurricanes, and human activity. Protection of the Island's natural resources is of paramount importance. The following is a set of goals and corresponding objectives that will ensure the long-term protection of these vital resources.

#### Goal 1: Pursue best management practices to preserve and protect the island's beaches and dune system.

- A. Educating property owners and visitors on the importance of not disturbing the dune system. Strategies for accomplishing this include:
  1. The strategic placement of signage adjacent to the dunes and at the beach access points. **Near-term**
  2. Utilize the Town's website and social media platforms to educate people about the value of protecting our dune system. **Ongoing and Continuous**
  3. Collaborate with the local real estate companies to provide educational materials to their vacation renters regarding the local dune protection ordinances. **Near-term**

- B. Continue to survey the beach on an annual basis to assess the current volume of sand within the beach system and the rate of erosion along the shoreline. **Ongoing and Periodically Review**
- C. Continue to leverage support from the Army Corps of Engineers through the Coastal Storm Risk Management Program. **Ongoing and Periodically Review**
- D. In the event of a declared disaster event, fully assess all damages including the loss of sand volume and protective dune features such as sand fencing and dune vegetation. This is important in pursuing all eligible funding through FEMA's Public Assistance Program. **Ongoing and Periodically Review**
- E. On a routine basis, monitor the condition of the 23 groins and the North End terminal jetty, which serve as critical erosion control structures on the island. **Near-term**
- F. Review and update the Town's Local Comprehensive Beach Management Plan on a regular basis to document renourishment activities and impacts from storm events and address any regulatory changes. **Near-term**

**Goal 2: Promote and provide for the protection of the trees and other natural vegetation on the Island.**

- A. On a periodic basis review the effectiveness of the Town's Tree and Landscaping Ordinance and evaluate the need for any modifications. **Ongoing and Periodically Review**
- B. Through a recognition program, acknowledge property owners and builders that have exhibited best practices in preserving trees on the island. **Near-term**

**Goal 3: Provide for the protection of the saltwater creeks and marshes.**

- A. Coordinate with SCDHEC-OCRM on regulations applicable to the Critical Area on the creek side of the island. Advise property owners of the state permitting requirements for any structures that extend into the established Critical Area. **Ongoing and Periodically Review**
- B. Review local requirements for marine structures such as docks to address appropriate maintenance, safety, and size requirements. **Near-term**
- C. Examine the best practices for managing the shoreline of our marsh/ creek system. Where feasible, encourage the implementation of living shoreline concepts as an alternative to hardened structures such as bulkheads. **Near-term**
- D. Study the level of siltation in the creek and the need for periodic dredging. **Intermediate-term**

**Goal 4: Reduce the risk and mitigate the impacts of flood events on the island.**

- A. Educate property owners on the implications of the newly adopted FEMA FIRM maps effective May 9, 2023. **Ongoing and Continuous**
- B. Pursue training opportunities through FEMA and SCDNR so that staff can continue to provide technical assistance to property owners regarding the interpretation and administration of the Town's Flood Hazard Reduction ordinances. **Ongoing and Periodically Review**
- C. Continue to participate in FEMA's Community Rating System, which enables property owners to receive a discount on their flood insurance policy premiums. **Ongoing and Periodically Review**
- D. Pursue recommendations highlighted in the Town's Sea Level Rise Adaptation Study to alleviate localized street and private property flooding. **Near-term**

**Goal 5: Preserve and protect the Island’s wildlife and marine resources, by:**

- A. Strictly enforcing wildlife and marine laws to include:
  - 1. Working closely with the Department of Natural Resources and other enforcement agencies in identifying common violations and areas of concern. **Ongoing and Periodically Review**
  - 2. Actively supporting and supplementing the enforcement activities of State agencies with the Island’s police force. **Near-term**
  - 3. Raising the public’s awareness of local and State fish and game laws.
- B. Providing for the protection of fish and marine resources from commercial, over-fishing. **Ongoing and Continuous**
- C. Providing for the protection of Loggerhead turtles and their nesting areas to include:
  - 1. Maintaining and continuously refining local ordinances which establish lighting and illumination standards during nesting season. **Ongoing and Periodically Review**
  - 2. Prohibiting the introduction and requiring the elimination of invasive plant species, such as Vitex, which destroy or impair nesting habitats. **Ongoing and Periodically Review**
  - 3. Raising the public’s awareness of turtle nesting areas and the laws governing the destruction or removal of eggs/nests. **Ongoing and Continuous**
  - 4. Continue to support the island’s SCUTE volunteer chapter to monitor the number and location of each nesting site on the island. **Ongoing and Continuous**
- D. Maintaining the Island’s status as a wildlife sanctuary by developing thoughtful but comprehensive strategies and laws which protect indigenous, threatened, or endangered species and their habitats. **Near-term**

# Cultural Resources Element

“The history and culture of the Town are best preserved by maintaining the Town’s historic use, single-family beach homes, and the distinctive character of these structures.”



## CULTURAL RESOURCES ELEMENT

The Town of Pawleys Island has a long history and is dedicated to preserving its heritage. This element provides a brief history of the Town and identifies important historic and cultural resources within the community. In the final section, this element provides goals, objectives, and implementation strategies to assist in the long-term protection of these resources.

### History of Pawleys Island

Pawleys Island is named after the sons of Percival Pawley, the first European settler to develop plantations on the Waccamaw Neck after receiving a land grant in 1711 for the land between the river and the sea. Due to the destruction of property records during the Civil War, it is unknown if any of the Pawleys had a house on the Island. According to local lore, however, the historic Pawleys House was owned by a family member.

Rice planters, who owned plantations on the nearby rivers, first settled on Pawleys Island in the early 1700s. Even though the planters did not know about mosquitoes and malaria, they knew it was unhealthy for their families to remain on the rivers during the summer and that the seashore was much healthier. So, they built summer houses on the Island, where their families typically stayed from May through November. Many of these early houses remain in the historic district discussed below. As a result, Pawleys Island is known as “America’s Oldest Seaside Resort”.

As time went on, streets were constructed, new houses were built, and a few inns opened, but no other commercial businesses were ever built. To keep it that way and prevent a large hotel from opening, the Town was incorporated in 1985 and an ordinance was passed forbidding commercial establishments.

### Pawleys’ Nature Park

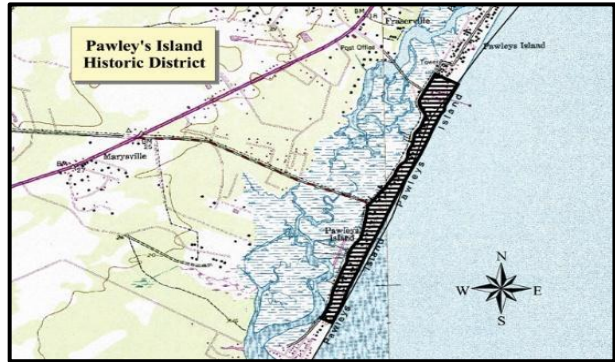
Cultural resources in the Town of Pawleys Island include two parks. Pawleys’ Nature Park is situated on approximately one acre of land in the triangle beside the Town Hall. The property is leased to the Town and the site serves as a passive area containing indigenous plants. In 2001, the park underwent restoration and now includes a pavilion and an outdoor assembly area. The Town recently acquired a second park through donations. This small park is located at the corner of Doyle and Myrtle Avenues. Both parks are maintained by Pawleys Island Beautification Foundation.



Figure 5: Pawleys’ Nature Park

## Pawleys Island Historic District

Pawleys Island Historic District is one of the main cultural attributes of the Island. The historic district is located in the middle of the Island and includes an interdenominational chapel, an inn, and numerous older homes. On November 15, 1972, the district was listed on the National Register of Historic Places. Map Exhibit 4.1 depicts the location of the historic district. Listed below are the significant historic sites within the district:



**Map Exhibit 4.1: Pawleys Island Historical District, courtesy of the South Carolina Department of Archives and History**

<b>The National Register of Historic Places on Pawleys Island</b>	
All Saints Summer Academy	circa 1838
Nesbitt/Norburn House	circa 1780
LaBruce/Lemon House	circa 1858
Ward House/Liberty Lodge	circa 1858
All Saints Summer Parsonage/The Rectory	circa 1848
P.C.J. Weston House/Pelican Inn	circa 1858
R.F.W. Allston House	circa 1846
R.F.W. Allston Causeway	circa 1845
Joseph Blyth Allston House (Pawley House)	circa 1866

*According to the National Register of Historic Places Inventory – Nomination Form (1972)*

Many of these structures suffered damage from Hurricane Hugo in 1989. Restorations to the damaged structures were painstakingly done to protect the historic qualities of the buildings. There are currently no ordinances or other restrictions that would prevent the demolition, removal, or substantial alteration to the exterior of the historic houses.

Over the years, many of the newly constructed houses retained the style of the historic houses, which had features designed to adapt to the Islands' climatic conditions and to take advantage of ocean breezes. As a result, Pawleys Island has a unique architectural heritage, with many houses built incorporating the 'Pawleys Island Look'. The Pawleys Island Look includes architectural elements such as steep roof pitches, dormers, first-floor wrap-around porches, exposed rafter tails, and double-hung windows. However, more recently constructed houses have been built with an emphasis on maximizing the square footage of heated/cooled floor space, which often results in high-rise, slab-sided 'big box' houses, at the cost of the Pawleys Island Look.

To preserve the unique architectural heritage of Pawleys Island, in 2021 the Town Council established the Pawleys Island Architectural Review Board and adopted Architectural Design Guidelines. The purpose of the Architectural Review Board is to promote and enforce the Architectural Design Guidelines to ensure that new construction fits in with the architectural heritage of the Island for the long-term benefit of the Island and its residents and visitors.

## Festivals and Special Events

Every year, Pawleys Island holds three major festivals and special events, organized by a recently formed Events Committee. The town hosts its most popular festival of the year on Independence Day which consists of a parade, and a military aircraft flyover spanning the entire Grand Strand. On Memorial Day weekend in May, the Summer Kickoff is held. That festival features live music, food, and outdoor dancing. Lastly, on the Saturday before Veteran's Day, the Turtle Strut 5K/8K race is held. Other events include the Lighting of the Park before Christmas and an Easter Egg Hunt held before Easter.

## Cultural Resources Needs, Goals, and Objectives

The history and culture of the Town are best preserved by maintaining the Island's historic use, single-family beach homes, and the distinctive character of these structures:

### Goal 1: Provide for the preservation of the Town's historical heritage, by:

- A. Ensuring the preservation of the Island's historic houses. **Near Term**
- B. Enforcing the Architectural Design Guidelines to ensure that newly constructed houses are coordinated with the existing historic houses and the Pawleys Island Look. **Ongoing and Periodically Review**

### Goal 2: Preserve and protect the historic culture and ambiance of the Town, by:

- A. Maintaining the Island's single-family residential predominance and controlling inappropriate densities and uses. **Ongoing and Periodically Review**
- B. Maintaining and refining the Architectural Design Guidelines and related ordinances and policies which consider aesthetic characteristics in new construction. **Ongoing and Periodically Review**
- C. Initiating improvements that enhance the historic and visual appeal of the Island, e.g. the recently-completed underground utilities project. **Long-Term**

### Goal 3: Maintain and cultivate the history of Pawleys Island, by:

- A. Examine the creation of ordinances to protect and preserve nationally recognized historic structures on Pawleys Island. **Near-Term**
- B. Updating the current list of historic structures on Pawleys Island to include the Old Town Hall and other historically significant structures on the Island. **Near-Term**
- C. Maintaining the current historical markers located on the Island and repairing them when required. **Ongoing and Periodically Review**
- D. Creating a historical exhibit for display at Old Town Hall to help educate visitors on the history of the Town. **Intermediate-Term**



# Community Facilities Element

“Permanent residents, seasonal residents, and visitors alike expect the impeccable provision of police and fire protection, water, and sewer services to enhance and enjoy their Pawleys Island experience. These expectations are met.”



## COMMUNITY FACILITIES ELEMENT

Permanent residents, seasonal residents, and visitors alike expect the impeccable provision of police and fire protection, water, and sewer services to enhance and enjoy their Pawleys Island experience. These expectations are met. This element provides a summary of municipal services and services furnished by non-municipal providers. It also provides a listing of needs identified by the various departments, establishes goals and objectives, and provides specific activities to be implemented following the adoption of this plan.

### Town Services

The primary services of the Town are enumerated in the Town's Mission Statement which was adopted by the Town Council in 1998. These services include Town administration, law enforcement, building and zoning, and basic public works:

- ❖ **General Administration.** The Town's general administration is conducted in the Town Hall which is located at the intersection of the North Causeway and Myrtle Avenue. This building houses the Town Clerk's office, Police Department, and also serves as the Town's Information Center. Town Hall operations moved into the newly constructed building at 323 Myrtle Avenue in 2019. Since the relocation, the Old Town Hall Committee was formed to determine the future use of the building. Old Town Hall is currently used by the Waccamaw Art Alliances to highlight local artists and their work to the public. The Town Administration uses the Old Town Hall during various public events like the 4<sup>th</sup> of July parade and the Turtle Strut 5k/8k.
- ❖ **Police Protection.** Public safety services are provided by the Pawleys Island Police Department and the Georgetown County Sheriff's Office. The Pawleys Island Police Department has a full-time chief, three full-time officers, and four part-time officers. Three four-wheel-drive patrol vehicles, an all-terrain vehicle, and a small watercraft make up the Department's fleet.
- ❖ **Planning and Development.** Until recently, Georgetown County oversaw Building Department services for property owners on Pawleys Island. The Town, through a contract, began to provide those services directly at the beginning of 2023. Together the Town administration and SAFEbuilt now operate the Building Department. The Town performs general planning functions including the issuance of building permits, follow-up inspections, the review of subdivision proposals, the administration of the Town's Unified Development Code, and the staff support for the Architectural Review Board, Planning Commission, and the Zoning Board of Appeals.



Figure 6: Old Town Hall

- ❖ **Maintenance.** The Town, through contract, provides basic public works functions to include the maintenance of streets owned by the Town, drainage structure identification and maintenance, and remedial repair/maintenance of the Town’s beach accesses and boat landings. **See Exhibit CF.1 for the Town of Pawleys Island Map with a street network, beach access points, and other public amenities.**

### Recreational Facilities

Recreation facilities consist of nine beach access areas, three boat landings, and the beach itself. The largest beach access facility in the Town is the parking lot at the extreme south end of the Island. This facility provides approximately eighty parking spaces and is owned and maintained by Georgetown County. Most of the beach accesses have fewer than ten parking spaces. Boat landings are located on the creek side at the ends of Pritchard Street, Third Street, and Shell Road. All three are single-lane concrete ramps with minimal parking facilities.



**Figure 7: Hazard Street Beach Access**

### Area Services and Providers

Many of the Town of Pawleys Island’s services are provided by outside sources. Each is described below:

- ❖ **Water and Sewer.** The Georgetown County Water and Sewer District (GCWSD) provides water and sewer services within the Town limits. A series of 2, 4, 6, 8, and 10-inch waterlines provide potable water to Island residents. In addition to residential potable water, the district also services and inspects the Town’s twenty-eight fire hydrants.  
  
A system of gravity lines, force mains, and pump stations provide sewer service. Effluent is treated at the Pawleys Island Wastewater Treatment Plan on the mainland and is discharged into the Waccamaw River.
- ❖ **Transportation Infrastructure.** The South Carolina Department of Transportation (SCDOT) maintains the majority of the roads and both causeways that connect the Island to the mainland. They provide regular maintenance to the Town’s roads and have assisted with emergency efforts following recent Hurricanes. The Town owns and maintains Pearce Street, Fraser Street, Davis Drive, and Myrtle Ave north of 3<sup>rd</sup> Street.
- ❖ **Solid Waste Collection.** Private companies provide solid waste collection services. The Town currently does not have any recycling program. Individual residents have the opportunity to recycle at local Georgetown County facilities, the nearest one located at 596 Grate Ave. Pawleys Island, SC 29585. Town residents are beginning to work on an Island wide recycling program.
- ❖ **Fire Protection.** Fire protection is provided by Midway Fire Rescue (MFR) which has three stations located on the mainland. MFR is staffed by 57-line personnel operating on three separate shifts. Station 82, which is Pawleys Island’s primary station, houses a ladder truck, a fire engine (reserve apparatus) two ambulances (one primary and one reserve unit), two water rescue crafts, and support vehicles. Pawleys Island’s ISO rating is two. Property owners were assessed 9.7 mils for fire protection in 2007. In addition to fire response, Midway Fire Rescue also responds to hazardous material emergencies, technical rescue situations, and wildfires.

- ❖ **Emergency Medical Services.** The Midway Fire Department provides Emergency Medical Services and operates ambulance, water rescue, and technical rescue services out of Station 82. On March 9, 2015, Midway Emergency Medical Services received the Heart Safe Community.
- ❖ **Disaster Preparedness.** The Town participates as a partner with the Georgetown County Emergency Management Department in overseeing emergency preparedness and response activities in the County. Town staff participate in annual hurricane season training and are integrally involved when the Emergency Operations Center is activated during an emergency event. The County has adopted a Hazard Mitigation Plan that outlines the roles, and responsibilities of County staff and provides for the coordination of resources by State, county, and local officials in the event of a natural or man-made disaster. The Town participates in this planning effort which is updated every five years.
- ❖ **Libraries.** Library services are provided by Georgetown County. The Waccamaw Neck branch opened in 2015 and is located northwest of the Island off Willbrook Boulevard at 21 St. Paul's Place. It has approximately 19,500 square feet of space and includes the DeBor Auditorium (with seating for more than 200), two meeting rooms, sixteen computer stations, a teen and children's area, a store, and a café. Materials available for patrons include more than fifteen newspapers and over sixty magazines. A bookmobile makes scheduled visits to locations across the county. Georgetown County's library system participates in an interlibrary loan consortium with the State and six other county library systems.
- ❖ **Medical Facilities.** Now an MUSC Health affiliate and the region's largest healthcare provider, Tidelands Health maintains two area hospitals. The Tidelands Georgetown Memorial Hospital is a 131-bed, acute care facility that offers 24-hour emergency services, an intensive care and step-down unit, surgical facilities, and OB-GYN-related services. From 2012 to 2018, the hospital underwent renovations and expanded, adding new patient care areas, an improved labor and delivery unit, a Level II nursery, a catheterization suite, and a new surgery center. In Murrells Inlet, the Tidelands Waccamaw Community Hospital is a 124-bed facility that offers 24-hour emergency services, obstetrics, inpatient and outpatient surgery, and medical/surgical units and includes the Waccamaw Rehabilitation Center, a 43-bed acute care rehabilitation facility. In 2012, a new three-story facility housing physician office opened on the campus and the hospital added four new surgery units to the main building.
- ❖ **Public Schools.** Public schools are located on the mainland and are provided by the Georgetown County School District. The nearest schools to Pawleys Island are Waccamaw Elementary, Intermediate, Middle, and High schools. During the 2018-2019 school year, these schools had a total of 2,601 students enrolled. From late 2018 to early 2019, each of these schools underwent major renovations and additions including new classrooms, facility expansions, and two new auxiliary gyms.

**Table 6.1  
Pawleys Island Area Schools**

School Name	Location	Grades	Enrollment
Waccamaw High	500 Lexington Avenue	9-12	876
Waccamaw Middle	1503 Woodland Drive	7-8	413
Waccamaw Intermediate	320 Wildcat Way	4-6	544
Waccamaw Elementary	1364 Waverly Road	PK-3	550
Coastal Montessori Charter	247 Wildcat Way	1-7	218
Total			2,601

Source: *Public School Review, 2019.*

- ❖ **Private Schools.** Private schools on the mainland include Low Country Preparatory School (Pre-K through Grade 12), the Montessori School of Pawleys Island (8 weeks to 6 years), the Pawleys Island Christian Academy (18 months through 1st grade), St. Peter’s Lutheran School (preschool), and the Georgetown School of the Arts and Sciences (grades 5 through 12).
- ❖ **Other Community Facilities.** Other community facilities provided by the County include the detention center, the landfill, emergency preparedness, public works, animal control, mosquito control, and parks and recreation.

### Community Facilities Needs, Goals, and Objectives

The Town’s primary activities are identified in the Town Council’s Mission Statement and all efforts should be made to enhance and refine these services. As many of the Town’s services are provided by entities outside the Town’s direct control, constant monitoring of service levels and continued dialogue with the various service providers are needed:

**Goal 1: Preserve and maintain beach access within the Town Limits, by:**

- A. On an annual basis evaluate critical maintenance needs at each of the Town’s public access points and prioritize improvement projects during the off-season. **Ongoing and Periodically Review**
- B. Developing funding sources, including grants, to supplement maintenance activities. **Near-term**
- C. Addressing the concerns of property owners adjacent to beach access points and controlling nuisances through enforcement. Develop mitigation strategies to minimize damage at shared fence structures between the public access parking lot and adjacent private property. **Near-term**
- D. Guarding against access encroachments through the use of setbacks and other zoning techniques. **Ongoing and Periodically Review**
- E. Continuing efforts to ensure beach nourishment and groin-field maintenance. **Long-term**
- F. Monitor and adjust trash pickup needs at the public access points. **Ongoing and Periodically Review**

**Goal 2: Cooperate and coordinate with local agencies responsible for providing services to the Town, by:**

- A. Ensuring the provision and adequacy of utility service as part of the development review process. **Ongoing and Periodically Review**
- B. Ensuring the provision and adequacy of police, outside of services provided by the Town and fire protection by communicating with the Georgetown County Sheriff Department and Midway Fire Department the needs of the community. **Ongoing and Periodically Review**

**Goal 3: Maintain ongoing use of the Old Town Hall facility:**

- A. Continue to receive feedback from the Old Town Hall committee on the maintenance of the building and future programming at the facility. **Ongoing and Periodically Review**
- B. Continue to partner with the Waccamaw Arts Alliance as a venue for their organization's programming. **Ongoing and Continuous**
- C. Explore the possibility of the inclusion of the Old Town Hall on a state or national Registry of Historic Places. **Intermediate-term**
- D. Create an exhibit showcasing the history of Pawleys Island, **Intermediate-term**
- E. Evaluate the use of Old Town Hall as a visitor information center. **Intermediate-term**
- F. Requesting and, when appropriate, requiring that utility providers notify the Town of pending projects and improvements, or contact if repairs need to be made. **Ongoing and Continuous**
- G. Requiring, to the extent available, the restoration/repair of public streets and rights-of-way which are damaged or in need of repairs. **Near-term**
- H. Reviewing any service agreements, the Town has and updating them to reflect the current needs of the Town. **Ongoing and Periodically Review**

**Goal 4: Improve the boat landings within the Town Limits concerning safety and function, by:**

- A. Identifying maintenance and improvement needs. **Ongoing and Periodically Review**
- B. Developing funding sources, including grants, to supplement maintenance activities. **Intermediate-term**
- C. Monitoring access volumes and developing methods to address in-right-of-way parking. **Ongoing and Periodically Review**
- D. Addressing the concerns of property owners adjacent to boat landings and controlling nuisances through enforcement and guarding against encroachments through the use of setbacks and other zoning techniques. **Ongoing and Periodically Review**

**Goal 5: Enhance Solid Waste and Recycling programming on the island:**

- A. Provide recycling opportunities at Town-sponsored events. **Ongoing and Continuous**
- B. Explore strategies to accommodate recycling at each of the public beach access points. **Near-term**
- C. Work with the local real estate companies to provide information to renters on the location of nearby Georgetown County Recycling Centers- including the facility at 596 Grate Ave. Pawleys Island, SC 29585. **Near-term**
- D. Improve efficiency and capacity of trash removal from the beach access points especially during peak tourism season. **Ongoing and Periodically Review**

# Housing Element

“Pawleys Island prides itself on being a beachfront residential community.”



## HOUSING ELEMENT

Pawleys Island prides itself on being a quaint beachfront residential community. As such, the vast majority of the Island's land use is residential. This element will examine the characteristics of existing housing including type, location, period of construction, and costs. This element examines Pawleys Island's housing needs and establishes achievable goals and objectives to be implemented over the next ten to twenty years.

### Housing Stock, Type, and Occupancy

In 2020, the Census Bureau identified 536 housing units on Pawleys Island. This represents an increase of twelve housing units from the 2010 Census. Of all housing units, approximately 76.2 percent were single-family detached structures.

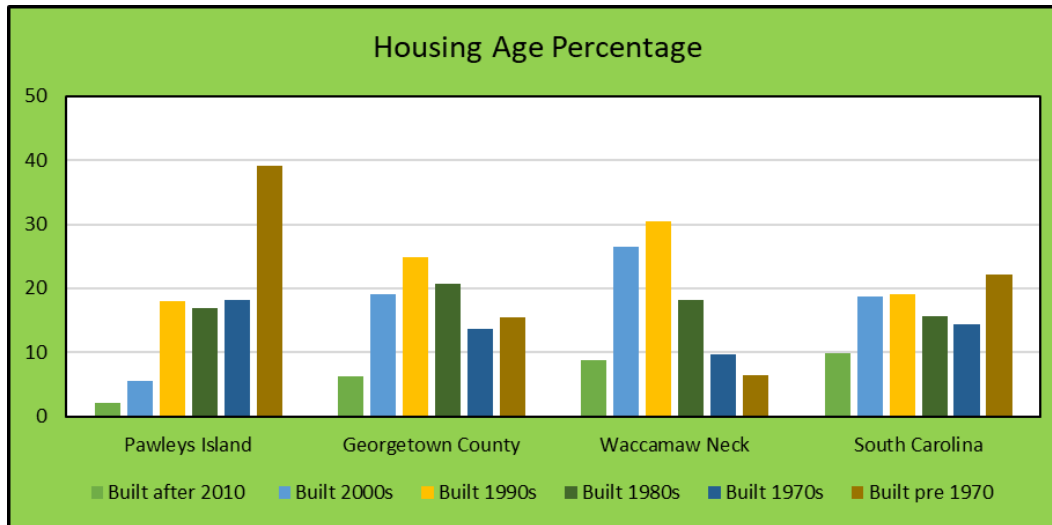
Fifty housing units were owner-occupied, and eight units were renter-occupied in 2010. In 2020 it was determined that seventy-seven homes on the Island were occupied. The 2020 Census determined that 459 of the Town's 536 housing units were vacant, classified as such because a majority of the housing units on the Island are seasonal rental units or secondary homes.

### Housing Condition and Year of Construction

The housing stock in the Town of Pawleys Island is generally in good condition since many of the homes in the Town were rebuilt or improved following damage caused by Hurricane Hugo. On September 22, 1989, Hurricane Hugo, a Category 4 hurricane, made landfall in the U.S. at Sullivan's Island near Charleston, resulting in a record storm surge height of 20.2 feet near McClellanville. The surge and winds wrought extensive damage across South Carolina's barrier islands, destroying many beachfront homes and other coastal installations. As a barrier island, Pawleys Island also suffered severe damage from the storm. Approximately 46.1 percent of the Island's housing stock was constructed post-Hurricane Hugo. Homes that were repaired and/or rebuilt adhered to very strict building codes. The graph below displays the period of housing construction by decade for Pawleys Island and the surrounding area.

While Hugo ravaged the Island structurally speaking, Matthew, Dorian, and Isaias all impacted Pawleys' beach areas. In 1954, Hazel resulted in many homes and structures being destroyed.

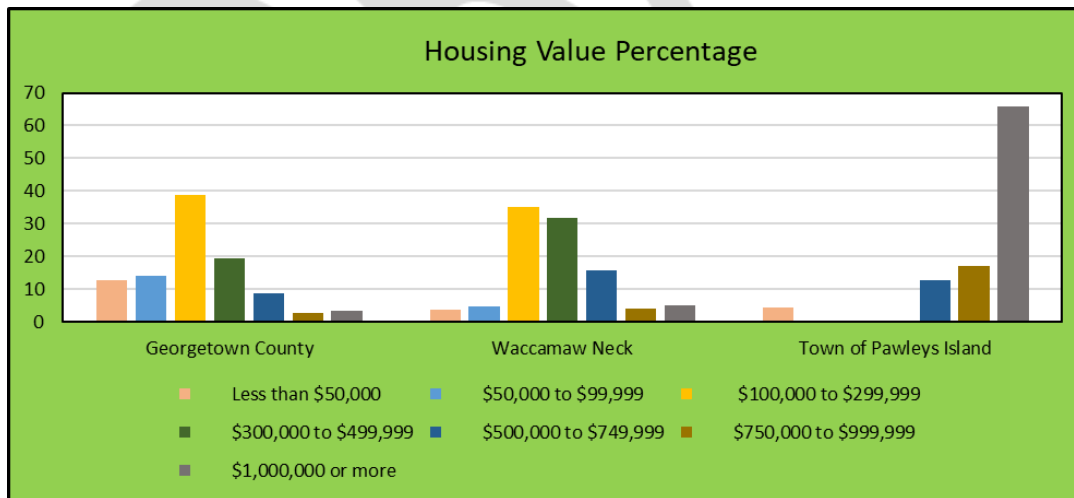




Graph 2: Data shows the percentage of homes by the decade in which it was built on Pawleys Island and the surrounding regions. Data was collected based on 2020 US Census data.

## Home Value and Housing Costs

The median value for the single-family owner-occupied units on the Island was over \$1,196,400 in 2020. Between 2000 and 2010, the median value of owner-occupied housing increased by 43 percent. This compares to an increased value county-wide of 52 percent. In 2020, the monthly housing cost including a mortgage for owner-occupied housing units was \$3,667.00. Graph 3 provides a comparison of housing value and costs for Pawleys Island and neighboring communities.



Graph 3: Data shows the percentage of homes by the value on Pawleys Island and the surrounding regions. The Data was collected based on 2020 US Census data.

## Recent Construction

From January 2018 to June 2022, eleven permits were issued for new single-family housing construction on the Island. New construction during this period had an average cost of \$825,447. The average size of the permitted units was 5,589 total square feet (heated and unheated) and the average unit contained 4.82 bedrooms. Despite new construction, the Island's total housing stock counts have altered only slightly. Demolition permits, allowing the removal of smaller single-family units, preceded many of the new construction permits. But in some cases, new homes built in the Assey Sub-division have increased the overall housing stock.

## Projections

It is not anticipated that new construction will significantly alter the number of housing units on the Island. This is due to the elevated level of build-out on developable lots and regulations that limit the ability to subdivide existing lots. New housing construction will occur on a portion of the Island's vacant lots, but the extent of development will be limited by the Town's development regulations, OCRM requirements, and the natural constraints imposed by building on a barrier island. Most new construction involves the removal of smaller structures in favor of larger homes, which typically does not affect the number of housing units on the Island.

In the summer of 2021, the Town Council established an Architectural Review Board and adopted new ordinances applicable to new construction. The ordinances are intended in part to lessen the trend towards building homes that maximize the square footage of heat/cooled floor space, which often results in high-rise, slab-sided 'big box' houses. For example, the new ordinances limit the second-floor area of homes to no more than 80% of the first-floor area. The new ordinance also imposes roof pitch requirements. The intent is to encourage the historic 'Pawleys Island Look', as discussed in the Cultural Resources Element.

## Housing Needs, Goals, and Objectives

The Island is primarily comprised of single-family detached beach homes. Policies and land use decisions should be formulated which protect the single-family character of the Island and preserve the aesthetic ambiance that makes Pawleys Island unique:

### **Goal 1: Maintain the unique scale and character of dwellings and structures, by:**

- A. Adopting and enforcing zoning provisions and architectural guidelines that consider the height, scale, size, density, and location (setbacks) of new and enlarged dwelling units. **Ongoing and Periodically Review**

### **Goal 2: Maintain the Island's predominance of single-family detached dwelling units, by:**

- A. Maintaining a single-family zoning district as the Island's primary district. **Ongoing and Continuous**
- B. Maintaining and refining current regulations which prohibit the conversion of

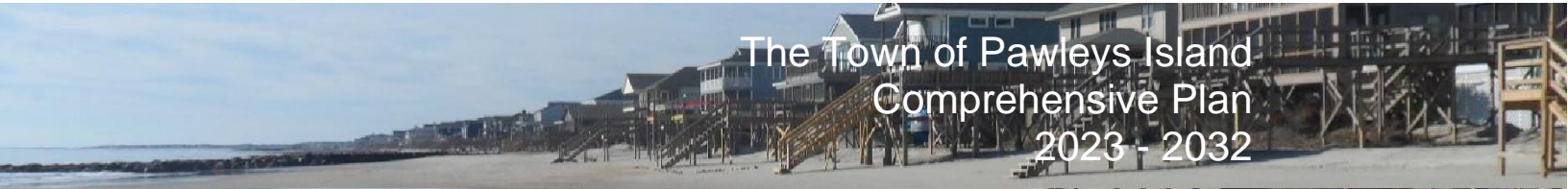
- existing single-family structures to duplexes. **Ongoing and Continuous**
- C. Requiring that all zoning and text amendment proposals be reviewed for their impact on single-family uses. **Ongoing and Periodically Review**
  - D. Continually refining Town policies and regulations which limit new interval or timeshare ownership. **Ongoing and Periodically Review**

**Goal 3: Ensure strict adherence to building codes for new construction and reconstruction activities, by:**

- A. Adopting the latest edition of the International Residential Code. **Near-term**
- B. Through the Town's Building Department, periodically review permitting requirements and inspection procedures to ensure that the Unified Development Code and International Residential Code is fully enforced. **Ongoing and Periodically Review**
- C. Educating property owners on potential flood hazards and best practices to mitigate flood risks. **Ongoing and Continuous**

**Goal 4: Preserve and protect the historic culture and ambiance of the Town by:**

- A. Developing architectural policies and, when appropriate, regulations to ensure new construction and renovation are compatible with the architectural character of the Town. **Ongoing and Periodically Review**
- B. Maintaining and refining property maintenance policies and regulations to ensure that existing structures are maintained in a manner that is consistent with the aesthetic character of the Town. **Near-term**
- C. Developing zoning provisions and other regulations which protect the Town's existing and future housing stock from nuisances such as:
  - 1. Intrusive lighting,
  - 2. Loud noises,
  - 3. Dust and dirt,
  - 4. Air pollution and noxious odors,
  - 5. Litter or junk,
  - 6. Outdoor storage, and/or
  - 7. Loss of privacy. **Ongoing and Periodically Review**
- D. Using the Architectural Review Board to help educate new homeowners as to the importance of the historical Pawleys Island Look in designing new homes or major additions. **Ongoing and Continuous**



The Town of Pawleys Island  
Comprehensive Plan  
2023 - 2032

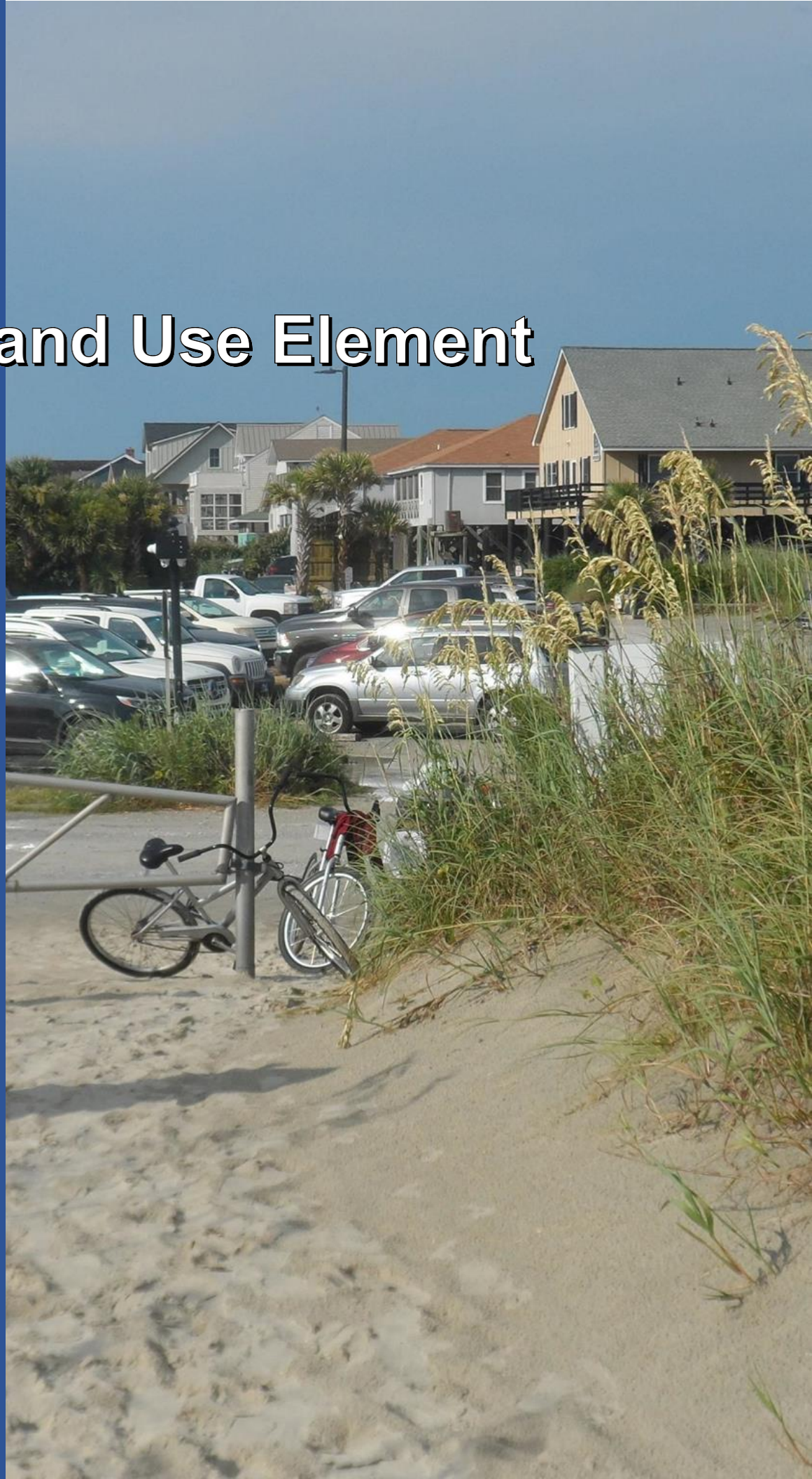
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# Land Use Element

“The Town of Pawleys Island has a unique land use profile that allows it to stand out among many other communities.”



## LAND USE ELEMENT

The Town of Pawleys Island has a unique land use profile which allows it to stand out among many other communities. Most notable are the limited commercial and public/semi-public uses. Major emphasis is placed on residential land uses that take advantage of the natural features surrounding the Island as well as providing a quiet and relaxing environment for visitors and residents alike.

This element examines existing land uses within the Town, provides a discussion of obstacles to development, and provides a future land use map that projects the location and prevalence of future land uses. Additionally, the element provides goals and objectives to serve as the Town’s policy statements as it relates to development. The final section of this element discusses strategies for implementing the Town’s goals.

### Profile of Existing Land Uses

The Waccamaw Regional Council of Governments performed land use data collection in June 2019. Residential land uses occupy ninety-six percent of all developed lots on Pawleys Island. For data collection, three categories of residential land use were utilized:

The chart below provides a breakdown of residential units on the Island:

**Chart 7.1**  
**Pawleys Island Residential Units and Uses, 2020**

Category	Subcategory	Number of Units	Median Lot Size (acres)	Total Acres**
<i>Single-Family</i>		430	0.29	125.8
	<i>Vacation Rentals*</i>	(230)	(.22)	(83.94)
<i>Duplex or Two Family</i>		40	0.25	10.18
<i>Multi-Family Housing</i>		66	1.16	9.28
	<i>Inns (Group Dwellings)</i>	29 Rooms	.46	(1.37)
<b>Total</b>		<b>536 plus 29 boarding rooms</b>	.53	145.26

Chart 7.2  
**Land Use Summary**  
**Pawleys Island, South Carolina 2019\***

Land Use Category	Estimated Net Acreage	Percentage of Total
Residential	141.78	22.83%
Public/Semi-Public	6.76	1.09%
Parks	1.26	0.20%
Streets	29.79	4.80%
Beaches	104.36	16.81%
Wetlands	329.80	53.12%
Undeveloped	7.16	1.15%
<b>Totals</b>	<b>620.91</b>	<b>100%</b>

Note: \*Based on GIS analysis of land uses collected by WRCOG utilizing parcel series data provided by Georgetown County.

Notes: \* Vacation Rentals are units that are actively advertised. This number does not include occasional or private rentals. \*\* Total Acres are gross acreage which includes lots that may encompass marsh or wetland areas. The estimated net acreage is provided in Chart 7.2. indicates that a number is included in the total for the category.

Non-residential land uses occupy approximately five percent of developed lots and thirteen percent of all developed land on the Island. These uses include the Town Hall, Old Town Hall, two parks, two private clubs, a chapel, beach accesses, and streets. The above chart provides a breakdown of all uses on the Island by their estimated net acreage.

### Area Land Uses and Zoning

Areas adjacent to the Island, including parcels along US Highway 17, have experienced substantial growth in the past 20 years. In 2015, 1,767 housing units were located within a one-mile radius of the North and South Causeway intersections with US Highway 17. The same area contained 225 commercial parcels with approximately 1,236,000 square feet of retail and service space. **For a map displaying the existing land uses on Pawleys Island see Exhibit LU.1**

The orderly development of properties adjacent to the Town is extremely important, especially in areas adjacent to the causeways and the marsh. Georgetown County has administered zoning for these areas since the mid-1970s. Properties along the North and South Causeways are zoned for medium-density residential development while areas along US Highway 17 are zoned for commercial development. Georgetown County enforces a design overlay district for properties fronting US Highway 17. The Waccamaw Neck Commercial Corridor Overlay Zone provides architectural standards and limits commercial square footage to 45,000 square feet for standard developments and 60,000 square feet for planned unit developments.

## Opportunities and Constraints to Development

Parcels in Pawleys Island are generally suitable for residential development. All developable parcels have direct access to public streets. Potable water and sanitary sewer services are readily available. The Town provides, either directly or through contract, the basic services necessary for development. In addition, the Town provides oversight in the permitting and development processes.

Development on Pawleys Island is constrained by several factors. Although it is impossible to provide an all-inclusive list of potential obstacles to development, common constraints include:

- *Flood Hazard Areas:* Property on Pawleys Island is located within designated flood hazard areas. The Town participates in the National Flood Insurance Program and has actively sought to increase its community rating to reduce insurance costs for property owners. As part of the Island's participation in this program, standards have been adopted that require the elevation of structures above the base flood elevation. Elevation standards rarely preclude development but require special consideration in the construction of new homes (**See Exhibit N.R.1 A/B**).
- *Shore and Dune Protection:* Protection of the Island's dunes and beach is of paramount importance. In addition to DHEC/OCRM requirements, the Town of Pawleys Island has developed a more restrictive shore protection line that controls the seaward limit of construction. Although this line does not significantly affect the developable area of most lots, this line traverses all lots adjacent to the ocean.
- *Salt Marsh Critical Line:* Many of the lots on the Island's western side abut or include portions of the marsh adjacent to Pawleys Creek. These marsh areas are protected by the State and permitting, or a critical line determination may be required by DHEC/OCRM before construction near the marsh. In addition to State requirements, the Town's Unified Development Ordinance provides an additional setback of ten feet from the Salt Marsh Critical Line.
- *Zoning:* The Town of Pawleys Island has adopted zoning provisions that are incorporated into the Town's Unified Development Code. Zoning provides both an opportunity and a constraint. As an opportunity, zoning protects property values and provides a reasonable level of assurance to property owners of the stability of surrounding uses. As a constraint, zoning regulates the size of parcels, uses, densities, and setbacks. Housing sizes are limited by the Town's zoning ordinances to 4,000 heated square feet and limit the maximum amount of impervious coverage to 40% of the lot size.
- *Development Regulations:* The Town of Pawleys Island has adopted development regulations that are incorporated into the Town's Unified Development Code. Like other regulatory constraints, land development regulations provide an opportunity for the protection of property values. These regulations primarily control the subdivision of property by requiring street access and minimum frontages as well as controlling the general layout of new lots. Because of these requirements, the subdivision potential of many of the Town's existing lots is prohibitive.



## Future Land Use

**Exhibit LU.2 depicts future land uses for Pawleys Island and the map is both predictive and directive.** Single-family beach homes have historically been exclusively supported by the Island. As this land use pattern and history are well established, it is predicted that this development pattern will continue. The map is directive as this plan specifies a clear preference regarding use: Single-Family Residential.

Two residential areas are depicted on the map: one low-density and the other medium-density. Medium-density areas encompass a small area in the center of the Island where non-single-family uses were present at the time of the Town's incorporation. Low-density areas constitute most of the developable properties on the Island. It is anticipated that single-family uses in these areas will continue, and nonconforming uses will be abrogated over time through zoning. Environmentally sensitive areas and other areas prone to rapid degradation are depicted as conservation/preservation areas. Development in these areas will be severely limited by natural and regulatory constraints.

## Future Zoning

It is anticipated that the use of zoning will continue as a tool for comprehensive plan implementation. Further, this plan advocates the continuation and refinement of the Town's zoning provisions. Zoning districts, to the extent allowable, should follow the basic pattern of the Future Land Use Map and zoning provisions should effectuate the goals and objectives of this plan.

## Land Use Needs, Goals, and Objectives

The residential character of Pawleys Island needs to be preserved. Land use policies and decision-making should consider the placement, functionality, and aesthetic conditions of structures and uses to ensure that all new development is harmonious with the distinctive character of the Island.

### Goal 1: Maintain the character of the Island, by:

- A. Establishing and enforcing zoning standards that stress the compatibility of structures concerning:
  1. Height,
  2. Size and Scale,
  3. Location (Setback),
  4. Impervious Coverage,
  5. Density, and
  6. Use **Ongoing and Periodically Review**
- B. Creating standards for property maintenance. **Near-term**
- C. Prohibiting activities and uses which are a nuisance to housing as defined by the Housing Element. **Ongoing and Periodically Review**
- D. Providing the highest deference and degree of protection to single-family uses in all land use decisions. **Ongoing and Continuous**
- E. Allowing, by conditional use or special exception, nonresidential uses only when the uses are necessary for public safety and welfare. **Near-term**

**Goal 2: Promote efficiency in the use of land, by:**

- A. Establishing and maintaining standards for the subdivision and development of property which ensure:
  - 1. The provision of water, sewer, and other public infrastructure to lots.
  - 2. Access of new lots and development sites to public streets.
  - 3. The protection of structures and improvements from flooding, fire, and overcrowding.
  - 4. The preservation and replanting of native trees, plants, and ground cover.
  - 5. The continued protection of graded or disturbed areas from erosion or the loss of native sands.
  - 6. The continued protection of sensitive natural areas such as wetlands, dunes, beaches, and marshes from encroachment or degradation, and
  - 7. That new lots and development sites are arranged to allow for the optimum placement of buildings, parking, and other amenities. **Ongoing and Periodically Review**
- B. Ensuring that residents are informed of development proposals and are provided an opportunity to provide input in the decision-making process. **Ongoing and Continuous**
- C. Ensuring that all development proposals are reviewed holistically, e.g. zoning, subdivision, building code, flood damage prevention, etc., and, when appropriate, such reviews are performed concurrently. **Ongoing and Continuous**
- D. Explore the creation of a public facilities zoning district for the Town Hall and Old Town Hall properties. Define appropriate uses in this designated zoning district such as special events, limited commercial vending, and other governmental administrative activities. **Near-Term**

**Goal 3: Preserve and protect the historic culture and ambiance of the Town, by:**

- A. Incorporating the goals and objectives of the other comprehensive plan elements in the review and consideration of land use issues. **Ongoing and Periodically Review**
- B. Recognizing that the gateways to the community are outside of the Town's jurisdiction and actions should be taken which:
  - 1. Encourage dialogue between the Town and Georgetown County on land use decisions.
  - 2. Provide that the Town is notified of development proposals near the Town's corporate limits including proposals adjacent to the marsh or any proposal adjacent to the North or South Causeway. **Near-term**
- C. Encourage the County to adopt and maintain standards that protect both the aesthetic and functional viability of the Town's entrances. **Intermediate-term**
- D. Continuing to review new ordinances and regulations to preserve the unique historic nature of the Island, including its historic homes and unique landscaping. **Ongoing and Periodically Review**

# Transportation Element

A photograph of a paved road with double yellow lines, flanked by greenery and houses under a blue sky. The road is the central focus, leading the eye into the distance. On the left, there are houses and bushes. On the right, there are trees and a grassy area. The sky is clear and blue.

“During the summer, Pawleys Island’s usage of the transportation system swells. Therefore, it must be able to efficiently support this higher usage as it greatly contributes to the local economy.”

## TRANSPORTATION ELEMENT

Transportation facilities are typically a community's largest public infrastructure asset and, conversely, its largest liability. Oftentimes, it is one of the largest expenses of a community requiring its needs to be balanced with other community facility needs. Pawleys Island is no exception. During the summer, the Island's usage of the transportation system swells. Therefore, it must be able to efficiently support this higher usage in a manner.

This element will examine the Town's transportation infrastructure including streets and rights-of-way, sidewalks, pedestrian mobility, and alternative transportation modes such as regional air and rail travel options. Community needs and goals/objectives for improving the Town's transportation system will be provided. In the final section of this element, strategies for implementing the Town's goals will be discussed.

### Street and Right-of-Way Inventory

The Town of Pawleys Island contains sixteen publicly maintained streets. Fourteen of the streets are maintained by the South Carolina Department of Transportation (SCDOT) and the Town provides maintenance for three streets, Fraser, Pearce, and the far north end of Myrtle Ave along with Davis Dr a public pedestrian walkway to the beach. In general, the streets are narrow with average right-of-way widths of thirty feet and paved surface widths of twenty feet or less. Functionally, North Causeway Road, South Causeway Road, Myrtle Avenue, and Springs Avenue are classified as collector streets by SCDOT. In a few instances, rights-of-way extend beyond the improved street surface or rights-of-way exist where no improvements have occurred. Around 1930, streets were platted on high ground, and property on the marsh/creek side of the OCRM Critical Line.



Figure 8: Atlantic Ave

### On-Street Parking and Pedestrian Facilities

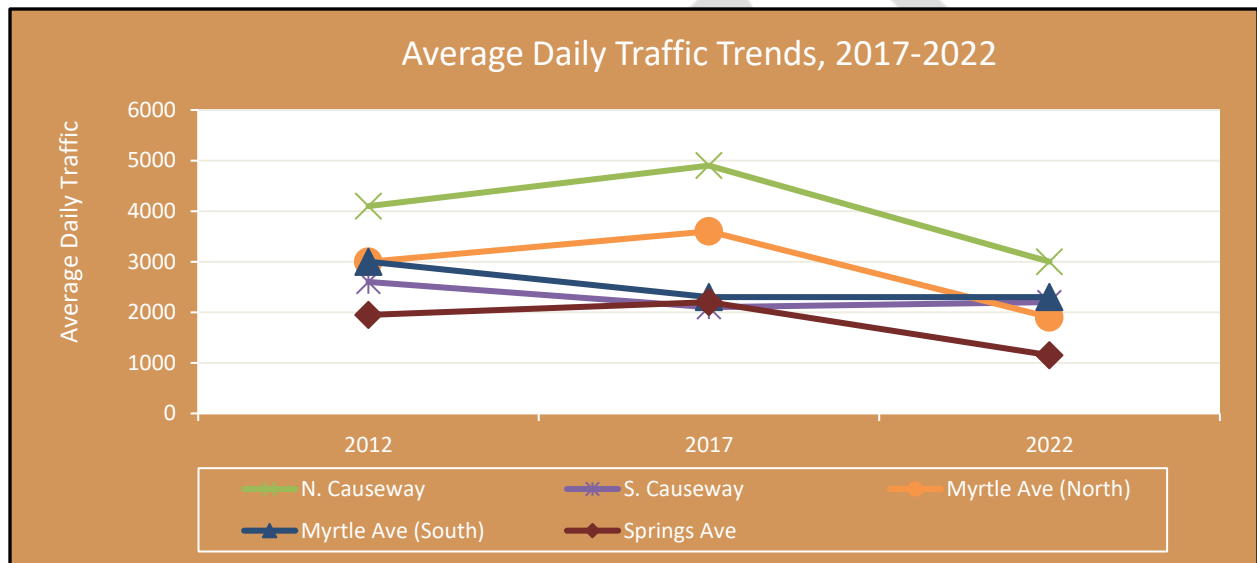
As noted in the section above, many of the rights-of-way in the Town are too narrow to accommodate a road, on-street parking, and sidewalks. Therefore, the Town does not have any sidewalks or paved on-street parking. Atlantic Avenue is the only street with a wide enough right-of-way to accommodate on-street parking and sidewalks. However, that extra right-of-way remains vacant with some unpaved parallel parking areas. The Town's limited pedestrian facilities are the seven striped crosswalks on Atlantic and Springs Avenue adjacent to beach access areas and the beach accesses themselves. There is a desire among residents to design and build multi-purpose paths on the island to increase safe options for walkability and biking.



Figure 9: Atlantic Ave and Third

## Traffic Counts and Level of Service

Traffic volumes on the island have increased in the last thirty years. Except for North and South Causeway, traffic volumes remained stable between 1987 and 1997. North Causeway counts grew by 600 in 1992 before returning to their 1987 volume in 1997. South Causeway numbers steadily grew during that period. Between 1997 and 2002, daily trips increased across all of the streets on Pawleys Island. During the next ten years, volumes on all the streets remained stable. After 2012, North Causeway, Springs Avenue, and the southern portion of Myrtle Avenue increased in daily trips while the northern portion of Myrtle Avenue and South Causeway decreased. Over the thirty years, South Causeway had a 90.9 percent increase in daily trips, which was the highest of all the streets. North Causeway’s traffic volume grew by 63.3 percent, the southern portion of Myrtle Avenue and Springs Avenue both grew by 38 percent, and the northern portion of Myrtle Avenue remained the same. See Graph 3 for average daily trips from 2017 to 2022 across the Island.



Graph 4: Average Daily Traffic across the Island has fluctuated over the past 15 years, with an overall decrease in traffic volume. SCDOT Daily Average Traffic Counts (2012, 2017, 2022).

Areas adjacent to the island have also experienced substantial growth in traffic volumes. In 1987, the daily traffic count average on US Highway 17, near the intersection of the South Causeway Road, was 16,300. By 2007, daily traffic volumes had grown to 33,700, an increase of 107 percent over the twenty years. Since then, the volume stabilized with the same stretch of the road having a daily trip count of 34,500 in 2017. Traffic volumes have continued to grow reaching 36,600 average daily trips in 2022. Several factors contributed to this increase; the most notable of these was population growth patterns on the Waccamaw Neck during those thirty years.

# The Town of Pawleys Island Comprehensive Plan 2023 - 2032

The Town recently invested in traffic cameras on the North and South Causeway which record the number of trips onto the island. This can be useful in gauging traffic volume trends on a seasonal basis over time. The Town sees seasonal peaks in traffic during the summer months. See Table 8.1 for summary data from 2021.

Month	March	July	October	December
Number of Trips	76,744	142,152	89,464	64,671

Source: Pawleys Island Monthly Police Reports (2021)

## Traffic Projections

Changes in land use and development on the Island should not significantly impact future traffic volumes. This is due to the high level of build-out on the Island and the anticipation that existing land uses will remain relatively stable. Housing size and occupancy, especially rental units, can lead to increased traffic generation; however, the Town’s Unified Development Ordinance limits dwelling size, which may help to abate future traffic growth caused by increased occupancy.

Area traffic is expected to increase marginally. Traffic projections for 2040 forecast increased traffic volumes ranging from 25.9 to 34.3 percent along US Highway 17 near the North and South Causeways. On the Island, traffic is projected to remain stable with North Causeway increasing the most out of all the streets and shifting from a level of service rating of A to B. Historically, increases in traffic volumes along Pawleys Island streets can be attributed and appear proportional to off-Island increases in population and traffic.



**Figure 10: North Causeway**

## Alternate Transportation Facilities

On-island transportation facilities are limited to in-right-of-way modes. Area transportation facilities include:

**Bus and Shuttle Service:** The Waccamaw Regional Transportation Authority (Coast) provides commuter shuttle and bus service. Fixed routes extend from Georgetown to North Myrtle Beach and include the City of Conway. In addition to a fixed route service, Coast operates a paratransit service for persons with disabilities. This service, which includes curb-to-curb pickup, is presently limited to areas within three-fourths of a mile from the fixed route service.

# The Town of Pawleys Island Comprehensive Plan 2023 - 2032

**Rail Service:** Amtrak provides regional passenger service. Passenger stations are located in Florence, Kingstree, and Charleston. Freight rail service is provided by CSX Transportation which maintains a spur line from Andrews to Georgetown.

**Airports:** Five airports are located within proximity of Pawleys Island. The Myrtle Beach International Airport (MYR) is the area's only commercial airport. MYR contains a single 9,503-foot by 150-foot runway and is served by eight airlines. The closest general aviation airport is the Georgetown County Airport (GGE) located off of US-17 5 miles south of the City of Georgetown.

**Water Ports:** The Port of Georgetown is a resolute breakbulk and bulk cargo facility handling steel, salt, cement, aggregates, and forest products. While the Port of Georgetown is still in operation, the depth of the harbor is not conducive to shipping traffic due to siltation. As a result, the port is currently only used for container and rail loading and unloading. Proposals are in place to dredge the harbor to a depth usable to barge traffic. Shallow draft ports for fishing and pleasure craft are located in Murrells Inlet and Little River Inlet. Large commercial container ports are located in Charleston, South Carolina, and Wilmington, North Carolina.

**Golf Carts:** Golf Carts have gained recent popularity with local commuters to the Island with the main purpose of visiting the beaches on Pawleys Island. The town currently has a permitting program requiring all golf carts to register with the Town. The goal of the program is to limit the use of golf carts on the Island from within a two-mile radius. The program also ensures that golf cart users are registered with the state and have all required documentation that state law requires.

## Area Studies

Area transportation studies, which include a listing of prioritized improvements to area roads, have impacts on the Pawleys Island community. Two notable studies include:

*US Highway 17 Corridor Study – Georgetown County (2020):* This Grand Strand Area Transportation Study (GSATS) funded study examines existing conditions along US Highway 17 and the adjacent street network from the Horry County line south to the Waccamaw River.

*GSATS 2040 Long Range Transportation Plan, 2017:* This plan addresses the long-term transportation needs of the Grand Strand's Metropolitan Planning Organization (MPO). The MPO encompasses portions of Georgetown and Horry counties including the Town of Pawleys Island. This plan is updated every five years and currently, the town is participating in the newest update with an expected release to be in late 2023.

## Transportation Needs, Goals, and Objectives

Pawleys Island's transportation system is composed entirely of local streets that provide direct access to properties and the beach. Policies should support automobile, bicycle, and pedestrian travel. Functional considerations should also take into account the need to strengthen the aesthetic characteristics of the island's streets:

### **Goal 1: Maintain a transportation environment that is friendly to pedestrians and bicyclists.**

- A. Maintaining speed limits conducive to a pedestrian environment. **Ongoing and Periodically Review**

- B. Maintaining areas along street shoulders for pedestrian and bicyclist movement. **Near-term**
- C. Preserving sight triangle visibility at intersections. **Near-term**
- D. Install bike racks at convenient locations including at Town Hall and at beach access points, Bird's Nest, and at the South End Parking lot. **Intermediate-term**
- E. Enhancing intersection crosswalk delineation on an as-needed basis. Explore the placement of new crosswalk markings at key intersections including in between Old Town Hall and Town Hall at the corner of Myrtle Ave and North Causeway. **Near-term**

**Goal 2: Discourage the creation of new streets within the Town, by:**

- A. Requiring that new structures are oriented toward and have access to an existing publicly maintained street. **Ongoing and Periodically Review**
- B. Maintaining the requirement that all newly created lots have frontage on an existing publicly maintained street. **Ongoing and Continuous**
- C. Establishing policies and development regulations that prohibit the creation of new streets except in cases where the interests of the public are involved. **Long-term**
- D. Refining policies that allow for the abandonment of streets that were previously platted but are unimproved. **Long-term**

**Goal 3: Coordinate with SCDOT and other external partners on transportation improvement needs on the island.**

- A. Maintaining the ability of the Town to perform minor and emergency street repairs. **Ongoing and Periodically Review**
- B. On at least an annual basis, conduct a field inspection review with Georgetown County SCDOT maintenance staff to address repair needs on the Town's roadways. **Ongoing and Continuous**
- C. Coordinate closely on all scheduled resurfacing projects on the island. These projects occur at unknown intervals and can be the only opportunity to address much-needed improvements to drainage or other needs within the SCDOT ROW. **Near-term**
- D. Ensure that SCDOT is involved in the implementation of the Town's Sea Level Rise Adaptation Plan. Explore opportunities to leverage resources on mutually beneficial improvements. Proactively communicate project status so that appropriate encroachment permits or other SCDOT approvals are obtained in a timely fashion. **Ongoing and Periodically Review**
- E. Initiate prompt communications with SCDOT prior to, during, and after tropical storm events to ensure public safety, mitigate potential infrastructure damage, and to recover from the event in a prompt and thorough manner. **Ongoing and Periodically Review**
- F. Continuing participation on the GSATS Policy Committee. **Ongoing and Continuous**

**Goal 4: Develop policies and regulations that protect the existing street system from degradation, by:**

- A. Maintaining driver and pedestrian visibility at street intersections. **Ongoing and Continuous**
- B. Protect streets from flooding and water impoundment by regulating the grade and amount of impervious surface placed adjacent to the street (for example driveway aprons). **Ongoing and Continuous**



**Goal 5: Provide a street system that is aesthetically pleasing and consistent with the ambiance of the Town, by:**

- A. Investigating enhancement opportunities to include:
  - 1. Pavement Textures,
  - 2. Decorative Street Signage,
  - 3. Way Finding Signage,
  - 4. Landscaping. **Ongoing and Periodically Review**
- B. Seeking funding sources to include both grants and state enhancement monies. **Ongoing and Periodically Review**
- C. Pursuing active communication with the County on land use decisions that affect the appearance and functionality of the South or North Causeway. **Ongoing and Periodically Review**
- D. Continuing to support the efforts of the Pawleys Island Beautification Foundation in enhancing the appearance of the Town and its rights-of-way. **Ongoing and Periodically Review**

**Goal 6: Optimize the utilization of limited parking availability on Pawleys Island**

- A. Develop a townwide parking plan that compiles a full inventory of all on street and off-street parking spaces. **Near-term**
- B. Evaluate strategies for accommodating various vehicle types including bicycles, golfcarts, and automobiles. **Ongoing and Periodically Review**
- C. Explore innovative parking incentives and restrictions. **Near-term**

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# Priority Investment Element

“This element is designed to provide guidance in the prioritization, solicitation, and expenditure of funding.”



## PRIORITY INVESTMENT ELEMENT

The Priority Investment element is designed to provide guidance in the prioritization, solicitation and expenditure of funding. As funding sources and the potential cost of improvements will change over the ten-year horizon of this plan, this element does not substitute for the development of a Capital Improvement Plan or specific project plans.

### Project Coordination and Notification

The Town relies on many external agencies to maintain infrastructure or provide services to the Town. Key partnerships for the Town include the Army Corps of Engineers, Santee Cooper, Georgetown County Water and Sewer District, SC Department of Transportation, and Georgetown County. In the development of the Comprehensive Plan, the Town coordinated with each of these entities to solicit information regarding anticipated project work here on Pawleys Island. A summary of these projects is provided below:

#### **Army Corps of Engineers:**

In 2020, the Town became a non-federal sponsor of an Army Corps Coastal Storm Risk Management Project on the southern 1.4 mile section of beach on the island. This program secures a cost-share agreement for periodic nourishment to maintain the design profile of the beach in nine-year increments. The agreement also provides emergency rehabilitation assistance to repair damages caused by storm events. The Town is working with the Corps on an emergency rehabilitation project in response to Hurricane Ian.

#### **Santee Cooper:**

In 2014 the Town entered into an agreement with Santee Cooper to place the electrical utilities underground to improve aesthetics on the island and to reduce potential power outages during a storm event. The Town anticipates fulfilling a repayment plan with Santee Cooper for this project by the end of 2025.

#### **Georgetown County:**

The Town has a vital partnership with Georgetown County including ongoing emergency response service coverage from Midway Fire and Rescue and supplemental law enforcement service coverage from the Georgetown County Sheriff's Office. Town personnel coordinate very closely with the Georgetown County EMD office during hurricane season. In addition, Georgetown County Public Works Department provides special event waste disposal on request multiple times yearly. Finally, Georgetown County owns the South End beach public parking lot, which is maintained by the Parks and Recreation Department. The following are two upcoming Georgetown County led projects that will be positive enhancements for the Town:

- **South End Parking Lot:** Georgetown County owns and maintains the South End parking lot which is the largest public beach access location on Pawleys Island. Georgetown County obtained FEMA Public Assistance funds to upgrade the parking lot with new resurfacing, improved parking space delineation, and enhanced handicap accessibility to the beach. The timeframe for construction is pending.
- **Waverly Road Bike Path:** The Waccamaw Neck Bikeway extends from the Waccamaw Elementary School on Waverly Road all the way to Murrells Inlet. An existing sidewalk is in the process of being upgraded to a full width greenway facility from Waccamaw

Elementary School to the intersection of US 17. This will provide safer bicyclist and pedestrian access to the island from residential neighborhoods west of US 17. It will also make a key connection between the existing greenway section on the Eastern side of US 17 from the South Causeway to the North Causeway/US 17 intersection. This project is scheduled for completion in 2024.

**SC Department of Transportation:**

As is highlighted in the Transportation Element, most of the road network on Pawleys Island is owned and maintained by SCDOT. The Town’s partnership to maintain safety and to preserve road infrastructure condition is critically important. SCDOT has a resurfacing project planned for the lengths of Atlantic Ave and Myrtle Ave. This project is scheduled for completion no later than 2024.

**Georgetown County Water and Sewer District:**

The Town of Pawleys Island relies on Georgetown County Water and Sewer District for its water and sewer services. GCWSD is preparing for a water system upgrade project that will replace main lines, water service lines and meters as needed. This project is anticipated to be completed in three phases and is tentatively scheduled to begin in 2026. The Town is also working closely with GCWSD on a mitigation project to protect the island’s sewer pump stations from sustaining damage during flooding events.

Each of these partners have their own oversight authority (board), budget, and capital improvement plans. As specified in this element’s goals and objectives, the Town should continuously request notification and input on infrastructure projects that affect the Town or its citizens.

**Capital Projects and Funding Sources**

The table below lists capital projects that the Town will need to plan for or continue to address over the ten-year time horizon of this Comprehensive Plan. Each project will entail further detailed study, partnerships, and permitting processes.

# The Town of Pawleys Island Comprehensive Plan 2023 ~ 2032

Chart 9.1 Pawleys Island Capital Projects, 2023-2032				
Project	Preliminary Timeline	Estimated Costs*	Funding Source	Key Partners
Sea Level Rise Adaptation Plan Implementation.	Ongoing and Long-term	Project specific. Next critical step is to develop a drainage capital improvements Plan	Local/ Federal The Town received \$250,000 in FY24 state budget to initiate implementation efforts	SCDOT, OCRM, Baruch Institute for Marine and Coastal Science
Beach Renourishment	Periodic and Long-term. Next tentatively planned renourishment is 2029	\$14,500,000, based on costs of 2020 renourishment project	Federal Appropriation with Local/State Match	Army Corps, OCRM, FEMA, SC Parks Recreation and Tourism.
North Jetty Repair Project	A study to assess condition of jetty and outline needed repairs will be completed in 2024	TBD- Part of the Scope of the North Jetty Assessment Study	Local/State	US Fish and Wildlife Service, Army Corps of Engineers, OCRM
Pawleys Creek Dredging	Organize Creek Dredging Advisory Committee in 2024-25.	TBD- Initial step will entail an engineering study and environmental assessment	Local/ Georgetown County/ State/ Federal	Army Corps of Engineers, OCRM, Georgetown County.
Note: *Estimated Costs are preliminary and may vary once project plans are developed.				

A number of projects were identified as ongoing or continuous in nature. These projects include:

Chart 9.2 Pawleys Island Maintenance/Repair Projects, 2023-32			
Project	Preliminary Timeline	Estimated Costs*	Funding Source
Groin Repair – Maintenance	Periodic and Storm Contingent	\$950,000	Local/ State/Federal
Boat Landing Maintenance	Annually Review for specific needs	TBD	Local/ Grant
Beach Access Maintenance	Ongoing	\$40,000 annually	Local
Sand Fencing/ Dune Planting	Periodic and Storm Contingent	\$200,000 island wide	Local/State/Federal
Park Maintenance and Improvements	Ongoing	\$40,000 annually	Local
Note: *Estimated Costs are preliminary and are highly contingent upon storm related maintenance/repair costs.			

### Priority Investment Needs, Goals and Objectives

The implementation, refinement, and identification of future projects and funding sources will require coordination with the county, state, and federal governments:

- Goal 1: Update the project listing of this element as new opportunities and funding sources become available. Continuous and Periodically Review**
- Goal 2: Coordinate the implementation of capital improvements with other jurisdictions and relevant agencies. Continuous and Ongoing**
- Goal 3: Request and, when permitted, require that plans for capital improvements, performed by other agencies or jurisdictions, be submitted for review and comment by the Town in cases where the improvements would affect the Town or its residents. Continuous and Ongoing**
- Goal 4: Seek active representation for the Town on boards, commissions, and advisory bodies that provide identification or oversight of capital projects. Near-term**
- Goal 5: Continue to pursue grant opportunities to enhance project viability and defray costs. Continuous and Periodically Review**
- Goal 6: Continue to seek public input and support prior to project implementation. Continuous and Ongoing**
- Goal 7: Ensure ongoing maintenance needs at the Beach access areas, boat landings, and town park areas are adequately funded in the Town's annual budget. Continuous and Periodically Review**
- Goal 8: Develop a sustainable and adequate source of funding for anticipated capital projects. Near-term**
- Goal 9: Consider ways to spread the costs of capital projects across all beneficiaries and stakeholders, including homeowners, the vacationing population, and day visitors, such as special assessments for homeowners, increased accommodation taxes for the vacationing population, and parking fees for day visitors. Near-term**

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# Resiliency Element

“We want to make Pawleys Island more resilient in the decades ahead, and this is a first step forward to demonstrate our commitment to that goal”.



## RESILIENCY ELEMENT

The Town of Pawleys Island has long endured the impacts of coastal hazards. In recent years those hazards have become increasingly harder to mitigate. The Town of Pawleys Island recognizes the need for and importance of resiliency planning. This element recognizes the current hazards at large, the effects they have on the community, and the plans the Town has put in place to protect and preserve Pawleys Island.

*Resilience is the ability of communities, economies, and ecosystems within South Carolina to anticipate, absorb, recover, and thrive when presented with environmental change and natural hazards.* – South Carolina Office of Resilience

### Overview

South Carolina coastal communities need to be prepared for the annual threat of hurricanes and their destructive nature making beachfront management and coastal erosion ongoing concerns for coastal communities. In recent years coastal barrier island communities have experienced a higher frequency of tidal-influenced flooding events, commonly referred to as King Tides. Pawleys Island is no exception to these realities. The heightened frequency of these threats is the reason for purposeful and meaningful planning to protect the interests of property owners and the Town.



Figure 11: Aerial view of Pawleys Island.

### Purpose and Intent

The purpose and intent of this element is to create various goals and objectives for the Town to follow and achieve to make the Island more resilient. This element will undertake an inventory of the Town's current resilience condition and will also outline planning efforts in coordination with adjacent and relevant jurisdictions and agencies.

While tidally influenced flooding and tropical storm events are major concerns for the Town, other hazards are also important. This element will inventory all risks and strategize mitigation efforts to prevent them from affecting daily operations. The Town believes it is best to take a holistic approach to resilient planning and mitigate all potential risks. This element intends to create recommendations and policies based on current conditions to improve and increase the overall resiliency of Pawleys Island.

### Background

The Town of Pawleys Island is a barrier island community located in Georgetown County. The Island is about four (4) miles in length and its predominant features are its beaches. As noted in the Natural Resources Element the topography is typical of a transgressive barrier island. The Island sees its highest elevations within the dunes on the beachfront and its lowest elevations at its marine ecosystem boundaries. The Island was originally colonized as a summer retreat for wealthy rice plantation owners in the early 1700s. The Island's popularity in the summer has not changed but now is a summer getaway for families from all over the country.



Figure 12: Aerial view of Pawleys Inlet.

*The Town's economy is entirely dependent on the water that surrounds it. Thus, managing these waters is critical for the community's future. – Pawleys Island Sea Level Rise Adaptation Plan (Elko Coastal Consulting Inc. 2022)*

### Inventory of Current Conditions

#### Overview

The Town's dependency on its tourism industry makes it paramount to protect its beaches and infrastructure. As outlined in the Town's 2008 Comprehensive and Local Beach Management Plan, the most significant issue facing beach management is coastal erosion. Hurricane season only amplifies these concerns of property owners as the beachfront and dunes are the first line of defense protecting generational homes and traditions. *SC Hurricanes Comprehensive Summary – (South Carolina Department of Natural Resources 2022)*. While beachfront erosion has historically been addressed by the Town, in recent years the effects of coastal flooding have raised concerns for the community. The Island regularly feels the effects of coastal flooding influenced by tidal high-water events. These events have become more frequent. The conditions of the current infrastructure on the Island have become a concern in connection with recurring flooding. The Town has an outdated drainage system that is regularly inundated with saltwater during these high-water events.

#### Hazards

##### Sea Level Rise

The National Oceanic and Atmospheric Administration (NOAA) identifies two main causes of sea level rise. One causation is the thermal expansion of ocean waters due to rising average water temperatures. And the other causation is the melting of land-based ice. The result of these is the chance of potentially deadlier storm surges that reach further inland.

Another impact is the heightened frequency of nuisance flooding within coastal communities. Both effects of sea level rise pose a serious threat to the health and well-being of residents of coastal communities. The 2022 Sea Level Rise Technical Report expects that along the U.S. coastlines, there is going to be an average sea level rise between ten to twelve inches by 2050. This rate of change represents the same amount of sea level rise that has been observed over the last 100 years. This is expected to increase the current rate of “moderate” flooding rate by ten times or more.

### **Flooding**

As defined by the Federal Emergency Management Agency (FEMA): “A general and temporary condition of partial or complete inundation of 2 or more acres of normally dry land area or two or more properties from the overflow of inland or tidal waters; or unusual and rapid accumulation or runoff of surface waters from any source...” *National Flood Insurance Program Requirements, 59.1- Definitions (FEMA 2020)*. The Town of Pawleys Island is located entirely in a special flood hazard area with VE Zones associated with the oceanside of the Island and AE or Coastal A zones associated with the creekside. The Town regularly sees two forms of flooding on the Island; tidally influenced flooding and flooding during severe weather conditions such as tropical depressions and cyclones.

#### ***Tidal Flooding***

NOAA classifies tidal flooding into three categories: Minor when high tide levels reach 1.8 feet above average high tide. This flooding generally causes stormwater backups and road closures. Moderate when high tide levels reach 2.8 feet above average high tide. Generally, it is more disruptive and can damage residential and commercial buildings. Major when high tide levels reach 3.9 or more feet above average high tide. This type of flooding is the most destructive and can pose serious threats to infrastructure and property. The tidal phenomena of above-average tides are also known as King Tides. During these events, depending on the location is where the Island could see minor to moderate flooding. These events occur monthly and vary in severity but most importantly they are becoming more extreme, higher, and more frequent on the Island.

### **Hurricanes**

NOAA defines a hurricane as a tropical cyclone, which forms over tropical or subtropical waters. A tropical cyclone becomes a hurricane if it originates in the Atlantic basin and reaches a minimum of 74 mph winds. A hurricane is then given a rating of one (1) to five (5) depending on its maximum sustained winds with five (5) being the most extreme. The South Carolina Department of Natural Resources (SCDNR) cited that based on historical trends of hurricanes from 1851 to 2021 the state has a 79.7 percent chance each year of being impacted by a tropical system.



**Figure 13: Flooding on Pavilion Road During a King Tide in 2019**

Coastal Counties are especially vulnerable to Hurricanes in South Carolina, neighboring Charleston County historically has the highest number of Tropical systems to make landfall according to NOAA. Landfall location and category of the storm do not directly correlate with the impacts it can have. Generally, the deadliest impacts are caused by flooding from storm surges and rainfall.



**Figure 14: Springs Avenue After Hurricane Dorian (2019)**

build a new facility. Town Hall has taken minor damage from recent Hurricanes even though the new facility is elevated. Many homes on the Island were built before the Flood Insurance Rate Maps were created and are vulnerable to storm surges due to low elevation. The majority of the historically significant homes located on the Island fall into that category and are at risk of potential major damage. Many of these homes have become repetitive loss properties. Hurricanes and their storm surges have also contributed to coastal erosion on the beachfront. It is not uncommon for sand to be displaced onto roadways and into creeks. This temporary blockage of roadways can make it difficult for first responders to reach certain areas on the Island following these events. Hurricane Dorian struck the Island shortly after the Town's beach renourishment project and displaced sand onto the southern end of Springs Ave.

### Coastal Erosion

The Town's Beach Management Plan identifies beach erosion as the most significant local beach management issue facing the Island. FEMA explains that coastal erosion is the wearing away, and the resulting loss in beach shoreline, or dune areas. This process can take place over short or long periods and can be amplified or caused by flooding, hurricanes, other tropical systems, or storm surge. The Island is especially vulnerable to all of these hazards. The Town has twenty-three groins located on its beaches to help mitigate the effects of coastal erosion. The Town completed a large-scale renourishment project in 2020. Since Pawleys Island provides the largest free public beach access in Georgetown County locals regularly visit its beaches. The surrounding community and the Town rely heavily on the Island's beaches to support the local economy. Hurricanes and flood events pose a constant threat to the Town and the surrounding community's economic stability.

### *Storm Surge*

Hurricane Storm surge is defined by NOAA as an abnormal rise of water generated by a storm, over and above the predicted astronomical tide. The impacts of which can result in tides up to 20 feet high. There is an important difference between a storm surge and a storm tide in which the latter is the combination of an astronomically high tide and a storm surge. Storm surges can be devastating to coastal communities. Notably, flooding caused by Hurricane Matthew's storm surge significantly damaged the Town Hall which resulted in having to



**Figure 15: King Tide Event Causing Coastal Erosion on Dunes.**



**Figure 16: Myrtle Avenue after an Ice Storm in 2014.**

### Winter Weather

While the Town does not regularly feel the effects of hazardous winter weather, the Island is still no stranger to it. Nor'easters typically form from September to April; NOAA defines a nor'easter as a storm along the East Coast of North America that is fueled by warm tropical air from the Gulf of Mexico meeting polar air from the jet stream. Nor'easters typically have a larger effect on the northeastern states. But Nor'easters can bring strong winds and high surf to the southern states. These conditions can result in coastal erosion and flooding if powerful enough. Ice storms are also another winter hazard that has hit the Island before, most notably in 2014. Winter weather can pose threats to residential homes and cause busted pipes that flood homes on the Island.

### Pawleys Island Resilience

#### Overview

Understanding the hazards that can impact on a community is vital for preparing for these events. In the Community facilities element, it is noted that the Town relies on services provided by many outside organizations. The majority of these entities are located within Georgetown County. It becomes crucial to address and review the conditions that affect the County as well as the Town. It's also important to understand various external factors that can affect the way a community can recover from potential dangers.

#### Community Resilience

The US Census Bureau measures a community's resilience by reviewing the external risk factors that may limit its ability to be resilient to hazards. The risks are based on individual and household responses collected in the 2019 American Community Survey (ACS) and the Census Bureau's Population Estimates Program (PEP). The Census Bureau determined that there are ten (10) applicable risks.

The more risk factors a community has can make it harder for the community to recover from potential hazards. Of the ten (10) risk factors, risk factor eight (RF 8): Being aged 65 years or older (I) is the most applicable to the Town. The Census Bureau categorized the data into three groups: residents with zero, 1-2, or 3 or more risks. In 2019 the majority of Georgetown County residents were estimated to have 1-2 risks recording 45% (+/- 10.4%) of the total population. While the second highest portion of residents, 29.3% (+/- 9.6%) were estimated to have 3 or more risks. The Town of Pawleys Island is in the Waccamaw Neck region of Georgetown County within the Census tract 9205.05. This tract includes everything east of Highway 17. As well as the Town this area includes the Litchfield Beach communities, the unincorporated Pawleys Island community, and the Debidue Island and Prince George communities.

In reference to the Island's tract, 57% (+/-13.74%) of total residents fall under the 1-2 risk factor group. While the second highest portion of residents, 24.5% (+/-11.8%) were estimated to have zero risk factors. The Population Element stated that the estimated median age of Island residents is 67. This represents approximately 59.6% (+/-14.4%) of the Island's population. The predominant risk for Island residents is the result of the aging population, this risk can make the population more vulnerable to health and various environmental hazards.

Similarly, the majority of residents in surrounding Census tracts within the Waccamaw Neck fall within the 1-2 risk factors group. Approximately 46% (+/-2.4%) of the Waccamaw Necks population is 60 years and over and 36.8% (+/-1.8%) of residents are 65 years and over. This risk factor is the most relevant risk factor for Pawleys Island residents. While the reason for the majority of residents in the Waccamaw Neck may differ from the Island, it's important to recognize the area is also comprised of an aging population.

### **Economic Resilience**

In recent years the Covid-19 Pandemic has caused economic and social stressors that have affected the region. The Town of Pawleys Island saw a slight decrease in Tourism activity due to the Covid-19 Pandemic, but it did not significantly impact general operations. Similar to socioeconomic issues, natural hazards can hinder the industry and any temporary restriction of access to rental properties can alter the Town's, and residents' potential revenue streams.

The Town receives these via two revenue streams. The Town's Local Accommodation Tax received monthly is a tax of 3% of all gross revenue on short-term rental activity on the Island. In addition to these funds, the Town receives quarterly allocations from the State for Accommodations Taxes, which is a mandatory 2% Tax. State Law requires that Accommodations Tax funds must be used for tourism-related expenses and that 30% of the funds should be spent on Tourism Advertising and Marketing. The Georgetown County Chamber of Commerce oversees the Tourism Advertising and Marketing for the Town. They play an active role in promoting travel and activities on and around the Island. There are only two Businesses located on the Island however there are far more businesses that provide services within the Town's jurisdiction. The Economic Element recognized that the Town's economy relies heavily on tourism. In 2022, the Town reported that it collected \$1,322,430 in Accommodation Taxes, representing 67% of total revenues. The 2021 Audit confirmed that the Town had up to one year of operating expenses saved in reserves. A long-term lapse in Accommodations Tax revenues could limit the Town's ability to operate efficiently.

### **Health Resilience**

Pawleys Island's location and climate make it susceptible to various vector-borne diseases, which are transmitted by the bite of an insect, primarily mosquitoes. The South Carolina Department of Health, and Environmental Control (DHEC) notes that there are at least 61 different species of mosquitoes in South Carolina. Of these species, the potentially most common diseases carried are the West Nile, Eastern Equine Encephalitis La Crosse Encephalitis, Saint Louis Encephalitis virus, and dog/cat heartworm. Standing water created by high amounts of rainfall or flooding can produce large amounts of mosquitoes and DHEC suggests cleaning up any standing water left after a storm event to avoid transmissions.



Heat-related illnesses are also a large concern on the Island. Heat exhaustion can be extremely dangerous for many beachgoers and individuals not used to the southeastern climate. Both of these health concerns not only affect tourists and visitors but also the residents of the Island and the surrounding region.

### **Current Resilience Activities**

#### **Hazard Mitigation**

While the Town of Pawleys Island does not have its own Hazard Mitigation Plan it participates and follows the Georgetown County Hazard Mitigation Plan (GCHMP). As FEMA requires, this plan is updated every five years, but the Town has action plans with activities to be completed yearly. These action items can be found in section 3.7 of the GCHMP. The Town actively cooperates with Georgetown County Emergency Management Division (GCEMD) to help best mitigate hazards across the Island.

#### **Flood Hazard Mitigation**

The Town of Pawleys Island participates in FEMA's Community Rating System (CRS). This is a voluntary program that incentivizes efforts that help mitigate flood hazards. As part of this program, the Town has a CRS rating of 5 which offers a 25% discount on local flood insurance premiums. This is primarily due to the Town's stricter floodplain management zoning ordinances. Since the Town is in good standing with the program residents, property owners across the Island are eligible to join the National Flood Insurance Program (NFIP). This program is a nationally subsidized program administered by FEMA.

#### **Beach Management Plan**

The Town of Pawleys Island Beach Management Plan was drafted in accordance with the South Carolina Beachfront Management Act (SC Code ann. §48-39-250 *et. seq.*). The Town of Pawleys Island has prepared this local comprehensive beach management plan (LCBMP) in coordination with the South Carolina Department of Health and Environmental Control's Office of Ocean and Coastal Resource Management (DHEC-OCRM). The Town's LCBMP represents considerable effort, inventory, and deliberation on the part of the Town, and establishes a strategy for the management of the Town's beachfront areas for sustainable enjoyment by residents and visitors. The LCBMP fully inventories analyzes, and documents each of the ten required elements of an LCBMP (see Section 4.1.1). The LCBMP also identifies and discusses the economic and social benefits, issues and opportunities, and local, state, and federal policies and authorities related to the management and protection of the Town's beach.

This LCBMP represents the foundation for a comprehensive, long-range, and enforceable local management strategy for the beachfront area of the Town of Pawleys Island and will be incorporated into the State Beachfront Management Plan (R.30-14, Coastal Division Regulations) in accordance with the provisions of the Act. The Town of Pawleys Island Beach Management Plan was adopted in 2012. The Town is beginning the initial phases of rewriting and updating the document.



### **Beach Renourishment Efforts**

With the help of State and Federal support the Town was able to renourish the beachfront in 2020. The Town has also engaged property owners in cost-sharing programs to properly maintain the dunes by assisting with the cost of sand fencing and dune vegetation planting. The Town contracts an engineering company that regularly monitors the Town's beaches following the renourishment. Historically, the Town has primarily focused on beachfront management but in recent years the Town has recognized the effects of sea level rise as well.

### **Addressing Sea Level Rise**

In 2021 the Town Council began to mitigate recurring nuisance tidal flooding by installing backflow preventers in several storm drains around Town Hall. This pilot project proved to be successful as what used to be a regularly flooded intersection only sees flooding during extreme conditions. In 2022, the Town initiated a study to create a Sea Level Rise Adaptation Plan. The plan investigated the priority locations of existing and forecasted flooding. The study also solicited public input on how to best mitigate the observed flooding problems on the Island. Through diligent review by the Mayor, Town Council, and Planning Commission, the Town formally adopted a Sea Level Rise Adaptation Plan by resolution in December 2022, with hopes that this will be the roadmap to resilient planning efforts on the Island.

### **Resiliency, Goals, and Objectives**

#### **Goal 1: Actively prepare for natural hazard events common to Pawleys Island such as tropical storm events and localized flooding.**

- A. Continue full participation in Georgetown County's Hazard Mitigation Planning process. **Near-term**
- B. Evaluate the need to develop a local scale hazard mitigation plan tailored specifically to the Town of Pawleys Island. **Near-term**
- C. Coordinate with the Georgetown County Emergency Management Division and the SC Emergency Management Division on Hurricane Season preparedness public outreach campaigns. Make the annual hurricane guide publication readily available at Town Hall. **Ongoing and Periodically Review**
- D. Continue training staff in emergency management best practices and statewide online platforms such as Palmetto EOC. **Ongoing and Continuous**
- E. Install a generator at Town Hall to maintain local operation during storm events or regular power outages. **Intermediate-term**

#### **Goal 2: Continue to pursue flood mitigation strategies to reduce the vulnerability of public infrastructure and private.**

- A. Continue to participate in FEMA's National Flood Insurance Program and Community Rating System (CRS). Explore activities that help maintain or improve the Town's CRS score of 5. **Ongoing and Periodically Review**
- B. Assist property owners with information on implications of the newly adopted Flood Insurance Rate Maps effective May 9, 2023. **Ongoing and Continuous**

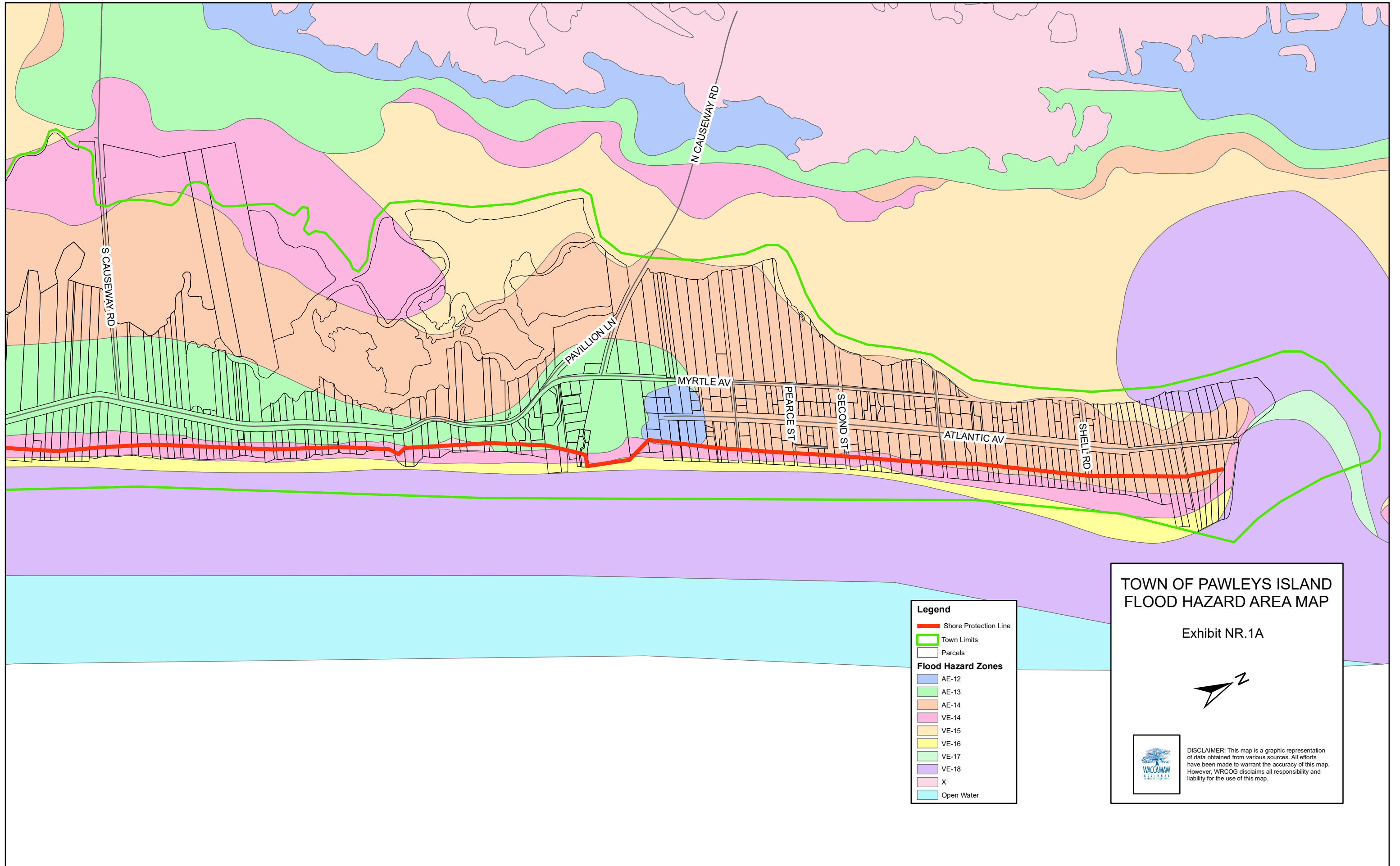
**Goal 3: Review and update the Town’s Beach Management Plan.**

- A. Continue to work with the Town’s current Beach consultant to devise specific needs across the Island’s beaches. **Ongoing and Periodically Review**
- B. Work with Local and State agencies to update the current Beach Management Plan to reflect the current needs. **Near-term**
- C. Include information and requirements of the Town as part of the partnership with the Army Corps of Engineers. **Ongoing and Periodically Review**

**Goal 4: Create and adopt ordinances to improve the resilient activity across the Island.**

- A. Develop ordinances that allow green infrastructure within the setback area to mitigate localized flooding and creek bank erosion. **Near-term**
- B. Revise current ordinances to regulate hardened structures such as bulkheads. **Near-term**
- C. Establish incentive programs for participating in resilient activities across the Island. **Near-term**

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**Legend**

- Shore Protection Line
- Town Limits
- Parcels

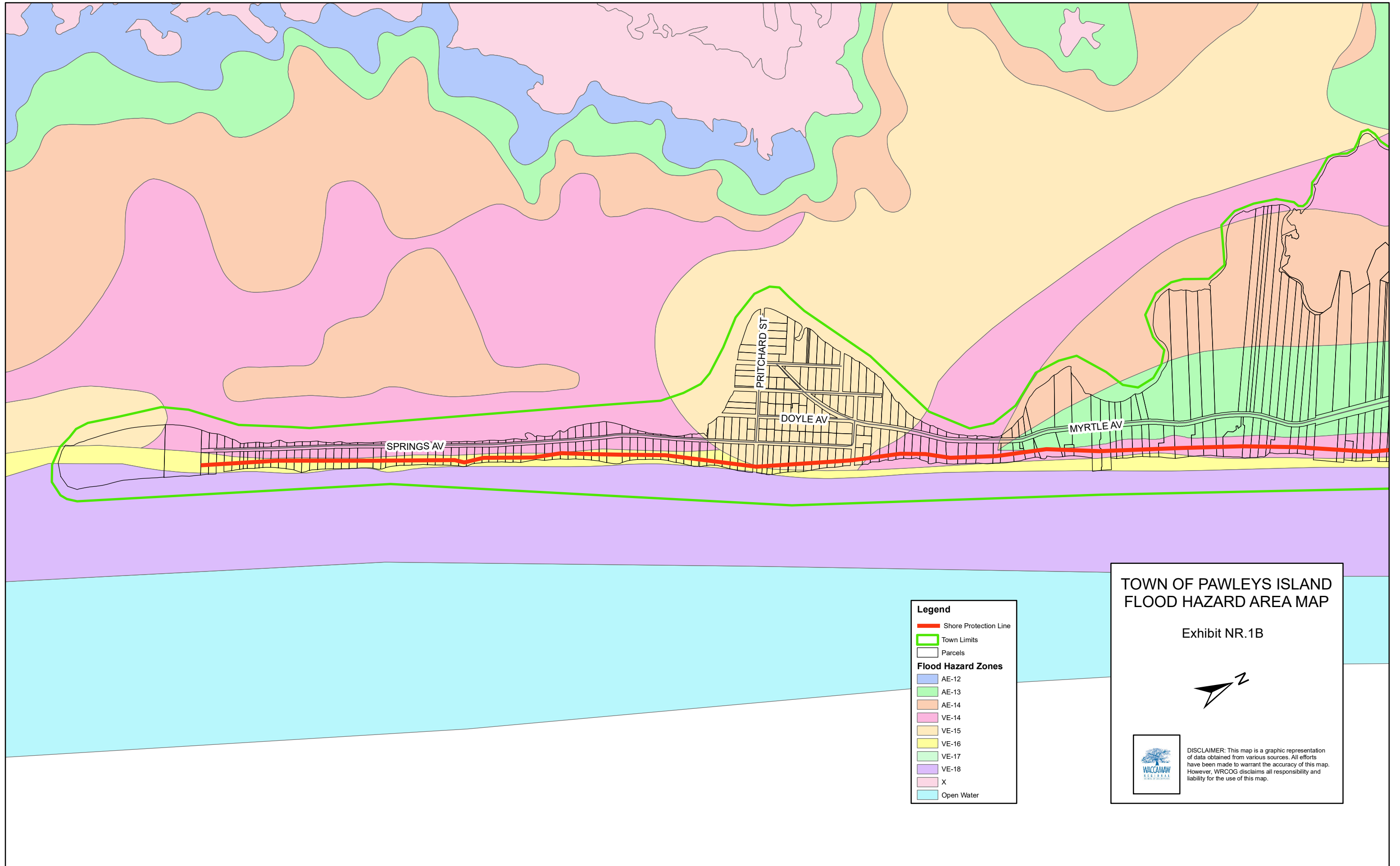
**Flood Hazard Zones**

- AE-12
- AE-13
- AE-14
- VE-14
- VE-15
- VE-16
- VE-17
- VE-18
- X
- Open Water




**TOWN OF PAWLEYS ISLAND  
FLOOD HAZARD AREA MAP**

Exhibit NR. 1A











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**Legend**



-  Shore Protection Line
-  Town Limits
-  Parcels

**Flood Hazard Zones**

-  AE-12
-  AE-13
-  AE-14
-  VE-14
-  VE-15
-  VE-16
-  VE-17
-  VE-18
-  X
-  Open Water

**TOWN OF PAWLEYS ISLAND  
FLOOD HAZARD AREA MAP**

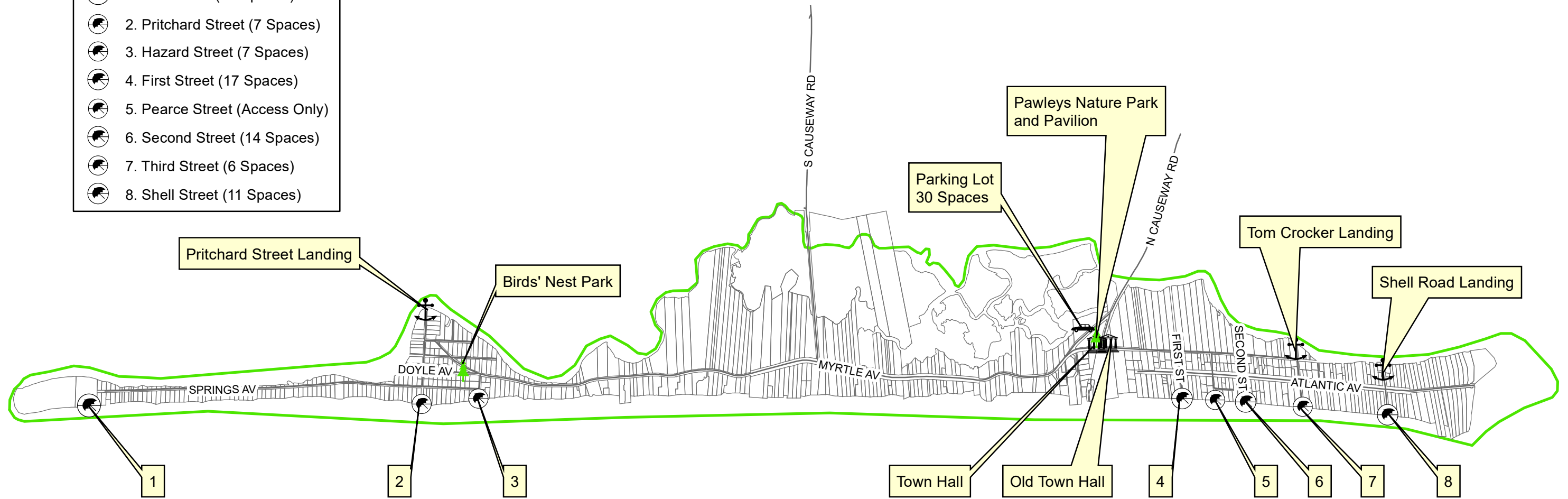
Exhibit NR. 1B

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### Beach Access and Parking

- 1. South End (80 Spaces)
- 2. Pritchard Street (7 Spaces)
- 3. Hazard Street (7 Spaces)
- 4. First Street (17 Spaces)
- 5. Pearce Street (Access Only)
- 6. Second Street (14 Spaces)
- 7. Third Street (6 Spaces)
- 8. Shell Street (11 Spaces)



**Legend**

- Town Limits
- Parcels

**Community Facilities**

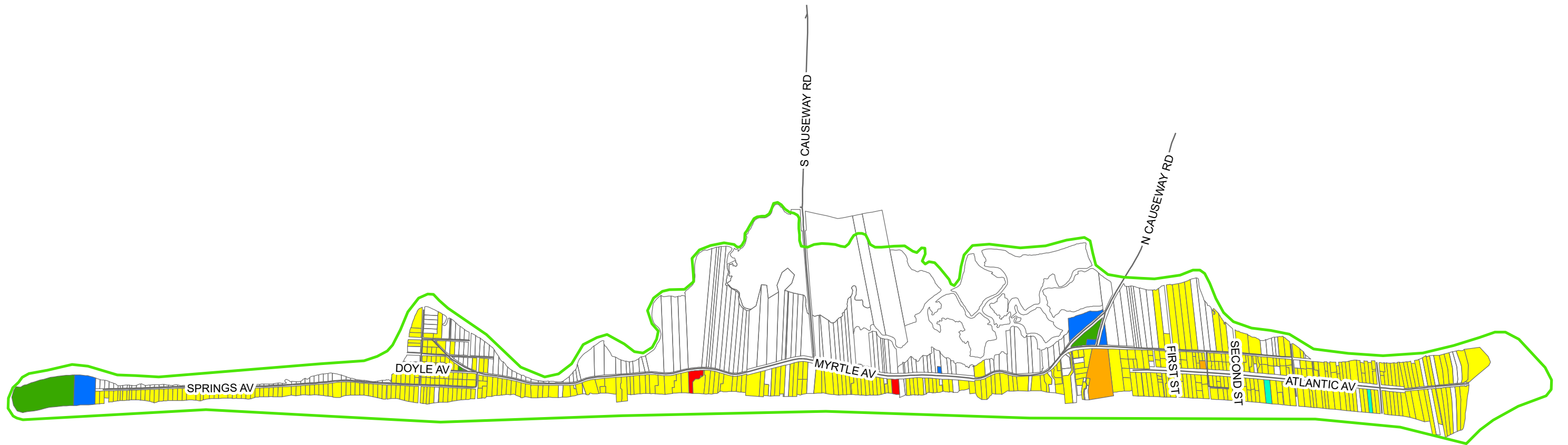
Type

- Boat Landing
- Park
- Public Parking Lot
- Town Hall










**TOWN OF PAWLEYS ISLAND  
COMMUNITY FACILITIES**

Exhibit CF.1

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**Legend**

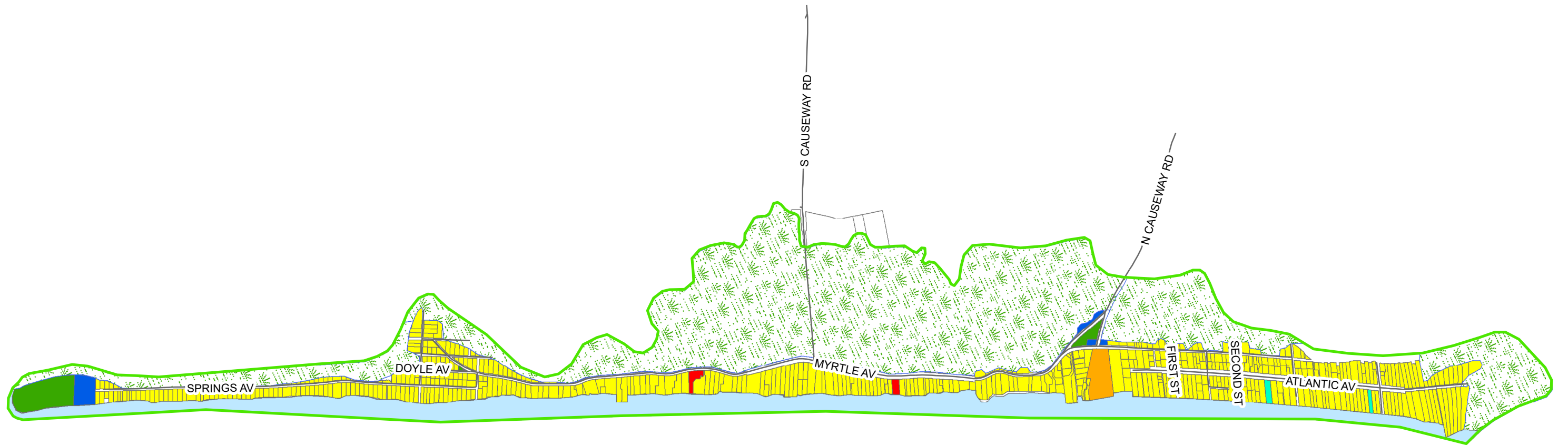
-  Town Limits
- 2023 Land Use**
-  Private Amenity
-  Inn/Bed and Breakfast
-  Recreational
-  Multi-Family/Condo/Group Dwelling
-  Public/Semi-Public
-  Single Family/Two-Family Residential
-  Utility
-  Vacant

**TOWN OF PAWLEYS ISLAND  
LAND USE MAP**

Exhibit LU.1

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**Legend**

- Town Limits
- Preservation Areas**
- Beach/Dune
- Marsh/Creek
- Future Land Use**
- Private Amenity
- Inn/Bed and Breakfast
- Recreational
- Multi-Family/Condo/Group Dwelling
- Public/Semi-Public
- Single Family/Two-Family Residential
- Utility
- Vacant

**TOWN OF PAWLEYS ISLAND  
FUTURE LAND USE MAP**

Exhibit LU.2



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2023 ~ 2032

