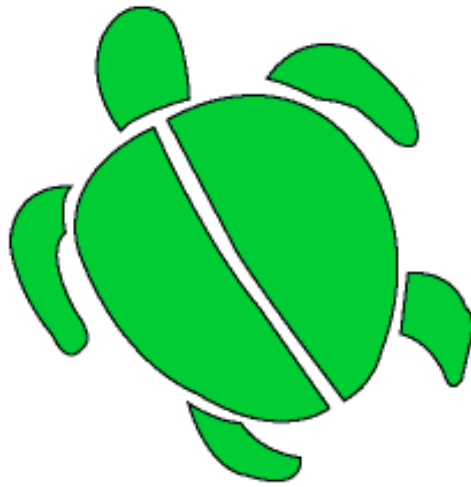


Pawleys Island Comprehensive Plan



November 21, 2008

2009 - 2019

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INTRODUCTION

The Town of Pawleys Island was created in 1985. The incorporation of the Town generated a great deal of interest among island residents and property owners. Incorporation gave the residents self-determination, but with the Town's creation came the responsibility to define the role and mission of town government. The citizens, through the Mayor and Council, have established that course through the adoption of the Town Council's Mission Statement:

“Pawleys Island has a unique heritage of history, gentleness and tranquility and the Town Council's mission will be to preserve and protect this heritage.

The responsibility of the Town Council of Pawleys Island is to deliver basic service levels in Law Enforcement including the protection of lives and property; Building and Zoning including basic public works; and the efficient, courteous and simple administration of Town Government for the benefit of all of its citizens, property owners and welcomed visitors. The Town Government considers consistent communication with all of its constituents and neighboring governments to be a major part of its responsibility.”

This Comprehensive Plan is designed to serve as a guide for the orderly process of identifying local problems and needs, collecting information and facts necessary to study local problems and needs, arriving at a consensus on local goals and objectives, and utilizing available powers to execute plans and programs in an efficient and organized manner. In all of the actions described above, public input is vital. Developing successful plans and programs require a close and continuous collaboration between citizens and local government officials.

Although adopted as an ordinance, this Comprehensive Plan is not law unto itself; but, it serves as a statement of policy and provides the legislative enactment requisite to the adoption and amendment of the zoning ordinance, land development regulations, and provides the Town the ability to review public and private projects. Land use decisions and the text of the Town's land use laws should be reflective of and harmonious with the policy statements contained in this Plan.

The Comprehensive Plan should not be viewed as a straitjacket to decision-makers. Although this Comprehensive Plan establishes forward thinking policies, it is impossible to predict with certainty all future challenges. The omission of a specific policy statement (goal) by this plan does not diminish the Planning Commission or Town Council's ability to act. Second, it is understood that future decision-makers may face competing goals and shifts in public support for competing initiatives. Both occurrences are anticipated. As such, this Plan establishes three overarching goals to assist in guiding future decision-making when unforeseen challenges or competing goals emerge:

Overarching Goal 1: Preserve and protect the historic culture and ambiance of the Town.

Overarching Goal 2: Maintain the unique scale and character of dwellings and structures, providing the highest degree of protection to single-family dwellings.

Overarching Goal 3: Provide for the efficient use of land and the efficient delivery of municipal services.

In 1999, the Town Council adopted a Comprehensive Plan. *The Pawleys Island Comprehensive Plan, 2009*, updates and replaces the 1999 Plan in accordance with Section 6-29-510 (E) of the State Code. The sections that follow are the basic elements required by Section 6-29-520 (D). They are: population, economics, natural resources, cultural resources, community facilities, housing, land use, transportation and priority investment.

POPULATION ELEMENT

General Population Characteristics

The 2000 Census identified 138 persons as residents of the island. Seventy-eight residents or 56.5 percent were female. The island's population is atypical, exhibiting a high proportion of older persons. There were only eleven persons under eight years of age residing in the Town. The median age of island residents was 55.3.

The Town's population swells during the summer. Occupancy rates during the summer typically approach 95% with the total housed population exceeding 3,000 persons. 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-ways accommodate several hundred visitors. Local officials estimate that at the height of the summer season, the island's resident and visitor population approaches 5,000 persons.

Regional Population Characteristics

Pawleys Island is located in the southern portion of the area known as the Grand Strand. The two counties that comprise the Grand Strand are Georgetown and Horry. Both counties have experienced substantial population growth within the last two decades. The counties' combined population was estimated to be 287,735 in 2005. This represented a five-year increase of 35,312 residents. In addition, areas immediately adjacent to the Town include the Waccamaw Neck, which experienced a 72% growth in population from 1990 to 2000. Insert 1.1 provides a detailed comparison of population characteristics for Pawleys Island and the surrounding area.

Post 1990 Trends

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

- ❖ Between 1990 and 2000, the Town of Pawleys Island lost 38 residents or 21.5% of its 1990 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 youth has declined.

Projections

The permanent population is not expected to change significantly due the fact that the Town is almost totally developed. New development or redevelopment activities are not expected to alter the Town's population base. As such, population projections for the incorporated area have limited utility.

Population projections for the areas surrounding Pawleys Island are included in Insert 1.1. The population of Georgetown County is expected in to increase by 32% in the next twenty-five years

(2005 to 2030). Projections for the two county area (Horry and Georgetown) indicate an anticipated increase of 139,945 residents by 2030. The population growth of the surrounding area has a strong potential to increase the number of day visitors to the island.

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, by:

- 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, and
- B. Encouraging property owners to establish residency on the island.

Goal 2: Recognize and address the special needs of seasonal residents, by:

- A. Maintaining an adequate and visible police force to foster a feeling of personal safety and property security, and
- B. Maintaining and improving methods of disseminating information to seasonal residents on Town issues, such as tax policies and pending land use decisions.

Goal 3: Encourage a stable and continued vacationing population, by:

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

Goal 4: Manage the impact of an increased number of day visitors, by:

- A. Closely monitoring the relationship of an increasing area population to the volume of day visitors to the island,

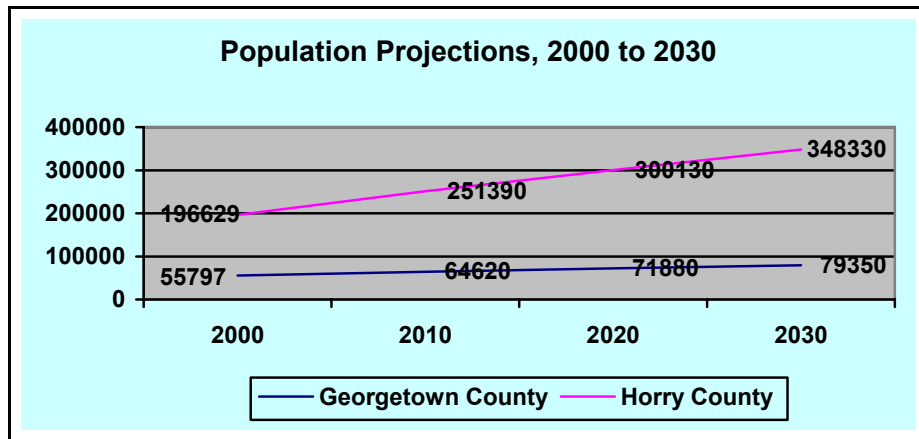
- B. Developing methods to disseminate information to island visitors on issues such as firework use, parking, dune protection, conduct on the island's beach and streets, and the availability of municipal services,
- C. Clearly delineating the public from the private realm, e.g. public access and parking versus private access and parking, and
- D. Providing an adequate and visible police force to ensure the enforcement of Town ordinances.

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Regional Demographic Profile

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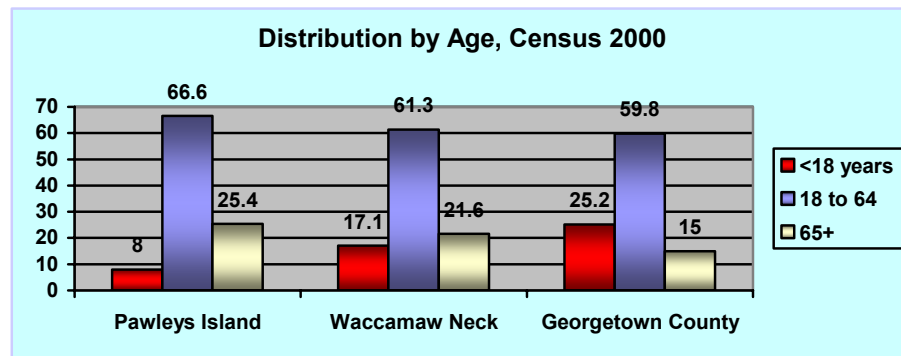
	Total Population (2000)	1990 to 2000 Population % Change	2005 Estimate (% Change)
Pawleys Island	138	-21.5%	144 (4.3%)
Waccamaw Neck	16,646	72%	N/a
Georgetown County	55,797	20%	60,215 (7.9%)
Horry County	196,626	36.5%	227,520 (15.7%)



Comparison of Median Age, Census 2000

Pawleys Island	55.3	Andrews	35.1
Waccamaw Neck	48.6	Georgetown City	34.9
Georgetown County	39.1	Surfside Beach	44.5
Horry County	38.3	Briarcliffe Acres	50.7
United States	35.3	South Carolina	35.4

AGE



GENDER		Pawleys Island	Waccamaw Neck	Georgetown County																				
	Female %	56.5	51.7	52.1																				
RACE	Racial Diversity as Percentage of Population																							
		White	African-American	Other Groups																				
	Pawleys Island	92	7.2	.8																				
	Waccamaw Neck	87.5	11.4	1.1																				
	Georgetown County	59.7	38.6	1.7																				
EDUCATION	Percentage of High School Graduates for Population Over 25																							
	Pawleys Island	95.3	Andrews	67.2																				
	Waccamaw Neck	89.1	Georgetown (City)	69.2																				
	Georgetown County	75.2	Surfside Beach	90.8																				
	Horry County	81.1	Briarcliffe Acres	98.7																				
	United States	80.4	South Carolina	76.3																				
	Educational Attainment as % of Population																							
	<table border="1"> <caption>Educational Attainment as % of Population</caption> <thead> <tr> <th>Location</th> <th><High School</th> <th>HS</th> <th>Some College</th> <th>Bachelor or Higher</th> </tr> </thead> <tbody> <tr> <td>Pawleys Island</td> <td>4.7</td> <td>7.8</td> <td>32.9</td> <td>54.7</td> </tr> <tr> <td>Waccamaw Neck</td> <td>10.9</td> <td>22.8</td> <td>30.8</td> <td>35.5</td> </tr> <tr> <td>Georgetown County</td> <td>24.7</td> <td>30.2</td> <td>25</td> <td>20</td> </tr> </tbody> </table>				Location	<High School	HS	Some College	Bachelor or Higher	Pawleys Island	4.7	7.8	32.9	54.7	Waccamaw Neck	10.9	22.8	30.8	35.5	Georgetown County	24.7	30.2	25	20
	Location	<High School	HS	Some College	Bachelor or Higher																			
	Pawleys Island	4.7	7.8	32.9	54.7																			
Waccamaw Neck	10.9	22.8	30.8	35.5																				
Georgetown County	24.7	30.2	25	20																				

Sources: United States Census Bureau, Census 2000 (Summary Files 1 and 3)

South Carolina Budget and Control Board, Office of Research and Statistics, 2008.

ECONOMIC ELEMENT

Tourism

The primary base of the Town’s economy is tourism. In 2008, the island contained approximately three hundred rental units and two inns containing a combined 29 rooms. Vacation accommodations on Pawleys Island generate an estimated \$12,138,233 in rental income per year. The island’s 230 single-family rental units account for an estimated 76% 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 base for the Town of Pawleys Island’s budget. The table below lists State and local accommodations tax collections for the Town since 1999.

TABLE 2.1 ACCOMMODATION TAX COLLECTIONS (State & Local), 1999-2007 Town of Pawleys Island					
Calendar Year	Amount	% Chg	Calendar Year	Amount	% Chg
1999	\$132,345		2004	\$468,285	3.6%
2000	\$369,900	179.5%	2005	\$514,270	9.8%
2001	\$407,545	10.2%	2006	\$572,576	11.3%
2002	\$437,752	7.4%	2007	\$610,036	6.5%
2003	\$452,092	3.3%			

Source: Town of Pawleys Island, South Carolina Basic Financial Statements and Supplemental Information, Volumes 1999-2007

Income and Employment

In 1999, the per capita income for residents of Pawleys Island was \$48,183. This figure is significantly higher than the State’s \$18,795 or the United States’ average of \$21,587 for the same year. Household and per capita income for Pawleys Island also significantly exceeded income averages when compared to surrounding communities.

Seventy-three residents were employed in 2000. Nineteen were employed in finance, insurance or real estate. Twelve were employed in manufacturing related occupations. Nine were employed in retail trade, eight in health services, seven in other professional services, and six in educational occupations. Insert 2.1 provides a summary of income and employment statistics for Pawleys Island and surrounding communities.

Needs, Goals and Objectives

Tourism is the Town’s sole 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 and visitors.

Goal 2: Ensure that the construction of new vacation rental units and the maintenance of existing units are consistent with the other goals of this Plan, primarily the Housing and Land Use Element.

Regional Economic Profile (2000 Census)

LABOR FORCE	Labor Force Characteristics			
		Pawleys Island	Waccamaw Neck	Georgetown County
	Persons in Labor Force	75	7,909	25,251
	% of Adult Population in Labor Force	56.8	55.9	58.2
	Persons in Armed Forces	0	7	52

OCCUPATION	Occupations as Percentage of Workforce Employment			
		Pawleys Island	Waccamaw Neck	Georgetown County
	Management, Professional, or Similar	60.3	37.8	25.4
	Service	0	16.5	18.6
	Sales and Office	30.1	26.4	23.2
	Farming, Fishing, and Forestry	0	.5	1.8
	Construction, Extraction, and Maintenance	2.7	11.3	12.9
	Production, Transportation, and Material Moving	6.8	7.6	18.0

INCOME	Per Capita Income			
	Pawleys Island	\$ 48,183	Andrews	\$ 12,105
	Waccamaw Neck	\$ 31,569	Georgetown City	\$ 14,568
	Georgetown County	\$ 19,805	Surfside Beach	\$ 24,445
	Horry County	\$ 19,949	Briarcliffe Acres	\$ 52,871
	United States	\$ 21,587	South Carolina	\$ 18,795

COMMUTE	Average Commute to Work Time in Minutes			
	Pawleys Island	20.5	Andrews	30.1
	Waccamaw Neck	22.1	Georgetown City	21.5
	Georgetown County	26.0	Surfside Beach	19.7
	Horry County	23.7	Briarcliffe Acres	16.8
	United States	25.5	South Carolina	24.3

Source: United Census Bureau, Census 2000 (Summary Files 1 and 3)

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NATURAL RESOURCES ELEMENT

Topography

The topography of Pawleys Island is typical of transgressive barrier islands. The dune fields along the beachfront 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' m.s.l. to 4.1' m.s.l. Elevations are depicted on Exhibit 3.1. The importance of the sand dunes as a barrier to storm surges cannot be over emphasized.

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. Approximately one-half of the Town is subject to wave action from storms. It is ironic that the natural stresses of wind, tides, waves and flooding are the very things which allow barrier islands to survive.

The Town of Pawleys Island has over four and one-half miles of beaches. The island lies between Midway Inlet to the north and Pawleys Inlet to the south. The southern two-thirds of the Town's beach is protected with twenty-three groins. 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. The average long-term erosion rates for the Pawleys Island Beach have been estimated at one-half foot per year. This long-term rate does not apply to the northern shoreline, which has shown an accretional trend.

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. The sandy nature of the soil makes it difficult to establish and maintain certain types of grasses and plants. The other soils present in the Town are Bohicket (marshes) and Beach sand.

Even with permeable soils, Pawleys Island does have several drainage problem areas when exceptional rainfall events coincide with high tide. Ponding of water has been observed at several locations along Myrtle Avenue, the extreme north end of the island behind the groin and along the streets in the western side of the Birds Nest portion of the island.

Ecosystems, Flora and Fauna

The predominant ecosystem in the Town is the salt marsh located between the island and Pawleys Creek. This type of wetland (estuarine) is one of the most important types in the country. These marshes provide valuable habitat for fish, shellfish and waterfowl. These areas also serve as nurseries. Regularly flooded salt marshes are also vital exporters of detritus to the ocean, producing as much or more organic matter than the most productive wheat field.

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 are *Juncus roemerianus* (Black

needlerush), and *Distichlis spicata* (Salt grass). The border between the marsh and land is characterized by *Baccharis halmifolia* (Sea myrtle) and *Borrchia frutescens* (Ox-eye). The upland areas of the island are dominated by *Juniperus silicicola* (Southern red cedar), *Myrica cerifera* (Wax myrtle) and *Quercus virginiana* (Live oak).

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*). The island's reptiles 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 (*Fringilliadae*), gulls (*Iarus spp.*) terns (*Sterna spp.*), ospreys (*Pandion haliactus*) 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.

The plant communities are a very important resource for the Town of Pawleys Island. The Town's exposure to coastal winds and water, coupled with the sandy soil conditions, make it very susceptible to erosion. The plants that have adapted to conditions of salinity, lack of humus, an oscillating water supply and occasional high winds serve the island well. Their roots stabilize the sand below. Their leaves and stems provide protection from the wind and glare of the sun and to some degree trap wind-blown sand.

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:

Goal 1: Promote and provide for the protection of the coastal beaches, dunes and natural vegetation on the island.

Goal 2: Provide for the protection of the saltwater creeks and marshes.

Goal 3: Minimize the damage caused by flooding and tidal action.

Goal 4: 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,
 - 2. Actively supporting and supplementing the enforcement activities of state agencies with the island's police force, and
 - 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.
- 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,
 - 2. Prohibiting the introduction and requiring the elimination of invasive plant species, such as Vitex, which destroy or impair nesting habitats, and
 - 3. Raising the public's awareness of turtle nesting areas and the laws governing the destruction or removal of eggs/nests.
- 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.

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CULTURAL RESOURCES ELEMENT

Pawleys' Nature Park

Cultural resources in the Town of Pawleys Island include an historic district and two parks. The Pawleys' Nature Park is situated on approximately one acre of land in the triangle south of the Town Hall. The property is leased to the Town and the site serves as a passive area containing indigenous plants. The park underwent restoration in 2001 and now includes a pavilion and an outdoor assembly area. Parking is located adjacent to the site on Pavilion Street.



The Town recently acquired a second park through donation. This small park is located at the corner of Doyle and Myrtle Avenues. The Pawleys Island Beautification Foundation maintains both parks.

Pawleys Island Historic District

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. The location of the historic district is depicted on Map Exhibit 4.1. Listed below are the significant historic sites within the district:

All Saints Summer Academy	c.1838
Nesbitt/Norburn House	c.1842
LaBruce/Lemon House	c.1858
Ward House/Liberty Lodge	c.1858
All Saints Summer Parsonage/The Rectory	c.1848
P.C.J. Weston House/Pelican Inn	c.1858
R.F.W. Allston House	c.1846
R.F.W. Allston Causeway	c.1845
Joseph Blyth Allston House (Pawley House)	c.1866

Many of these structures suffered damage from Hurricane Hugo in 1989. Restorations to the damaged structures were carefully done in order to protect the historic qualities of the buildings.

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.

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,
- B. Maintaining and refining policies which consider aesthetic characteristics in new construction, and
- C. Initiating improvements that enhance the historic and visual appeal of the island, e.g. underground utilities.

COMMUNITY FACILITIES ELEMENT

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:

- ❖ 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 and Police Department. The building also serves as the Town's Information Center. Town Council meetings are normally held at the Waccamaw Branch of the Georgetown County Library on the mainland due to the limited space available in the Town Hall.
- ❖ Public safety services are provided by the Pawleys Island Police Department. The Department has a full-time chief, three full-time officers and two part-time officers. The department utilizes three patrol vehicles, an all-terrain vehicle and a small water craft.
- ❖ Building permit and inspection services are provided, with oversight from the Town, by the Georgetown County Building Department. The Town, through the supervision of the Pawleys Island Planning Commission, performs general planning functions to include the approval of divisions to existing lots, the continuous review of the Town's Unified Development Code, and the review of building and zoning issues.
- ❖ The Town, through contract, provides basic public works functions to include the maintenance of Fraser and Pearce Streets, drainage structure identification and maintenance, and remedial repair/maintenance of the Town's beach accesses and boat landings.

Recreational Facilities

Recreation facilities consist of eight 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. The parking facility is owned and maintained by Georgetown County. 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. Exhibit 5.1 denotes the location of on-island community facilities.

Area Services and Providers

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

- ❖ 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 2008, the district served 491 water customers on the island. In addition to residential potable water, the district also services and inspects the Town's twenty-eight fire hydrants (See Exhibit 5.2).

A system of gravity lines, force mains and pump stations provide sewer service. Effluent is treated at the Pawleys Island Wastewater Treatment Plant on the mainland and is discharged into the Waccamaw River. This plant is currently undergoing an upgrade that will increase capacity to 5.5 million gallons per day (See Exhibit 5.3).

- ❖ Solid waste collection service is provided by private companies.
- ❖ Fire protection is provided by the Midway Fire Department (MFD) which has three stations located on the mainland. The MFD's staff of sixty is supplemented by approximately twenty volunteers. Station 82, which is Pawleys Island's primary station, houses a fire engine, two ambulances, a water rescue craft, and support vehicles. Pawleys Island's ISO rating is 4/9. In 2007, property owners were assessed 9.7 mils for fire protection.
- ❖ The Midway Fire Department provides Emergency Medical Service and operates an ambulance service out of Station 82.
- ❖ The Town has adopted a disaster preparedness plan. This Plan outlines the roles, responsibilities, and provides for the coordination of resources by state, county, and local officials in the event of a natural or man-made disaster. The 1998 Comprehensive Plan included this plan as an attachment. *The Town of Pawleys Island Disaster Preparedness and Evacuation Plan* and any subsequent amendments are incorporated by reference into the *Pawleys Island Comprehensive Plan, 2009*.
- ❖ Library services are provided by Georgetown County. The Georgetown County Library maintains a 7,000 square foot branch facility on the mainland. The branch contains approximately 500 audio books, 7000 bound volumes, periodicals consisting of thirty magazines and eleven newspapers, and a collection of 750 CD/DVDs. The branch participates in an interlibrary loan consortium with the state and seven other libraries.
- ❖ The Georgetown Hospital System maintains two area hospitals: The Georgetown Memorial Hospital is a 131 bed, acute care facility which offers 24 hour emergency services, an intensive care and step-down unit, surgical facilities, and OBGyn related services. The Waccamaw Community Hospital, located in Murrells Inlet, is a 167 bed facility that offers 24 hour emergency services, obstetrics, inpatient and outpatient surgery, and medical/surgical units. This hospital also includes the Waccamaw Rehabilitation Center, a 43-bed acute care rehabilitation facility.
- ❖ Public schools are located on the mainland and are provided by the Georgetown County School District.
- ❖ Other community facilities provided by the County include the jail, the landfill, emergency preparedness, public works, animal control, mosquito control and parks and recreation.

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 protect the historic culture and ambiance of the Town.

Goal 2: Preserve and maintain beach access within the Town Limits, by:

- A. Identifying maintenance and improvement needs,
- B. Developing funding sources, to include grants, to supplement maintenance activities,
- C. Monitoring access volumes and developing methods to disseminate information on Town laws and policies,
- D. Addressing the concerns of property owners adjacent to beach access points and controlling nuisances through enforcement,
- E. Guarding against access encroachments through the use of setbacks and other zoning techniques, and
- F. Continuing efforts to ensure beach renourishment and groin-field maintenance.

Goal 3: Provide the sufficient and orderly extensions of utilities and public services, by:

- A. Ensuring the provision and adequacy of utility service as part of the development review process,
- B. Requesting and, when appropriate, requiring that utility providers notify the Town of pending projects and improvements,
- C. Requiring, to the extent available, the restoration/repair of public streets and rights-of-way which are damaged or disturbed by utility cuts and extensions,
- D. Requiring that appropriate easements are secured during the development or utility extension process, and
- E. Encouraging the transition to underground utilities.

Goal 4: Protect and enhance the recreation potential within the Town Limits.

Goal 5: Protect and enhance open space and other unique recreation facilities.

Goal 6: Improve the boat landings within the Town Limits in regards to safety and function, by:

- A. Identifying maintenance and improvement needs,
- B. Developing funding sources, to include grants, to supplement maintenance activities,

- C. Monitoring access volumes and developing methods to address in-right-of-way parking,
- D. Addressing the concerns of property owners adjacent to boat landings and controlling nuisances through enforcement, and
- E. Guarding against encroachments through the use of setbacks and other zoning techniques.

HOUSING ELEMENT

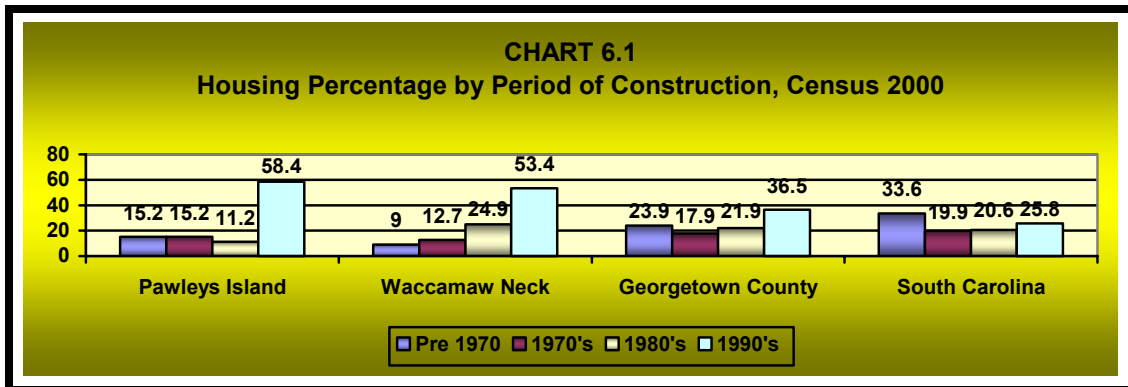
Housing Stock, Type and Occupancy

In 2000, the Census Bureau identified 521 housing units on Pawleys Island. This represents an increase of fifteen housing units from the 1990 Census. Of all housing units, approximately 87% were single-family detached structures. A land use survey conducted in 2008 found that the island presently contains 552 housing units.

Sixty-one housing units were owner occupied and twenty units were renter occupied in 2000. A majority of the housing units on the island were seasonal and rental units. The 2000 Census determined that 440 of the Town's 521 housing units were vacant (84.5%) with the majority of these units consisting of seasonal or recreational occupancy. Per the 2008 survey, the island contains 408 single-family housing units. Two hundred thirty units are single-family vacation rentals. The 2008 survey did not include private or occasional rentals.

Housing Condition and Year of Construction

The housing stock in the Town of Pawleys Island is generally in good condition, due to the fact that many of the homes in the Town were rebuilt or improved following damage caused by Hurricane Hugo which hit South Carolina on September 22, 1989. Hurricane Hugo was a Category 4 hurricane that came ashore in the Awendaw area. Pawleys Island suffered severe damage from the storm. Approximately 60% of the island's housing stock was constructed post Hurricane Hugo. The homes that were repaired and/or rebuilt adhered to very strict building codes. The chart below displays the period of housing construction by decade for Pawleys Island and the surrounding area.



Home Value and Housing Costs

The median value for the single-family owner-occupied units on the Island was \$575,000 in 2000. The median value of owner-occupied housing increased by 203% from 1990 to 2000. This compares to an increased value county-wide of 80%. In 2000, the monthly housing cost including mortgage for owner-occupied housing units was \$1,875.00. Monthly gross rent was \$695. Insert

6.1 provides a comparison of housing value and costs for Pawleys Island and neighboring communities.

Recent Construction

From January 2003 to July 2008, thirty-one permits were issued for new single-family housing construction on the island. The average cost of new construction during this period was \$505,107. The average size of the permitted units was 4,636 total square feet (heated and unheated) and the average unit contained 5.1 bedrooms. New construction has not altered the island's total housing stock counts. Demolition permits, allowing the removal of smaller single-family units, preceded many of the new construction permits.

Projections

It is not anticipated that new construction will substantially alter the number of housing units on the island. This is due to the relatively high 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. It is also anticipated that the tendency to increase the size of existing structures or remove smaller structures in favor of larger housing units will continue. This tendency will be tempered by current Town regulations that limit the size of new and substantially improved housing units to 4,000 heated square feet.

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 zoning provisions which consider the height, scale, size, density and location (setbacks) of new and enlarged dwelling units, and
- B. Adopting land development provisions that ensure the subdivision of lots will allow for the optimum arrangement of new dwelling units, maintain access, ensure conformance with zoning provisions such as density, and ensure compatible placement with adjacent structures.

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,
- B. Maintaining and refining current regulations which prohibit the conversion of existing single-family structures to duplexes,
- C. Requiring that all zoning and text amendment proposals be reviewed for their impact on single-family uses, and

- D. Continually refining Town policies and regulations which limit new interval or time-share ownership.

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, and
- B. Ensuring a method of enforcement that allows the Town to retain oversight of the permitting and inspection processes.

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,
- B. Maintaining and refining property maintenance policies and regulations to ensure that existing structures are maintained in a manner which is consistent with the aesthetic character of the Town, and
- 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.

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Regional Housing Profile (2000 Census)

H O U S I N G	General Housing Characteristics, 2000 Census			
		Pawleys Island	Waccamaw Neck	Georgetown County
	Total Housing Units	521	12,343	28,282
	% Single Family Detached	87%	58.4%	59%
	Median Year of Construction	1991	1991	1984
	Median Number of Rooms	6.9	5.8	5.7
OCCUPANCY	Occupancy as Percentage of Total Housing Stock			
		Pawleys Island	Waccamaw Neck	Georgetown County
	% Owner Occupied	11.7%	51.3%	62.3%
	% Renter Occupied	3.8%	9.3%	14.3%
	% Vacant or Seasonal	84.5%	39.4%	23.4%
VALUE	Median Value of Single Family Owner-Occupied Structures			
	Pawleys Island	\$ 575,000	Andrews	\$ 64,000
	Waccamaw Neck	\$ 210,400	Georgetown City	\$ 83,900
	Georgetown County	\$ 114,700	Surfside Beach	\$ 150,200
	Horry County	\$ 119,700	Briarcliffe Acres	\$ 333,300
	United States	\$ 119,600	South Carolina	\$ 94,900
HOUSING COST	Median Monthly Gross Rent			
	Pawleys Island	\$ 695	Andrews	\$ 330
	Waccamaw Neck	\$ 743	Georgetown City	\$ 446
	Georgetown County	\$ 489	Surfside Beach	\$ 651
	Horry County	\$ 594	Briarcliffe Acres	\$ 825
	United States	\$ 602	South Carolina	\$ 894
	Monthly Owner-Occupied Housing Costs with Mortgage			
	Pawleys Island	\$ 1,875	Andrews	\$ 699
	Waccamaw Neck	\$ 1,256	Georgetown City	\$ 825
	Georgetown County	\$ 950	Surfside Beach	\$ 949
	Horry County	\$ 903	Briarcliffe Acres	\$ 1,569
United States	\$ 1,088	South Carolina	\$ 894	

Source: United Census Bureau, Census 2000 (Summary Files 1 and 3)

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LAND USE ELEMENT

Profile of Existing Land Uses

The Waccamaw Regional Council of Governments performed land use data collection in July and August 2008. Residential land uses occupy 98% of all developed lots on Pawleys Island. For the purposes of data collection, three categories of residential land use were utilized:

- Single Family Housing: This category includes all single-family units which occupy a separate lot. A subcategory [R] was created to denote single-family units which are openly advertised for rental purposes.
- Two Family Housing: This category includes duplexes and lots which contain two, detached housing units.
- Multi-Family Housing: This category includes condominiums, apartment complexes, and all lots containing more than two detached housings units. Group dwelling units, to include the Town’s two Inns, are included in this category and are denoted as a subcategory [I].

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

Pawleys Island Residential Units and Uses, 2008				
Category	Subcategory	Number of Units	Median Lot Size (acres)	Total Acres**
<i>Single Family</i>		408	.24	134.73
	<i>Vacation Rentals*</i>	(230)	(.22)	(83.94)
<i>Duplex or Two Family</i>		84	.2	10.22
<i>Multi-Family Housing</i>		60	.58	7.13
	<i>Inns (Group Dwellings)</i>	29 Rooms	.58	(1.15)
Total		552 plus 29 boarding rooms	.24	152.08

*Notes: * Vacation Rentals are units which 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. Estimated net acreage is provided in Chart 7.2. () indicates that a number is included in total for the category.*

Non-residential land uses occupy approximately 2% of developed lots and 22% of all developed land on the island. These uses include Town Hall, two parks, two private clubs, a chapel, parking areas, and streets. The locations of these uses are depicted on the Exhibit 7.1. The chart below provides a breakdown of all uses on the island by their estimated net acreage:

Land Use Summary Pawleys Island, South Carolina 2008*		
Land Use Category	Estimated Net Acreage	Percentage of Total
Residential	134.64	21.68%
Public/Semi Public	5.98	.96%
Parks	1.34	.22%
Streets	31.3	5.04%
Beaches	105.84	17.05%
Wetlands	329.80	53.12%
Undeveloped	12.01	1.93%
Totals	620.91	100%

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

Area Land Uses and Zoning

Areas adjacent to the island, including parcels along US Hwy 17, have experienced substantial growth in the past 20 years. In 2005, two thousand housing units were located within a one-mile radius of the North and South Causeway intersections with US Hwy 17. The same area contained 162 commercial parcels with approximately 659,000 square feet of retail and service space.

The orderly development of properties adjacent to the Town is extremely important, especially areas adjacent to the causeways and the marsh. Georgetown County has administered zoning for these areas since the mid 1970's. Properties along the North and South Causeways are zoned for medium density residential development while areas along US Hwy 17 are zoned for commercial development. Recently, the County adopted an overlay district for properties along US Hwy 17. This special district, 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

The lots on Pawleys Island are generally supportive of 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. The Town also provides oversight in the permitting and development processes.

Development on Pawleys Island is constrained by a number of factors. Although it 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 in an effort to reduce insurance costs for property owners. As part of the island's participation in this program, standards have been adopted which 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 7.2).

- *Shore and Dune Protection:* Protection of the island's dunes and beach are of paramount importance. In addition to DHEC/OCRM requirements, the Town of Pawleys Island has developed a more restrictive shore protection line which 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 prior to 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 which 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. The Town, through zoning also limits housing size to 4000 heated square feet and limits the amount of impervious coverage. These requirements may affect the ability to develop or redevelop parcels (See Exhibit 7.3).
- *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 in the protection of property values. These regulations primarily control the subdivision of property by requiring street access and minimum frontages as well as control 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 7.4 depicts future land uses for Pawleys Island. The Land Use Map is both predictive and directive. The island has a long history of supporting, almost exclusively, single-family beach homes. 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.

The map depicts two residential areas: one low density and the other medium density. The 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. The 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 of 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 zoning standards which stress the compatibility of structures with respect to:
 - 1. Height,
 - 2. Size and Scale,
 - 3. Location (Setback),
 - 4. Impervious Coverage,
 - 5. Density, and
 - 6. Use
- B. Creating standards for property maintenance,
- C. Prohibiting activities and uses which are a nuisance to housing as defined by the Housing Element,
- D. Providing the highest deference and degree of protection to single-family uses in all land use decisions, and
- E. Allowing, by conditional use or special exception, nonresidential uses only when the uses are necessary for the public safety and welfare.

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, sand dunes, beaches, and marshes from encroachment or degradation, and
 7. That new lots and developments sites are arranged to allow for the optimum placement of buildings, parking, and other amenities.
- B. Ensuring that residents are informed of development proposals and are provided an opportunity to provide input in the decision-making process, and
- 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.

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, and
- 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 in close proximity to the Town's corporate limits to include proposals adjacent to the marsh or any proposal adjacent to the North or South Causeway,
 3. Encourage the County to adopt and maintain standards that protect both the aesthetic and functional viability of the Town's entrances.

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TRANSPORTATION ELEMENT

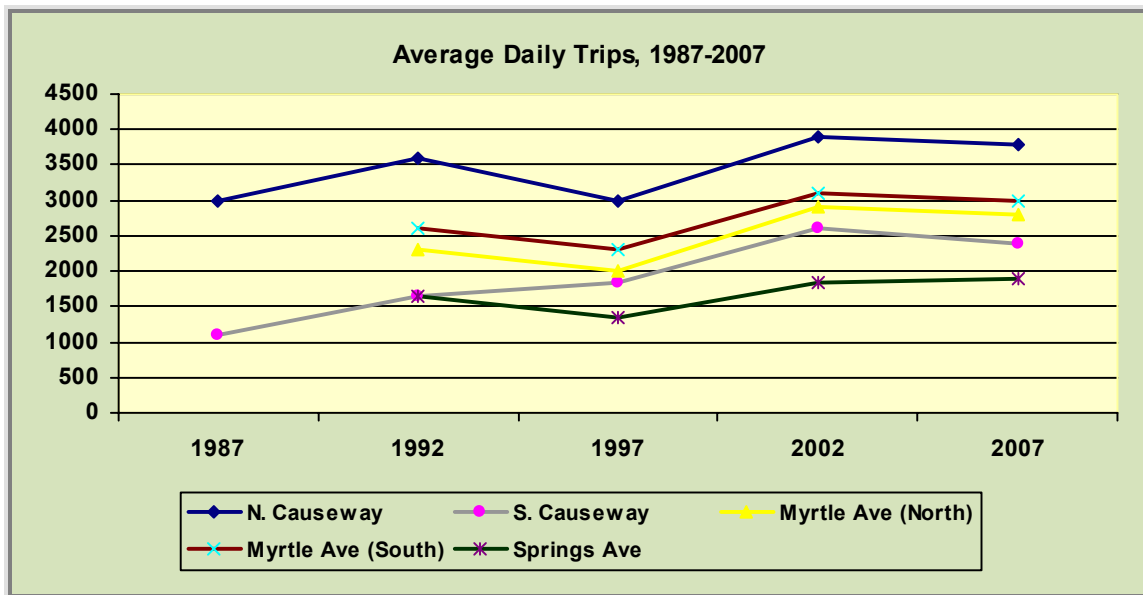
Street and Right-of Way Inventory

The Town of Pawleys Island contains sixteen publicly maintained streets. The South Carolina Department of Transportation (SCDOT) maintains fourteen streets and the Town provides maintenance for two streets, Fraser and Pearce. 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. The Town's streets do not have sidewalks. Insert 8.1 provides a complete inventory of the Town's streets and right-of ways.

In a few instances, right-of-ways extend beyond the improved street surface or right-of-ways exist where no improvements have occurred. Around 1930, streets were platted on high ground and on property on the marsh/creek side of the OCRM Critical Line. The Town has addressed issues concerning unimproved right-of-ways by developing a list of official Town streets (Ordinance 2005-09), requiring frontage of publicly maintained streets for new dwellings (Ordinance 2006-08) and establishing a procedure to assist in the closure of unopened but platted streets (Ordinance 2007-7).

Traffic Counts and Level of Service

Traffic volumes on the island have increased in the last twenty years. During this period, volumes on the North and South Causeway have increased by 51% with proportional increases noted on the Town's local streets. Increases were most notable on the South Causeway Road, which increased from 1100 to 2400 vehicular trips or 118%. The chart below depicts traffic volume increases for the Town's collector streets:



Areas adjacent to the island have also experienced substantial growth in traffic volumes. In 1987, the daily traffic count average on US Hwy 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% over the twenty-year period. Several factors contribute to this increase; the most notable of these is the rapid population growth on the Waccamaw Neck during the same period.

Level of Service (LOS) is a measure of the relationship between a street’s capacity and demand. Factors that are considered in measuring LOS include speed and travel time, freedom to maneuver, traffic interruptions, and comfort, convenience and safety. Level of Service is measured from an A, which represents free flow traffic, to an F, which represents forced or extremely limited traffic flow. The table below provides 2007 LOS ratings for Pawleys Island and the surrounding area:

Level of Service Pawleys Island and Vicinity, 2007						
Street Section	V/C Ratio	LOS		Street Section	V/C Ratio	LOS
US Hwy 17 (South of South Causeway)	.81	C		Waverly Road	.56	B
US Hwy 17 (North of South Causeway)	1.10	D		Springs Avenue	.23	A
South Causeway	.31	A		Myrtle Avenue (North of North Causeway)	.35	A
North Causeway	.47	A		Myrtle Avenue (South of South Causeway)	.37	A
<i>Source: South Carolina Department of Transportation (Traffic Counts) and Grand Strand Area Transportation Study’s Level of Service Standard.</i>						

Despite traffic volume growth, the level of service on Pawleys Island’s streets remains high or at acceptable levels.

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, recent amendments to the Town’s Unified Development Ordinance limit dwelling size, which may help to abate future traffic growth caused by increased occupancy.

Area traffic is expected to increase significantly. Traffic projections for 2030 forecast increased traffic volumes ranging from 83 to 92% along US Hwy 17 near the North and South Causeways. Historically, increases in traffic volumes along Pawleys Island streets can be attributed and appear proportional to off-island increases in population and traffic. It is anticipated that this relationship will continue.

Town of Pawleys Island Street Inventory

STREET NAME	ROW WIDTH (+/-)	ROW LENGTH (+/-)	IMPROVED LENGTH	NUMBER OF LANES	SURFACE WIDTH (+/-)	SURFACE	OWNERSHIP/ MAINTENANCE RESPONSIBILITY
Atlantic Avenue	40' & 80'	4,505'	4,050'	Two Lanes	19'	Bituminous	SCDOT
Doyle Avenue	30'	640'	640'	Two Lanes	20'	Bituminous	SCDOT
First Street	30'	620'	620'	Two Lanes	21'	Bituminous	SCDOT
Fraser Street	20'	290'	290'	Two Directional	13'	Gravel	Town of Pawleys Island
Hazard Street	30'	500'	330'	Two Lanes	19'	Bituminous	SCDOT
Myrtle Avenue	30' & 50'	12,000'	12,000'	Two Lanes	19 to 20'	Bituminous	SCDOT
North Causeway	75'	1,000'	1,000'	Two Lanes	26'	Bituminous	SCDOT
Pavilion Lane	50'	815'	815'	Two Lanes	19.5'	Bituminous	SCDOT
Pearce Street	20'	630'	320'	Two Directional	13.5'	Gravel	Town of Pawleys Island
Pritchard Street	30'	1,215'	1,050'	Two Lanes	18'	Bituminous	SCDOT
Scarborough Avenue	30'	740'	320'	Two Lanes	18.5'	Bituminous	SCDOT
Second Street	30'	770'	620'	Two Lanes	17.5'	Bituminous to gravel	SCDOT
Shell Road	50'	710'	470'	Two Lanes	20'	Bituminous to gravel	SCDOT
South Causeway	75'	1,500	1,500	Two Lanes	24'	Bituminous	SCDOT
Springs Avenue	30'	5,000	5,000	Two Lanes	18'	Bituminous	SCDOT
Third Street	30'	870	870	Two Lanes	17'	Bituminous	SCDOT

Sources: Pawleys Island Comprehensive Plan, 1998, Ordinances 2005-09 and 2006-08, and a field assessment conducted July 2008.
 Note: Determinations on the status and the official length of public streets should be made by referring to Ordinance 2005-09 and SCDOT.

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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 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 with $\frac{3}{4}$ of a mile from the fixed route service.

Rail Service: Amtrak provides regional passenger service. Passenger stations are located in Florence, Kingstree, and Charleston. Freight rail service is provided by the Seaboard Coast Line which maintains lines from Conway to Myrtle Beach and from Andrews to Georgetown.

Airports: Five airports are located within close proximity of Pawleys Island. The Myrtle Beach International Airport (MYR) is the area's only commercial airport. MYR contains a single 9,503' by 150' runway and is served by eight airlines. General aviation airports include the Twin City Airport (5J9), the Conway-Horry County Airport (KHYW), the Grand Strand Airport (KCRE), and the Georgetown County Airport (GGE).

Water Ports: The Port of Georgetown is a dedicated breakbulk and bulk cargo facility handling steel, salt, cement, aggregates, and forest products. Shallow draft ports for fishing and pleasure craft are located in Murrells Inlet and Little River Inlet. Large commercial ports are located in Charleston, South Carolina and Wilmington, North Carolina.

Area Studies

Area transportation studies, which include a listing of prioritized improvements to area roads, have been conducted. Two notable studies include:

US Highway 17 Corridor Study – Georgetown County (2003): This Grand Strand Area Transportation Study (GSATS) funded study examines existing conditions along US Hwy 17 and the adjacent street network from the Horry County line south to the Waccamaw River.

GSATS 2030 Long Range Transportation Plan, 2005: This plan addresses the long-term transportation needs for the Grand Strand's Metropolitan Planning Organization (MPO). The MPO encompasses portions of Georgetown and Horry counties to include the Town of Pawleys Island.

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, by:

- A. Maintaining speed limits conducive to a pedestrian environment,
- B. Maintaining areas along street shoulders for pedestrian movement,
- C. Preserving visibility at intersections, and
- D. Exploring the removal of existing impediments, such as utility poles, in conjunction with the installation of underground utilities.

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

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

Goal 3: Supplement the maintenance and improvement of State streets within the Town, by:

- A. Developing a formal process of identifying and reporting street improvement needs to the maintaining authority (SCDOT),
- B. Maintaining the ability of the Town to perform minor and emergency street repairs, and
- C. Continuing participation on the GSATS Policy Committee.

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

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

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. Underground Utilities
 - 2. Pavement Textures
 - 3. Decorative Street Signage
 - 4. Way Finding Signage
 - 5. Landscaping
- B. Seeking funding sources to include both grants and state enhancement monies,

- C. Pursuing active communication with the County on land use decisions that affect the appearance and functionality of the South or North Causeway, and
- D. Continuing to support the efforts of the Pawleys Island Beautification Foundation in enhancing the appearance of the Town and its right-of-ways.

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PRIORITY INVESTMENT ELEMENT

Priority Investment Act

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

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

This 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

Many of the infrastructure items identified by the Priority Investment Act are outside the jurisdiction of the Town and are not directly reliant upon the Town for funding. Examples include the Georgetown County School District and the Georgetown County Water and Sewer District. These entities 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 were identified in the development of the *Pawleys Island Comprehensive Plan, 2009*. The listed capital projects are designed to implement many of the goals and objectives of the preceding elements. Capital projects include:

Table 9.1 Pawleys Island Capital Projects, 2009-2018			
Project	Preliminary Timeline	Estimated Costs*	Funding Source
Underground Electric- South Causeway/Historic District	2009	\$450,000	Property Owners and Town supplemented by Transportation Enhancement Funds
Underground Electric (Remainder of Island)	2011-2015	\$3,000,000	Undetermined
Terminal Groin Construction – South End	2009-2010	\$510,000	County/Grant Options
South End Beach Renourishment	2010-2011	\$8,500,000	Federal Appropriation with Local/State Match
Street Resurfacing & Leveling (Pritchard Street Landing)	2008-2009	\$10,000	SCDOT Funds
Total		12,470,000	
Note: *Estimated costs are preliminary and may vary once project plans are developed. Estimated costs are in 2008 dollars.			

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

Table 9.2 Pawleys Island Maintenance/Repair Projects, 2009-2018			
Project	Preliminary Timeline	Estimated Costs*	Funding Source
Groin Repair – Maintenance	Continuous and Storm Contingent	\$800,000	Local
Boat Landing Maintenance	Continuous	\$50,000	Local
Beach Access Maintenance	Continuous	\$75,000	Local
Sand Fencing Installation/Repair	Continuous and Storm Contingent	\$60,000	Local/Grant
Park Maintenance and Improvements	Continuous	\$80,000	Local/Grant
Total		\$1,065,000	
Note: *Estimated costs are preliminary and are highly contingent upon storm related maintenance/repair costs. Estimated costs are in 2008 dollars.			

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.*
- Goal 2: Coordinate the implementation of capital improvements with other jurisdictions and relevant agencies.*
- Goals 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.*
- Goal 4: Seek active representation for the Town on boards, commissions, and advisory bodies that provide identification or oversight of capital projects.*
- Goal 5: Continue to pursue grant opportunities to enhance project viability and defray costs.*
- Goal 6: Continue to seek public input and support prior to the project implementation.*

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CONCLUSION

Since its incorporation in 1985, the goal of Town leaders has been to protect the historic culture and ambiance of the island. In the main, this goal has been achieved. The basic land use pattern has not changed and the island is still predominately a single-family beach community. In keeping with its mission statement, the Town provides services to island resident and visitors while maintaining a minimal staff and simple administration.

The adoption of this Comprehensive Plan allows the Town to continue with the thoughtful, but thorough, oversight of public and private development projects on the island. In addition, this Plan serves as a statement of policy to guide and augment the decisions of the Planning Commission and Town Council. The adoption of this Plan represents a critical step in providing the Town the tools necessary to protect the historic and culture ambiance of the island.

Although an important step, the adoption of this Plan represents only the first step. The Town's development ordinances and policies should be continuously reviewed for consistency with this Plan. Where opportunities for improvement exist, ordinances and policies should be amended in keeping with the overarching goals contained herein.

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NOTES

- Note 1: The *Pawleys Island Comprehensive Plan, 2009* is an update to the *Town of Pawleys Island Comprehensive Plan, 1998*. Where appropriate, passages from the 1998 plan have been retained and are incorporated into this plan without further citation.
- Note 2: Population totals for the peak summer season are based on estimates of housing unit occupancy. Ninety-five percent of housing units are assumed occupied during the peak season. This rate is based on information collected from local realty companies and observations made by local officials. The methodology for calculating assumed persons per unit is comparable to the methodology contained in the 1998 plan; except, rental housing unit rates were increased to ten persons per rental unit. This rate was determined by using the median occupant totals of listed rental units and estimates provided by local realtors (see page 3).
- Note 3: Population data for 1990 and 2000 are from the United States Census Bureau's SF1 & SF3 data sheets. Population estimate and projection data were obtained from the South Carolina Budget and Control Board's Office of Research and Statistics (see pages 3 through 5 and Insert 1.1).
- Note 4: Vacation accommodations are estimated to generate \$12,138,233 per year. This estimate is based on a review of accommodation tax reports minus food and beverage taxes. The estimated share of single-family rental accommodations tax collections is based on an assumed \$40,000 per unit in gross rental income. The \$40,000 per unit total is derived from information collected from local realtors and is consistent with sampled tax collection reports. The estimate of total and single-family income generation does not include or otherwise estimate unreported income (see page 7).
- Note 5: Income and employment data for 1999 and 2000 are from the United States Census Bureau's SF1 & SF3 data sheets (see page 7 and Insert 2.1).
- Note 6: Information on the town's services was collected per phone interviews with the individual service providers and/or information contained on the providers website as cited in the reference section of this plan (see pages 15 and 16). Beach access and parking space data were obtained per field surveys conducted by WRCOG staff in July and August of 2008 (see Exhibit 5.1). Water and sewer line information was provided by the Georgetown County Water and Sewer District (See Exhibit 5.2 and 5.3).
- Note 7: Housing data for 1990 and 2000 are from the United States Census Bureau's SFI & SF3 data sheets (see page 19 and Insert 6.1). 2008 housing counts are per land use surveys conducted by WRCOG staff in July and August, 2008 (see page 19).
- Note 8: Construction value and home size data for the years 2003 through 2007 were collected from permit applications/reports maintained by Georgetown County (see page 20).
- Note 9: Land use counts were obtained through field surveys conducted by WRCOG staff in July and August, 2008. Vacation unit identification was based on field and website

Plan Notes

listings and information provided by local realtors identified through accommodations tax reports. Acreage totals are based on land use data collected by WRCOG staff and property records (data layer) provided by Georgetown County's GIS Department (see page 23).

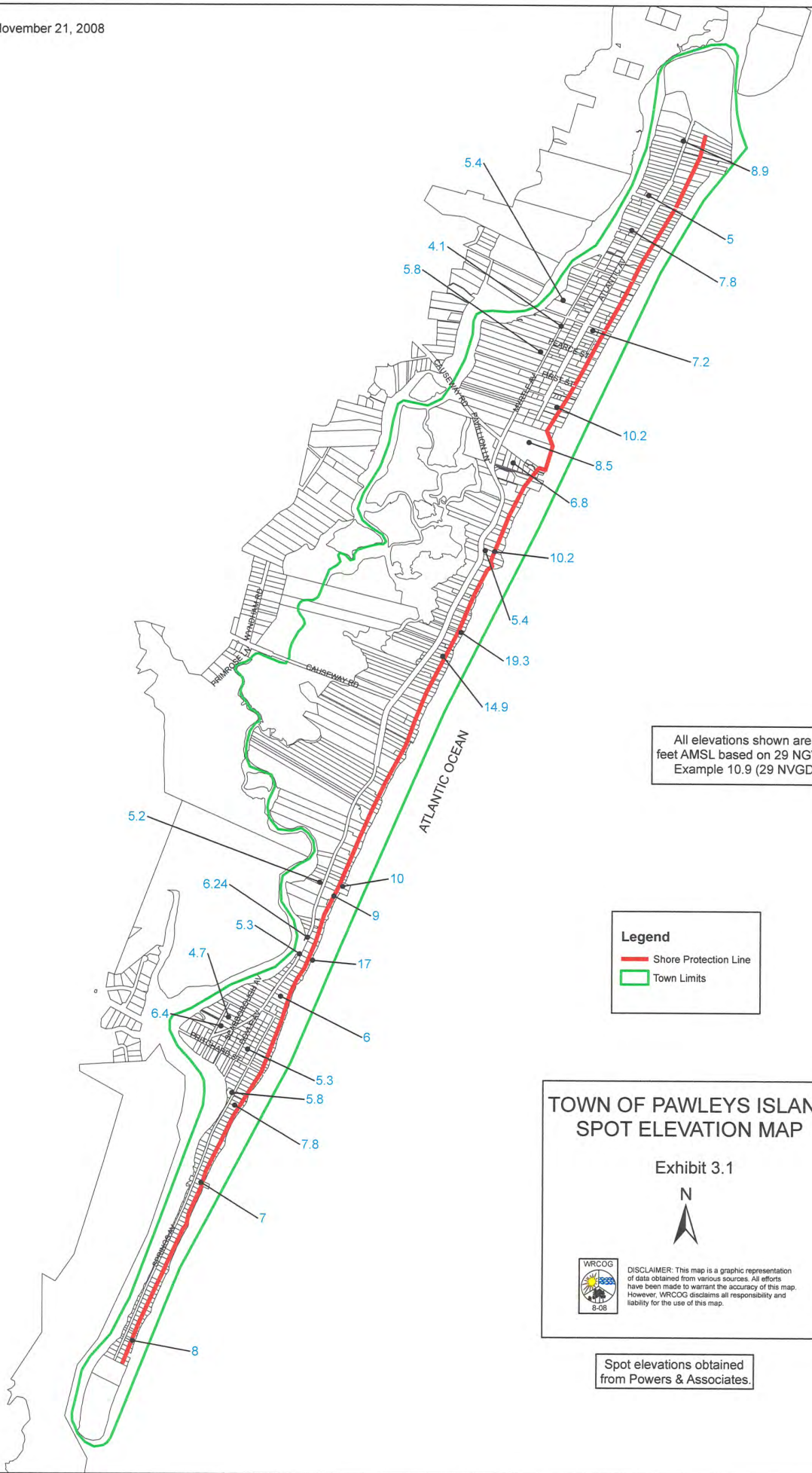
- Note 10: The collection of data includes uses which conform to present zoning standards and uses which are nonconforming. For example, page 23 denotes the presence of eighty-four duplex or two family housing units (per lot) on the island. Current zoning prohibits duplex units within the island's primary single family zoning district. It is anticipated, barring an amendment to the island's Unified Development Ordinance, that the number of nonconforming uses will decline over time.
- Note 11: Land use information for areas adjacent to the Town was collected in 2006 in conjunction with an update to the Grand Strand Area Transportation Study's Land Use Model. Area zoning information was provided by the Georgetown County Planning Department (see page 24).
- Note 12: Information on streets maintained by the State was provided by the South Carolina Department of Transportation's Georgetown office. Historic and projected traffic count information was obtained from the South Carolina Department of Transportation and the Grand Strand Area Transportation Study's *2030 Long Range Transportation Plan* (see pages 29, 30, and Insert 8.1). Information of street pavement widths was collected by WRCOG staff from field measurements conducted in July 2008 (see Insert 8.1).
- Note 13: Information on the estimated cost and timeline for the terminal groin project was provided by Georgetown County. Street resurfacing information was provided by the South Carolina Department of Transportation's Georgetown office. All other estimates and projected timelines for capital improvements were provided or were verified by the Town of Pawleys Island per information available as of September 17, 2008 (see page 36).



2009 - 2019



This Document was prepared with the assistance of the Waccamaw Regional Council of Governments.



All elevations shown are feet AMSL based on 29 NGVD. Example 10.9 (29 NVGD)

Legend

- Shore Protection Line
- Town Limits

TOWN OF PAWLEYS ISLAND SPOT ELEVATION MAP

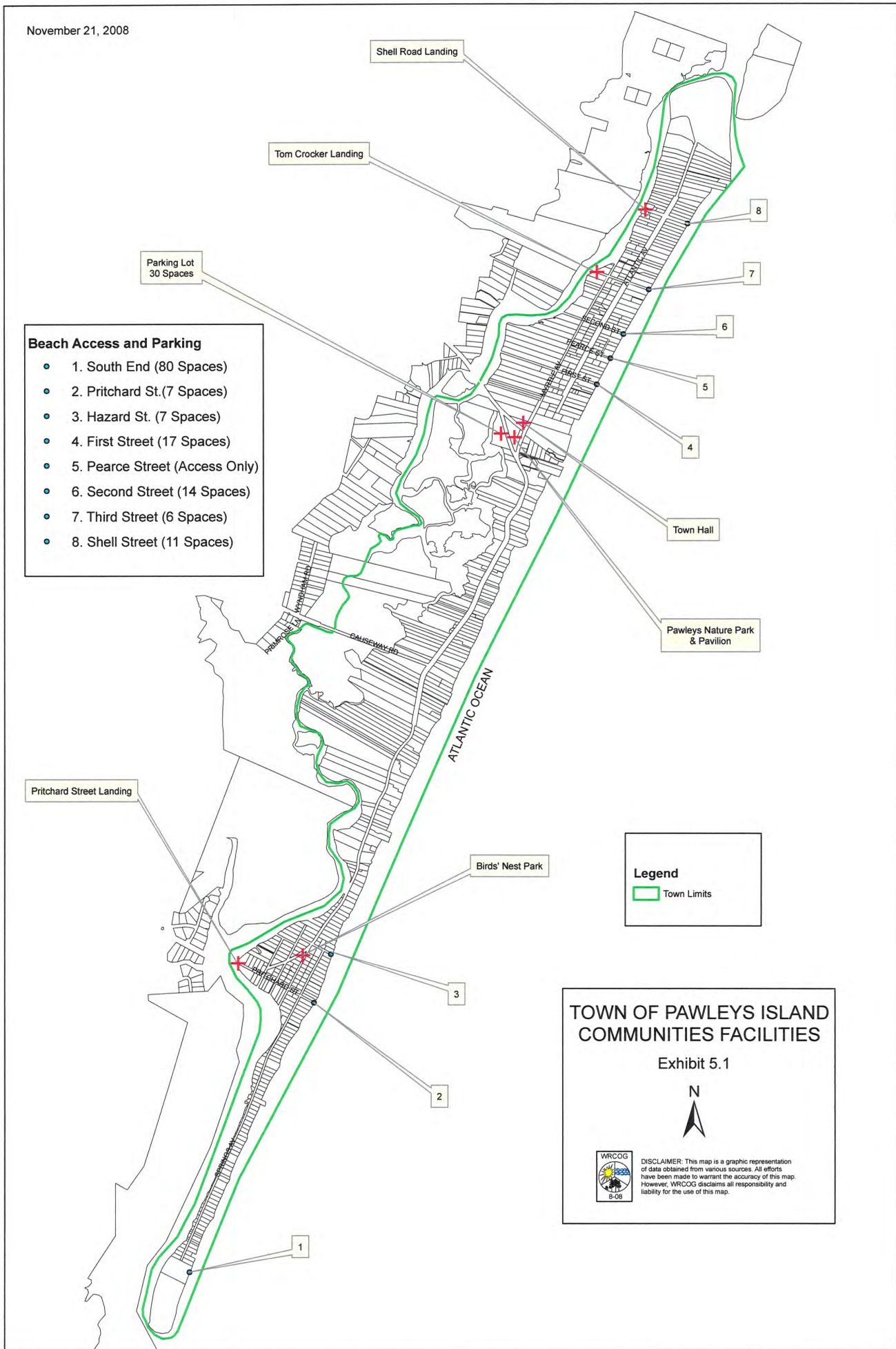
Exhibit 3.1



DISCLAIMER: This map is a graphic representation of data obtained from various sources. All efforts have been made to warrant the accuracy of this map. However, WRCOG disclaims all responsibility and liability for the use of this map.

Spot elevations obtained from Powers & Associates.

- Beach Access and Parking**
- 1. South End (80 Spaces)
 - 2. Pritchard St.(7 Spaces)
 - 3. Hazard St. (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

Green line: Town Limits

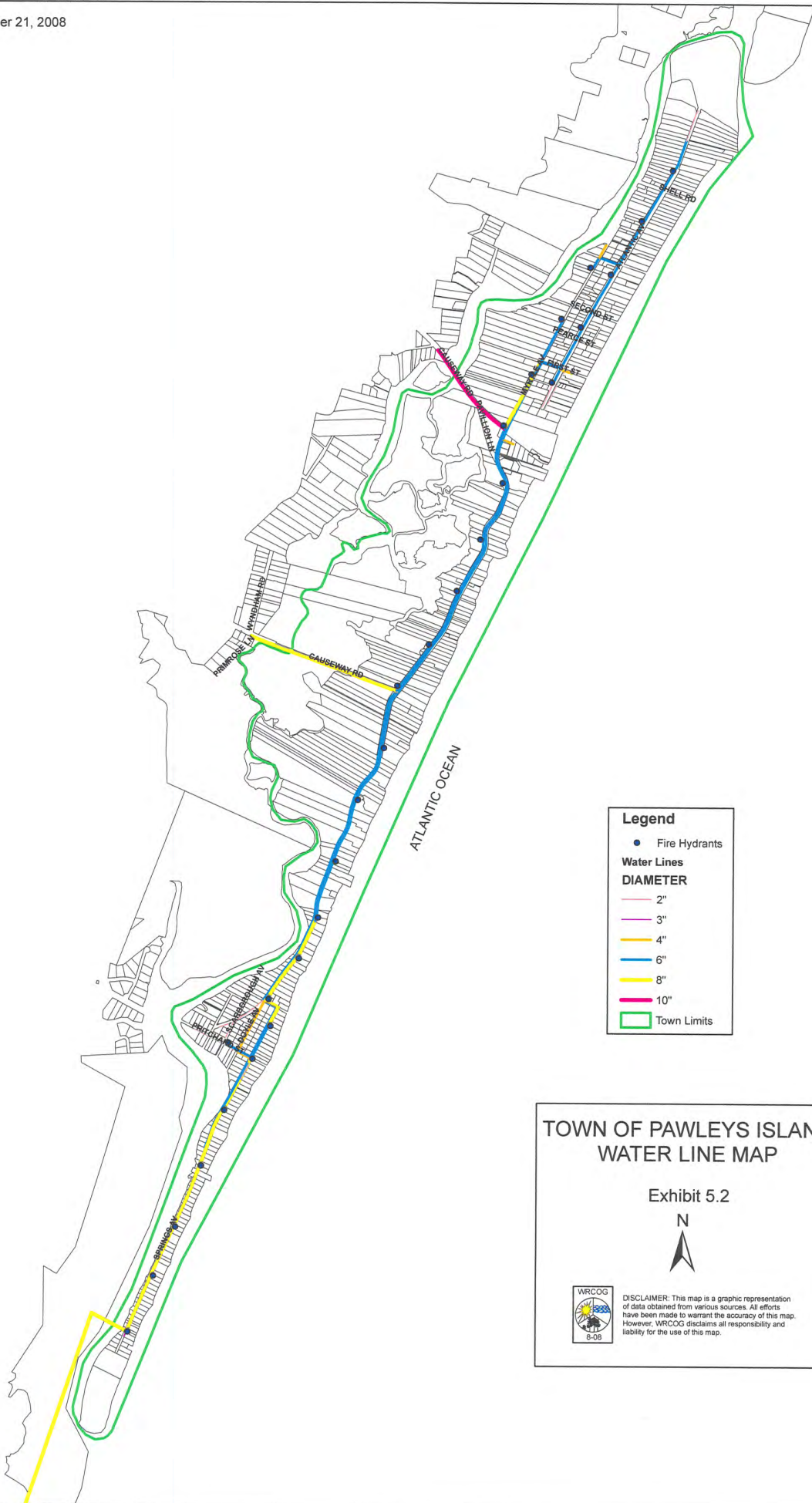
**TOWN OF PAWLEYS ISLAND
COMMUNITIES FACILITIES**

Exhibit 5.1

N

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8-08




Legend

- Fire Hydrants
- Water Lines**
- DIAMETER**
- 2"
- 3"
- 4"
- 6"
- 8"
- 10"
- Town Limits

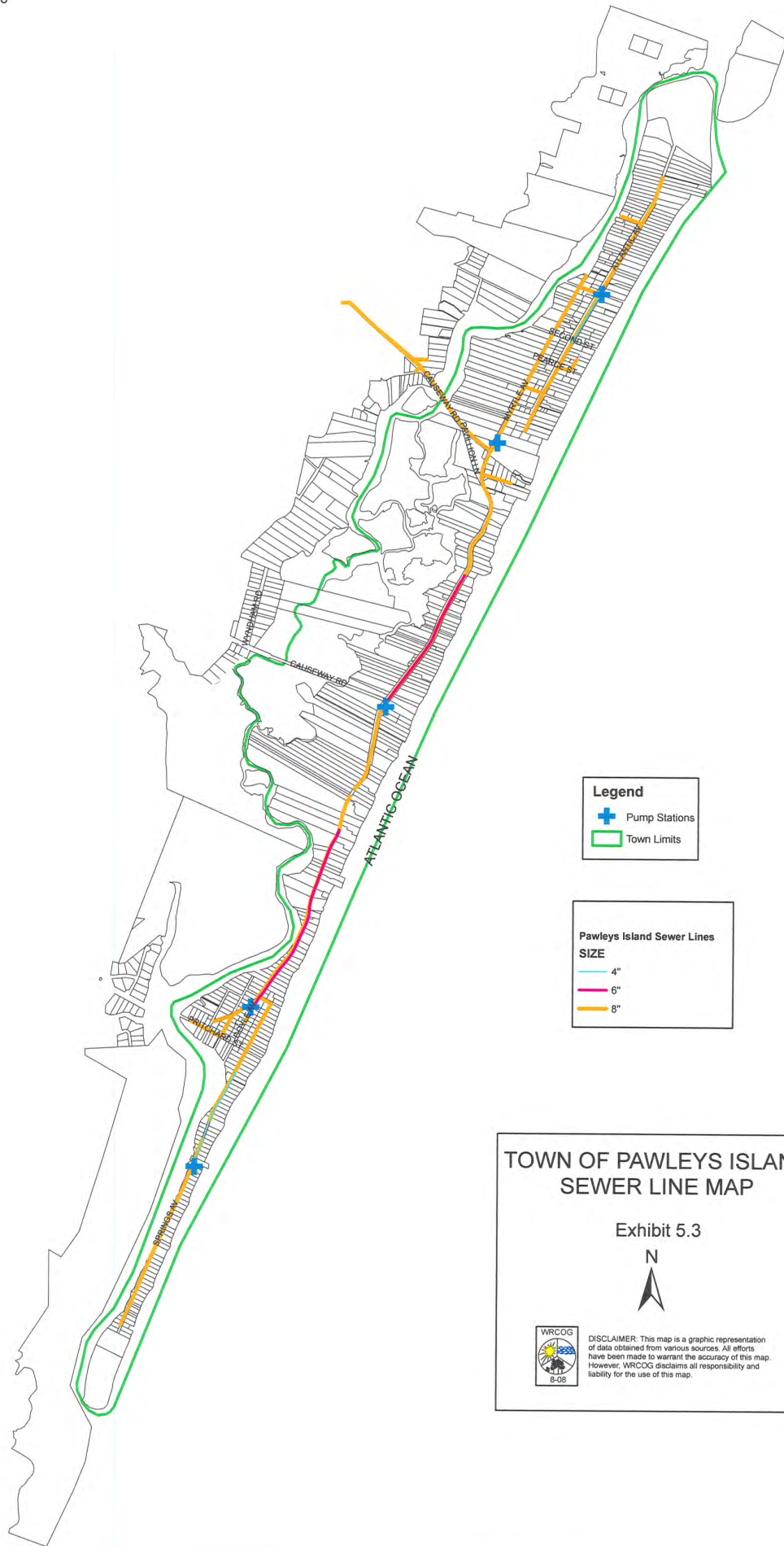
**TOWN OF PAWLEYS ISLAND
WATER LINE MAP**

Exhibit 5.2

N

 **WRCOG**
8-08

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Legend

- Pump Stations
- Town Limits

Pawleys Island Sewer Lines

SIZE

- 4"
- 6"
- 8"

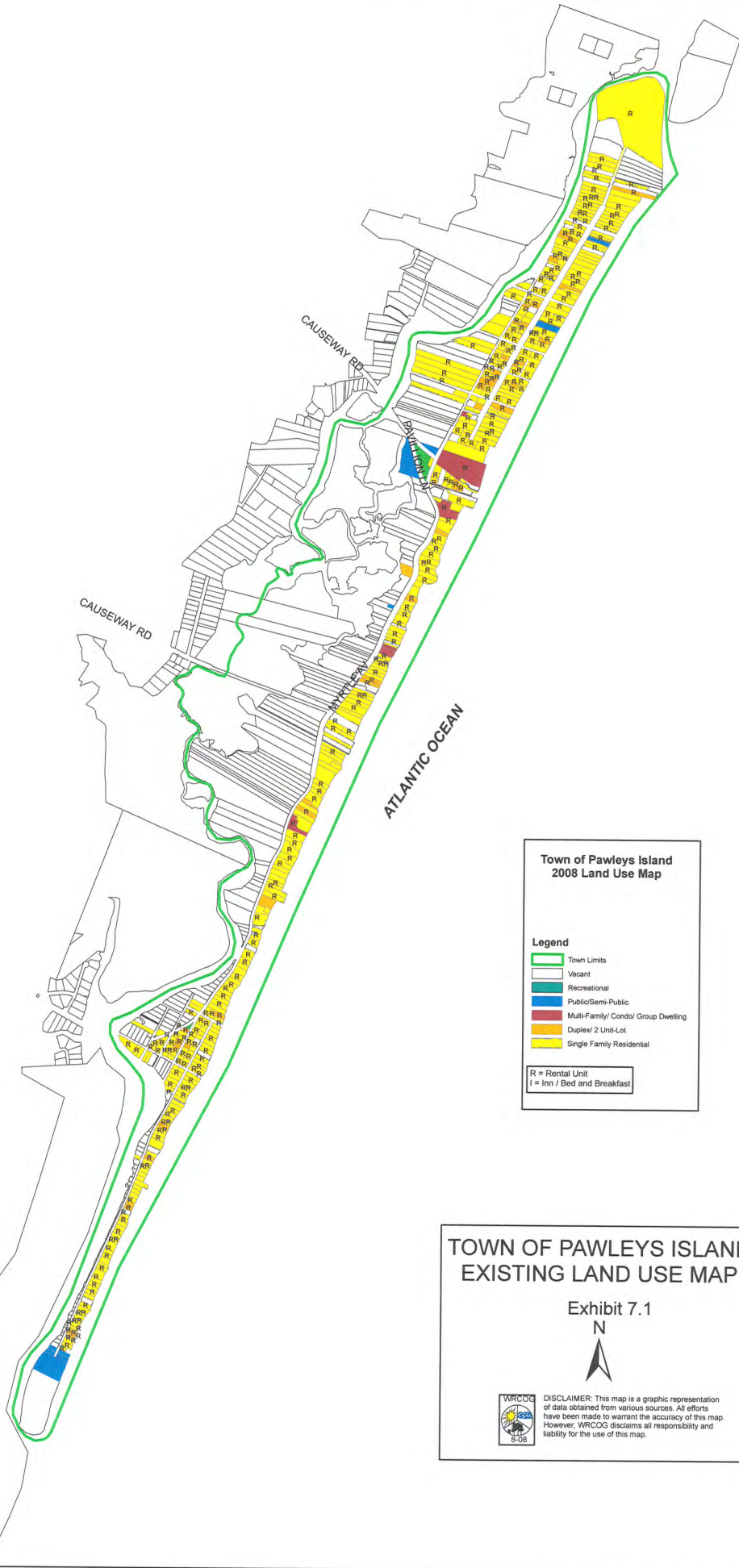
TOWN OF PAWLEYS ISLAND
SEWER LINE MAP

Exhibit 5.3

N

WRCOG
8-08

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**Town of Pawleys Island
2008 Land Use Map**

Legend

- Town Limits
- Vacant
- Recreational
- Public/Semi-Public
- Multi-Family/ Condo/ Group Dwelling
- Duplex/ 2 Unit-Lot
- Single Family Residential

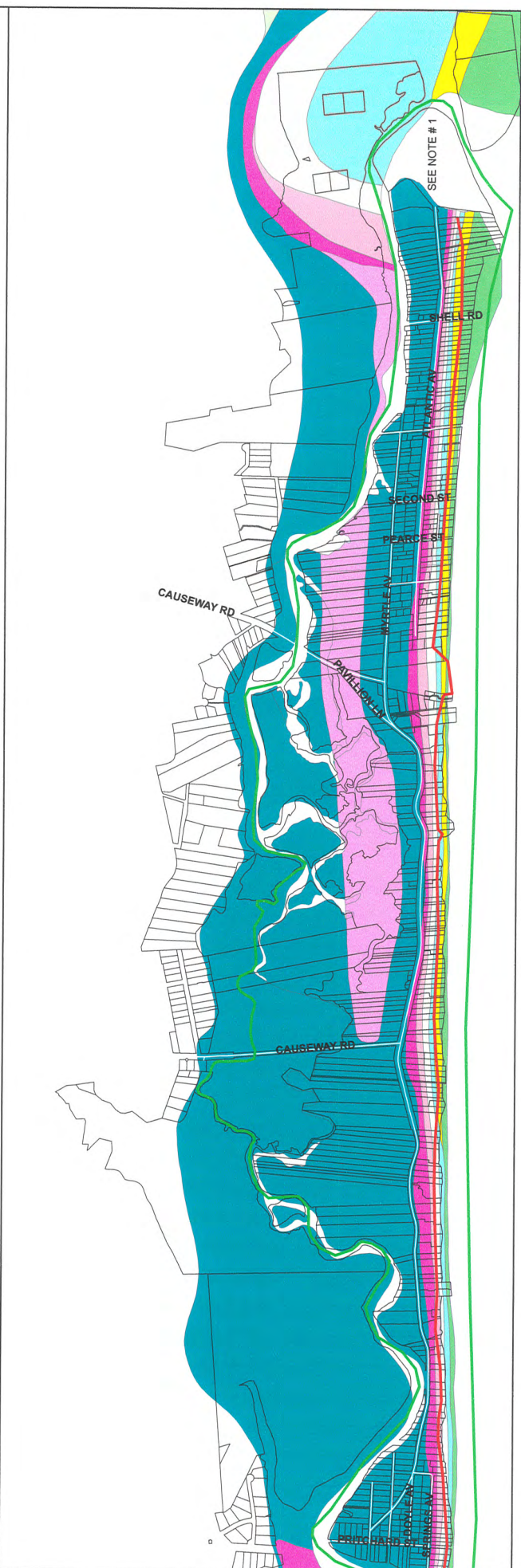
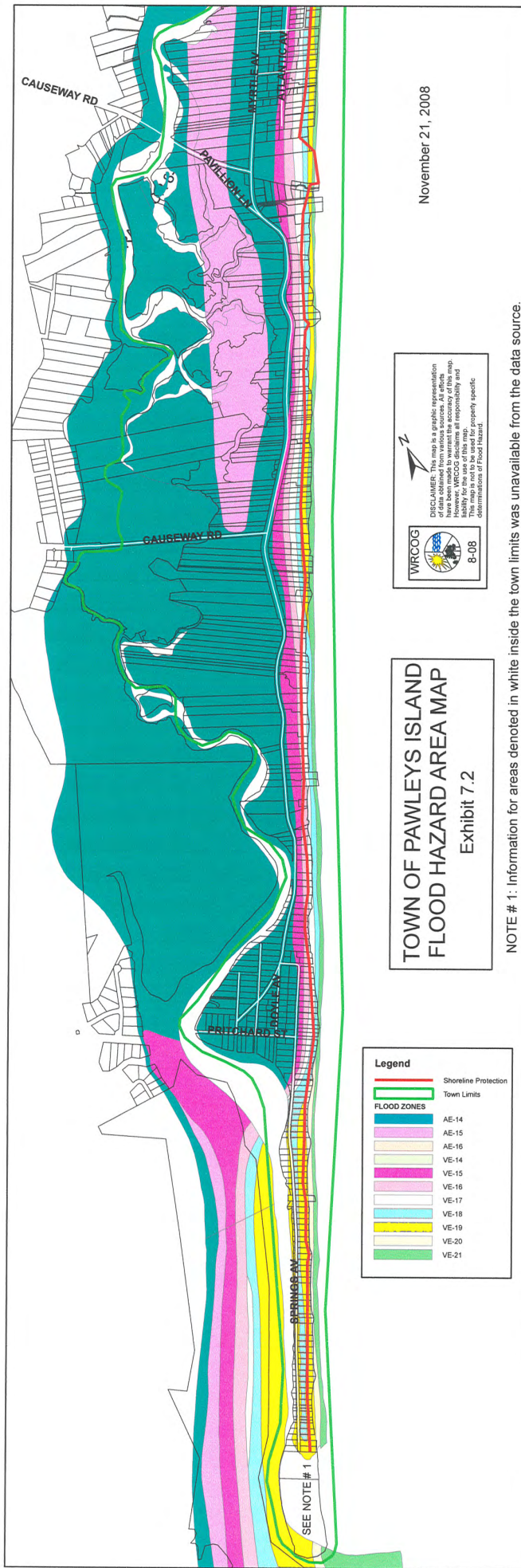
R = Rental Unit
I = Inn / Bed and Breakfast

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

Exhibit 7.1

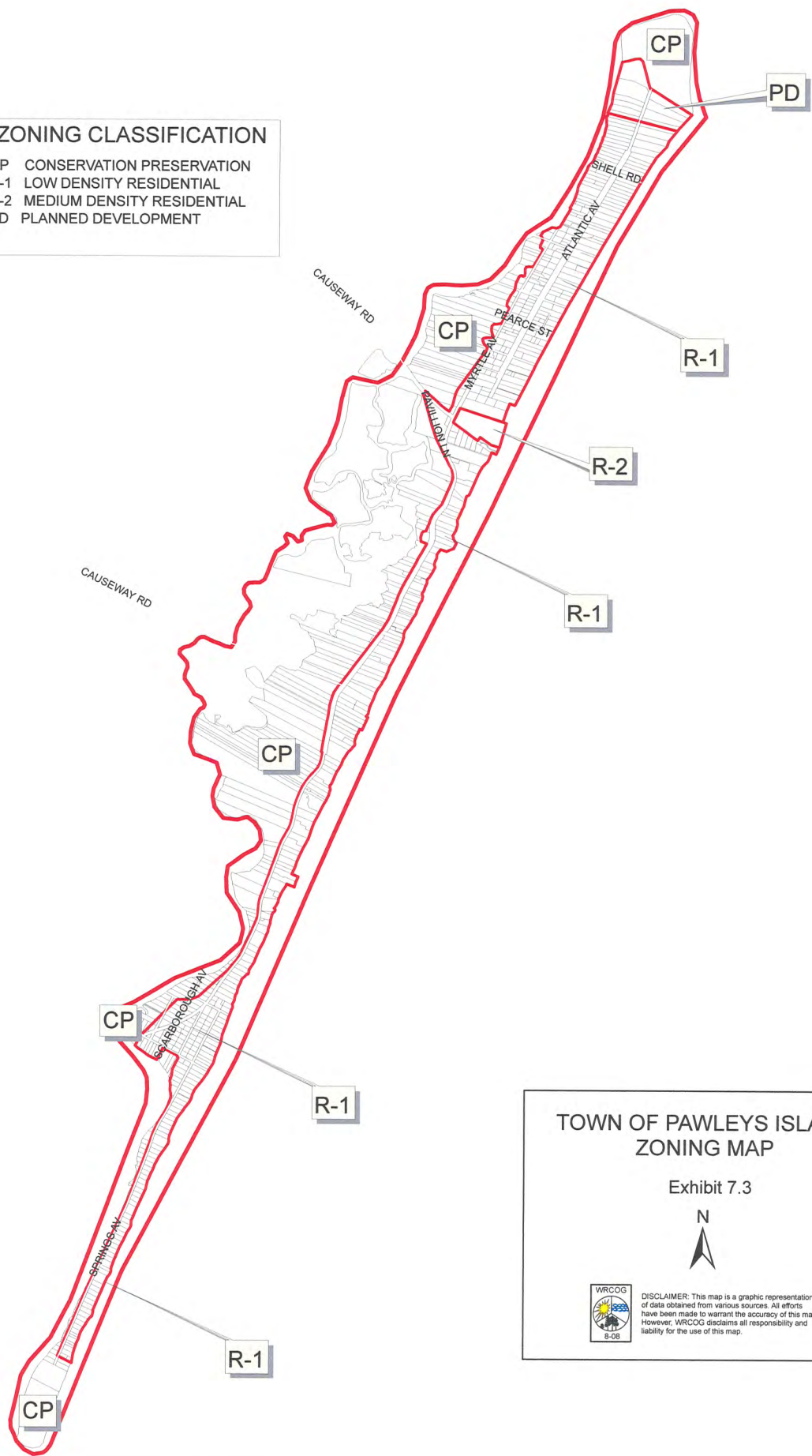
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WRCOG
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NOTE # 1: information for areas denoted in white inside the town limits was unavailable from the data source.

ZONING CLASSIFICATION
CP CONSERVATION PRESERVATION
R-1 LOW DENSITY RESIDENTIAL
R-2 MEDIUM DENSITY RESIDENTIAL
PD PLANNED DEVELOPMENT



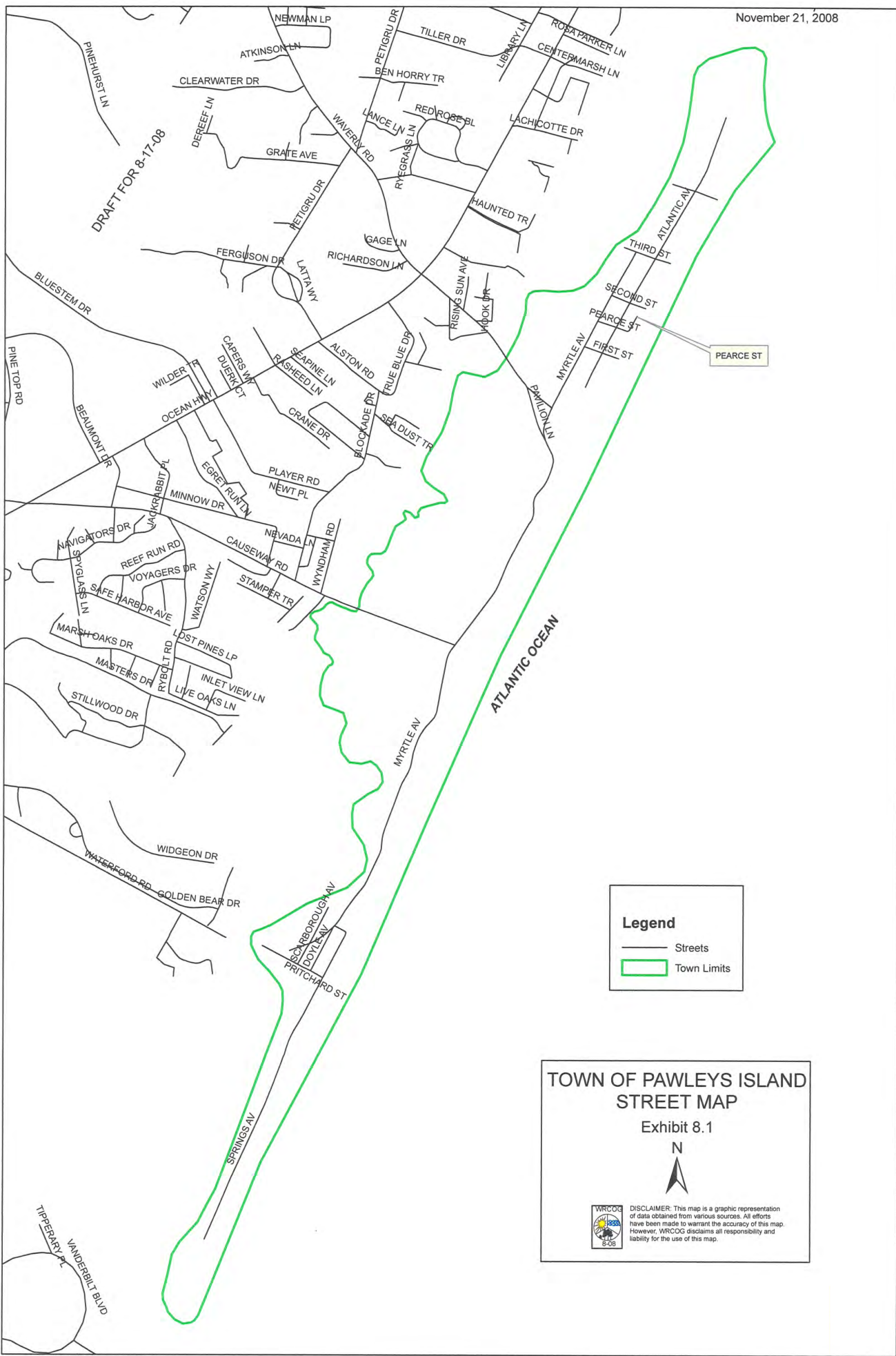
**TOWN OF PAWLEYS ISLAND
ZONING MAP**

Exhibit 7.3

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8-08

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DRAFT FOR 8-17-08




Legend

- Streets
- ▭ Town Limits

**TOWN OF PAWLEYS ISLAND
STREET MAP**

Exhibit 8.1

N

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