

Chicken Bog & Catalyst Projects

SC APA Spring Conference
April 25, 2025

LORIS, S.C.

• EST. 1887 •

Introductions



W. Clay Young
City Administrator



Lorna Allen, PLA
Senior Urban Designer



Chris Chockley, PLA, AICP
Senior Landscape Architect



"A City Without Limits"

“A City Without Limits”

LORIS HISTORY

“A City Without Limits”

The early 1800s saw the settlement of the Northern parts of Horry County by individuals of Scottish and English descent. As the late 1880s approached, the economy thrived on timber and turpentine, leading the Chadbourn Lumber Company from Wilmington, North Carolina to build railroad lines into the forests of Horry County. Their aim was to transport timber to their saw mills just across the state line in North Carolina. By 1887, the Chadbourn Lumber Company’s rail line had extended deep into Horry County. On December 7, 1887, James Gould Patterson sold land west of the railroad right-of-way to the Chadbourn Brothers for the purpose of establishing a depot. This marked the birth of Loris. By 1892, the community of Loris was experiencing growth, with four stores operating in the area. This growth continued, and shortly after the turn of the 20th century, efforts were made to establish Loris as an official town. On July 26, 1902, Loris was officially incorporated, with Daniel J. Butler serving as its first Mayor.

Through the Years

1907: The Bank of Loris opened, the town’s first brick building.

1909: Conway Telephone Company installed a complete telephone system in Loris.

1911: A new depot was constructed to handle increased freight.

1914: Loris was coined the Gate City, the first town on the railroad south of the North Carolina line.

1920: The local high school received state accreditation.

1930s: Loris reached a population of 1,000 residents with a diverse agriculture scene including tobacco, strawberries, Irish potatoes, sweet potatoes, lettuce, and poultry.

1946: Loris Wood Products was the first operating industry in Loris.

1950: Loris Community Hospital opened its doors.

1958: WLSC-AM brought radio broadcasting to Loris.

1970s: Loris became “The City of Loris” after the SC Home Rule Act.

1960s–1990s: Main Street saw booming commercial activity with textile factories, tobacco farming, and sales warehouses, though these industries gradually declined by the late 1990s.

A new Commerce Center was established in Loris to attract a diverse range of industries. The city has experienced significant growth since the 1990s, with numerous parcels being annexed to the city. Following the 2000 Census, Loris was recognized as the second fastest-growing city in the state.

Many newcomers are discovering that Loris offers a unique quality of life for a small city, while also being in close proximity to the beach and Myrtle Beach. In 2002, Loris celebrated its centennial incorporation with the dedication of the first phase of a multi-phase downtown revitalization project, which included new sidewalks, decorative street lamps, landscaping, and a city clock and carillon system.

Every October, thousands of people visit Loris to participate in the annual “Loris Bog-Off Festival,” which celebrates the delicious Southern dish of chicken bog made with secret ingredients. Loris is well-positioned to live up to its motto of “A City Without Limits” throughout the 21st century.



Aerial view of Downtown Loris and the Brick Warehouse on Railroad Avenue.

Loris By The Numbers

Pop. 2,570

ACS 2023 5-year



4.6

Square Miles
ACS 2023 5-year



1,101

Households
ACS 2023 5-year



57%

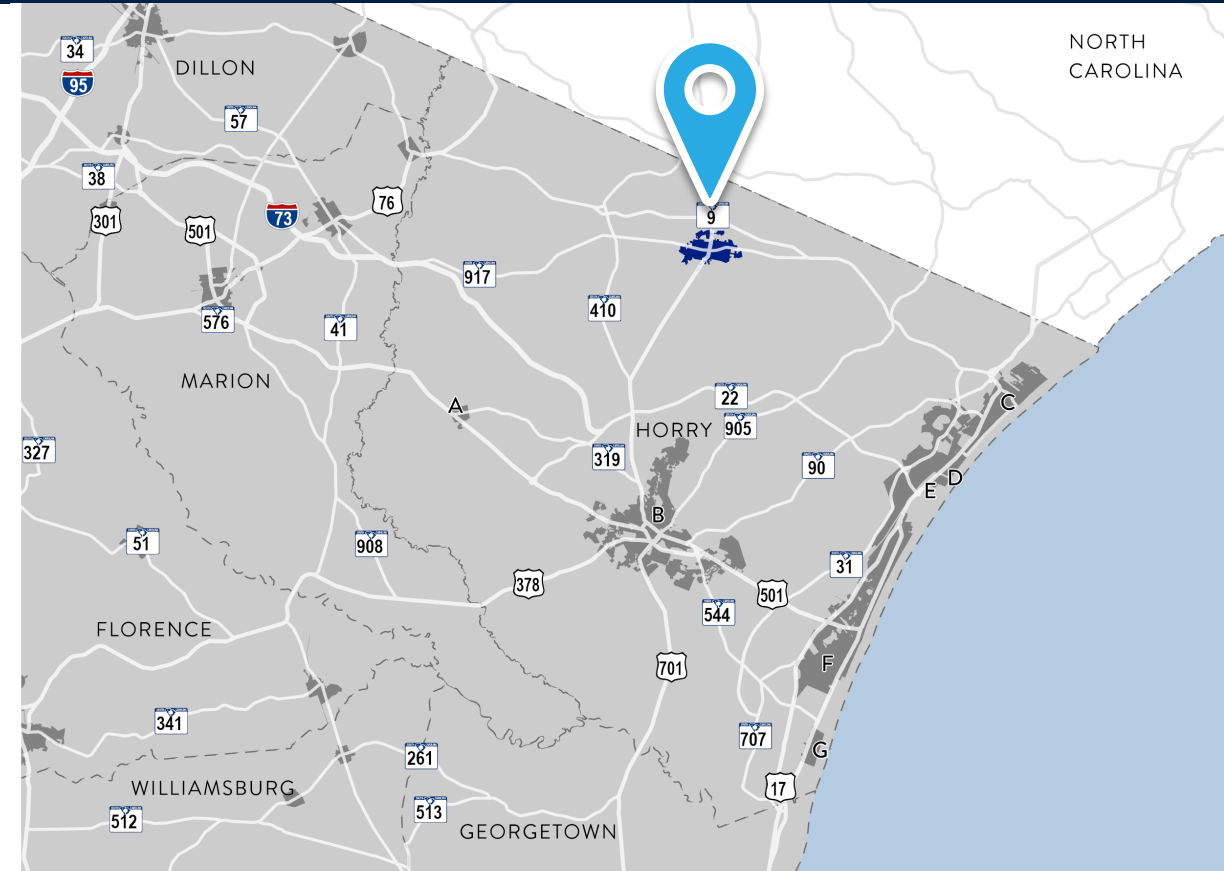
18-64 Age Range
ACS 2023 5-year



34 Minute

Average Commute

ACS 2023 5-year



Vicinity

State Boundary

County Boundary

Nearby Municipalities

Loris City Limits

A - Aynor

B - Conway

C - North Myrtle Beach

D - Atlantic Beach

E - Briarcliffe Acres

F - Myrtle Beach

G - Surfside Beach




Fastest Growing County In SC

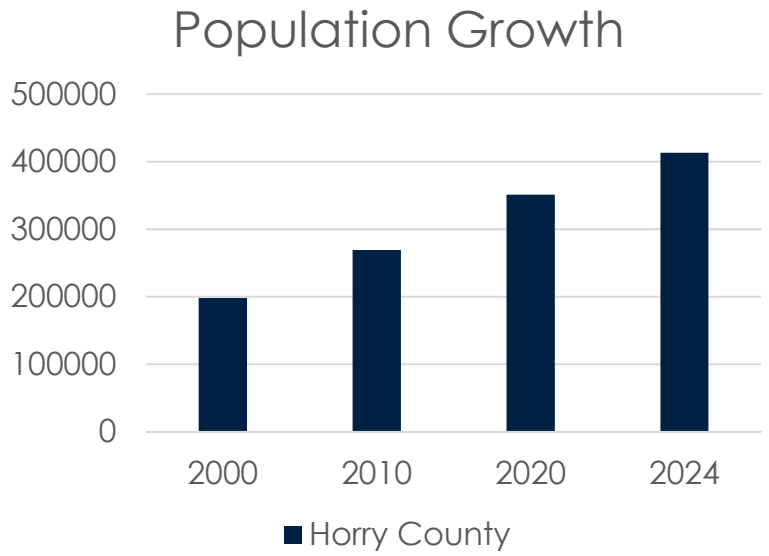


*In Horry County, SC,
population growth has
outpaced housing
development.*

AEG Report, CCARSC

Pop. 413,391
(2024 est., US Census)


224,231
Housing Units
2024 est., US Census



Between 2013 and 2023


11.5%
Population Growth
2024 AEG Analysis


10.6%
Housing Unit Growth
2024 AEG Analysis

Grand Strand Tourism

YOU BELONG AT *The Beach*

2023 YEAR IN REVIEW

This year, the story of tourism in Myrtle Beach was one of resilience, adaptability, and strategic growth. Facing challenges head-on, the destination not only sustained its appeal but also expanded its reach and impact. Visit Myrtle Beach's ability to attract a diverse visitor base, from domestic to international travelers, and its continued investment in tourism infrastructure and marketing, set a positive outlook for the future.



17.6
MILLION

Total Visitors

Two-thirds are repeat visitors to the area

\$11.95
BILLION

Economic Impact

Total direct visitor spending & impact

\$16.4
BILLION

Gross Retail Sales

Tourism-related spending in Horry County

17.6

MILLION

Visitors Stays

Number of visitors in 2022

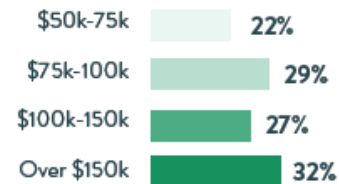
Who's Visiting?

Myrtle Beach visitors, past three years

BY AGE



BY HOUSEHOLD INCOME



TOP INTERESTS



Origin Markets

Here is a closer look at where our 2023 visitors came from:

IN THE CAROLINAS

1. Charlotte, N.C.
2. Florence, S.C.
3. Greensboro, N.C.
4. Columbia, S.C.
5. Raleigh, N.C.
6. Fayetteville, N.C.
7. Winston-Salem, N.C.
8. Concord, N.C.
9. Gastonia, N.C.
10. Charleston, S.C.

BEYOND THE CAROLINAS

1. Knoxville, Tenn.
2. New York, N.Y.
3. Augusta, Ga.
4. Jacksonville, Fla.
5. Indianapolis, Ind.
6. Virginia Beach, Va.
7. Philadelphia, Penn.
8. Louisville, Ky.
9. Nashville, Tenn.
10. Washington, D.C.

Tax Revenue for Horry County

\$32.0

MILLION

Accommodations Tax

↓ 0.75% YOY

\$45.7

MILLION

Tourism Development Fee

↑ 3.89% YOY

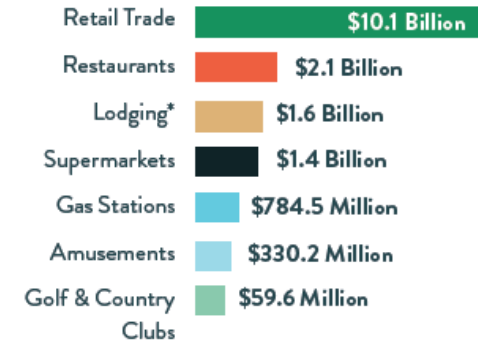
\$58.5

MILLION

Hospitality Tax

↑ 3.52% YOY

Horry County Gross Sales



*Note: Based on 2% ATAX

Source: S.C. Department of Revenue

\$16.4

BILLION

Total Gross Sales

↑ 1.86% YOY

Source: Myrtle Beach Area Convention & Visitors Bureau
2023 Annual Report



Chicken Bog Capital of the World



Visit Myrtle Beach, SC

CHICKEN BOG RECIPE

*Recipe courtesy of the
Loris Chamber of Commerce*

6 cups of water
1 tablespoon of salt
1 onion, chopped
1 (3-pound) whole chicken
1 cup of long-grain white rice
1/2-pound smoked sausage of your choice, sliced
2 tablespoons of Italian-style seasonings
2 cubes of chicken bouillon

Place water, salt and onion in a large pot. Add chicken and bring to a boil; cook until chicken is tender, about 1 hour. Remove chicken from pot and let cool. Remove skin and bones and chop remaining meat into bite-size pieces. Skim off fat from cooking liquid and measure 3 1/2 cups of the chicken broth into a 6-quart saucepan. Add rice, chicken pieces, sausage, herb seasoning and bouillon to the saucepan. Cook for 30 minutes; let come to a boil and then reduce heat to low, keeping pan covered the whole time. If mixture is too watery or juicy, cook over medium-low heat, uncovered, until it reaches the desired consistency. Stir often while cooking.



Loris Bog-Off Festival

Join Us!
Saturday, October 18
46th Annual Loris Bog-Off
Festival



Visit Myrtle Beach, SC



The Secret's Out About Loris

112 acre Horry Co. rezoning request leaves most residents upset, some welcome development

by Emma Parkhouse | Wed, March 23rd 2022 at 10:55 PM

Updated Sat, March 26th 2022 at 3:07 PM



112 acres have been requested to be rezoned in Horry County along Highway 701 (Credit: WPDE)



15

[VIEW ALL PHOTOS](#)

Nearly 300 new houses proposed for Loris farmland



By Zach Wilcox

Published: Oct. 29, 2021 at 7:06 AM EDT

[✉](#) [f](#) [X](#) [p](#) [in](#)

LORIS, S.C. (WMBF) - A developer has proposed a nearly 300-home subdivision off Highway 66 in Loris, but it's sparked some debate while still in the planning phases.

Although the plan may see some changes, city leaders feel this could be a positive step in the development of Loris.

"I think the right growth to Loris is very healthy for us," said Loris interim city clerk Keith Massey.

Massey says there was a steady flow of people coming into Loris businesses all summer long. He added a lot of it is beach traffic with people passing through, but Loris may see a lot more people plant their roots in the area soon.



Downtown Economic & Development Master Plan

Developing the Plan

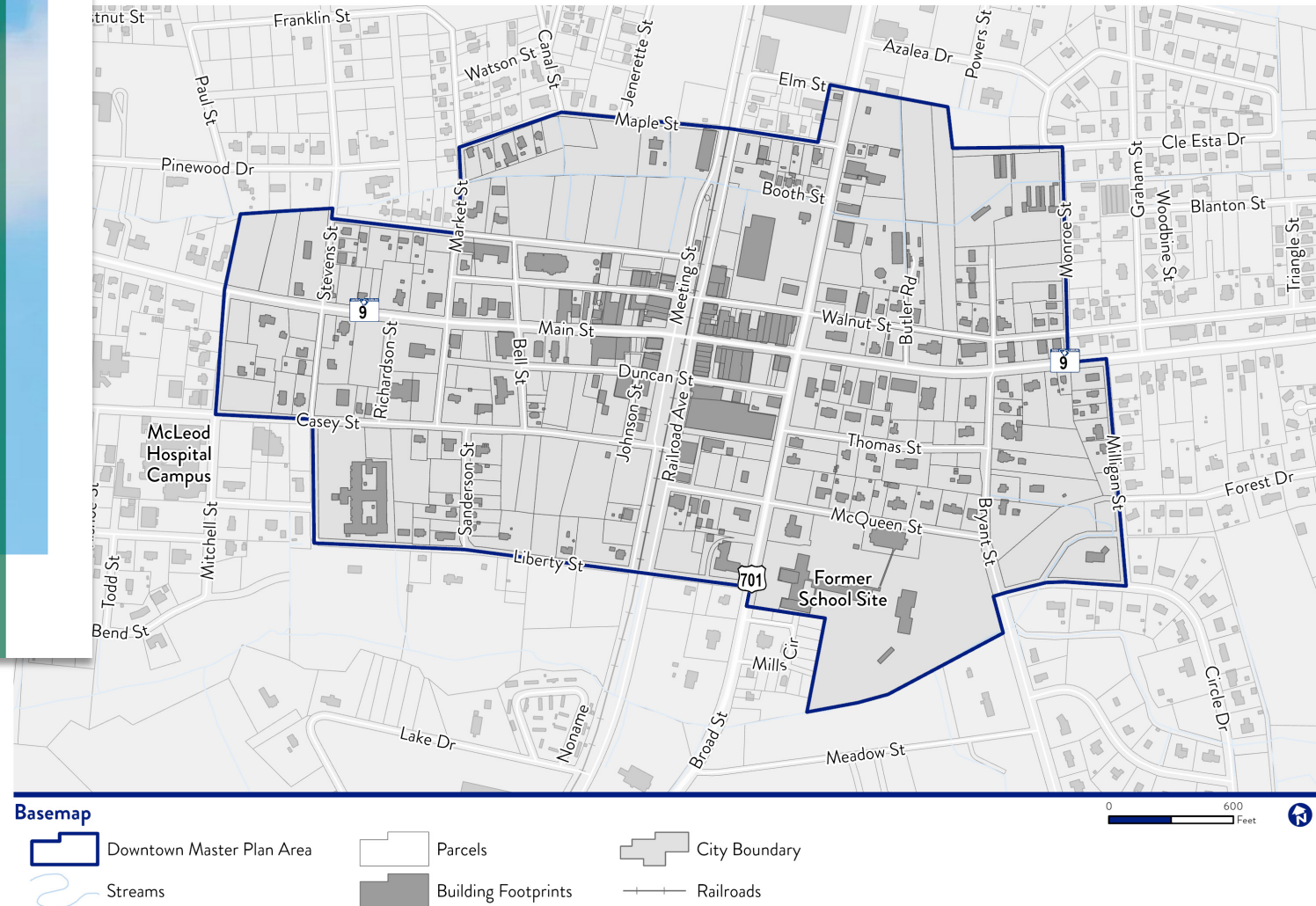
Prepared by Bolton & Menk Inc.



LORIS A CITY WITHOUT LIMITS

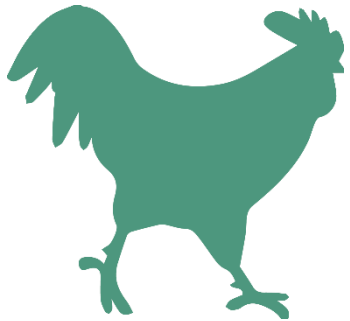
Downtown Economic & Development Master Plan

ADOPTED JULY 1, 2024



Guiding Principles

Strut Your Stuff



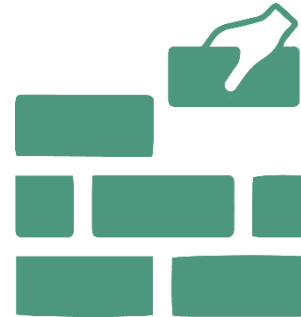
This principle aims to showcase the culture of Loris through art, branding, marketing, events, and Downtown programming. It's time to strut it!

Connect to the Iron Cross



Prioritize investments that connect people to the Iron Cross of Main St, Railroad Ave, and Meeting St.

Generational Investments



Position Loris for future success by laying the groundwork today through infrastructure investments, land acquisition, zoning updates, etc.

Grow the Coop



Growing the Coop reflects the need for additional housing and retail within Downtown. It also involves growing, supporting, and enhancing the business community.

Master Plan Framework

- Focus areas
 - 1 Former High School
 - 2 Iron Cross
 - 3 Hillcrest Center

- Infill development opportunities
- Building improvement/adaptive reuse



Hillcrest Center / Hills Food Store

Loris Downtown Economic and Development Master Plan

Catalyst Project Hillcrest Center

Built in the mid-century, the Hillcrest Center has long been the shopping destination within downtown. With a prime location within walking distance of Main Street, the Hillcrest Center has the opportunity to reimagine itself into an extension of downtown and a destination in its own right. Primary goals would include:

- 1 **Hillcrest 2.0:** Reimagine the Hillcrest Center as the northern gateway to downtown. Support redevelopment of the shopping center into a walkable, park-once lifestyle center. Support a mix of uses such as:
 - 2 **New Anchor Store**
 - 3 **Retail**
 - 4 **Restaurants**
 - 5 **Public spaces**
 - 6 **New Street**
 - 7 **Underground Stormwater Detention**
 - 8 **Shared Parking**
- 9 **Focus on Walkability:** Invest in opportunities to improve streets with wider sidewalks, fewer driveways and curb cuts, better lighting, and more placemaking. Encourage businesses to use sidewalks for sidewalk cafe dining.

- 10 **A Whole New Broad:** Invest in a new streetscape along Broad Street that has wide sidewalks, street trees, on-street parking, and improved intersections. Support infill development and redevelopment along Broad Street that has a mix of uses that includes housing, commercial, and office.
- 11 **Reinvest in the Maple Street District:** Work with community members and local organizations to stabilize, rehabilitate, and improve housing within the Maple Street District. Build affordable infill housing to support families and senior residents that accounts for various life stages and income levels such as:
 - 12 **Single Family Houses**
 - 13 **Townhomes**
 - 14 **Duplexes**
 - 15 **Senior Apartments**
- 16 **Support Local Haunts:** Support long-standing businesses through programs and funding that supports building upfits, retrofits, adaptive reuse, and facade rehabilitation.
- 17 **Support Development:** Support infill development and redevelopment along Broad Street and Pinewood Streets that has a mix of uses including housing, commercial, and office.



Former High School Site

Loris Downtown Economic and Development Master Plan

Catalyst Project Former High School Site

Rooted in civic use, the former Loris High School property has the opportunity to once again serve the Loris community as the show piece for art, culture, and civic pride. Primary goals would include:

- **Connect to Downtown:** Streetscape improvements along Broad, McQueen, and Bryant Streets, along with greenway/multi-use paths, strengthen connections to the downtown core and increases parking throughout.
- **Position for Public Use and Benefit:** Continue the site's legacy of civic use with investments such as a multi-use public building that could house a fire station, community center for teens and seniors, and an event venue that overlooks the new Loris City Park.
- **Preserve Tree Canopy and Floodplain:** Orient the new Loris City Park so that the majority of the tree canopy and floodplain is preserved and utilized for trails. Center the park on an amphitheater with other amenities such as restrooms, picnic shelters, event lawn, and playground. Capture stormwater on-site with a scenic pond.
- **Compatible Development:** Support residential development along edges to provide "eyes on the park" and as a transition to adjacent neighborhoods.

Connections

- 1 New Street/Alley
- 2 Downtown Gateway
- 3 Streetscape Improvements

Development

- 4 Infill Residential
- 5 Infill Mixed Use
- 6 Adaptive Reuse of Building
- 7 Fire Station
- 8 Community Center
- 9 Event Venue
- 10 Amphitheater
- 11 Stage
- 12 Pavilion/Restrooms
- 13 Picnic Shelters
- 14 Playground
- 15 Event Lawn
- 16 Canopy Trails
- 17 Community Lawn
- 18 Stormwater Pond
- 19 Art Walk

Parking

- 20 On-street Parking
- 21 Parking
- 22 Event/Overflow Parking
- 23 Food Truck Parking
- 24 Fire Station Access



Iron Cross – Main and Railroad

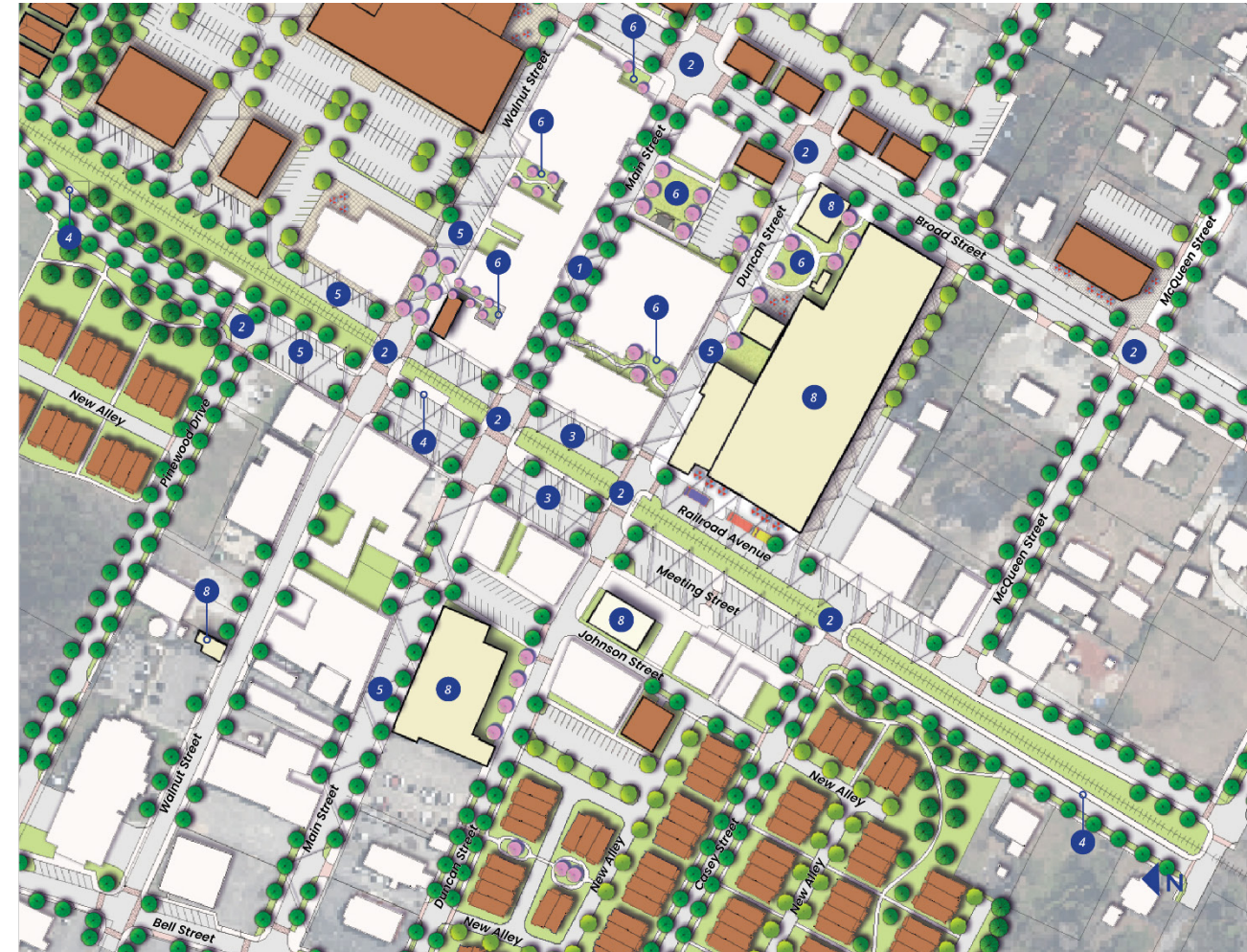
Loris Downtown Economic and Development Master Plan

Catalyst Project Iron Cross

The epicenter of Loris, the Iron Cross, is where the community comes together to celebrate, shop, dine, and do business. All roads lead to the Iron Cross, so the destination should be worth the journey. Focusing on investments that create places for people, create vibrancy, and infuse all of the charm of a Hallmark town. A key focus on the master plan, primary goals for the Iron Cross would include:

- 1 **Main Street Strategy:** Improve Main Street by prioritizing pedestrians and spaces for businesses to create sidewalk dining, displays, and seasonal plantings that will add to the ambiance and whimsy in downtown. Utilize Duncan and Walnut Streets as one-way pairs and reroute truck traffic from Main Street within the core of downtown.
- 2 **Improve Intersections:** Upgrade intersections to improve function, safety, ADA compliance, and beautification.
- 3 **Meeting and Railroad Streetscapes:** Update the streetscapes along Meeting and Railroad Streets to improve function, beautification, and placemaking. Incorporate elements that will support events, food trucks, outdoor dining, and businesses.
- 4 **Railroad Linear Park:** Expand the sidewalk that runs along the railroad tracks to create a linear park that runs along Meeting Street. Include improvements such as landscaping, pedestrian lighting, furnishings, and decorative fencing along both sides of the railroad.

- 5 **Light the Night:** There is something about lighting that can set the tone and make a place sparkle. Focus energy along key streets that have the places that people want to go - shops, restaurants, public spaces, and parking. Use pedestrian scaled lighting and string lighting to highlight key streets such as:
 - » Railroad Avenue
 - » Meeting Street
 - » Main Street
 - » Walnut Street
 - » Duncan Street
- 6 **Places for People:** Carve out special places where people can gather, sit, or dine. Make them special with decorative furnishings, planters, art, and lighting. Find underutilized spots and turn them into places by adding a touch of whimsy. Support businesses and restaurants by having outdoor dining on patios that face the street and along the sidewalks.
- 7 **Park Once and Walk:** Getting people to the Iron Cross will be the driving factor to its future success. Invest in making strategic connections that bring people safely to downtown. Promote a “park once and walk” downtown by implementing a robust wayfinding system that directs visitors to public parking and reminds them that it really is not that far to get out of the car and enjoy the walk. Improve streets with ample sidewalks and safe pedestrian crossings that function with a “people-first” approach to street design. These approaches will ensure a bright future for downtown as a whole.
- 8 **Reimagine Old Places:** Breathe new life into old buildings through programs and funding that supports building upfits, retrofits, adaptive reuse, and facade rehabilitation.

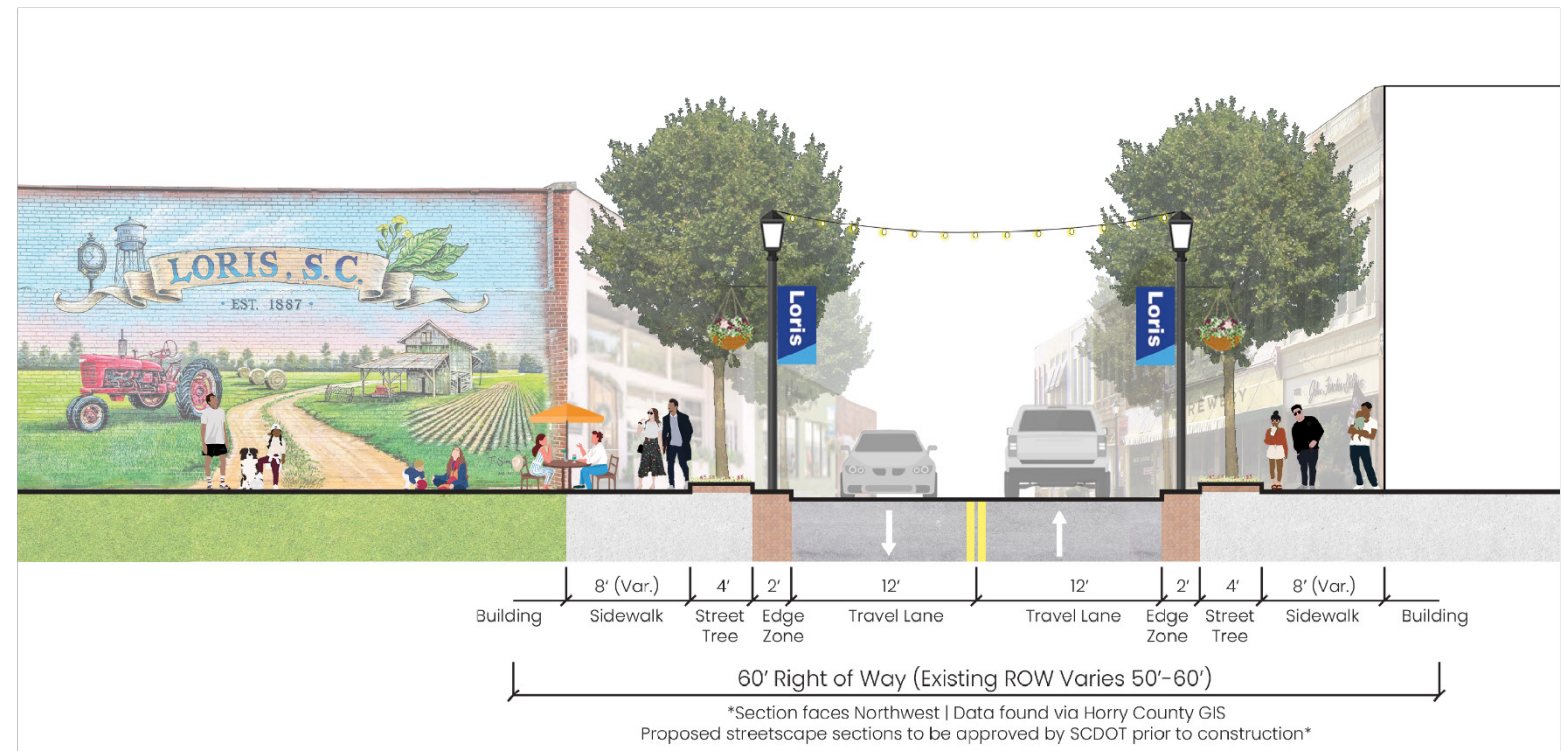


Main Street (between Broad and Railroad)

Loris Downtown Economic and Development Master Plan

Recommendations:

- Maintain two travel lanes of 12' each direction.
- Remove on-street parking and shift curb to provide ample space for pedestrians, sidewalk dining, public art, or expanded vendor space.
- Maintain brick accent feature within the edge zone and extend this feature throughout downtown.
- Incorporate street trees into raised planting beds with curbs. Where breaks in the planters occur, consider placing benches that face each other.
- Update the pedestrian lighting to accommodate decorative baskets, banners, outlets, string lighting, and upgraded light fixtures that are DarkSky Approved.
- Secure permanent use of the open space and fund improvements that might include a permanent stage, furnishings, lighting, and landscaping.
- Encourage businesses to provide outdoor seating and dining in front of their establishments.
- Work with businesses and property owners to improve building facades. Consider developing a matching grant program.



Broad Street

Loris Downtown Economic and Development Master Plan

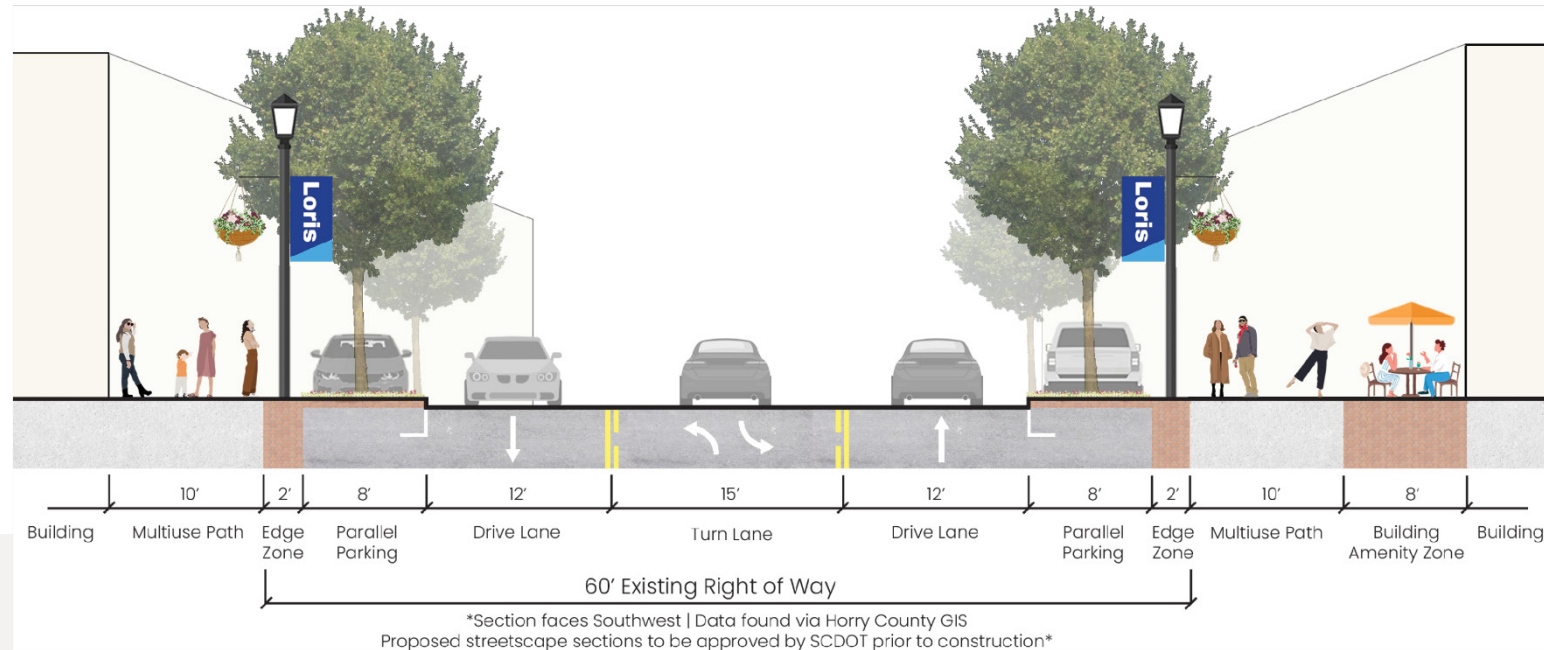
Broad Street

Existing Conditions:

- Broad Street, or US-701 Hwy, is an auxiliary route of US 1 spanning 171 miles from Georgetown, SC to Four Oaks, North Carolina. Broad Street /US-701 connects Loris to Tabor City in the north, and Conway to the south.
- Broad Street is primarily a two-lane highway with 17-18' wide travel lanes in each direction. In between Walnut Street and Duncan Street there is a center turn lane. Planting strips exist on both sides of the street, but are not wide enough to accommodate street trees and are inhabited by utility poles. There are 5' wide sidewalks on either side of the street.

Recommendations:

- Maintain two travel lanes of 12' each direction, and a 15' center turn lane.
- Add on-street parking on both sides of the street.
- Incorporate street trees in bulbouts, planters, and within tree grates where appropriate.
- Maintain brick accent feature within the edge zone and extend this feature throughout downtown.
- Provide a 10' multi-use path on both sides of the street.



Duncan Street – One Way Pair

Loris Downtown Economic and Development Master Plan

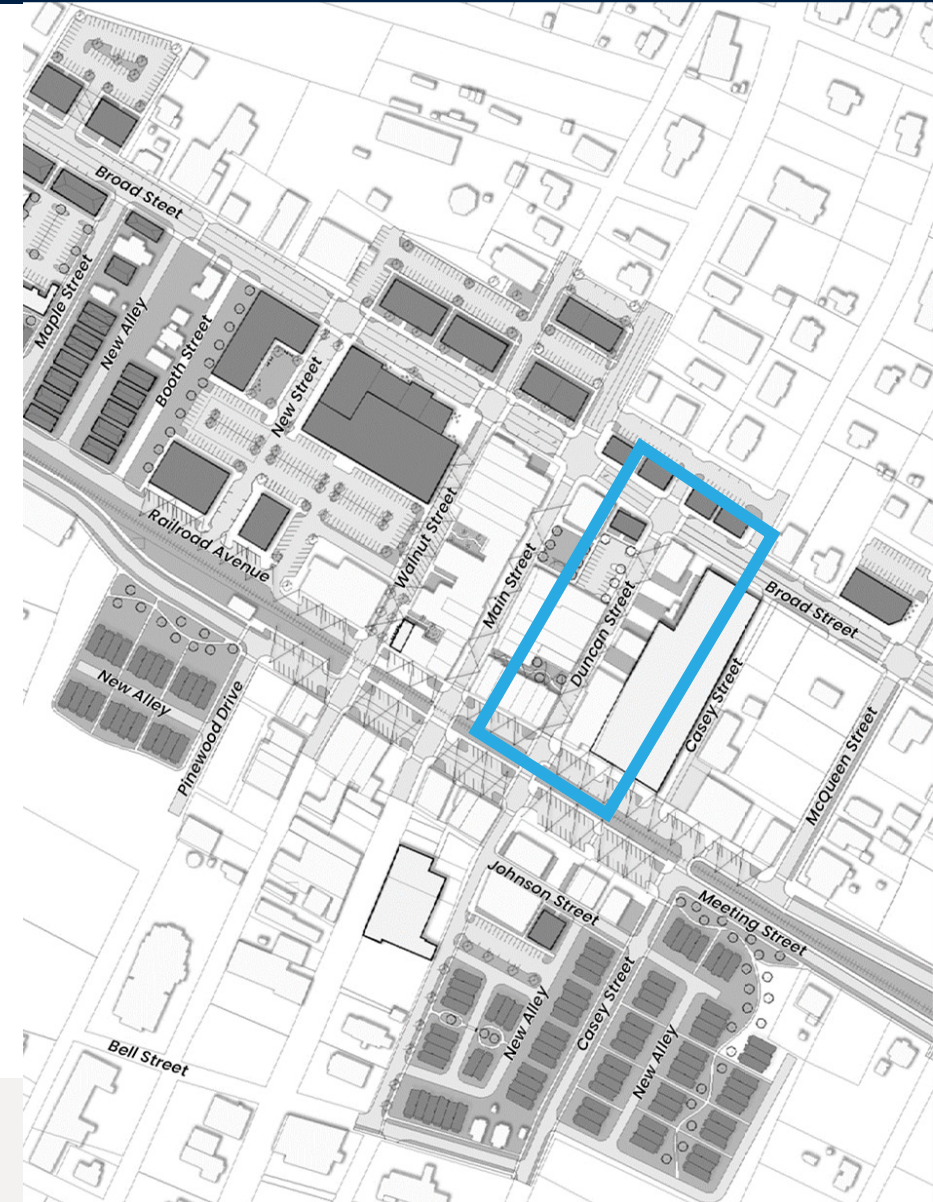
Duncan Street

Existing Conditions:

- Duncan Street is a local two-way street connecting Broad Street/US-701 to Bell Street.
- It currently functions primarily as the “back-of-house” for Main Street businesses.
- It is approximately 20' wide with no sidewalks or street trees.
- Some informal on-street parking exists.

Recommendations:

- Convert Duncan Street to a one-way street running east to west.
- Create one 20' through travel lane.
- Provide on-street parking on one side of the street.
- Extend sidewalk, add bulbouts, street trees, pedestrian lighting, street furniture, and bury overhead lines where feasible.



Walnut Street – One Way Pair

Loris Downtown Economic and Development Master Plan

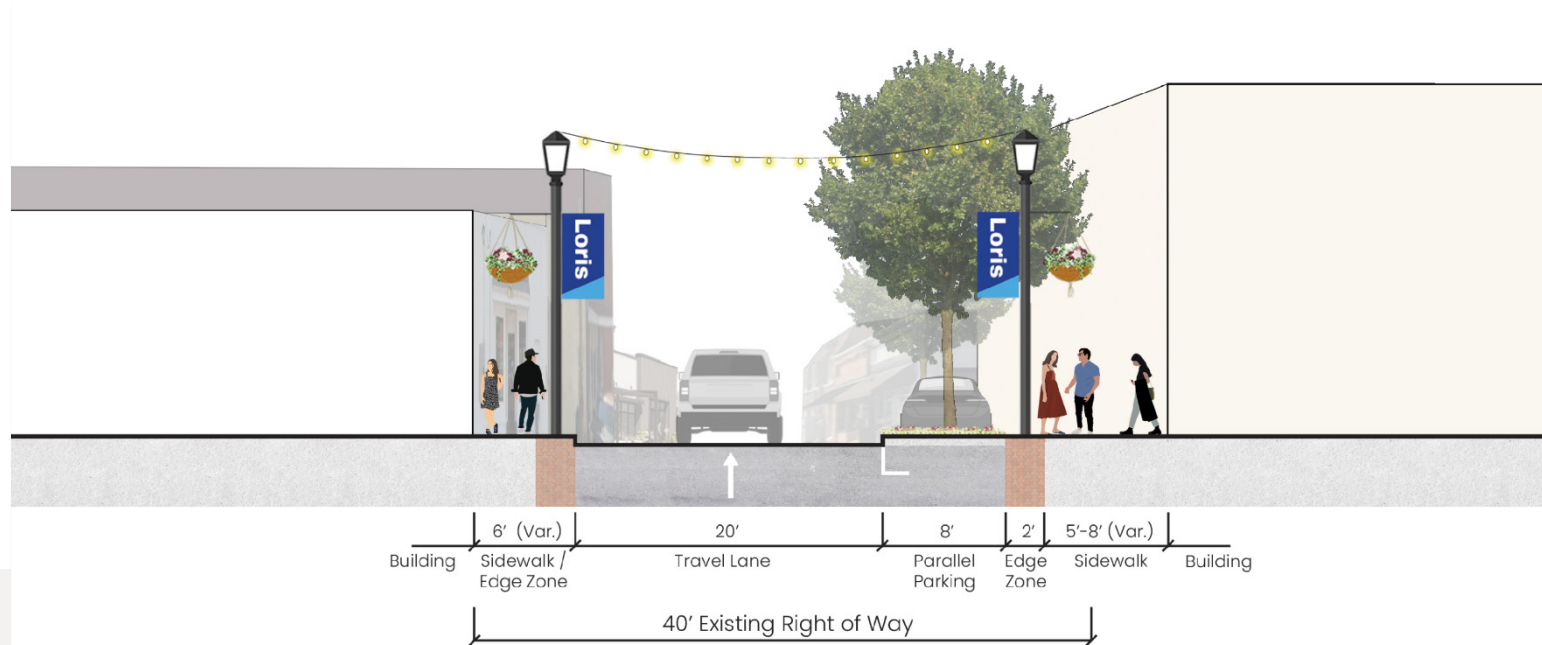
Walnut Street Section One

Existing Conditions:

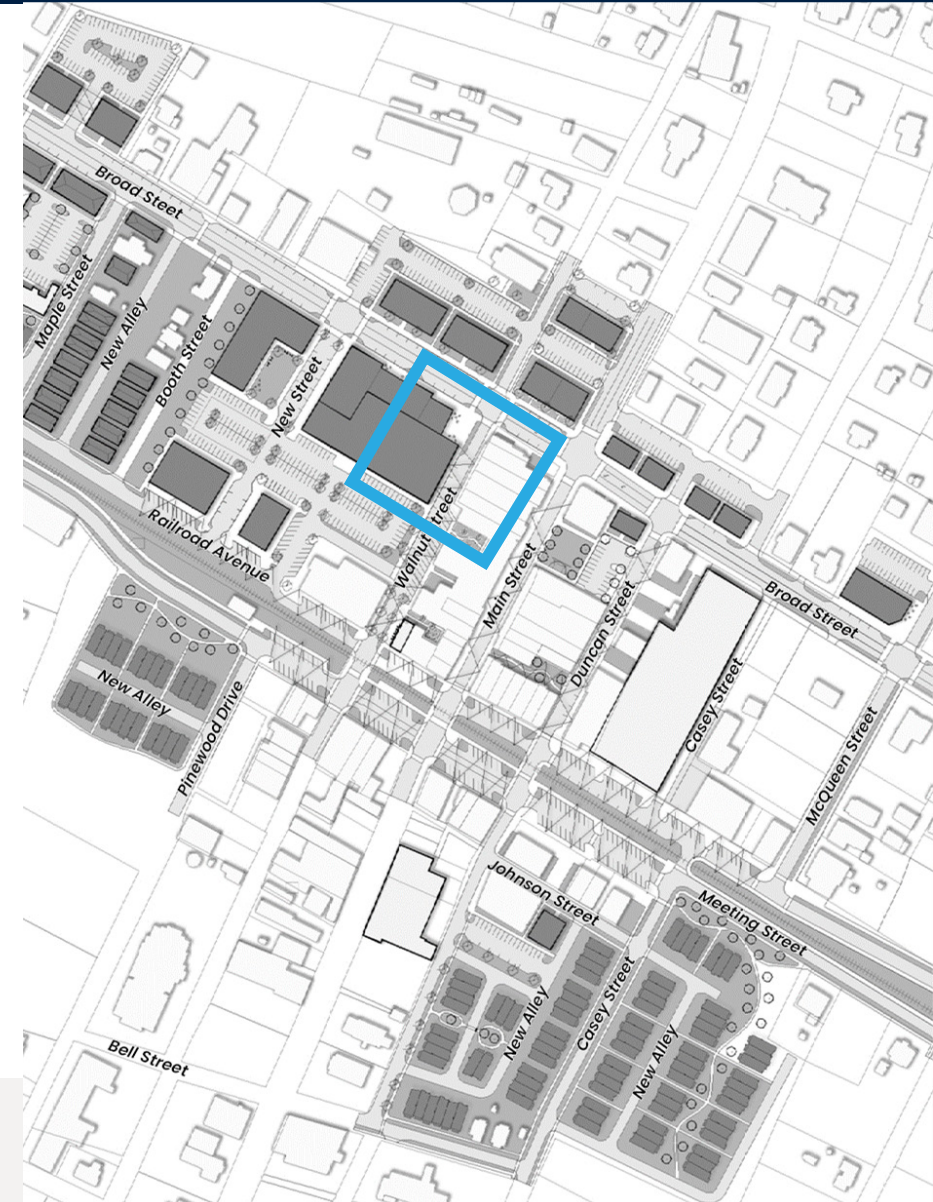
- Walnut Street is a local two-way street connecting Broad Street/US-701 to Market Street.
- Sidewalks exist on both sides, but are located directly at the back of curb.
- Buildings are located directly at the back of sidewalk, leaving no room for street trees.

Recommendations:

- Convert Walnut Street to a one-way street running west to east.
- Create one 20' through travel lane.
- Provide on-street parking on one side of the street.
- Extend sidewalk, add bulbouts, street trees, pedestrian lighting, street furniture, and bury overhead lines where feasible.



*Section faces Northwest | Data found via Horry County GIS
Proposed streetscape sections to be approved by SCDOT prior to construction*



Walnut Street – One Way Pair

Loris Downtown Economic and Development Master Plan

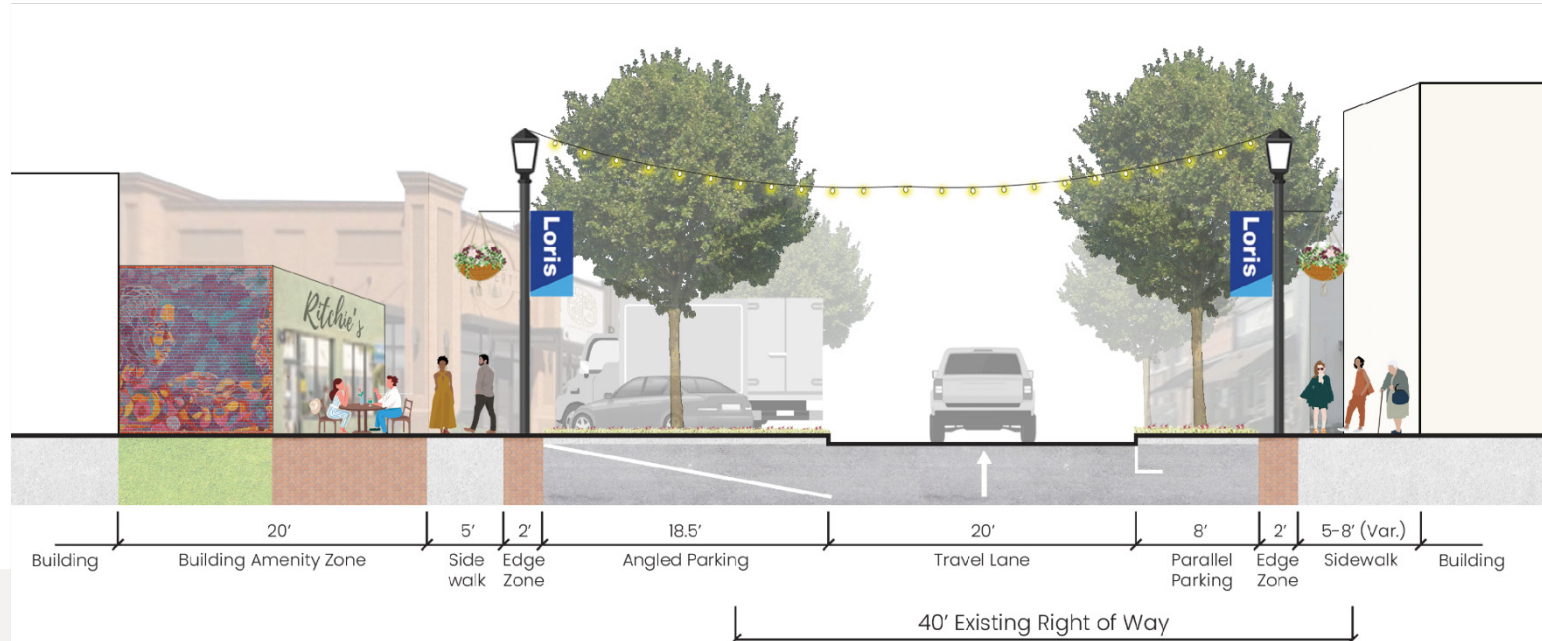
Walnut Street Section Two

Existing Conditions:

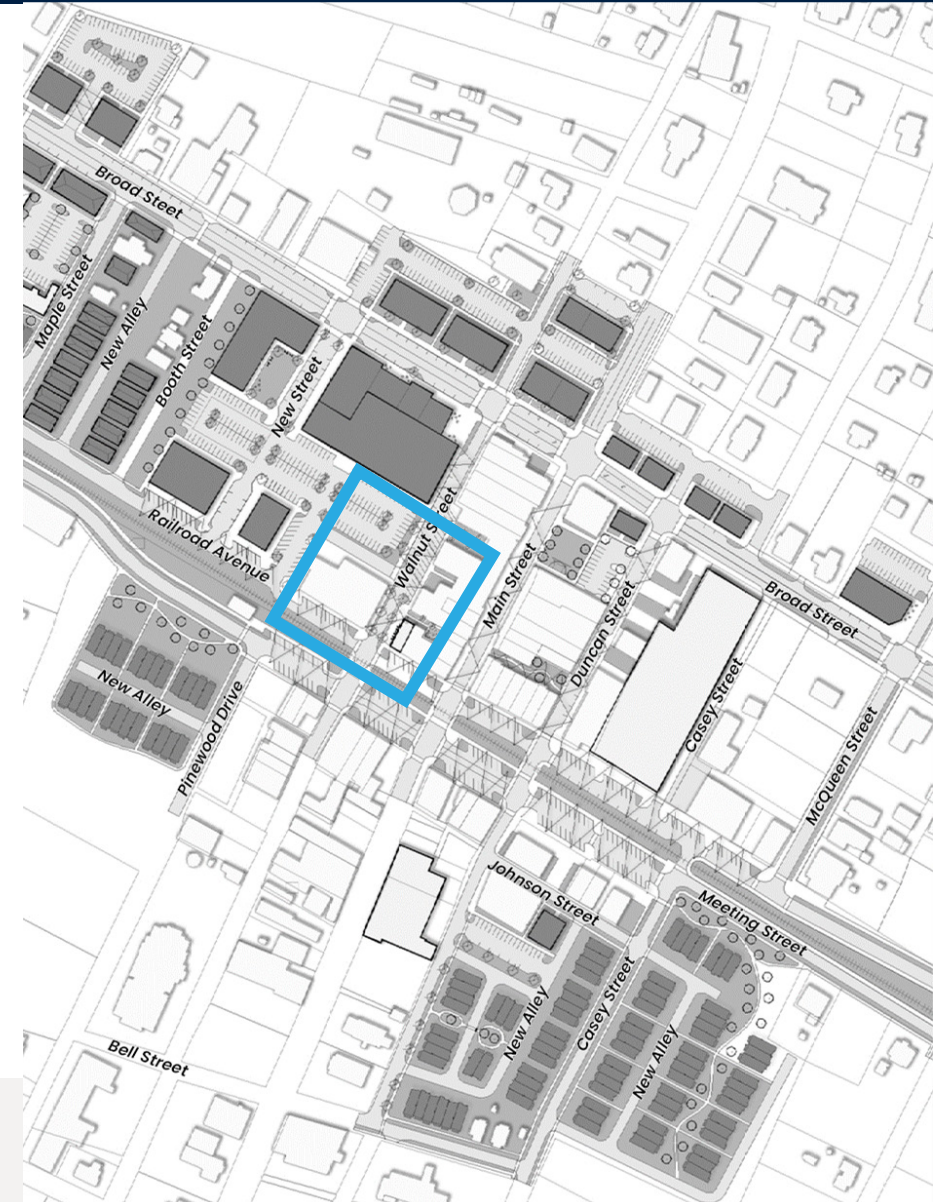
- There is a portion of Walnut Street, directly behind Loris Drug store and Wolpert's Department store, where head-in on-street parking exists.
- In this section of Walnut Street, facing southwest, there is back of curb sidewalk and an existing parking lot on the left-hand side. On the right-hand side, head-in on-street parking replaces sidewalk.
- Utility poles run on both sides of the street within the sidewalk.

Recommendations:

- Convert Walnut Street to a one-way street running west to east.
- Create one 20' through travel lane.
- Provide on-street parallel parking on one side of the street. Replace the existing head-in on-street parking with angled parking.
- Extend sidewalk, add bulbouts, street trees, pedestrian lighting, street furniture, and bury overhead lines where feasible.



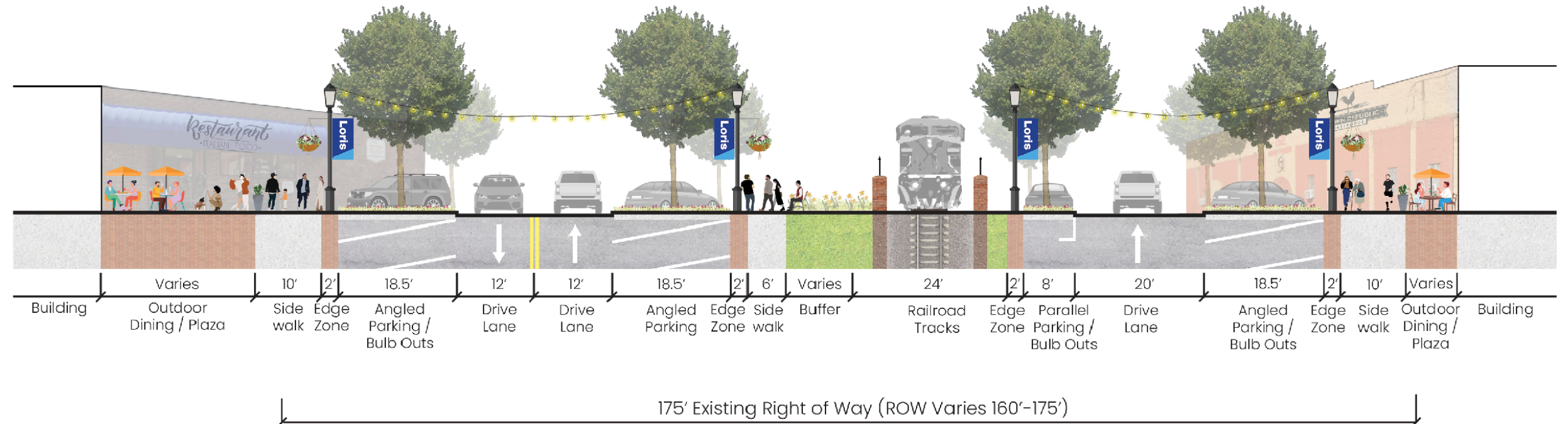
*Section faces Northwest | Data found via Horry County GIS
Proposed streetscape sections to be approved by SCDOT prior to construction*



Meeting Street and Railroad Avenue








Recommendations:

- Build upon the streetscape improvements that have been completed, streetscape enhancements within the ROW should coordinate with RJCS.
- Encourage businesses and property owners to utilize the space between their buildings and the sidewalk for programming that could include outdoor dining, benches, and spaces for performances.
- Where space is available, grow the width of the sidewalk to 10'.
- Maintain the existing brick accent and extend this feature throughout downtown.
- Update the pedestrian lighting to accommodate decorative baskets, banners, outlets, string lighting, and upgraded light fixtures that are DarkSky Approved.
- Work with RJCS to implement a decorative fence along the tracks to limit unwarranted crossings and to improve the appearance of the tracks.
- Continue the sidewalk along the tracks from Duncan to Liberty Streets and Walnut to Elm Streets. Include benches where there is room.



Section faces Northeast | Data found via Horry County GIS | Proposed streetscape sections to be approved by SCDOT prior to construction

Implementing the Plan

		Recommendation	Partners	Project Horizon			Guiding Principle	Notes
				Short (0-5 Years)	Mid (5-10 Years)	Long (10+ Years)		
CATALYST PROJECTS	HILLCREST CENTER REDEVELOPMENT	1.1 Create an infill mixed-use development at the Hillcrest Center site. (Case Study: Mashpee Commons) 	Owner, Developer, Potential Retail Tenant			★		
	FORMER HIGH SCHOOL REDEVELOPMENT	1.2 Create a civic infill development centered around a large public park complete with an amphitheater. Infill development to include a new fire station as well as a community center and pavilion. Include some infill residential along McQueen Street and Mills Circle. Preserve tree canopy on the southern portion of the site to allow for a new series of nature trails. (Case Study: Greer City Park) 	Property owner, City Potential Retail Tenant	★				
	IRON CROSS REVITALIZATION	1.3 Make the Iron Cross the heart of downtown through streetscape projects, facade improvements, and business recruitment. This includes a streetscape plan for Main Street, Meeting Street, and Railroad Avenue including standards. Include: street trees, power outlets, food truck considerations, pedestrian amenities, lighting, banners, and public art. (Case Study: Statesville, NC) 	Property owners, City, SCDOT, Consultant		★			
	DOWNTOWN MANAGER	1.4 Create a Downtown Manager position for the city with the responsibility of coordinating activity with Downtown Loris. This position would also plan, organize, and implement economic development functions including small business retention, attraction, and incentive programs. (Case Study: Hendersonville, NC)	City, Merchants Association, Loris Chamber of Commerce	★				

 Indicates Zoning Recommendation

Implementing The Plan

City of Loris Needs Assessment

Waccamaw Regional Council of Governments facilitated a Needs Assessment with City leadership and the public.

- **Downtown & Neighborhood Revitalization**
- **Housing Affordability & Attainability**
- **Public Safety**
- Infrastructure & Mobility Needs (Main Street, bike lanes)
- Flooding & Drainage Infrastructure
- Public Spaces & Facilities (youth, events, etc.)
- Workforce Development

		Recommendation	Partners	Project Horizon			Guiding Principle	Notes
				Short (0-5 Years)	Mid (5-10 Years)	Long (10+ Years)		
DOWNTOWN	STREETSCAPE PLAN	3.7 Develop a Streetscape Plan for Duncan Street, Walnut Street, and Broad Street, including standards. Include: street tree plantings, pedestrian amenities, lighting, banners, and public art.	City, Property owners, SCDOT, Consultant	●				
	INFILL HOUSING	3.8 Consider the design and construction of infill housing within Downtown as shown in the Master Plan.	City, Developer	●				
	FOOD TRUCKS	3.9 Recruit food trucks and increase frequency of a regular scheduled event. Food trucks to be located along Meeting Street per the Master Plan.	City, Downtown Manager, Merchants Association	●				
	OUTDOOR DINING	3.10 Support outdoor and sidewalk dining, including rooftop dining, within the zoning ordinance.	City, Downtown Manager, Consultant	●				
	ADAPTIVE RE-USE	3.11 Identify significant historic properties, such as the Brick Warehouse property, as potential candidates for adaptive reuse to diversify retail offerings in downtown. (Case Study: The Liberty- <u>Coley Hall</u> and <u>Angry Troll Brewing</u>)	City, Downtown Manager, Owner, Developer	●				

Indicates Zoning Recommendation

Phase I

Comprehensive Streetscape Plan



- Street re-alignment
- Improved parking
- Improved sidewalks
- Underground utilities
- Upgraded water & sewer lines
- Traffic signals
- Green space enhancement
- Improved street lighting

Comprehensive Streetscape Plan



Proposed budget \$5.8M

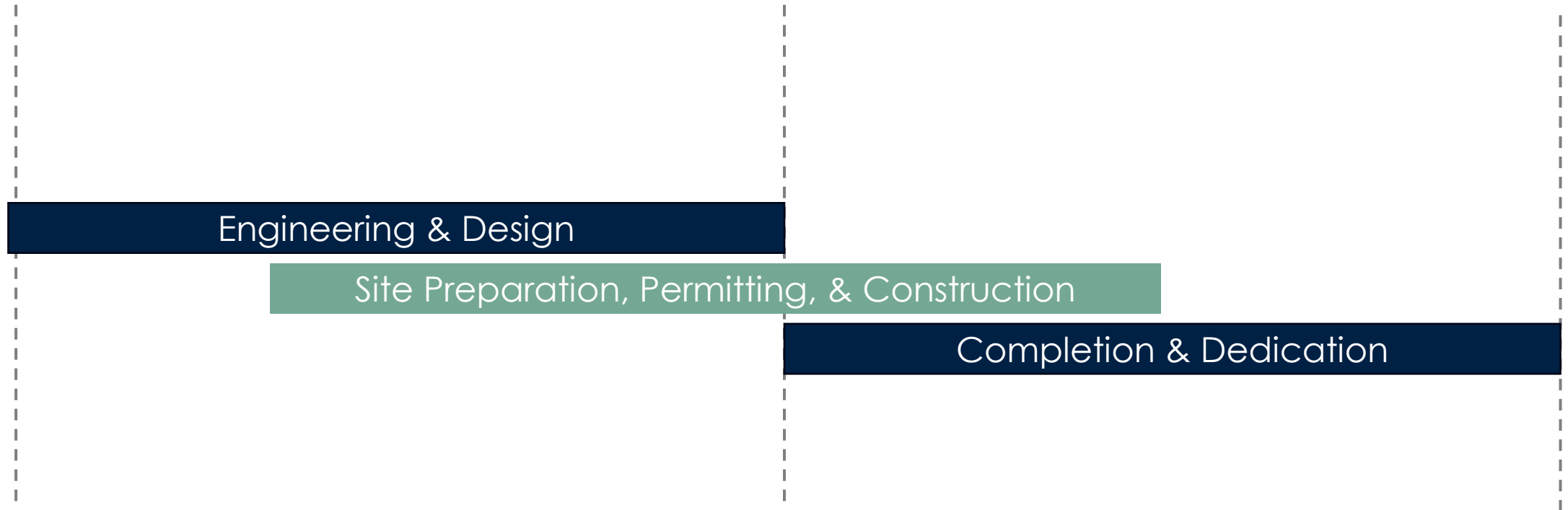
- \$3.1M – Santee Cooper
- \$750K – Horry Co. Transportation Committee (CTC)
- \$1.5M – State of South Carolina
- \$500K – City of Loris match

Proposed Schedule

2025

2026

2027



Downtown Related Projects

Main Street South Carolina



- Joining SC Main Street
- Developing Main Street Strategy through Municipal Association of South Carolina (MASC)
- Prioritizing strategic hire for Downtown Development Manager

MAIN STREET SOUTH CAROLINA	9.1	Become a <u>Main Street South Carolina</u> member.	City, Municipal Association of South Carolina (MASC)
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Downtown Economic and Development Master Plan Recommendation



Former High School Redevelopment



FORMER HIGH SCHOOL REDEVELOPMENT	1.2	Create a civic infill development centered around a large public park complete with an amphitheater. Infill development to include a new fire station as well as a community center and pavilion. Include some infill residential along McQueen Street and Mills Circle. Preserve tree canopy on the southern portion of the site to allow for a new series of nature trails. (Case Study: Greer City Park)	Property owner, City Potential Retail Tenant



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Former Jail Site



Preparing For Success

Getting Our House In Order

- Developing parking strategies for festivals and special events
- Rezoning for more housing unit (MF, TH, SF)
- Prioritizing underground utilities for resiliency and beautification
- Zoning Ordinance updates

		Recommendation	Partners	Project Horizon			Guiding Principle	Notes
				Short (0-5 Years)	Mid (5-10 Years)	Long (10+ Years)		
CONNECTIONS	GATEWAY VISIONING STUDY	2.6 Conduct a Gateway Visioning Study. Develop partnerships with property owners at key gateway sites to have formal entrances to the City.	City, Consultant	●				
	SAFE ROUTES TO SCHOOL	2.7 Conduct a Safe Routes to School Analysis. This could be part of the Rails to Trails or Greenway Master Plan studies. (SC 59-17-150)	City, Horry County Schools, SCDOT, Ride Program	●				
	ADA COMPLIANT STREETS	2.8 As part of the Downtown Streetscape Plan, analyze accessibility throughout Downtown. Ensure new streetscape standards are ADA compliant. 	City, Consultant, SCDOT	●				
DOWNTOWN	NATIONAL REGISTER	3.1 Apply to list the historic downtown study area on the National Register of Historic Places as a district. This unlocks the opportunity for state and federal tax credits for contributing buildings. (South Carolina's Economic Incentives Toolkit Overview) 	City, Consultant		●			
	DOWNTOWN OVERLAY DISTRICT	3.2 Create a Downtown Overlay District to implement the policies, recommendations, and standards of the Master Plan and any related design guidelines or streetscape plans which together create a framework for future development within Downtown. (Case Study: Matthews, NC) 	City, Consultant		●			

 Indicates Zoning Recommendation



LORIS, S.C.

• EST. 1887 •

THANK YOU!



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