City of
HARTSVILLE
SOUTH CAROLINA

VISION 2030: UPDATE AND PUBLIC INPUT MEETING

KEY TRENDS

- Rapid Urbanization of Large Cities Will Present Challenges to City Living
- Large Cities Focusing on Infill Development/High Density Housing
- Major Transportation Sector Changes Forecasted
- Automation and Artificial Intelligence Will Cause Job Displacement
- Entrepreneurism/Freelancing/Telecommuting Will Continue to Grow
- Retail is Shifting to E-commerce or Boutique Shopping Experiences
- People Want to Live in Walkable/Bikeable Communities
- Smart City Technology Can Dramatically Improve Services and Lower Costs
- Increasing Interest in Resilient, Sustainable, Connected Communities

MISSION STATEMENT

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

FOCUS OF EFFORT

GOALS AND STRATEGIC OBJECTIVES

2030 – "Smart Growth" City	• Become attractive alternative to crowded big cities • Be known as a resilient city • Develop plans for trends/"black swan" events • Build sustainable/smart infrastructure and improve services • Become truly connected community -"One Hartsville"
2025 - Regional Destination/Economic Hub	• Become regional economic engine • Qualify and fill Industrial sites • Improve workforce development/recruiting • Become educational destination • Grow existing businesses • Build pipeline for entrepreneurs • Become bedroom community for Florence and surrounding area • Become regional tourist attraction
2017 – 2020 "Smartsville" Healthy City	• Sell All-America City – Community Collaboration • Become Knowledge Town – "More than a college town" • Leverage Revitalized Downtown • Develop Gateways and Corridors • Lay foundation for growth and econ dev • Continue neighborhood/community dev

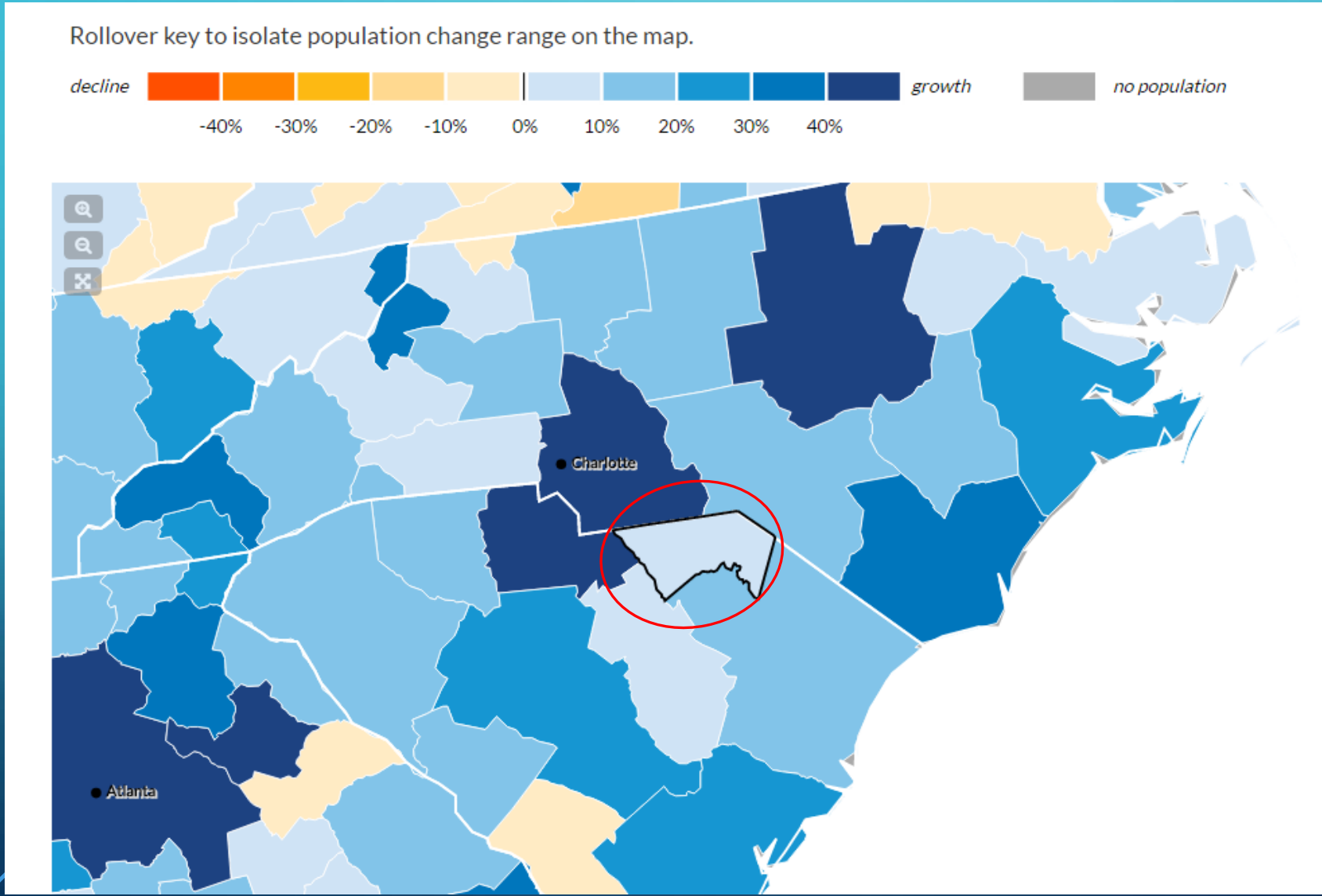
COMPREHENSIVE PLAN TIMELINE

Prepare 2H17	Develop 1Q18	Refine 2Q18	Decide 3Q18	Implement 4Q18
✓ Organize ✓ Review current state ✓ Research trends and stakeholder plans ✓ Benchmark and identify best practices ✓ Develop vision, goals and strategic objectives ✓ Develop high level project plan ✓ Assign leads for elements ✓ Identify key team members	✓ Hold public "Kick Off" meeting ✓ Form element level teams ✓ Refine opening section for plan ✓ Meet jointly with county and other stakeholders ✓ Develop element plans in support of strategic objectives ✓ Review progress in monthly planning meetings	✓ Review plan with council and other stakeholders ✓ Hold public meeting to review updated plan • Review feedback/suggestions and make changes	• Submit plan for adoption by city council • Public readings	• City Council adoption • Form teams for key projects/programs • Prioritize and assign resources • Track and review progress annually

POPULATION

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

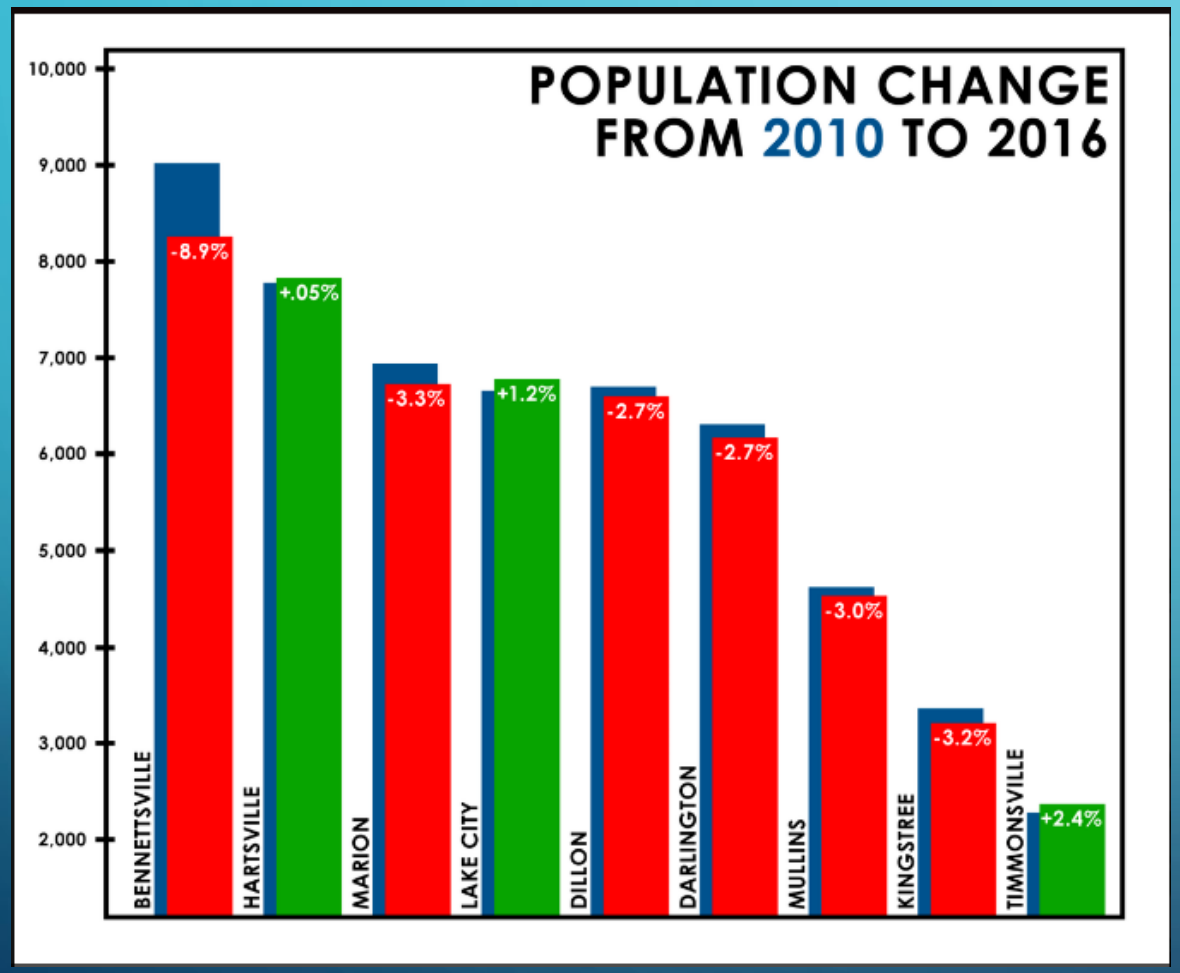
Almost Flat Growth Forecasted

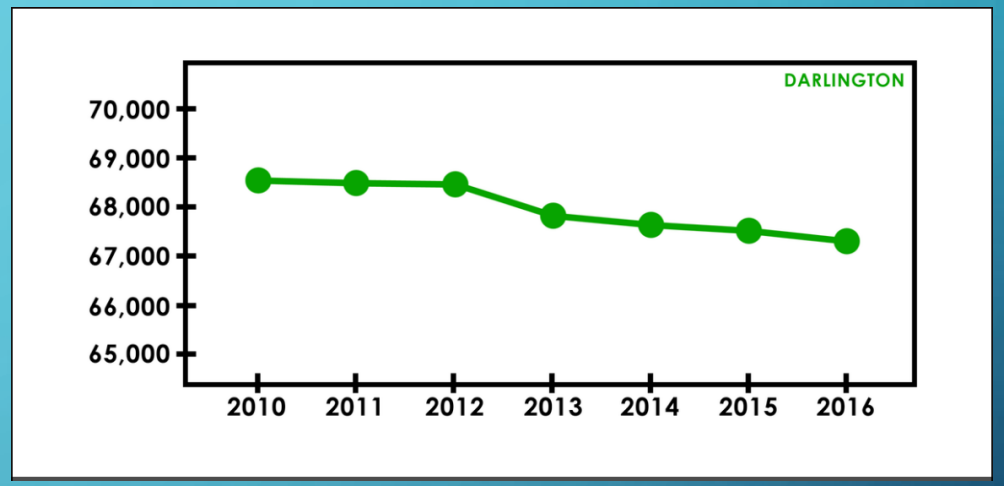


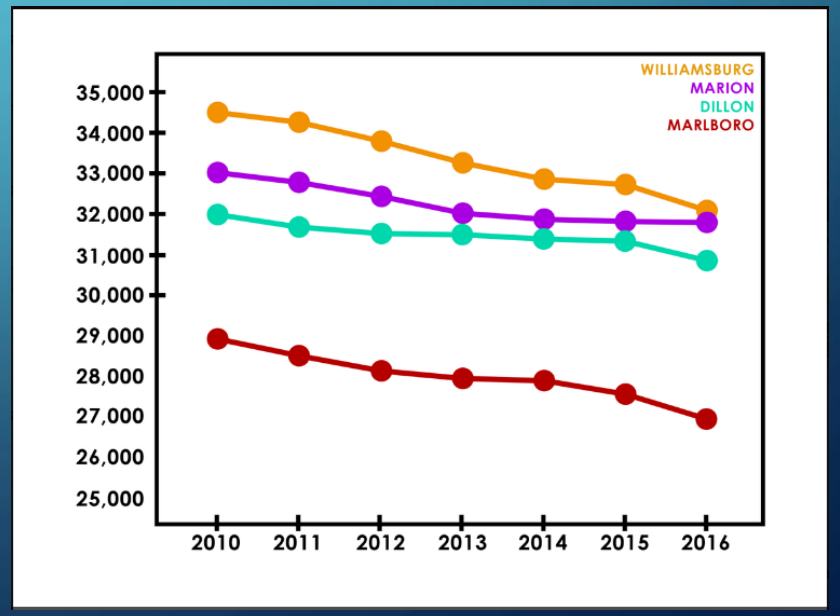
Source: Urban Institute
Mapping America's future
2010 to 2030 population

Bennettsville Area: 7.71%
Florence Area: 18.90%
Columbia Area: 22.84%
Raleigh Area: 50.42%
Charlotte Area: 46.68%
Atlanta 59.02%
Wilmington Area: 36.39%
Charleston Area: 27.26%

2016 CENSUS DATA CONFIRMS TREND







GOALS

- Grow population at 2% to 3% CAGR through 2030
  - 2.5% CAGR results in population of 11k by 2030
- Encourage Retention of Hartsville Residents and Students
- Attract, Recruit and Retain Targeted Demographics
- Create more diverse and inclusive mix

Key Demographics – Bending the Curve?

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

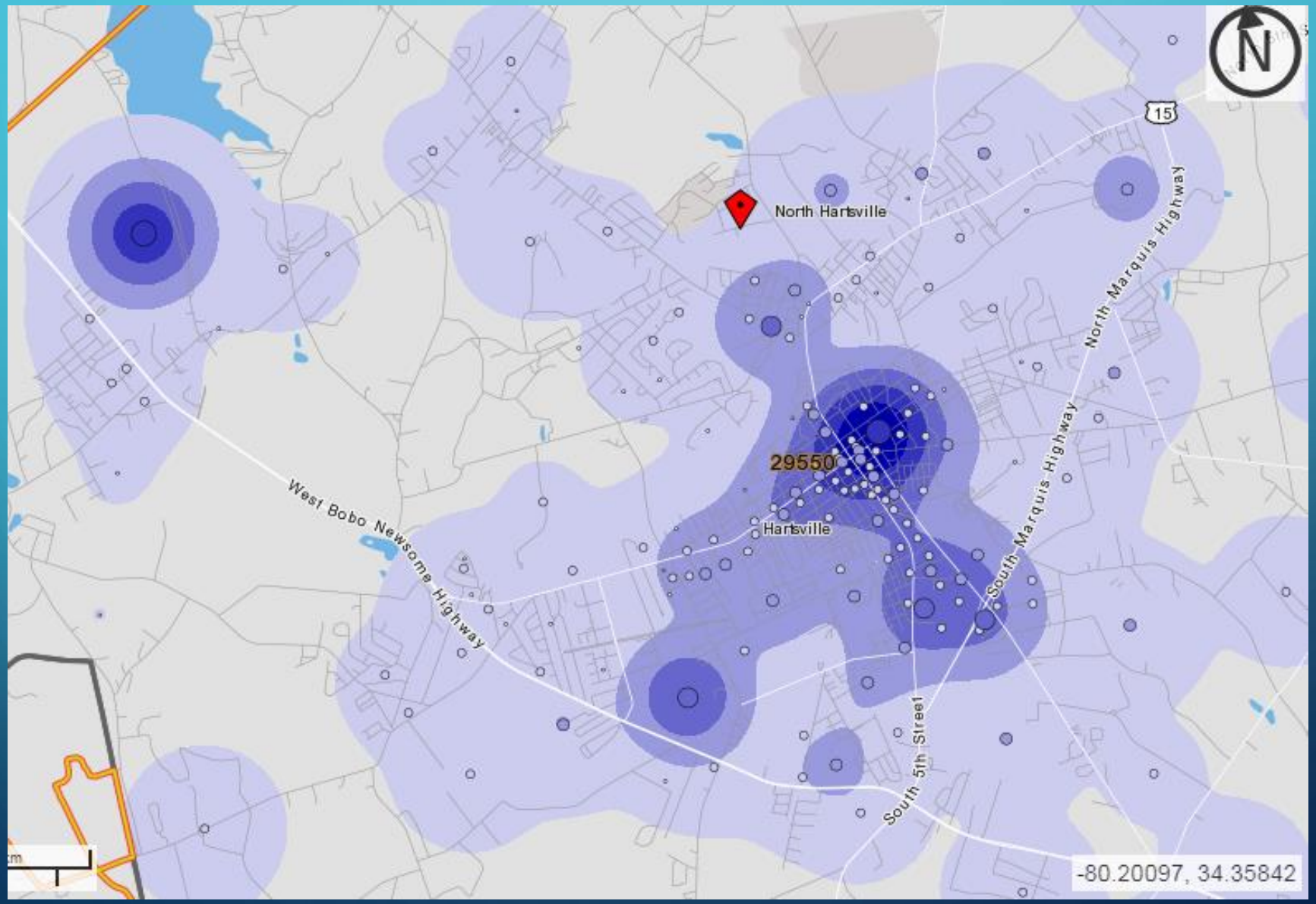
ECONOMIC DEVELOPMENT

- Economic development element. The economic element includes historic trends and projections on the numbers and characteristics of the labor force, where the people who live in the community work, where people who work in the community reside, available employment characteristics and trends, and economic base analysis and any other matters affecting the local economy. Tourism, manufacturing and revitalization efforts may be appropriate factors to consider. We intend on adopting the "FRAMEWORK FOR CREATING A SMART GROWTH ECONOMIC DEVELOPMENT STRATEGY: A TOOL FOR SMALL CITIES AND TOWNS"

GOALS

- Retain and grow existing businesses
- Attract new businesses
- Promote entrepreneurship
- Improve access to local employment opportunities
- Promote a vibrant downtown or commercial district
- Attract stores and services for daily needs to downtowns and residential neighborhoods

WORK AREA PROFILE ANALYSIS



ENTREPRENEURIAL PIPELINE

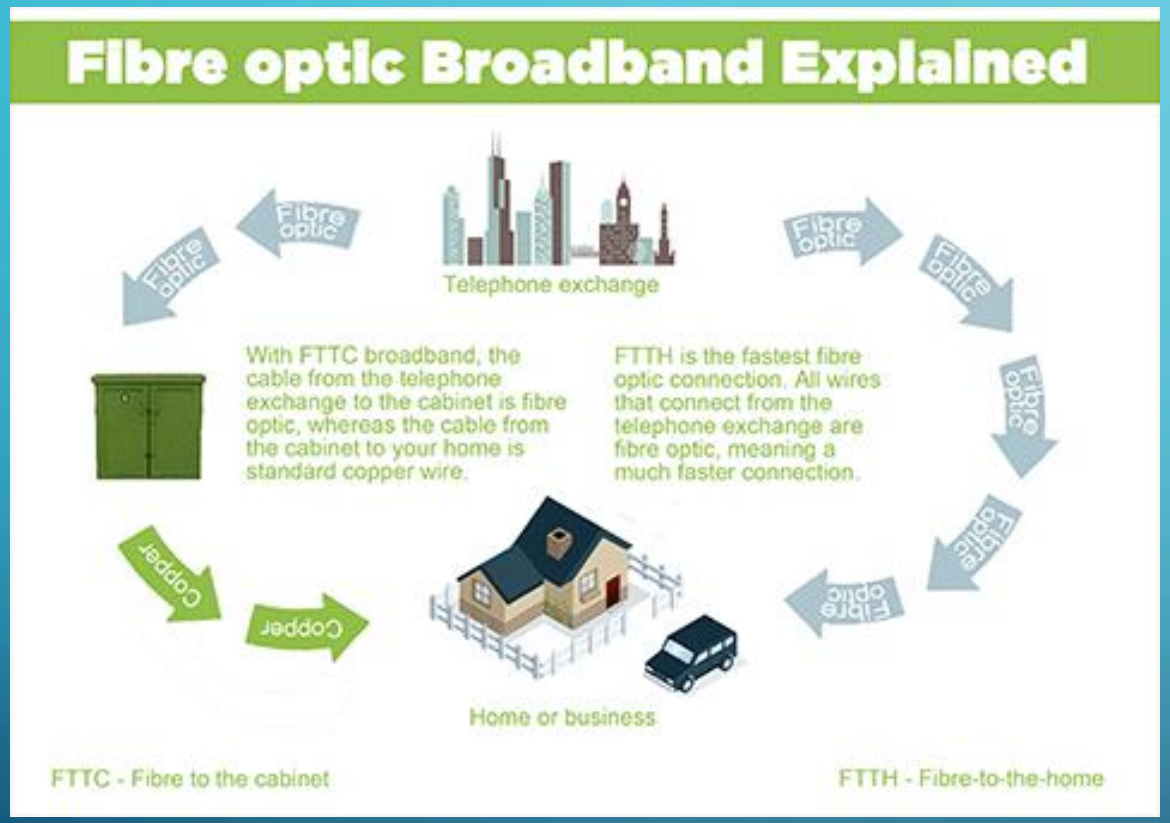
enactus™

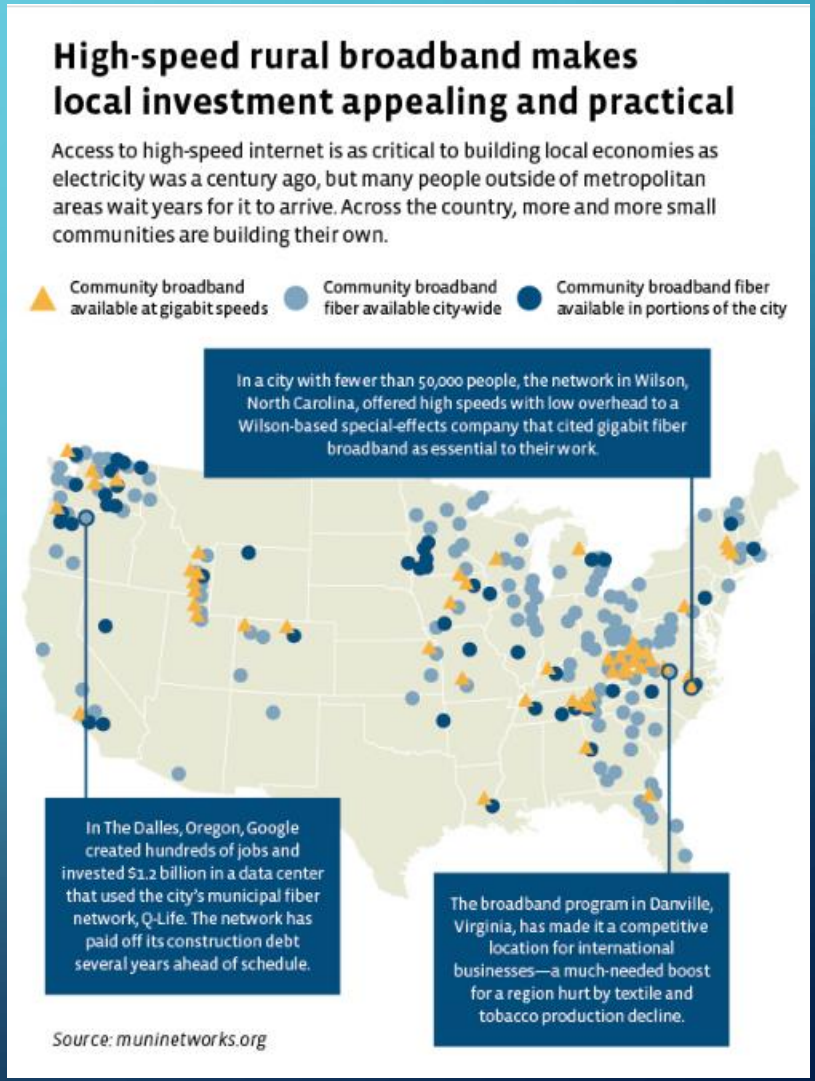
COKER COLLEGE

STARTSVILLE

GSSM FOUNDATION'S INNOVATION CENTER

DIGITAL HUB – FIBER OPTICS MASTER PLAN





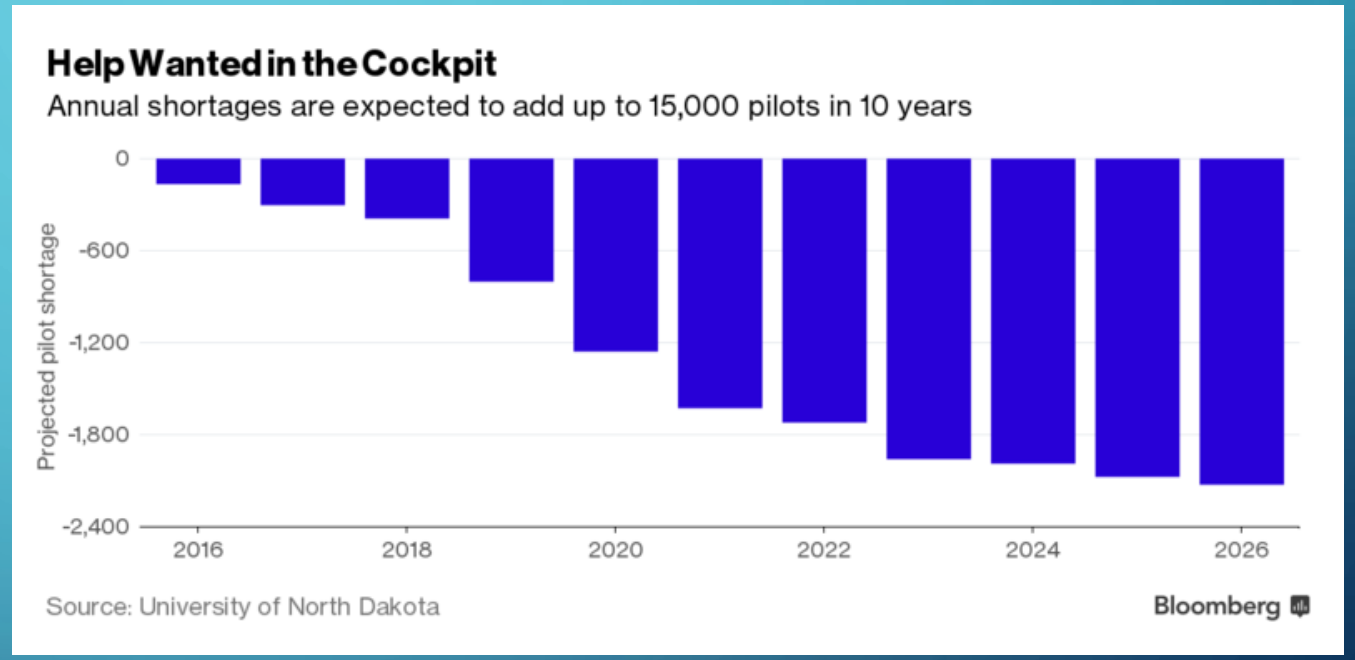
EDUCATION

- Education element. While not a required element, we felt that the educational resources and potential for Hartsville represented a competitive advantage that warranted their own element. This element would include the strategic plans for Coker College, the GSSM and FDTC as well as other workforce development and the public/private schools in the area.

GOALS

- Address Early Childhood Issues
- Improve the quality of K-12 education
- Increase access to advanced education, workforce development, and job training opportunities
- Build entrepreneurial educational pipeline at all levels

AIRPARK – PILOT SCHOOL



FDTC NEW CAMPUS

COMMUNITY FACILITIES

- **Community facilities element.** This element includes many activities essential to the growth, development or redevelopment of the community. The commission should give separate consideration to the following plans.

  a. water supply, treatment and distribution plan

  b. sewage system and wastewater treatment plan

  c. solid waste collection and disposal plan

  d. fire protection plan

  e. emergency medical services plan

  f. plan for any necessary expansion of general government facilities (e.g., administrative, court or other facilities)

  g. plan for educational facilities

  h. plan for libraries and other cultural facilities

GOALS

- Provide adequate community infrastructure/services to support growth
- Increase the sustainability and resiliency of infrastructure
- Utilize technology to improve delivery and reduce costs

PUBLIC SAFETY AND SERVICES COMPLEX

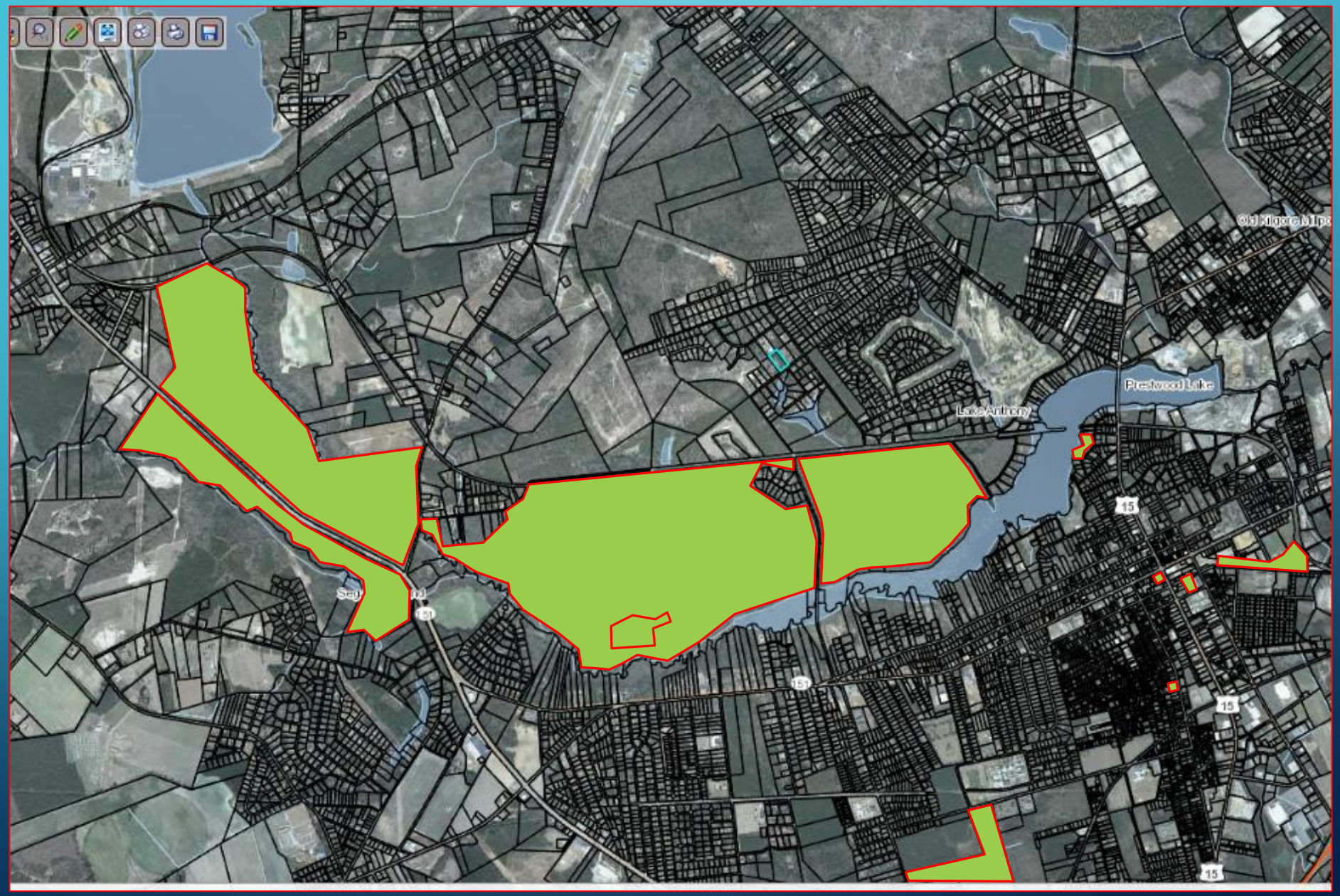
NATURAL RESOURCES

- **Natural resources element.** This element could include information on coastal resources, slope characteristics, prime agricultural and forest land, plant and animal habitats, unique park and recreation areas, unique scenic views and sites, wetlands and soil types. This element could also include information on flood plain and floodway areas, mineral deposits, air quality and any other matter related to the natural environment of the area.

GOALS

- Protect Our Watershed
- Create a Sustainable Urban Forest
- Connect City Parks
- Leverage Natural Resources to Increase Tourism/Enhance Lifestyle

NATURE PRESERVES AND PARKS



CONNECT THE PARKS

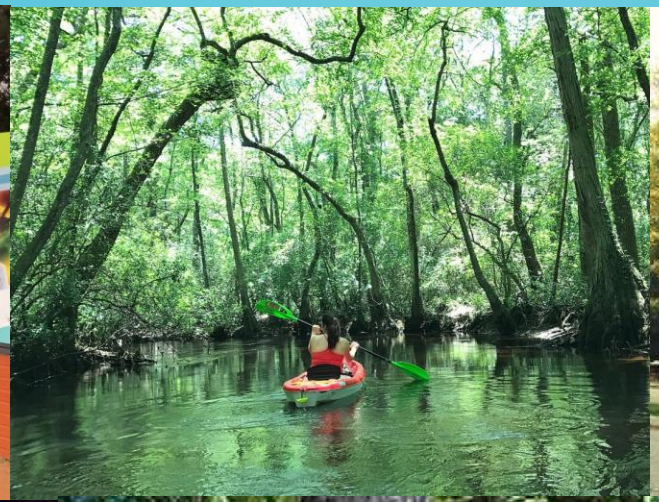
CULTURAL RESOURCES

- **Cultural resources element.** This element could include historic buildings and structures, unique commercial or residential areas, unique natural or scenic resources, archeological sites, educational, religious or entertainment areas or institutions, and any other feature or facility relating to the cultural aspects of the community. As with the natural resources element, a separate board may prepare this element. The planning commission can incorporate the work of a separate board into the comprehensive plan by reference.

GOALS

- Ecotourism
  - Kalmia Lodge
  - Birding
- Cultural Tourism
  - Mantissa West Market
  - Center Theater
- Historical Tourism
  - Heritage Trail
- Culinary Tourism
  - Black Creek Culinary Institute
- Sports Tourism
  - Coker Cup

PROMOTING TOURISM



WATER PARK

HOUSING

- **Housing element.** This element includes an analysis of existing housing by location, type, age, condition, owner and renter occupancy, affordability, and projections of housing needs to accommodate existing and future population as identified in the population and economic elements. The housing element requires an analysis of local regulations to determine if there are regulations that may hinder development of affordable housing. It includes an analysis of market-based incentives that may be made available to encourage the development of affordable housing. Incentives may include density bonuses, design flexibility and a streamlined permitting process.

GOALS

- Increase availability of housing for current demand
- Increase availability of housing to attract targeted populations, which are young professionals, executives, freelancers and affluent retirees
- Become a bedroom community to Florence, Camden and other surrounding work places

HIGH DENSITY DEVELOPMENT

AFFORDABLE HOUSING - TINY HOUSES

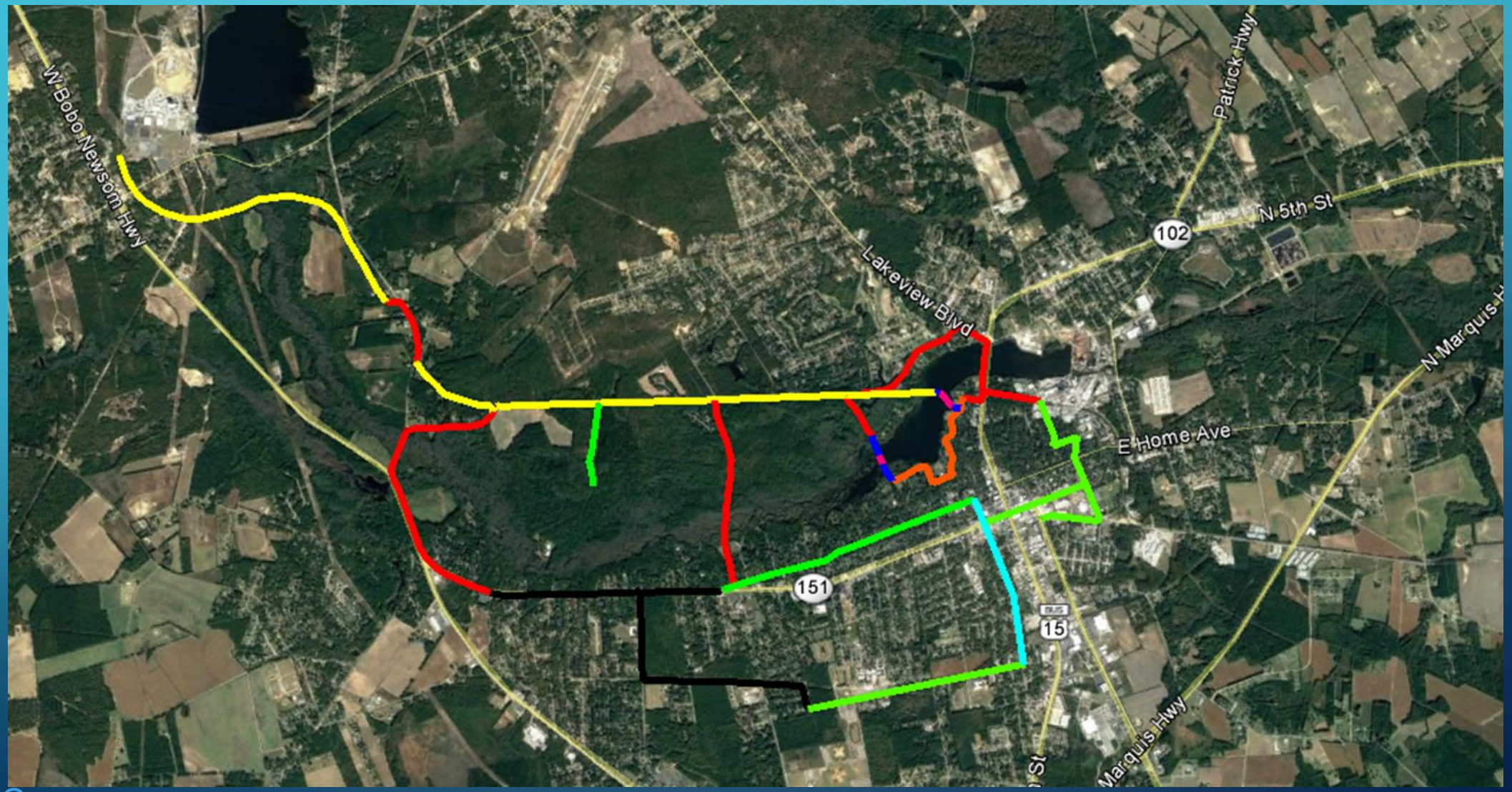
TRANSPORTATION

- **Transportation element.** This element was originally included in the community facilities element. The transportation element considers transportation facilities including major road improvements, new road construction, and pedestrian and bicycle projects. This element must be developed in coordination with the land use element to ensure transportation efficiency for existing and planned development.

GOALS

- Design streets and highways that are safe and efficient for vehicular, pedestrians and bicyclists with minimal environmental impact
- Improve walking and biking trails and facilities

RECREATIONAL TRAIL



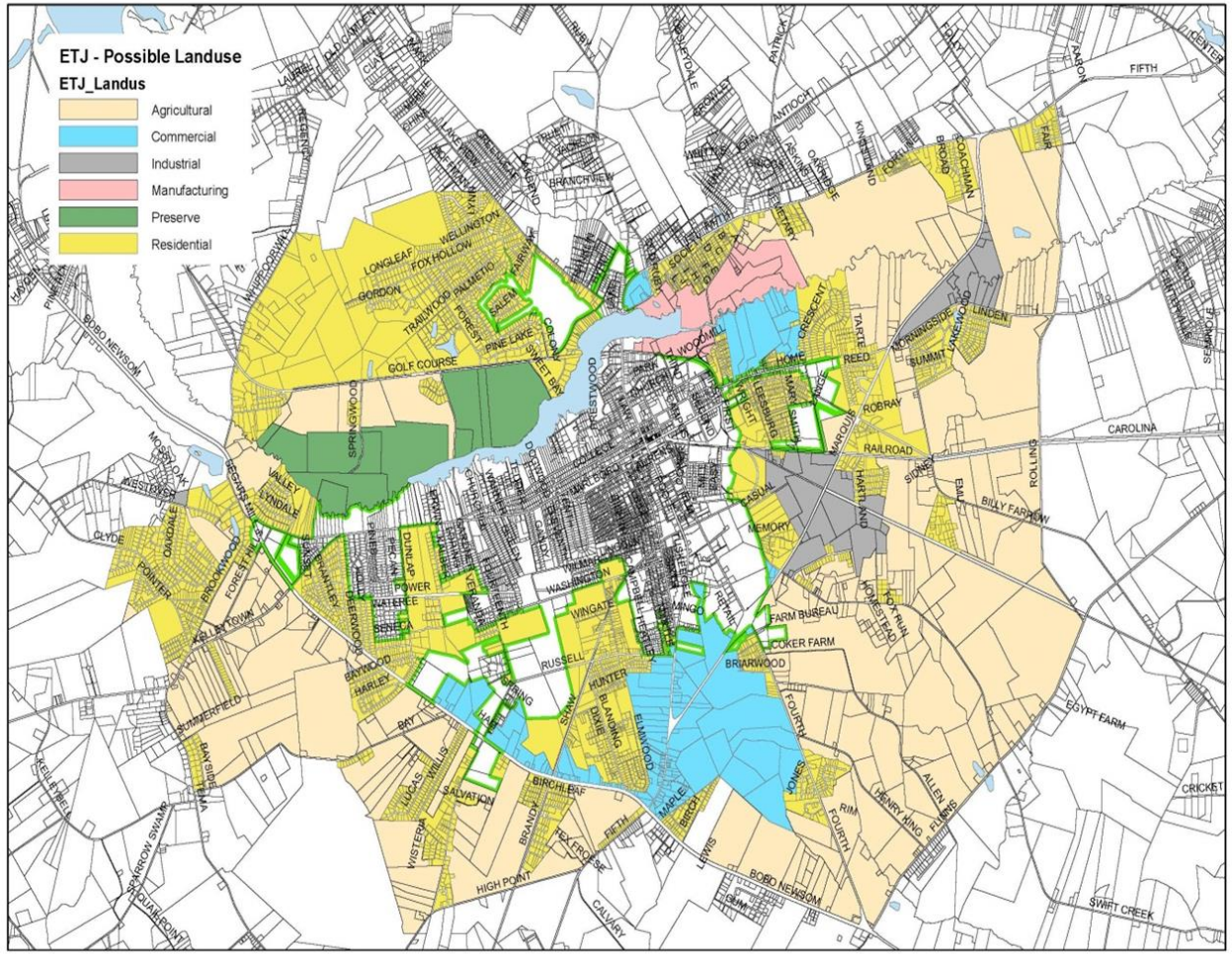
LAND USE

- **Land use element.** This element deals with the development characteristics of the land. It considers existing and future land use by categories including residential, commercial, industrial, agricultural, forestry, mining, public and quasi-public, recreation, parks, open space, and vacant or undeveloped land. This element is influenced by all previously described plan elements. The findings, projections and conclusions from each of the previous six elements will influence the amount of land needed for various uses.

GOALS

- Encourage business growth in infill locations
- Maintain character and distinctive community assets
- Allow a mix of land uses in appropriate locations
- Ensure compatibility of adjacent land uses
- Explore annexation opportunities
- Pursue Extraterritorial Jurisdiction
- Review and execute recommended rezoning/regulations/policy changes

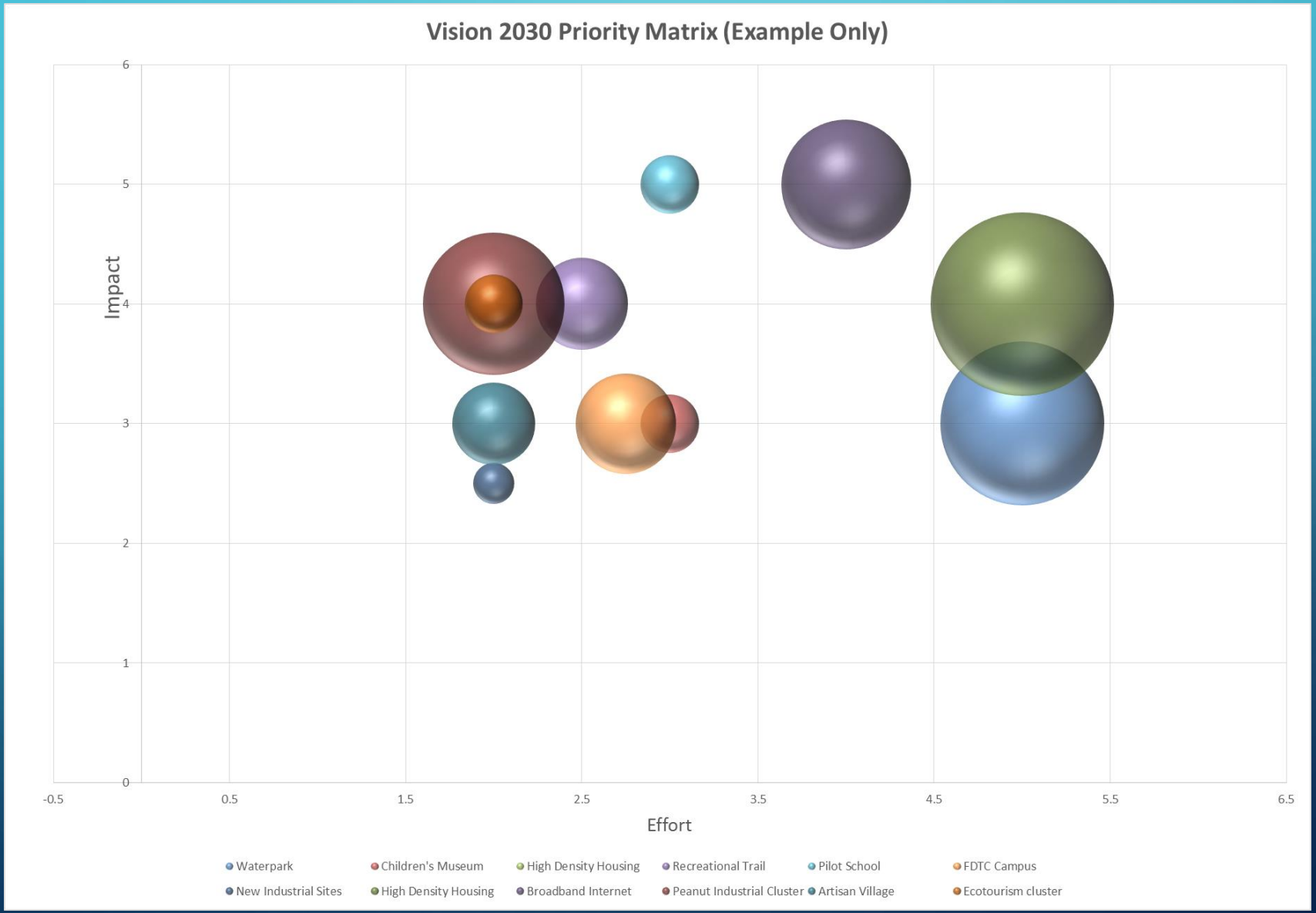
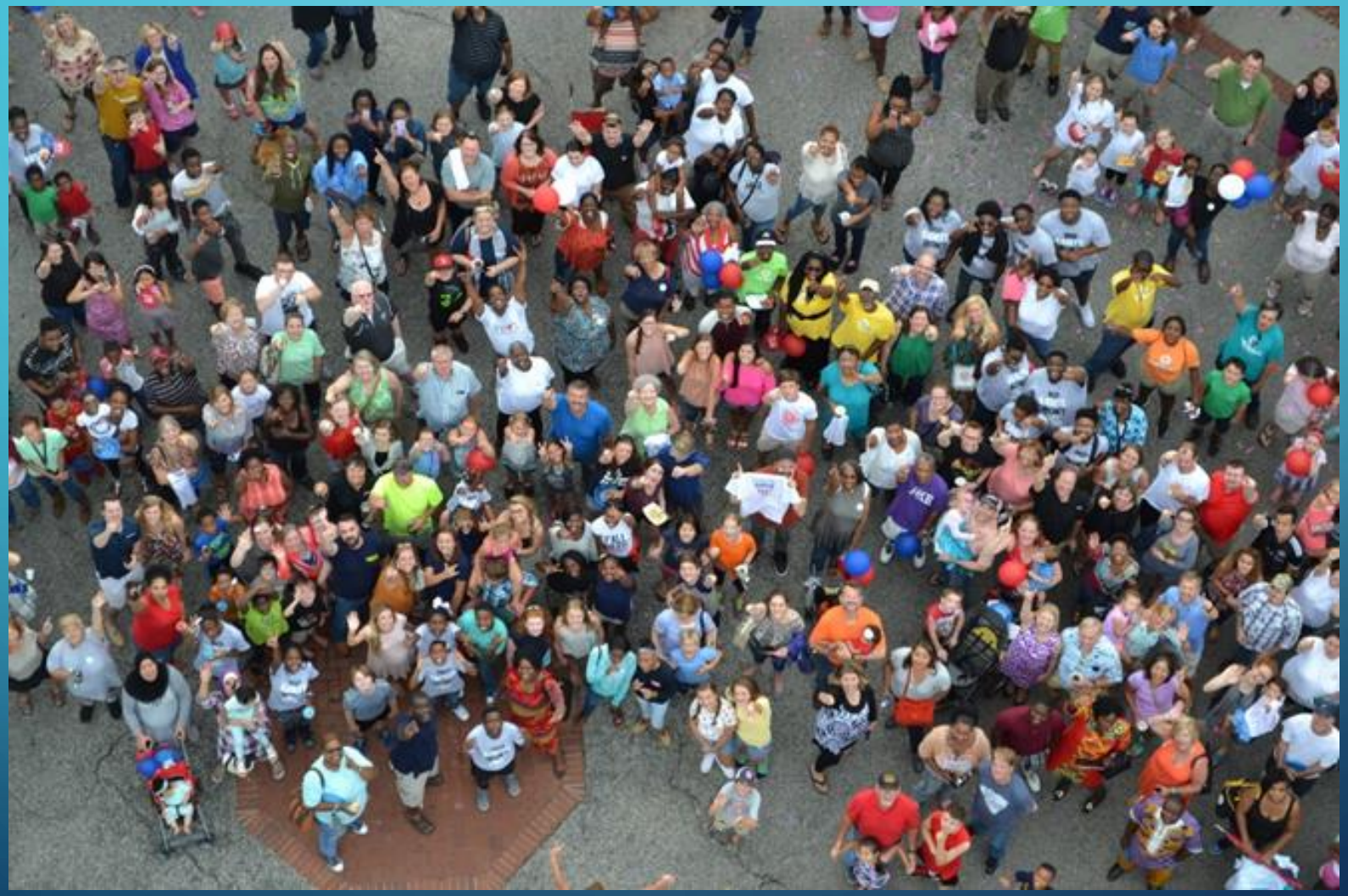
EXTRA TERRITORIAL JURISDICTION



PRIORITY INVESTMENT ELEMENT

- **Priority investment element.** This element requires an analysis of projected federal, state and local funds available for public infrastructure and facilities during the next10 years and recommends the projects for those funds. These recommendations must be coordinated with adjacent and relevant jurisdictions and agencies (counties, other municipalities, school districts, public and private utilities, transportation agencies, and any other public group that may be affected by the projects). Coordination simply means written notification by the local planning commission or its staff to those groups.

PRIORITIZATION OF PROGRAMS/PROJECTS/POLICIES



QUESTIONS?