



VISION 2030: UPDATE AND PUBLIC INPUT MEETING

KEY TRENDS

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

MISSION STATEMENT

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

FOCUS OF EFFORT



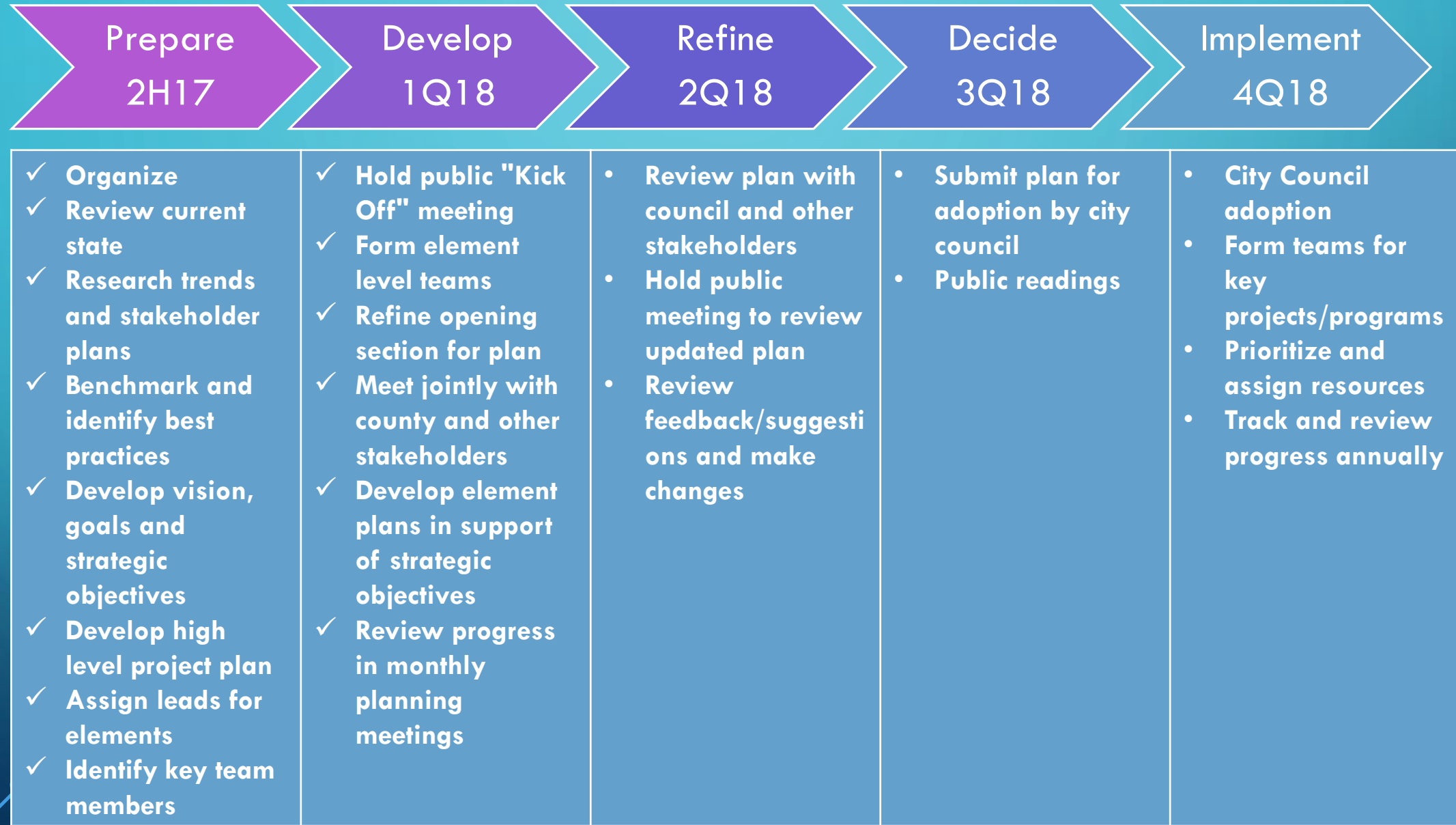
Key Demographics – Bending the Curve

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

GOALS AND STRATEGIC OBJECTIVES



COMPREHENSIVE PLAN TIMELINE



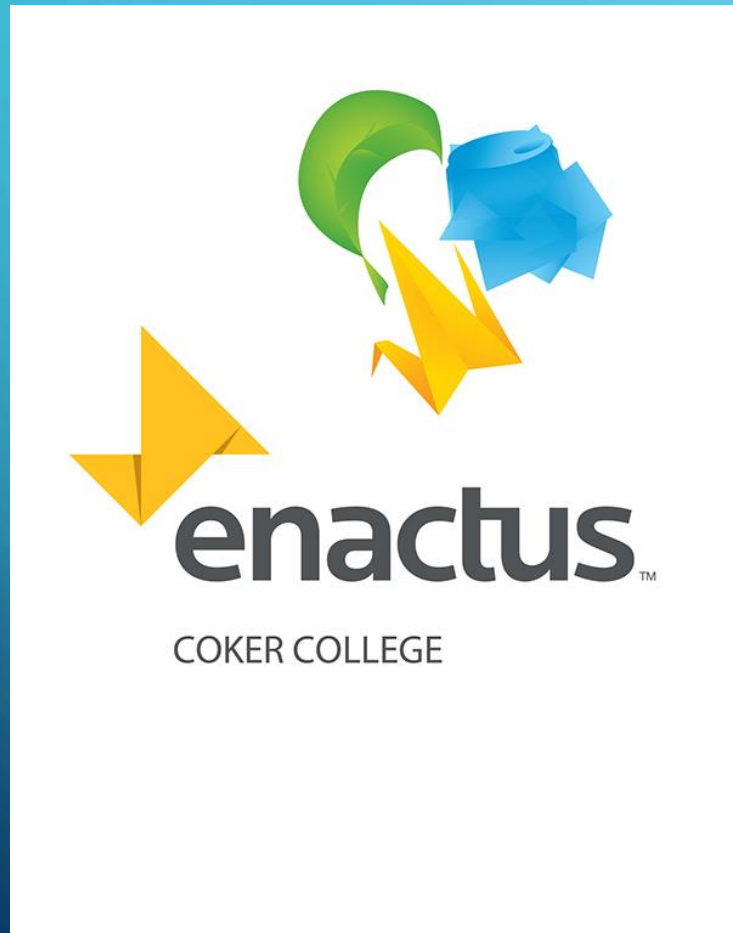
ECONOMIC DEVELOPMENT

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

GOALS AND OBSERVATIONS

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

ENTREPRENEURIAL PIPELINE



DIGITAL HUB – FIBER OPTICS MASTER PLAN

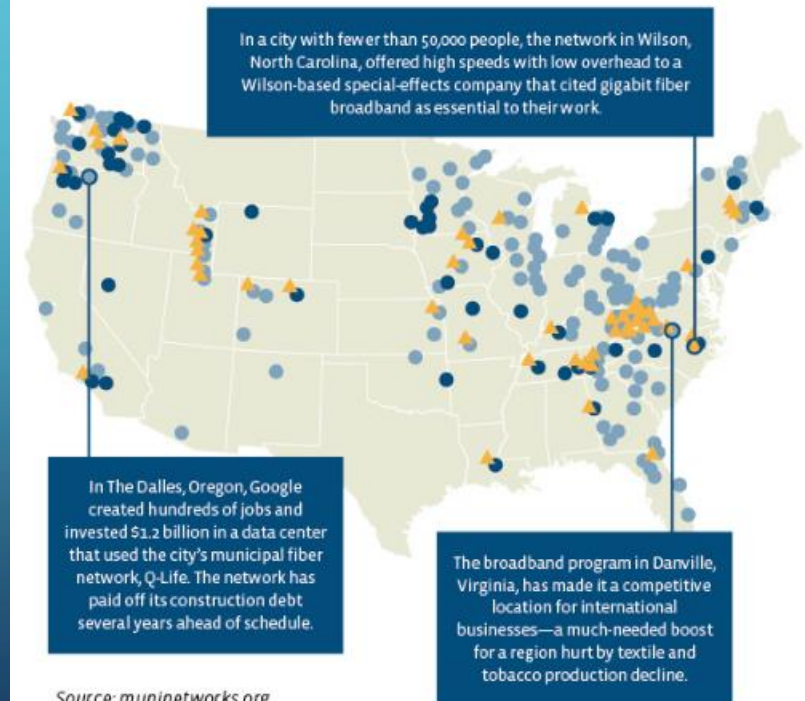
Fibre optic Broadband Explained



High-speed rural broadband makes local investment appealing and practical

Access to high-speed internet is as critical to building local economies as electricity was a century ago, but many people outside of metropolitan areas wait years for it to arrive. Across the country, more and more small communities are building their own.

▲ Community broadband available at gigabit speeds ● Community broadband fiber available city-wide ● Community broadband fiber available in portions of the city



Source: muninetworks.org

SOLAR ENERGY PROGRAMS



EDUCATION

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

GOALS AND OBSERVATIONS

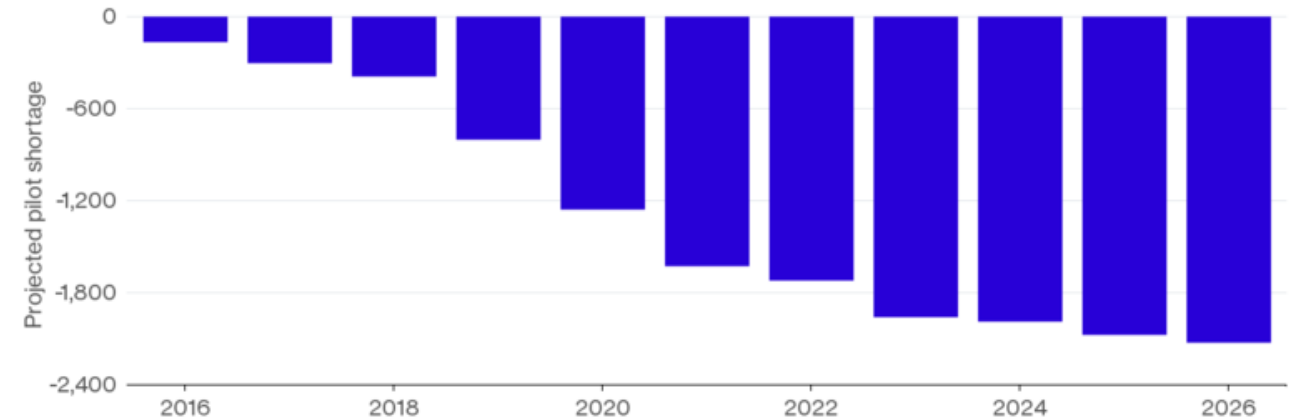
- Improve equitable access to educational programs and services for all children
- Improve access of and quality to pre-K education
- Improve the quality of K-12 education
- Increase access to advanced education, workforce development, and job training opportunities
- Increase collaboration and synergies between academic institutions

AIRPARK – PILOT SCHOOL



Help Wanted in the Cockpit

Annual shortages are expected to add up to 15,000 pilots in 10 years



Source: University of North Dakota

Bloomberg

FDTC NEW CAMPUS

The Future Hartsville Campus of Florence-Darlington Technical College



COMMUNITY FACILITIES

- **Community facilities element.** This element includes many activities essential to the growth, development or redevelopment of the community. The commission should give separate consideration to the following plans.
 - a. water supply, treatment and distribution plan
 - b. sewage system and wastewater treatment plan
 - c. solid waste collection and disposal plan
 - d. fire protection plan
 - e. emergency medical services plan
 - f. plan for any necessary expansion of general government facilities
(e.g., administrative, court or other facilities)
 - g. plan for educational facilities
 - h. plan for libraries and other cultural facilities

GOALS AND OBSERVATIONS

- Continually explore means to maximize effectiveness in service provision and reduce capital and operating costs.
- Where suitable, incorporate “green” building and site techniques into the construction of new public facilities and retrofits of existing ones.

Examples:

- The planned Public Safety and Services complex will be designed with sustainability in mind such as roof-mounted solar array and battery energy storage system. The energy generated will help fund a portion of its operational needs and will sell excess energy back into the grid, thus generating revenue. This facility will serve as an example for how progressive planning and smart investment can help small towns thrive by receiving a return on their investment.
- The gradual replacement of the city’s vehicle fleet and equipment with electric alternatives utilizing low cost, sustainable energy.

HARTSVILLE INDUSTRIAL PARK

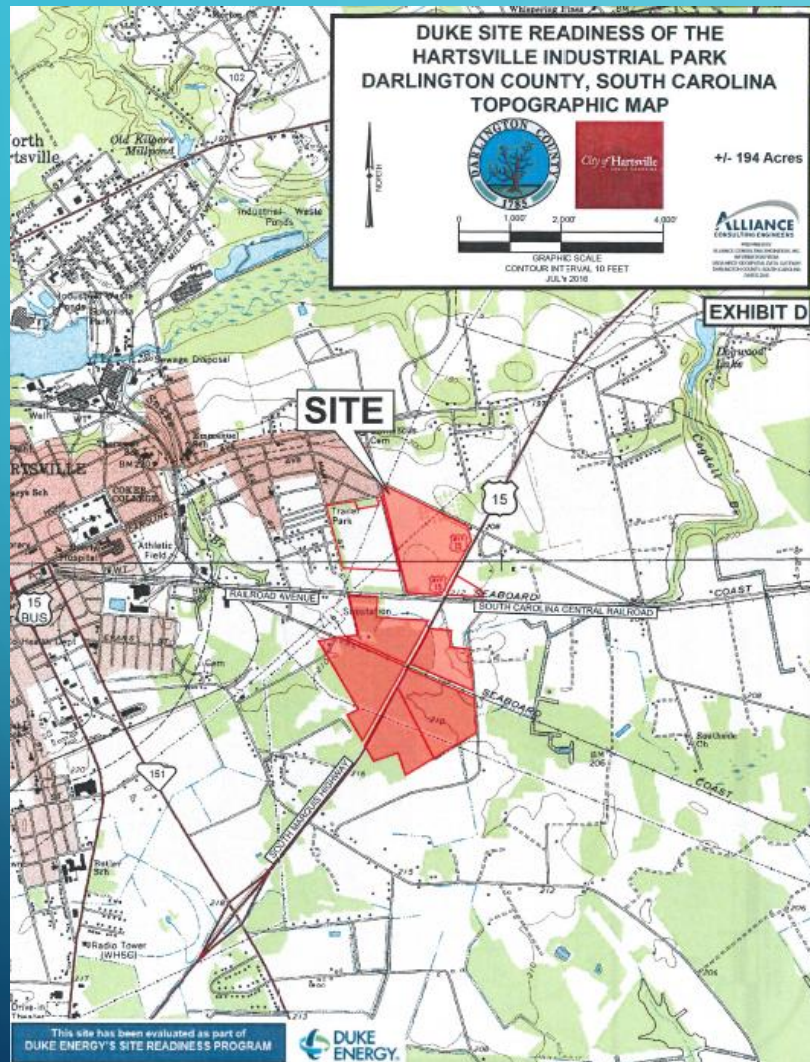
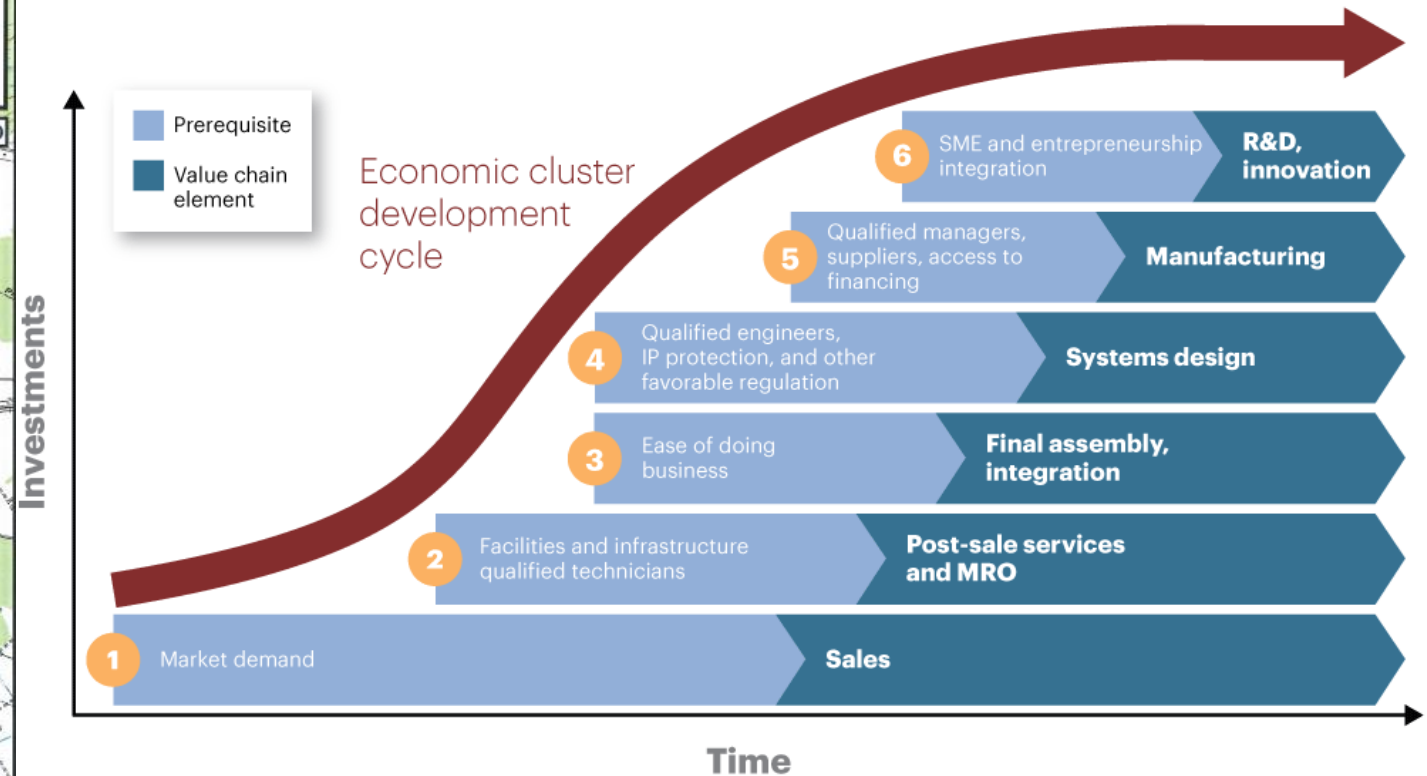


Figure 6

Economic cluster development cycle: prerequisites for building a value chain



Notes: SMEs are small and medium-sized enterprises. IP is intellectual property. MRO is maintenance, repair, and operations.

Sources: Interviews with industry leaders; A.T. Kearney analysis

NATURAL RESOURCES

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

GOALS AND OBSERVATIONS

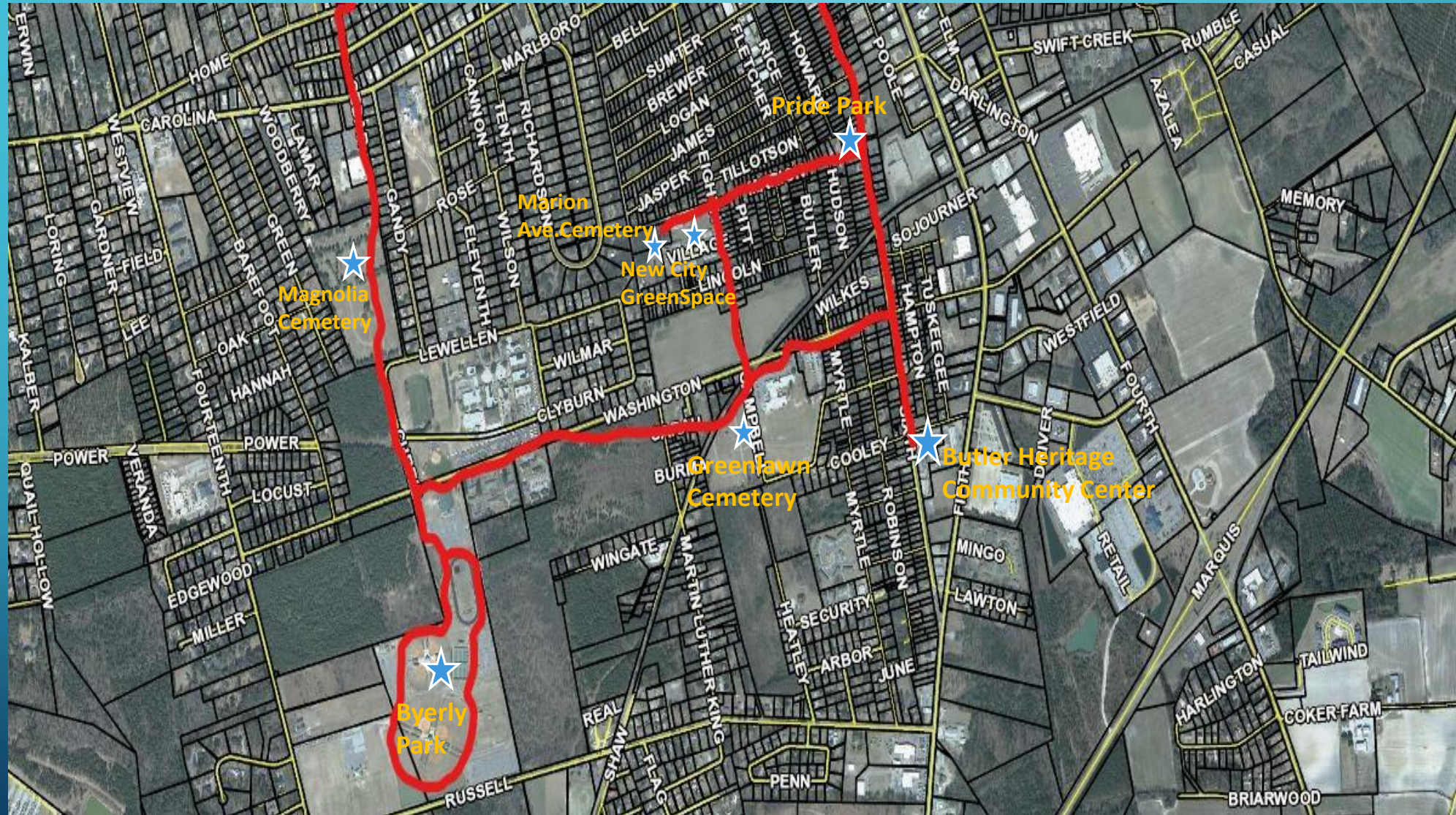
- Protect Our Watershed
- Create a Sustainable Urban Forest
- Connect City Parks
- Leverage Natural Resources to Increase Tourism/Enhance Lifestyle

CITY PARK CONNECTIVITY

The map illustrates a proposed park connectivity route through a city. The route is highlighted by a red line that connects several key locations, each marked with a blue star and labeled in yellow text. The locations include Lawton Park, Pine & Lake GC, Pocket Park Site/Cave, Centennial Park/Rain Garden, Burry Park, and The Vista. A yellow arrow points to a 'Possible Rest Area/Garden Site' near the top right. The map shows a dense grid of streets and surrounding residential areas.



CITY PARK CONNECTIVITY



CULTURAL RESOURCES

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



GOALS AND OBSERVATIONS



WATER PARK



HOUSING

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

GOALS AND OBSERVATIONS

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

HIGH DENSITY DEVELOPMENT



AFFORDABLE HOUSING - TINY HOUSES



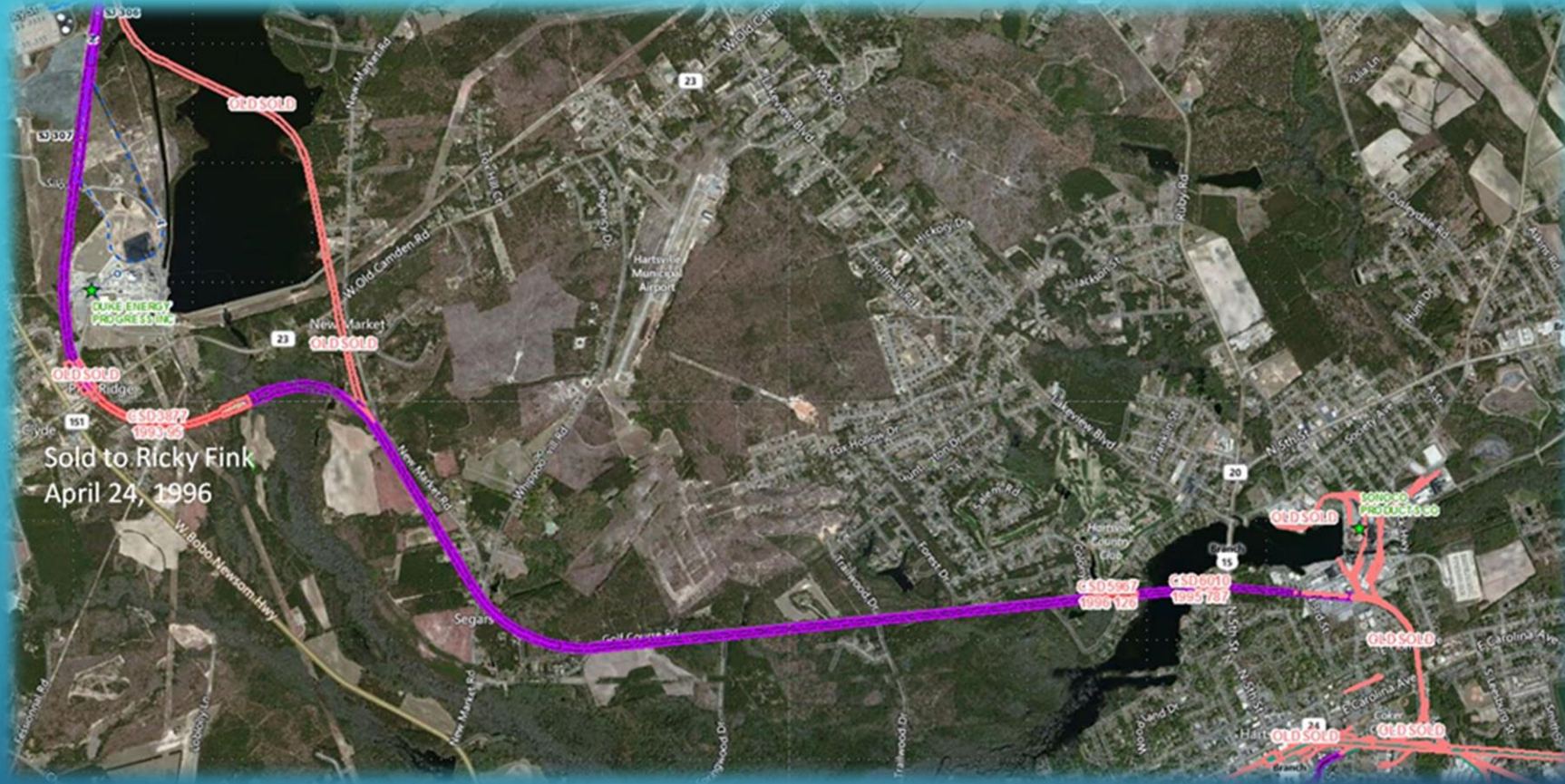
TRANSPORTATION

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

GOALS AND OBSERVATIONS

- Improve access and quality to pre-K education
- Improve the quality of K-12 education
- Increase access to advanced education, workforce development, and job training opportunities
- Increase collaboration and synergies between academic institutions

RECREATIONAL TRAIL



- Utilize abandoned CSX railway with potential for 5 mile trail
- Tie into the Patrick Sawyer recreational trail
- Establish trail heads and connections to existing venues
- Manage as integrated economic development project
- Encourage community involvement and support

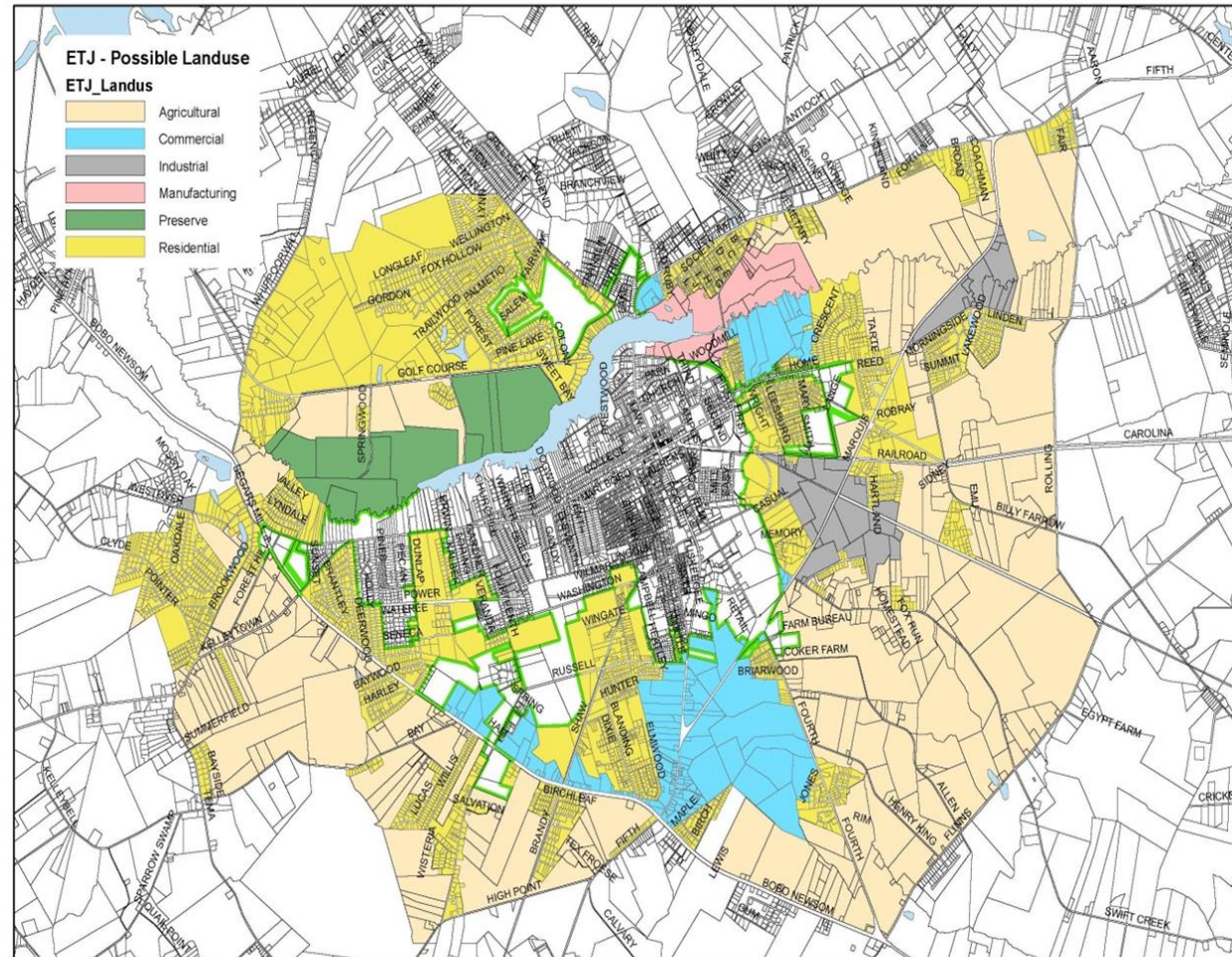
LAND USE

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

GOALS AND OBSERVATIONS

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

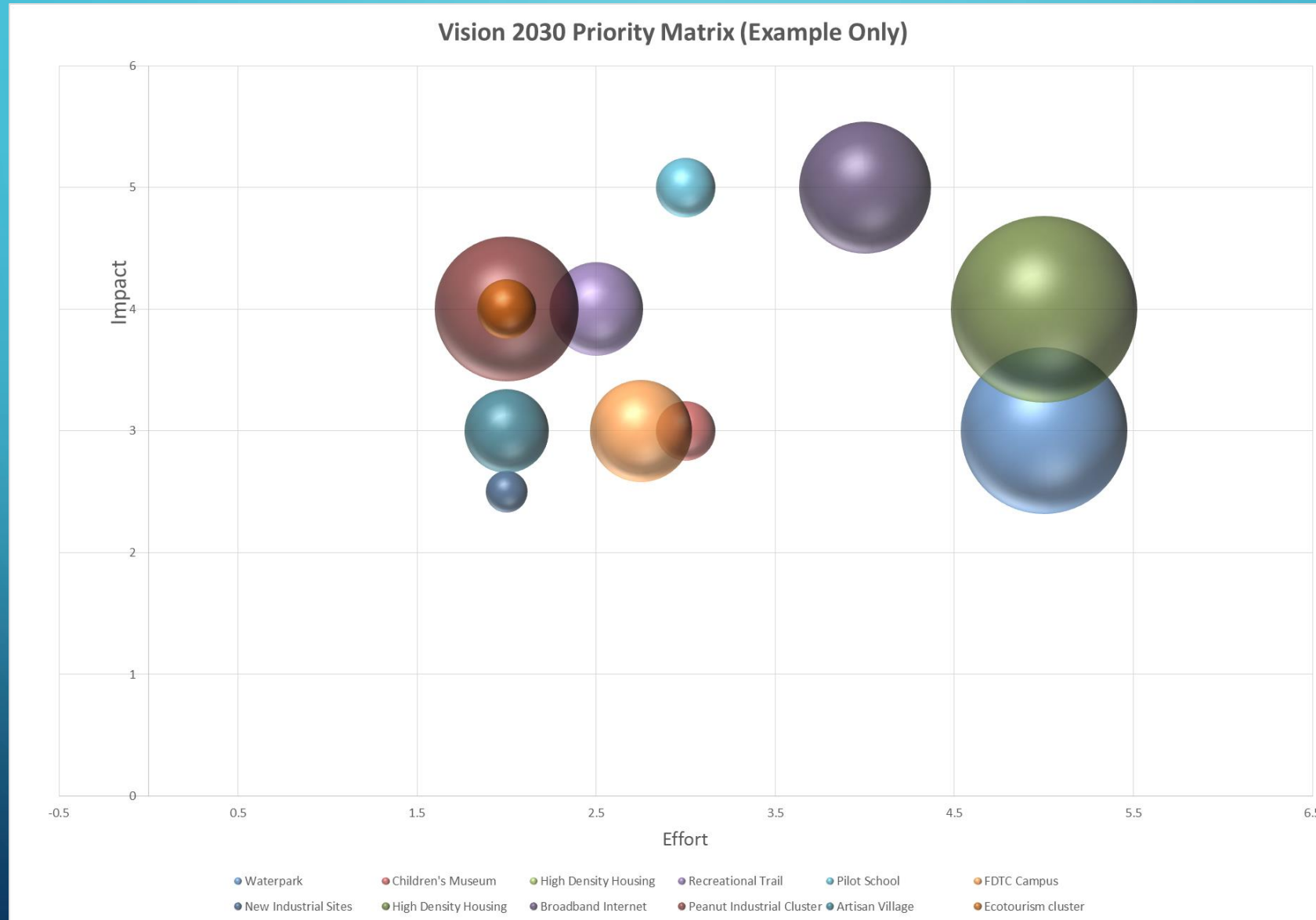
EXTRA TERRITORIAL JURISDICTION



PRIORITY INVESTMENT ELEMENT

- **Priority investment element.** This element requires an analysis of projected federal, state and local funds available for public infrastructure and facilities during the next 10 years and recommends the projects for those funds. These recommendations must be coordinated with adjacent and relevant jurisdictions and agencies (counties, other municipalities, school districts, public and private utilities, transportation agencies, and any other public group that may be affected by the projects). Coordination simply means written notification by the local planning commission or its staff to those groups.

PRIORITIZATION OF PROGRAMS/PROJECTS/POLICIES



QUESTIONS?

