

# HARTSVILLE 2020

A Comprehensive Plan for the City of Hartsville

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The Hartsville Planning Commission would like to thank the citizens, the business community, and other stakeholders for their participation and valuable input throughout the planning process. We would like to extend a special acknowledgement of the committee members for their time and effort in developing the 2020 Comprehensive Plan.

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## **VISION STATEMENT**

In the year 2020, Hartsville, South Carolina is a progressive, attractive, and economically vibrant community that is known to have the highest quality of life in the Pee Dee area. With sprawl controlled, the community is compact, yet not crowded. Beginning at the City center with its complementary mix of retail, banking, public spaces, dining, and housing, Hartsville moves logically toward its fringes with a continual and progressively suburban character.

Strong infrastructure supports both residential and business interests. Buildings are up to standard, and streets and sidewalks are smoothly paved and beautifully landscaped. Major chain stores and locally owned businesses stand side by side offering Hartsville's citizens and visitors the goods and services they need and want. The City boasts a strong mix of owner-occupied and rental housing. A variety of cultural offerings and recreational opportunities serve local residents and entice new residents and visitors to Hartsville. High quality education at all levels and comprehensive healthcare are important ingredients of community life.

The active volunteering of time and talents by the local citizens, which was so important in Hartsville becoming an All-America City, continues. This spirit of cooperation continues to prevail as the community and city government work together making Hartsville a great place to live and work.

## **HARTSVILLE 2020 PLANNING PROCESS**

The Hartsville 2020 Comprehensive Plan is a natural follow-up to previous planning efforts in the City of Hartsville. The Hartsville 2010 Plan, presented the citizens of Hartsville with a future vision of how the City would appear if a number of positive changes were made. Following the recommendations of the Hartsville 2010 Plan, the City has grown and improved.

The South Carolina Comprehensive Planning Enabling Act of 1994 sets the standards for comprehensive plans. The Planning Commission is charged with periodic reviews and updates of the plan. The State requires that the plan be reviewed at least every five (5) years and updated at least every ten (10) years. The Hartsville community has addressed the current and future needs of the community through the adoption of the Hartsville 2020 Comprehensive Plan. The Plan is intended to serve as a guide for leaders, businesses, and residents of the Hartsville community. The document is intended to identify many of the issues that face the Hartsville community and makes recommendations on how the entire community can work together to address these issues.

The development of the Hartsville 2020 Comprehensive Plan was initiated by the Planning Commission. The planning process was organized and overseen by a steering committee comprised of representatives from a wide array of organizations and interests in the Hartsville community, including the Byerly Foundation, Coker College, City Manager, Greater Hartsville Chamber of Commerce, Hartsville Downtown Development Association, Mayor, National Association for the Advancement of Colored Persons, Planning Commission, Planning & Development Department, Sonoco, and the South Carolina Department of Social Services. The steering committee created subcommittees to deal with specific elements of the comprehensive plan, including (1) population, (2) natural resources, (3) housing, (4) community facilities, (5) cultural and recreational resources, (6) economic development, and (7) land use.

A public meeting to announce the Hartsville 2020 planning project was held and interested attendees were appointed to subcommittees based on their area of interest. Attendees that did not have a subcommittee preference were appointed to subcommittees based on need. Each

subcommittee was given the task of collecting information on their topic and developing a set of goals, objectives, and action plan addressing the identified issues or concerns. The steering committee helped to organize the subcommittees, define each subcommittee's responsibilities, keep each subcommittee focused on their topics, and compile the separately developed goals into a comprehensive document.

The Planning Commission would like to thank the citizens, businesses, and organizations who volunteered their time and efforts to participate in the development of the Hartsville 2020 Comprehensive Plan. Thanks to everyone's efforts, the Hartsville community has created a clearer vision of where we are headed, identified obstacles we must overcome, and outlined how we plan to get there.

# POPULATION

## PREAMBLE

The 2000 Census data is the latest official information currently available for this segment of the Comprehensive Plan. It is generally recognized that this information does not provide the appropriate data required by the City to plan for its future or attract new businesses.

The following are considered part of the population characteristics:

- Number, size and characteristics of households
- Income characteristics and trends
- Education levels and trends
- Information on race, sex, and age
- Other relevant information

The 2000 U.S. Census reflects the City of Hartsville's population as 7,556. According to the 1990 census Hartsville had a population of 8,372. The Greater Hartsville area, defined as census tracts 102 through 108, contained 27,943 people in 1990 and 29,803 people in 2000. Compared with Darlington County's overall population of 67,394, it is clear that the Hartsville community accommodates a large percentage (45%) of the county's population.

### Population 1950-2000

	1950	1960	1970	1980	1990	2000
Hartsville	5,658	6,392	8,017	7,631	8,372	7,556
Darlington County	50,016	52,928	53,442	62,717	61,851	67,394

From 1950 to 1970 the City of Hartsville experienced a consistent increase in population. The City experienced a decrease in 1980, an increase in 1990 and another decrease in 2000. The County also experienced a consistent increase in population from 1950 to 1970. A significant increase occurred in 1980. A decrease occurred in 1990 and another significant increase occurred in 2000. In comparison, both the City and the County experienced a consistent increase in population from 1950 to 1970; however, 1980 to 2000 brought about opposite changes for the City and the County.

## Projections

Projections are estimates of the population for future dates. They illustrate plausible courses of future population change based on assumptions about future births, deaths, international migration, and domestic migration. Projected numbers are based on an estimated population consistent with the most recent decennial census as enumerated, projected forward using a variant of the cohort-component method. Darlington County's projections were as follows:

County	July 1, 2005 Estimate	July 1, 2006 Projection	July 1, 2007 Projection	July 1, 2008 Projection	July 1, 2009 Projection	July 1, 2010 Projection
Darlington County	67,336	67,600	67,870	68,140	68,400	68,670

This table shows a consistent increase in population projections through 2010.

Projections for the City of Hartsville were not available from the U.S. Census; however, using existing data and historical averages it would appear the population within the city limits is approximately 8552. "Greater Hartsville" population is estimated to be 30,542.

## Households

A household consists of all the people who occupy a housing unit. A house, an apartment or other group of rooms, or a single room, is regarded as a housing unit when it is occupied or intended for occupancy as separate living quarters; that is, when the occupants do not live and eat with any other persons in the structure and there is direct access from the outside or through a common hall.

A household includes the related family members and all the unrelated people, if any, such as lodgers, foster children, wards, or employees who share the housing unit. A person living alone in a housing unit, or a group of unrelated people sharing a housing unit such as partners or roomers, is also counted as a household. The count of households excludes group quarters. There are two major categories of households, family and non-family.

There were a total of 3044 households in Hartsville in 2000, with an average household size of 2.3 people. There were a total of 3,156 households in 1990.

<b>Household Composition: 2000</b>	<b>#</b>	<b>%</b>
<b>Total Households</b>	<b>3044</b>	<b>100.0</b>
<b>Family Households</b>	1937	63.6
<b>One-Person Households</b>	1019	33.5
<b>Other Non-family Households</b>	88	2.9

<b>Family Households: 2000</b>	<b>#</b>	<b>%</b>
<b>Total households</b>	<b>3044</b>	<b>100.0</b>
<b>Total family households</b>	1937	63.6
<b>Married couple households:</b>	1144	37.6
<i>With own children under 18 years</i>	436	14.3
<i>No own children under 18 years</i>	708	23.3
<b>Male householder, no wife present:</b>	109	3.6
<i>With own children under 18 years</i>	48	1.6
<i>No own children under 18 years</i>	61	2
<b>Female householder, no husband present:</b>	684	22.5
<i>With own children under 18 years</i>	376	12.4
<i>No own children under 18 years</i>	308	10.1
<b>Total Single-Parent Households with Children Under 18</b>	424	13.9

*Sources: U.S. Census Bureau, Census 2000. SF3, Tables P17 and P18.*

### Income Characteristics

Household Income includes the income of the householder and all persons 15 years old and over in the household, whether related to the householder or not. Since many households consist of one person, average household income is usually less than average family income.

<b>Household Income 1999</b>	<b>#</b>	<b>%</b>
<b>Total Households</b>	<b>3043</b>	<b>100.0</b>
<b>Annual Household Income Less Than \$10,000</b>	673	22.1
<b>\$10,000 to \$14,999</b>	397	13
<b>\$15,000 to \$24,999</b>	406	13.3
<b>\$25,000 to \$34,999</b>	295	9.7
<b>\$35,000 to \$49,999</b>	414	13.6
<b>\$50,000 to \$59,999</b>	127	4.2
<b>\$60,000 to \$74,999</b>	182	6
<b>\$75,000 to \$99,999</b>	194	6.4
<b>\$100,000 to \$124,999</b>	102	3.4
<b>\$125,000 to \$149,999</b>	121	4
<b>\$150,000 to \$199,999</b>	82	2.7
<b>\$200,000 or More</b>	50	1.6
<b>Median Household Income</b>	\$26,063	

*Source: U.S. Census Bureau, Census 2000. SF3, Table P52.*

Family income is the income of all members 15 years old and over in a family, summed and treated as a single amount.

<b>Family Income: 1999</b>	<b>#</b>	<b>%</b>
<b>Total Families</b>	<b>1867</b>	<b>100.0</b>
<b>Annual Family Income Less Than \$10,000</b>	285	15.3
<b>\$10,000 to \$14,999</b>	174	9.3
<b>\$15,000 to \$24,999</b>	220	11.8
<b>\$25,000 to \$34,999</b>	178	9.5
<b>\$35,000 to \$49,999</b>	261	14
<b>\$50,000 to \$59,999</b>	105	5.6
<b>\$60,000 to \$74,999</b>	152	8.1
<b>\$75,000 to \$99,999</b>	184	9.9
<b>\$100,000 to \$124,999</b>	85	4.6
<b>\$125,000 to \$149,999</b>	114	6.1
<b>\$150,000 to \$199,999</b>	73	3.9
<b>\$200,000 or More</b>	36	1.9
<b>Median Family Income</b>	\$38,877	

*Source: U.S. Census Bureau, Census 2000. SF3, Table P76.*

Per capita income is the average income computed for every man, woman, and child in a particular group. The Census Bureau derived per capita income by dividing the total income of a particular group by the total population in that group (excluding patients or inmates in institutional quarters).

	<b>Per Capita Income in 1999</b>
<b>Total Population (All Races)</b>	\$19,318
<b>White Alone Population</b>	\$27,813
<b>African American Alone Population</b>	\$8380
<b>Hispanic or Latino Population</b>	\$5128

*Source: U.S. Census Bureau, Census 2000. SF3, Tables P82, P157A-B and P157H*

### Labor Force and Employment Status

The labor force includes all people classified in the civilian labor force (that is 'employed' and 'unemployed' people) plus members of the U.S. Armed Forces (people on active duty in the U.S. Army, Air Force, Navy, Marine Corps, and Coast Guard).

<b>Labor Force and Employment Status: 2000</b>	<b>Total</b>		<b>Male</b>		<b>Female</b>	
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>
<b>Population 16 Years and Over</b>	<b>5899</b>	<b>100.0</b>	<b>2498</b>	<b>100.0</b>	<b>3401</b>	<b>100.0</b>
<b>In Labor Force</b>	3264	55.3	1555	62.2	1709	50.2
<i>In Armed Forces</i>	0	0	0	0	0	0
<i>In Civilian Labor Force</i>	3264	55.3	1555	62.2	1709	50.2
<b>Not In Labor Force</b>	2635	44.7	943	37.8	1692	49.8

- Of the 3264 people in the civilian labor force, 83.9 percent (2738 people) and 16.1 percent (526 people) were unemployed.
- Of the 1555 males in the civilian labor force, 85 percent (1321 people) were employed and 15 percent (234 people) were unemployed.
- Of the 1709 females in the civilian labor force, 82.9 percent (1417 people) were employed and 17.1 percent (292 people) were unemployed.

*Source: U.S. Census Bureau, Census 2000. SF3, Table P43.*

<b>Labor Force and Employment Status by Race: 2000</b>	<b>White</b>		<b>African-American</b>		<b>Hispanic</b>	
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>
<b>Population 16 Years and Over</b>	<b>3558</b>	<b>100.0</b>	<b>2257</b>	<b>100.0</b>	<b>53</b>	<b>100.0</b>
<b>In Labor Force</b>	2082	58.5	1147	50.8	33	62.3
<i>In Armed Forces</i>	0	0	0	0	0	0
<i>In Civilian Labor Force</i>	2082	58.5	1147	50.8	33	62.3
<b>Not In Labor Force</b>	1476	41.5	1110	49.2	20	37.7

- Of the 2082 people in the civilian labor force who are White, 89 percent (1853 people) were employed and 11 percent (229 people) were unemployed.
- Of the 1147 people in the civilian labor force who are African American, 74.7 percent (857 people) were employed and 25.3 percent (290 people) were unemployed.
- Of the 33 people in the civilian labor force who are Hispanic or Latino, 87.9 percent (29 people) were employed and 12.1 percent (4 people) were unemployed.

*Source: U.S. Census Bureau, Census 2000. SF3, Tables P150A,B,H.*

### **Education**

The educational attainment of the population is an increasingly important factor in the socio-economic development of the City. The growing complexity of our society requires that our citizens be adequately educated to meet the increasing need of the economy. If not, progress can become stagnant.

A review of the Census data reveals that 62.7 percent of Hartsville’s citizenry twenty-five years old and over had a high school diploma or higher degree in 1990. 22% had a bachelor’s degree or higher.

Educational Attainment: 2000	#	%
<b>Population 25 Years and Over</b>	<b>4794</b>	<b>100.0</b>
<b>Less Than 9th Grade</b>	524	10.9
<b>9th to 12th Grade, No Diploma</b>	787	16.4
<b>High School Graduate</b>	1211	25.3
<b>Some College, No Degree</b>	968	20.2
<b>Associate Degree</b>	248	5.2
<b>Bachelor's Degree</b>	666	13.9
<b>Graduate or Professional Degree</b>	390	8.1

*Source: U.S. Census Bureau, Census 2000. SF3, Table P37.*

<b>Educational Attainment By Race: 2000</b>	<b>White</b>		<b>African American</b>		<b>Hispanic or Latino</b>	
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>
<b>Population 25 Years and Over</b>	<b>2942</b>	<b>100.0</b>	<b>1805</b>	<b>100.0</b>	<b>30</b>	<b>100.0</b>
<b>Less Than 9th Grade</b>	204	6.9	304	16.8	6	20
<b>9th to 12th Grade, No Diploma</b>	283	9.6	504	27.9	0	0
<b>High School Graduate</b>	680	23.1	526	29.1	5	16.7
<b>Some College, No Degree</b>	654	22.2	306	17	8	26.7
<b>Associate Degree</b>	220	7.5	28	1.6	0	0
<b>Bachelor's Degree</b>	574	19.5	87	4.8	11	36.7
<b>Graduate or Professional Degree</b>	327	11.1	50	2.8	0	0

*Source: U.S. Census Bureau, Census 2000. SF3, Table P148A,B,H.*

<b>School Enrollment: 2000</b>	<b>#</b>	<b>%</b>
<b>Population 3 Years and Over</b>	<b>7251</b>	<b>100.0</b>
<b>Enrolled in Nursery School or Preschool</b>	110	1.5
<b>Enrolled in Kindergarten</b>	178	2.5
<b>Enrolled in Grade 1 to Grade 4</b>	418	5.8
<b>Enrolled in Grade 5 to Grade 8</b>	421	5.8
<b>Enrolled in Grade 9 to Grade 12</b>	459	6.3
<b>Enrolled in College (Undergraduate)</b>	485	6.7
<b>Enrolled in Graduate or Professional School</b>	26	0.4
<b>Not Enrolled in School</b>	5154	71.1

*Source: U.S. Census Bureau, Census 2000. SF3, Table P36.*

## Racial Composition

The table shows the City's racial distribution.

<b>Population by Race: 2000</b>	<b>#</b>	<b>%</b>
<b>Total Population</b>	<b>7,556</b>	<b>100.0</b>
<b>White Alone</b>	4,231	56
<b>African American Alone</b>	3,209	42.5
<b>American Indian and Alaska Native Alone</b>	7	0.1
<b>Asian Alone</b>	47	0.6
<b>Native Hawaiian or Other Pacific Islander Alone</b>	2	0
<b>Some Other Race Alone</b>	14	0.2
<b>Two or More Races</b>	46	0.6

A person of Hispanic or Latino origin is defined as a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, **regardless of race**. There were 63 people, or 0.8 percent of the total population, who were counted as Hispanic or Latino in Hartsville in 2000.

*Sources: U.S. Census Bureau, Census 2000. SF1, Tables P3 and P4.*

## Population by Sex: 2000

	<b>#</b>	<b>%</b>
<b>Total Population</b>	<b>7,556</b>	<b>100.0</b>
<b>Male</b>	3315	43.9
<b>Female</b>	4241	56.1

## Age Characteristics

An analysis of the age structure of the population provides important information relative to the population burden that the economy must carry. The age groups can provide pertinent information concerning future education needs, future work force potentials, and new household potentials. The data derived from the 65 and older age group can provide information which points to increasing needs for the elderly.

<b>Population by Age: 2000</b>	<b>#</b>	<b>%</b>
<b>Total Population</b>	<b>7,556</b>	<b>100.0</b>
<b>0 to 18 Years</b>	2020	26.7
<b>Under 5 Years</b>	528	7
<b>Under 6 Years</b>	437	5.8
<b>5 to 17 Years</b>	1363	18
<b>18 to 29 Years</b>	1264	16.7
<b>30 to 39 Years</b>	908	12
<b>40 to 49 Years</b>	1024	13.6
<b>50 to 59 Years</b>	810	10.7
<b>60 to 69 Years</b>	651	8.6
<b>70 to 79 Years</b>	660	8.7
<b>65 Years and Over</b>	650	8.6
<b>80 Years and Over</b>	348	4.6
<b>85 Years and Over</b>	163	2.2

*Sources: U.S. Census Bureau, Census 2000. SF1, Tables P12 and P14.*

## GOALS & OBJECTIVES

**GOAL 1: Develop appropriate current data required to define the City and surrounding area.**

**OBJECTIVE 1.1:** Use such data to manage future expansion of facilities and services and to attract new businesses.

Action Plan:

- Define data sets required
- Determine best method of developing required data
- Implement
- Analyze data, interpret and use to achieve goal

## NATURAL RESOURCES

### PREAMBLE

The Hartsville area is blessed with a variety of significant natural resources. Black Creek, which generally runs from west to east through the City of Hartsville, is the major waterway in the City. The dam on the creek at Sonoco forms Prestwood Lake, which is used for fishing, boating, and other recreational uses. A large portion of the property surrounding Black Creek to the west of the lake has been preserved in its natural state. Through the generosity of several local families, over 800 acres of land was donated to the State of South Carolina Department of Natural Resources to form the Segars-McKinnon Heritage Preserve. Occupying the floodplain and upland on the north side of Black Creek, the preserve provides habitat for six (6) rare plant species and four (4) rare plant communities. A footbridge across Black Creek connects the preserve with Kalmia Gardens of Coker College. Kalmia Gardens is a 35-acre private botanical garden and historic house open to the public. The Thomas E. Hart House, built in 1820 with timber cut from the property, and surrounding gardens are on the National Register of Historic Places. The abundant flowers of the gardens attract an equally abundant butterfly population, and the many habitat types allow a variety of bird species to flourish. From the Hart House and formal gardens there is a 60-foot drop in elevation to the Black Creek floodplain where trails and boardwalks guide one through laurel thickets, pine-oak holly uplands and a beech bluff.

### GOALS & OBJECTIVES

#### **Goal 1: Encourage more balanced use of Black Creek and Prestwood Lake.**

**OBJECTIVE 1.1:** Remove debris from the section of Black Creek between the Lake Robinson dam and New Market Road.

#### Action Plan:

- Solicit local businesses and organizations to conduct volunteer clean-up days
- Provide City assistance in hauling away debris

**OBJECTIVE 1.2:** Encourage the additional use of Black Creek and Prestwood Lake by wildlife.

Action Plan:

- Encourage and support the efforts of the Segars-McKinnon Heritage Preserve Committee and South Carolina Department of Natural Resources
- Encourage and support the work of the Black Creek Land Trust in its efforts to preserve the nature of Black Creek  
(These efforts are ongoing)

The implementation of this goal should involve the South Carolina Department of Natural Resources (SCDNR), Kalmia Gardens, City of Hartsville, Black Creek Land Trust, and other interested individuals and organizations.

**Goal 2: Encourage the safer use of Black Creek and Prestwood Lake**

**OBJECTIVE 2.1:** Consider “No Wake” limitations in Black Creek.

Action Plan:

- Apply to SCDNR for this designation
- Evaluate how to best enforce the “No Wake” regulations

**OBJECTIVE 2.2:** Consider limitations on motor horsepower in Black Creek and Prestwood Lake.

Action Plan:

- Apply to SCDNR for this designation
- Evaluate how to best enforce the “No Wake” regulations

**OBJECTIVE 2.3:** Develop and enforce regulations to discourage the negligent operations of vehicles in the creek and lake.

Action Plan:

- Have applicable law enforcement agencies meet to discuss enforcement issues
- Define enforcement responsibilities

**OBJECTIVE 2.4:** Monitor pollutants in the creek and lake.

Action Plan:

- Study data collected by Progress Energy, Sonoco, City of Hartsville and Darlington County

**OBJECTIVE 2.5:** Have the legislative delegation appoint a Prestwood Wildlife Board, as allowed by state law, to regulate activities on the lake.

Action Plan:

- Have Hartsville City Council spearhead an effort to have the board appointed

The implementation of this goal should involve SCDNR, City of Hartsville, Darlington County, Legislative Delegation, affected property owners, and other interested citizens.

**GOAL 3: Support the expansion of Hartsville’s bike/walking trail network.**

**OBJECTIVE 3.1:** Acquire the CSX railroad bed along Golf Course Road. Maintain this area for use mostly as an unimproved bike/walking trail.

Action Plan:

- Reconvene the Bike Trail Committee to consider routes for future extensions
- Check potential routes with the Public Works Department and South Carolina Department of Transportation for feasibility
- Find funding sources for construction of desired projects  
(Continue to expand the system as needed in the future)

The implementation of this goal should involve the City of Hartsville, Bike Trail Committee, SCDOT, and other interested citizens.

**GOAL 4: Support the additional planting and maintenance of trees/landscaping in Hartsville.**

**OBJECTIVE 4.1:** Develop a larger pool of volunteers for the Trees for Tomorrow organization.

Action Plan:

- Publicize the success of Trees for Tomorrow through local news media
- Create a marketing campaign to solicit additional volunteers
- Assist the organization in acquiring equipment and materials  
(These efforts should be ongoing)

**OBJECTIVE 4.2:** Develop a program to encourage the planting of trees/landscaping on existing commercial lots without streetfront landscaping.

Action Plan:

- Create an incentive program for property owners to add trees to their yards
- Have volunteer citizens approach local businesses about tree planting.

**OBJECTIVE 4.3:** Develop a long-term plan for funding tree planting and maintenance activities in the City of Hartsville.

Action Plan:

- Develop a tree management plan to better identify tree planting and maintenance needs in the community
- Assist with funding for the Trees for Tomorrow Committee  
(This activity is ongoing)

**OBJECTIVE 4.4:** Develop a long-term plan for funding the removal of mature hazardous trees.

Action Plan:

- Develop a tree removal plan to better identify trees that could pose potential hazards
- Determine funding sources for tree removals

**OBJECTIVE 4.5:** Develop two or three small green areas along Fifth Street between Carolina Avenue and Westfield Drive. These areas could be as simple as a park bench under a tree with some flowers around it.

Action Plan:

- Define the most appropriate areas for such parks
- Approach property owners about possible donation or purchase of small areas for parks
- Pursue grants and other funding to assist with this project

**OBJECTIVE 4.6:** Limit damage to trees during construction work.

Action Plan:

- Consistently enforce current development regulations protecting trees  
(Ongoing issue)

**OBJECTIVE 4.7:** Encourage the placement of underground utilities in the City.

Action Plan:

- Discuss options with local utility companies
- Develop financial incentives to encourage utility companies' participation
- Consider agreements with renewing utility franchises

Implementation of this goal should involve the City of Hartsville, Trees for Tomorrow Committee, South Carolina Forestry Commission, Clemson Extension Service, local property owners, and other interested citizens.

## **HOUSING**

### **PREAMBLE**

The Housing Committee was asked to review the Housing element in the existing Comprehensive Plan. The committee's goal was to examine the City's housing needs for the Hartsville community both within and near the City. The Committee found that many of the previous goals remained valid and work should be continued to address these goals.

The Housing Committee reviewed the City's Vision Statement. The question was "What do we need to do in Hartsville with regards to housing in order to accommodate the needs of our citizens." How do these needs mesh with the City's Vision Statement?

Hartsville is unique in having a variety of rural and urban employment. Sonoco Products Company, Coker College, the Governor's School for Science and Mathematics and Carolina Pines Regional Medical Center as well as many other large and small businesses in our geographical area attract new employees to reside in Hartsville. Retirees find Hartsville the perfect small town with excellent life style amenities. Our rural setting offers a blend of small town living and outdoor living that attracts people to move to Hartsville. The Housing Committee recommends that the City work with corporate, realty, and other contracts to SELL Hartsville.

The City needs to encourage and foster the development of single family residences within the existing City neighborhoods. Hartsville's historic district is a great asset and regulations need to be better enforced.

Hartsville needs more rental housing in and near downtown with appropriate amenities. The Committee saw a need for moderately priced rental units. Incentives are needed to encourage such development. An educational program to help renters become homeowners needs to be developed. Upscale rental units are also needed as people are transferred into the Hartsville area.

The Committee wants to encourage the development of town houses, row houses, patio homes, downtown housing and senior citizen complexes. The Committee recommends targeting

positive marketing efforts toward area businesses and also creating incentives for such developments.

The Committee was very concerned with dilapidated structures and unkempt lots in the City. Unsafe structures need to be condemned and lots cleared of debris. This work has been started and needs to be continued. A property maintenance code needs to be established and strictly enforced.

Throughout our deliberations the following themes continued to be discussed:

1. Safety is a must. Citizens need to feel secure in their homes whether they are renters or private homeowners.
2. Affordable housing, both rental and privately owned, is needed for a variety of different income levels.
3. Steps need to be taken to eliminate abandoned properties.
4. Home ownership is more ideal than rentals. Many renters and new homeowners need advice and counsel on planning and budgeting for home ownership.
5. Hartsville needs to control business sprawl into housing areas. Downtown Hartsville needs to stay a vibrant business community. Zoning needs to be developed and enforced.

The Housing Committee concludes that the City needs to actively work with developers, local corporations, the Chamber of Commerce, the Board of Realtors and interested citizens to develop and implement a plan to meet a variety of housing needs. As the City grows, a larger work force will need housing. The number of Baby Boomer retirees will be growing over the next twenty years. Hartsville has a lot to offer and is a great place to raise a family. With planning, Hartsville can meet all these housing needs.

## **GOALS & OBJECTIVES**

### **GOAL 1: Encourage and foster the development of single family residences within existing City neighborhoods.**

**OBJECTIVE 1.1:** Preserve and enhance existing residential and other property within Hartsville's historic districts.

#### Action Plan:

Adopt a historic preservation ordinance to preserve the character of historic districts, neighborhoods and buildings, prevent demolition of the existing housing stock, and ensure compatible design and construction

- Enforce these regulations thoroughly  
(To be completed by 2008)

Involved parties should include the Hartsville Planning Commission, Design Review Board, City Council, Hartsville Heritage Foundation, Hartsville Museum, Darlington County Historical Society, and other interested citizens.

**GOAL 2: Create more transitional, market rate rental housing in the form of apartments in and near downtown, with appropriate amenities. These dwellings would be used as a feeder program for buyers.**

**OBJECTIVE 2.1:** Work with corporate, realty, and banking contacts and encourage them to “sell” Hartsville.

Action Plan:

- Help develop and promote local corporate housing policies that encourage employees to live in the Hartsville area
- Target positive marketing efforts toward area corporations
- Create and distribute community information packets to new/potential residents (Continue ongoing process)

**OBJECTIVE 2.2:** Promote the development of more affordable rental homes for low, middle and upper income renters throughout the City.

Action Plan:

- Work with individual developers to determine needs

**OBJECTIVE 2.3:** Create incentives to encourage such development.

Action Plan:

- Evaluate what is being done in other communities
- Work with individual developers to determine needs
- Consider financial assistance like grants, tax credits, etc. (Develop incentives by 2008, then ongoing program)

**OBJECTIVE 2.4:** Develop and implement a plan to help renters become home owners.

Action Plan:

Evaluate what is being done in other communities

- Develop and implement an educational program
- Consider acquiring a program that is already commercially available
- Consider financial assistance such as grants or start up grants (Implement by 2010, then ongoing program)

Involved parties should include Hartsville City Council, Greater Hartsville Chamber of Commerce, Hartsville Downtown Development Association, Board of Realtors, Habitat for Humanity, Housing Authorities, local corporations, developers, State and local governments and other interested citizens.

**GOAL 3: Encourage the development of town houses, row houses, patio homes, senior citizen complexes, and mid-priced single-family dwellings.**

**OBJECTIVE 3.1:** Work with corporate, realty, and banking contacts and encourage them to “sell” Hartsville.

Action Plan:

- Help develop and promote local corporate housing policies that encourage employees to live in the Hartsville area
- Target positive marketing efforts toward area corporations
- Create and distribute community information packets to new/potential residents (Implement the system by 2008, and then continue as an ongoing process)

**OBJECTIVE 3.2:** Create incentives for such development.

Action Plan:

- Evaluate what is being done in other communities
- Work with individual developers to determine needs
- Consider financial assistance like grants, tax credits, etc.
- Work to obtain a Community Development Block Grant for the Oakdale/South Hartsville housing update project (Develop incentives by 2010, then ongoing program)

**OBJECTIVE 3.3:** Identify and target key areas for apartment, town house, row house, patio home, senior citizen complex, and mid-priced, single-family development.

Action Plan:

- Such areas could include downtown, Fourth Street, Railroad Avenue, Laurens Avenue, Dunlap Drive bordering Power Street, Newsome Avenue, Pecan Drive, Oakdale Neighborhood, South Hartsville including Lincoln Village, and the lot at North Fifth on Prestwood Lake
- Evaluate what is being done in other communities
- Work with individual property owners to determine needs and identify development difficulties
- Consider financial assistance like grants, tax credits, etc.
- Notify property owners about development incentives and encourage needed development

- Develop and implement a plan for providing needed infrastructure for annexed areas and for existing areas in the City limits that have such needs  
(Develop incentives by 2010, then ongoing program)

Involved parties should include Hartsville City Council, Greater Hartsville Chamber of Commerce, Board of Realtors, local corporations, developers, Planning Commission, property owners, and other interested citizens.

**GOAL 4: Improve security for residents in and around public housing complexes.**

**OBJECTIVE 4.1:** Implement Crime Prevention through Environmental Design standards into the City codes.

Action Plan:

- Consider additional lighting requirements in new developments
- Keep trees trimmed around lighting
- Research to define possible design regulations
- Adopt appropriate code amendments and ordinances  
(To be completed by 2008)

**OBJECTIVE 4.2:** Provide adequate protection for residents.

Action Plan:

- Budget for police and fire substations in newly annexed areas
- Budget adequate staffing and equipment for the Police Department  
(Consideration should be ongoing)

**OBJECTIVE 4.3:** Establish additional programs to encourage citizen involvement with neighborhood/community activities.

Action Plan:

- Educate citizens on how to become more involved
- Encourage more neighborhood activity and responsibility
- Use sociology students to conduct neighborhood studies  
(Start programs by 2008, and then participation should be ongoing)

Involved parties should include the Hartsville Police Department, Fire Department, Planning Commission, Coker College, neighborhood groups, and other interested citizens.

**GOAL 5: Find creative solutions to deal with dilapidated structures and unkempt lots.**

**OBJECTIVE 5.1:** Establish a program to condemn and remove unsafe structures.

Action Plan:

- Develop better ways of locating and working with absentee landowners.
- Find ways to finance demolition and lot maintenance activities.  
(Continue ongoing process)

**OBJECTIVE 5.2:** Establish a property maintenance code for all properties in the City.

Action Plan:

- Have a positive name for the program
- Adopt reasonable standards for property owners
- Address how to best deal with rental properties
- Adopt consistent enforcement policies  
(Continue ongoing process)

Involved parties should include Hartsville City Council, Planning Commission, Police Department, Hartsville Environmental Committee, Chamber of Commerce, Hartsville Downtown Development Association, neighborhood groups, and other interested citizens.

**GOAL 6: Control business sprawl into housing areas.**

**OBJECTIVE 6.1:** Use zoning laws to encourage housing in the downtown areas and to limit the sprawl of businesses into outlying homes / residential areas.

## **COMMUNITY FACILITIES**

### **Sewage System & Waste Water Treatment**

The City of Hartsville owns, operates, and maintains a wastewater collections and treatment system. The system serves primarily the incorporated limits of the City. The system currently serves 3,240 residential and 585 commercial customers inside the City, as well as 49 residential and 27 commercial customers outside the City. The collection and outfall lines range in size from 8 to 24 inches in diameter. The wastewater treatment facility has a design capacity of 3.5 million gallons per day, with a present average daily flow of 1.2 million gallons per day. The wastewater plant is an extended aeration process. Treatment of sludge, the by-product of the treatment process is disposed of in the Lee County landfill.

### **Water Supply, Treatment & Distribution**

The City of Hartsville also owns, operates and maintains a water supply and distribution system that provides potable water to residential, commercial and industrial customers, both within and outside of its corporate limits. The City supplies water to 3,325 residential customers inside the City and 465 customers outside the City. Some 621 commercial accounts inside the City and 49 commercial outside of the City are also served. The water source is groundwater, which is supplied by four existing deep wells. Prior to distribution, chemical treatment is performed and includes the addition of lime, fluoride and chlorine. Storage for the system includes five elevated tanks and one ground reservoir, totaling 2,000,000 gallons of storage capacity.

### **Public Services**

Public services include residential and commercial solid waste collection, recycling services, yard debris collection and street sweeping. The scheduling of these services varies significantly and is a point of concern for many residents in the community.

## **Fire Protection**

Hartsville's fire protection is provided by the City of Hartsville Fire Department. Twelve (12) full-time firefighters, twenty one (21) volunteers are on call. A fire chief, a deputy chief and an administrative assistant complete the employee makeup. Ten of the twelve full-time firefighters are also certified first responders. There are two (2) arson investigators, two (2) fire investigators, and two (2) certified inspectors on the team. The fire department serves an area within five (5) road miles of the City fire station which makes up 24.75 square miles.

The fire personnel are housed in the fire station on the corner of Marlboro Avenue and Seventh Street. The station was constructed in 1974 and is in fair condition. Six engines/pumpers, a 100 foot aerial tower ladder, a brush truck, one (1) service unit, three (3) command vehicles and a pick up truck make up the equipment that the fire department uses to serve the community. An 1,800 gallon tanker and a service truck are on a seven (7) year lease agreement. Hartsville has an ISO fire rating of 5 within the City limits and 7 and 9 outside the City. The average response time to any call is six (6) minutes. The fire station receives an average of 950 calls annually.

## **Police Protection**

The City of Hartsville Police Department is located at 135 West Carolina Avenue. The department has 39 full-time employees and 17 constable and reserve officers. The administrative division includes the Chief of Police, Captain, and the office staff.

The police department is primarily responsible for the day to day operations of the department, community relations, enforcement, and evidence and record maintenance. The Lieutenant over Investigations coordinates the Drug Unit. He/she works with other local agencies in drug enforcement programs. The patrol division is made up of a Patrol Lieutenant, Shift Sergeants, and 22 patrol officers. The constable and reserve officers supplement patrol responsibilities. The investigation staff includes a Lieutenant and six investigators who investigate all major crimes committed within the City limits.

## **Streets and Roadways**

Over 60 miles of State owned streets and roadways are found within the City. Approximately 50 additional streets are owned and maintained by the City of Hartsville. Two highway bypasses border the City, US Highway 15 to the east and SC Highway 151 to the west. Interstate 20 and Interstate 95 are within 30 minutes of the City.

## **Airport**

The Hartsville community enjoys the convenience of the Hartsville Regional Airport which is able to accommodate larger aircraft due to an extension of the runway to 5,000 feet. The addition of a new terminal building is planned by 2008 and is expected to be a dramatic improvement to the community's air traffic gateway.

## **Municipal Facilities**

Hartsville's municipal facilities are centrally located within the City and are generally in need of renovation, expansion, relocation or condemnation. At least three operation facilities are considered candidates for relocation. These include the Fire Department, Public Service/Maintenance Division, and Utility Division.

## **Educational Facilities**

The City has an interesting mix of educational offerings from pre-school through a four-year college and other training facilities. Founded in 1908, Coker College has a long history of support and contribution to and from the City. The College is undergoing significant renovation and expansion. In October 2007, the College dedicated the new Joan S. and Charles W. Coker Library and Information Center. The College has also been given the former Byerly Hospital property and plans are in the works for a new building on that site. Coker has also made a decision to have a pedestrian campus. The grounds have come alive with beautiful and exciting new landscaping. The College continues to grow academically and physically. The Governor's School for Science and Mathematics has been provided money from the State to finish the construction of the school at its site on Railroad Avenue. Plans to double the enrollment to more than 300 are being implemented.

Florence – Darlington Technical College’s satellite campus provides an excellent educational alternative for numerous citizens and businesses in the Hartsville area.

Public schools include Southside Early Childhood Development Center, Carolina Elementary, Washington Street Elementary, Thornwell Elementary Magnet, North Hartsville Elementary, Hartville Middle, and Hartsville High.

## **GOALS & OBJECTIVES**

**GOAL 1: To upgrade and expand Hartsville’s sanitary sewer system in order to improve existing services, accommodate future annexation, and promote development.**

**OBJECTIVE 1.1:** Develop a specific plan and schedule of services to be provided out to and including the SC Highway 151 and US Highway 15 bypasses.

### Action Plan:

- Prioritize additional specific zones for services based on sustainable growth patterns
- Evaluate potential demands and how they relate to existing services in the area
- Develop plans and cost estimates  
(Develop a plan by 2008)

**OBJECTIVE 1.2:** Continue to repair and replace sewer service line and mains.

### Action Plan:

- Evaluate 1,000 to 2,000 feet of line work annually in order to prioritize additional needs
- Repair (sleeve) all possible sections and replace severely damaged runs
- Establish lists of manholes in need of repair and fund five units per year  
(Annual requirement)

**OBJECTIVE 1.3:** Upgrade sewer lift (pump) stations

### Action Plan:

- Prioritize needs
- Upgrade for increased flows

The implementation of this goal should include engineers, Planning Commission, City Council, City staff, Department of Health and Environmental Control (DHEC), and community volunteers.

**GOAL 2: To upgrade and expand Hartsville’s potable water system and improve existing services in order to accommodate annexation and promote development.**

**OBJECTIVE 2.1:** Increase water system pressure.

Action Plan:

- Further evaluate options and alternative supplies and select method of improvement
- Establish and prioritize zones to be improved
- Evaluate and prepare for the impact of increased pressure on older lines and connections
- Undertake a 10 year project to accomplish needed improvements

**OBJECTIVE 2.2:** Continue to improve the water distribution system.

Action Plan:

- Install the recommended connectors between various water mains to lessen the restrictions between parallel but separate supply lines
- Complete loops in various location of the system to eliminate single supply routes
- Plan for the installation and extension of service lines in the few areas presently not served by the Darlington County Water & Sewer Authority (DCWSA)
- Replace smaller sections of water mains that are restricted to larger runs of existing pipe
- Continue to upgrade and replace outdated water meters to improve accurate measure (Ongoing)

**OBJECTIVE 2.3:** Increase the pumping and storage capacities of the system.

Action Plan:

- Replace the existing South Fifth Street water tower (300,000) with a new 500,000 gallon structure
- Add a 500 gallon per minute (GPM) well to the South or East
- Construct necessary connector lines

**OBJECTIVE 2.4:** Establish a closer working relationship between the City and the Darlington County Water and Sewer Authority so that a future policy for service to areas immediately surrounding the City of Hartsville can be effectively developed.

Action Plan:

- Evaluate the impact of converting future annexed properties from DCWSA to City service (quality of service)
- Evaluate the option of DCWSA retaining water service in certain annexed areas
- Form a task force to address these issues and to formulate a policy for adoption by both agencies

**GOAL 3: To add and upgrade services provided by the City to make Hartsville a “Clean Community.”**

**OBJECTIVE 3.1:** Conduct bi-weekly street sweeping of all streets within City limits.

Action Plan:

- Determine manpower and equipment cost needs
- Develop a plan to raise funds

**OBJECTIVE 3.2:** Prevent litter in and around public streets and places.

Action Plan:

- Conduct a public relations campaign against litter
- Install community pride in “The Cleanest City in South Carolina”
- Enact and enforce a stiff antilitter law and fine

The implementation of this goal should include Darlington County Council, Darlington County Litter Control Agents, Keep America Beautiful, School Representatives, Public Service Representatives, Hartsville City Council, Parks & Leisure Services, and community volunteers.

**GOAL 4: To improve various transportation routes in and around Hartsville to ease daily commutes as well as to accommodate expected development in specific regions of the City.**

**OBJECTIVE 4.1:** Develop Fourth Street as a main gateway into the City to accommodate traffic flow and development relative to the US Highway 15 Bypass.

Action Plan:

- Enlist the assistance of South Carolina Department of Transportation in designing a project to widen Fourth Street to three lanes from the Railroad track to Carolina Avenue.
- Sell the project to State, City, and developers
- Promote landscaping to beautify this important entrance corridor to Hartsville

**OBJECTIVE 4.2:** Develop Washington Street into a three-lane-design from Fourth Street to Fourteenth Street and explore the extension of Washington Street east to Swift Creek.

Action Plan:

- Determine the traffic impacts and the needs of area schools
- Acquire property through SCDOT to establish the three lane design

**OBJECTIVE 4.3:** Evaluate the need to reconfigure the intersection at Carolina and Home Avenue at Fourteenth Street as well as a connector to the north from Trailwood Drive (Golf Course Road) to Lakeview Boulevard.

Action Plan:

- Undertake a needs study with SCDOT
- Evaluate options for rerouting traffic
- Identify affected property owners and estimated costs
- Present the findings to the community at a public hearing
- There is also a need to rework the Carolina/Home Avenue intersection

**OBJECTIVE 4.4:** Establish a connecting road from the rear of Carolina Pines Regional Medical Center to Fourteenth Street

Action Plan:

- Review annexation information
- Evaluate options for routes, including Dunlap Street alternatives
- Complete the design and cost estimates

**OBJECTIVE 4.5:** Widen and improve Railroad Avenue from downtown east to US Highway 15 Bypass.

Action Plan:

- Develop a design with input from specific interest groups of the area
- Acquire cost estimates (SCDOT)
- Acquire required property for widening

The implementation of this goal should include the SCDOT, Darlington County Council, City Council, Planning Commission, City staff, and community volunteers.

**GOAL 5: To consolidate and/or relocate some elements of government operations, including the expansion and renovation of City Hall to make it an attractive and integral element of the City's downtown revitalization.**

**OBJECTIVE 5.1:** Consolidate the Police Department under one roof.

Action Plan:

- Complete a study of staff space need requirements
- Expand and renovate the current facility to accommodate all Police functions
- Expand and renovate the current facility in such a way that will include space for the court room and related chambers
- Market the abandoned property

**OBJECTIVE 5.2:** Adopt a specific plan and time table for upgrading or relocating City Hall in downtown Hartsville.

Action Plan:

- Complete an evaluation of City Hall program needs
- Evaluate renovation versus relocation issues
- Consider the impact of the proposed plan on the City overall and its immediate impact on the downtown setting
- Consider how to fund the requirements and options

**OBJECTIVE 5.3:** Relocate the Public Service/Maintenance Division from its present Poole Street location.

Action Plan:

- Complete an assessment of space requirements
- Establish the projected costs of relocation and/or construction of a new facility
- Evaluate funding options
- Acquire a suitable alternative site
- Construct new facility
- Market the Poole Street property

**OBJECTIVE 5.4:** Relocate the Utility Division from its present location on North Fifth Street.

Action Plan:

- Complete an assessment of space requirements
- Evaluate the option of combining space with the Public Service/Maintenance Division
- Evaluate funding options
- Acquire suitable space if not combined with the Public Service/ Maintenance Division
- Market the North Fifth Street property

**OBJECTIVE 5.5:** Renovate and repair the existing Fire Department building.

Action Plan:

- Install a pitched roof system to eliminate leaks
- Install insulation and siding around the exterior of the building
- Insulate the roof structure
- Install energy rated windows and doors
- Renovate the interior of the building

**OBJECTIVE 5.6:** Evaluate the need to establish new fire/emergency service substations.

Action Plan:

- Complete a locational study of calls received and served
- Determine strategic locations for future substation sites
- Evaluate the duties of each station, including the possible relocation of the main station
- Complete design elements
- Evaluate funding options  
(Initiate necessary construction by 2010)

**GOAL 6: To develop the Hartsville Regional Airport as a recruiting tool for the economic development of the City by improving the infrastructure to serve existing industry and promote future industrial growth.**

**OBJECTIVE 6.1:** Improve the airport's facilities.

Action Plan:

- Improve the present ramp area to provide parking for corporate aircraft
- Complete parallel taxiway
- Construct a new terminal building with facilities for corporate meetings and industrial development

**OBJECTIVE 6.2:** Make the airport user friendly.

Action Plan:

- Provide new instrument approaches for corporate aircraft
- Provide public areas for the general public to enjoy aviation
- Provide aerospace educational programs for area students
- Provide support for emergency services

**OBJECTIVE 6.3:** Coordinate future planning and development activities.

Action Plan:

- Enlist the help of County, State, and Federal groups to streamline and focus initiatives
- Keep both City and County officials informed of plans and goals
- Review all initiatives with City and County Planning Commissions and Councils for support and approval

The implementation of this goal should include the Legislative Delegation, Darlington County Council, Hartsville City Council, Airport Advisory Board, Darlington County Planning Commission, City Planning Commission, Darlington County Development Board, Chesterfield County Development Board, local business and industry, and community volunteers.

**GOAL 7: Provide support to the School Board to upgrade and improve the facilities and programs of the Hartsville area schools.**

**OBJECTIVE 7.1:** Provide adequate facilities to better meet the educational needs of our students.

Action Plan:

- Reassess the needs of Hartsville schools
- Construct new buildings and renovate existing facilities

**OBJECTIVE 7.2:** Establish an endowment to fund additional programmatic needs.

Action Plan:

- Solicit \$500,000 annually for 10 years from foundations and other donors to establish an endowment. This endowment would be used to fund initiatives for the sole improvement of services and opportunities for students in the Hartsville areas schools. The corpus of the \$5,000,000 could not be used for expenditures and no more than 5% of the annual return on the endowment could be used for expenditure on Hartsville area students. Committees could be formed to allocate funds and to monitor and invest these funds.
- Programs and services to be funded could include, but are not limited to programs for drug awareness, expand programs for all at risk students, and support ongoing technological needs

**GOAL 8: To increase community involvement.**

**OBJECTIVE 8.1:** Involve churches with the schools.

Action Plan:

- Identify potential volunteers from area churches to mentor and tutor at risk students
- Support the Youth Mentor Program through the Fourth Judicial Circuit Court
- Implement community based summer programs

**OBJECTIVE 8.2:** Involve the medical community with the schools.

Action Plan:

- Solicit medical volunteers to provide daily nursing care at the schools
- Begin a literacy program for families with new births at the hospital, with follow up
- Create a committee of school personnel, physicians, hospital staff, and other medical personnel to discuss school related medical issues (For example: Attention Deficit Hyperactivity Disorder (ADHD), teenage pregnancy, etc)

**OBJECTIVE 8.3:** Continue and expand the involvement of local businesses and the City of Hartsville with the schools

Action Plan:

- Enhance safety and security in the schools by soliciting volunteers
- Encourage the County Recreation Department to organize teams to involve parents more effectively
- Continue and increase mentoring and tutoring programs for at risk students
- Develop an endowment to subsidize teachers salaries in order to attract the best teachers possible to Hartsville area schools
- Reestablish the “Downtown as a Classroom” program

## CULTURAL AND RECREATIONAL RESOURCES

### **PREAMBLE**

The Cultural and Recreational Resources Committee was charged with the responsibility of examining the City's existing cultural, recreational, and historical resources located within and near the City. The Committee was also charged with establishing goals to meet the "vision" regarding how these resources may be improved and better utilized in the near future to cultivate and dramatically improve the quality of life in Hartsville.

In this process, the Committee came to several significant core conclusions and recommendations. The Committee believes that the implementation of these recommendations will significantly enhance and elevate the quality of life in Hartsville and the surrounding area, and will create an environment conducive to significant economic development within the City.

The Committee concluded that the City is unique for having an abundance of significant cultural and recreational resources – assets, facilities, programs and support organizations - which have the potential for providing residents and visitors alike with an exceptionally wide variety of recreational, cultural and historical opportunities in Hartsville.

During the past decade, the City strongly emphasized its recreational assets and opportunities. Currently, the City plans to enhance the City's recreational assets and natural resources at Byerly Park, Lawton Park and Burry Park. The City's Parks & Leisure Services Department maintains and operates many recreational assets and programs. The Committee commends the City and supports the City's continuing efforts to maintain outstanding recreational assets and programs.

By contrast, the Committee perceives an urgent need to place an equal emphasis and to afford equal support for the City's many important cultural and historical assets and opportunities. These include Coker College, the Governor's School, the Center Theater, Black Creek Arts Center, and many other excellent cultural venues, as well as many diverse support organizations which, with varying degrees of success, support the arts and cultural events, and support the preservation of historical locations.

The Committee concludes that enhancing, coordinating, and promoting the City's cultural and historical assets and resources, while simultaneously enhancing, coordinating and promoting the City's recreational assets and resources, are not mutually exclusive goals. Instead, promoting cultural, historical and recreational activities, programs and events will have a significant positive economic benefit to the City through tourism, which is the State's largest and fastest growing industry.

Support for, and promotion of, cultural events can positively transform a small city, as demonstrated by the Newberry Opera House (NOH) experience. After a decision was made in the mid-1990's to tear the NOH down, the City of Newberry and many interested citizens joined forces to preserve it. They hired a programming director, who oversaw the renovations and who has directed NOH's activities since it reopened in 1997. Today, NOH is one of SC's biggest tourist attractions and hosts visitors from all over America and many foreign countries every year.

Newberry County is about half the size of Darlington County and the NOH seats 426, compared to Hartsville's Center Theater, which seats over 800. Moreover, the Center Theater is already fully renovated. The Hartsville Building Commission, which operates the Center Theater, is interested in utilizing the Center Theater just as NOH is utilized, provided the City is fully supportive. The Committee believes Hartsville's downtown business district can be transformed and revitalized by regularly programming attractive entertainment at the Center Theater.

In sum, the City has many excellent cultural, historical and recreational assets. The Committee strongly recommends that the City create a new department to manage and coordinate the City's recreational, cultural and historical assets, programs and activities. This new department and its director would plan and coordinate cultural and historical events, activities and programs, as well as coordinate with the City's Parks & Leisure Services Department to eliminate scheduling conflicts, enhance event promotion, and maximize attendance.

Importantly, the proposed new City department and its director would be charged with scheduling attractive events at the Center Theater that will be designed to attract tourists to

Hartsville. This new department could provide the City with many outstanding new economic development opportunities by encouraging tourism and stimulating downtown revitalization. Funding for this department could be arranged in a variety of ways, the most obvious of which is a cooperative consortium of public and private entities.

### SAMPLE PROMOTIONAL/TOURISM PITCH TO VISIT HARTSVILLE

On the southern edge of the Carolina Sandhills, nestled among tall pines, dogwoods and azaleas, and embraced by a peaceful and lazy black-water lake, lies an incredible oasis that is like no other place anywhere - rich in history, steeped in culture, and geared for recreation.

At once, you will discover a thriving community with shops and restaurants; an educational mecca with Coker College, a highly ranked four-year private college and the SC Governor's School for Math & Science; a nuclear energy community; a manufacturing colossus; a regional commerce hub; a colony of artists and craftspeople; a treasure of natural resources; a sporting paradise; a step back in time; a delightful taste of Southern-Style living; a community of diverse, harmonious and friendly people; a terrific place to live and raise a family, or just to come and visit.

Whether you're looking for history, education, 21st century industry, visual arts, theater, music, recreation, athletics, the great outdoors and/or genuine Southern hospitality, and regardless of whether you plan to stay a few hours, a few days, or a lifetime. . .

### **SOMETHING EXCITING IS ALWAYS HAPPENING IN HARTSVILLE! *CATCH US IF YOU CAN !***

#### **Cultural Resources – Include organizations, events, educational programs, places, and people**

##### A. Organizations

1. Alpha Pi Chi Sorority, Alpha XI Chapter-sponsors artists and promotes the arts
2. Black Creek Arts Council of Darlington County-maintains a center for the arts, including: a 1,600 sq. ft. Gallery in which artists have public exhibitions; classrooms; a darkroom; and a catering kitchen. Administrates a sub-granting program through which individuals and organizations may apply for funding. Provides technical, planning, and

- administrative assistance to affiliated organizations. Increases public awareness of, and participation in, the arts
3. Butler Heritage Foundation-maintains the historic Butler High School Complex, which houses several community programs, including a Boys' and Girls' Club, teen life center, senior citizen center and the Crossing Stages After School Program
  4. Coker College-a highly ranked four-year private college
  5. Darlington County Genealogical Society
  6. Darlington County Tourism-promotes and publicizes attractions, including culturally oriented and events throughout Darlington County. Maintains a database of organizations, human resources, businesses, and locations of interest
  7. Delta Sigma Theta Sorority-sponsors arts education programs, talent competitions, and exhibits
  8. Faith-based organizations
  9. Hartsville Civic Chorale and Children's Chorale-perform live concerts
  10. Hartsville/Coker Community Concert Association-formed from the merging of Hartsville Community Concert Association and Coker College's Performing Arts Series. Showcases top quality, professional performing artists from various disciplines in local venues
  11. Hartsville Community Players-Perform live theatre
  12. Hartsville Heritage Foundation-maintains the historic John Hart Cottage and is involved with historic preservation activities in the community
  13. In The Wings Production Company-Performs live theater, promotes arts education in local schools, maintains the Crossing Stages After School program in the Butler Complex
  14. Omega Psi Phi
  15. Public and private educational institutions and their programs
  16. South Carolina Governor's School for Science and Mathematics

B. Festivals/Events

C. Annual Christmas Parade

1. Butler Heritage Days
2. Fourth of July Fireworks Celebration
3. Jazz!Carolina Downtown Block Party
4. RenoFest Bluegrass Festival

D. Educational Programs

Dance	Instrumental Music	Kindermusik	Theatre	Visual Arts	Vocal Music
Coker College, Hartsville Middle School Arts Magnet,	Black Creek Arts Council, Coker College, public and	Black Creek Arts Council	Coker College, public and private elementary, middle and	Black Creek Arts Council, Coker College, public and	Black Creek Arts Council, Coker College, public and

Thornwell Elementary Arts Magnet	private elementary, middle and high schools		high schools, Governor's School for Science and Math	private elementary, middle and high schools, Governor's School for Science and Math	private elementary, middle and high schools, Governor's School for Science and Math
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E. Places

1. Black Creek Arts Center
2. Burry Park
3. Cemeteries of historical significance
4. Centennial Historic District-an area of East Home Avenue on the National Register of Historic Places
5. Cecelia Coker Bell Art Gallery
6. Centennial Park
7. Center Theater
8. Coker Experimental Farm-National Historic Landmark
9. Elizabeth Boatwright Coker Performing Arts Center
10. Hartsville Memorial Library-offers over 85,516 items for public use, including books, videos, CDs, DVDs, publication, computers, Internet connections, and meeting rooms
11. Hartsville Museum-preserves the history of Hartsville through exhibits and the offering of educational and historical programs
12. Kalmia Gardens of Coker College
13. The Sculpture Courtyard
14. West College Avenue District-on the National Register of Historic Places
15. People-Visual artists, vocal and instrumental musicians, dancers, writers, thespians, photographers, event planners, etc.

Hartsville contains many historic resources of both local and national importance. The Coker Experimental Farm is a National Historic Landmark, significant because of its association with the development of hybrid seeds and plants used throughout the world. Hartsville is also home to historic districts listed on the National Register of Historic Places, the West College Avenue District and the Centennial Historic District along East Home Avenue. Approximately two-dozen other properties in Hartsville are individually listed on the National Register of Historic Places and many other historic properties are potentially eligible for National Register listing.

It is noted that the City has an appropriately staffed management organization overseeing recreational activities and facilities. It is this committee's recommendation that the same model be used to create an entity that would coordinate and manage Hartsville's cultural resources (referred to under implementation statements as "Cultural Resources Coordinator).

## GOALS & OBJECTIVES

**GOAL 1: Market Hartsville's cultural resources to better educate the public locally, statewide, and nationally.**

**OBJECTIVE 1.1:** Improve the "Hartsville.com" website and keep it updated.

### Action Plan:

- Determine which persons/organizations are responsible for the website
- Publicize the website as a community resource
- Develop a local e-mail resource directory and post it on the website
- Provide links to various organizations for updating their own information
- Publicize the website on all City of Hartsville and Chamber of Commerce correspondence
- Collaborate with Darlington County Tourism and other organizations on using Tourism's current web-based events calendar

The implementation of this objective should involve the Cultural Resources Coordinator, Black Creek Arts Council, the City of Hartsville, the Chamber of Commerce, Coker College, a website consultant, Darlington County Tourism, and other interested agencies.

**OBJECTIVE 1.2:** Obtain greater visibility and news coverage for cultural organizations, events and artists.

### Action Plan:

- Develop a comprehensive directory of local visual and performing artists
- Install a public kiosk for displaying announcements about community events
- Develop and install markers and a brochure for historic walking/driving tours
- Support community and regional education about the SC Cotton Trail
- Install wireless Wi-Fi communication capabilities
- Research the feasibility of a local, public service television station

The implementation of this objective should involve the Cultural Resources Coordinator, Black Creek Arts Council, the Chamber of Commerce, the City of Hartsville, Darlington County Tourism, Hartsville Downtown Development Association, the Parking and Beautification Commission, and other interested citizens and organizations.

**GOAL 2: Put more community focus on the arts and cultural resources of Hartsville.**

**OBJECTIVE 2.1:** Support programs at public locations.

Action Plan:

- Expand support for the continuing efforts of a jury of qualified individuals to review the selection of artworks suitable for outdoor display in the Sculpture Courtyard and other public locations such as Burry Par.
- Establish and host a statewide, juried arts competition
- Create a city-wide youth choir
- Determine which organizations/individuals will work with churches and educational sororities on cultural offerings
- Support Coker College's Art Gallery, and African American and Hispanic American Studies programs and events

The implementation of this objective should involve the Cultural Resources Coordinator, Black Creek Arts Council, the Chamber of Commerce, the City of Hartsville, and other interested organizations and individuals.

**OBJECTIVE 2.2:** Encourage more financial support for cultural tourism events from the Hartsville community.

Action Plan:

- Increase funding from the City of Hartsville
- Encourage cultural organizations to partner for events
- Inform cultural organizations about funding opportunities through Black Creek Arts Council

The implementation of this objective should involve the Cultural Resources Coordinator, Black Creek Arts Council, and the City of Hartsville.

**OBJECTIVE 2.3:** Look for ways to develop existing facilities for cultural purposes.

Action Plan:

- Encourage the use of empty, downtown buildings for cultural exhibits and events
- Consider ways to use park for public and cultural purposes

The implementation of this objective should involve the Cultural Resources Coordinator, the Chamber of Commerce, the City of Hartsville, and Hartsville Downtown Development Association.

**OBJECTIVE 2.4:** Explore opportunities and sites for the display of public sculpture

Action Plan:

Design a plan for short term and permanent sculptural installations including the following elements:

- Calendar
- Appropriate sites for presentations, including artists' rental fees for each short term site
- Requests for artists' proposals
- Jury/artist acceptance process
- Statewide marketing strategy
- Children's climb-on sculpture

The implementation of this objective should involve the Cultural Resources Coordinator, Black Creek Arts Council, the City of Hartsville, Darlington County Tourism, and Hartsville Downtown Development Association.

**GOAL 3: Preserve and protect Hartsville's historic resources.**

The committee requests that the Hartsville Heritage Foundation be the governing agency for this goal and that historical resources be part of our promotional and heritage planning.

**OBJECTIVE 3.1:** Revisit the local historic preservation/landmark ordinance that was drafted but not passed, to protect significant structures within City limits.

Action Plan:

- Identify sites appropriate for local and national designation
- Identify historically significant endangered buildings and sites
- Establish zoning and design regulations to protect significant historic sites

The implementation of this objective should involve Butler Heritage Foundation, Coker Farms Foundation, Hartsville Heritage Foundation, the Hartsville Museum, and other interested individuals.

**GOAL 4: Continue the current citywide festivals; Annual Christmas Parade, Butler Heritage Days, Fourth of July Fireworks Celebration, Jazz!Carolina Downtown Block Party, and RenoFest Bluegrass Festival, and explore the possibility of having other festivals, including those with a multi-cultural focus.**

**OBJECTIVE 4.1:** Create a volunteer pool of workers to support the festivals.

Action Plan:

- Invite local organizations to assist (Hospital Auxiliary, Jaycees, Women's League of Hartsville)

- Create an internship program for Coker College and public high school students that places them in volunteer positions as a community service component of their high school resumes
- Establish a formal volunteer committee to assist with public events

The implementation of this objective should involve the Chamber of Commerce, the City of Hartsville, Coker College, Hartsville Downtown Development Association, and Hartsville High School.

**OBJECTIVE 4.2:** Consider hiring a paid events planner/promoter to assist with current festivals and to develop additional events and/or festivals if desired.

Action Plan:

- Study the cost feasibility of using a paid consultant, whether through the creation of a City of Hartsville position or through the use of an independent contractor

The implementation of this objective should involve the City of Hartsville and interested citizens.

**OBJECTIVE 4.3:** Develop and market a monthly Downtown Arts Street Event

Action Plan:

Design a plan for hosting this seasonal series including the following elements:

- Calendar
- Appropriate sites for presentations, including artists’ rental fees for each site
- Requests for artists’ proposals
- Jury/artist acceptance process
- Statewide marketing strategy
- Determine an appropriate individual/agency to act as organizer

The implementation of this objective should involve Black Creek Arts Council, the City of Hartsville, Hartsville Downtown Development Association, and other interested citizens.

**Recreational Resources – Include organizations and places that offer recreational opportunities**

F. Organizations

1. Darlington County Recreation Department – offers a variety of sports, programs, classes, and other activities
2. Darlington County School District
3. Darlington County Tourism
4. Hartsville Family YMCA – offers a variety of physical, recreational, and educational activities to over 4,000 members in the Hartsville community

5. Hartsville Parks & Leisure Services Department

G. Places

1. Burry Park
2. Byerly Park
3. Darlington County School District sports facilities
4. Faith-based sports facilities
5. Hartsville Municipal Airport
6. Kalmia Gardens of Coker College-hiking trails
7. Lawton Park
8. Prestwood Lake
9. Pride Park

There are many other recreational resources available to Hartsville residents. Lake Robinson and Prestwood Lake offer fishing, swimming, boating, and other leisure opportunities. Hiking trails are planned throughout the state-owned Segars-McKinnon Heritage Preserve. Walking and biking opportunities also exist with the Patrick Sawyer Memorial Bike Path along Carolina and Home Avenues, with additional routes at Byerly Park and other designated areas planned for future development. Local golf courses include the Hartsville Country Club, Fox Creek Golf Club, and Sandy Point Golf Club.

### **RECREATIONAL RESOURCES GOALS**

It is the committee's recommendation that the City of Hartsville's Parks and Leisure Services Department be the coordinating agency.

**GOAL 1: Improve the coordination and use of recreational programs and facilities.**

**OBJECTIVE 1.1:** Complete the development of Byerly Park.

Action Plan:

- Add two parking lots, roadways, a gym, and four youth softball/baseball fields as planned
- Raise funds from the community for the development of later phases of the complex, possibly including a public outdoor swimming facility and additional playground equipment  
(Design and fundraising are ongoing. Development to be completed by 2010)

The implementation of this objective should involve the City of Hartsville, sports/recreation groups, and other interested parties.

**OBJECTIVE 1.2:** Continue to improve Lawton Park to enhance the public use and enjoyment of Prestwood Lake.

Action Plan:

- Complete the planned renovation of the Lawton Park Pavilion's lower level (an approved bond will pay for these improvements)
- Consider adding new playground equipment
- Market the Lawton Park Pavilion as a location for rent for public events and meeting space (sustainability)

The implementation of this objective should involve the City of Hartsville and other interested citizens.

**OBJECTIVE 1.3:** Complete improvements to Burry and Pride Parks.

Action Plan:

- Permanent, attractive restroom facilities should be considered
- Monitor parks to ensure they are safe, attractive and well maintained.
- Make physical improvements with assistance of Parks & Leisure Services and neighboring residents

The implementation of this objective should involve the City of Hartsville and other interested citizens.

**OBJECTIVE 1.4:** Develop and implement a plan to allow limited recreational use in the Segars-McKinnon Heritage Preserve, such as nature trails

Action Plan:

- Consider annexing the Preserve properties into the City of Hartsville
- Support the development of a management plan

The implementation of this objective should involve the City of Hartsville, the South Carolina Department of Natural Resources, Kalmia Gardens of Coker College, and other interested citizens.

**OBJECTIVE 1.5:** Promote and foster more after school/out of school activities for youth.

Action Plan:

- Support Crossing Stages, an after school program located at Butler High School in South Hartsville
- Support summer programs for youth
- Continue Recreation Department programs
- Develop more YMCA after school programs
- Continue art classes at Black Creek Arts Center
- Continue Boys and Girls Club activities at the Butler High School Complex

- Develop downtown venues for youth and families.

The implementation of this objective should involve the City of Hartsville, Black Creek Arts Council, Hartsville Recreation Department, Hartsville Downtown Development Association, the Hartsville Family YMCA, In The Wings Production Company, Darlington County School District, appropriate youth representation and other interested citizens.

**OBJECTIVE 1.6:** Consider the purchase of land parcels appropriate for the development of parks and/or recreational facilities.

Action Plan

- Develop a plan for land identification and acquisition

The Implementation of this objective should involve the City of Hartsville, the Hartsville Parks & Leisure Services Department, and other interested citizens.

**OBJECTIVE 1.7:** Expand the City's existing sidewalk system, bike paths, and walking trails, and identify sites for further installations of same.

Action Plan

- Develop a plan for expanding and, if possible, connecting existing sidewalks, bike paths, and walking trails
- Consider adding elements such as fitness stations and children's walking mazes

## **ECONOMIC DEVELOPMENT**

### **PREAMBLE**

Hartsville has a reputation in the Pee Dee Region of South Carolina for forward movement and forward thinking. This committee believes that our City must continue to foster this reputation with continued positive growth to make Hartsville the best residential city in the Pee Dee and the best residential small city in South Carolina. This committee also believes that while there has been some movement toward planned growth the past few years, we are not moving as quickly as we must to successfully achieve the objectives and goals set out in the earlier formulation of the comprehensive plan. We think it is important for all of us to remember that when you stop getting better, you stop being good. Many people on the committee remember the pride with which the community earned the All-America City award and think this may be a focus that would ignite action on the various elements of the comprehensive plan.

One recurring question continued to arise in the committee meetings: Whose job is this? There was never really a good answer to the question, and the committee feels that one major requirement for momentum in economic development within Hartsville is for a person, department or some entity not yet established to have economic development as its primary duty. We have discussed the need for additional cooperation and collaboration for existing groups, but we think there needs to be someone RESPONSIBLE for economic development and particularly for the implementation of the comprehensive plan. We believe planned development is the future lifeblood of the Hartsville area!

Hartsville has a great many strengths on which we can continue to build what could well be the most cosmopolitan small town in South Carolina. The City has long had a blend of industry, agriculture; education and research that has made it stand out from other towns our size. We have a major presence of professionals in many areas, and one of the most advanced medical facilities for a community of our size. We must remain vigilant in protecting our strengths and diversifying our opportunities. The revision of this economic development plan should assist our governmental leaders and citizens in focusing on the growth that is required if we are to maintain

and justify our reputation as one of the rural-urban leaders of South Carolina. At the same time, we understand this must be a collaborative approach with our county and region leaders so that growth in the Pee Dee region can spark growth specifically in the Hartsville area. In today's economic environment, one municipality cannot make this type of change happen in isolation.

As the committee has reviewed the current plan, which we believe has not been used to guide actions for several years; we see many forward-thinking and forward-looking goals. We have kept many of the goals that were in the original plan and sharpened some of the tactics. We have added new thinking that the committee believes will strengthen the ability of this plan to become an action guide for our community.

There are some areas that the committee believes are crucial to crafting the kind of economic development that will drive the type of community in which we hope to live. First, a thriving community has to be safe, clean and well managed. A thriving community must be one in which all of its citizens are respected and have the opportunity to participate in the benefits of the results of planned economic-development growth. A thriving community must also be one that ensures a strong educational system. A thriving community is one that provides a wealth of opportunities for its citizens to be engaged in the continual job of building that thriving community.

In short, economic development needs to be understood as a deliberate, proactive process to improve the economic well being of the Hartsville community and its people. That process requires collaboration and proactive accountability. We believe the City needs to be working from a strong vision with the will to implement a plan that will keep Hartsville among the best small cities in all of South Carolina.

## **GOALS & OBJECTIVES**

**GOAL 1: Establish an infrastructure that will ensure a sustainable, proactive and accountable economic development process for the City of Hartsville.**

**Objective 1.1:** Designate a City employee to be actively responsible for economic development for the City of Hartsville.

### Action Plan

- The Mayor and City Council directs the City Manager, utilizing the comprehensive plan as a guide, to select and/or hire an individual to perform economic development duties for the City as a primary job and this should be accomplished as soon as 2008 (or next budget cycle)
- Job description of staff member reflects economic development as a priority
- Adequate amount of time and resources are allocated for staff to achieve economic development plan objectives effectively

**Objective 1.2:** Charge a committee with the responsibilities and necessary resources to work with designated City employee on an on-going basis to achieve effective economic development.

### Action Plan

- Develop outline of committee function and purpose
- Recruit adequate representation from all entities invested in economic development for the City of Hartsville, including the Greater Hartsville Chamber of Commerce, the Hartsville Downtown Development Association, Darlington County Tourism, etc.
- Hold initial meeting of members and request input into committee process
- Designate certain individuals, or entities, on the committee to fulfill certain action items
- Build required budgets and business plans to complete necessary actions
- Fund or leverage adequate resources needed to achieve action items

**Objective 1.3:** Create time-sensitive process for tracking and reporting progress on meeting required measures related to goals, objectives and action items in economic development plan

### Action Plan:

- City Staff member creates action chart, or some other tool, for tracking and reporting, including time line, entity responsible, funds required, progress, etc.
- Committee members report progress meeting action steps to committee on regular basis
- City staff member reports to City Manager, who, in turn, reports at least quarterly progress to City Council

**GOAL 2: Industrial Development – Establish a clear partnership with the Darlington County industrial development resources so that the City of Hartsville is an active participant in all initiatives to drive economic growth for the region.**

**OBJECTIVE 2.1:** Ensure that Hartsville has the infrastructure, available land and an industry friendly attitude required to support an aggressive marketing plan that will attract new industry that is compatible with a residential community and spur economic growth in the greater Hartsville area.

### Action Plan

#### Damascus Church Road Industrial Site

- meet with the property owners to fully identify the acreage presently and potentially available
- obtain the necessary commitment for expanded development to include agreements with adjacent land owners to convey ownership or create partnerships prior to marketing
- obtain support and permits required for additional utilities and an environmental assessment
- working with Darlington County, determine if the site meets the criteria to be designated as a city/county industrial park
- work with property owners whose land does not presently lie within the boundary of the City of Hartsville to have their property brought within City limits
- Working with the public/private board and the Darlington County Planning Commission, identify additional sites within a 5 mile radius of Hartsville that meet established criteria for industrial development and incorporate into the marketing plan
- Include a complete study for the Highway 151 corridor that impacts the City and is within the Darlington County limits
- Ensure that proper zoning is in place for all land that is to be marketed for industrial development.
- Identify and incorporate into the marketing plan for the City of Hartsville the human resource development programs available to assist industries with acquiring personnel with the required skills, quality of life features, real estate availability and costs plus all other information that is of interest to companies and individuals when considering relocation.

**GOAL 3: Sustain and grow a strong, dynamic City Center that connects the City's economic corridors, drives efficient development and continues to serve as the focal point of the Hartsville community.**

**OBJECTIVE 3.1:** Define this central location to include the current downtown area, Fifth Street, Fourth Street, and Carolina Avenue corridors.

### Action Plan:

- Update planning map to show the City Center, Vista and major corridors as target areas for commercial development
- Publicize the map so that it will be common knowledge that the community desires to focus development in these areas
- Utilize map as part of the recruitment package for new businesses
- Include an inventory of available buildings for commercial development

**OBJECTIVE 3.2:** Further develop a working relationship with Coker College to ensure that property being developed by the College and the City are compatible and enhance the viability of the downtown area, specifically including property on and surrounding the former Byerly Hospital.

Action Plan:

- Meet with Coker representatives on planned future development on regular basis
- Acquire awareness on the part of Coker College and the City on planned development for each entity
- Develop collaborative partnerships that work to the advantage of the College and City development

**OBJECTIVE 3.3:** Develop a future-use plan for Pedigreed Properties Block to allow for uses compatible with surrounding areas.

Action Plan:

- Meet with property owners to explore and identify possibilities for future use
- Develop effective partnerships, business arrangements, with property owners
- Examine current zoning of the property
- Decide on future-use plan
- Determine if zoning changes are needed

**OBJECTIVE 3.4:** Complete development of Cargill and Vista areas into a mixed-use, pedestrian friendly expansion of the downtown district.

Action Plan:

- Reconvene Vista Task Force
- Develop plans for combined areas to include marketing of available spaces, design of recently added areas and completion of Burry Park.
- Utilize working map of the two areas
- Research and review environmental and other guidelines
- Meet with property owners to explore and identify future uses for property
- Develop lists of possible uses of property
- Prioritize projects and develop property based on map and overall plan for property

**OBJECTIVE 3.5:** Encourage existing businesses to expand and renovate.

Action Plan:

- Continue to survey existing businesses to see what their future plans are
- Identify buildings that could use exterior renovations, and businesses that may be able and ready to expand
- Prepare packages that explain options available to assist with financing and design of expansions and renovations

- Provide financial incentives to current businesses interested in expansion, such as rebates on business license, taxes, etc.
- Provide technical assistance/training on business expansion, customer service, etc. for current businesses
- Regularly and consistently enforce building maintenance codes

**OBJECTIVE 3.6:** Continue efforts to improve the retail/entertainment mix in the downtown with nightlife options for all age groups.

Action Plan:

- Survey the downtown merchants through one-on-one conversations to determine what exists on an on-going basis.
- Survey those that currently live in the downtown area to explore their wants/needs
- Proactively identify (through marketing study, concept mapping or some other technique) the businesses that should be recruited/located in the downtown area
- Proactively recruit businesses to the downtown area that have been identified
  - Encourage local entrepreneurship in the downtown
  - Actively seek outside businesses to locate or expand to Hartsville downtown
  - Develop and implement financial incentives for new businesses to open/locate in the downtown area
  - Utilize an inventory of available buildings for recruitment
- Provide technical assistance or appropriate referral for technical assistance for entrepreneurs in small business start-up, business plan development, etc.
- Develop a Wi-Fi plan that could incentivize its strategic development in the downtown area.

**OBJECTIVE 3.7:** Assess and encourage business development on the corridors outside the defined City center that connects and complements the downtown area while strengthening the City's retail and entertainment choices.

Action Plan:

- Define the area to be included in focused development outside downtown area
- Survey and identify existing empty box stores and other buildings
- Proactively identify the businesses that should be recruited/located in these areas
- Proactively recruit businesses that have been identified
- Disincentivize (higher taxes) for empty box stores

**OBJECTIVE 3.8:** Enhance and maintain a high standard for all roads, sidewalks and parking areas to accommodate vehicular and pedestrian traffic.

Action Plan:

- Evaluate the current condition and appearance of roads, sidewalks and downtown parking lots
- With the help of City Public Works and Parking and Beautification Commission, determine current maintenance responsibilities and schedules
- Decide on the standard appearance to be achieved
- Draw up plans and a schedule for the upgrading of these features
- Secure funding for the improvements
- Secure funding and maintenance schedule for sustaining established design appearance
- Install the improvements

**GOAL 4: Strengthen the local economy by attracting retirees and other new residents to the community.**

Without population growth, the City will be required to either increase taxes or reduce the number and quality of services provided to its citizens. Neither option is acceptable. To address this situation, this committee believes it is desirable to increase the population through a carefully planned process to expanding the city boundaries. In addition, as evidenced by the existing Comprehensive Plan and various discussions that there are those in Hartsville who believe that with our location, weather, quality of life, etc., the City is an ideal place to attract retirees and other new residents.

**OBJECTIVE 4.1:** Continue to improve upon existing plans and programs in place to improve the quality of life in Hartsville.

Action Plan:

- Support existing efforts by the Chamber of Commerce (Chamber), Hartsville Downtown Development Association (HDDA), and local businesses to showcase Hartsville as a premiere place to live and retire.
- Encourage businesses, educational institutions and professional organizations to better coordinate their efforts with the Chamber, HDDA and the City to “sell” Hartsville.

**OBJECTIVE 4.2:** Determine the market strategies that will attract new retirees and new residents and create programs that will be of interest to them.

Action Plan:

- Examine marketing options including golf packages and other activities
- Consider target marketing to people considering a move to the South or out of larger cities
- Decide on a marketing strategy
- Solicit funding for the program
- Implement program
- Review results and redefine marketing

**OBJECTIVE 4.3:** Encourage the development of new housing options including retirement villages, assisted living facilities, patio homes and rental housing to attract targeted clients.

Action Plan:

- Define housing options
- Select appropriate sites
- Focus on the most promising options
- Find partners to assist with the projects
- Promote the development  
(Start in 2009)

Implementation of this objective should involve the Tourism Director, Chamber of Commerce, Hartsville Downtown Development Association, and City Manager among other appropriate individuals.

**OBJECTIVE 4.4:** Annexation

Action Plan:

- Enlarge the area within the city limits in a planned, practical manner to increase the revenue base.
- Understand the existing economic and non-economic factors facing property owner's beliefs concerning annexation
- Study boundary lines and determine reasonable expansion that would create value to existing and new residents without diminishing quality of life factors.
- Prepare strategies and plans to implement annexation plans through various incentives and disincentives  
(Start in 2008)

Implementation of this objective should involve the Mayor and Council, City Manager, Chamber of Commerce, Hartsville Downtown Development Association, with representation from appropriate groups and individuals.

**OBJECTIVE 4.5:** Solicit support from local/regional employers to encourage new employees to live in Hartsville and be active participants in City activities.

**GOAL 5: Make Hartsville a desired destination for tourists, medium-sized conferences and sporting events.**

**OBJECTIVE 5.1:** Improve the visual appearance of the community and convey a visitor friendly image.

Action Plan:

- Upgrade all entrances to the City with the use of landscaping and attractive welcome signs
- Upgrade Fifth Street, Fourth Street, and Carolina Avenue with the use of trees, landscaped medians, flowers, painted light and traffic poles, sidewalks, directional signs, and bike paths
- Work with property owners to remove unsightly buildings (that do not have historical significance) along our major corridors
- Rehabilitate historical buildings on corridors that are now in disrepair
- Encourage the redevelopment of underutilized properties along the major corridors
- Improve the appearance of private signs inside and outside the city limits
- Conduct courses on excellent customer service and community offerings for business employees that come into contact with visitors
- Maintain a high standard of appearance at all public buildings and facilities
- Develop and place signage for By-pass and other major thoroughfares to attract visitors

**OBJECTIVE 5.2:** Develop current tourist attractions and venues into first class tourist destinations with visitor-friendly facilities.

Action Plan:

- Survey the major tourist sites in Hartsville to determine what tourist and visitor needs are not being met
- Develop plans to upgrade or add to the facilities
- Support the development and upgrades to current venues
- Secure funding

**OBJECTIVE 5.3:** Develop the capability in the community to host medium-sized conferences and shows

Action Plan:

- Locate communities that are successfully hosting conferences and shows: catalogue the facilities that they use.
- Specify the type facilities needed to hold conferences and shows in Hartsville community
- Document business case that these facilities could be used for such events
- Generate funding, or support private investment, for construction of appropriate facilities
- Create proactive marketing plan for the use of facilities

**OBJECTIVE 5.4:** Complete development of Byerly Park into a premier location for youth and adult activities and sports tournaments.

Action Plan:

- Raise funds needed to finish construction of Byerly Park
- Maintain the current restructuring of the Recreation Department
- Fund and maintain staff time needed to actively recruit tournaments for Park
- Sustain the maintenance and continuous improvement of the Park
- Develop cooperative ways to utilize Byerly Park to support patronage and utilization of City businesses

**OBJECTIVE 5.5:** Continue to assist in the development of the South Carolina Cotton Trail into a popular tourist attraction that brings visitors to Hartsville.

Action Plan:

- Work with Cotton Trail Committee to install signs and promote the trail
- Increase awareness of Trail among local merchants and citizens
- Link various local businesses and sites to the trail
- Create trail discounts and packages that take advantage of Hartsville's food and Lodging establishments.
- Work with the committee to generate funding to staff the Cotton Trail

**OBJECTIVE 5.6:** Establish frequent outdoor concerts and festivals to create a festive atmosphere and promote a sense of community.

Action Plan:

- Continue to improve the following festivals and events: Jazz Carolina, RenoFest Bluegrass Festival, Fourth of July Celebration, Coker Farms Fall Festival, and the Annual Christmas Parade
- Create and sustain a performance series for the downtown centered around the new Burry Park
- Continue to encourage downtown restaurants to schedule entertainment on the weekends
- Explore additional options for festivals, events and outdoor concerts, particularly downtown

**OBJECTIVE 5.7:** Establish promotional campaigns that encourage tourist visitation

Action Plan:

- Develop a comprehensive marketing plan that highlights Hartsville's resources
- Include local partners in development of plan (tourism director, tourism venues, etc.)
- Enact plan in concert with those local partners
- Utilize appropriate media, including alternative, for advertising

**GOAL 6: Encourage the continuation of the traditional agricultural industry in and around the City of Hartsville.**

**OBJECTIVE 6.1:** Promote the complementary use of agricultural in areas zoned for agriculture within the city limits.

Action Plan:

- Review land use to determine most appropriate areas for agriculture within the city limits
- Examine current ordinances to see how agricultural uses are handled
- Investigate how other communities deal with these same uses
- Approve ordinance changes that incorporate appropriate levels of agriculture within the city limits.

**OBJECTIVE 6.2:** Create a marketplace to sell farm produce and other related goods which will in turn encourage other retail activity in downtown Hartsville.

Action Plan:

- Create a development and marketing plan to encourage more frequent use of a public farmer's market in the community
- Solicit volunteers to help establish the new program
- Partner with existing produce retailers, most notably McLeod Farms, to plant the seeds for a successful farmers market venture in Hartsville.

**OBJECTIVE 6.3:** Actively support the Coker Experimental Farms and preserve it as a site of great historic importance to agriculture in the Southeast.

Action Plan:

- Work with the Coker Farms Foundation to ensure that a significant portion of the property is preserved
- Promote the site as a working farm with agricultural plots and an educational center for tourists and schoolchildren

**OBJECTIVE 6.4:** Building on the Zone of Influence as introduced in the Land Use proposal, influence preservation of agricultural acreage near the City limits of Hartsville.

Action Plan:

- Survey available agricultural lands within Hartsville's influence to determine location and near term plans for the acreage.
- Recognizing the environmental importance of green space, the economic impact of agriculture and the cultural heritage of farming in our community, promote zoning agreements that ensures specific acreage will remain farmland.

- The implementation of this objective should involve the Joint City – County task force, City of Hartsville Planning Commission and City Management, as well as the Annexation committee

## LAND USE

### PREAMBLE

In order to fully understand the recommendations of the Hartsville Land Use Committee, it is important to understand the context in which those recommendations have been made. The Committee had extensive discussions regarding actions, which must take place in order for the City and the County to be an attractive place to live and work. The recommendations of the Land Use Committee must be coordinated with the other sections of the Hartsville Comprehensive Plan. The recommendations of the Land Use Committee are as follows:

**GROWTH STRATEGY – Sub-Regional Development** –It is important for the City of Hartsville to develop a strategy for growth. The focus of that growth strategy must be the “Greater Hartsville Area,” not just within the City limits. One of the most positive things now taking place is that Hartsville is evolving as a sub-regional commercial and service hub.

Florence is generally recognized as the regional hub of the Pee Dee. However, Hartsville increasingly draws from a significant sub-region in and around Hartsville. This sub-region concept is driven by:

1. Retail areas in Downtown Hartsville and at Hartsville Crossings anchored by the Wal-Mart super center
2. Medical services, which include the growth of Carolina Pines Regional Medical Center and attracting additional specialists in the medical field
3. Recreational opportunities highlighted by Byerly park and an anchor YMCA
4. Entertainment offerings at Center Theatre, Elizabeth Boatwright Coker Performing Arts Center and other venues
5. Educational opportunities provided by Coker College, Florence-Darlington Technical College and an educational image enhanced by the presence of The Governor’s School for Science and Mathematics.

The decision by Lowe’s to locate in Hartsville is another clear indicator a sub-region concept applies.

Hartsville’s growth strategy needs to specifically address this sub-region concept and identify all the areas where we can build on the base of commercial, medical, services, education, cultural, recreation, etc. Once this strategy is properly developed, it needs to be marketed. This plan will determine the specific land use requirements needed to encourage and support the growth, which comes from this strategy.

**GOAL 1: To develop an “identity” for Hartsville, and to create and implement an action plan guided by the vision statement.**

### Action Plan

- Establish an ad hoc committee to identify Hartsville’s social, demographic, economic, geographical, and cultural assets and potential
- Identify compatible or potential industries, agencies or groups who would receive value from such assets and be of significant value to the greater Hartsville community. This could include a retirement community, educational /training center, medical support center, and/or an industrial/distribution center
- Recommend future course of action with anticipated benefits and cost (January 31, 2008)

The implementation should involve the Mayor and Council appointing a committee to include representatives from Sonoco, Coker College, SC Governors School, Byerly Foundation, Progress Energy, Hartsville Downtown Development, Hartsville Chamber of Commerce, and Carolina Pines Regional Medical Center and other appropriate members.

**GROWTH STRATEGY – COMMERCE AND SERVICES** – To continue to attract business and services that promote the sub-region concept commercial, retail and service offerings must be maintained.

**GOAL 2: To maintain the central downtown business district and encourage future businesses to locate in available locations downtown or along the 4<sup>th</sup>, 5<sup>th</sup>, and 6<sup>th</sup> street corridors as directed by the vision statement.**

### Action Plan

- Led by the Hartsville Downtown Development Association and the Hartsville Chamber of Commerce with assistance from local realtors, develop and maintain a listing of vacant buildings and land to be provided to prospective businesses.
- Coordinate efforts with local realtors and the above-mentioned sales and marketing efforts.
- Work closely with the City’s Planning and Development Department to assist in achievement of goal.

The implementation should include the Mayor and Council and/or Director of Planning and Development.

**GROWTH STRATEGY - “ZONE OF INFLUENCE”** —The issue of annexation has been and continues to be an area of frustration and has somewhat handicapped the City of Hartsville. This will likely remain a challenging issue, but the City must work to overcome the problems it creates. Regardless of these annexation issues, the City must focus on driving growth in the greater Hartsville area, not just what is in the City limits. If greater Hartsville grows, in the long run it is in the best interest of the City of Hartsville. Furthermore, we believe there are ways to get around some of these annexation problems.

One very interesting concept is the idea of a “Zone of Influence.” It seems particularly suited for the situation we have here, and there is precedent in South Carolina for formalizing this

arrangement between the City and the County (ex. ETJ- Exterior Territory Jurisdiction.). In effect, this designates an area around a city (example: five miles from center of town, or an area marked by certain natural boundaries, etc.) The City and the county should then formalize an agreement, which gives the city approval authority for land use within that area. It would also need to include provisions to govern the process of determining whether the City or the County provides services in this “Zone of Influence.”

**GOAL 3: To direct the use of that land falling within a 5-mile radius of the center of the city boundary in order to ensure that the use of this land conforms to Hartsville’s 2020 Comprehensive Plan Vision.**

#### Action Plan

- Mayor and council will establish a formal working relationship with appropriate Darlington County, regional and state governmental and economic development agencies to coordinate the plan implementation (March 31, 2008)
- Develop appropriate zoning plans for all land within the “Zone of Influence”
- Design a long-range plan to provide the necessary services to support the compatible use of land
- Encourage support and participation of influential governmental, business and community leaders to help support the plan’s implementation
- Conduct a “positive summit” on County growth using the state mandated comprehensive plan as a basis to encourage collective Countywide cooperation and understanding
- Develop plan of land use for the “Zone of Influence” allowing for all within the zone to benefit
- Communicate to all within the “Zone of Influence” Hartsville’s plans for expansion and desired use of land within this zone
- Steer to within the City limits of Hartsville where desirable, all development whether it be commercial, governmental, residential, or other land use
- Develop policy that clearly states that the bypass is a bypass designed for the unimpeded transportation needs of the region
- Develop an ETJ to provide formal, legal boundaries to the “Zone of Influence”

The implementation should be as directed by the Mayor and Council.

**GROWTH STRATEGY - ANNEXATION**—At the same time that the City is working to minimize the impact of annexation limitations, they need to be working to develop ways to improve our success rate with annexation. The “Zone of Influence” could also lead to an environment, which encourages more property owners to want to be annexed into the City by virtue of incentives and disincentives that could be created if the City and the County worked closely together on this matter. The City should appoint a strong committee to look at how we can gain support for annexation. This committee should identify all the reasons why annexation efforts have failed and then try to develop specific ways to overcome those specific barriers.

**GOAL 4: To expand City limits in a planned, economical manner ensuring necessary services can be provided to meet current and anticipated future requirements.**

### Action Plan

- A committee empowered to develop strategies and tactics needed to encourage landowners to annex land through appropriate incentives and disincentives
- Identify areas within the Hartsville “Zone of Influence” which are attractive or conducive to being annexed
- Create a timeline within which specific targeted areas will be annexed
- Develop costs involved with implementing annexation plan highlighting the necessary services required to meet current and anticipated requirements of the annexed areas
- Develop a package of incentives and disincentives to be used to promote annexation
- Prepare a readiness plan that allows the City to benefit from all annexation opportunities

The implementation should involve the annexation committee, who would report to the Mayor and Council and shall consist of 7 members, three of which would be the City Manager, Chairman of the Planning Commission and President of the Chamber of Commerce.

**GROWTH STRATEGY - INDUSTRIAL DEVELOPMENT-** Hartsville land use needs will also be strongly influenced by the plan for driving industrial growth in the area. There is limited opportunity for new industry to locate in the City limits, and we would want very light, clean industry. However, industry development in the surrounding area is important to the economic growth of Hartsville.

**GOAL 5: Position Hartsville to attract new industry to the area and encourage growth of the existing industry. There is room for improvement in the coordination of industry growth strategy between the City, County and State. The coordination of the county and state strategy is particularly important since they have the most influence in recruiting industry. The Darlington County Economic Development board can be especially instrumental in this effort.**

**Hartsville must also be positioned to satisfy the residential, commercial and educational needs of employees who work in the existing and future industry in the Hartsville area.**

### Action Plan

- Develop a Hartsville based industrial readiness board to offer support to County and State resources in the efforts to attract appropriate industry to the area
- Prepare comprehensive survey of transportation systems and devise plans for making ready roads, rail and air to support current and future Hartsville area industrial efforts
- Examine technical education facilities to make certain they are aligned with requirements for current and future industry in the greater Hartsville area
- Encourage growth of new public education facilities in the education corridor to help form an intellectual center with Coker, Florence Darlington Technical College and the Governors’ School
- Build water and sewer strategy that is attractive to the community’s efforts in industrial growth

- Maintain vibrant commercial efforts in Hartsville to catch the eye of industrial growth
- Meet with State development boards to indicate we are ready for business

The implementation should involve the Industrial Readiness Board under the guidance of Mayor and Council will drive the industry growth initiative.

**GROWTH STRATEGY - RESIDENTIAL** - Land use requirements for housing will obviously be driven by the overall growth of the greater Hartsville area. We believe there is an opportunity to build on the sub-regional concept as we compete with surrounding areas, especially Florence, for residents. We encourage the City to formalize surveys and studies to identify what people like about Hartsville and what they don't like, or want to see improved. From that data, specific plans should be developed to build on and market the strengths and shore up the weak spots. The Mayor has developed a theme around upgrading aging residential areas. Hartsville should look to formalize that approach.

**GOAL 6: To strengthen residential offerings, which support the appreciation of property values while attracting residential growth within the Hartsville City Limits.**

#### Action Plan

- Expand the presence of viable R1 zones by shifting from otherwise less restrictive R2, P1, etc.
- Expand residential opportunities when current uses expire. Examples include the former Recreation Department building, Vista property, Thornwell Elementary School and the warehouse area bound by 4<sup>th</sup> and 5<sup>th</sup> Streets, and Laurens Avneue.
- Align road structure to promote property flow through residential communities and to build sense of community in those areas. Look for opportunities to expand road grid to open up access to new residential areas.
- Expand sidewalk, playground and other residential infrastructure tools to improve quality of life issues in our residential areas.
- Encourage new residential developments, which take advantage of Hartsville offerings – Vista, Burry Park, Governor's School, and Byerly Park.
- Upgrade affordable housing opportunities to attract residents from outlying areas living in substandard housing.
- Encourage the subdivision of big lots to offer higher end dense residential.
- Align taxing structure to discourage failed, vacant or eyesore properties.
- Review ordinances to protect against burning, big trucks, golf carts, impromptu car lots, nuisance yard sales, etc.
- Develop minimal maintenance ordinances to assure no property can be used to discourage potential residential improvements.
- Turn renters into homeowners. County residents into City residents.

The implementation should involve the Planning Commission.

**COMMUNICATIONS AND COORDINATION-** At times in the past, the relationship between City and County seemed more of competition rather than working together in a

coordinated way for the overall good. This must change and there are a few encouraging signs of movement in that direction. The incentive is there for everyone to want this to happen. In order for the County to maximize its potential, all of the key cities and communities within the County must optimize their potential.

In addition to their countywide responsibilities, a major responsibility for Darlington County government, Water and Sewer Authority, County Planning Commission and County Development should be to coordinate with the cities to facilitate growth and improvement in and around the cities. We strongly recommend that Hartsville City government take the lead in trying to establish closely coordinated action plans with the County. They need to engage the services of key local and State elected officials as well as City and County business leaders.

**SUMMATION-** Again, we emphasize the absolute necessity for a strong, coordinated effort between the City and the County with all parties working for the overall good. Without this, the recommendations outlined in the Comprehensive Plan have little chance of achieving successful implementation. Don't put on shelf.