

# Georgetown, South Carolina

## PANEL BRIEFING BOOK



Prepared for:

ULI Advisory Service Panel Study

September 18 –23, 2016

# I INTRODUCTION

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On May 14, 2015, ArcelorMittal announced that they would be permanently shutting down their Georgetown steel mill facility eliminating 226 jobs. The loss of jobs was not welcome news to the Georgetown economy, however there was some sense that the mill's closure was inevitable. Since 2001, the Georgetown mill had experienced multiple shutdowns, layoffs, and a bankruptcy that reduced it to a shell of its former self. The news of the announcement served as a wake-up call to City and County leaders that a plan was needed to determine how to move the community forward. The potential of redevelopment has long been a dream for many, but the possibility of enduring blight with a shuttered rusty mill on the waterfront in the heart of the City made it even more compelling to act. Public uncertainty also fosters pessimism and doubt in the community, which is not healthy or constructive.

Georgetown is also facing a similar fate with the future of the Port of Georgetown. Georgetown is at a strategic disadvantage to neighboring ports that had transitioned to containers and that have much deeper natural channel depths. The port desperately needs dredging to survive, but the costs have mushroomed beyond a justifiable ROI that makes funding unlikely. And the port volume has dwindled to 1-2 ships a year, which does not help the cause. Community leaders have worked exhaustively for more than a decade to save the port, but its future is more than doubtful. At this stage, it is the duty of local leadership to pursue contingency plans for if the port were to close. This would include repositioning the port property on the Sampit waterfront as well as retooling the industrial recruitment strategy for the County.

The issue facing Georgetown is not a decision between tourism and industry. They are both vital sectors to the local economy and both

have room to grow and prosper. There are many available industrial sites in Georgetown that are better suited to supply the area's industrial economic development targets. Georgetown's opportunity is to set a vision that leverages the community's assets, expands on its resources, provides economic opportunity to residents, and attracts outside investment.

The objective is a comprehensive approach to find the highest and best use for the community as a whole. The evaluation should consider capital investment, direct and indirect jobs created, quality of jobs created, induced impacts, complementary support for other local industry sectors, contributions to local tax base and the long term sustainability of the planned project. At the same time, the plan has to be feasible and marketable to attract the kind of investment for the anticipated scale of redevelopment. As part of this vision, Georgetown has the real potential to cultivate new innovative and knowledge-based industry sectors that would be attracted to the area's quality of life. This would better diversify the local economy with more sustainable career opportunities that would create new aspirations for local youth.

The repositioning of 150± acres on the waterfront in the City of Georgetown is a once in a lifetime chance that the community has to get right.

An informal working group with representatives from local government, local businesses, and state agencies evaluated various community planning options and determined the best approach for Georgetown was an Urban Land Institute (ULI) Advisory Services Panel Program.

The intended result from ULI's independent approach is to move the community forward with a shared vision of who they want to be and guide leadership to work toward this goal.

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### 3 ULI PROJECT SPONSORS

Georgetown’s ULI Advisory Services Panel Study is a community sponsored project. Guided by resources from the City of Georgetown and Georgetown County, this community collaborative came together with the shared goal to get a plan to move Georgetown forward. And the collective approach continued with pooling of funds from various community stakeholders for the cost of the ULI Panel Study. The contributors included local and state government, local businesses and business associations, a hospital system, a community foundation and several concerned private citizens. The Georgetown community also appreciates the financial support from the ULI Foundation.



Tamsberg Family Foundation



Hayne Hipp Foundation

## 4 THE ASSIGNMENT

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### 4.1 SUMMARY OF THE PROBLEM/OPPORTUNITY

On May 14, 2015, ArcelorMittal announced that they would be permanently shutting down their Georgetown steel mill facility eliminating 226 jobs. The loss of jobs was not welcome news to the Georgetown economy, however there was some sense that the mill's closure was inevitable. Since 2001, the Georgetown mill had experienced multiple shutdowns, layoffs, and a bankruptcy that reduced it to a shell of its former self. The news of the announcement served as a wake-up call to City and County leaders that a plan was needed to determine how to move the community forward. The potential of redevelopment has long been a dream for many, but the possibility of enduring blight with a shuttered rusty mill on the waterfront in the heart of the City made it even more compelling to act. Public uncertainty also fosters pessimism and doubt in the community, which is not healthy or constructive.

Georgetown is also facing a similar fate with the future of the Port of Georgetown. The fast-silting harbor continues to fill below the depth necessary for commercial shipping. The port desperately needs dredging to survive, but the costs have mushroomed beyond a justifiable ROI that makes funding unlikely. And the port volume has dwindled to 1-2 ships a year, which does not help the cause. Community leaders have worked exhaustively for more than a decade to save the port, but its future is more than doubtful. At this stage, it is the duty

of local leadership to pursue contingency plans for if the port were to close. This would include repositioning the port property on the Sampit waterfront as well as retooling the industrial recruitment strategy for the County.

An informal working group with representatives from the City of Georgetown, Georgetown County, Waccamaw Regional Council of Governments, Santee Cooper, SC State Ports Authority, Frances P. Bunnelle Foundation, and local business leaders determined the best approach to guide Georgetown forward was a ULI Advisory Panel.

The rare opportunity to reposition 150± acres on the waterfront in the City of Georgetown has the ability to transform the greater community. The working group recognized the importance of getting an experienced and objective assessment to find the highest and best use that included indirect impacts, opportunity costs and long term sustainability. Additionally, it was vital to include broad community stakeholder input to get buy-in for a shared vision that was widely accepted and could guide local leadership.

### 4.2 QUESTIONS TO BE ADDRESSED BY THE PANEL

#### Opportunity/Areas for Focus

#### 1. MARKET CONDITIONS, ECONOMIC DEVELOPMENT, ECONOMIC SUSTAINABILITY AND DIVERSITY

**GOAL:** Conceptualize and define the redevelopment of the study area as a multi-faceted place that leverages Georgetown’s unique assets, builds on our geographic attraction, and recognizes our potential, to draw a wide variety of users that includes tourists, residents, and businesses. Recommend solutions that enhances and expands the greater Georgetown community’s economic development efforts that includes the recruitment of skilled manufacturing in the County as well as fostering new economic opportunities.

**KEY QUESTIONS:**

- Based on demographics, land economics, regional position, natural context, and market projections and trends, which type of “best place” fits for the future of Georgetown and what needs to be done to achieve it?
- Examine and identify strategies and mix that provides the best near- and long-term development opportunities that provide maximum economic impact to the community – # jobs, \$ payroll, induced impacts, property, hospitality and accommodations tax to local government.
- Develop recommendations that consider the waterfront area and how it and its natural features can be unique assets that positively enhance periphery development opportunities, and avoid risks from coastal flooding. Is there an opportunity to integrate Goat Island?

- Is there existing demand for new opportunities through the creative and technology economy, or other knowledge-based workers? If there is not current demand, what are some strategies to create a more diverse economy?
- What are policies, planning, or steps that need to be implemented to ensure that shortsighted growth does not occur and impact Georgetown’s ability to achieve higher- quality and more resilient development over the long term?

**2. PLACEMAKING, NEIGHBORHOOD COHESION, COMMUNITY ENGAGEMENT**

**GOAL:** Recommend strategies for developing creative and vibrant places that benefit surrounding neighborhoods and attract new audiences to Georgetown. Provide strategies that leverage the proposed study area concept and complement Georgetown’s quality of life.

- What are the recommended opportunities for public space, community usage, waterfront activities, green areas, connectivity to nearby neighborhoods, etc. that should be considered?
- Are there case studies or examples of successful community engagement strategies that enhance community support for redevelopment efforts? What are steps to ensure community is engaged in future vision and planning efforts?

- What are some recommended steps to further build social cohesion that will help Georgetown overcome future adverse events such as a large employer closing or a natural disaster?

### 3. INFRASTRUCTURE, INCENTIVES, AND NEXT STEPS TO REDEVELOPMENT

**GOAL:** Recommend the near- and longer-term steps local government needs to take to attract and encourage qualified development firms to get engaged. Recommend strategies to gain site control of the properties to direct the development in the best interest of the community. Recommend leadership structures that expand the local capacity with pertinent expertise to effectively, efficiently and expeditiously marshal the process to redevelopment in the community’s best interest.

- What incentives will work best to facilitate and encourage the desired development? Are there any special financing tools available through the local or state government as well as the private-sector?
- What public infrastructure needs should Georgetown consider in the short and long term to encourage and accommodate the potential redevelopment? What are key, implementable steps to address development and connectivity issues in the short and long term?
- What are some recommended strategies and approaches for acquiring/assembling the larger

ArcelorMittal’s property as well as Praxair’s and Geo Specialty Chemical’s smaller parcels for redevelopment?

- Are there case studies or examples of redevelopment efforts of similar sites that used private sector, public sector, or public/private partnerships to shepherd through redevelopment?
- What are strategies and approaches are there to address brownfield properties? How can the concept be subdivided and/or phased but still keeping the synergy of a master plan?
- What are additional concerns that may have a direct or indirect impact on inner harbor redevelopment that need to be addressed? (e.g., corridor transportation and mobility, community development, education, workforce development, resilience and coastal environment/flood management, etc.)? Are there strategies that can be recommended to address some of these concerns?

### 4. FUTURE VISIONING AND PLANNING

**GOAL:** Recommend additional visioning and planning that should be explored to augment the redevelopment of the study area and to guide the Georgetown to realize its full potential. Direct the community on policies, strategies, and planning steps to protect the equity of a more-valued Georgetown community.



## 5 HISTORY

History is an important part of Georgetown. The City of Georgetown is the third oldest city in South Carolina, following Charleston and Beaufort. Founded in 1729, Georgetown became an official port of entry in 1732. Prior to this, all foreign exports and imports had to pass through Charleston. The seaport created the town, and the access to water has continued to play a significant role in Georgetown's history.

Georgetown is strategically located on the Sampit River, which flows into Winyah Bay and ultimately the Atlantic Ocean. The Pee Dee, Black and Waccamaw Rivers also flow into Winyah Bay within close proximity of the city. All of these rivers were surrounded by vast tidal marshes that were very conducive for agriculture products. First came indigo, but the British ended its bounty to produce after the Revolutionary War. Then came rice. Initially, rice fields were



Figure 5-1: Aerial view of the Sampit River meeting Winyah Bay in the City of Georgetown in 1901.

carved out of the swamps with the assistance of ditching and diking, but ultimately many land owners used virgin land and African slave labor to create fields.<sup>1</sup> The City of Georgetown was perfectly



Figure 5-2: The influence of water to Georgetown. Georgetown's "Five Rivers" are the Black, Great Pee Dee, Waccamaw, Sampit and the Santee Rivers. The Santee River is south of the City and divides Georgetown and Charleston

suited to take advantage of the shipping needs for the surrounding plantations and it became the commerce center for the region.

From the years of early settlement, through the Revolutionary War and up to the onset of the Civil War, Georgetown flourished with a plantation economy. By 1840, the Georgetown County produced

<sup>1</sup> Rogers, George C. *The History of Georgetown County, South Carolina*. University of South Carolina Press. Columbia, SC. 1970.

nearly one-half of the total rice crop of the United States which was exported around the world from Georgetown's port. This labor intensive crop provided great riches for the planters. In 1840, Georgetown had the highest per capita income of any county in the United States.

Charleston, which is 60 miles south of Georgetown, was the cultural center for the area planters, as most of them maintained houses in Charleston and regularly traveled there for social events.

The Antebellum Georgetown District had a greater percentage of slaves (never less than 85% from 1800 to 1860) than any other district in the state, and possibly the entire South.<sup>2</sup> The 1850 census noted that of the 20,647 residents of Georgetown District, eighty-eight percent (88%) were slaves, and that the City's population was 1,628. The average planter was making a minimum of \$32,000 per year, while the average wage in town was \$1,200, and that 3.8% of the white population owned 50.1% of the land in the district.<sup>3</sup>

The antebellum economy abruptly ended with the Civil War and the abolition of slavery. The reconstruction period created social, political and economic upheaval. As a result of Reconstruction, freedmen were either paid to work for the planters or they started working land on their own. Many of the white antebellum planters tried to regain the rice crop, but few could make a profit. In order to pay the full cost of cultivation which now includes labor, the planters had to take



Figure 5-3: Women hulling rice

<sup>2</sup> Rogers, George C. *The History of Georgetown County, South Carolina*. University of South Carolina Press. Columbia, SC. 1970.

<sup>3</sup> Boyle, Christopher C. *Rise of the Georgetown Rice Culture*. 1996.



Figure 5-4: Historical illustration of dried rice stalks being tied in bundles, then loaded on barges to be transported to a landing near the threshing area.

out loans at very high interest rates. At the same time, there were unseasonable storms that hurt the yields and Georgetown was now having to compete with other areas of the county that were using mechanized harvesting equipment. Georgetown's boggy fields in the tidal floodplains were not favorable to using the new farming machinery. Many plantations that tried to continue rice ended in bankruptcy.<sup>4</sup>

During Reconstruction, freedmen gained significant political and bureaucratic power. Many former slaves and their descendants won offices in the 1868 Georgetown County elections. In 1870, Joseph Rainey of Georgetown became the first African American to serve in the U.S. House of Representatives. Born into slavery in Georgetown, he was freed in the 1840s by his father who

<sup>4</sup> Rogers, George C. *The History of Georgetown County, South Carolina*. University of South Carolina Press. Columbia, SC. 1970.

purchased the freedom of his entire family and himself. Mr. Rainey served 4 terms in Congress.

Historian George Rogers, who may have done the most extensive research on Georgetown, states that Georgetown freedmen made little progress toward economic independence during the Radical Reconstruction, which was its intended purpose. Georgetown did not have one black-owned business in 1883.<sup>5</sup> The South Carolina Land Commission was set up in 1870 to purchase and redistribute land to former slaves. By 1910, there were 519 black-owned farms in Georgetown, compared to 4,197 in Beaufort. And the value of the 19,223 acres black-owned farms in Georgetown was \$207,476, compared to Beaufort's 87,541 acres valued at \$1,860,687.

Dr. Rogers also makes the argument that Georgetown failed to achieve any public education gains following the new state Constitution in 1868 and *School Act of 1870*, which he attributes to being the most lasting contribution of Radical Reconstruction in other counties. By 1876, Georgetown has actually decreased its school population and



Figure 5-5: Joseph Rainey – Served from 1870 – 1879 in the U.S. House of Representatives.

had the fewest number of schools and teachers employed in the state.<sup>6</sup>

Some of the reasoning that Dr. Rogers provides includes General Sherman's Field Order No. 157, which did not apply to Georgetown. Beaufort and Charleston also had a longer Federal occupation before and after the Civil War ended. Dr. Rogers also mentions that the strong black leaders in Georgetown like Joseph Rainey spent most of their time out of town, and there was strong division among the local black leaders, which made it easier for the opposition to undermine.

By the 1880's, a new economic leadership had emerged in Georgetown. These were the directors of the railroad and lumber companies, steamship lines, distribution businesses, and lawyers and bankers.<sup>8</sup> And they were not descendants of the plantation planters. For the most part, many of the Georgetown planting families who already had homes in Charleston chose retreat to that city rather than to try business in Georgetown.

In 1883, the first railroad reached Georgetown after more than forty years of

<sup>5</sup> Rogers, George C. *The History of Georgetown County, South Carolina*. University of South Carolina Press. Columbia, SC. 1970.

<sup>6</sup> Ibid.

<sup>7</sup> On January 16, 1865, Union general William T. Sherman issued his Special Field Order No. 15, which confiscated as Union property a strip of coastline stretching from Charleston, South Carolina, to the St. John's River in Florida, including

Georgia's Sea Islands and the mainland thirty miles in from the coast. The order redistributed the roughly 400,000 acres of land to newly freed black families in forty-acre segments. The order was rescinded later that same year, and much of the land was returned to the original white owners.

<sup>8</sup> Rogers, George C. *The History of Georgetown County, South Carolina*. University of South Carolina Press. Columbia, SC. 1970.

abortive projects. The plan Georgetown had been chasing was to be part of a railroad from Charleston to Wilmington directly through Georgetown. However, the successful bid was a 36 mile line inland to Lane in Williamsburg County to join the rail from Charleston to Florence. The inland route won favor as a means to bring cotton from the interior for export. Lumber products went mainly to the West Indies and the cotton and rice to Charleston or New York. And Georgetown would import merchandise and fertilizer on the returning vessels.

In the late 1800's, Georgetown modernized its infrastructure, as the city added electricity, telephone service, sewer facilities, some paved streets and sidewalks, new banks, a thriving port, a new public school and a handsome Post Office and Customs House building.<sup>9</sup> These investments would assist Georgetown in making its next economic transition.

The need for an economic alternative to rice was met by lumber. At the turn of the century, lumber mills began to supply the booming construction in the Northeast. The Atlantic Coast Lumber Company (ACL) was formed in May 1899 to be the largest in the world at that

time. ACL had a 5 million board foot dock and shed (was located at present steel mill site). The company owned or controlled 250,000 acres of timber, bearing about 2 billion feet of lumber, in eight South Carolina counties. ACL, along with Winyah Lumber Company, Ranlin and Tyson Lumber Company, and Jayroe Lumber Company combined produced about 1.5 million feet of lumber per day in the early 1920s and employed as many as 5,000 people in lodging, sawing, and planing operations in the eastern counties of South Carolina.<sup>10</sup> Georgetown's waterfront in the 1910s and 1920s was lined for a distance of 6,500 feet with wharves and loading docks. Approximately 60% of the port's total commerce was lumber.

Cotton, tobacco, fertilizer and general merchandise were the other main products moving through the seaport.

The Great Depression was hard on Georgetown and most of the lumber mills closed. Also, Georgetown's river system and seaport were losing their advantage for domestic shipping as rail and paved highways become more available and efficient. At the same time, Georgetown's function as a wholesale and retail distribution center for imported goods destined inland became less essential



**Figure 5-6:** *Three steamers and two schooners are docked at Atlantic Coast Lumber's vast loading shed that jutted into the Sampit River in Georgetown. Across the river from the ACL Company are rafts of logs and a walkway of Gardner and Lacey Lumber Company in the foreground.*

<sup>9</sup> Morgan, Robert L. *Redevelopment of Southern Mill Towns: A Study of Georgetown, SC.* Thesis for Master of Architecture and Master of Science in Real Estate Development. Massachusetts Institute of Technology. 2004

<sup>10</sup> Bridwell, Ronald E. *The Gem of the Atlantic Seaboard.* The Georgetown Times. 1991.

for the same reason. FDR's New Deal spending was responsible for the construction on the LaFayette Bridge that connected Georgetown to the Waccamaw Neck. The bridge allowed easy access between the City and the beach communities such as Pawleys Island and Murrell's Inlet in northeast Georgetown County.

In 1936, International Paper (IP) brought new life to Georgetown with a mill on the Sampit River that for a while was also the largest in the world. The State of South Carolina played an instrumental role in helping Georgetown land IP's Southern Kraft Division facility because the paper mill would utilize the river to transport the needed timber, which supported many upstream communities during the lumber days. IP purchased a 525-acre site on the edge of the city that had been part of Myrtle Grove Plantation. In addition, an 86-acre tract fronting the Sampit River was purchased to be a shipping wharf for the site. The plant represented an investment of



**Figure 5-7:** Aerial view of International Paper in 1948 with the City of Georgetown in the background.

\$8 million and, when completed, would give employment to 1,200 in the mill itself, and to another 1,000 in the forest of eastern South Carolina. An additional 800 workers would be needed during the construction of the plant and facilities.<sup>11</sup> The IP facility would require regular shipments of salt cake from Europe, which is an important ingredient to papermaking. And kraft product would be exported around the world.

The new activity created the need for a permanent dredge to maintain the shipping channel and jetties to the harbor. On January 27, 1937, the Committee on Rivers and Harbors of the U.S. House



**Figure 5-8:** Shipment of cotton from Clyde dock in 900 block of Front Street. Atlantic Coast Lumber in background to right.

<sup>11</sup> Bridwell, Ronald E. *The Gem of the Atlantic Seaboard*. Georgetown Times Publication. 1991.



**Figure 5-9:** Aerial view of the Georgetown waterfront. Steel mill site is at the bend in the river. “New Town” or the current West End is in the background.

of Representatives requested an evaluation of Winyah Bay needs for commercial shipping. Local interests advocated for a 30ft deep channel to put Georgetown on par with other South Atlantic and Gulf ports. Local port promoters also made the recommendation to make a *cut through* the peninsula opposite of the town, which would eliminate the hairpin bend in the Sampit River and would allow large oceangoing vessels direct access to the wharves at the paper mill. The new channel would also reroute river traffic away from the City’s waterfront. After two years of study and public hearings, the Committee’s Board of Engineers released a report that recommended Winyah Bay be dredged and maintained to a depth of 27ft. The estimated cost was \$1,260,000 plus \$6,000 per year for

<sup>12</sup> Bridwell, Ronald E. *The Gem of the Atlantic Seaboard*. Georgetown Times Publication. 1991.

maintenance. No action was taken on the report until near the end of World War II.

The 1945 River and Harbor Act passed by Congress included a provision for the Winyah Bay dredging to 27ft and the establishment of a turning basin in the Sampit River of equal depth. In 1947, prior to the project’s completion, local Georgetown interest (with IP’s Washington savvy) made another push for the “cut-through” that would shorten the channel distance to the deep water terminals by about two miles. Another reason the cut through was important to residents was to alleviate the fear that completing the dredging would require blasting of rock in Sampit River along the city waterfront, which would create serious hazard to property bordering the river and elsewhere in the city. The modified project including the Sampit River cut-through, was approved by Congress in 1948 and was complete in July 1951.<sup>12</sup>



**Figure 5-10:** Ship birthed at the State Ports Authority dock in Georgetown.

Over the next twenty-five years, Georgetown and the surrounding communities continued to add industry, but tourism and recreation also became a significant and growing sector. The beaches along the Waccamaw River were being developed as many of the northern land owners sold or developed their plantations. This was helped by the automobile becoming more economically feasible for average Americans. Many other plantations were sold to the paper companies.

In 1959, the South Carolina State Ports Authority (SPA) purchased land from International Paper and the American Cyanamid Company for construction of a shipping terminal on the Sampit River. The Port of Georgetown would continue expand its presence with additional wharves, storage buildings, and a bulk oil storage complex owned by Hess Oil Corporation.



Figure 5-11: Steel mill looking toward the port.

The City annexed the Maryville community south of the Sampit River in 1950 and 1955. This greatly contributed to the City's population doubling from 6,004 in the 1950 Census to 12,261 in 1960.



Figure 5-12: Sunset view of IP mill

The next big announcement came in the late 1960's when Korf Industrie Und Handel of Germany announced plans to open the Georgetown Steel Mill on 40-acres of the former ACL site, adjacent to the City's National Register Historic District. As an incentive to the project, the SPA acquired the waterfront land property and developed docks that they would lease back to Georgetown Steel along with a 90-ton crane for loading and unloading. Georgetown Steel officially opened in July 1969.

In 1985, the paper and steel mill directly employed 77% of the City's workforce. Shortly after this peak, the mills began to reduce their employment, which diminished their impact on the community. Also, the Port of Georgetown had seen its best days and was at a strategic disadvantage to the neighboring ports in Charleston and Wilmington that had transitioned to containers and had much deeper natural channel depths. All the while, tourism to the Waccamaw Neck beaches within the County began flourishing, encouraging new housing development that lured away many residents from the City to a quality of life without a constant presence of the pollution and smell of the mills.

Commercial fishing also played a significant role throughout Georgetown's history, but the industry has somewhat faded over the past couple decades. This is typical for the industry along the South Atlantic and Gulf coasts because of increased operating costs, lower yields with new regulations, and competition from foreign imports. The pressures of coastal growth in the South has also hurt the industry with the loss of commercial dock space to more lucrative development.

Recreational hunting on the other hand is what became of the Georgetown plantation life after the planter's gave up. **And understanding this history is important to providing context to Georgetown's current situation.**



Figure 5-13: Primary ULI panel study area of Georgetown Port with steel mill to the left.



Figure 5-14: A circa 1910 postcard produced for guest at Hobcaw Barony, features chef Charlie McCants, Sr. and hunting guides Bob, Hucks and Sawmeu Caines, all in the employ of Bernard Baruch. Before Federal game limits were enacted in 1918, "100 duck days" were typical on a plantation hunt.

The tidal amplitudes and reliable source of freshwater that made the rivers in Georgetown County ideal for growing rice, also created an excellent habitat for attracting waterfowl. In 1884, President Grover Cleveland fell out of a boat while visiting a Georgetown area rice plantation on a wintertime duck hunting trip. The hefty President's misfortune made the headlines in newspapers across the country, and thus Georgetown's rice fields of wintering waterfowl was no longer a secret. In 1898, a group of wealthy hunters from mostly New York and Philadelphia established the Santee Gun Club in the river delta region between Georgetown and Charleston. This exclusive hunting club was the envy of the most affluent northerners. Owning a southern plantation became a status of

wealthy industrialist like having a cottage in Newport, Berkshires, or Palm Beach. And in addition to buying the property, they were buying into the national myth about the glories of the southern plantation past.

In 1905, Bernard Baruch, a native South Carolinian who became a Wall Street financier, bought all the rice plantations at the foot of the Waccamaw Neck; a total of more than 17,000 acres. Baruch's Hobcaw Barony was his winter retreat to hunt ducks, turkey, and deer, as well as to entertain many of his notable friends, which included Winston Churchill and Franklin D. Roosevelt, as well as prominent members of every administration from Wilson to Eisenhower.

After visiting the Santee Gun as a guest, Captain I.E. Emerson, who made his fortune with BromoSeltzer, wanted to join the club but their membership was full. So in 1906, he purchased seven rice estates along the Waccamaw River instead to create his Arcadia Plantation. In 1936, it became the

property of Dr. Emerson's grandson George Vanderbilt, a direct descendent of Cornelius "Commodore" Vanderbilt.

In 1911, William Yawkey started purchasing large tracts at the mouth of Winyah Bay that would eventually accumulate to more than 20,000 acres. William died in 1919 and his maternal nephew and adoptive son Tom inherited his considerable fortune in timberland, mines and oil wells. Tom Yawkey, who would later be known as the legendary Boston Red Sox owner, felt most at home at his Georgetown properties, where he spent 8 months of the year up until his death in 1976.<sup>13</sup>

In 1912, seven plantations on the North Santee River were purchased by wealthy businessmen from Wilmington, Delaware to create the Kinloch Gun Club. Kinloch is now owned by the media mogul Ted Turner. In

1930, Mr. and Mrs. Archer Huntington combined four plantations to create Brookgreen. Mrs. Huntington was a sculptress, which led them to construct formal gardens to display her work. By 1931



**Figure 5-15:** Bernard Baruch, second from the right, entertained presidents, prime ministers and premiers between 1905 and 1956. As there were no bridge from Georgetown to the Waccamaw Neck until 1935, Hobcaw's guest, pictured on the dock c.1931 arrived by boat across Winyah Bay.

<sup>13</sup> Tom Yawkey, Red Sox owner, dies at 73. Boston Globe. July 10, 1976.

there were few plantations owned by South Carolinians.<sup>14</sup> In 1935, Walter Inman, half-brother of Doris Duke, bought Greenfield Planation on the Black River. Thomas G. Samworth, a publisher from Newcastle, Delaware, purchased Exchange Plantation in 1945, but later sold it when he acquired Dirleton Plantation.

In every instance these people wanted to create something beautiful, something reminiscent of an older way of living that had gone out of style in other parts of the country. Georgetown County might not have survived the Great Depression without the local spending by this group. Although none of these plantations produced a crop, they did provide jobs. Many owners built new homes; and all needed staffs. There are many instances of their genericity to the local black community, like the Huntington's building more brick walls than needed to employ more black laborers, or Dr. Henry Norris of Pennsylvania establishing a



**Figure 5-16:** Brookgreen Gardens is a sculpture garden and wildlife preserve, located in Georgetown County. The 9,100-acre property includes several themed gardens with American figurative sculptures placed in them, the Lowcountry Zoo, and trails through several ecosystems in nature reserves on the property. It was founded by Archer Milton Huntington, stepson of railroad magnate Collis Potter Huntington, and his wife Anna Hyatt Huntington to feature sculptures by Anna and her sister Harriet Randolph Hyatt Mayor along with other American sculptors. Brookgreen Gardens was opened in 1932, and is built on four former rice plantations, taking its name from the former Brookgreen Plantation.

free infirmary in the black village near his Litchfield Plantation. In 1928, Tom Yawkey built the St. James AME Church on his property where he said “if the spirit didn’t move you, you were already dead.”<sup>15</sup> <sup>16</sup> Bernard Baruch declared in his autobiography that one reason for establishing his second home was to “do something for the Negro.” There is a known instance where he provided tuition for a child of a worker to attend college. However, there is no instance of these benevolent visitors advocating social change.<sup>17</sup>

For some of Georgetown’s new Yankee landowners, Winyah Bay property was never meant to be an investment. As property values began to rise along the South

Carolina coast, their appreciation and respect for the pristine natural resources that provided them regular escapes from their

support today through an his even more enduring contribution of the Yawkey Foundation. His foundation, with \$500 million in assets, support health, youth, education and wildlife needs but only in New England and Georgetown County.  
<sup>17</sup> Rogers, George C. *The History of Georgetown County, South Carolina*. University of South Carolina Press. Columbia, SC. 1970.

<sup>14</sup> Rogers, George C. *The History of Georgetown County, South Carolina*. University of South Carolina Press. Columbia, SC. 1970.

<sup>15</sup> Antman, Carol. *Tom Yawkey’s Gift to Us*. [The Island Connection](#). December 10, 2014.

<sup>16</sup> NOTE: Mr. Yawkey built the original Georgetown Memorial Hospital and helped build the Tara Hall Home for Boys in Georgetown, which both he continues to

northern city life, guided them to put their lands into conservation easements. Yawkey, Samworth and the Santee Gun Club members gave their tracts to conservation organizations and the South Carolina Department of Natural Resources. Hobcaw Barony is operated by the Belle W. Baruch Foundation, dedicated to marine, coastal and forestry research under agreements with the University of South Carolina and Clemson University. The Huntingtons bequeathed their property to public trust as Brookgreen Gardens, which has become one of the most frequented tourist attractions in the state. Many other private owners of former rice plantations in Georgetown County have entered into conservation easements that preserve their lands from being subdivided or developed in the future.

The 22,931 acre Waccamaw National Wildlife Refuge is shared between Georgetown and Horry counties. Abutting Georgetown County to the south is the 258,864 acre Francis Marion National Forest in Charleston and Berkeley counties. And south of the 20,000 acre Santee Coastal Wildlife Management Area, which was the former Santee Gun Club, is the 66,287 acre Cape Romain National Wildlife Refuge.

Beginning at DeBordieu heading south, 60 miles of the coastline and beaches are protected from future development. These vast land donations, made by some far sighted individuals that grew to appreciate their second home, were timely and strategic in that they preserved a magnificent stretch of the South Carolina coast in a near natural state at a time when much of the South Atlantic coast was undergoing unprecedented growth. This stretch of the South Carolina coast is probably the most extensive undeveloped area on the East Coast and provides long term ecological research, conservation, and wildlife management as its primary objectives. It is a valuable asset that Georgetown needs to find a way to best leverage.

Figure 5-17: Protected Lands in the Georgetown Region



## 6 PRIMARY STUDY AREA

### 6.1 STUDY AREA OVERVIEW

The primary focus of the ULI Panel study is the industrial waterfront parcels (“inner harbor”), which consists of the ArcelorMittal steel mill, SC State Ports Authority (SPA)’s Port of Georgetown, and a few smaller tracts. The combined area is approximately 125 acres. The part of the area that includes the steel mill facility is located in the City of Georgetown, while the area that includes the Port of Georgetown terminal is located in the unincorporated area of Georgetown County.

The study areas butts up to the City’s National Register Historic District. It is also separated by U.S. Highway 17 (Fraser Street) from the West End, an underserved area of the City that also has a long history. The West End has suffered an environmental burden from being situated in the shadows of the International Paper facility and has experienced blight from the vacant commercial buildings that once occupied businesses that supported the steel mill and port.



Figure 6-1: Aerial of study area

## 6.2 PROPERTY OWNERS



### 6.2.1 ArcelorMittal USA

ArcelorMittal owns 55.25± acres in the inner harbor waterfront and an additional 6.83± acres in the West End that includes their management offices, warehouse and parking. All of the combined 62.08± acres is located within the City except for 7.05± acres (11.4%), which is in the unincorporated area of the County.

ArcelorMittal U.S.A. is headquartered in Chicago. The parent company ArcelorMittal S.A. is a Luxembourg-based Indian multinational steel manufacturing corporation headquartered in Luxembourg City. It was formed in 2006 from the takeover and merger of Arcelor by Mittal Steel.

ArcelorMittal is by far the world's largest steel producer, with an annual crude steel production of 98.1 million tons in 2014, which was approximately 10% of the world steel market. It was ranked 91st in the 2013 Fortune Global 500 ranking of the world's biggest corporations. ArcelorMittal is a publically traded corporation (NYSE: MT). Lakshmi Mittal (owner of Mittal Steel) is the chairman and CEO. His family owns 40% of the voting shares in the company. In 2015, the Company reported a loss of US\$7.94 billion with US\$63.57 billion in revenues. One of the 3 Americans on the ArcelorMittal Board of Directors is Wilbur L. Ross, the principal of WL Ross & Co. WL Ross & Company owned International Steel Group (ISG owned the Georgetown steel mill before ISG was acquired by

Owner	Total Acres	Within City	Unincorporated County	West End	% of Total
ArcelorMittal	62.08	55.03	7.05	6.83	49.4%
Praxair Inc.	1.84	1.84			1.5%
GEO Specialty Chemicals	22.76	12.52	10.24		18.1%
South Carolina Ports Authority	38.72	3.07	35.65		30.8%
Vera & Wm McDaniel	0.20	0.20			0.2%
<b>TOTAL</b>	<b>125.6</b>	<b>72.66</b>	<b>52.94</b>	<b>6.83</b>	
		57.8%	42.2%	5.4%	

Mittal Steel in 2005). WL Ross & Company also has a strategic partnership with The South Carolina Retirement System Investment Commission (RSIC), which has invested \$350 million of PEBA (state employee retirement fund) with Mr. Ross's firm.

### 6.2.2 Praxair

Praxair Inc. is an international industrial gas manufacturer and distributor headquartered in Danbury, Connecticut. It is a legacy of Union Carbide that became independent in 1992. Due to the nature of Praxair's industrial gas products, it is generally uneconomical to transport them distances greater than a few hundred miles from the production facility. As a result, Praxair operates a significant number of production facilities spread globally throughout a number of geographic regions. Praxair's Georgetown facility was established specifically to service the steel mill, which explains the lollypop-shaped parcel that was carved out of the original steel mill parcel.



Praxair's Georgetown facility has been idle since before the steel mill closing in 2015. The Company's closest operation to Georgetown are North Charleston (54.1 miles), Florence (62.1 miles) and Columbia (103.6 miles). Praxair is a publically traded company (NYSE: PX) that reported sales of \$10.8 billion in 2015. Praxair's parcel is located within the City limits.



### 6.2.3 GEO Specialty Chemicals

GEO Specialty Chemicals, Inc. manufactures, markets, and supplies specialty chemicals for customers in the United States and internationally. The Company, headquartered in Ambler, PA, has 3 primary operating divisions, which are Paints & Coatings, Specialty & Construction, and Water Treatment & Glycine Products. Georgetown's facility was part of the Water Treatment division. GEO has 16 water treatment manufacturing facilities in the U.S. including Georgetown. The closest operating facility to Georgetown is in Savannah, GA.

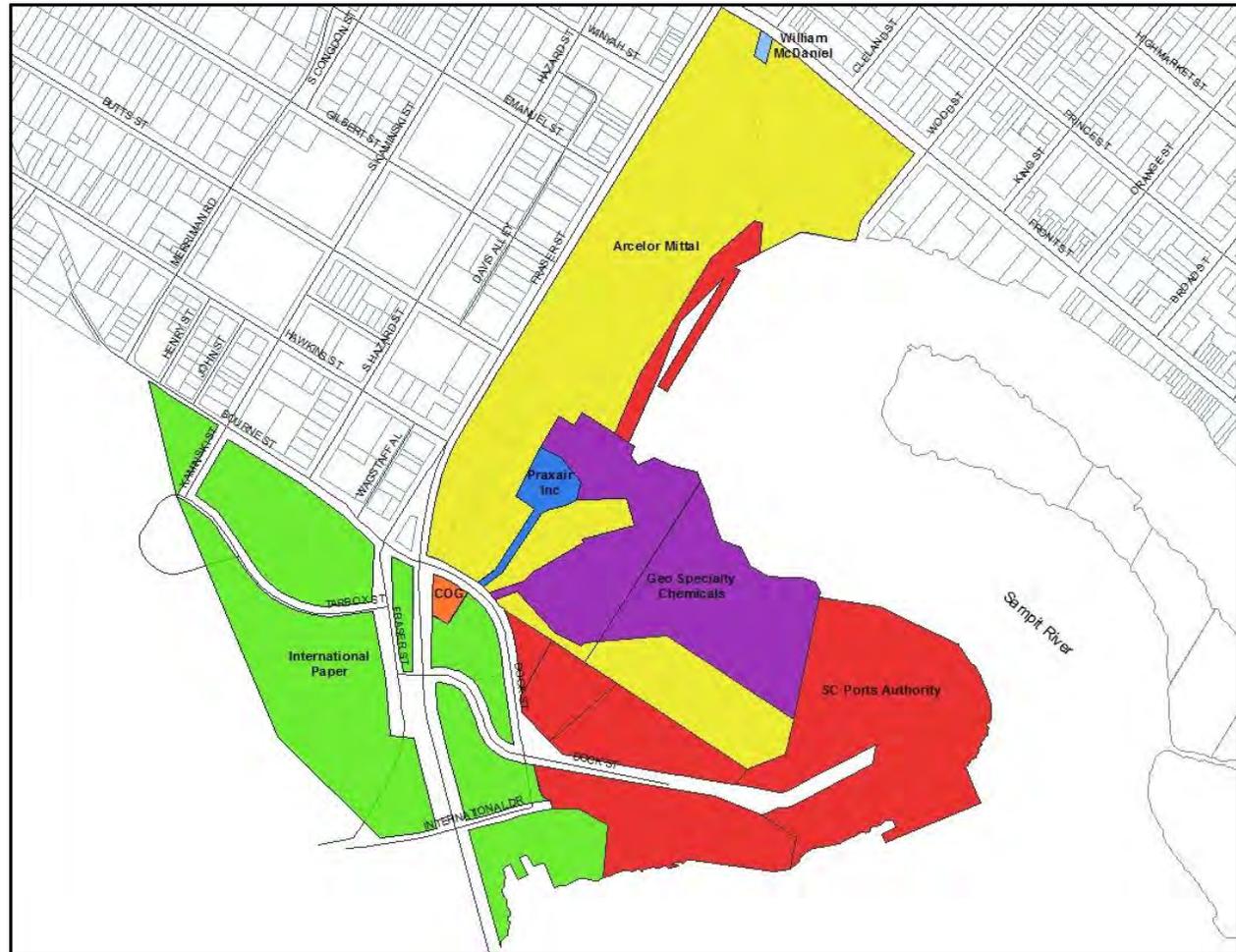


Figure 6-2: Map of ownership

#### 6.2.4 South Carolina Ports Authority

The South Carolina Ports Authority (SPA) owns and operates public seaport facilities in Charleston and



Georgetown, as well as the South Carolina Inland Port in Greer, South Carolina. The SPA is governed by a nine-member Board of Directors, each appointed by the Governor and confirmed by the Senate, along with two non-voting, ex-officio members – the state Secretary of Commerce and Secretary of Transportation. The Georgetown Port is losing about \$500,000 per year because of the lack of traffic to cover its overhead. Charleston’s facilities have the capacity to handle all of the state’s bulk and bulkbreak shipping needs. SPA officials have made it known that they would be willing and interested to divest from Georgetown. The SPA is a sponsor of the ULI Advisory Service Panel for Georgetown.

#### 6.2.5 Vera B. and William D. McDaniel Sr.

This 1,700 sf building was the administrative offices for the steel mill when it initially opened in 1969. When the German Korf Industries sold the facility to the Kuwait Investment Authority in 1985, this parcel was not included. Willie Korf held personal title to this property for a few years longer and then sold it to partnership of Perry Collins and Bill McDaniel that used it for offices for a stevedoring business. Mr. Collins later sold his interest to Mr. McDaniel and the property remains with the McDaniel family, which still resides in the area.

### 6.3 RELATED ISSUES

In addition to their holdings within the study area, ArcelorMittal has an office building, warehouse and parking lot located in the West



Figure 6-3: McDaniel property on Front Street across from City Hall

End. The company also owns a parking lot on Front Street across from the mill, adjacent to City Hall.

Also, a concept for the study area that eliminates the need for rail service to the site will also create a swath of abandoned rail through most of the West End neighborhood. CSX Transportation owns the line that operates from the Florence District in the company’s Southern Region.

Additionally, the undeveloped island tract created in 1951 by the Sampit River *cut-through* is locally known as “Goat Island.” (see Figure 6-1) Goat Island is owned by Jerry Blackmon from Charlotte, NC. Mr. Blackmon has expressed interests in donating the property to the City with an acceptable plan for public use. The City commissioned a master plan of Goat Island in 2013. The City’s negotiations with Mr. Blackmon for one reason or another have stopped, but the opportunity should still exist to come to an arrangement with Mr. Blackmon. ULI could consider including Goat Island into a conceptual plan for the study area.

Figure 6-4: Aerials of Study Area

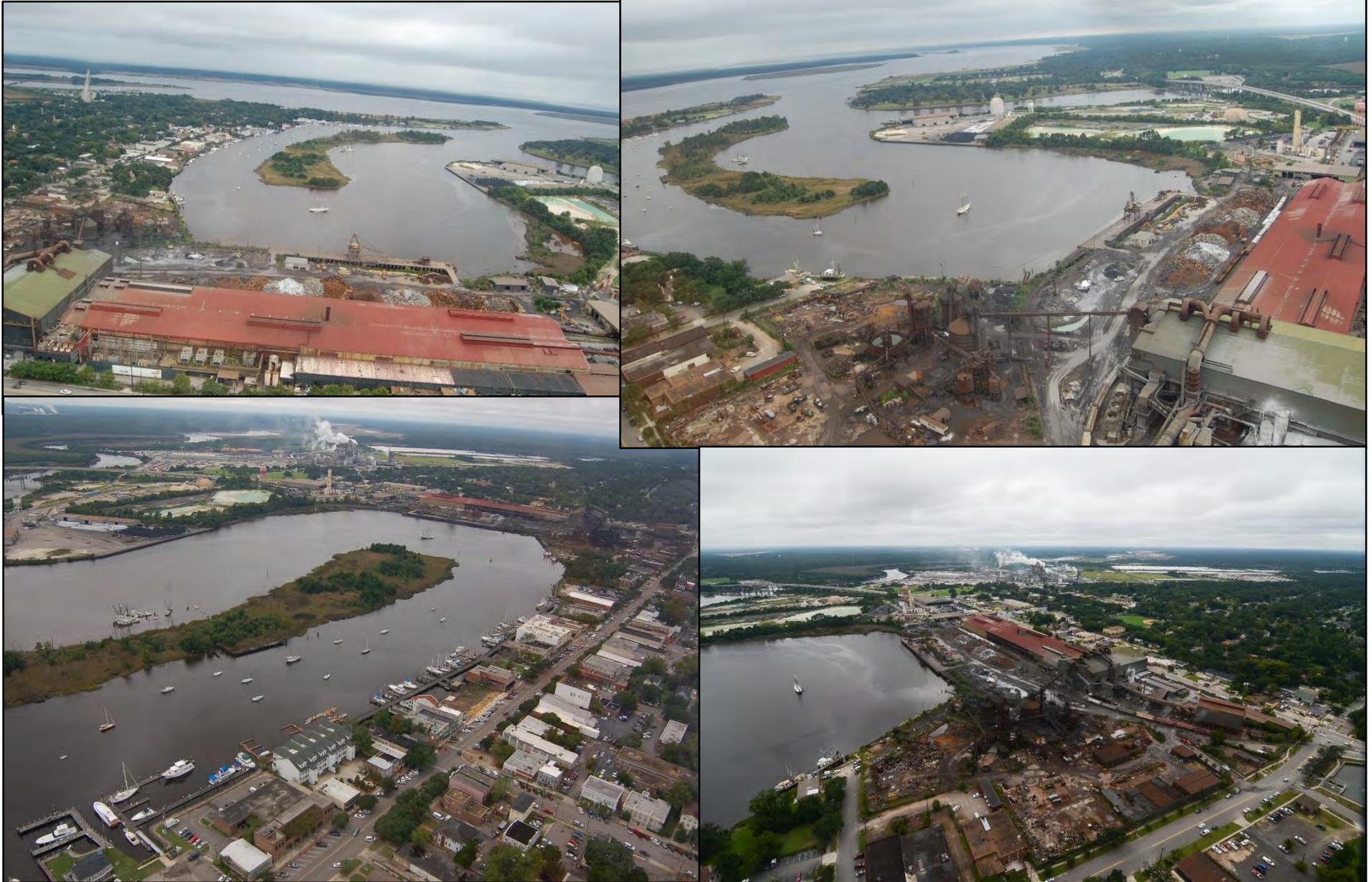




Figure 6-5: Mill use map, potential 'hot spots' shaded in orange (Robert Morgan. MIT Thesis)

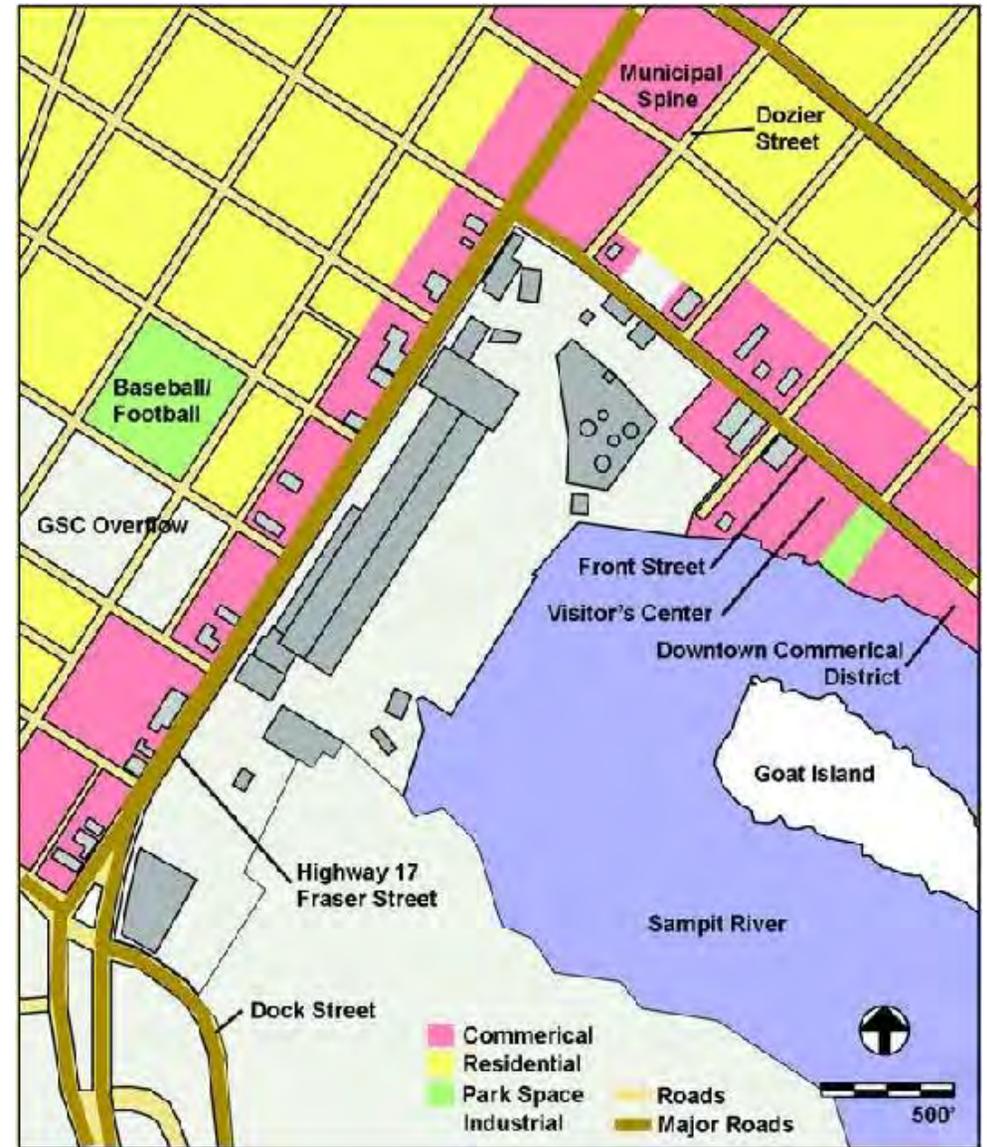


Figure 6-6: Major road and land use around steel mill (Robert Morgan. MIT Thesis)



Figure 6-75: Conceptual drawing of pedestrian bridge to Goat Island. Produced by Randy Wilson. Community Design Solutions. Columbia, SC.

## 7 AREA BACKGROUND

### 7.1 REGIONAL CONTEXT

South Carolina has distinct regional identities that are centered around the urban centers. Exactly where some of the outlying counties are associated is debatable depending on individual frame of reference, historical links, river basins, family and business connections, etc. The regional delineation is not perfect. Those on the fringe may have ties to multiple regions. But each region has a uniqueness that comes from their economic legacy, terrain, assets and ethos that continues influence how they move forward.

The **Upstate** started as a trading post with the Cherokee. During the Second Industrial Revolution, they were able to leverage their innate ability to strike deals to lure textile manufacturing from the Northeast with lower wage workers in a *right-to-work* environment. Textile mills villages proliferated the Carolina Piedmont, which included all of the Upstate of South Carolina and follows US Interstate 85 through Raleigh-Durham in North Carolina. When textiles started to decline, they made deals to diversify their manufacturing by attracting Michelin, BMW and GE. The Upstate boasts that they contribute more than 50% of the economic impact of the SC State Ports Authority.<sup>18</sup> Their entrepreneurial spirit coupled by an altruistic togetherness, has allowed the Upstate be known for bold visioning and planning.

*South Carolina is too small for a republic and too large for an insane asylum.*

- James L. Petigru  
1860

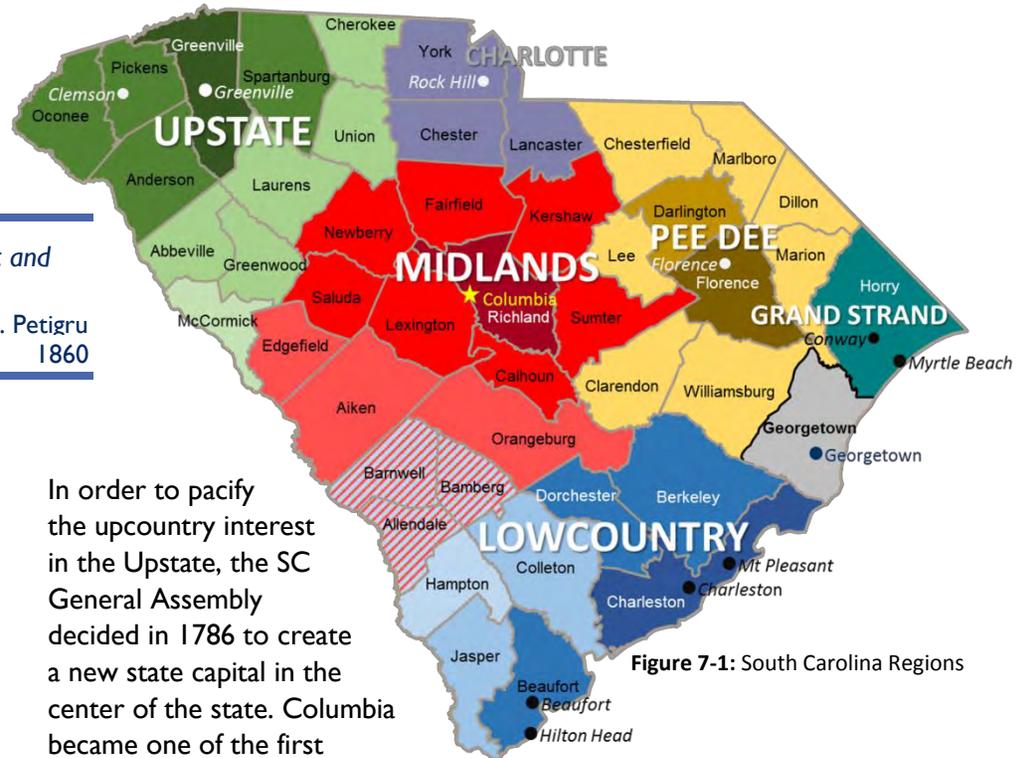


Figure 7-1: South Carolina Regions

In order to pacify the upcountry interest in the Upstate, the SC General Assembly decided in 1786 to create a new state capital in the center of the state. Columbia became one of the first planned cities in the United States. Shortly thereafter, the SC General Assembly founded South Carolina College (USC) on a campus adjacent to the State House further promote harmony between the upcountry and lowcountry. Columbia grew with government and is the largest city in the state. The **Midlands** is a fairly connected region, even though state government influence is mostly limited to Columbia.

The **Pee Dee** is an agriculture belt of tobacco, cotton, soybean and produce. Their urban center of Florence has developed as a commerce and transportation junction for the region. Agriculture is still an important contributor to the region, but the Pee Dee has

<sup>18</sup> The Economic Impact of the South Carolina Ports Authority. Division of Research. Darla Moore School of Business. University of South Carolina. September 2015.

been able attract some significant industrial investment to be more diversified. Sonoco, the largest corporation in the state, has their global headquarters in Hartsville.

Myrtle Beach is the undisputed center of the Grand Strand. The **Grand Strand** is considered the 60 miles of beaches that start at Little River on the NC/SC line and terminates on the northern edge of Winyah Bay in Georgetown County. The area has become a major tourist attraction along the Southeastern coast, with Myrtle Beach attracting over ten million visitors each season. Although tourism directly and indirectly drives the economy, Horry County has been able to make some gains investing the infrastructure to attract industry.

The **Lowcountry** has genteelness from its colonial planter society roots, which initially provided the backdrop to make Charleston a world-class tourist destination. The attraction for visitors appealed to new residents that were enchanted with the Lowcountry lifestyle that has evolved to be somewhat progressive for what is perceived of the South. Charleston’s inspiration has impacted the entire Trident Region<sup>19</sup> and been applied on a smaller scale in Beaufort, which impacts their neighboring communities. Charleston’s adaptive reuse of its history and culture has only bolstered the economic role of its port, and attracted major manufacturing investment from Boeing, Volvo and Daimler to the region. The new dynamic on the Trident Region’s path forward has been fueling a technology cluster that is now exploding.

Georgetown’s position on the cusp of multiple regions creates some identity challenges in the vision and direction of the county. The Waccamaw Neck beaches are clearly linked to the Grand Strand, while the more agricultural western part of the county

relates with the Pee Dee. The City of Georgetown and the plantation areas along the rivers have long identified with Charleston and the Lowcountry. **This may seem trivial, but it does have bearing on local perspectives and leadership decisions, which are important to understand for community planning and visioning for the future.**

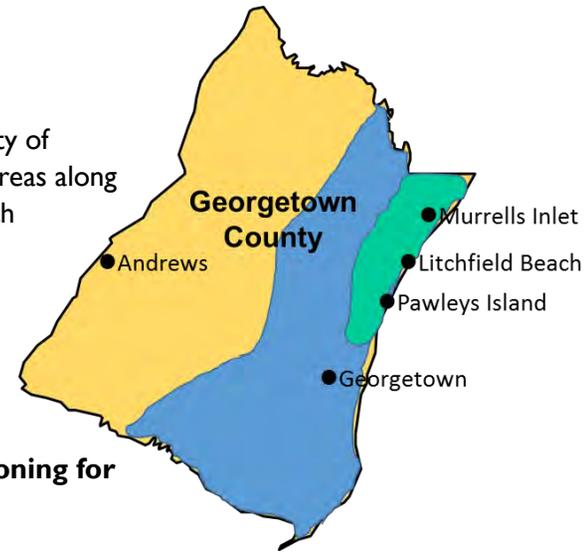


Figure 7-2: Georgetown’s multiple influences

The consequences of this oversimplification of wholly lumping Georgetown County into a region can manifest with statewide plans. The regional politics in South Carolina, led by the urban center delegation, can influence recommendations and strategies of government funded plans that also direct resources. The local constituency that disagrees with the underlying assumptions may be less likely provide local support for the plan. The regional association can vary for tourism, economic development, community development, health, education and political issues. It could be supposed that a hesitancy to support regional plans that may be misaligned makes it generally difficult to embrace and appreciate planning on a local level, which is necessary to develop shared visions to move forward.

Ultimately, Georgetown has its own unique identity that can leverage geographical proximities, but not rashly bound to a neighboring urban center’s strategic interest. Georgetown has the ingredients and potential to sustain its own destiny that could be in the best economic interest for the greater community. It may just

<sup>19</sup> The Charleston Metropolitan Statistical Area of Charleston, Berkeley and Dorchester counties is known as the “Trident Region”

lack the resources and existing capacity that larger urban areas have to take bold steps alone. This presents a great opportunity for the Urban Land Institute’s Advisory Service Panel to provide the initial guidance and push.

### 7.1.1 City of Georgetown

#### Physical Attributes

The City of Georgetown is the county seat of Georgetown County, situated in the Coastal Plain physiographic region of South Carolina. The land area of the city is 6.91 square miles, creating a population density of 1,326 people per square mile (2010). The City is 14 miles from the open waters of the Atlantic Ocean, 35 miles south of Myrtle Beach and 60 miles north of Charleston.

#### Sink Hole Issue

In July 2011, sink holes began to form in a concentrated area of City causing a total collapse of a property on U.S. 17. Several other businesses had signs of structural damage that required them to vacate. Bank of America on Highmarket Street was impacted resulting in the bank to close its only branch in the City and leave the market.

Georgetown County’s new Judicial Center on Cleland Street experienced some signs of the foundation sinking, which caused it to briefly close until it could be properly evaluated for public safety. City Hall and the City’s Fire Station across the street were also impacted. City leaders decided to drain, and later remove its iconic water tower located at City Hall to alleviate the threat of its collapse. The purported cause of the sinkholes was SCDOT’s \$20

million Highway 17 Drainage Project that was ongoing at the time and meant to ease flooding at the intersection of Front and Fraser Street (U.S. 17). The project’s design included installing high capacity pumps that could move 60,000 gallons per hour from a holding pond to the Sampit River. According to long residents in the City, the flooding was not an issue until the steel mill was constructed in 1969 and blocked some drainage ditches that allowed storm water to naturally flow to the Sampit.

Table 7.1: Proximity to Population Centers

	Miles Away	Drive Time	MSA Population
Myrtle Beach, SC	37.8	0:55	431,964
Conway, SC	35.8	0:45	
Charleston, SC	60	1:12	744,526
Mount Pleasant, SC	52.2	0:55	
Columbia, SC	125	2:28	810,068
Charlotte, NC	172	3:39	2,426,363
Raleigh, NC	211	3:25	1,273,568
Greensboro, NC	213	3:42	752,157
Greenville, SC	235	3:50	874,869
Jacksonville, FL	300	4:45	1,449,481
Atlanta, GA	320	5:15	5,710,795
Washington, DC	452	7:30	6,097,684

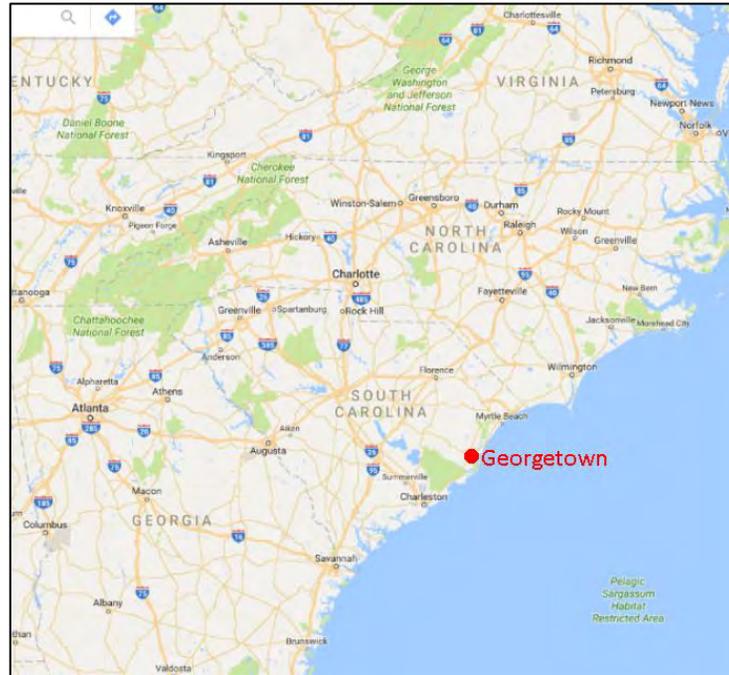


Figure 7-3: Map of Georgetown Region

Multiple lawsuits were filed, of which the City is a defendant in some cases and a plaintiff in one. The County also filed suit for their damage to the Judicial Center. Five years later, litigation is still ongoing and the vacated properties are still vacant.

Recently on August 10<sup>th</sup> (2016), City officials noticed some significant new activity in the foundation shifting at City Hall, requiring the building to be vacated until it can be assured safe by a qualified engineer. City Hall services and staff have been temporarily relocated to a vacant bank on Fraser St. (Hwy 701). It is currently unknown when the situation will be resolved or what the permanent solution will be. It is conceivable that a permanent City Hall may be relocated to a new location, along with the Fire Station. [Maps of the sinkhole locations by damage severity are in the Appendix.]

### 7.1.1.1 Neighborhood Communities

#### Historical District/Downtown

“Historic District” and “Downtown” often get intertwined for the same area. The Downtown area is generally a broader area that is bound by U.S. 17, Winyah Bay and the Sampit River and will include the adjacent waterfront assets like Goat Island. The Downtown consists of approximately 60 square blocks, estimated to be 500± acres. Within this area is the approximately 40 square block Historic District.

The Georgetown **Historic District** was designated by the National Register of Historic Places in 1971. The district encompasses 49 contributing buildings in the central business district of Georgetown. The oldest existing structure in Georgetown is a dwelling which dates from about 1737. There are approximately

28 additional 18th century structures as well as 18 buildings erected during the 19th century prior to the American Civil War. The existing structures—homes, churches, public buildings—are of both historical and architectural significance and are situated on heavily shaded, wide streets. The architecture ranges from the simplicity of early colonial, or Georgian, to the elaborate rice plantation era, such as Classical Revival.



Figure 7-4: Areas of Georgetown

The **Commercial Core** is a 14 block area along Front Street within the Historic District. There are 210 properties in the commercial district, of which approximately 60% of the space is commercial, 10% for government /nonprofit, and 30% for residential. About 25% of the properties are owned by out-of-town absentee owners, and 30% are owner-occupied. It is estimated that there are 69 residential units above commercial units in the commercial core district.<sup>20</sup> The vacancy rate for commercial space on Front Street is relatively low, with only 2-3 viable spaces currently available. The rents range from \$10-\$16 per square foot, which makes it difficult to justify investment and property improvements.

#### Front Street Fire

In the early morning of September 25, 2013, a fire broke out on the rear deck of a restaurant located on Georgetown's Front Street in the heart of the Historic District. Within hours, the fire had ravaged 8 historic buildings in the 700 block of Front Street that dated back to the late 1800s. These were some of the oldest buildings in the commercial district. Six of the properties have been consolidated to a single owner and two of the properties are individually owned. In order to rebuild, the owners would need to elevate the structures 5-6 feet above the prior elevation to meet FEMA's flood elevation requirement. This added cost, along with the additional expense of updated building codes makes the investment for rebuilding difficult to justify with the current market rents. Some of the displaced businesses from the fire relocated to the 900 and 1000 block of Front Street that had been mostly vacant. There are now more restaurants and stores open in the Commercial District than before the fire, but the gaping hole on the downtown waterfront is not helping the district.



Figure 7-5: Fire in 2013 destroyed 8 historic building on Front Street

#### West End District

The West End is a predominantly African American neighborhood within the City that has disproportionate number of residents living in poverty and substandard housing. There were 1,740 residents living in the West End of Georgetown, according to the 2000 U.S. Census. This number represents close to 20% of the City's population.

The original development plan for the West End was laid out in 1883 by the Georgetown Land Association. Prior to the subdivision, the area was owned by J.B. Pyatt and was part of Serenity Plantation. Merriman Road existed some time prior to 1883.

In order to provide housing for their employees, the Atlantic Coast Lumber Mill Company (ACL) purchased the 20 acres, which created

<sup>20</sup> Georgetown's Application to Main Street South Carolina. Produced by Tee Miller. 2014.

a 12 block area between the Sampit River, Front Street, Merriman Road and Fraser Street. This area was then know as “New Town.” The ACL mill closed in 1932, but International Paper opened large facility on the western edge of the neighborhood in 1936.

After ACL closed, the West End began to shift to become a predominantly black community. The West End became a thriving town center for African American businesses and residents that were not always welcome to other places because of racial segregation.

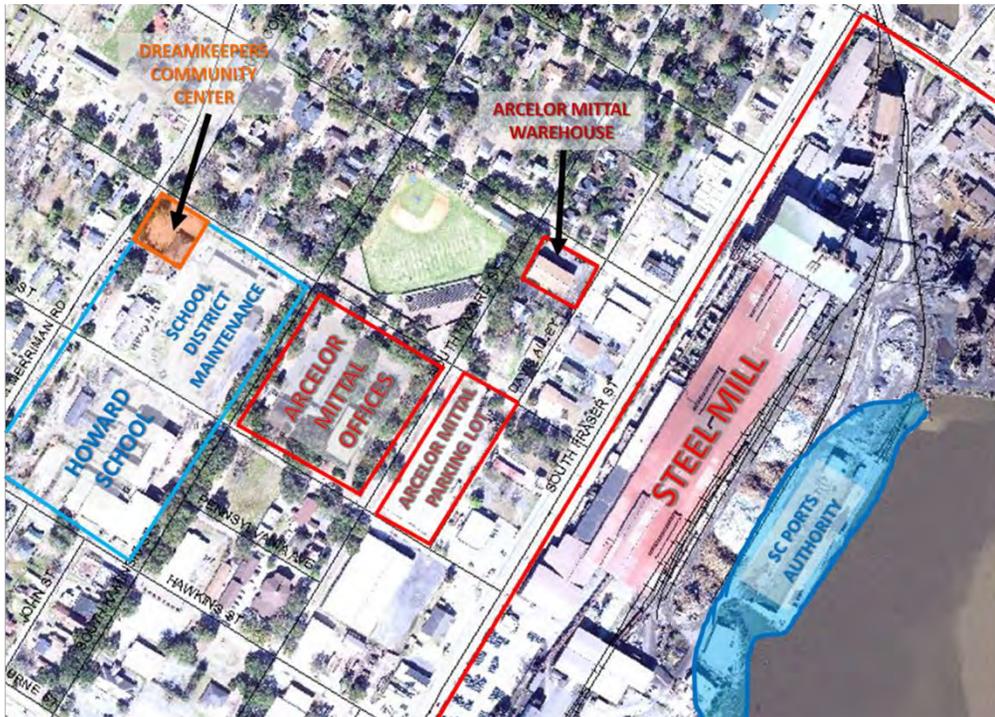


Figure 7-6: West End commercial area map



Figure 7-7: Current Howard School building in the West End that serves as an Adult and Alternative Education School. It also offers the community an auditorium that was renovated in 2016.

In 1938, a new Howard School was opened in the West End on Kaminski Street to serve black students in Georgetown County. For the first 10 years, the new Howard School held the elementary department while the high school students continued at the old Howard School location on Duke Street in the Historic District. In 1949, the County’s black high school students consolidated to the new Howard School location in the West End. The white students attended Winyah High School on Highmarket Street in the downtown. By many accounts, Georgetown was slow to embrace desegregation in schools.<sup>21</sup> Howard High functioned as a predominantly black school and Winyah High functioned as a predominantly white school, until 1981. In November of that year,

<sup>21</sup> Nesbit, Jeff. *Separate High Schools, Unequal Everything*. *US News & World Report*. March 29, 2016.

an arsonist set fire to Winyah High School that caused the school to close. The School District, which was operating under a 1969 decree from the US Department of Justice, made the decision to construct a new Georgetown High School in a different location. Howard High held its last graduation in 1984, after which all of the students were being reassigned to the new fully integrated Georgetown High School for the 1985 school year. The Howard School Building continues to function as an Adult Education Center and Optional Education Alternative School for ages 9-17. The gym and auditorium have been recently renovated and are maintained by the Georgetown County Parks & Recreation Department.

In 1985, Georgetown Steel Mill built a new office building on Hazard Street on a lot that encompasses the block just across Kaminski Street from Howard School. Across the street to the east, the steel mill owns a large parking lot that was used for the mill workers. And the steel mill has a large warehouse on the corner of Hazard and Emanuel Street. All of these properties are still owned by ArcelorMittal.

There are numerous other vacant commercial properties in the West End

between Merriman Road and Fraser Street that once supported businesses related to the mills or port.

### West End Housing

There are still some remaining houses constructed by ACL in the early 1900's that are now being used as multi-family units. Most of the residential development in the West End that exists today was constructed over the fifty year period from the 1920's to the 1970's and is primarily being used as single family residential units. There is one apartment complex, Bethel Apartments, that contains 24 units.



**Figure 7-8:** Steel mill offices constructed in 1985 in the West End that are now vacant. ArcelorMittal will be divesting of this property along with the mill site on the water.

Housing in the West End is currently a major concern for the City. Many of the properties have fallen in disrepair and abandoned by the owners, which creates complaints from neighbors and requires the City to take action. The City's Building & Planning Department regularly accesses properties in the City to determine if they are a public hazard and beyond repair. A few years ago, there were about 375 properties on the list, with most located in the West End. The City tries to work with owners to resolve the issues, which in most cases results in the owner demolishing the property. In some cases, the City takes on the burden of demolishing the structures. It takes the City about one year to get through the legal

process to begin the demolition. Some of the properties are *heirs property*<sup>22</sup>, which provides additional challenges and time to the process. The City appropriates \$75,000 each year for demolition of dilapidated structures. There are currently about 40 dilapidated houses still on the list slated for demolition. Lots on the West End are relatively small, which makes it difficult to economically rebuild a suitable house.

The lack of affordable housing is an issue in the City that is impacting public policy. The available affordable housing is normally single family dwellings owned by a local landlords that do not always maintain their property. Many of these properties are close to being condemnable as inhabitable. Many of the substandard structures on the West End are also not well insulated, often with gaping holes to the outside, which drives up utility bills. This also creates deadly fire hazards when residents try makeshift solutions for heating and cooking. But the low income residents have little options for better housing. There has recently been a push from a segment of the residents to allow mobile home trailers to be allowed in the West End. (There are some owner-occupied trailers in the West End, but



Figure 7-9: (above) *Aerial of West End.*

current zoning for the district does not allow for trailers beyond what currently exists.)

The resident's advocating to change the zoning to allow mobile homes are also requesting that previously titled/used (*as opposed to untitled/new units*) trailers be allowed. Other residents in the West

<sup>22</sup> NOTE: *Heirs Property* means they have not be probated from a forebear to have a clear deed to the property. There is often a descendent that occupies the

property, pays the taxes, and maintains it, but does not have legally control. This is common occurrence with African Americans in the Lowcountry of South Carolina.

End oppose this change because they feel mobile home trailers will devalue their property and quality of life. Especially if used trailers that are already rundown are allowed, which many assume will be placed as rental properties by local landlords.

The City’s Planning Commission voted against changing the zoning, which was supported by a close vote of the City Council. It is a difficult dilemma for City leaders without viable alternatives for qualify affordable housing.

Maryville

Maryville is a community in the south of the City separated by the Sampit River. The area was annexed by the City in 1950 and 1954. Maryville makes up a significant portion of the City’s population and provides the City the greatest opportunity to grow in both infill development and annexation.

Willowbank/Country Club Estates

Willowbank is a small neighborhood across Highway 17 from the Downtown/Historic District, and County Club Estates is located to the east of Black River Road near the Tidelands Hospital.

North End/North Highmarket

This distinct area of the City does not have a proper name. It is most often referred inappropriately to the “Projects” because it contains the Georgetown Housing Authority properties and other low income housing projects. Georgetown High School and Georgetown Middle School are located on Anthaun Maybank Drive. Georgetown County School District offices are also located on Church Street in this neighborhood. And Georgetown County Parks & Recreation Department operates a regional facility that includes playing fields and a gym at the Beck Recreation Center collocated with the School District Offices.

Table 7-2: **City Voter Registrations by Neighborhood Precinct**<sup>23</sup>

Neighborhood (Precinct)	Total Registered		% White	% Nonwhite
	#	% total		
West End (Dreamkeepers)	954	18%	4%	96%
Downtown/Historic District (Georgetown 1)	918	18%	68%	32%
North End (Georgetown 3)	1,268	25%	10%	90%
Willowbank/Country Club (Georgetown 4)	488	9%	71%	29%
Maryville (Georgetown 5)	1,543	30%	68%	32%

Source: SC Election Commission Website. Aug. 28, 2016.

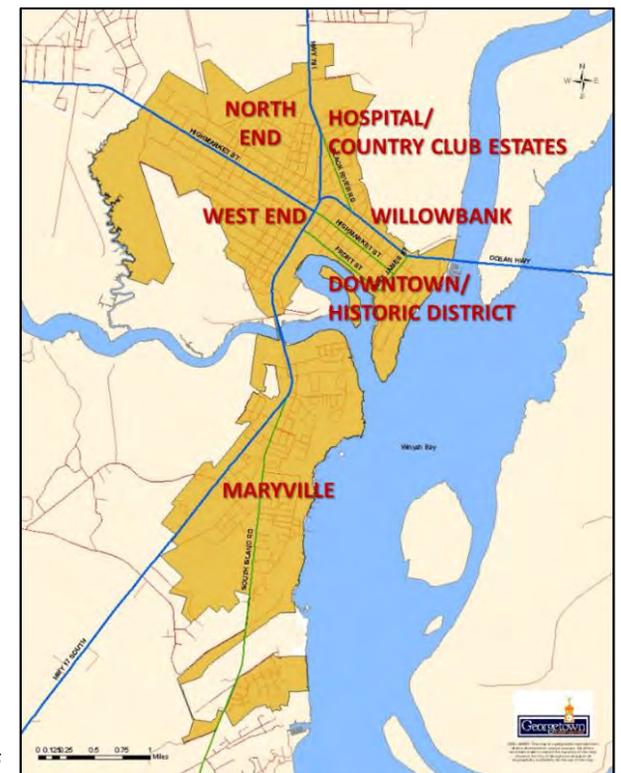


Figure 7-10: Map of City neighborhoods

<sup>23</sup> U.S. Census Tracts boundaries do not closely align with the neighborhood areas to allow accurate analysis with Census Data. Voter Precincts align well to provide some understanding of the neighborhood’s share of population and racial makeup. “Nonwhite” is the classification used by the SC Election Commission and would include any race of person except white.

### 7.1.2 Georgetown County

Georgetown County is located on the coast of South Carolina, bounded on the north by the Pee Dee River, on the west by Williamsburg County and on the south by the South Santee River.

The County is the eighth largest county in the State with 815 square miles of land area and 221 square miles (21%) of water area. Georgetown County contains over 34 miles of coastline and seven inlets. The population density is 73.9 people per square mile (2010). There are three municipalities within the County, which are the Town of Pawleys Island, Town of Andrews and the City of Georgetown.



Houses within DeBordieu Colony, which is 6 miles north of the City of Georgetown

Figure 7-11: Map of Georgetown County Census Divisions (CCDs)

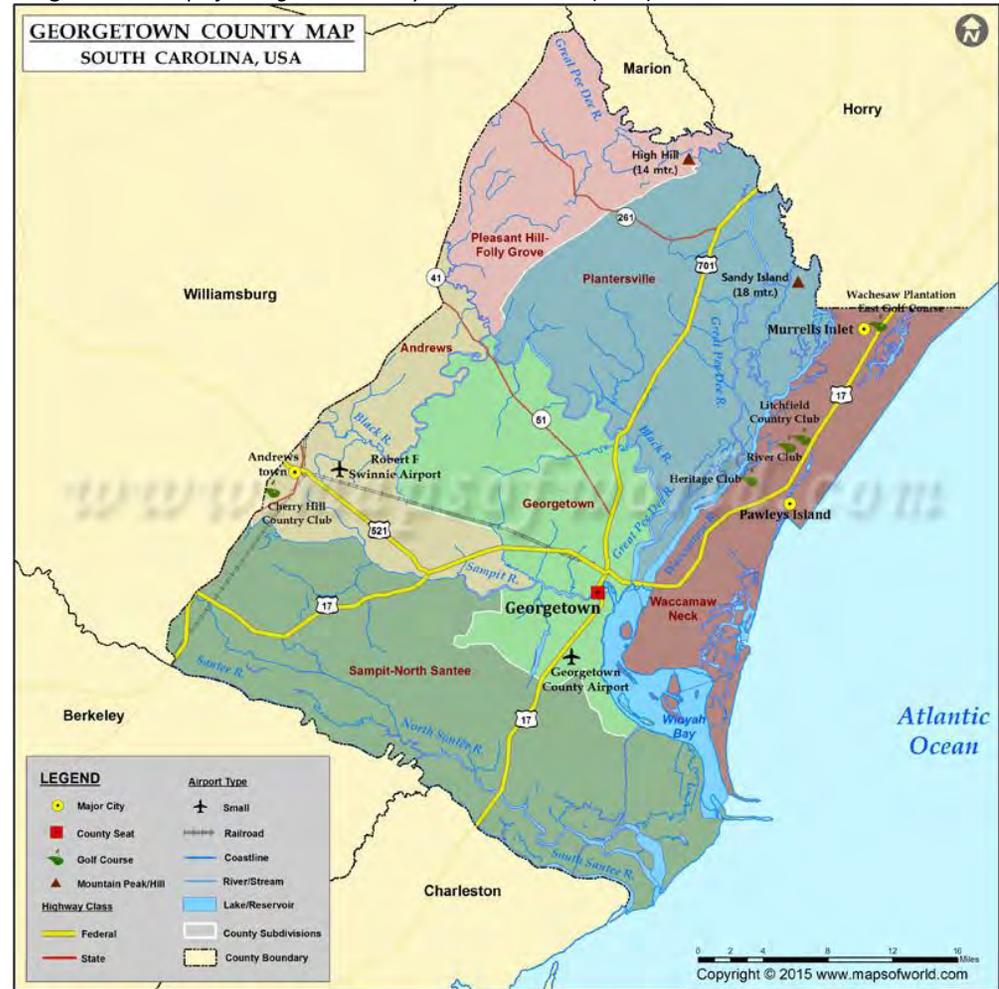


Table 7-3: Georgetown County Census Divisions (CCD)

	Andrews	Georgetown	Plantersville	Pleasant Hill-Folly Grove	Sampit-North Santee	Waccamaw Neck
Population	8,074	19,899	2,952	3,416	3,550	22,498
% of County	13%	33%	5%	6%	6%	37%
% White	54%	51%	28%	48%	40%	89%
% Black/African American	44%	43%	67%	51%	60%	9%

U.S. Census. ACS. 2010-2014

## 7.2 LAND USE

### 7.2.1 Land Use Profile

In 2016, the City included an area of approximately 4,795 acres, or 7.4 square miles. Of this, approximately 882 acres consisted of undeveloped lands and water bodies such as the Sampit River and marshes. Since the 1999 City Comprehensive Plan, the total area of the City has increased by approximately 450 acres, with most of this newly annexed area along South Island Road in the Maryville community<sup>24</sup>.

2016 City Comprehensive Plan Update Notes:

- Overall residential growth in single-family and multi-family units was negligible over the past five years.
- The city's average residential density has remained unchanged since 2011, at 3.7 units per acre.
- Public and semi-public uses occupy 10.1% of all developed lands within the City. The largest percentage of this category's acreage can be attributed to area schools.
- The largest contributors for the Recreational acreage are East Bay and Morgan Parks, accounting for just over half of this use category's total acreage.
- The majority of the City's vacant parcels are small, with a median lot size of 9,200 square feet. In the Maryville community, the Cravens Grant and South Island Plantation developments accounted for over 25% of these vacant parcels.

#### *Recent Construction*

Between the years 2002 and 2015, a total of 225 new residential and nonresidential construction permits were issued by the City. Of these, 166 new residential construction permits were issued with an overall value of approximately \$21,185,236. Fifty-nine new nonresidential construction permits were issued with an overall value of approximately \$44,916,530. These totals do not include permitting for residential or commercial additions, alterations, or renovations which, in certain years, have been substantial. For example, the recent renovations of the Tideland's Georgetown Memorial Hospital were valued at over \$18 million.

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<sup>24</sup> 2016 *Land Use Element Revision*. City of Georgetown Comprehensive Plan. 2016. – The City's Planning Commission in consultation with the Waccamaw Regional Council of Governments, has revised the City's 2011 Comprehensive Plan. The referenced 2016 revision to the Land Use Element has not been formally adopted by the Georgetown City Council. South Carolina law requires cities and counties to adopt a comprehensive plan every 10 years, and it has to be reviewed every 5 years.

### 7.2.2 Land Use Element Revision

In 2015, shortly after ArcelorMittal announced it would be shutting down the Georgetown Steel Mill, the City's Planning Commission began the process to review, revise and update the City's 2011 Comprehensive Plan beginning with the Land Use Element. South Carolina law requires cities and counties to adopt a comprehensive plan every 10 years, and review it every 5 years. The 2011 Comprehensive Plan adopted by the City Council addressed the unstable operations of the steel mill and made the recommendation to change the site's land use to align with the Core Commercial use. The plan also recommended that the adjacent industrial properties and State Ports Authority be rezoned to a Medium Density and Park/Recreation use. The Planning Commission appointed a working subcommittee consisting of some commission members and representatives from the community. The subcommittee has worked with City's Building & Planning Department and the Waccamaw Regional Council of Government's planning staff to make a thorough review of the Land Use Element that can be presented to City Council for adoption.

*The placement of future industrial sites and the planned expansion of existing facilities should consider the potential nuisances created by industrial operations. The city should encourage the less intense redevelopment of heavy industrial sites in close proximity to the city's waterfront, residential areas, and downtown as these facilities discontinue production, are abandoned, or become obsolete.*

2016 Land Use Element Revision to  
City of Georgetown Comprehensive Plan

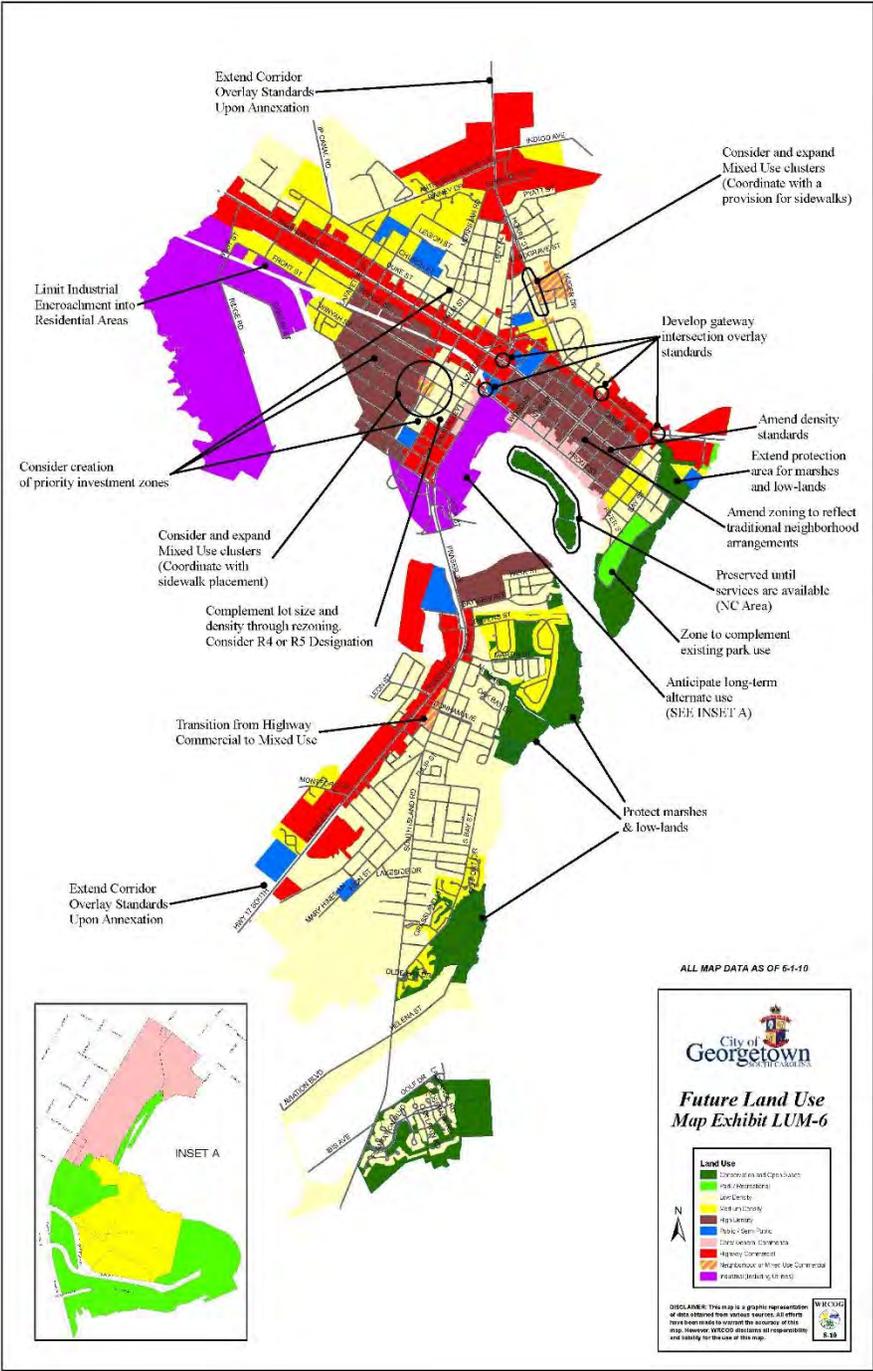


Figure 7-12: Future Land Use Map from 2011 Comprehensive Plan

### 7.2.3 Zoning

In 2010, the city was divided into fifteen base zoning districts with two overlay zones. The zoning ordinance also provides the option of planned developments. A brief description of each district is provided below. Figure 7-13 maps the location of these districts and Table 7-4 provides acreage and utilization data by zone.

#### Overlay Districts

The City’s zoning ordinance provides two overlay districts. These include the Historic Buildings District (HB District) and the Design Overlay District for Main Corridors. The former, the HB District, overlays portions of four zoning districts situated on Duke, Highmarket, Prince, and Front streets. The requirements of the overlay district do not regulate the use of property nor do they alter the district’s dimensional standards; rather, the requirements of this overlay are designed to protect the architectural character of the historic buildings and streetscapes. New construction and certain alterations to existing buildings, within the overlay, require the approval of the City’s Architectural Review Board (ARB).

The Design Overlay District for Main Corridors, was created by the city in 2007. This overlay district includes large portions of Church, Fraser, and Highmarket (west) Streets. This district does not regulate uses above that of the underlying base district. This district provides additional requirements for landscaping, signage, lighting, architectural detail, and parking. Unlike the HB District, design review and permitting are performed by the zoning administrator.

Table 7-4: **City of Georgetown Zoning Districts**

Zoning District	# of Parcels	Parcel Acres	Vacant Parcels	Vacant Acres	Developed Acreage %
R1 District (Low Density)	1,655	1,082.30	240	235.7	78.2%
R2 District (Low Medium Density)	750	198.9	229	55.4	72.1%
R3 District (Medium Density)	313	130.3	83	45.4	65.2%
R4 District (High Density)	670	413.9	117	188.6	54.4%
R5 District (High Density)	703	158.4	213	48.1	69.6%
MR District (Medical Residential)	1	0.9	1	0.9	99.0%
IC District (Intermediate Commercial)	29	6.5	9	1.4	78.5%
CC District (Core Commercial)	125	24.6	16	0.9	96.3%
WC District (Waterfront Commercial)	8	4.1	4	1.0	75.6%
GC District (General Commercial)	679	548.3	184	236.2	56.9%
NC District (Neighborhood Commercial)	26	28.6	8	24.5	14.3%
LI District (Limited Industrial)	24	117.3	9	84.5	28.0%
HI District (Heavy Industrial)	28	451.3	13	68.3	84.9%
CP District (Conservation Preservation)	32	156.2	21	70.1	55.1%
PS District (Public Service)	5	42.5	0	0	100.0%
Planned Development (PD)	758	598.9	697	432.4	57.8%
<b>Total</b>	<b>5,806</b>	<b>3,963</b>	<b>1,844</b>	<b>1,493.40</b>	<b>62.3%</b>

Waccamaw Regional Council of Governments. 2016

**Planned Development Districts (PD Districts)**

The City’s zoning ordinance allows, upon petition by a property owner and approval by the city council, the creation of planned development districts. These districts provide greater site design flexibility and are primarily intended for larger developments that incorporate mixed uses. Although this district can provide a high level of flexibility for setback and use, additional review and performance requirements are often imposed as part of the district.

**Georgetown County Zoning**

Zoning in Georgetown County dates to the 1970’s when portions of the Waccamaw Neck were zoned. Outside of the Waccamaw Neck, zoning in the county is a recent occurrence with the remainder of the county zoned in 2008 and 2009.

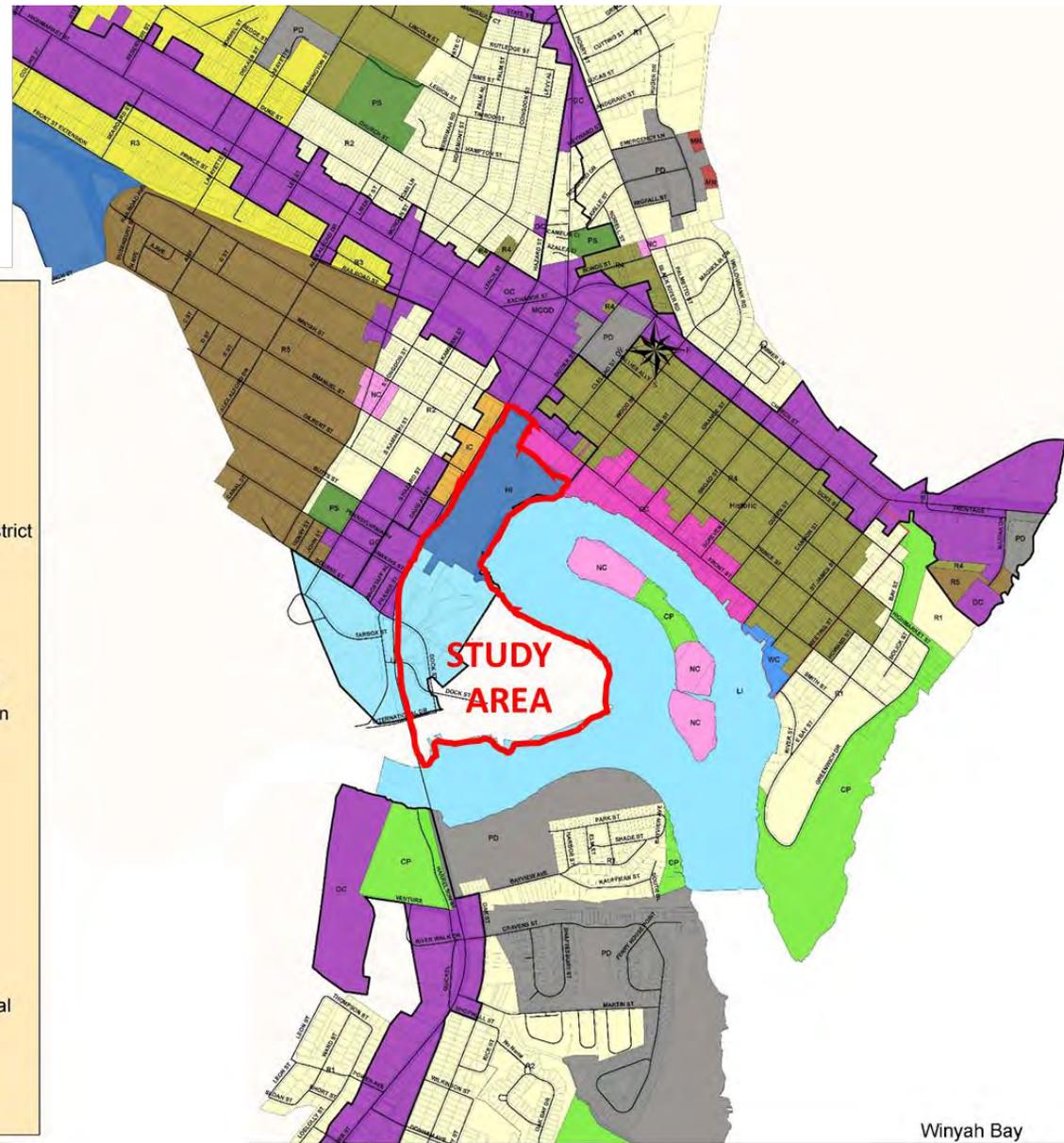


Figure 7-13: Zoning for areas in proximity to Study Area

## 7.2.4 Flood Hazard Areas

Because of its proximity to the ocean and the relatively flat topography, portions of the city are prone to storm water (surface) flooding. The city's storm drainage system is adequate to handle most storm events; however rain in excess of a ten year event will flood sections of the city, most notably Front and Fraser Streets. A large drainage project completed in 2013, combined with a new drainage project scheduled for completion in 2017, will help mitigate, but not eliminate, periodic flood conditions.

Compounding the rain-event flooding experienced by the City, is its proximity to water bodies. Riverine and, although rare, storm surge flooding also present concerns for portions of the City.<sup>25</sup> Figure 7-14 maps the location of the City's flood hazard areas.

The City of Georgetown participates in the National Flood Insurance Program. Standards have been adopted that regulate new construction and other improvements within the city's flood hazard areas. Requirements typically include the elevation of residential construction and the elevation or flood proofing of nonresidential construction. Between 2009 and 2015, approximately 23% percent of the new construction permits issued by the city involved properties that are located within a designated flood hazard area. The city is currently undergoing a flood map and flood ordinance update which is expected to be completed in 2017.

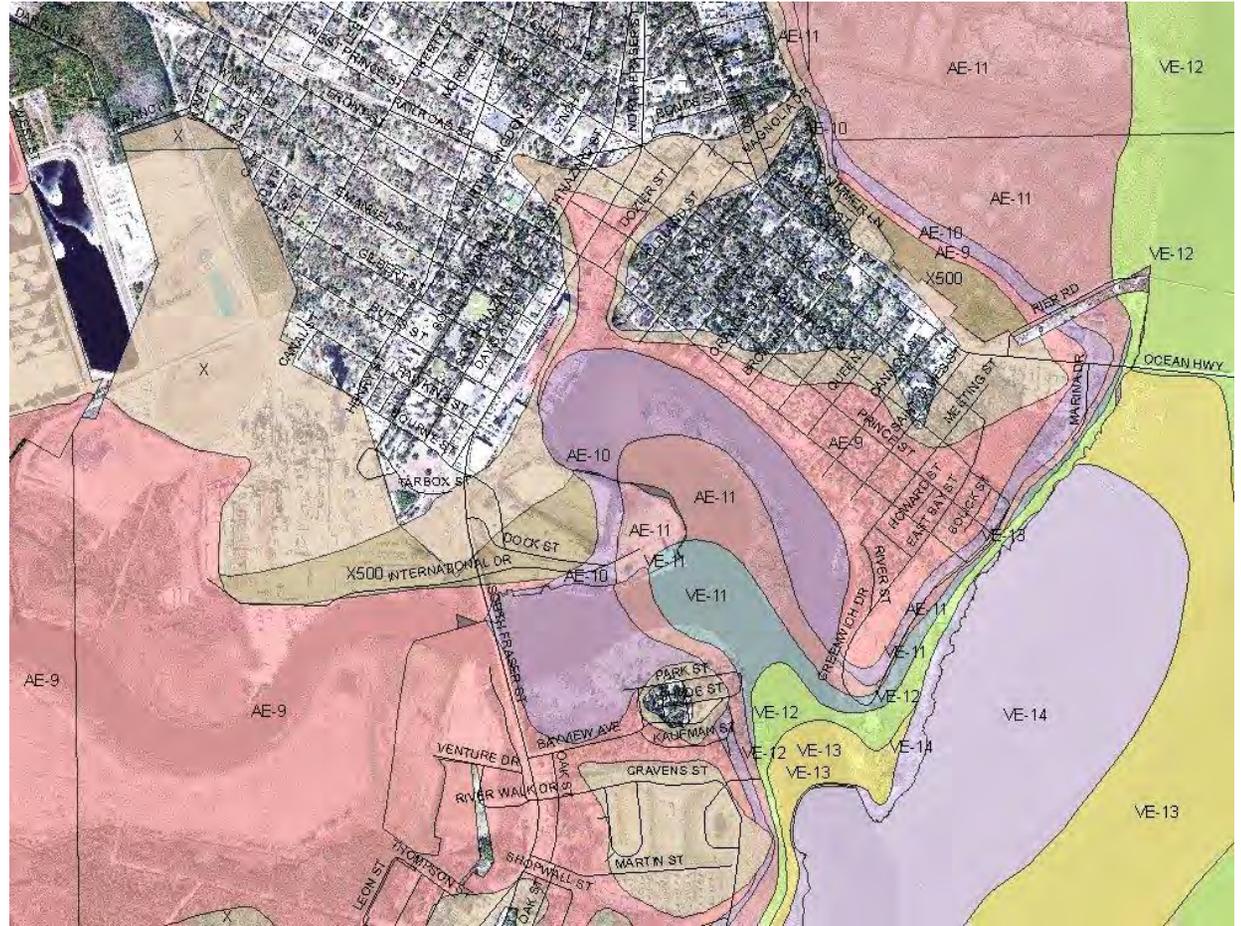
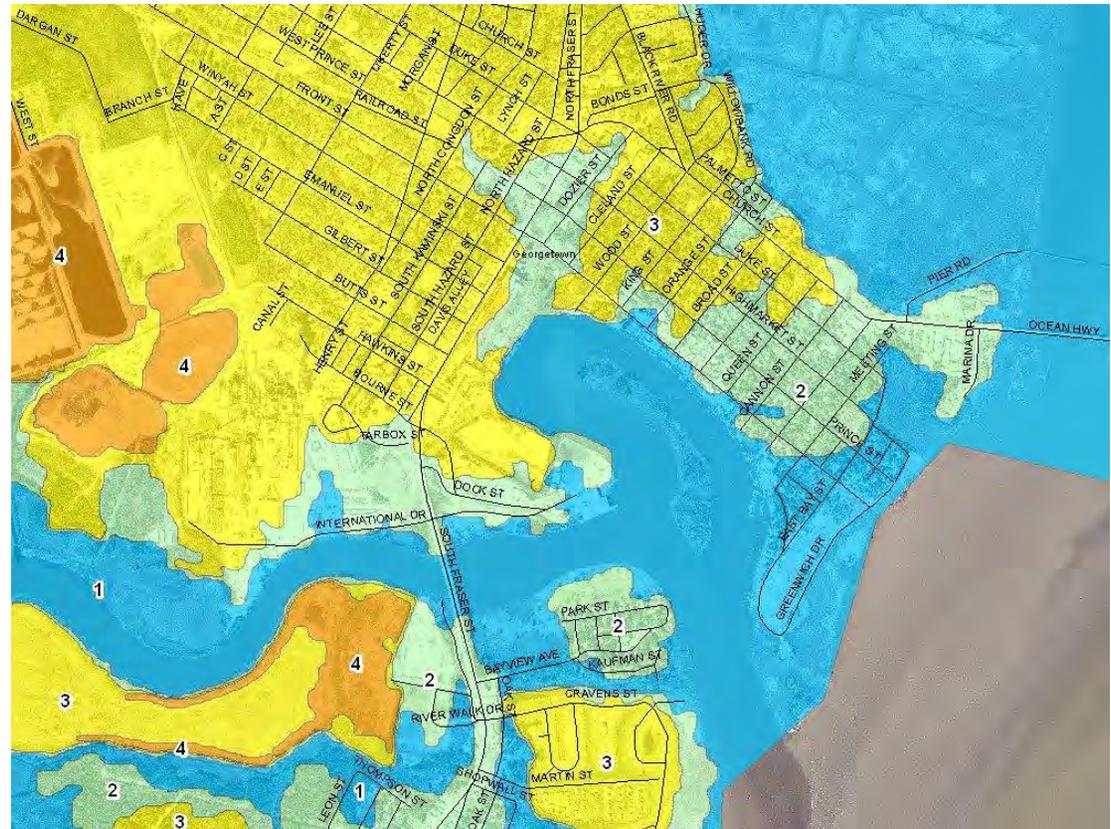


Figure 7-14: Map of the FEMA determined flood zones in the study area of Georgetown.

<sup>25</sup> 2016 Land Use Element Revision. City of Georgetown Planning Commission.

### Hurricanes

Hurricanes and tropical storms are real threats for property in Georgetown. The last hurricane to make landfall near Georgetown was Hugo in 1989, which made its official point of landfall about 40 miles south of the city. Hugo was a Category 4. Georgetown suffered significant damage including storm surge because the area north of the eye gets more of the brunt with the counterclockwise rotating storm. It was the first major hurricane to make landfall in SC since Gracie in 1959. Subsequent tropical storms and tropical depressions have threatened, but there has been no significant storms to landfall near Georgetown since Hugo. However, a storm does not have to make landfall to cause damage. Slow moving storms off the Atlantic Coast can create large rainfall that will easily cause flooding in coastal towns like Georgetown.



**Figure 7-15:** Hurricane surge map of the study area. Numbered areas represent the water surge for the National Hurricane Center’s Category Scale. Category 1 = sustained winds of 74-95mph, Category 2 = 96-110 mph, Category 3 = 111-129 mph, Category 4= 130-156 mph, and Category 5 = 157+ mph.

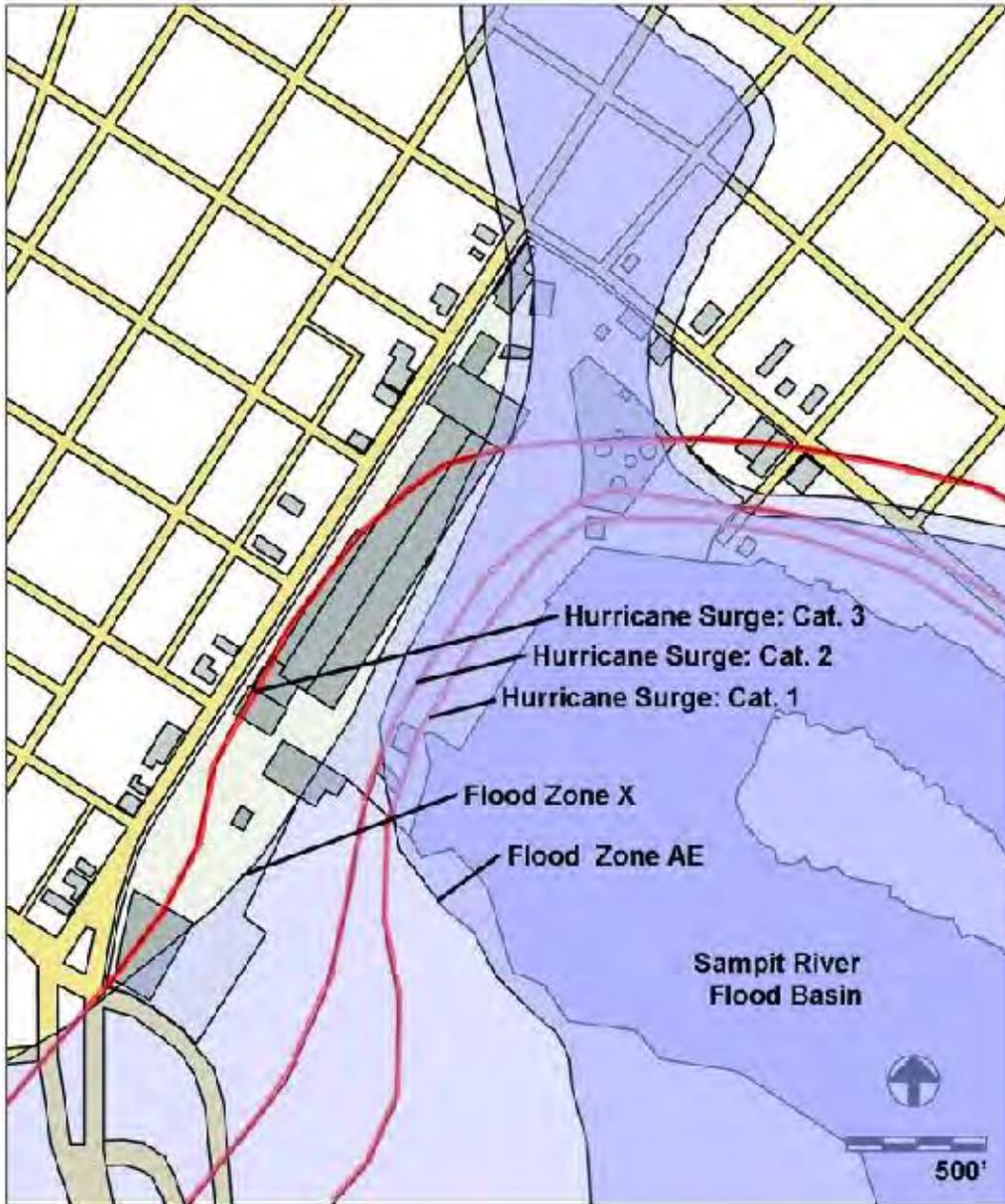


Figure 7-15b: Hurricane surge map of steel mill site. By Robert Morgan.

## 7.3 DEMOGRAPHICS

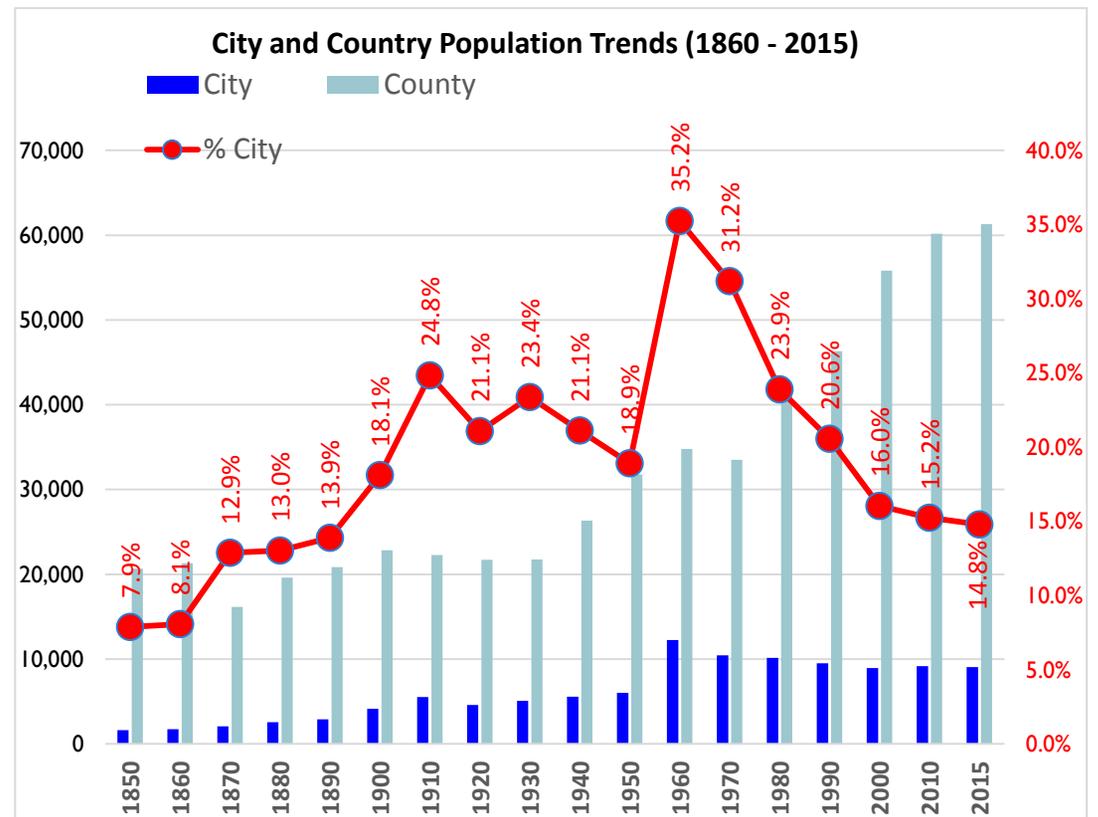
### 7.3.1 Population Trends

Until the recent growth by the 2010 Census, the City's population experienced a decline for almost 50 years. This decline is in sharp contrast to the population growth that Georgetown County and the State of South Carolina has experienced over the same period of time. The City's population bump from 1950 to 1960 can be attributed to the annexation of the Maryville community in 1950 and 1954. Along those lines, without the annexation of the majority of the West End neighborhood in 1971, the population loss from 1970 to 1980 would have been much more drastic. A reason for the City's population decline from the 1960 peak could be attributed to residents moving just beyond the City limits to new residential developments at Kensington, Belle Isle, Debordieu, Litchfield, and Pawleys Island. In addition to losing a significant part of the tax base, the City has also lost its influence with the County in terms of percentage of population, going from 35.2% in 1960 to currently 14.8%. The City's lost representation on County Council hampers its ability to get new facilities and resources like parks and recreational programs.

A better way to understand the situation for the City and County of Georgetown is through comparison to other areas. Georgetown's smaller population and disconnect from a Metropolitan Statistical Area (MSA) lends the county to being more rural than urban. Georgetown County is the 23<sup>rd</sup> most populous county in South Carolina, which puts it in the 3<sup>rd</sup> tier of the SC's 46 counties. Data shows that the larger population counties are responsible for the state's significant population

Table 7-5: Population Growth 1940 – 2015 by Percentage

		1940	1950	1960	1970	1980	1990	2000	2010	2015
City of Georgetown	#	5,559	6,004	12,261	10,449	10,144	9,517	8,950	9,110	9,062
	% chg	9.4%	8.0%	104.2%	-14.8%	-2.9%	-6.2%	-6.0%	1.8%	-0.5%
Georgetown County	#	26,332	31,762	34,798	33,500	42,461	46,302	55,797	60,158	61,298
	% chg	21.1%	20.6%	9.6%	-3.7%	26.7%	9.0%	20.5%	7.8%	1.9%
South Carolina		9.3%	11.4%	12.5%	8.7%	20.5%	11.7%	15.1%	15.3%	1.3%
United States		7.3%	14.5%	18.5%	13.4%	11.4%	9.8%	13.2%	9.7%	4.1%



growth, while the smaller counties are in many cases declining. But Georgetown's location on the coast provides a compelling attraction that inland counties of the same size do not share.

All is not the same within Georgetown County. The Waccamaw Neck's 33.5% growth far exceeds the state's rate of 15.3% and is on par with other coastal counties in SC. The only area in Georgetown County outside of the Waccamaw Neck that showed growth during the last decade was the City of Georgetown, with a meager 2.4% bump. Without the Waccamaw Neck's contribution, the County had a 3.1% decrease in population from 2000 to 2010.

Georgetown County's population growth has not been on pace with the other coastal counties. Three of the 20 fastest-growing metropolitan areas in the United States are along South Carolina's 190-mile coastline, according to the most recent population data released by the U.S. Census Bureau (ACS 2015). The Myrtle Beach metropolitan area was the second-fastest growing metro area in the nation between July 2013 and July 2104, a rate surpassed only by The Villages in Florida.

	2015 Population	% of State Population	Growth 2010 – 2015	Growth 2000 – 2015
Top 10 Most Populous (#1-#10)	3,004,772	61.4%	9.1%	32.3%
2 <sup>nd</sup> Tier (#11 - #20)	1,074,527	21.9%	3.1%	15.2%
3 <sup>rd</sup> Tier (#21 - #30) <i>Georgetown #23</i>	468,055	9.6%	-0.3%	3.7%
Bottom Tier (#31 - #46)	348,792	7.1%	-2.8%	-2.3%
<b>South Carolina</b>	<b>4,896,146</b>	<b>100%</b>	<b>5.9%</b>	<b>22.0%</b>

Rank	County	% Growth	# Increase
1	<b>Horry</b>	<b>14.8%</b>	<b>39,908</b>
2	<b>Berkeley</b>	<b>14.0%</b>	<b>24,943</b>
3	<b>Jasper</b>	<b>12.3%</b>	<b>3,047</b>
4	Lancaster	12.0%	9,190
5	<b>Dorchester</b>	<b>11.7%</b>	<b>15,923</b>
6	<b>Charleston</b>	<b>11.2%</b>	<b>39,053</b>
7	York	11.1%	25,122
8	<b>Beaufort</b>	<b>10.7%</b>	<b>17,356</b>
9	Greenville	9.0%	40,638
10	Lexington	7.4%	19,442
18	<b>Georgetown</b>	<b>1.9%</b>	<b>1,140</b>
	City of Georgetown	-1.1%	-101
	<b>South Carolina</b>	<b>5.9%</b>	<b>270,782</b>
	United States	4.1%	12.7mil

Coastal/Lowcountry in BOLD

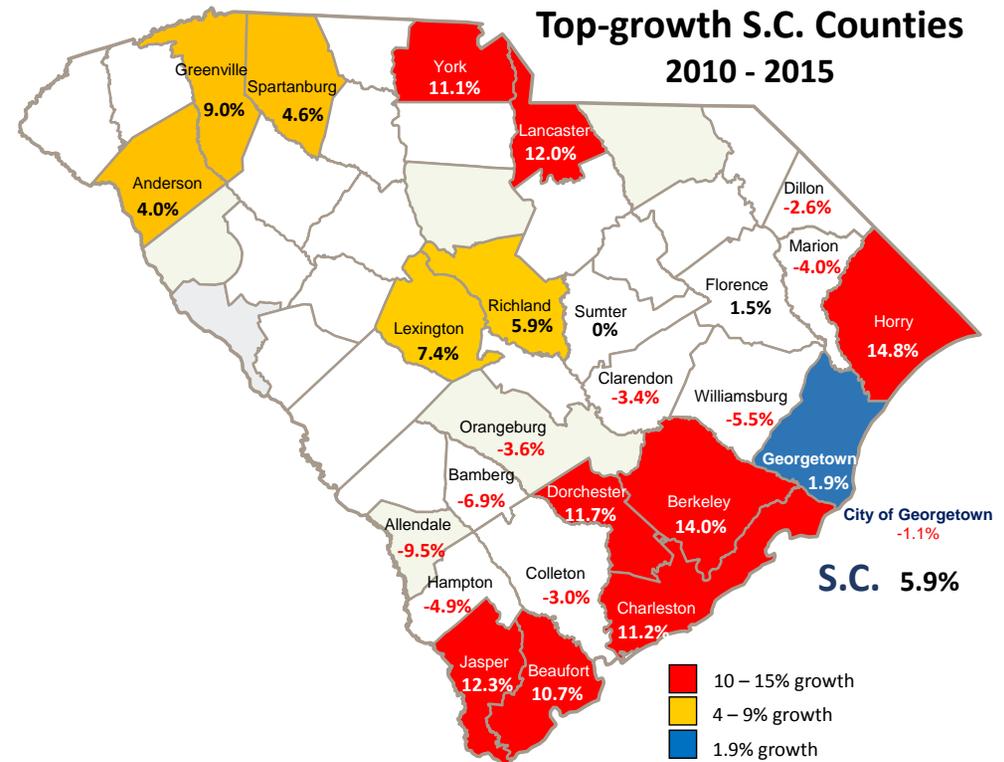


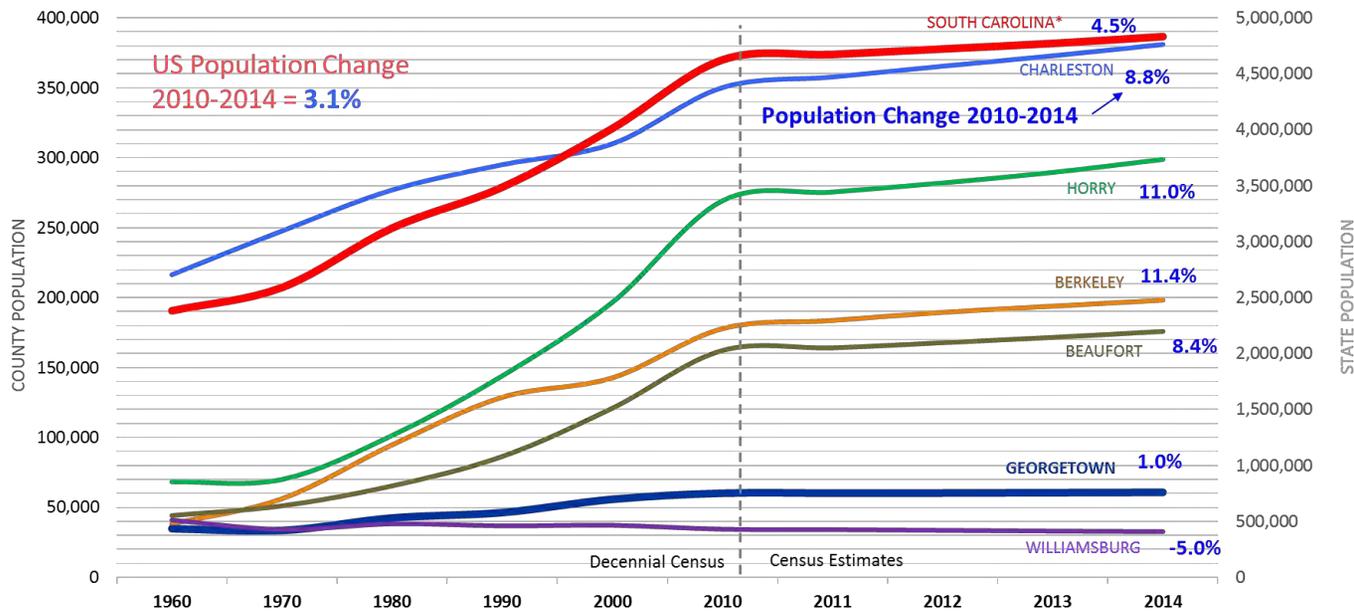
Table 7-8: Population Growth within Georgetown County

	Population			Land Area (sq miles)	Population Density
	2010	2000	%Chng		
Georgetown County	60,158	55,797	7.8%	813.55	73.9
<b>COUNTY SUBDIVISION</b>					
Andrews Census CCD	7,608	7,929	-4.0%	86.59	87.9
Town of Andrews (part)	2,838	3,037	-6.6%	2.08	1,366.1
Remainder of Andrews CCD	4,770	4,892	-2.5%	84.51	56.4
Georgetown CCD	19,865	20,111	-1.2%	134.39	147.8
<b>City of Georgetown</b>	<b>9,163</b>	<b>8,950</b>	<b>2.4%</b>	<b>6.91</b>	<b>1,326.0</b>
Remainder of Georgetown CCD	10,702	11,161	-4.1%	127.49	83.9
Plantersville CCD	2,957	3,199	-7.6%	181.60	16.3
Pleasant Hill-Folly Grove CCD	3,592	3,994	-10.1%	89.50	40.1
Sampit-North Santee CCD	3,913	3,918	-0.1%	231.92	16.9
<b>Waccamaw Neck CCD</b>	<b>22,223</b>	<b>16,646</b>	<b>33.5%</b>	<b>89.53</b>	<b>248.2</b>
Murrells Inlet CDP	7,547	5,519	36.7%	7.36	1,025.5
Town of Pawleys Island	103	138	-25.4%	0.70	146.9
Remainder of Waccamaw Neck CCD	14,573	10,989	32.6%	81.47	178.9
<b>County w/o Waccamaw Neck incl.</b>	<b>37,935</b>	<b>39,151</b>	<b>-3.1%</b>	<b>724.02</b>	<b>52.39</b>

*Census County Division (CCD) Census Designated Place (CDP)*

Table 7-9: Fastest Growing Counties in SC (2000-2015)

Rank	County	% Growth	# Increase
1	Dorchester	58.2%	56,065
2	Horry	57.2%	112,570
3	York	52.6%	86,581
4	Beaufort	48.5%	58,652
5	Berkeley	42.2%	60,135
7	Jasper	34.6%	7,146
9	Greenville	29.6%	112,247
11	Charleston	25.6%	79,293
19	Georgetown	9.9%	5,501
	City of Georgetown	1.3%	112
	South Carolina	22.0%	
	United States	14.2%	



City of Georgetown Population Trends & Comparisons

As noted earlier, the City of Georgetown has not experienced any real growth since 1950. This seems to be somewhat of an outlier compared to other cities along the coast. However, there are other dynamics to consider when comparing municipalities. Bluffton has grown astronomically in size as well as population with annexation of new developments outside of their historic town. The metro area explosion in Charleston is easily pulling the cities/towns of Moncks Corner, Goose Creek, Summerville, Charleston and Mount Pleasant with it. Most if not all of these

municipalities have also physically grown by annexing the unincorporated areas caught up in the urban sprawl.

As noted in

Table 7-5, City of Georgetown experience a 1.8% growth between the 2000 and 2010 decennial censuses. This ranks #150 out of the 267 incorporated cities and towns in South Carolina. This can be distorted by the very small towns that experience huge percentage shifts with minimal changes in their population. **THE CITY OF GEORGETOWN RANKS #48 OUT OF 60 IN GROWTH, WHEN ONLY PLACES WITH GREATER THAN 5,000 POPULATION ARE CONSIDERED.**

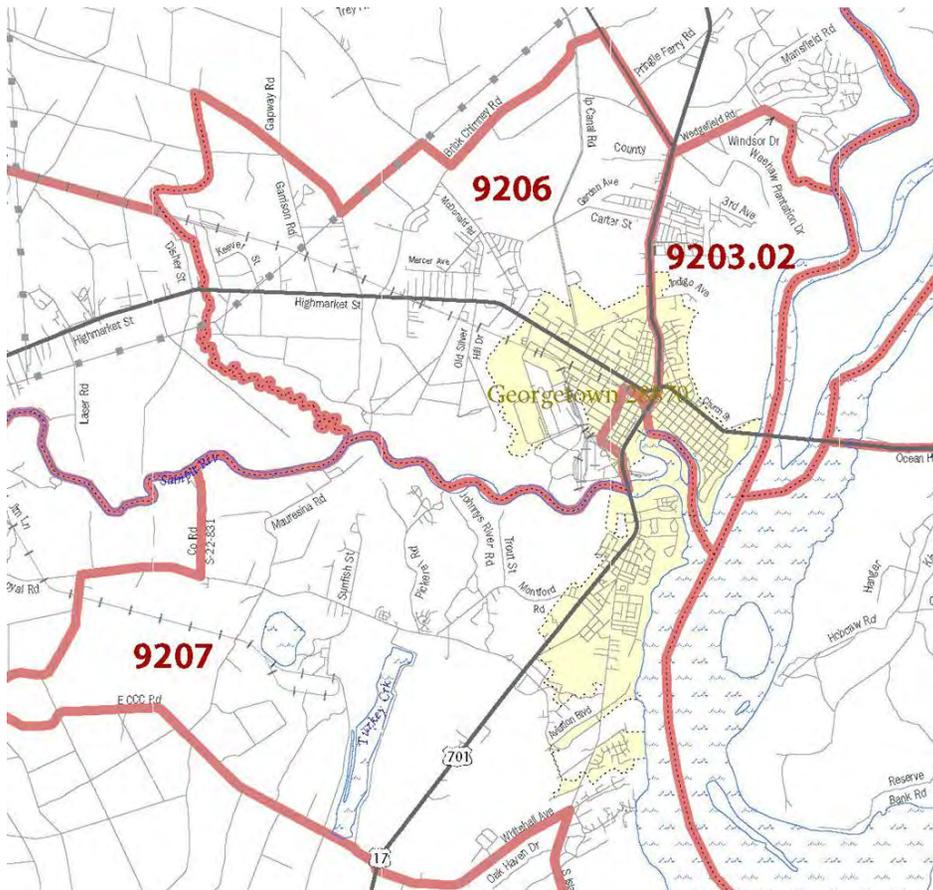


Table 7-10: **Selected South Carolina Cities for Comparison**

City/Town	County	2015 Population	Growth 2010-2015	Growth 2000-2015
Bluffton	Beaufort	16,728	33.5%	1212.0%
Moncks Corner	Berkeley	9,873	25.2%	65.9%
Conway	Horry	21,053	23.1%	78.6%
Mt Pleasant	Charleston	81,317	19.9%	70.8%
Myrtle Beach	Horry	31,035	14.5%	36.4%
Port Royal	Beaufort	12,122	13.5%	206.9%
Goose Creek	Berkeley	40,633	13.1%	39.1%
Summerville	Dorchester	48,848	12.6%	76.0%
Charleston	Charleston	132,609	10.4%	37.2%
Hilton Head	Beaufort	40,512	9.2%	19.6%
Beaufort	Beaufort	13,306	7.6%	2.7%
Camden	Kershaw	7,085	3.6%	6.0%
Hartsville	Darlington	7,826	0.8%	3.6%
Sumter	Sumter	40,816	0.7%	3.0%
<b>Georgetown</b>	<b>Georgetown</b>	<b>9,062</b>	<b>-1.1%</b>	<b>1.3%</b>
Walterboro	Colleton	5,278	-2.2%	2.4%
Kingstree	Williamsburg	3,183	-4.4%	-9.0%

Table 7-11: **City Census Tract Population**

	Census Tracts		
	9203.02	9206	9207
<b>2014 Pop</b>	<b>2,809</b>	<b>6,578</b>	<b>5,807</b>
2010 Pop	2,891	6,911	5,433
2000 Pop	3,283	6,877	5,427
% Chg 2010-2014	-2.8%	-4.8%	6.9%
% Chg 2010-2014	-11.6%	-0.5%	-0.1%
% Chg 2000-2014	-14.4%	-4.3%	7.0%
Median Age	51.4	38.3	42.4

**THE CITY OF GEORGETOWN RANKS #48 OUT OF 60 IN GROWTH, WHEN ONLY PLACES WITH GREATER THAN 5,000 POPULATION ARE CONSIDERED.**

### 7.3.2 Race

Table 7-12: **Racial Breakdown of Georgetown County Subdivisions**

County Subdivision	Total Population	White	Black	Am Indian	Asian	Native Hawaiian/ Pacific Is.	Other	Hispanic/ Latino
Andrews CCD	8,074	54.0%	44.0%	0.4%	0.2%	0.0%	1.3%	3.2%
Georgetown CCD	19,899	51.2%	42.8%	0.02%	0.1%	0.1%	5.7%	5.4%
Plantersville CCD	2,952	27.9%	66.6%	0.0%	5.6%	0.0%	0.0%	0.9%
Pleasant Hill-Folly Grove CCD	3,416	47.6%	51.3%	0.0%	0.0%	0.0%	1.1%	1.3%
Sampit-North Santee CCD	3,550	39.9%	60.1%	0.0%	0.0%	0.0%	0.0%	2.8%
Waccamaw Neck CCD	22,498	89.1%	9.4%	0.3%	0.1%	0.0%	1.1%	1.7%
<b>Georgetown County</b>	<b>60,389</b>	<b>63.7%</b>	<b>33.2%</b>	<b>0.2%</b>	<b>0.4%</b>	<b>0.0%</b>	<b>2.5%</b>	<b>3.1%</b>
<b>City of Georgetown</b>	<b>9,110</b>	<b>37.8%</b>	<b>58.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>4.0%</b>	<b>5.3%</b>

2010 Census

Table 7-13: **Racial and Hispanic Population Trends 1990 - 2014**

	1990	2000	2010	2011	2012	2013	2014
<b>City of Georgetown (population)</b>	<b>9,517</b>	<b>8,950</b>	<b>9,163</b>	<b>9,253</b>	<b>9,184</b>	<b>9,162</b>	<b>9,110</b>
% White	45.3%	41.0%	37.8%	39.9%	40.6%	36.3%	37.8%
% Black	54.2%	57.0%	56.7%	55.0%	54.8%	59.2%	58.2%
% Hispanic/Latino	0.47%	1.88%	5.35%	4.05%	4.43%	4.76%	4.43%
<b>Georgetown County (population)</b>	<b>46,302</b>	<b>55,797</b>	<b>60,158</b>	<b>60,280</b>	<b>60,285</b>	<b>60,280</b>	<b>60,389</b>
% White	56.5%	59.7%	63.2%	63.1%	63.4%	63.3%	64.1%
% Black	43.2%	38.6%	33.6%	33.9%	33.9%	33.5%	33.5%
% Hispanic/Latino	0.40%	1.65%	3.10%	3.09%	3.06%	3.07%	3.08%

### 7.3.3 Population Age

Median Age is an important number because it indicates a maturing workforce, usually less technologically savvy, and soon to be a heavy user of the healthcare services. It can overly influence local government resources and quality of life at the expense of serving other populations. Georgetown's aging population is regularly listed as a threat from economic development consultants candidly assessing Georgetown County.

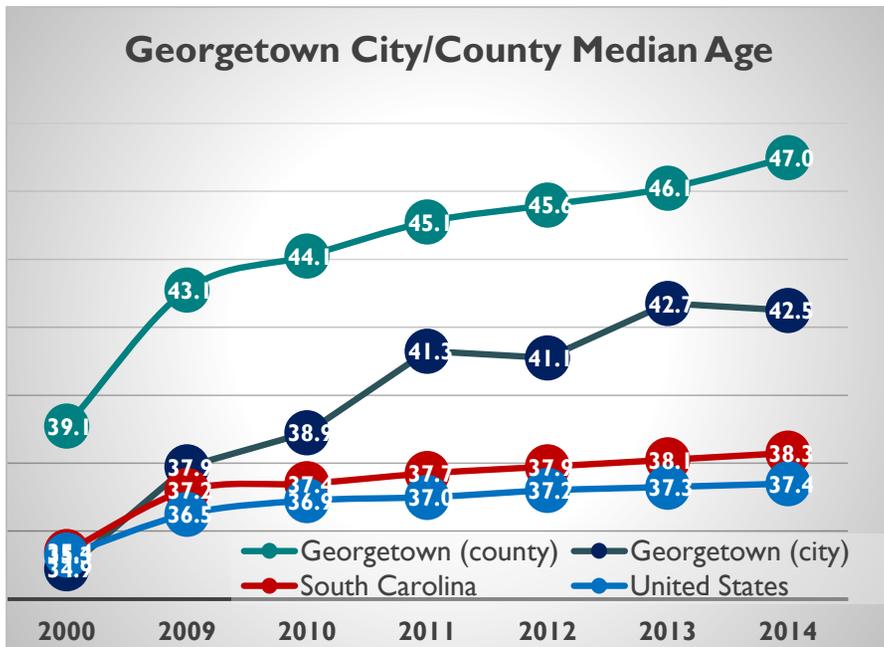
**By all accounts, Georgetown's population is aging much faster than its peers.**

Georgetown County is the 2<sup>nd</sup> oldest county in the state in terms of Median Age (2014 Census ACS). Georgetown County is also aging 2<sup>nd</sup> fastest in the state (2000-2014). The City of Georgetown is the 35<sup>th</sup> fastest aging municipality in the state (out of 267), and the 90<sup>th</sup> oldest.

McCormick County, which ranks ahead of Georgetown, is an anomaly because it has the smallest county population in the state, which is easily skewed by the large retirement community in Savannah Lakes Village located in their county.

Table 7-14: **Fastest Aging Counties in South Carolina**

Rank	County	Median Age		Percent Change	
		2000	2014	Median Age	Population
1	McCormick	41.1	51.0	24.1%	0.4%
2	<b>Georgetown</b>	<b>39.1</b>	<b>47.0</b>	<b>20.2%</b>	<b>7.6%</b>
5	<b>Beaufort</b>	<b>35.8</b>	<b>42.0</b>	<b>17.3%</b>	<b>28.2%</b>
8	Williamsburg	35.5	40.9	15.2%	-10.9%
24	<b>Horry</b>	<b>38.3</b>	<b>42.5</b>	<b>11.0%</b>	<b>30.6%</b>
32	<b>Berkeley</b>	<b>32.0</b>	<b>35.0</b>	<b>9.4%</b>	<b>24.5%</b>
38	<b>Jasper</b>	<b>33.8</b>	<b>36.3</b>	<b>7.4%</b>	<b>20.6%</b>
40	Sumter	33.4	35.6	6.6%	2.9%
41	Florence	35.5	37.8	6.5%	8.9%
42	Greenville	35.5	37.6	5.9%	18.7%
44	<b>Charleston</b>	<b>34.5</b>	<b>36.2</b>	<b>4.9%</b>	<b>15.2%</b>
45	<b>Dorchester</b>	<b>34.7</b>	<b>35.7</b>	<b>2.9%</b>	<b>32.5%</b>
	<b>South Carolina</b>	<b>35.4</b>	<b>38.3</b>	<b>8.2%</b>	<b>17.8%</b>
	United States	35.3	37.4	5.9%	11.6%



There are a couple factors that seem to be driving Georgetown's rapidly aging population metric.

1. Influx of Retirees
2. Low Population Growth

Georgetown is undoubtedly attracting older retirees to move to the county, especially to the Waccamaw Neck beach developments. Retirees have also played a large part in Horry County's population growth, but they are only aging at about half Georgetown's rate. And Charleston has also done its share to attract retirees, but its aging rate is the 3<sup>rd</sup> slowest in the state, below the national rate. Georgetown experienced 8.9% population growth between 2000 to 2014, which was much lower than the state's rate of 20.5%.

It could be assumed that most of the growth was fueled by retirees, and little to no net influx from a younger population. It could be assumed that the other coastal counties also attracted significant younger aged population with their growth.

Since younger age population are usually in the workforce, they are attracted to an area for jobs or an environment to create a business. It is becoming more common for professionals work in a virtual environment and do their job from most anywhere. So in these situations, the individual is attracted to the quality of life. This includes housing, recreation and education.

An aging population with an overrepresented retiree population can also have a detrimental effect on being able to attract and retain young professionals in the future. Retirees, especially those that relocated from outside of the area, are less likely to support community investment in education. They are usually against industrial development and growth in general that could potentially spoil what they bought into. And when the pendulum of power swings, it is not just the older citizens that have the undue influence, but also those that have a financial interest to support this economic segment. It can be construction, real estate, property management, medical services, etc. Also, local public policy leaders can become beholden to the wants and desires of the large voting electorate.



**Figure 7-16:** Pickleball, the “hottest sport in retirement communities” according in a WSJ article, has become very popular in Georgetown. Georgetown County Parks & Recreation Department regularly offers the sport in their gyms year round. However, the 2<sup>nd</sup> largest participated youth sport of soccer is not offered in Georgetown County during the spring requiring interested residents drive to Horry Co. or Mt Pleasant.

Charleston leads the state with the largest share of their population between the ages of 25 and 44, followed by the fellow Trident counties Berkeley at #2 and Dorchester #5. This catches the tail end of the Generation X-ers, and the bulk of the Gen Y/GenNext, aka “The Millennials.” The Charleston area has been able to hold most of its young talent and also attract new young professionals with the new manufacturing facilities announcements from Boeing (2009), Daimler (2015), Volvo (2015). Also, the expansion of the U.S. Navy’s Space and Naval Warfare Systems Command (SPAWAR) has probably had a tremendous direct and indirect impact on Gen Y jobs in Charleston with its technology related mission.

**Table 7-15: County Population Ages 25 to 44**

Rank	County	% of Pop	Median Age
<b>1</b>	<b>Charleston</b>	<b>28.9%</b>	<b>36.2</b>
<b>2</b>	<b>Berkeley</b>	<b>28.0%</b>	<b>35.0</b>
<b>4</b>	<b>Jasper</b>	<b>27.8%</b>	<b>36.3</b>
<b>5</b>	<b>Dorchester</b>	<b>27.7%</b>	<b>35.7</b>
8	Greenville	27.1%	37.6
9	Lexington	26.8%	38.2
<b>18</b>	<b>Horry</b>	<b>24.4%</b>	<b>42.5</b>
26	Williamsburg	23.6%	40.9
<b>35</b>	<b>Beaufort</b>	<b>22.7%</b>	<b>42.0</b>
<b>45</b>	<b>Georgetown</b>	<b>20.1%</b>	<b>47.0</b>
	<b>South Carolina</b>	<b>25.4%</b>	<b>38.3</b>
	United States	26.4%	37.4

**Table 7-16: County Population 65 and Older**

Rank	County	% of Pop	Median Age
1	Richland	10.5%	32.7
<b>2</b>	<b>Dorchester</b>	<b>10.8%</b>	<b>35.7</b>
<b>3</b>	<b>Berkeley</b>	<b>11.1%</b>	<b>35.0</b>
4	York	12.2%	37.6
<b>5</b>	<b>Jasper</b>	<b>13.1%</b>	<b>36.3</b>
6	Lexington	13.2%	38.2
7	Greenville	13.5%	37.6
8	Sumter	13.6%	35.6
<b>9</b>	<b>Charleston</b>	<b>13.6%</b>	<b>36.2</b>
10	Florence	14.0%	37.8
30	Williamsburg	16.3%	40.9
<b>42</b>	<b>Horry</b>	<b>18.8%</b>	<b>42.5</b>
<b>44</b>	<b>Georgetown</b>	<b>22.2%</b>	<b>47.0</b>
<b>45</b>	<b>Beaufort</b>	<b>22.5%</b>	<b>42.0</b>
46	McCormick	27.4%	51.0
	<b>South Carolina</b>	<b>14.7%</b>	<b>38.3</b>
	United States	13.7%	37.4

And during the same time, the efforts of the Charleston Digital Corridor have come into its own. Software developer Blackbaud moved to Charleston from New York 26 years ago. In 2004, it raised \$64.6 million at its IPO and now has more than 3,000 employees. Since 2009, 76 startup companies have graduated from their incubators. There are 243 tech companies in Charleston employing more than 11,000 people. Charleston has a higher percent of its workforce in tech businesses than Austin or Raleigh. The Charleston tech economy is growing 26 percent faster than the national average, on par with Silicon Valley.<sup>26</sup> There are a lot of reasons for Charleston’s tech explosion. But two of the biggest reasons are that Charleston is a great place to live and attracts young, smart people who want to live there. The urbanist demographer Richard Florida has made the case that successful emerging companies want to locate in areas that have the rich quality of life that attracts the creative workers. So in order to achieve economic development, community has to first invest in urban and community development.<sup>27</sup>

Table 7-17: Selected City Median Age Trends

	2000	2009	2010	2011	2012	2013	2014	% Change '00-'14
Georgetown (county)	39.1	43.1	44.1	45.1	45.6	46.1	47.0	20.2%
Georgetown (city)	34.9	37.9	38.9	41.3	41.1	42.7	42.5	21.8%
Hartsville	37.2	35.6	38.0	37.6	39.7	39.5	41.8	12.4%
Myrtle Beach	36.9	38.6	35.4	35.2	36.7	38.6	40.5	9.8%
Kingstree	37.2	34.3	33.1	38.1	38.9	39.3	39.7	6.7%
Mount Pleasant	35.9	36.3	37.6	37.6	38.0	38.1	38.6	7.5%
Moncks Corner	31.8	35.3	36.1	35.1	35.8	37.2	35.8	12.6%
Summerville	34.4	35.7	35.5	38.8	35.6	35.5	35.8	4.1%
Greenville (city)	34.6	34.4	33.9	33.6	32.9	33.6	34.1	-1.4%
Beaufort (city)	30.1	32.1	33.0	33.6	33.1	34.4	34.0	13.0%
Charleston (city)	30.1	32.1	33.0	33.6	33.1	34.4	34.0	13.0%
Sumter (city)	31.9	33.3	32.5	32.8	34.4	34.3	33.8	6.0%
Conway	33.1	32.7	32.4	31.5	29.6	29.2	30.8	-6.9%
Goose Creek	26.3	29.1	29.4	29.3	29.6	29.9	30.3	15.2%
Port Royal	29.9	23.0	22.4	22.9	22.1	22.2	22.3	-25.4%
South Carolina	35.4	37.2	37.4	37.7	37.9	38.1	38.3	8.2%
United States	35.3	36.5	36.9	37.0	37.2	37.3	37.4	5.9%

Table 7-18: County Under Age 10 Population

Rank	County	% of Pop	Median Age
1	Dillon	15.4%	37.4
2	Sumter	14.8%	35.6
3	Dorchester	14.2%	35.7
4	Berkeley	14.0%	35.0
5	York	13.6%	37.6
6	Cherokee	13.4%	38.4
7	Florence	13.4%	37.8
8	Greenville	13.3%	37.6
9	Spartanburg	13.3%	38.2
10	Jasper	13.2%	36.3
22	Charleston	12.4%	36.2
24	Beaufort	12.4%	42.0
34	Williamsburg	11.5%	40.9
42	Georgetown	11.0%	47.0
43	Horry	10.7%	42.5
	South Carolina	12.6%	38.3
	United States	12.9%	37.4

<sup>26</sup> Noble, Phil. *Tech Sector Exploding in Charleston*. Bluffton Today. May 4, 2016.

<sup>27</sup> Florida, Richard. *Rise of the Creative Class*. 2005

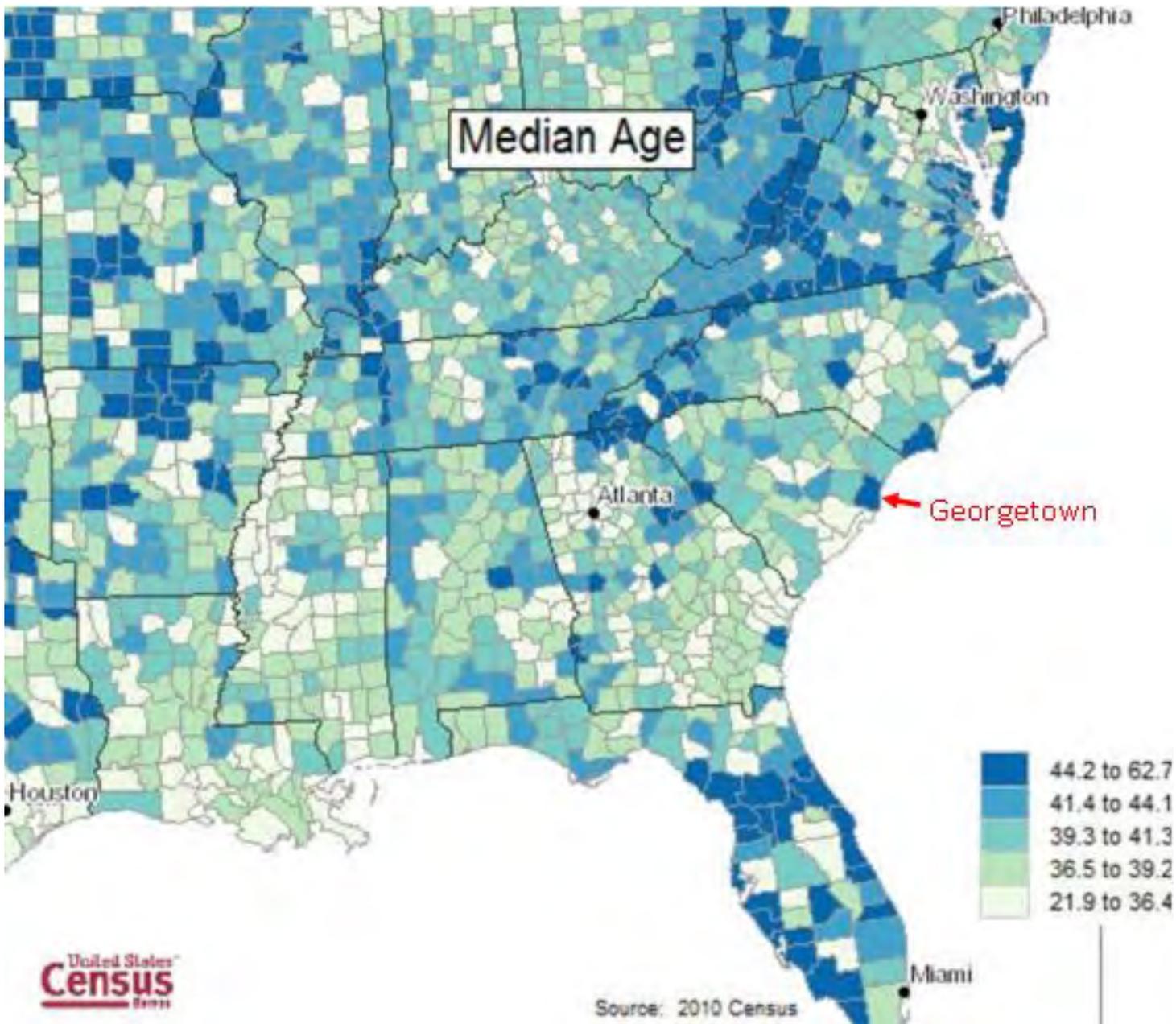


Figure 7-17: Counties by Median Age

### 7.3.4 Housing Situation

Table 7-19: **Age of Houses (2010)**

Year Structure Built	City of Georgetown		Georgetown County	
	#	%	#	%
Built 2010 or later	0	0.0%	347	1.0%
Built 2000 to 2009	466	10.5%	7,050	20.8%
Built 1990 to 1999	302	6.8%	8,741	25.8%
Built 1980 to 1989	469	10.6%	5,957	17.6%
Built 1970 to 1979	861	19.4%	5,029	14.9%
Built 1960 to 1969	436	9.8%	2,483	7.3%
Built 1950 to 1959	997	22.5%	2,072	6.1%
Built 1940 to 1949	353	8.0%	919	2.7%
Built 1939 or earlier	546	12.3%	1,225	3.6%
<b>Total</b>	<b>4,430</b>		<b>33,823</b>	

Table 7-20: **City & County Housing Situation**

	City of Georgetown			Georgetown County		
	2000	2010	Chng%	2000	2010	Chng%
<b>Total housing units</b>	<b>3,856</b>	<b>4,180</b>	<b>8.4%</b>	<b>28,282</b>	<b>33,672</b>	<b>19.1%</b>
Occupied housing units	88.5%	84.4%		76.6%	72.8%	
Vacant housing units	11.5%	15.6%		23.4%	27.2%	
<b>TENURE</b>						
Occupied housing units	3,411	3,527	3.4%	21,659	24,524	13.2%
Owner-occupied housing units	2,104	1,890	-10.2%	17,620	19,077	8.3%
Owner-occupied %	61.7%	53.6%		81.4%	77.8%	
Owned with a mortgage or loan		1,094			11,214	
Owned free and clear		796			7,863	
Renter Occupied	38.3%	46.4%		18.6%	22.2%	
<b>RACE OF OCCUPIED HOUSING</b>						
White	1,574	1,063	-32.5%	14,260	13,830	-3.0%
Black or African American	1,794	783	-56.4%	7,156	4,913	-31.3%
Other	43	25	-41.9%	243	144	-40.7%
Hispanic or Latino (of any race)	38	19	-50.0%	208	190	-8.7%
<b>RACE OF RENTER OCCUPIED</b>						
White		412			2,708	
Black or African American		1,113			2,371	
Other		33			110	
Hispanic or Latino (of any race)		79			258	

	Housing		
	2010	2000	Change%
<b>Georgetown County</b>	<b>33,672</b>	<b>28,282</b>	<b>19.1%</b>
<b>COUNTY SUBDIVISION</b>			
Andrews Census CCD	3,308	3,284	0.7%
Andrews town (part)	1,237	1,332	-7.1%
Remainder of Andrews CCD	2,071	1,952	6.1%
Georgetown CCD	8,836	8,266	6.9%
Georgetown city	4,180	3,856	8.4%
Remainder of Georgetown CCD	4,656	4,410	5.6%
Plantersville CCD	1,381	1,277	8.1%
Pleasant Hill-Folly Grove CCD	1,544	1,577	-2.1%
Sampit-North Santee CCD	1,627	1,535	6.0%
Waccamaw Neck CCD	16,976	12,343	37.5%
Murrells Inlet CDP	4,843	3,151	53.7%
Pawleys Island town	528	521	1.3%
Remainder of Waccamaw Neck CCD	11,605	8,671	33.8%

Land Use Category	# of Parcels	Acres	% of Land	% of Developed Land
Single-Family Residential	2,923	929	19.4%	28.1%
Two-Family Residential	19	6.1	0.1%	0.2%
Multi-Family Residential	47	127.9	2.7%	3.9%
Manufactured Homes	250	59.2	1.2%	1.8%
Manufactured Home Parks	6	6.2	0.1%	0.2%
Recreational	31	192.9	4.0%	5.8%
Public/Semi-Public	140	333.1	7.0%	10.1%
Commercial	451	315.3	6.5%	9.6%
Industrial	50	316.3	6.6%	9.6%
Utility Uses	19	133.8	2.8%	4.0%
Vacant	1,844	31.20%	0.0%	
<b>Subtotal</b>	<b>5,780</b>	<b>81.60%</b>	<b>0.00%</b>	
Rights-of-Way, Roads & Water Bodies	26	881.9	18.4%	26.7%
<b>Total</b>	<b>5,806</b>	<b>4795.6</b>	<b>100.0%</b>	<b>100.00%</b>

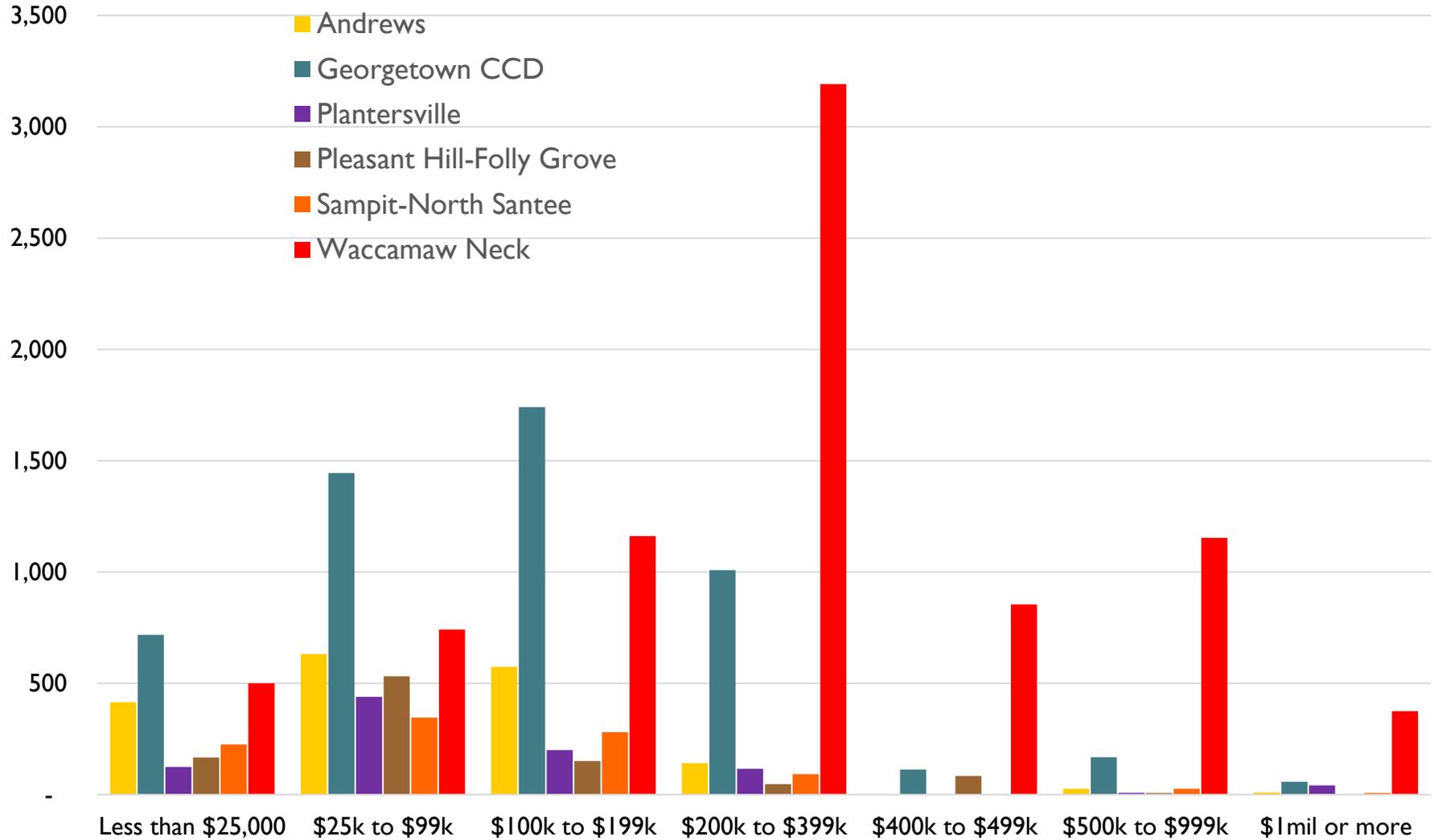
Waccamaw Regional Council of Governments. 2016

	City of Georgetown			Georgetown County		
	Occupied housing	Owner-occupied	Renter-occupied	Occupied housing	Owner-occupied	Renter-occupied
Occupied housing units	3,442	62.0%	38.0%	23,309	76.9%	23.1%
<b>UNITS IN STRUCTURE</b>						
Single Family, detached	70.7%	91.3%	37.1%	63.1%	71.1%	36.3%
Single Family, attached	1.7%	0.9%	3.1%	3.2%	3.1%	3.6%
2 apartments	5.9%	0.0%	15.6%	1.6%	0.2%	6.4%
3 or 4 apartments	7.2%	0.0%	18.9%	2.7%	0.6%	9.5%
5 to 9 apartments	1.5%	0.0%	3.8%	4.5%	2.4%	11.3%
10 or more apartments	6.7%	0.0%	17.5%	2.4%	0.7%	8.1%
Mobile home or other type of housing	6.40%	7.8%	4.0%	22.5%	21.8%	24.8%
<b>ROOMS</b>						
1 room	3.1%	0.0%	8.2%	1.0%	0.6%	2.5%
2 or 3 rooms	9.4%	3.1%	19.8%	3.3%	1.2%	10.2%
4 or 5 rooms	30.4%	23.5%	41.6%	35.6%	29.3%	56.5%
6 or 7 rooms	35.2%	42.3%	23.6%	37.8%	42.2%	23.3%
8 or more rooms	21.9%	31.1%	6.8%	22.2%	26.7%	7.5%
<b>BEDROOMS</b>						
No bedroom	3.1%	0.0%	8.2%	1.0%	0.6%	2.5%
1 bedroom	7.6%	1.3%	18.0%	2.8%	0.9%	9.1%
2 or 3 bedrooms	70.8%	77.2%	60.4%	75.0%	73.6%	80.0%
4 or more bedrooms	18.5%	21.5%	13.5%	21.1%	25.0%	8.4%
<b>VEHICLES AVAILABLE</b>						
No vehicle available	12.5%	6.5%	22.2%	6.6%	4.0%	15.1%
1 vehicle available	44.0%	36.3%	56.6%	35.6%	30.7%	51.9%
2 vehicles available	30.1%	39.5%	14.7%	39.4%	44.2%	23.8%
3 or more vehicles available	13.4%	17.7%	6.4%	18.3%	21.1%	9.2%

2010-2014 ACS

# # Houses by Values

County Census Division



Census. ACS. 2010-2014

### 7.3.5 Income & Poverty

The income and poverty situation are serious concerns for Georgetown. Life in poverty impacts health, education, and income potential. Lack of growth limits opportunities to break the generational poverty cycle.

	County Census Division						Georgetown County	City of Georgetown
	Andrews	Georgetown	Plantersville	Pleasant Hill-Folly Grove	Sampit-North Santee	Waccamaw Neck		
Total Population	\$24,910	\$34,615	\$32,663	\$35,773	\$27,411	\$55,910	\$41,578	\$26,364
White	\$31,500	\$49,235	\$37,255	\$41,699	\$41,136	\$59,574	\$53,174	\$49,130
Black	\$21,605	\$22,289	\$23,466	\$22,351	\$22,880	\$33,000	\$23,377	\$20,543
Hispanic/Latino	\$16,042	\$25,682	-	-	-	\$24,798	\$26,174	\$25,478

2010-2014 American Community Survey 5-Year Estimates

	County Census Division						Georgetown County	City of Georgetown
	Andrews	Georgetown	Plantersville	Pleasant Hill-Folly Grove	Sampit-North Santee	Waccamaw Neck		
Total Population	\$15,476	\$19,390	\$17,302	\$17,002	\$15,599	\$35,700	\$24,483	\$18,902
White	\$20,464	\$24,906	\$20,756	\$23,312	\$19,650	\$38,203	\$30,981	\$27,689
Black	\$9,445	\$13,894	\$15,668	\$11,155	\$12,914	\$14,070	\$12,953	\$12,829
Hispanic/Latino	\$2,953	\$9,361	-	-	-	\$17,400	\$11,781	\$11,222

2010-2014 American Community Survey 5-Year Estimates

**Table 7-28: Households with Public Assistance Income or Food Stamps**

	% Households
Andrews CCD	35.2%
Georgetown CCD	23.1%
Plantersville CCD	28.0%
Pleasant Hill-Folly Grove CCD	24.4%
Sampit-North Santee CCD	28.9%
Waccamaw Neck CCD	5.8%
Georgetown County	17.6%
City of Georgetown	24.9%
South Carolina	15.6%

Census. ACS. 2000-2014

**Table 7-26: % in Poverty by Age, Sex, Race & Hispanic Origin**

	All Population	Under 18 years	Male	Female	White	Black	Hispanic/Latino
Andrews CCD	41.0%	58.2%	37.3%	44.3%	32.7%	52.3%	53.2%
Georgetown CCD	23.9%	35.6%	20.7%	26.6%	11.8%	32.8%	57.9%
Plantersville CCD	27.5%	41.0%	26.2%	28.6%	26.7%	29.4%	0.0%
Pleasant Hill-Folly Grove CCD	26.2%	45.2%	24.3%	27.9%	7.1%	44.4%	0.0%
Sampit-North Santee CCD	29.8%	45.5%	19.5%	38.5%	20.8%	35.7%	0.0%
Waccamaw Neck CCD	8.5%	14.6%	7.4%	9.6%	7.0%	24.5%	0.0%
Georgetown County	21.1%	35.2%	18.1%	23.8%	12.1%	36.4%	46.2%
City of Georgetown	28.6%	37.7%	27.0%	30.1%	11.4%	40.6%	34.1%
South Carolina	18.3%	26.9%	16.6%	19.9%	18.2%	13.2%	31.0%
United States	15.6%	21.9%	14.3%	16.8%	12.8%	27.3%	24.8%

2010-2014 American Community Survey 5-Year Estimates

**Table 7-27: % in Poverty by Educational Attainment & Employment Status**

	Educational Attainment				Employment Status	
	Less than high school graduate	High school graduate/ GED	Some college, associate's degree	Bachelor's degree or higher	Employed	Unemployed
Andrews CCD	45.3%	30.2%	26.3%	17.4%	21.5%	52.2%
Georgetown CCD	29.6%	22.4%	12.7%	5.1%	12.7%	47.8%
Plantersville CCD	32.9%	21.2%	34.5%	16.6%	15.0%	50.6%
Pleasant Hill-Folly Grove CCD	31.5%	14.0%	22.3%	2.6%	14.3%	22.4%
Sampit-North Santee CCD	25.8%	33.1%	16.8%	7.6%	19.5%	23.5%
Waccamaw Neck CCD	14.6%	8.1%	10.3%	2.6%	4.4%	28.2%
Georgetown County	30.3%	19.5%	14.2%	4.1%	11.1%	41.6%
City of Georgetown	24.3%	35.0%	16.6%	6.6%	14.6%	69.1%
South Carolina	31.4%	16.4%	11.3%	4.3%	8.7%	38.4%
United States	27.6%	14.2%	10.5%	4.5%	7.4%	32.3%

2010-2014 American Community Survey 5-Year Estimates

Table 7-29: **Per Capita Income**

County	Total population	White	Black
Beaufort	\$32,731	\$38,283	\$16,558
Berkeley	\$22,865	\$25,808	\$17,265
Charleston	\$29,401	\$37,109	\$15,016
Dorchester	\$24,497	\$27,825	\$16,554
Georgetown	\$23,942	\$30,429	\$12,962
Horry	\$24,811	\$27,704	\$13,459
City of Georgetown	\$17,304	\$24,223	\$11,764
South Carolina	\$23,443	\$27,586	\$14,724
United States	\$27,334	\$30,154	\$18,257

Census 2006-2010 ACS

Table 7-30: **Median household income (dollars)**

County	Total population	White	Black
Beaufort	\$ 55,286	\$62,473	\$31,906
Berkeley	\$50,777	\$56,044	\$37,561
Charleston	\$48,433	\$59,973	\$28,802
Dorchester	\$55,034	\$63,545	\$34,127
Georgetown	\$42,666	\$52,385	\$24,339
Horry	\$43,142	\$46,375	\$23,884
City of Georgetown	\$29,711	\$47,019	\$22,492
South Carolina	\$43,939	\$51,141	\$28,899
United States	\$51,914	\$54,999	\$35,194

Census 2006-2010 ACS

Table 7-31: **Income Comparisons to Select Cities/Towns**

Cities/Towns	Per Capita Income (2014)	% Change from 2000	Median Household Income (2014)	% Change from 2000	% Living Below Poverty	% Change from 2000
Beaufort	\$ 26,350	28.5%	\$ 46,915	28.4%	19.0%	46.2%
Camden	\$ 31,352	36.1%	\$ 47,962	32.5%	16.2%	-4.1%
Charleston	\$ 33,117	47.8%	\$ 52,971	50.1%	13.9%	-27.2%
Georgetown	\$ 18,902	29.8%	\$ 26,364	-10.4%	28.6%	18.7%
Greenville	\$ 31,043	33.6%	\$ 41,147	24.1%	20.2%	25.5%
Hartsville	\$ 23,854	23.5%	\$ 29,276	12.3%	28.9%	26.8%
Kingstree	\$ 16,777	-5.2%	\$ 25,313	20.4%	41.8%	10.0%
Moncks Corner	\$ 20,620	35.6%	\$ 44,828	41.4%	16.7%	-5.1%
Mount Pleasant	\$ 42,485	37.8%	\$ 76,202	24.8%	8.0%	60.0%
Sumter	\$ 22,141	30.6%	\$ 39,072	23.7%	21.3%	28.3%
South Carolina	\$ 24,222	28.9%	\$ 45,033	21.4%	18.0%	27.7%
United States	\$ 28,555	32.3%	\$ 53,482	27.4%	14.8%	19.4%

Table 7-32: **Income Comparisons to Counties**

County	Per Capita Income (2014)	% Change from 2000	Median Household Income (2014)	% Change from 2000	% Living Below Poverty	% Change from 2000
Beaufort	\$ 32,290	27.2%	\$57,295	21.9%	12.4%	15.9%
Berkeley	\$24,474	45.0%	\$51,844	29.9%	14.5%	22.9%
Charleston	\$31,198	45.8%	\$52,083	37.7%	18.1%	10.4%
Dorchester	\$24,633	30.7%	\$54,452	25.7%	11.8%	21.6%
Georgetown	\$24,483	23.6%	\$41,578	17.7%	21.1%	23.4%
Horry	\$23,693	18.8%	\$42,322	16.0%	18.9%	57.5%
Williamsburg	\$15,933	24.5%	\$27,485	13.5%	28.8%	3.2%
South Carolina	\$24,222	28.9%	\$45,033	21.4%	18.0%	27.7%
United States	\$ 28,555	32.3%	\$53,482	27.4%	14.8%	19.4%

### 7.3.6 Employment

**Table 7-33: Employed (2014)**

	City	County	SC	US
Population 16 & over	45.2%	46.2%	53.9%	57.7%
White	49.3%	46.2%	55.0%	58.3%
Black or African American	42.3%	45.4%	50.2%	51.8%
Hispanic or Latino	42.5%	51.9%	63.1%	59.7%
Population 20 to 64 years	56.4%	61.0%	66.4%	70.1%
Male	49.4%	63.2%	69.7%	74.0%
Female	61.5%	59.0%	63.4%	66.2%
w/ children under 6 years	67.1%	59.8%	60.8%	60.4%
Below poverty level	30.4%	35.6%	35.8%	37.1%

US Census. American Community Survey

**Table 7-34: Unemployment Rate (2014)**

	City	County	SC	US
Population 16 & over	13.6%	12.1%	10.6%	9.2%
White	4.1%	9.1%	8.3%	7.9%
Black or African American	20.5%	17.6%	16.7%	16.1%
Hispanic or Latino origin (of any race)	0.0%	17.3%	9.1%	11.0%
Population 20 to 64 years	14.5%	12.0%	10.0%	8.5%
Male	22.1%	13.8%	10.1%	8.8%
Female	9.3%	10.2%	9.8%	8.2%
w/ children under 6 years	8.0%	12.5%	13.8%	10.6%
Below poverty level	42.0%	34.0%	33.3%	29.8%

US Census. American Community Survey

**Table 7-35: Transportation to Work**

	County Census Division (CCD)					
	Andrews	Georgetown	Plantersville	Pleasant Hill-Folly Grove	Sampit-North Santee	Waccamaw Neck
Workers 16 years or older	2,512	7,406	1,071	1,366	1,348	8,709
Car, truck, or van - drove alone	84.5%	83.9%	75.9%	88.4%	81.6%	83.2%
Car, truck, or van - carpoled	10.3%	8.7%	7.1%	7.2%	13.1%	5.1%
Public transportation (excluding taxicab)	1.4%	0.6%	1.0%	0.1%	0.0%	0.0%
Walked:	0.0%	0.9%	9.1%	0.6%	0.4%	1.2%
Taxicab, motorcycle, bicycle, or other	1.1%	4.2%	3.9%	2.0%	4.2%	2.1%
Worked at home	2.7%	1.7%	3.0%	1.6%	0.8%	8.3%

2010-2014 American Community Survey 5-Year Estimates

### 7.3.7 Education

Table 7-36: **Educational Attainment (highest level)**

City of Georgetown						
	2000 Census			2010-2014 ACS		
	Total	Male	Female	Total	Male	Female
<b>Population 18 to 24 years</b>	<b>745</b>	<b>308</b>	<b>437</b>	<b>784</b>	<b>359</b>	<b>425</b>
Less than high school graduate	26.8%	36.7%	19.9%	14.4%	20.1%	9.6%
High school graduate (incl. equivalency)	49.0%	48.4%	49.4%	47.8%	66.3%	32.2%
Some college or associate degree	20.0%	11.7%	25.9%	37.8%	13.6%	58.1%
Bachelor's degree or higher	4.2%	3.2%	4.8%	0.0%	0.0%	0.0%
<b>Population 25 years and over</b>	<b>5,659</b>	<b>2,461</b>	<b>3,198</b>	<b>6,266</b>	<b>2,628</b>	<b>3,638</b>
Less than 9th grade	11.8%	11.8%	11.8%	5.9%	7.0%	5.0%
9th to 12th grade, no diploma	19.0%	21.8%	16.9%	9.1%	8.6%	9.4%
High school graduate (incl. equivalency)	29.6%	26.7%	31.9%	34.9%	40.0%	31.2%
Some college credit, less than 1 year	5.7%	5.0%	6.3%	20.4%	23.0%	18.5%
Associate degree	5.8%	6.3%	5.4%	12.6%	8.8%	15.4%
Bachelor's degree	9.7%	10.5%	9.1%	10.8%	9.2%	11.9%
Graduate or professional degree	5.3%	5.0%	5.5%	6.4%	3.4%	8.6%

Table 7-37: **Educational Attainment (highest level)**

Georgetown County						
	2000 Census			2010-2014 ACS		
	Both	Male	Female	Total	Male	Female
<b>Population 18 to 24 years</b>	<b>4,412</b>	<b>2,114</b>	<b>2,298</b>	<b>4,322</b>	<b>2,224</b>	<b>2,098</b>
Less than high school graduate	32.0%	39.4%	25.3%	18.7%	17.9%	19.5%
High school graduate (incl. equivalency)	41.5%	40.8%	42.2%	41.8%	46.0%	37.3%
Some college or associate degree	22.2%	17.1%	26.9%	35.7%	32.9%	38.8%
Bachelor's degree or higher	4.2%	2.7%	5.6%	3.8%	3.1%	4.5%
<b>Population 25 years and over</b>	<b>37,340</b>	<b>17,423</b>	<b>19,917</b>	<b>43,598</b>	<b>20,124</b>	<b>23,474</b>
Less than 9th grade	11.8%	11.8%	11.8%	5.0%	5.3%	4.8%
9th to 12th grade, no diploma	15.6%	16.6%	14.8%	9.3%	9.3%	9.3%
High school graduate (incl. equivalency)	30.2%	28.5%	31.8%	32.1%	32.4%	31.9%
Some college credit, less than 1 year	5.7%	5.0%	6.2%	21.0%	22.3%	19.9%
Associate degree	5.8%	5.2%	6.2%	8.8%	6.4%	10.8%
Bachelor's degree	13.3%	14.1%	12.6%	14.3%	15.0%	13.8%
Graduate or professional degree	6.7%	7.3%	6.3%	9.5%	9.4%	9.5%

Table 7-38: **Educational Attainment**

	City of Georgetown			Georgetown County		
	Total	Male	Female	Total	Male	Female
<b>High school graduate or higher</b>						
25 years or older	69.2%	67.2%	70.8%	75.2%	73.8%	76.5%
25 to 34 years	80.3%	76.4%	83.9%	82.1%	76.7%	87.5%
35 to 44 years	72.7%	65.0%	79.3%	77.8%	72.8%	82.3%
45 to 64 years	71.3%	69.4%	73.0%	78.2%	77.6%	78.6%
65 years and over	55.8%	57.0%	55.1%	62.8%	65.8%	60.5%
<b>Bachelor's degree or higher</b>						
25 years or older	15.0%	15.5%	14.7%	20.0%	21.3%	18.9%
25 to 34 years	11.3%	7.2%	15.1%	16.9%	12.2%	21.5%
35 to 44 years	13.9%	16.5%	11.8%	19.9%	17.5%	22.0%
45 to 64 years	16.0%	15.9%	16.1%	21.8%	24.0%	19.8%
65 years and over	17.4%	21.9%	14.9%	19.5%	28.2%	12.8%

2010-2014 ACS

## 7.4 ECONOMIC DEVELOPMENT

### 7.4.1 Labor Force Situation

The City's labor force slightly increased by 0.8% since the last Census study in 2009, while the County's labor force declined by 7.4% over the same period. According to 2014 estimates, the City and County's largest employment sectors are closely related. As a subset of the County, the City's employment is very interrelated. *Educational, health and social services* is logically the dominant sector with Tideland Health and the Georgetown County School District as the two largest employers in the county. This is prevailing employment sector in the state. But when indexed to the state's percentage of labor, both the City and County have lower participation than the norm. (LQ of 1 = norm).

INDUSTRY	Georgetown city			Georgetown County			South Carolina	
	# Employed	% of Labor Force	LQ	# Employed	% of Labor Force	LQ	# Employed	% of Labor Force
Agriculture, forestry, fishing and hunting, and mining	12	0.4%	0.35	532	2.3%	2.21	21,414	1.1%
Construction	254	7.8%	1.20	1,433	6.3%	0.96	132,328	6.5%
Manufacturing	391	12.0%	0.88	3,169	13.9%	1.01	278,072	13.7%
Wholesale trade	65	2.0%	0.74	461	2.0%	0.75	54,912	2.7%
Retail trade	444	13.6%	1.12	3,027	13.2%	1.09	247,507	12.2%
Transportation and warehousing, and utilities	88	2.7%	0.59	854	3.7%	0.81	93,748	4.6%
Information	28	0.9%	0.48	218	1.0%	0.53	36,506	1.8%
Finance and insurance, and real estate and rental and leasing	122	3.7%	0.65	1,434	6.3%	1.09	117,234	5.8%
Professional, scientific, and management, and administrative and waste management services	277	8.5%	0.89	2,384	10.4%	1.10	193,439	9.5%
Educational services, and health care and social assistance	662	20.3%	0.93	4,375	19.1%	0.88	441,601	21.7%
Arts, entertainment, and recreation, and accommodation and food services	597	18.3%	1.75	3,332	14.6%	1.40	212,421	10.5%
Other services, except public administration	58	1.8%	0.36	757	3.3%	0.67	100,575	4.9%
Public administration	262	8.0%	1.60	871	3.8%	0.76	102,240	5.0%
<b>TOTAL</b>	<b>3,260</b>			<b>22,847</b>			<b>2,031,997</b>	

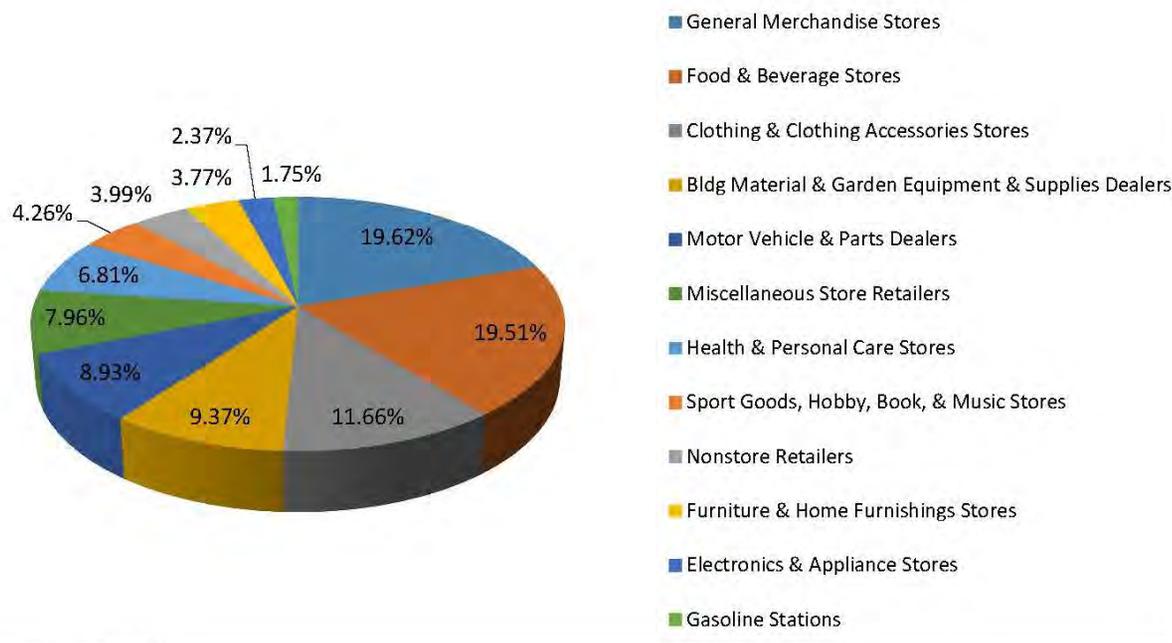
Census. 2014 American Community Survey. 5 yr. est. For Population 16 years and over. (LQ) stands for Location Quotient.

Location Quotients are a measure to gauge participation against the norm and a guide to maintain some diversification, but ultimately an area has to evaluate its local and regional comparative advantage to fit its workforce. Table 7-40 shows how the City and County location quotients compared to their selected peer groups. The outliers are arbitrarily denoted: **Significantly Low Participation (0<0.60)**, **High Participation (1.40-1.99)**, **Very High Participation (2.00+)**

	Agriculture, forestry, fishing and hunting, and mining	Construction	Manufacturing	Wholesale trade	Retail trade	Transportation and warehousing, and utilities	Information	Finance and insurance, and real estate and rental and leasing	Professional, scientific, and management, and administrative and	Educational services, and health care and social assistance	Arts, entertainment, and recreation, and accommodation and food services	Other services, except public administration	Public administration
<b>COUNTIES</b>													
<b>Georgetown</b>	<b>2.21</b>	<b>0.96</b>	<b>1.01</b>	<b>0.75</b>	<b>1.09</b>	<b>0.81</b>	<b>0.53</b>	<b>1.09</b>	<b>1.10</b>	<b>0.88</b>	<b>1.40</b>	<b>0.67</b>	<b>0.76</b>
Beaufort	1.13	1.48	0.30	0.57	1.07	0.55	0.92	1.23	1.39	0.88	1.55	0.95	1.17
Berkeley	0.31	1.15	0.94	0.84	1.05	1.34	1.40	0.74	1.23	0.91	0.76	1.03	1.30
Charleston	0.57	1.01	0.53	0.82	0.90	0.98	1.41	1.01	1.38	1.05	1.31	0.97	0.99
Darlington	1.07	0.90	1.24	1.44	1.12	1.58	0.70	0.93	0.60	1.07	0.63	1.15	0.64
Dorchester	0.39	1.10	0.98	0.89	1.05	1.01	0.92	0.87	1.06	0.94	0.88	1.00	1.52
Florence	1.16	0.67	0.85	1.17	0.92	0.99	0.94	1.24	0.87	1.22	0.93	1.17	0.92
Greenville	0.40	0.97	1.25	1.44	0.92	0.85	1.07	0.94	1.27	0.95	0.93	0.98	0.52
Horry	0.90	1.26	0.28	0.67	1.27	0.63	0.88	1.15	0.95	0.83	2.13	1.11	0.79
Sumter	0.97	0.96	1.20	0.62	0.94	0.88	0.48	0.71	0.88	1.07	0.69	1.10	1.96
Williamsburg	3.38	0.72	1.31	0.94	0.89	1.14	0.77	0.74	0.78	1.21	0.61	0.86	1.02
<b>CITIES</b>													
<b>Georgetown</b>	<b>0.35</b>	<b>1.20</b>	<b>0.88</b>	<b>0.74</b>	<b>1.12</b>	<b>0.59</b>	<b>0.48</b>	<b>0.65</b>	<b>0.89</b>	<b>0.93</b>	<b>1.75</b>	<b>0.36</b>	<b>1.60</b>
Beaufort	0.36	1.22	0.15	0.63	1.36	0.56	0.54	0.47	0.77	1.24	1.48	0.96	2.12
Charleston	0.56	0.63	0.43	0.74	0.86	0.84	1.51	1.04	1.33	1.21	1.49	0.99	0.97
Goose Creek	0.13	0.66	0.97	0.80	1.09	1.13	1.49	0.99	1.25	0.89	0.70	0.93	2.03
Greenville	0.21	0.78	0.82	1.21	0.79	0.57	1.42	1.15	1.38	1.22	1.12	0.94	0.55
Hartsville	0.36	0.24	1.13	0.94	1.35	1.05	0.82	0.41	0.64	1.65	0.51	1.09	0.41
Moncks Corner	-	1.46	0.85	0.93	0.70	1.40	1.88	0.64	1.53	0.70	1.30	0.97	1.21
Mount Pleasant	0.30	0.85	0.62	1.09	0.79	0.83	1.59	1.51	1.54	1.02	1.21	0.86	0.80
<b>South Carolina</b>	<b>1.1%</b>	<b>6.5%</b>	<b>13.7%</b>	<b>2.7%</b>	<b>12.2%</b>	<b>4.6%</b>	<b>1.8%</b>	<b>5.8%</b>	<b>9.5%</b>	<b>21.7%</b>	<b>10.5%</b>	<b>4.9%</b>	<b>5.0%</b>

### 7.4.2 City of Georgetown Economic Development

The City’s general approach for economic development is to be a vibrant place that is attractive for people to live, work and visit. The City seeks to improve the economic well-being and quality of life for residents, which can include community development initiatives to better disadvantaged citizens. The City sees a role as the historical center of the area that leverages the sense of community and quality of life attributes of a traditional town. The City’s unique historical, cultural and coastal waterfront are attractive assets that should be leveraged with strategic urban planning to create smart growth. The City recognizes the importance of having a diversified economy and providing opportunity for all levels in the workforce. It supports Georgetown County’s industrial recruitment efforts to bring more skilled and professional jobs to the county.



Source: ESRI

Figure 7-18: Breakdown of Retail Trade with a 60-minute drive time of Georgetown, SC (% of establishments)

### City of Georgetown Economic Development Goals & Objectives

1. Support existing businesses and industries, as they are the foundation for future economic growth and development.
2. Develop sufficient workforce training programs to ensure the long-term economic development of the local labor force.
3. Promote the growth of new businesses in the City.
4. Ensure that the downtown and the historic district are a major component of long-term economic development efforts.
5. Maintain a regional and global perspective when analyzing trends in the local economy.
6. Pursue new opportunities to expand the City’s tourism economy.
7. Ensure that the future economic development efforts respect the sensitivities of the local natural resources.

2011 Comprehensive Plan. City of Georgetown.

### 7.4.3 Georgetown County Economic Development

Georgetown County Economic Development (GCED) manages the traditional business development efforts for the county, which includes opportunities within the City. GCED' role includes all industry sectors, although tourism marketing is handled separately by the Georgetown County Tourism Management Committee (TMC). GCED is a division of Georgetown County government and receives direct funding from a 0.5 mill property tax assessment. For fiscal year 2017, the County Economic Development Fund was budgeted \$435,000 with an additional \$155,000 for the County Economic Development Multi-County Marketing Fund. GCED also gets support from its regional partners like Santee Cooper. Georgetown County is a member of the North Eastern Strategic Alliance (NESA), which is a regional economic development organization that serves a nine-county region in the northeast corner of South Carolina. There are 8 similar regional economic development alliances in South Carolina that carry out a regional strategy for their member counties and combine resources to develop new business leads. The 3 country Trident region collaborates together under the Charleston Regional Development Alliance (CRDA). Counties in South Carolina also work directly with the SC Department of Commerce for assistance, coordination and opportunity leads.

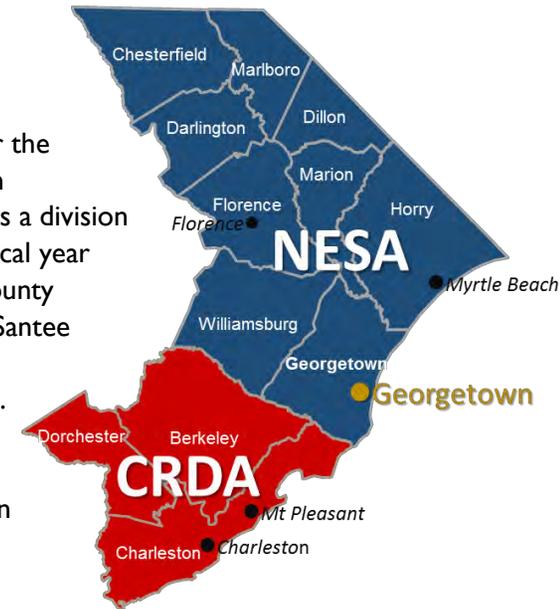


Figure 7-19: NESA and CRDA county economic development associations.

#### 7.4.3.1 Situation, Trends & Strategy

Historically Georgetown County has had an interesting balance between resort/vacation/tourism industry and heavier industry. From the plantation economy to the timber industry to paper and then steel, Georgetown County has always had a blue collar identity. The beach or the Waccamaw Neck has been a vacation destination for decades, but many residents that do not live in these communities do not relate to the beach at all.

For many years, GCED did not focus on traditional economic development either because they did not understand their strengths or they chose to rely on the tourism economy/coastal attraction, which included the homebuilding for 2<sup>nd</sup> homes and the influx of retirees. Over the last three years the GCED refocused their efforts to recruit manufacturers and job creators that provide higher wages and more benefits.

	Georgetown		Horry		Charleston		Berkeley		Williamsburg	
	Jobs	Investment	Jobs	Investment	Jobs	Investment	Jobs	Investment	Jobs	Investment
2010	80	\$500,000	0	\$0	744	\$152,529,000	1,177	\$31,500	40	\$41,200
2011	88	\$24,309,000	328	\$12,850,000	822	\$89,773,000	450	\$164,550,000	24	\$5,000,000
2012	149	\$24,700,000	166	\$14,000,000	905	\$162,055,000	692	\$191,115,000	177	\$23,150,000
2013	20	\$40,000,000	1,153	\$39,905,000	2,483	\$1,158,727,000	1,200	\$654,450,000	47	\$4,200,000
<b>Totals</b>	<b>337</b>	<b>\$89,509,000</b>	<b>1,647</b>	<b>\$66,755,000</b>	<b>4,954</b>	<b>\$1,563,084,000</b>	<b>3,519</b>	<b>\$1,010,146,500</b>	<b>288</b>	<b>\$32,391,200</b>
Avg Annual Per Capita Investment		\$370		\$56		\$1,045		\$1,531		\$238

Strategic Planning for Georgetown County Economic Development. Strategic Development Group, Inc. 2016

Last year GCED announced close to 400 new jobs to be created over the next five years. Two of those announcements were from existing employers. SafeRack, an advanced metal fabrication manufacturer, announced plans to build a 100,000 square foot building and add 100 jobs. Mercom Corp. also announced the addition of 150 jobs and the creation of a new technology oriented office park in Pawleys Island. Mercom is a contractor/vendor for many agencies within the federal government focusing on IT related sales and services. Both Mercom and Saferack are approximately 10 years old, privately held and chose to locate her to enjoy the quality of life and the overall lower cost of doing business. In 2015, the County won their first project in over 12 years when MPW Industrial Services chose to locate its new facility in Georgetown County after considering locations in several other states in the southeast. The company is investing \$10 million and creating about 40 jobs. Specialty plastics manufacturer Agru America and the Interfor Lumber saw mill also recently announced expansion projects in the county.

For more than 80 years, International Paper has remained the staple of the Georgetown industrial sector. IP currently employs close to 800 people and pays higher than average wages with lower than average turnover.

The County’s overall recruitment strategy focuses on a couple of competitive advantages. First, the proximity to Charleston provides easy access to the Port of Charleston and other aerospace and automotive OEMs. The rapid growth of the Charleston region is reaching full saturation, driving up wages and property costs. Georgetown’s position is a lower cost land and workforce within an hour drive (60 miles).

Second, the County tries to build on its legacy advantage with metal fabrication, timber and specialty chemical industries. These industries are a part of the culture of the county providing a workforce and available property. Finally, the County targets family and privately owned small and medium-sized enterprises (SMEs) that will employ between 35 and 75 employees. Generally, family owned or privately held businesses place a higher priority on overall quality of life than larger publicly traded companies.

The County also continues to recognize its strategic advantage of navigable water access on the Atlantic Coast. Even if the Port of Georgetown were to close, there are other sites in the County that could handle barge access with the necessary industrial infrastructure including rail, natural gas, water, sewer, data, etc.

Entity	Employees
Tidelands Health	1,900
Georgetown County School District	1,800
Georgetown County	800
International Paper	800
SafeRack	350
Agru America	275
3V Chemical	250
Santee Cooper	300

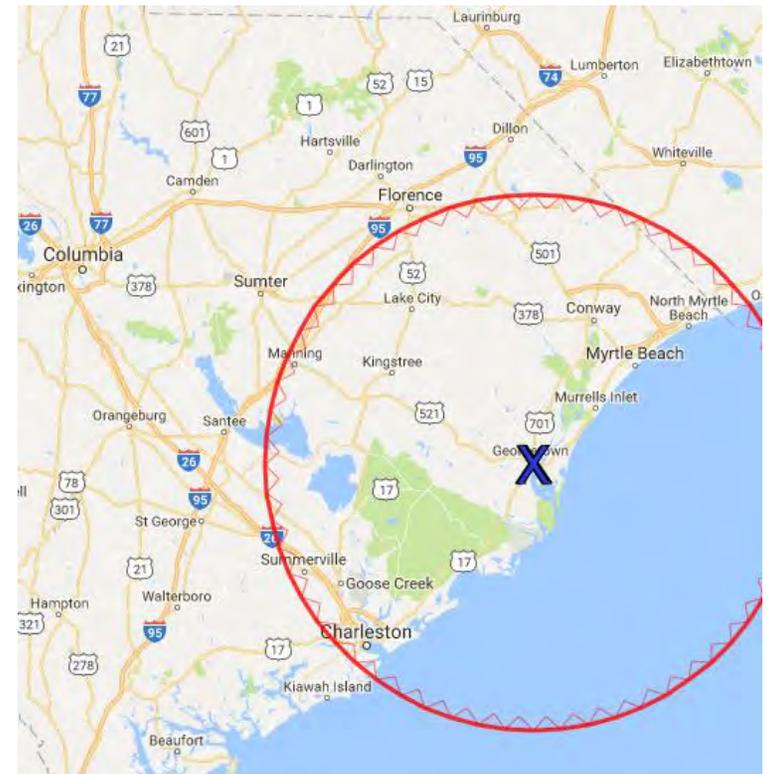


Figure 7-20: 60 mile radius from Georgetown

*Workforce Analysis*<sup>28</sup>

Georgetown County has a workforce of 24,000 people, which is about a 40% labor participation rate. The County’s median age of 47 is about 9 years older than the national measure. Both of these metrics, in isolation, are very troubling for industrial recruitment. The bright spots in the data can be found looking at the demographics in the standard 30 minute drive time from the County’s prime industrial business park in Andrews. From there, the median age drops to 39 and participation rate is closer to 70%.

The County also has a significant outmigration of workers. About 53% of the employed County residents drive to other counties for work. Of the commuters, 38.6% are traveling to Horry and 11.6% to Charleston County. The commuters can be put into three categories.

1. **White collar workers** traveling to work specific in urban centers. (universities, law firms, engineers, etc.) This population is content with their employment option and most likely made a deliberate choice to reside in Georgetown Co. This is often the case with professional residents on the Waccamaw Neck.
2. **Service workers** traveling to tourism related jobs in Horry Co. This group normally spends 3 hours per day and makes less than \$14 per hour. These workers were usually already residents of Georgetown that are commuting to get work.



3. **Skilled trades** traveling to Charleston, Berkeley, Williamsburg and Florence for jobs in manufacturing or industry. These workers have either chosen to reside in Georgetown for the preferred quality of life and cost of living, or were an existing resident that needed to commute to advance their career.

GCED also recognizes that close to 30% of the working residents travel 50 miles or more each way to work. GCED is launching a number of initiatives to recapture these workers.

Table 7-43: **Available Industrial Sites**

#Map		Size
<b>1</b>	Georgetown County Business Center	547 acres
<b>2</b>	Coastal Tech Park	219 acres
<b>3</b>	Pennyroyal/Sampit Site	948 acres
<b>4</b>	Andrews Wire Building & Site	89 acres

<sup>28</sup> *Workforce Development and Marketing Analysis and Recommendations for Georgetown County*. Kate McEnroe Consulting. August 2016

## Genesis Report: SWOT Analysis Results for Georgetown County<sup>29</sup>

### Strengths:

- Relatively Low Cost of Doing Business and Tax Rates
  - 3<sup>rd</sup> lowest County millage rate in State
- Quality of Life
  - Coastal community
  - Historic appeal/ cultural attractions
  - “Small Community” feel
  - Outdoor recreation opportunities (hunting, fishing, golf, boating, kayaking, etc.)

### Weaknesses:

- Transportation
  - Lack of Access to Interstate System (farthest SC county from Interstate)
  - Uncertainty of the Port
- Lack of Full Service College/University within County Borders
- Public School System/Educational Attainment
  - Workforce educational attainment skewed by highly educated retirees.
  - Disparities based on socio-economic and race
- Union Presence in Some Industries
  - Strong negative stigma from legacy with mills (regardless of reality of existing situation)
  - Not reaping the benefits as a “right to work” state
- Small Pool of “Leadership” Resources
  - Existing community leaders are limited in number and aging
  - In-migrating population/ retirees less involved in overall county
- Relatively low workforce skills (hard and soft skills)

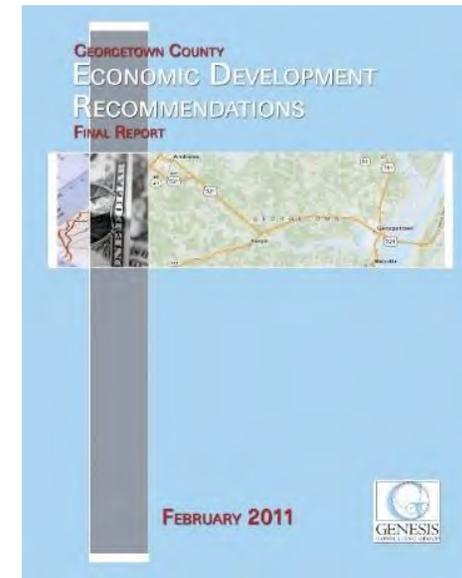
- Non-native worker education/ skills higher than local workforce
- Visual Appeal of Entranceway Into City of Georgetown
  - Steel Mill blight as “Gateway” to the City
- Location in “No Man’s Land” between Myrtle Beach and Charleston
  - Politically tied to NESAPee Dee Region
  - Workforce/ Industry (particularly in west) more similar to Williamsburg County.

### Opportunities:

- Smaller Specialty Companies & Entrepreneurialism/ Start-up Companies
- Commercialization of coastal research by Univ. of SC, Clemson and Coastal Carolina Univ. as catalysts for environmental research.
- Ecotourism
- High Adventure Recreation

### Threats

- Aging Workforce
- County economy is not uniform across territory
- Concentration of “Mature” & Commodity Based Industries
  - Susceptible to Relocation to Lower Cost Areas
  - Long-Term Viability in Question
- Direct Competition from Horry, Charleston, Florence & Williamsburg – not using unique competitive advantage



<sup>29</sup> Georgetown County Economic Development Recommendations. Final Report. Genesis Consulting Group. Columbia, SC. February 2011.



#### 7.4.4 Charleston's Tech Scene

Charleston's global manufacturing successes with Boeing, Volvo and Daimler gets a lot attention and provides opportunities for Georgetown to land supplier and support businesses. However, Charleston's knowledge-based tech sector is exploding and may provide a better prospect for Georgetown's pursuits.

In the 1990s the Charleston economy was heavily dependent on the tourism industry. The cost of living was rising at a dramatic rate while per-capita wages were stagnant and a large percentage of college graduates were leaving the area due to lack of economic opportunity. Charleston realized they needed a plan to attract young talent that would appreciate the city's quality of life and support economic growth.

In February 2001, the City of Charleston invested in a public/private partnership to create the **Charleston Digital Corridor** to attract, promote, and nurture high-wage jobs in a sustainable knowledge-based economy. The local tech community grew slowly, but began to explode when the rest of the tech sector was feeling the crunch of the subprime mortgage crisis and great recession in 2008.<sup>30</sup>

**CHARLESTON'S MAIN SELLING POINT IS "IF YOU CAN WORK ANYWHERE. YOU SHOULD WORK HERE."<sup>31</sup>**

Now, Charleston has 10 incubators that are accelerating the growth of early stage startups in the area.

Since 2009, 76 startup companies have graduated from the incubators.<sup>32</sup> In 2011, the Charleston region saw 143 percent job growth in computer-related jobs; more than 84% of CDC

companies made hire, offering average wages that were almost twice the state average (\$68,945 compared to \$37,920).

Though it has the snowbird attraction of Florida, Charleston is not a retirement community. From 2000 to 2012, the millennial population in Charleston increased 58% - a rate higher than Houston (50%), Nashville (48%), Denver (47%), and Austin (37%).

Charleston's *Silicon Harbor* continues to rack up awards and kudos<sup>33</sup>.

- Top 10 fastest-growing software development region in U.S.
- Top 10 fastest-growing mid-size metro for computer hardware engineers (#1), computer research scientist (#2), statisticians (#3), computer operators (#3), graphic designers (#5), computer programmers (#8), and electrical engineers (#10)
- Fourth highest per capita concentration in U.S. for computer research scientist
- Seventh highest for computer hardware engineers.

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*"The reason people are here [Charleston] and want to be here is because it's a great lifestyle community. When you're in the technology industry you can chose to where you want to."*

*Ernest Andrade  
founding Executive Director  
Charleston Digital Corridor*

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In June 2016, the Milken Institute ranked Charleston #12 for 5-year growth in GDP in the High Tech Sector. Charleston was ranked #8 in Best Cities for Tech outside of California and New York by

<sup>30</sup> Snow, Shane. *Introducing "Silicon Harbor": Charleston, SC, Home of the TwitPic And Amazon's Create Space*. *Fast Company*. June 6, 2012

<sup>31</sup> Charleston Regional Development Alliance

<sup>32</sup> Noble, Phil. *Tech sector exploding in Charleston*. *Bluffton Today*. May 4, 2016.

<sup>33</sup> *Avalanche Consulting Headlight Data System (measure out of 125 mid-sized metros, 2006-2009)*.

Datafox. Charleston entrepreneurs point to local government as partially responsible for the fertile tech climate.<sup>34</sup>

It is worth noting that most of Charleston’s technology entrepreneurs are not from the Lowcountry. They are attracted to the vibe and quality of life of the place. Having a lower cost of living than most technology hubs is a big advantage for Charleston.

As mentioned earlier in this briefing, it is not by accident that Charleston leads the state with the largest share of their population between the ages of 25 and 44, followed by the fellow Trident counties Berkeley at #2 and Dorchester #5. This influx has kept Charleston young, when many other coastal communities have catered to older population. But these youth are creating lots of jobs and tremendous wealth in the community, and it is sustainable. They are also demanding quality of life amenities that everyone appreciates, including Charleston’s global tourists. The knowledge-based industry meshes well with Charleston’s historic and cultural urban fabric.

In June 2016, Beaufort announced it was partnering with the Charleston Digital Corridor to follow suit. The City of Beaufort has created a public-private partnership to create the Beaufort Digital Corridor.

Charleston’s tech explosion, coupled with their global manufacturing success, has put a lot of pressure on the real estate market. Access to centrally located, flexible, and affordable workspace is a challenge for knowledge-based start-ups.<sup>35</sup>

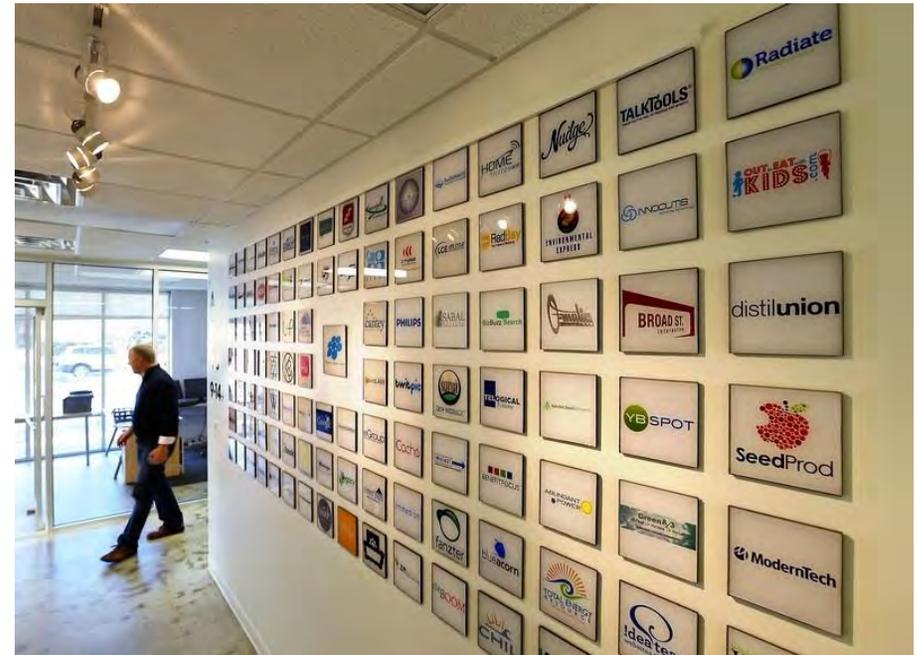


Figure 7-21: A corridor in the CDC’s FS2 (Flagship 2) incubator in downtown Charleston showing plaques of the local startups it nurtured

Burgeoning startups graduating from the incubators now have fewer places to land and they are not excited about moving out to suburbia, away from the water, history and culture. Is there an opportunity for Georgetown to seed a knowledge-based sector leveraging their proximity to Charleston and Mt. Pleasant? Does the inner harbor redevelopment provide an opening? **Could the \$6 million sales tax collection for dredging be used as carrot incentive to attract a worthy target?**

<sup>34</sup>Snow, Shane. *Introducing “Silicon Harbor”: Charleston, SC, Home of the TwitPic And Amazon’s Create Space*. Fast Company. June 6, 2012

<sup>35</sup> Hunt, Stephanie. *The Rise of Silicon Harbor*. Charleston Magazine. January 2013.

## 7.4.5 Real Estate

Georgetown real estate brokerage is structured like a typical small markets with mostly generalized agents that handle both residential and commercial business. Large, regional and national clients will engage the commercial brokerage firms, usually from Charleston, to handle the large commercial tracts and developments. Normally, Waccamaw Neck-based agents focus on properties in their area, and Georgetown-based agents cover the rest of the county. Some agents cover historic downtown Georgetown properties and high value beach properties together. There are also agents that focus on the plantation properties and large recreational hunting tracts.

### 7.4.5.1 Residential Market

The Coastal Carolina Association of Realtors (CCAR) captures residential real estate data for Georgetown, Andrews, Pawleys Island/Litchfield, and the Garden City/Murrells Inlet areas in Georgetown County. In Horry County, CCAR produces reports for 9 local markets including Myrtle Beach and Conway. CCAR's data is heavily skewed to Horry County, which makes up 85.6% of the July 2016 single-family listings, and 90.3% of the condo listings.

For Horry/Georgetown counties, residential inventory was down 3.1%, which amounts to a 6.7 month supply of single-family homes and 8.2% supply for condos.<sup>36</sup> Comparatively, the Charleston area's inventory levels were down 22.2%, which equates to a 3.4 month supply of single-family homes and 3.8% supply for condos.<sup>37</sup>

## 7.4.6 Charleston Commercial Market

The Charleston region's commercial real estate market is considered to be "hot". Throughout the Charleston area, the vacancy rate of commercial space stood below 10 percent in all major sectors for the first quarter of 2015, a sign of a healthy market that could lead to more construction. For the Charleston region, the industrial vacancy is 7%, office is 8.8% and retail is 5.8%. In downtown Charleston office space is less than 5%.<sup>38</sup> The market rate for retail in the region is averaging \$15 - \$20 per square foot, which jumps to \$60+ per square foot in the downtown peninsula. Office space for the region is \$21 per square foot.

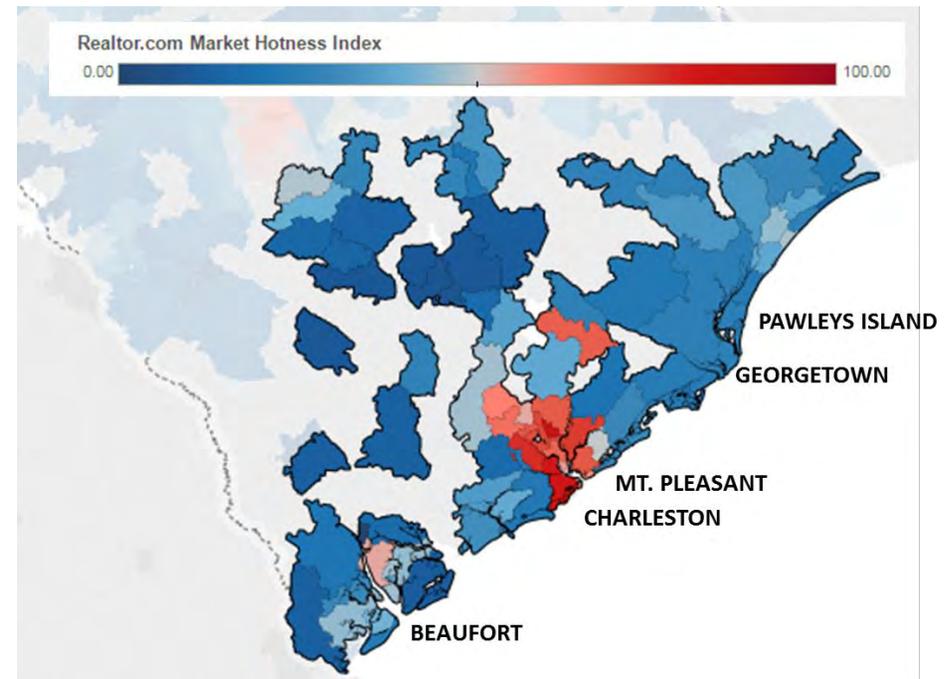


Figure 7-22: Realtor.com Market Hotness Index Q2 2016

<sup>36</sup> Housing Supply Overview. Coastal Carolina Association of Realtors. July 2016.

<sup>37</sup> Housing Supply Overview. July 2016. Charleston Trident Association of Realtors. July 2016.

<sup>38</sup> Wise, Warren. *Charleston's commercial real estate on fire*. *Charleston Post & Courier*. May 23, 2016.

The Charleston region is roughly adding 300 new residents per week, which is driving national retailers to follow suit, investing in the market and leading to an increase in rental rates and decrease in available space.<sup>39</sup> The Charleston peninsula takes in most of the retail growth. On June 28, 2016, an Ohio developer announced the proposed \$1 billion Lorelei project on 160-acres of undeveloped land on Charleston's upper peninsula. The group has brought in Andrés Duany with Duany Plater-Zyberk & Company to create the master plan for proposed village concept of retail, restaurants with waterfront patios, locally curated food hall, hotel, offices, upscale apartments, homes and entertainment venue. A driving force for the project is Charleston's population projection which is expected to grow by 300,000 in the next 11 years to million.<sup>40</sup> (See **"\$1B Hidden Treasure" and 'Sky's the limit' for Lorelei community" articles in Appendix**) A driving force for the project is Charleston's population projection which is expected to grow by 300,000 in the next 11 years to million.<sup>41</sup> In early 2016, the Charleston City Council considered placing moratorium on construction of new hotels downtown. The city's proposal said 4,826 new hotel rooms have been built or are under construction — and 11 more hotels, with 763 more rooms, already have the necessary zoning approval.<sup>42</sup>



Downtown Charleston.

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<sup>39</sup> Parker, Jim. *Region's industrial growth, shopping appeal fills retail vacancies in 'best city' for visitors.* Charleston Post & Courier. August 20, 2016.

<sup>40</sup> Wise, Warren. *Sky's the limit fir Lorelei community.* Charleston Post & Courier. June 29, 2016.

<sup>41</sup> Ibid.

<sup>42</sup> Knich, Diane. *Moratorium on new downtown hotels no longer being considered.* Charleston Post & Courier. February 23, 2016.

Table 7-44; **Single Family Properties – Year to Date (August 2015 to July 2016)**

Area	New Listings		Closed Sales		Median Sales Price		Days on Market	
	2016	%chg	2016	%chg	2016	%chg	2016	%chg
Georgetown	254	12.9%	113	-3.4%	\$189,000	18.1%	197	9.4%
Pawleys Island/Litchfield	315	2.9%	141	-0.7%	\$356,000	4.9%	191	12.4%
Garden City/Murrells Inlet	355	-9.2%	219	-5.6%	\$287,000	9.0%	163	4.5%
Myrtle Beach	750	-4.9%	434	-2.0%	\$ 284,940	2.2%	172	4.9%
Conway	1,342	9.5%	778	12.6%	\$149,750	5.5%	147	-6.4%
Downtown Charleston	193	6.0%	126	-13.1%	\$749,500	3.4%	86	-19.6%
Lower Mount Pleasant	757	7.5%	526	9.8%	\$489,500	2.0%	60	13.2%
Upper Mount Pleasant	1,055	10.0%	717	13.8%	\$466,415	4.8%	69	-1.4%
Daniel Island	178	0.6%	106	-22.1%	\$ 796,265	11.4%	48	-29.4%
Goose Creek/Moncks Corner	1,971	-0.5%	1,597	28.0%	\$ 209,900	10.9%	56	1.8%

Coastal Carolina Association of Realtors. Charleston Trident Association of Realtors

Table 7-45; **Condo Properties - - Year to Date (August 2015 to July 2016)**

Area	New Listings		Closed Sales		Median Sales Price		Days on Market	
	2016	%chg	2016	%chg	2016	%chg	2016	%chg
Georgetown	49	96.0%	18	38.5%	\$133,750	-53.1%	229	-6.5%
Andrews	29	0.0%	17	30.8%	\$100,000	11.2%	214	-21.8
Pawleys Island/Litchfield	209	5.6%	122	18.4%	\$164,950	13.0%	188	-10.0%
Garden City/Murrells Inlet	144	-7.7%	94	11.9%	\$141,500	-1.2%	180	-2.7%
Myrtle Beach	1,895	3.0%	1,051	-0.9%	\$109,000	5.9%	159	-7.0%
Conway	92	55.9%	49	2.1%	\$67,000	-9.9%	170	23.2%
Downtown Charleston	194	22.0%	129	18.3%	\$500,000	1.0%	113	-5.0%
Lower Mount Pleasant	317	5.7%	212	1.0%	\$225,450	13.0%	49	2.1%
Upper Mount Pleasant	294	5.0%	241	19.9%	\$245,000	11.4%	44	4.8%
Daniel Island	101	-1.9%	70	-5.4%	\$252,000	-16.3%	49	-5.8%
Goose Creek/Moncks Corner	256	88.2%	155	44.9%	\$127,900	8.9%	49	-30.0%

Coastal Carolina Association of Realtors. Charleston Trident Association of Realtors

## 7.5 THE PORT OF GEORGETOWN

The state of the Port of Georgetown is in perilous limbo. It needs dredging to attract ships, but it needs ship traffic to justify funding. The local community has worked for years to revive the port to no avail. Last year, Georgetown County residents approved a local option sales tax that would provide the local funds needed to match the state and federal share for a planned dredging project. The dredging was to bring the channel back to the approved 27 feet. After the referendum was passed, the U.S. Army Corp of Engineers revised their cost estimates from \$33 million to \$60 million. The South Carolina Ports Authority's ROI calculations were iffy at \$33 million so the additional \$27 million may have been the port's death knell. The SPA is working with the community to find alternative uses for the Georgetown port property, which is demonstrated by their active involvement as sponsor of the ULI Advisory Services Panel for Georgetown.

It is no secret that SPA's primary focus is the Port of Charleston, which still provides



Figure 7-23: SPA Port of Georgetown

opportunities for Georgetown. Charleston regularly competes with Savannah, GA for the #2 ranking of container ship volume on the U.S. East Coast. (Newark/New York is #1) The SPA leadership has made it a priority to secure funding for dredging the Charleston channel to 52 foot depth, which would accommodate the new super-sized Panamax ships. Charleston would be the first port on the East Coast with this capability and is expected to have a 10 year competitive advantage over the other ports. Georgetown's proximity is an advantage for port related business and industry, especially as the Charleston market is expected to swell with new port business.

### 2014 Penny's For Progress – 1% Local Option Sales Tax

In November 2014, Georgetown County residents passed a 1% local option sales tax referendum that will fund designated capital projects in the county. Voters had voted four times since 1990 against similar referendums to add the local option tax. In the recent campaign, the issue of funding the Georgetown port dredging was used as the main selling point to rally support. The local sales tax collection is expected to generate \$48 million, with \$6 million going for a local match to dredge the port. The funds will also be used to dredge Murrells Inlet (mainly residential, recreational and some light commercial fishing use), build a number of rural fire stations and a long list of paving projects. It is not exactly clear what will happen with the port dredging money if the Georgetown Port ceases to exist. It is believed that they money can be reallocated by the Georgetown County Council to another economic development related capital project. This \$6 million could be used to fund the redevelopment of the industrial waterfront if it meets the legal requirements. This could include infrastructure costs or possibly an incentive to locate a new targeted industry to the site.

## 7.6 TRANSPORTATION

### 7.6.1 Roads

Georgetown is the farthest county in the state from an Interstate. It is 62 miles traveling Highway 521 to Manning to reach I-95. Highway 17 bisects the City of Georgetown as well as the Waccamaw Neck of the County. Figure 7-24 shows the most recent Average Daily Traffic Counts in the City.

### 7.6.2 Airports

Georgetown is served by two county owned airports. The larger of the two is located just south of the City of Georgetown. Neither handle commercial airlines or air freight/cargo activity. For those services, residents must travel to Myrtle Beach or Charleston.

- **Myrtle Beach International Airport (MYR)** is about 35 miles north of Georgetown. Third busiest airport in SC handling more than 1.9 passengers in 2015. Provides non-stop flights to more than 30 markets.
- **Charleston International Airport (CHS)** is about 60 miles south. The largest and busiest airport in SC with more than 3.4 million passengers in 2015.

Figure 7-24: 2015 Average Daily Traffic Counts (SC DOT)

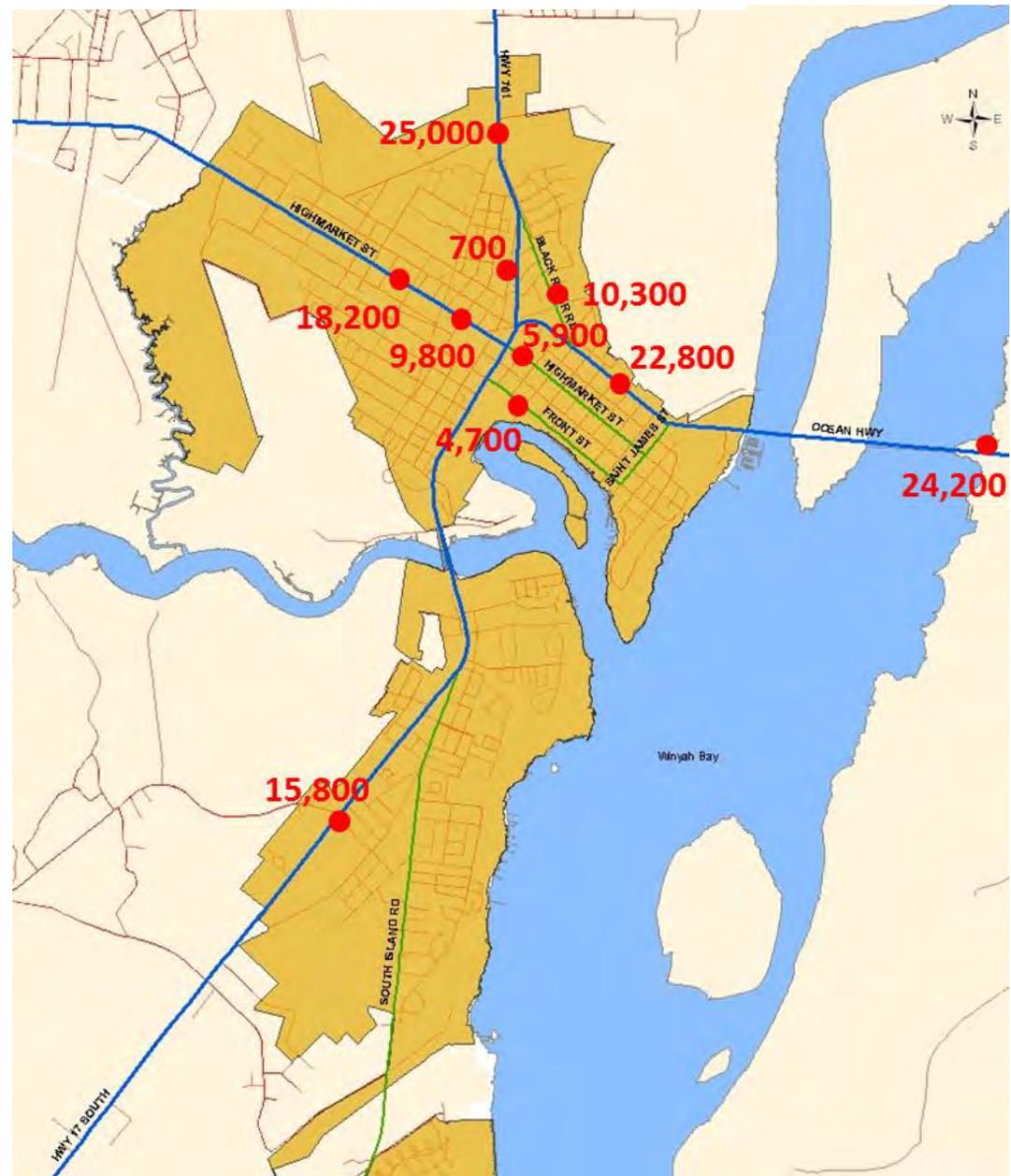


Table 7-46: Georgetown County Airports

	Runway	General Aviation Flights	
		2007	20yr Projected Growth
Georgetown County Airport (Georgetown)	6,000 ft	13,202	107%
Swinnee Airport (Andrews)	3,000 ft	500	0%

## **7.7 SCHOOLS**

### **7.7.1 Georgetown County School District**

The Georgetown County School District operates the public school system for Georgetown County student from K-4 through 12<sup>th</sup> grade. The School District includes 9 elementary schools, 4 middle schools, and 4 high schools. In addition there is a charter school that is open to all county residents for grades 1<sup>st</sup> through 7<sup>th</sup>, with plans to expand to 12<sup>th</sup>. The School District also operates the Howard Adult Education School and the Howard Optional Education Program (Alternative School).

### **7.7.2 Horry Georgetown Technical College**

HGTC is one of 16 state funded technical schools in South Carolina. HGTC has a mission to create curriculum based on the demands of current jobs available as well as serve as our partner in building our future workforce. HGTC plays a pivotal role in economic development by crafting tailored curriculum to new and expanding industries. In this role, they have solid programs in healthcare and timber on their Georgetown campus (main campus in Conway). HGTC is planning construction of an Advanced Manufacturing Center in Georgetown to focus on state of the art industrial and manufacturing skills needed at Saferack, Envirosep, Boeing, Mercedes, Volvo, Mercom, etc.

This addition will address significant training needs of existing industries as well as serve as a tool to recruit new industries to the county. HGTC is finishing construction of a similar facility on its Conway campus. The Conway campus is 45 minutes from Georgetown and is generally too far for students to travel for daily classes.

### **7.7.3 Coastal Carolina University**

CCU's presence has been minimal over the years. In 2014, CCU leased some property on Front Street with the hopes of expanding their programs to the City. CCU's Marine Science Department docks their offshore research vessel behind their property along the City's Harborwalk. The Department also stores some smaller boats on trailers in the parking lot. It is believed the CCU's Marine Science Department desires to expand their presence and bring more programs to the City, however University has limited funding to spend on facilities outside of Horry County.

## 7.8 TOURISM

Tourism is a big part of the South Carolina economy, and this is especially the case for the coast. Georgetown is located between 2 nationally renowned destinations of Charleston and Myrtle Beach. Charleston and Horry counties combine to make up almost 50% of South Carolina’s tourism impact. The state tourism industry is dominated by the coastal counties and urban centers. The top 5 counties contribute 73.1% of the state’s expenditures and the top 10 counties together contribute 87.3%.

Georgetown County ranks #6 out of SC’s 46 counties for accommodations revenue as reported to the state for accommodations taxes. Although accommodations tax (a-tax) is a uniform measure for South Carolina tourism destinations, it can be reasoned that it unfairly captures Georgetown’s real impacts. Most of Georgetown County’s accommodations are privately owned houses and cottages, many of which are frequented 2<sup>nd</sup> homes by their owners and not available for rent. These owners owner regularly use their property throughout the year and often bring invited guest, none of which are captured through accommodations taxes. Or they may lend their property to friends or family, or arrange a direct rental (i.e. VRBO) that goes unreported. But they are still technically visitors that make significant contributions to the local economy. This underreporting also occurs in other markets, but it could be assumed that it has more of an impact in Georgetown. A case could also be made that Georgetown gets more than its share of daytrips from visitors to Myrtle Beach, and catches a lot of car travelers for a day visit on their way to or from Charleston. This is especially the case for the City, which lacks tourism quality accommodations.<sup>43</sup>

Approximately 75-80% of Georgetown County’s A-Tax collections are for the unincorporated areas on the Waccamaw Neck beaches. This share of the allocations funds Georgetown County Tourism Management Committee (TMC) that produces the *HammockCoast* campaign and operates the Visitor Center collocated with the Georgetown Chamber of Commerce on Front Street. The City of Georgetown gets a separate allocation, which was 7.5% of the County’s total in FY2015.



Table 7-47; **Top 10 Counties for Accommodations Revenue (FY15)**

Rank	County	Accommodations Revenue*	% of State
1	HORRY	\$931,717,812	32.4%
2	CHARLESTON	\$708,070,119	24.6%
3	BEAUFORT	\$356,437,052	12.4%
4	GREENVILLE	\$166,265,496	5.8%
5	RICHLAND	\$150,300,692	5.2%
6	GEORGETOWN	\$86,805,218	3.0%
7	FLORENCE	\$56,294,629	2.0%
8	SPARTANBURG	\$47,585,373	1.7%
9	LEXINGTON	\$46,471,449	1.6%
10	YORK	\$42,692,383	1.5%
<b>South Carolina</b>		<b>\$2,877,946,580</b>	

\*based on 2% accommodations tax collections

SC Dept. of Parks, Recreation & Tourism.

<sup>43</sup> In November 2014, PKF Consulting USA produced a market study for a downtown hotel in the City of Georgetown. The study reported that the City had 312 total room in 4 properties that had an average daily rate (ADR) of \$79.10 with 62.6% occupancy in 2013. None of the properties are located in the City’s historic downtown. PKF projected that Georgetown could sustain a new downtown hotel with a stabilized ADR of \$167 in 2017 that would increase to \$192 by 2021 at a 67% occupancy rate. The City is working with two separate groups at two separate downtown locations to develop new hotel accommodations.

The Grand Strand area of Myrtle Beach, which would include the Waccamaw Neck of Georgetown, boasts they host 14 million visitors annually. Myrtle Beach’s 98,573 hotel rooms are supposedly the most on the East Coast behind New York and Orlando. The yearly average daily rate (ADR) was \$90.72 in 2013, with a 53.8% occupancy rate. The highpoint comes in July with a \$170.22 ADR & 87.7% occupancy and the low point comes in January with \$48.52 ADR and 22.7% occupancy, which is quite a discrepancy.<sup>44</sup> Myrtle Beach has more than 1,900 restaurants and has one of the largest concentrations of golf courses in the U.S. The Myrtle Beach product is a high volume beach tourism that can be very price sensitive.

Charleston is an entirely different product. In 2015, the yearly ADR for Charleston’s 16,019 rooms was \$152.53 with an occupancy rate of 73.2%. For the “Charleston Peninsula” (downtown Charleston), the ADR was \$203.65 with an occupancy rate of 79.4%.<sup>45</sup> The highpoint for Charleston County was April with an ADR of \$169.19 and occupancy rate of 86.3%. The low point for Charleston County was January at \$120.44

and 57.7%. For the Peninsula, the highpoint was also April at \$253.58 and an occupancy rate of 92.2%. And the low point was also January at \$166.13 and 67.5% occupancy.

Charleston is a high valued product with an international attraction. In addition to their history and culture, Charleston attracts visitors for culinary tourism, shopping, and arts and wildlife expositions. The Charleston County also includes the beach resorts of Isle of Palms, Sullivan’s Island, Kiawah Island, Seabrook Island, and Folly Beach.

**Georgetown attracts a quality visitor, which is reflected in their impressive expenditure per visitor day, which is twice as much as Charleston, 2.3 more than Beaufort, and 2.7 times more than Horry County.** It could be that is due to the large percentage of 2<sup>nd</sup> home visitors that purchase more everyday items (clothes, gifts, appliances, furniture, etc.) than a traditional tourist. Either way, this spending is still impacting the local economy.

Table 7-48; **Top Cities for Accommodations Revenues (FY15)**

Rank	City	Accommodations Revenue	Contribution % of County
1	Myrtle Beach	\$9,797,659	52.6%
2	Charleston	\$5,773,249	40.8%
3	Hilton Head Island	\$5,727,244	80.3%
4	North Myrtle Beach	\$3,880,680	20.8%
5	North Charleston	\$2,634,911	18.6%
6	Columbia	\$2,116,087	70.4%
7	Greenville	\$2,001,795	60.2%
8	Isle of Palms	\$1,879,169	13.3%
9	Kiawah Island	\$1,528,608	10.8%
10	Mount Pleasant	\$1,265,671	8.9%
16	Beaufort	\$430,824	6.0%
19	Pawleys Island	\$283,021	16.3%
30	Georgetown	\$129,815	7.5%
31	Columbia	\$122,668	4.1%

SC Dept. of Parks, Recreation & Tourism.

Table 7-49: **Average Expenditure per Visitor Day**

Rank	County	\$ Expenditure per Visitor Day
1	Lexington	\$762.13
2	Spartanburg	\$211.30
3	<b>GEORGETOWN</b>	<b>\$199.58</b>
4	York	\$198.78
5	Florence	\$195.35
6	Greenville	\$174.13
7	Charleston	\$97.71
8	Beaufort	\$85.04
9	Horry	\$73.25
10	Richland	\$72.70
11-46	REST OF SC	\$18.56
	<b>STATE AVG</b>	<b>\$98.27</b>

Source: SCPRT from SC Statistical Abstract 2001-02 and the Travel Industry Association data 1999-2002

<sup>44</sup> Clay Britton Center for Resort Tourism. Coastal Carolina University. 2013.

<sup>45</sup> Charleston County Hospitality performance Forecast 2015-2016. Office of Tourism Analysis. College of Charleston. August 18, 2015.

Rank	County	Total Transient Units	2 <sup>nd</sup> Homes	Total Lodging Units	Units % of SC Total	% 2 <sup>nd</sup> Homes
1	Horry	42,500	24,945	67,445	34%	37%
2	Charleston	15,686	5,866	21,552	11%	27%
3	Beaufort	11,779	9,613	21,392	11%	45%
4	Greenville	7,678	1,217	8,895	5%	14%
5	Richland	6,655	594	7,249	4%	8%
6	Georgetown	3,315	3,496	6,811	3%	51%
7	Lexington	3,497	1,405	4,902	2%	29%
8	Spartanburg	3,714	551	4,265	2%	13%
9	Orangeburg	3,145	1,048	4,193	2%	25%
10	Florence	3,716	346	4,062	2%	9%
11-46	REST OF SC	25,307	21,117	46,424	24%	45%
	<b>SC TOTAL</b>	<b>126,992</b>	<b>70,198</b>	<b>197,190</b>	<b>100%</b>	<b>36%</b>

Source: Direct from SC Dept. of Parks, Recreation & Tourism. unknown source date. Transient units include: hotels, state park cottages, r/v parks, resort rooms & vacation rentals. 2nd Home # is from 2000 U.S. Census.

Rank	County	Expenditures		Payroll	Employment	Avg Salary		Sales Tax	Local Tax
		% of State	\$ millions	\$ millions	#thousands	\$ Avg	Chg from 2013	\$ millions	\$ millions
1	HORRY	31.3%	\$3,804.00	\$682.56	39.04	\$17,484	0.7%	\$228.95	\$140.85
2	CHARLESTON	17.7%	2,147.31	407.64	22.14	\$18,412	0.4%	120.24	69.63
3	BEAUFORT	9.9%	1,205.88	220.67	13.04	\$16,923	0.7%	70.24	36.42
4	GREENVILLE	9.1%	1,110.16	239.83	9.70	\$24,725	0.2%	45.27	17.17
5	RICHLAND	5.1%	621.07	107.53	6.47	\$16,620	1.1%	37.34	14.61
6	LEXINGTON	4.3%	517.76	92.18	3.22	\$28,627	0.5%	17.61	10.59
7	SPARTANBURG	3.2%	385.37	57.97	2.35	\$24,668	0.6%	18.20	6.00
8	GEORGETOWN	2.6%	313.36	53.39	3.03	\$17,620	0.9%	18.66	13.18
9	FLORENCE	2.4%	293.41	53.12	2.54	\$20,913	0.0%	15.2	6.93
10	YORK	1.7%	206.93	34.48	1.95	\$17,682	0.6%	12.77	4.73
38	WILLIAMSBURG	0.1%	9.22	1.02	0.06	\$17,000	-1.0%	0.60	0.28
	<b>State Totals</b>		<b>\$12,155.01</b>	<b>\$2,189.90</b>	<b>116.74</b>	<b>\$18,759</b>	<b>0.6%</b>	<b>\$679.24</b>	<b>\$369.59</b>

Source: US Travel Association for SC Dept. of Parks, Recreation & Tourism. July 2015

# Monthly Accommodations Revenues

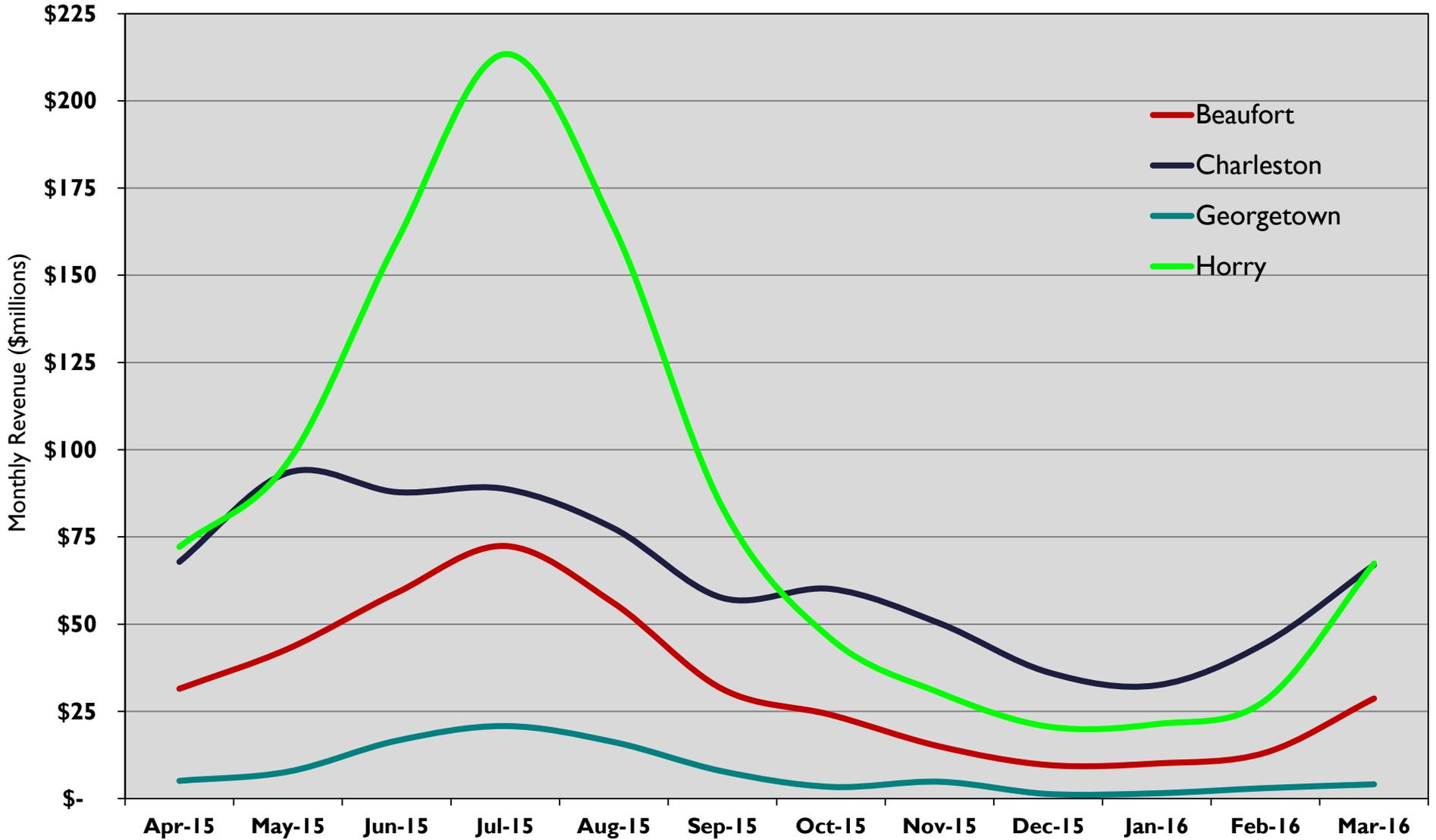


Figure 7-25: Aerial of North Island undisturbed beaches looking toward North Inlet.

## 7.9 ENVIRONMENTAL AND NATURAL RESOURCES

Georgetown is blessed to be surrounded by such abundant natural resources. It is a unique attribute that many believe sets Georgetown apart from Horry and Charleston counties.

Winyah Bay is the third largest estuarine drainage area on the eastern seaboard. It is one of the most pristine in the world because of the limited development in the bay and on the beaches around the mouth.

### 7.9.1 Hobcaw Barony/ Belle W. Baruch Foundation

A 16,000 acre research reserve, Hobcaw Barony is one of the few undeveloped tracts on the Waccamaw Neck. The Native Americans called it “hobcaw,” meaning *between the waters*. In 1718, the land became a colonial land grant or barony. Sold and subdivided into plantations, the land was part of profitable rice production until the beginning of the 20th century.

Bernard M. Baruch, Wall Street financier and adviser to presidents, purchased the property in 1905 for use as a winter hunting retreat. After 50 years, he sold all the land to his daughter Belle Baruch. At the time of her death in 1964, she created the Belle W. Baruch Foundation to manage the land as an outdoor laboratory for the colleges and universities in South Carolina.

Hobcaw Barony has been dedicated to research by South Carolina’s institutions of higher education for over five decades. Hobcaw hosts researchers from over twenty colleges and universities, including students and faculty from many of South Carolina’s public and private institutions. While Belle ensured the property would provide a natural laboratory for all of South Carolina’s schools, she did direct that “the college or colleges or universities in South Carolina, shall be selected from time to time by the Trustees.” Under this authority, the Trustees have entered long-term research agreements with the University of South Carolina and Clemson University to create permanent research institutes located on Hobcaw Barony.



Figure 7-26: (left to right) Belle & Bernard Baruch, Diana & Winston Churchill

The Belle W. Baruch Foundation maintains the Hobcaw Barony Visitor's Center that includes an interpretive museum that provides daily access to information about the history, ecology, tours and programs on the Foundation's property. Hobcaw offers guided tours of the property on most days. And throughout the year, Hobcaw offers special programs like historical interpretations, wildlife photography, biking, kayaking and equestrian tours that often sell out. In the summer, Hobcaw offers weeklong environmental camps for children that sell out almost as soon as they are made available. Many of the campers are children and grandchildren of 2<sup>nd</sup> home vacationers that own property at the beach.

### 7.9.2 University of South Carolina's Baruch Institute for Marine and Coastal Sciences

The Belle W. Baruch Institute for Marine and Coastal Sciences was established in 1969 by the University of South Carolina. The Institute is part of USC's *School of Earth, Ocean, and Environment*. The impetus of creating the Institute was the opportunity to develop a research field laboratory at Hobcaw, which the University operates with 35 dedicated faculty and staff. The Institute also maintains facilities on the University's main campus in Columbia, SC and works in partnership with the SC Department of Natural Resources on a project at the Hollings Marine Lab in Charleston.

In a typical year, the Baruch Marine Field Laboratory (BMFL) will accommodate more than 150 scientists from 30+ universities and agencies for their diverse research projects in North Inlet, Murrells Inlet and Winyah Bay estuaries. The 90 projects that are based at the BMFL span a wide range of interest in the biology, chemistry, geology, and hydrology of these systems.

One of the largest programs within the Baruch Institute is the **North Inlet-Winyah Bay National Estuarine Research Reserve (NERR)**. The North Inlet-Winyah Bay Reserve, designated in 1992, is part of a 28 site network that is committed to monitoring the health of the nation's estuaries and supporting stewardship of these coastal systems through research and education. Each NERR receives funding from the National Oceanic and Atmospheric Administration (NOAA), with matched resources from their host state agency. USC's Reserve provides a variety of educational programs for all ages that focus on the estuarine environment and the research conducted by Baruch Institute and dedicated Reserve staff. Programs and



**Figure 7-27:** Aerial looking west of USC's Baruch Marine Lab. In the distance of the photo is the Lafayette Bridge (Hwy 17) over the Waccamaw River into the City of Georgetown.

activities open to the public, as well as K-12 classroom activities, are scheduled on site, and Reserve staff also travel to local classrooms and public events to bring the wonders of the local estuaries into the community.

The Institute's presence at Hobcaw includes the 21,645 square foot main laboratory building, the Kimball conference lodge, and dormitory cottages that can house up to 28 researchers. In addition to the permanent staff, students, staff, and faculty from the USC campus in Columbia and dozens of other schools spend significant time working at the facility every year. USC Baruch Institute is internationally recognized for its contributions of scientific knowledge. Baruch scientist have published more than 1,500 articles and books and about 350 students have completed master theses and PhD dissertations that focused on research from the BMFL at Hobcaw. Funding for the operation of the lab and core staff salaries comes from USC, but the majority of people working at the BMFL and the costs of conducting studies are supported by competitive grants secured from federal, state, and private sources.



### **7.9.3 Clemson University's Baruch Institute of Coastal Ecology and Forest Science**

Clemson's Baruch Institute of Coastal Ecology and Forest Science was established in 1999, but the schools roots at Hobcaw are over 30 years old. Clemson began a forest science program on Hobcaw shortly after Belle Baruch's death in 1964. Through the years, Clemson's Forest Science Institute grew and research topics increased in the diversity as the need for information about all aspects of the environment became increasingly important. Clemson began to study air, water, soil, vegetation, and wildlife as the demands of today's coastal environment became more critical.

In 1994 and 1998 the residents of DeBordieu Colony, adjacently north of Hobcaw, gifted to Clemson 700 acres of their property to establish the Wallace F. Pate Foundation for Environmental Research and Education. Clemson's Baruch Institute oversees the DeBordieu property, which it has used to create nature trails and conduct research demonstrations.

Clemson maintains a 12,000 square foot conference and education facility at Hobcaw. Clemson Baruch Institute is organized as a Research and Education Center (REC) within the University's Public Services and Agriculture (PSA) mission area. It employs about 15 researchers and staff. Funding for Clemson's Baruch Institute is primarily funded by Clemson, with research grant support from federal, state and private sources.

### **7.9.4 Tom Yawkey Wildlife Center Heritage Preserve**

Considered one of the most outstanding gifts to wildlife conservation in North America, the 20,000-acre<sup>46</sup> Tom Yawkey Wildlife Center Heritage Preserve was willed to the South Carolina Heritage Trust in 1976 by the late Tom Yawkey. The Yawkey Center encompasses North

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<sup>46</sup> For reference, Kiawah Island in Charleston County is approximately 8,500 acres.

Island, South Island and most of Cat Island. It is located at the mouth of Winyah Bay in Georgetown County and separated from mainland by the Intracoastal Waterway. Composed of marsh, managed wetlands, forest openings, ocean beaches, longleaf pine forest and maritime forest, the preserve is principally dedicated as a wildlife preserve, research area and waterfowl refuge. Because the Yawkey Center's beaches are undisturbed, they provide protected feeding and resting areas for various seabirds, as well as excellent nesting locations for the federally threatened loggerhead sea turtle.

The SC Department of Natural Resources manages the property for the Heritage Trust and funding for operations from the Yawkey Foundation. The Center is only accessible by boat and public access is limited to guided tours, which require advance reservations and are only offered September through May. The Yawkey Wildlife Center also provides access for researchers and students, which have included classes from Duke, NC State, Auburn, and the University of Georgia.

### 7.9.5 Huntington Beach State Park

This 2,500 acre state park is located beachside in the northern part of the Waccamaw Neck in Georgetown County near Murrells Inlet. The property was part of Anna Hyatt Huntington and Archer M. Huntington's Brookgreen Plantation and includes their winter home, Atalaya Castles, which is listed on the National Register of Historic Places. Upon Mr. Huntington's death in 1960, the tract was leased to the state for use as a state park.

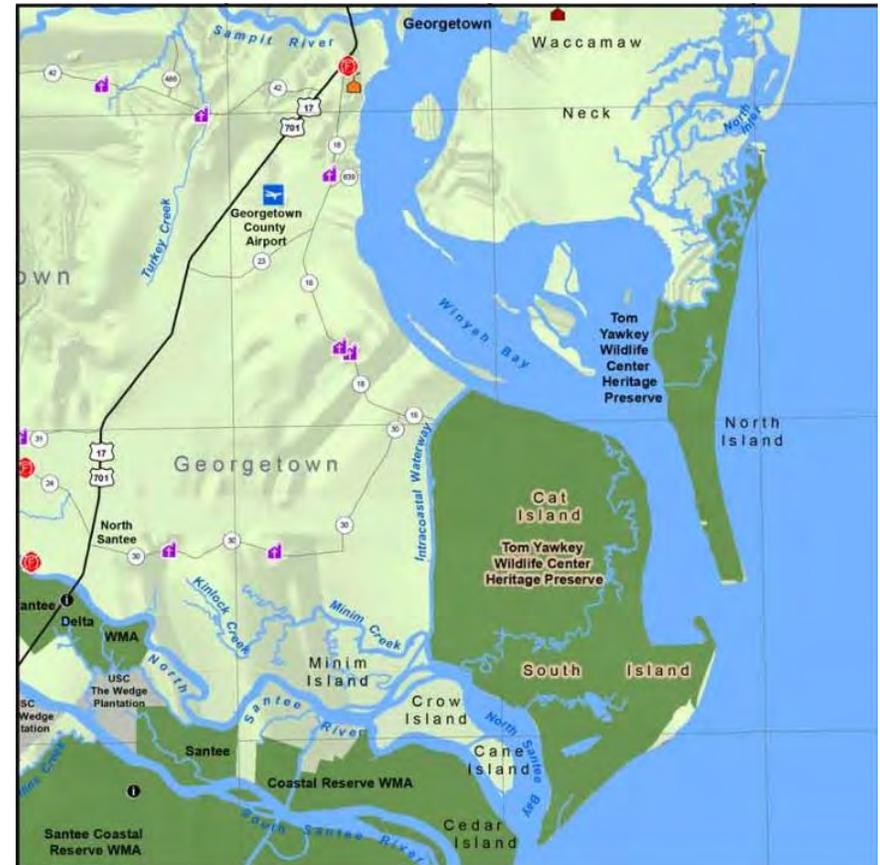


Figure 7-28: Map of Tom Yawkey Wildlife Center Heritage Preserve

## 7.10 HISTORICAL AND CULTURAL ASSETS

### 7.10.1 National Register Listings

Georgetown County has 37 properties and districts listed on the National Register of Historic Places, including 3 National Historic Landmarks. The listings within the City include:

1. *Old Market Building (Town Clock)* – Front Street
2. *Prince George Winyah Church (Episcopal) and Cemetery* – Corner of Broad & Highmarket Streets
3. *Joseph Rainey House* – Prince Street
4. *Winyah Indigo School* - Prince Street
5. *Georgetown Historic District* - includes more than 28 pre-Revolutionary War buildings and homes

### 7.10.2 Rice Culture

In 1988, the National Register of Historic Places listed the *Georgetown County Rice Culture c. 1750 to 1910* to detail the historical context of rice to properties.

This encompasses all aspects to the plantation life including dwellings, mills, rice “trunks”, dykes, etc.

### 7.10.3 South Carolina National Heritage Corridor

Georgetown County is part of the South Carolina National Heritage Corridor (SCNHC). The SCNHC is a federally designated National Heritage Area extending from the Appalachian Mountains to Charleston through seventeen counties of South Carolina. The heritage corridor promotes and interprets the state's history, with emphasis on European settlement, agriculture, African-American history, trade routes and the state's ports. Sites associated with the American Revolution and the American Civil War are also included.

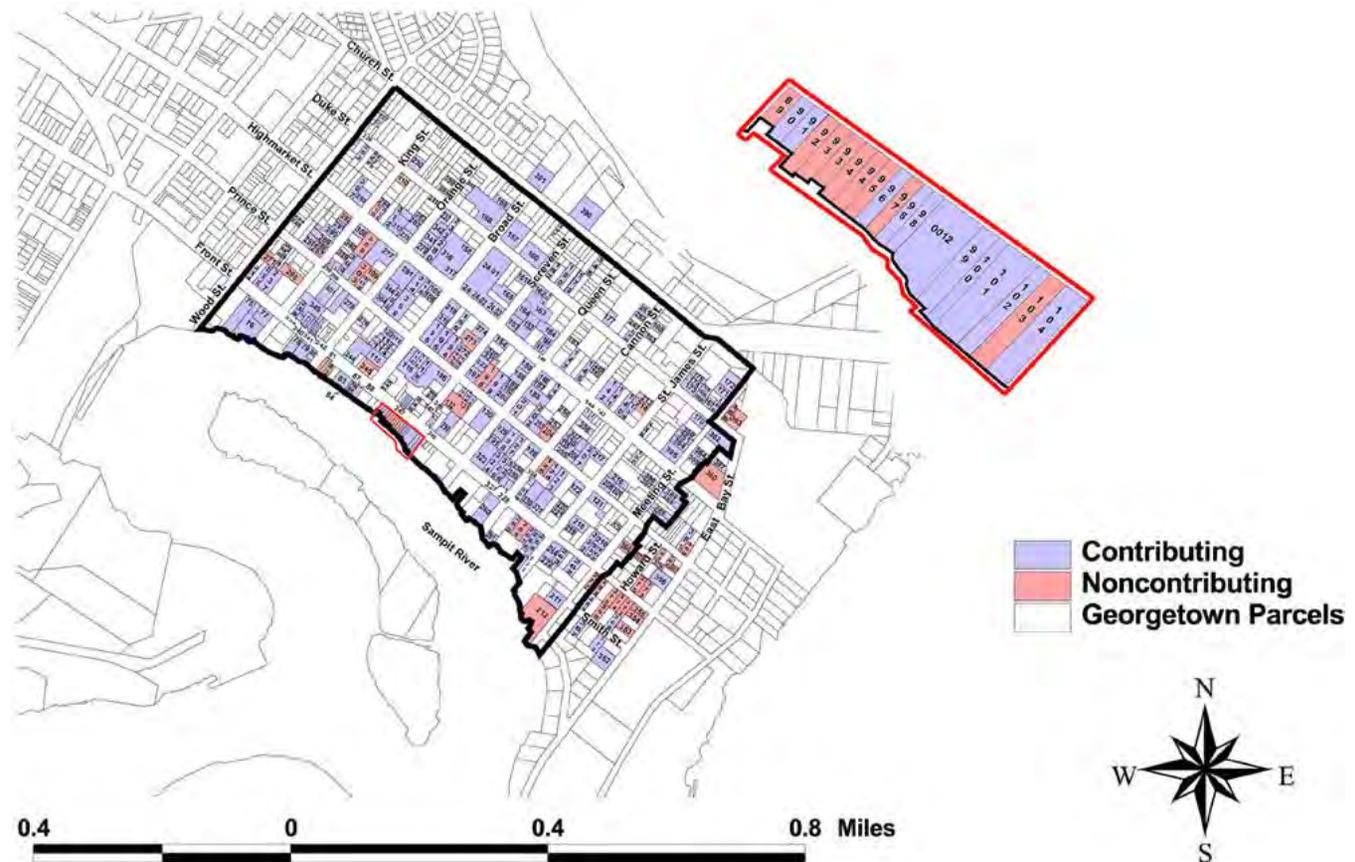


Figure 7-29: Map of Georgetown Historic District

### 7.10.4 Gullah-Geechee Corridor

Designated by Congress in 2006, the Gullah-Geechee Cultural Heritage Corridor extends from Wilmington, North Carolina in the north to Jacksonville, Florida in the south. It is home to one of America's most unique cultures, a tradition first shaped by captive Africans brought to the southern United States from West Africa and continued in later generations by their descendants. Congressman James Clyburn, whose district had included parts of Georgetown County, was the author and driving force behind creating the legislation for the Corridor. The Corridor is administered by a 15 member commission appointed by the U.S. Secretary of the Interior. Because of its influence of the culture, South Carolina is designated 6 of the commissioner positions, while North Carolina, Georgia and Florida each are only designated 3 commissioners.

The story and culture of Gullah is rich, and more closely associated with the rice culture that originated in West Africa. It could be assumed that Georgetown by the fact of it being the epicenter of the rice culture, would be at the forefront of this incredible

opportunity. However, the process to participate requires local partnerships, initiatives and resources. Charleston and Beaufort are poised to capitalize on their part of the heritage with the presence of the Avery Center and Penn Center in their respective counties, but Georgetown has no such resources for Gullah heritage. Local leaders in Charleston and Beaufort have also long realized the economic value of the Gullah culture to tourism and have provided more public support than Georgetown.

The federal resources for the Gullah-Geechee Heritage Corridor will always be limited and the load for it to succeed will be carried by the local community. It would be a major travesty if Georgetown was not a significant part of the Gullah-Geechee Cultural Heritage Corridor.



## “Gullah”

The Gullah are the descendants of enslaved Africans who lived in the Lowcountry regions of Georgia and South Carolina, which includes both the coastal plain and the Sea Islands.

Historically, the Gullah region extended from the Cape Fear area on North Carolina's coast south to the vicinity of Jacksonville on Florida's coast, but today the Gullah area is confined to the Georgia and South Carolina Lowcountry. The Gullah people and their language are also called Geechee, which may be derived from the name of the Ogeechee River near Savannah, Georgia. "Gullah" is a term that was originally used to designate the variety of English spoken by Gullah and Geechee people, but over time it has been used by its speakers to formally refer to their creole language and distinctive ethnic identity as a people.

Because of a period of relative isolation in rural areas, the Gullah developed a culture that has preserved much of the African linguistic and cultural heritage from various peoples, as well as absorbed new influences from the region. The Gullah people speak an English-based creole language containing many African loanwords and influenced by African languages in grammar and sentence structure. Properly referred to as "Sea Island Creole", the Gullah language is related to Bahamian Dialect, Barbadian Dialect, Belizean Creole, Jamaican Patois, Trinidadian Creole, and the Krio language of Sierra Leone, in West Africa. Gullah crafts, farming and fishing traditions, folk beliefs, music, rice-based cuisine, and story-telling traditions all exhibit strong influences from Central and West African cultures.

### 7.10.5 Brookgreen Gardens

Brookgreen Gardens is a sculpture garden and wildlife preserve, located just south of Murrells Inlet, in Georgetown County. It is the creation of Archer and Anna Hyatt Huntington of Connecticut, who purchased four plantations to open the garden to showcase her sculptures. The Huntingtons first visited the property in 1929. Because they were captivated by the beauty of it, they purchased nearly 9,100 acres of forest, swamp, rice fields and beachfront. They intended to establish a winter home on the coast, but Anna saw the potential of the property and they quickly began to develop her vision of making it the showcase for her sculptures.

Brookgreen Gardens was opened in 1932, taking its name from the former Brookgreen Plantation. About 1,445 works of American figurative sculpture are displayed at the Archer and Anna Hyatt Huntington Sculpture Garden. Many of the works are creations of sculptress Hyatt Huntington, but other artists are also featured. Walkways and garden paths link the sculptures in their distinctive garden, fountain, or landscape settings, with vistas of the scenery surrounding them. It is also a nature and historical preserve with a small zoo and a nature exhibition center.

A 1,600-acre area of Brookgreen Gardens was listed on the National Register of Historic Places in 1978. The sculpture garden portion, 551 acres, of Brookgreen Gardens was included in the designation of Atalaya and Brookgreen Gardens as a National Historic Landmark in 1984. Atalaya Castle is just across U.S. 17 which cuts through the former combined Huntington property. Archer, stepson of railroad magnate and philanthropist Collis Huntington, and Anna have donated property and contributed much to U.S. arts and culture in a number of states. Her sculpture of Joan of Arc is a feature of New York City's Riverside Park. Brookgreen Gardens is accredited by the American Alliance of Museums and the Association of Zoos and Aquariums.

In 2015, Brookgreen Gardens welcomed 309,359 visitors; this represents an 86% increase in annual attendance since 2004. Of the daily admission visitors, approximately 50% are tourists who live more than 100 miles from Brookgreen Gardens.



Figure 7-30: Brookgreen Garden's Fountain of the Muses.

### 7.10.6 Cultural Council of Georgetown County

The Cultural Council of Georgetown County was founded in 1997 as the arts council for Georgetown County. The Council is committed to creating a better community through the arts and to serve as a catalyst and partner in the cultural development of Georgetown County by supporting and promoting the arts. Some of the programs supported by the Cultural Council include art classes for adults and youth, *Young Treasures* scholarship program, public concert series, art in the schools, ARTWALK, dramatic arts performances, and many other projects fostering the arts in the community.

In 2015, the Culture Council began an initiative to develop a cultural arts district in the West End through creative placemaking. The Cultural Council formed a working group with representatives from the City to pursue the concept. In 2016, the group applied for a grant from the ArtPlace America's National Creative Placement Program, but was unsuccessful. The group is looking at other funding options to further develop the concept and plans to reapply for an ArtPlace grant in 2017.

### 7.10.7 Facilities and Museums in Georgetown

- The **Rice Museum** is located in the Town Clock Tower of the Old Market Building on Front Street, making it one of the most prominent landmarks in the Georgetown area. The central theme of the museum is to highlight the importance of the rice crop to the State of South Carolina in the 1850's. The museum incorporates both permanent and rotating exhibits including film, artwork, and antique pieces that chronicle this important piece of Georgetown history. In addition, the museum is the caretaker of the Brown's Ferry Vessel. This boat which sank in the Black River was built in the early 1700s, making it the oldest vessel on exhibit in America.
- The **Kaminski House**, located on a hill overlooking the Sampit River in the heart of Georgetown's historic district, is owned by the city and is utilized as a local museum. The Kaminski House was built in 1769 and is representative of the Georgian architectural style that was common during that era. The museum contains an exceptional collection of American and English antiques from the 18th and 19th centuries.

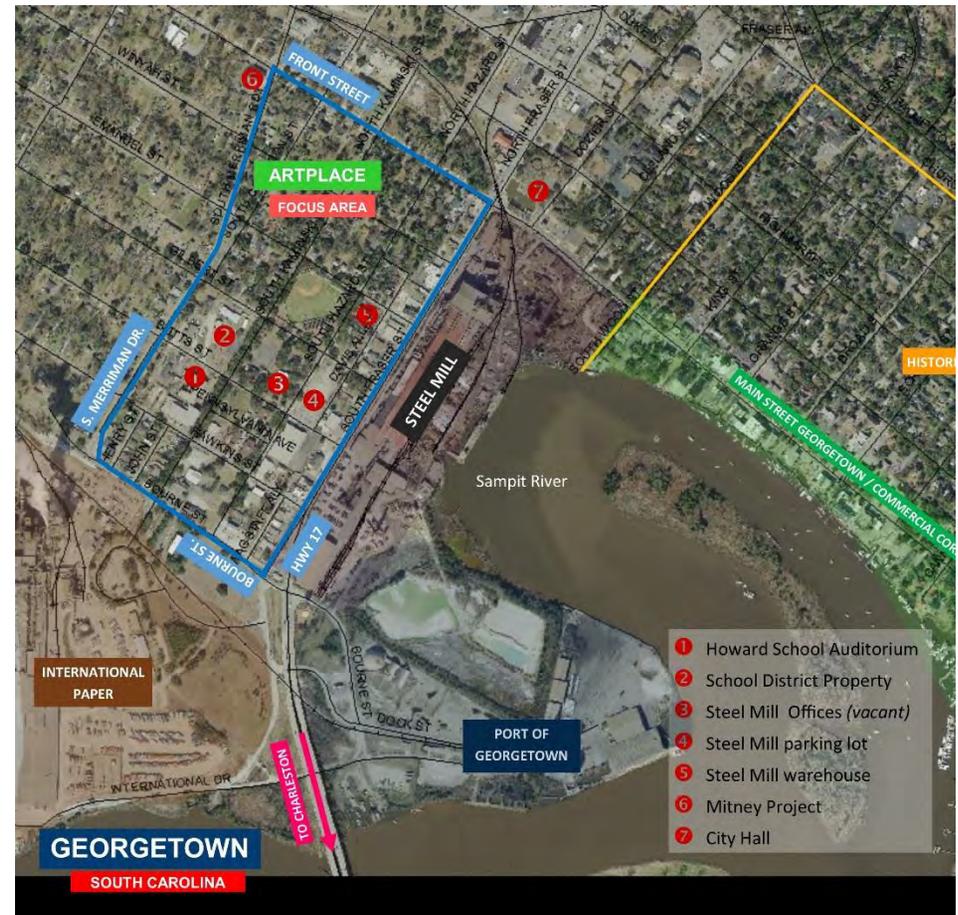


Figure 7-31: Cultural Council's proposed West End Cultural Arts District.

- The **Stewart Parker House** was built in 1740 and is located immediately adjacent to the Kaminski House. The house was originally designed with many Georgian architectural features but was subsequently remodeled to include traits of the Federal architectural style. George Washington was hosted by Daniel Tucker at this site during the president's tour of the South in 1791. The Stewart Parker House is currently owned by the Colonial Dames of South Carolina and is primarily utilized as office space and to host various social functions and meetings.
- The **Georgetown County Museum**, located on Prince Street, includes a wide variety of exhibits that provide a holistic overview of the area's history and culture. Collections range from Native American history, plantation life, military activity, and outdoor recreation activities such as sports fishing and hunting. The museum is maintained by the Georgetown County Historical Society. One of the annual fundraising events for the Georgetown County Museum is the Winyah Bay Heritage Festival.
- The **Winyah Auditorium** located on Highmarket Street was part of the city's original high school. The site has undergone a major restoration effort and is being managed by a community board with support from the City to be cultural arts center.
- The **Gullah Museum** is a small private collection founded by Bunny and Andrew Rodrigues to promote and preserve Gullah culture. The Rodrigues began the museum at a location in Pawleys Island and then relocated it to Mrs. Rodrigues hometown of Georgetown in 2014. The museum uses Gullah and Lowcountry crafts, African artifacts and black collectibles to tell the story of the Gullah people and the part they played in the building of South Carolina and the United States. Mrs. Rodrigues, who was instrumental to preserving the Gullah culture in Georgetown, passed away in December 2015. Mr. Rodrigues continues to operate the museum.
- The **Strand Theatre** has been a central feature along Front Street in downtown Georgetown for several decades. The venue was built in 1941 and served as a movie theater until it closed in the early 1970's. A decade later, the Swamp Fox Players theater group led an effort to restore the building and bring it back to active use. It has been utilized by the Swamp Fox Players as a performance and entertainment theater ever since. As a prominent landmark in the Georgetown community, the cultural importance of the Strand Theater is officially recognized by the League of Historic American Theatres and the National Registry of Historic Places.



Figure 7-31: Kaminski House, which is adjacent to the ULI Study Area

- The **South Carolina Maritime Museum** opened its doors in 2011. It is located on the waterfront in the center of Georgetown's historic business district. The museum resides on the first floor of an old five and dime store building built in the 1920's. The museum features the original Fresnel lens from the Georgetown Lighthouse. Current exhibits include models of historic ships and boats that once plied South Carolina waters, a photographic exhibit called "HENRIETTA, the Largest wooden Sailing Ship Ever Built in South Carolina", and a documentary film about coastal South Carolina's shipbuilding and lumber industry during the nineteenth century. Nautical artifacts include a 22,000 lb. propeller salvaged from a ship that sank in 1905 off the coast of Cape Romain, S.C. Museum programs and events include the SC Youth Sailing Summer Camp for 8-14 year olds, and the annual " Burning of the Socks", a boater's celebration of the spring solstice. The Georgetown Wooden Boat Show, always held on the third Saturday in October, is the major fundraiser for the museum.



**Figure 7-32:** *The Wooden Boat Show in October is Georgetown's largest festival, bringing more than 20,000 people to the City.*

## 7.11 RECREATION OPPORTUNITIES

### 7.11.1 Bicycling/East Coast Greenway

Georgetown is part of the East Coast Greenway (ECG), which is a project to create a nearly 3,000-mile (4,800 km) urban greenway/rail trail linking the major cities of the Atlantic coast of the United States, from Calais, Maine, to Key West, Florida, for non-motorized human transportation. The "spine route" and branching "complementary routes" are meant to be safe avenues for long bike rides, or even quick trips to the store. The ECG is similar in length and conception to the 12 routes of the EuroVelo project throughout Europe and the Trans Canada Trail project in Canada.

The *Bike the Neck* initiative is working to developing bike paths throughout the Waccamaw Neck and along Highway 17 toward Georgetown. The City of Georgetown has hired a consultant to develop plans that could start a trail at the foot of the north bridge and bring bikers through the historic district and to the south through Maryville toward Charleston.

### 7.11.2 Youth Sailing

Youth sailing is growing in popularity in Georgetown. The SC Maritime Museum operates a summer youth sailing camp that teaches kids ages 8 to 14 year old how to sail Optimist Prams sailboats. Out of this program, the Winyah Bay Sailing Club was created to provide opportunities for local youth to pursue their sailing interest in competitive regattas. The Winyah Bay Sailing Club manages a small fleet of International 420 Class sailboats for use by local school sailing teams. There are currently 3 area schools participating in sailing year round. The Winyah Bay Sailing Club operates with makeshift space from Hazard Marine, but needs a permanent location on the waterfront to expand the program and fleet, and have the capacity to host regattas in Georgetown. Currently, sailors have to travel to Charleston and Beaufort to compete.



Figure 7-33: Youth sailing school on the Sampit with the steel mill in the background.

## 7.12 PUBLIC UTILITIES

### 7.12.1 Water & Sewer Services

The City of Georgetown's Water Department provides the customers in the city limits with treated water for drinking and facilities for the collection and treatment of sanitary wastewater.

### 7.12.2 Gas

South Carolina Electric and Gas (SCE&G) provides natural gas to customers in the City of Georgetown.

### 7.12.3 Electric

The City of Georgetown Electric Utility Department provides purchased power, distribution, metering, street and security lighting and other services to the citizens and businesses of Georgetown. Wholesale power is purchased from Santee Cooper and the Southeastern Power Administration and is then distributed to our customers through a 12,470 volts distribution system consisting of 8 circuits from 2 substations (Georgetown and Maryville). The ArcelorMittal steel mill, which operated an electrical powered furnace, was served directly from Santee Cooper. However, the City of Georgetown has an agreement with Santee Cooper to take over the service for the site if it changes use from heavy industrial.

## 7.13 HEALTHCARE

Tidelands Health is the region's largest integrated health care delivery network with three hospitals and more than 40 outpatient locations. Prior to the Georgetown Hospital opening in 1950, residents had to travel to Florence or Charleston. Tom Yawkey donated funds for construction of a hospital, nurses' home and laundry building. Mrs. Yawkey later contributed toward construction of a surgical suite. In 2002, the Waccamaw Hospital was added to the system. The Georgetown Hospital System changed its name to Tidelands Health. Today, Tidelands Health is three hospitals and more than 40 outpatient locations that employ more than 200 physicians and 1,800 staff that serves into Williamsburg and Horry counties. Tidelands Health is an asset to the Georgetown County.



## 8 POLICY GUIDANCE, REPORTS & PLANS

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The webpage <http://cityofgeorgetownsc.com/uli> has been setup with links to these plans and other plans and resources not listed.

### 8.1 CITY PLANS

- ❖ City of Georgetown Comprehensive Plan. Produced by the Waccamaw Regional Council of Governments. 2009.
- ❖ 2016 Land Use Element Revision. Comprehensive Plan. City of Georgetown Planning Commission. 2016.
- ❖ West End Plan for City of Georgetown. Produced by the Waccamaw Regional Council of Governments. 2004.
- ❖ Goat Island Master Plan. SGA Architecture. December 4, 2013.

### 8.2 GOVERNING LAWS, REGULATIONS & ORDINANCES

- ❖ Code of Ordinances. City of Georgetown.

### 8.3 DESIGN GUIDELINES

- ❖ Architectural Review Board Design Guideline Manual for Residential Properties. Thomason and Associates Preservation Planners. Nashville, TN. July 2004
- ❖ Georgetown Waterfront Design Guidelines. The Jaeger Group. July 2003
- ❖ Special Area Management Plan (SAMP). Amendment. City of Georgetown/ SC Department of Health & Environmental Control. July 2003

### 8.4 WATERFRONT PLANS

- ❖ Goat Island Conceptual Plan. SGA Architecture. Dec. 4, 2013.

### 8.5 DOWNTOWN PLANS

- ❖ Bridge2Bridge Charrette of Georgetown. Clemson University Institute of Economic & Community Development. 2009.

## 8.6 COUNTY PLANS

- ❖ City of Georgetown Comprehensive Plan. Produced by the Waccamaw Regional Council of Governments. 2009.
- ❖ Georgetown Countywide Transportation Master Plan. Wilbur Smith Associates. 2008
- ❖ Georgetown County Economic Development Recommendations. Genesis Consulting Group. February 2011
- ❖ Strategic Planning for the Georgetown County Economic Development Corporation. Strategic Development Group, Inc. 2016

## **9 APPENDIX**

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### **9.1 CITY & COUNTY GOVERNMENT INFO**

### **9.2 AERIAL PHOTOS**

### **9.3 REFERENCE MAPS**

### **9.4 MISCELLANEOUS INFO/ REFERENCED ARTICLES**