



City of
HARTSVILLE
SOUTH CAROLINA

Charrette Presentation
July 31, 2024

Community Engagement Summary
2024 Master Plan

BOUDREAUX  **THOMAS & HUTTON**



Hartsville has a story to tell.

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There are plenty of histories, but this is not the story we're telling today.

There is plenty to share about the present, but this is not the story we're telling today.

This is a story about Hartsville's future.

Stories come in all types of genres.

Hartsville's story is not fiction because it is a real story.

Hartsville's story is not a fairy tale or fantasy because it is grounded in truth.

Hartsville's story is not world building because it springs from a real place.

It could be a romance because it is a story of love.

This Hartsville story is a visionary testament of community spirit, perseverance, determination, hope, and hard work. It is full of idealism, realization of challenges, some frustration, humility and pride.

Hartsville's story is one that will unfold over time and require the commitment and participation of all residents.



Hartsville has a story to tell.

Hartsville's future story has a starting point in a wonderful city. The story will unfold through many and varied perspectives but with a common vision of prosperity for One Hartsville.

The story will never end because there will always be new ideas, new people, new projects, new opportunities... always, possibilities.

Today, we present the framework for Hartsville's future story to begin.

Prologue: The reality, the starting place, the data

Perspective: Vision

Place: The city, the neighborhoods

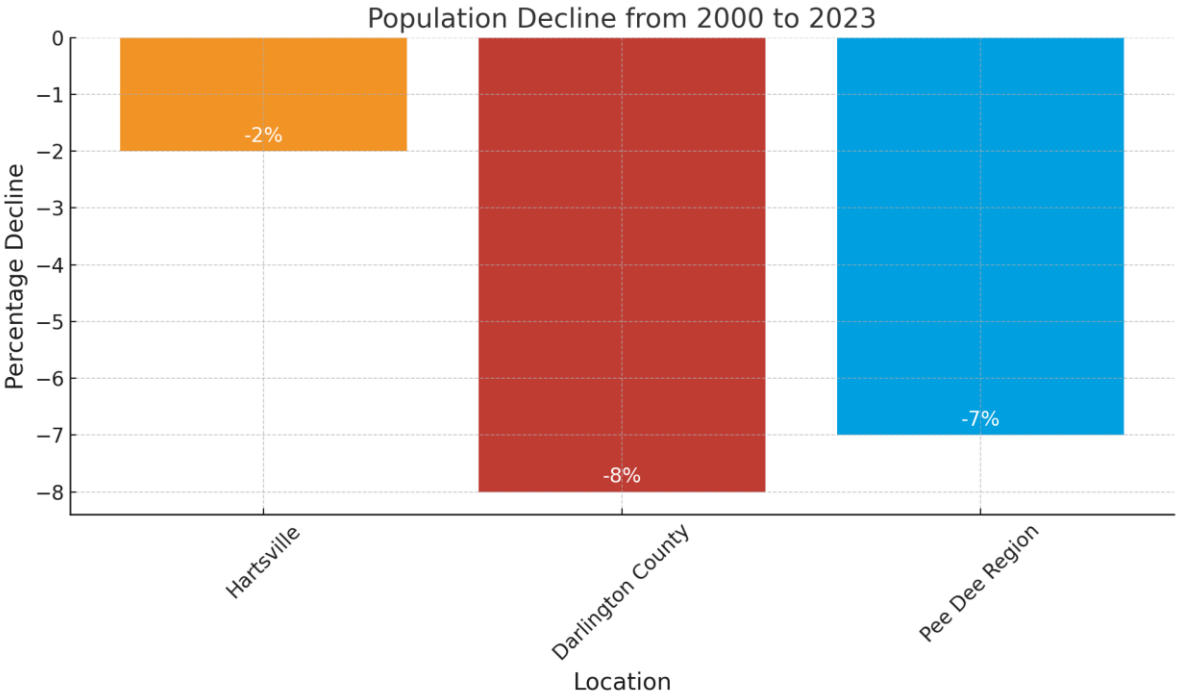
Possibilities: Projects





Prologue

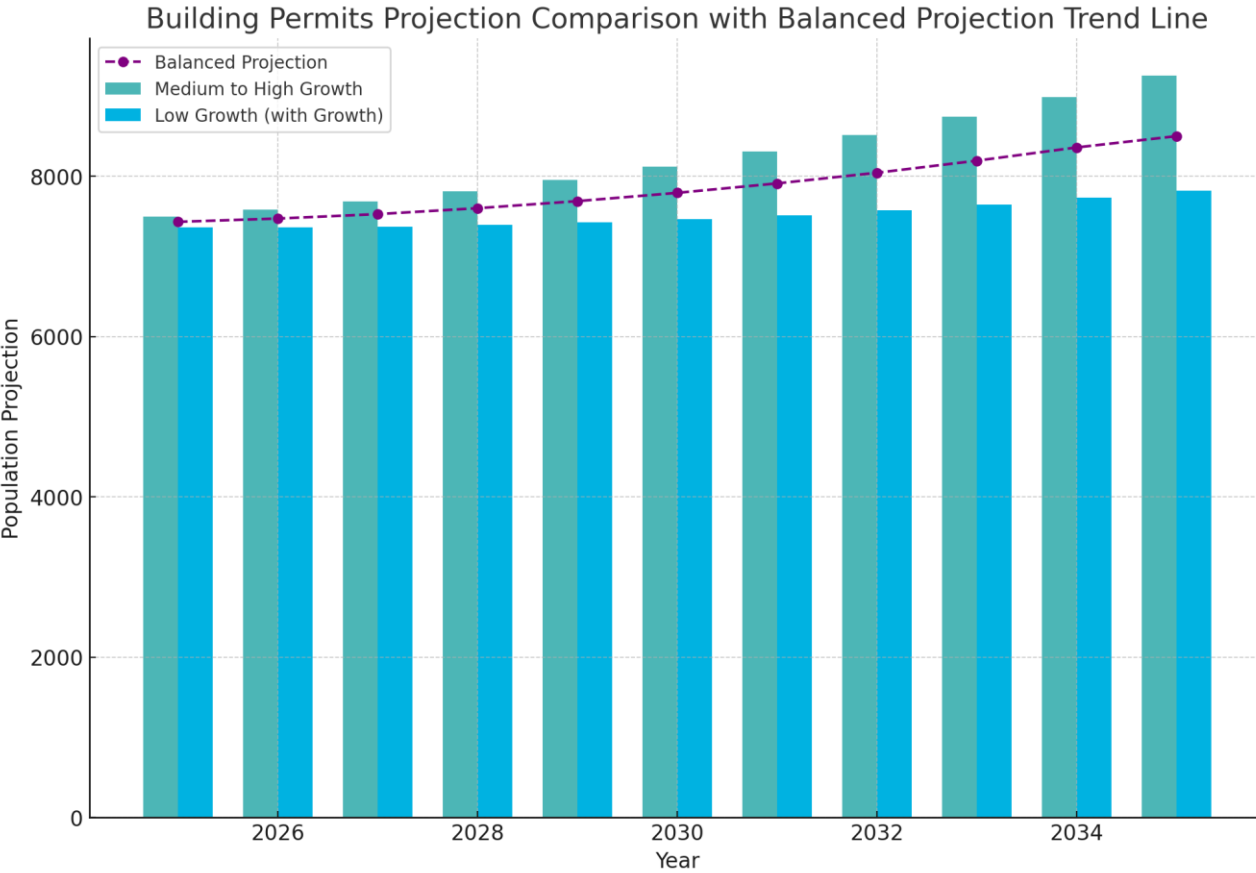
THE HARTSVILLE MARKET – POPULATION TRENDS



- Historic population decline in City, County, and Pee Dee.
- **Hartsville is declining in population more slowly than the region.**
- Projections are difficult on decline, building permits and state growth allow for modeling.

Location	Pop 2000	Pop 2023	% Decline
Hartsville	7,898	7,750	-1.87
Darlington County	67,624	62,531	-7.53
Pee Dee Region	389,865	358,630	-8.01

THE HARTSVILLE MARKET – POPULATION GROWTH MODELING



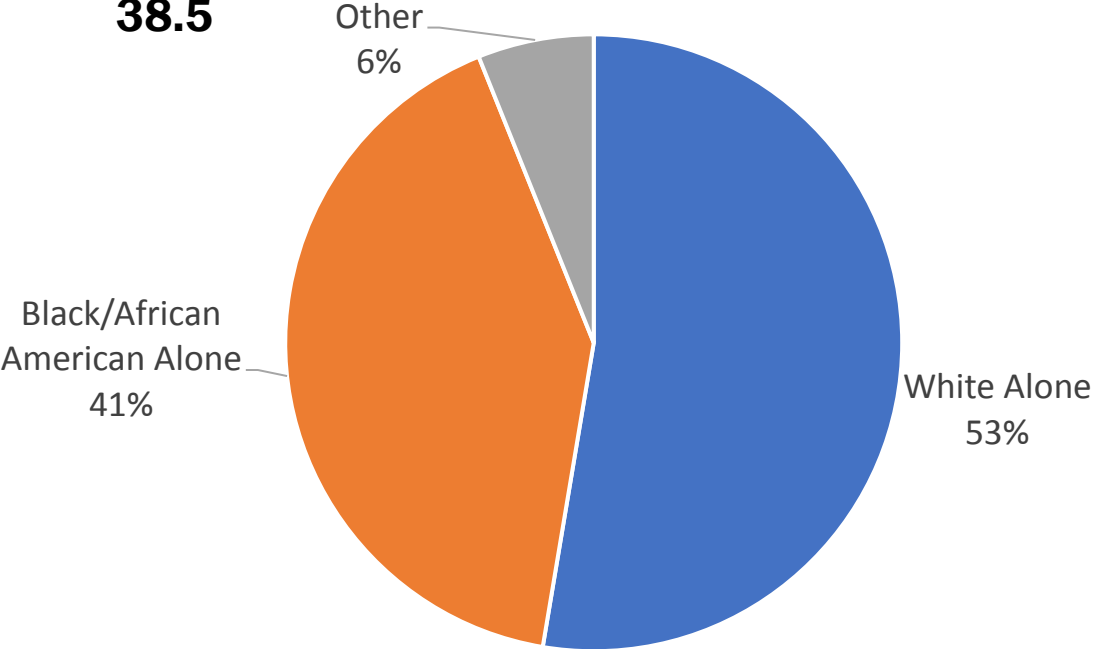
Projected 2035 Population: 8,500

- **Historical Data Analysis:** We analyzed historical population data for Hartsville from 2010 to 2024 to understand past trends and current population dynamics.
- **Growth Models:** We used two growth models—quadratic regression (medium to high growth) and conservative exponential growth (low growth)—to project future residential building permits.
- **Shift-Share Analysis:** Incorporated the shift-share analysis to account for Hartsville’s % of the population growth in Darlington County.
- **State Growth Rates:** Factored state growth rates of 1% for the med to high growth model and 0.5% for the low growth model to reflect broader economic and demographic trends in SC.
- **Balanced Projection:** Averaged the projections from both models to reach a final projection, ensuring a reasonable estimate that accounts for moderate to positive growth.

THE HARTSVILLE MARKET – POPULATION CHARACTERISTICS

Median Age

Hartsville	37.9
SC	38.9
US	38.5



THE HARTSVILLE MARKET – INCOME

Median HH Income

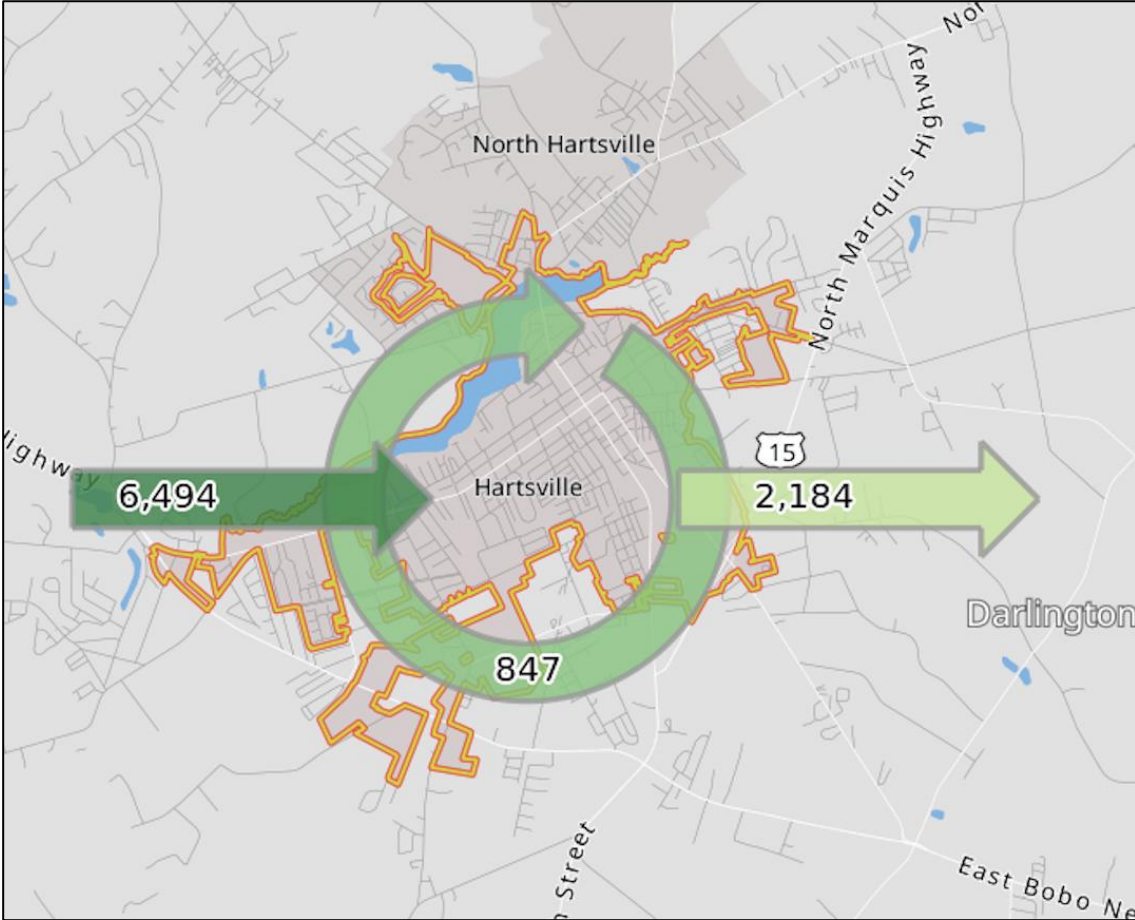
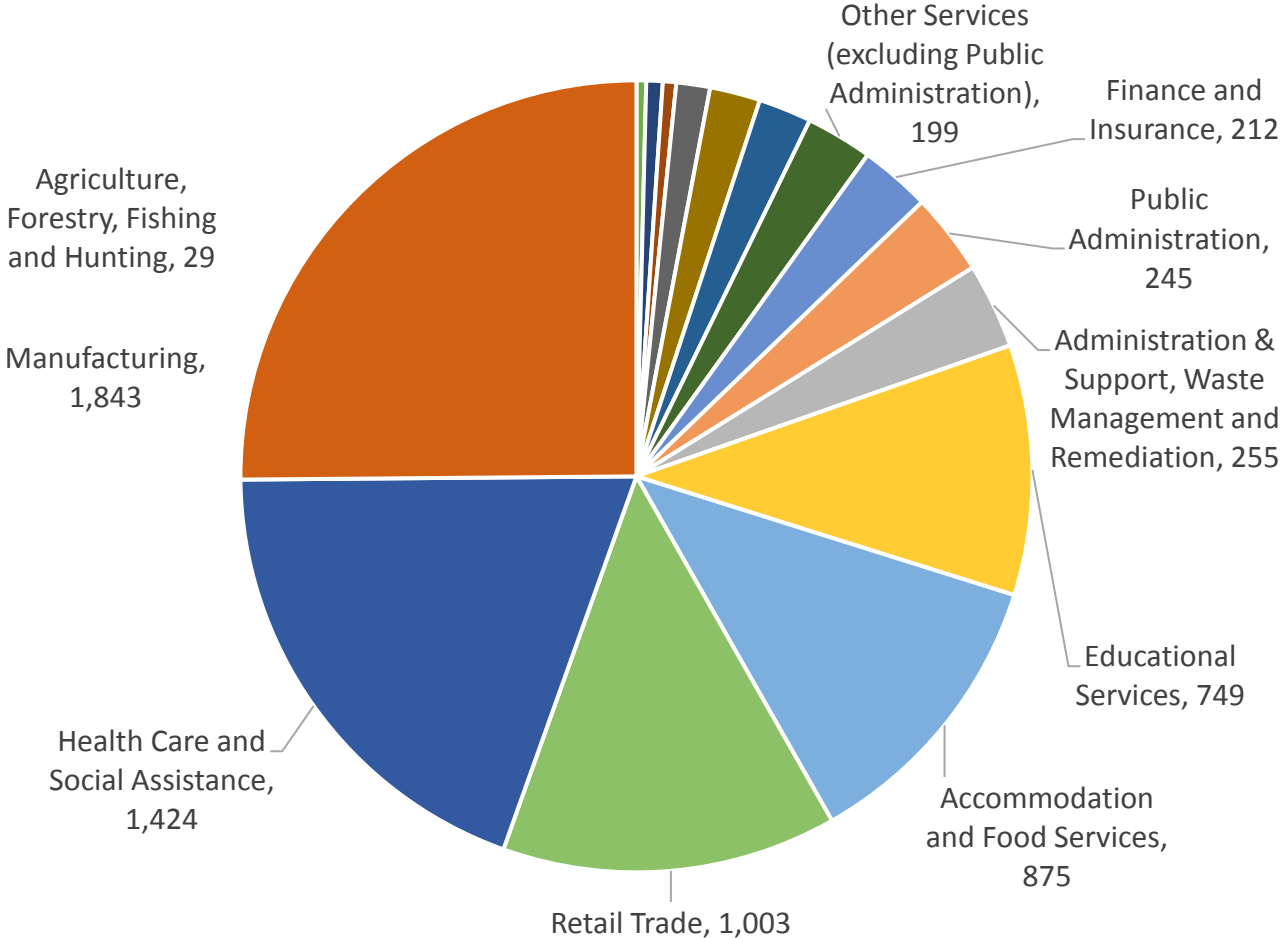
Location	Median HH Income
United States	\$ 74,755
South Carolina	\$ 63,423
Darlington County	\$ 44,317
Hartsville, SC	\$ 51,838

Income Disparity

Location	White HH	Black HH	% Diff
United States	\$ 79,930	\$ 51,370	56
South Carolina	\$ 73,520	\$ 44,190	66
Darlington County	\$ 60,730	\$ 31,790	91
Hartsville, SC	\$ 79,190	\$ 34,280	131

THE HARTSVILLE MARKET – EMPLOYMENT

- **7,341 Jobs in Hartsville**
- **3,031 Employed Persons in Hartsville**



- **6,494 people commute into Hartsville for jobs each day.**
- **2,184 people live in Hartsville and commute out of town for jobs each day.**
- **847 people live and work in Hartsville.**

THE HARTSVILLE MARKET RETAIL TRADE AREA 20 MIN

Population: **36,108**

Med HH Income: **\$53,735**

Retail Sales: **\$476.4 M**

Consumers Spend: **\$613.1 M**

Retail Leakage: **\$136.7 M**



THE HARTSVILLE MARKET – RETAIL MARKET POTENTIAL

GROCERIES



\$32.2 million in leakage

DINING OPTIONS



\$26.7 million in leakage

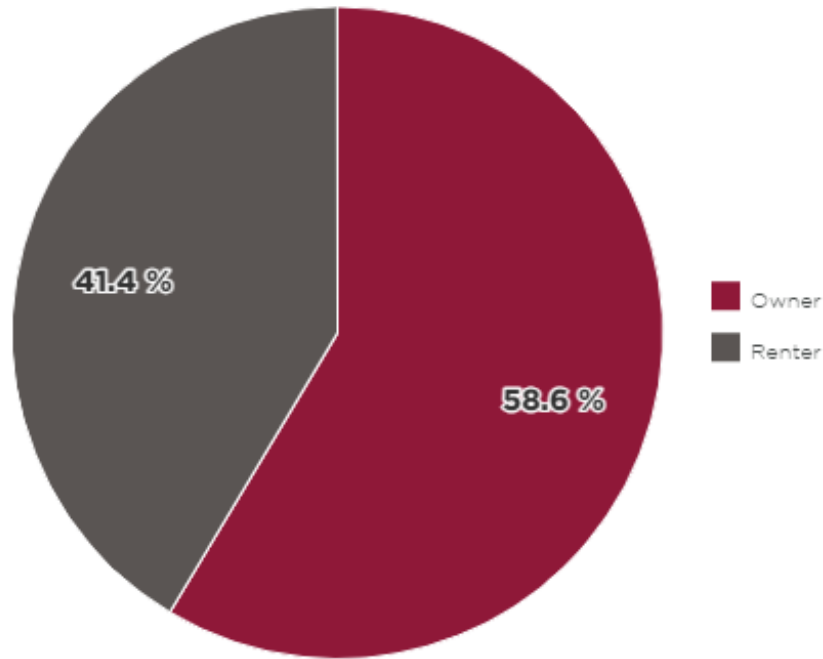
CLOTHING/SPECIALTY



\$34.7 million in leakage

HOUSING

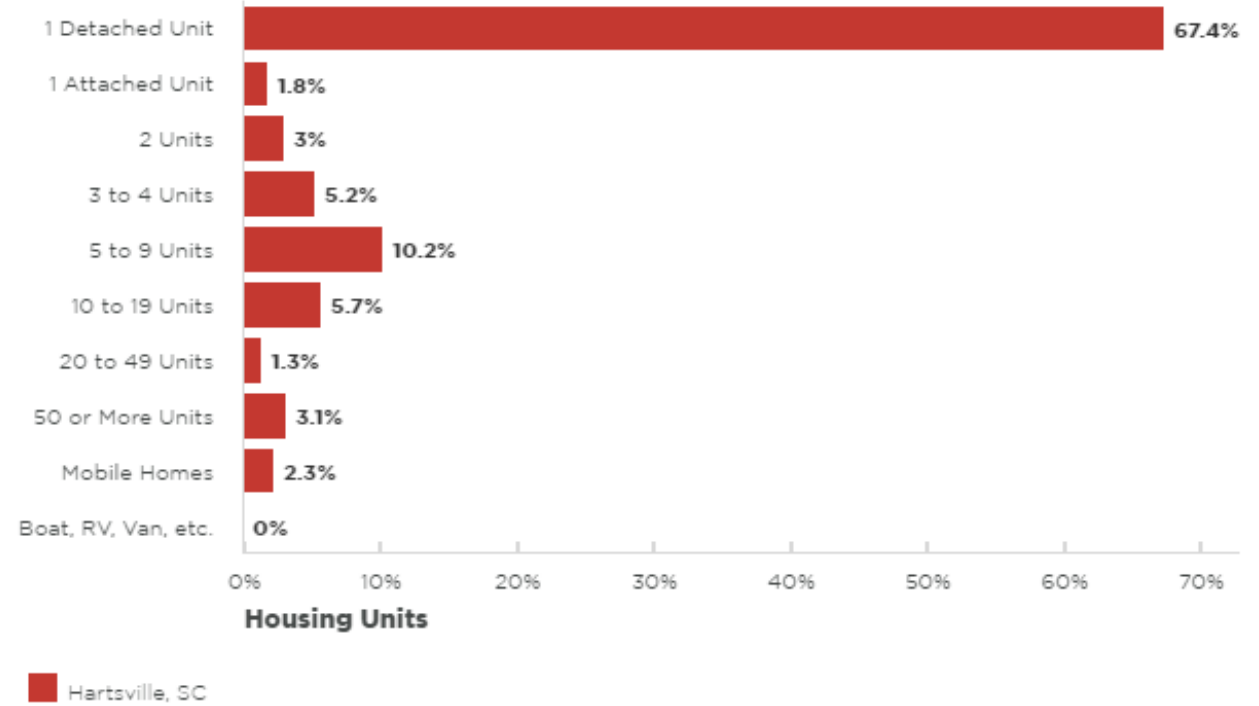
Owner or Renter Occupied Housing Units



Hartsville, SC

Sources: US Census Bureau ACS 5-year 2018-2022

Housing Units by the Number of Units in the Structure

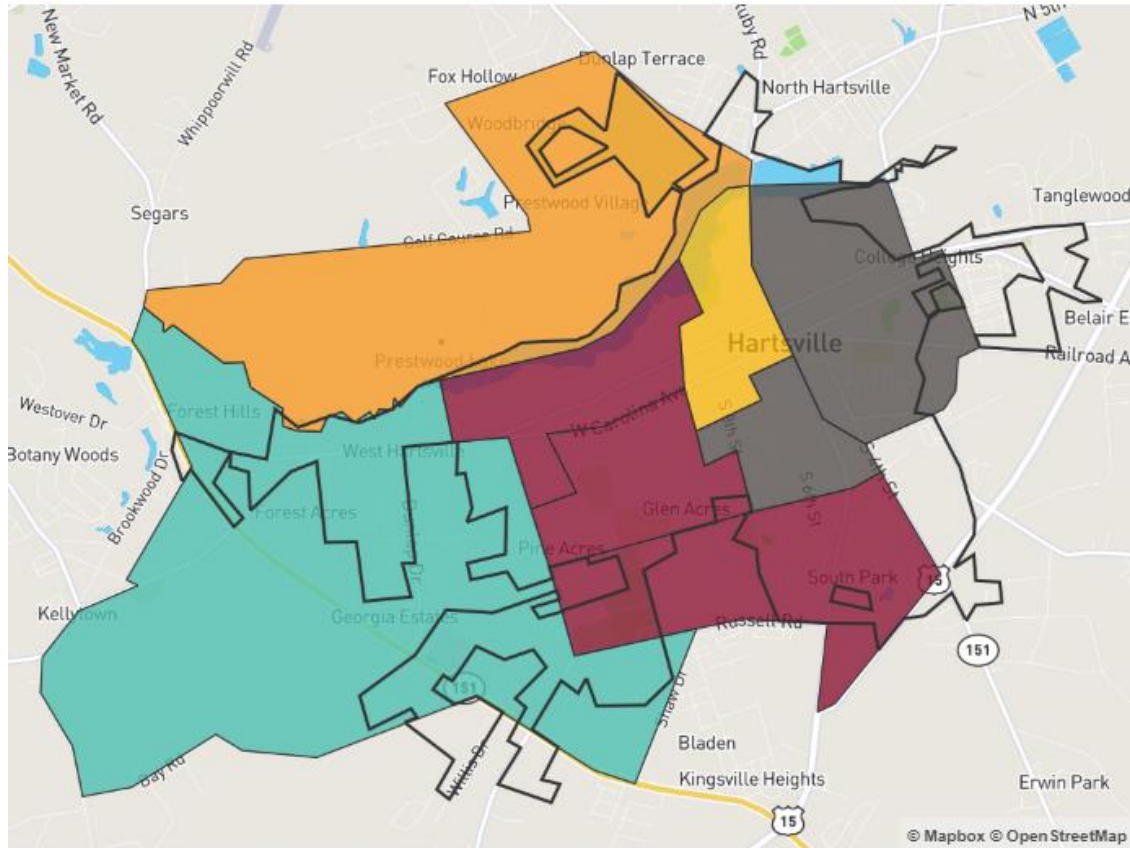


Sources: US Census Bureau ACS 5-year 2018-2022

Detached means there is open space on all sides, or the house is joined only to a shed or garage. Attached means that the house is joined to another house or building by at least 1 wall that goes from ground to roof. Examples include row houses and townhouses.

HOUSING

Population in Owner Occupied Housing Units

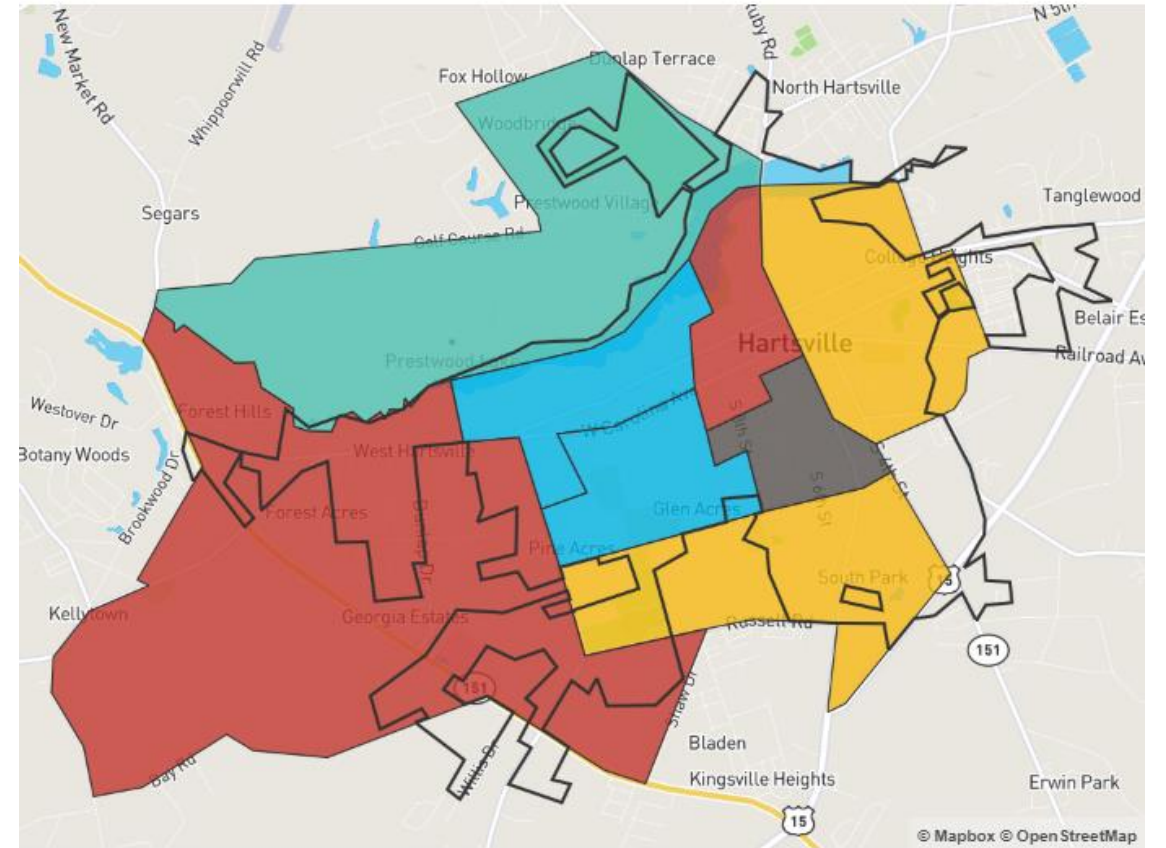


□ Hartsville, SC

Population in Owner Occupied Housing Units



Population in Renter Occupied Housing Units



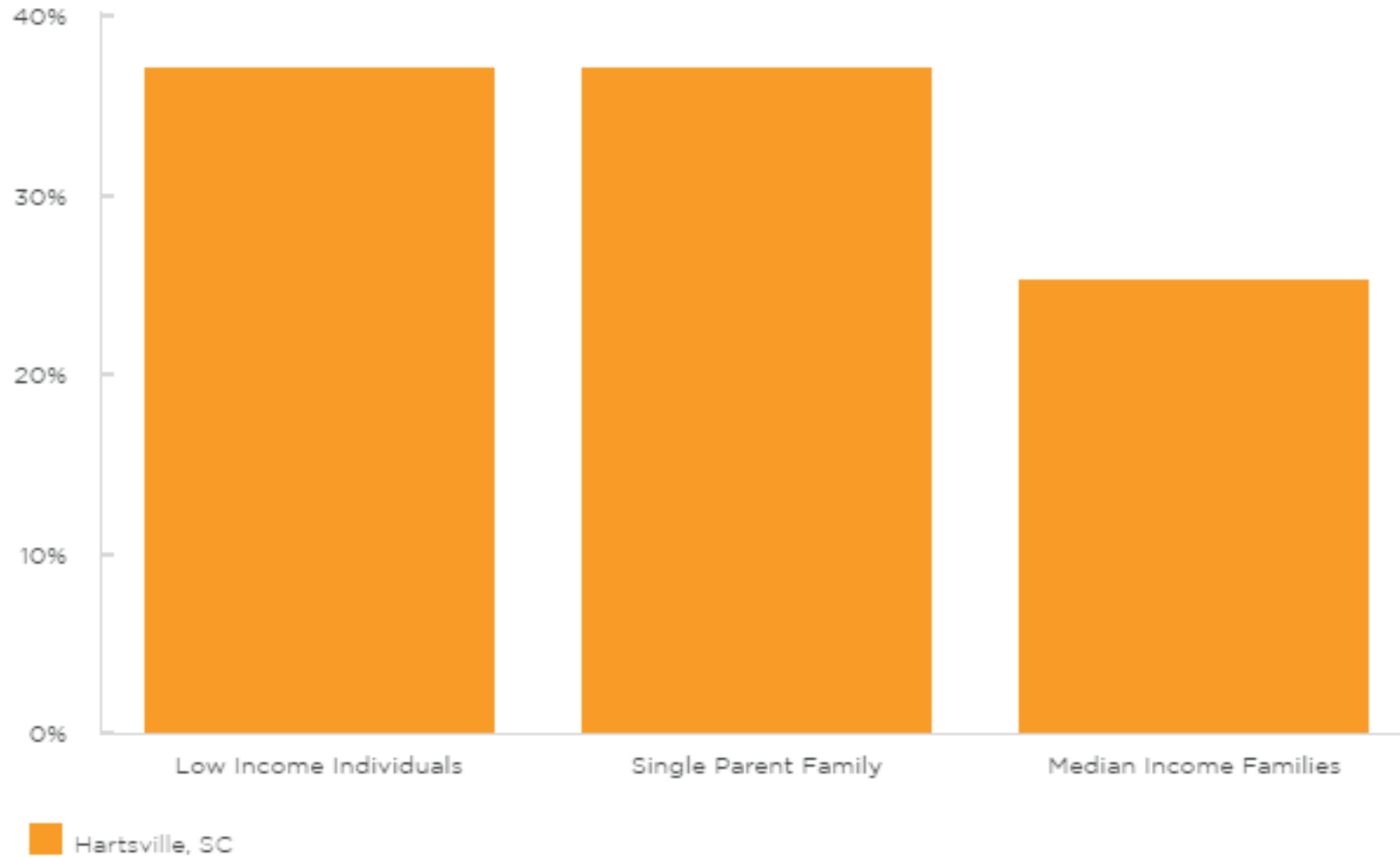
□ Hartsville, SC

Population in Renter Occupied Housing Units



HOUSING

Cost Burdened Households



Sources: US HUD & DOT LAI V3.0 2016

HOUSING



265

Owner occupied housing units

With 1 or More of the 4 Severe Housing Problems

Hartsville, SC



390

Renter occupied housing units

With 1 or More of the 4 Severe Housing Problems

Hartsville, SC

Severe Housing Problems

◆ Data Sources	Hartsville, SC ◆
2018-2022 Housing Units Without Complete Kitchen Facilities	8.6%
2018-2022 Housing Units Without Complete Plumbing	3.4%
2018-2022 Overcrowded Housing Units	1.3%
2016-2020 Low Income Households Severely Cost Burdened	35.7%

CIVIL INFRASTRUCTURE

THREE DRAINAGE BASINS

Russell Road & 5th Street Study Points

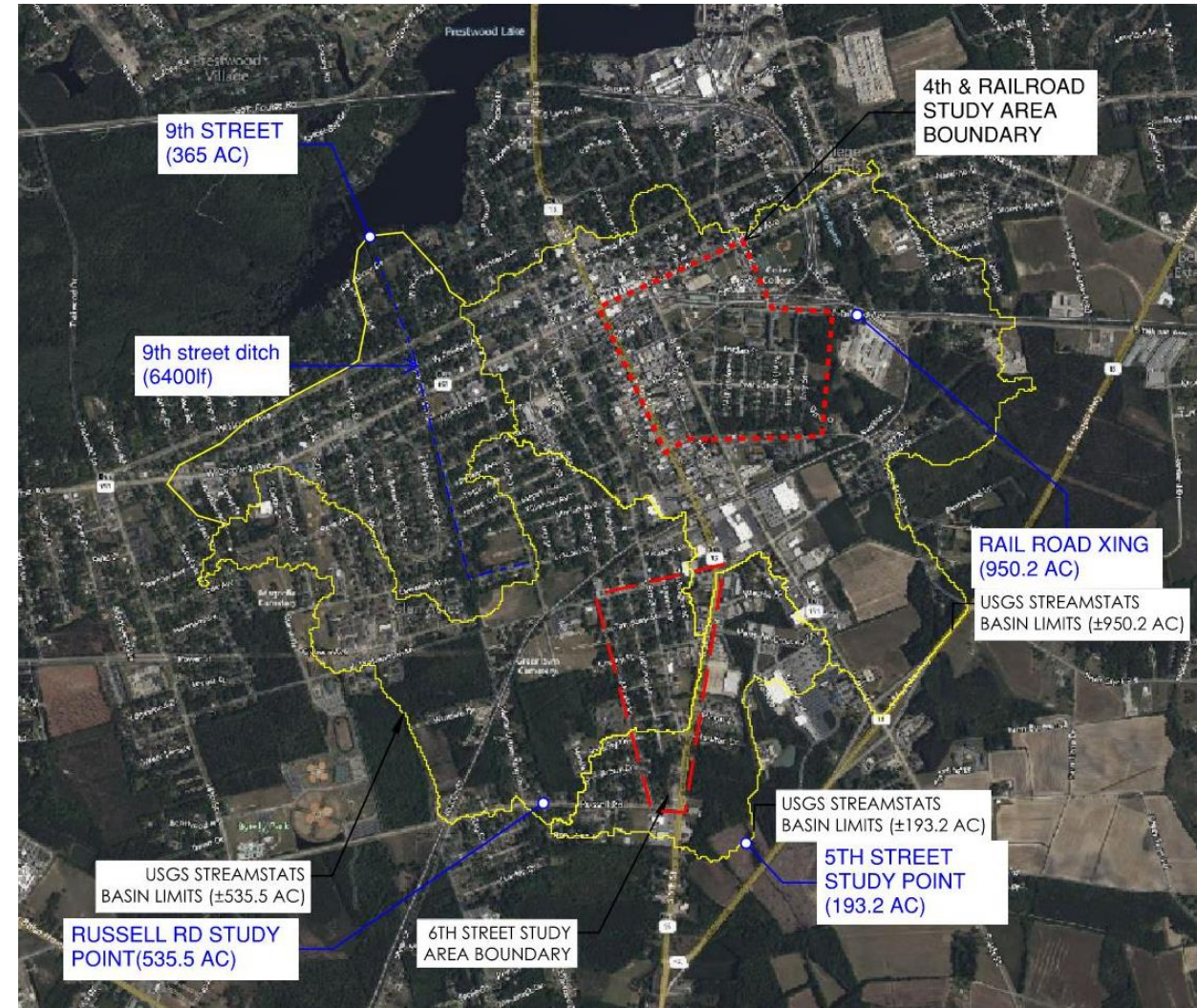
- Existing system seems to lack appropriate inlets spacing along 6th street, south of the railroad crossing to handle the 25-year storm event.
- The system should be analyzed during the street/streetscape improvement project to include a curb and gutter to direct runoff to the Stormwater conveyance system.

Railroad study point

- The triple culvert under the rail is in poor condition. Needs rebuilding to improve flow out of basin.

9th Street Ditch

- Culverts leading to Prestwood Lake are undersized for 25-year storm events.



CIVIL INFRASTRUCTURE

DRAINAGE

All three drainage basin areas can benefit from immediate cleaning of debris and removal of sediment (high payoff, fast!!)



SYSTEM CAPACITY

WATER

- **Water capacity has 3.1 MGD production**
- **1.4 MGD average now with a peak of 2.0 MGD**

SEWER

- **Plant is currently at 3.5MGD plant for wastewater, to be upgraded to 4.5MGD soon and 5.5MGD by 2026**
- **1.5 MGD average now with a peak of 2.2 MGD**



Perspective

WHAT WE HEARD: VISION

Community.... **COMMUNITAS** = **the same**

ONE Hartsville

Walkable, Connected City

Let prosperity rise!

**Safe, Healthy, Beautiful, Clean,
Prosperous Place for ALL**

**Opportunities for
ALL earn a living
and succeed.**

Unity

Loving, inclusive city

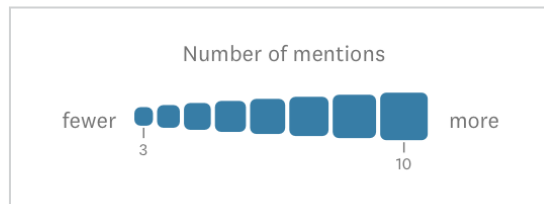
Hearing From Hartsville

Survey Results: 138 as of July 31, 2024



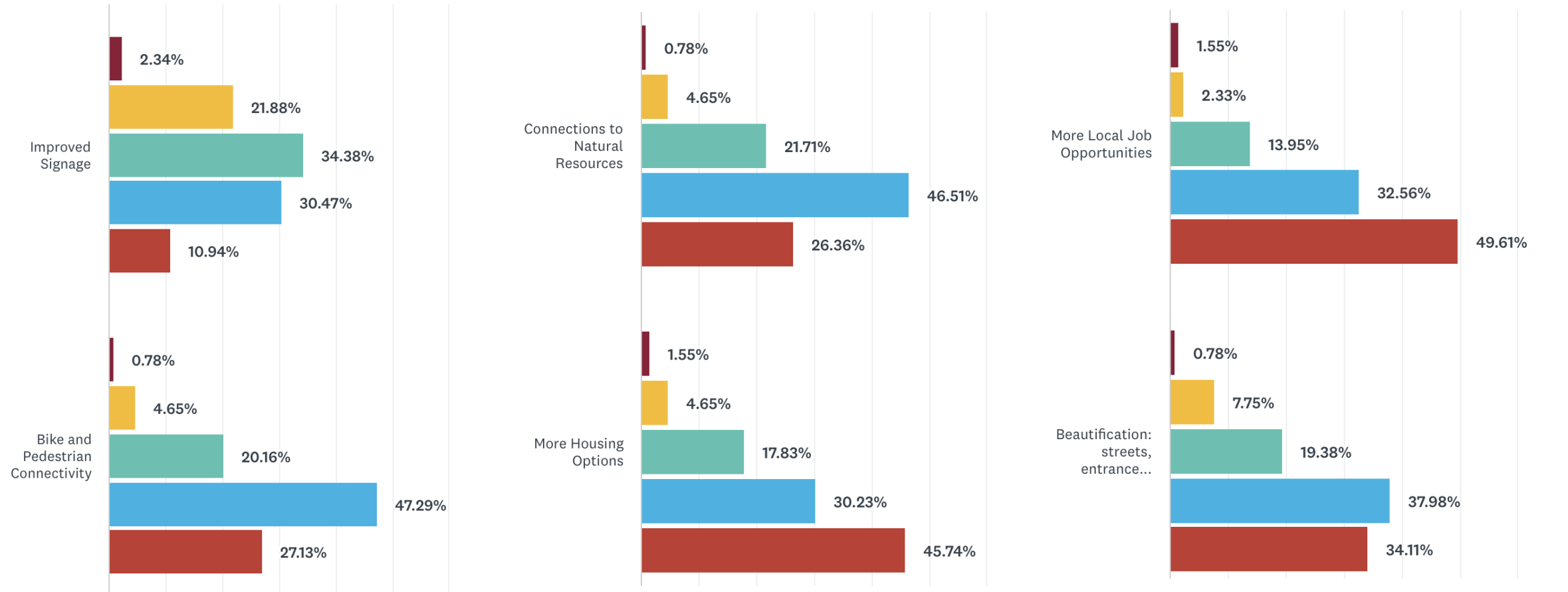
The following pages offer a sampling of results from five of the survey questions.

What is ONE word that best describes the City of Hartsville?



The following would improve the overall quality of life in the City of Hartsville.

Sampling of Responses



**We are giving
you a magic
wand. What
ONE thing
would you do to
improve the City
of Hartsville?**

“Better grocery store. I drive to Florence every week to shop.”

“Add affordable housing and entertainment venues that are walkable.”

“Help with the homeless population.”

What is the main challenge to quality of life in the City of Hartsville?

“Lack of employment opportunities and affordable housing.”

“The crime rate and not feeling safe.”

“Our rapidly declining infrastructure.”

What one area of the city do you think needs to be improved and how would you improve it?

“The town is dark at night. Need different lighting. Don’t feel safe walking around after sunset.”

“There is an obvious divide when you travel down 6th street and Washington Street. I would like to see the city expand into those areas to help it improve.”

“We need family friend entertainment. I would love to open a modern bowling alley with an arcade and movie theater in it but everything is so expensive now.”

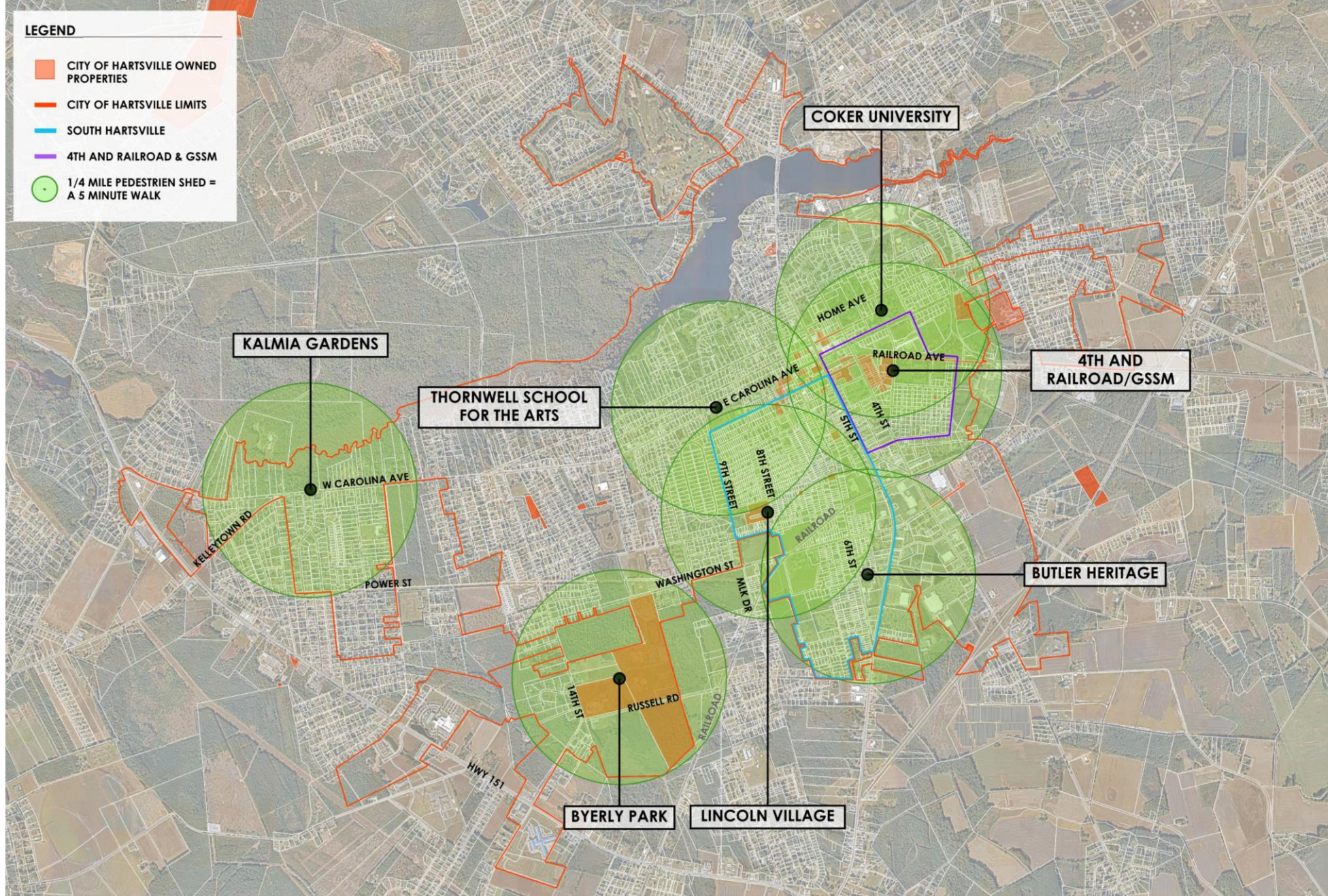


Place

CATALYST INVESTMENTS AREAS

LEGEND

- CITY OF HARTSVILLE OWNED PROPERTIES
- CITY OF HARTSVILLE LIMITS
- SOUTH HARTSVILLE
- 4TH AND RAILROAD & GSSM
- 1/4 MILE PEDESTRIAN SHED = A 5 MINUTE WALK

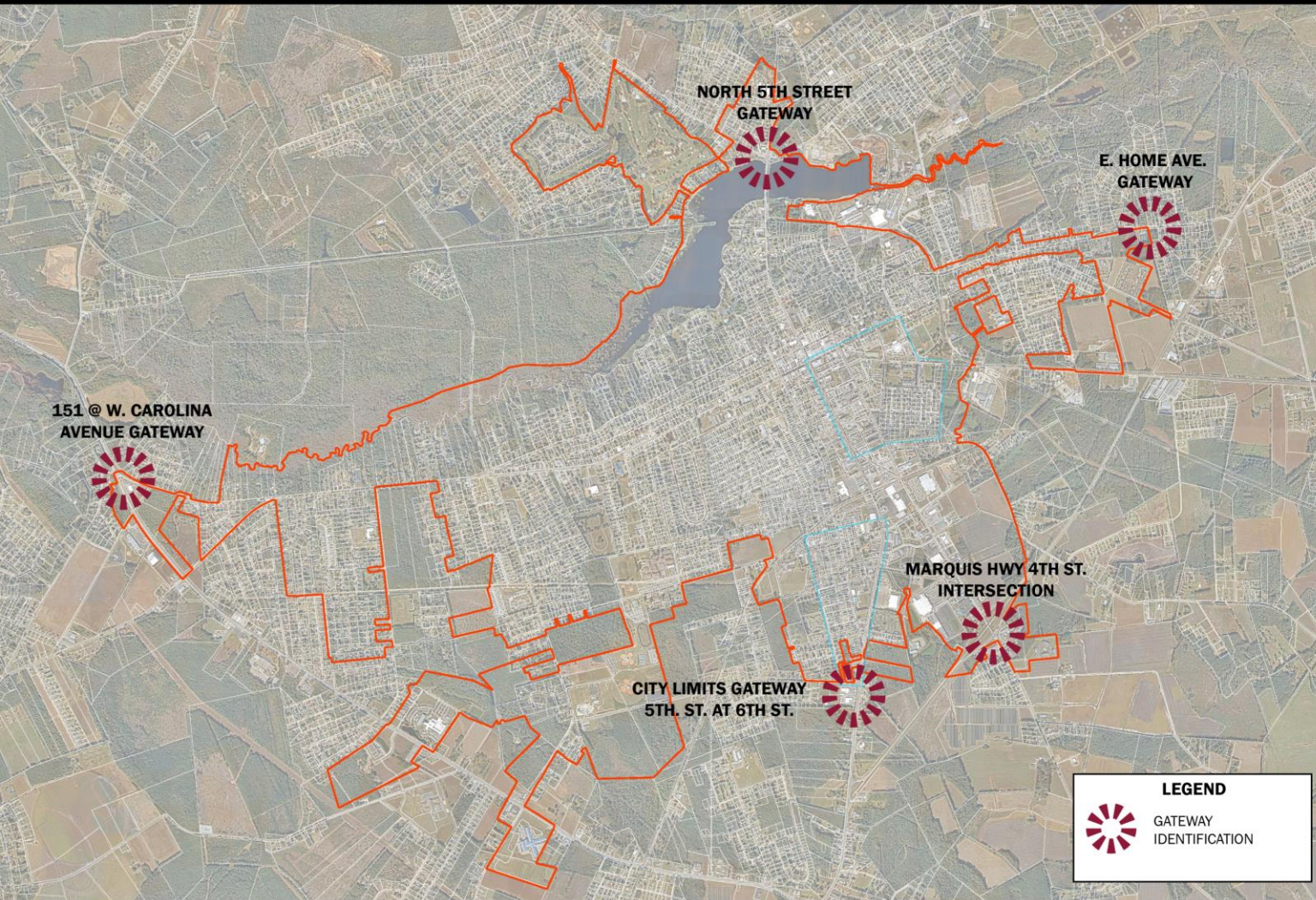




United **Quaint**
COSMOPOLITAN
HISTORIC **Arts**
Innovative **Vibrant**
Community Pride
HOME *Diverse*

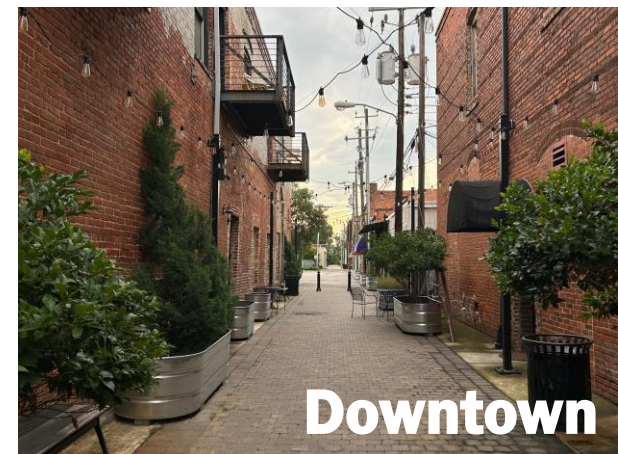
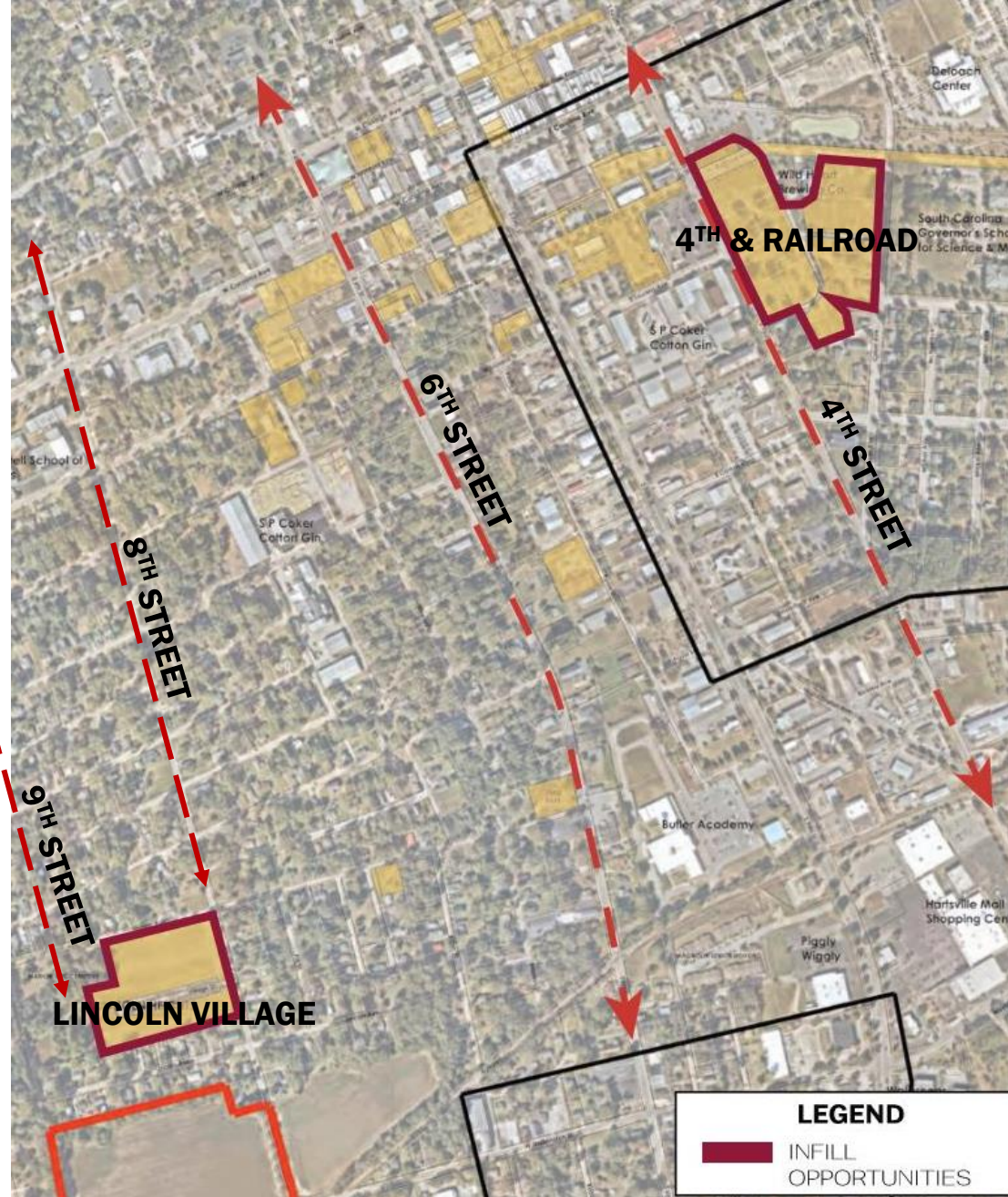


Your character.



Your gateways.

Your districts and corridors.





Possibilities

MOBILITY ISSUES AND CONNECTIVITY PLAN MAPS

CPAT STUDY 2015 – CLEMSON STUDY 2008 – BOUDREAUX 2014

What we are still hearing from you:

1. Lack of connectivity between residential neighborhoods and commercial corridors (5th & 4th Streets).
2. Lack of connectivity between residential neighborhoods and schools/parks (9th St. Ditch).
3. Minimal to no sidewalks along streets that connect neighborhood to collector streets.
4. No sidewalks along 4th Street.
5. 6th Street is not a safe or celebrated street in comparison to Carolina Avenue.

Exhibit 1: Mobility Issues

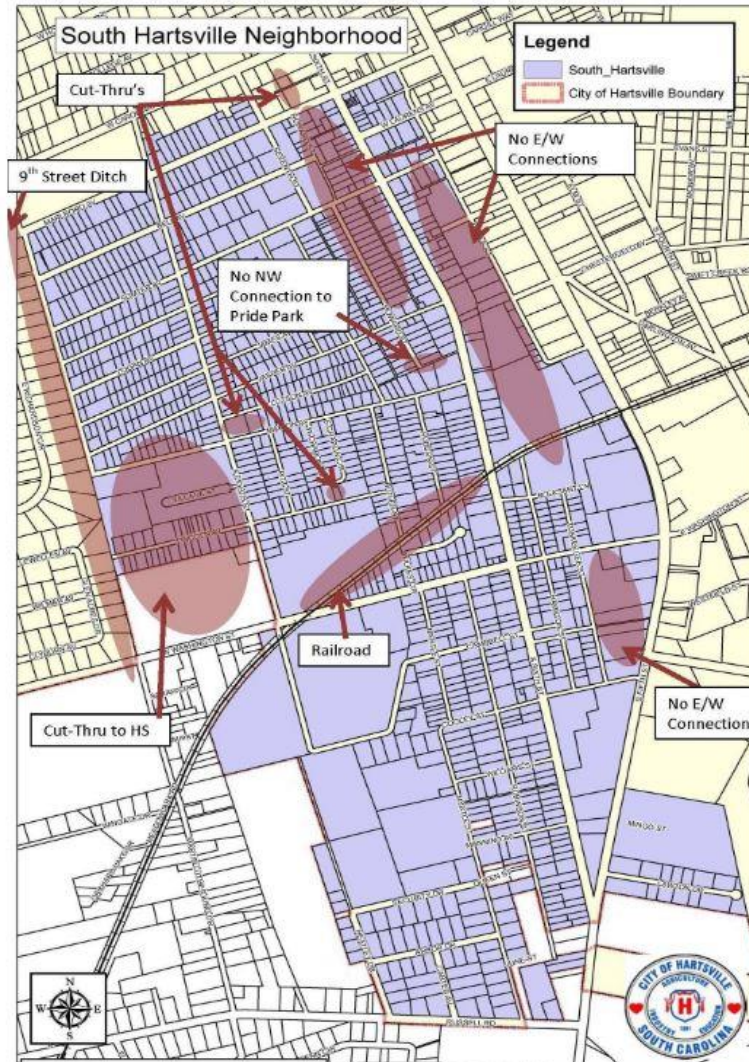
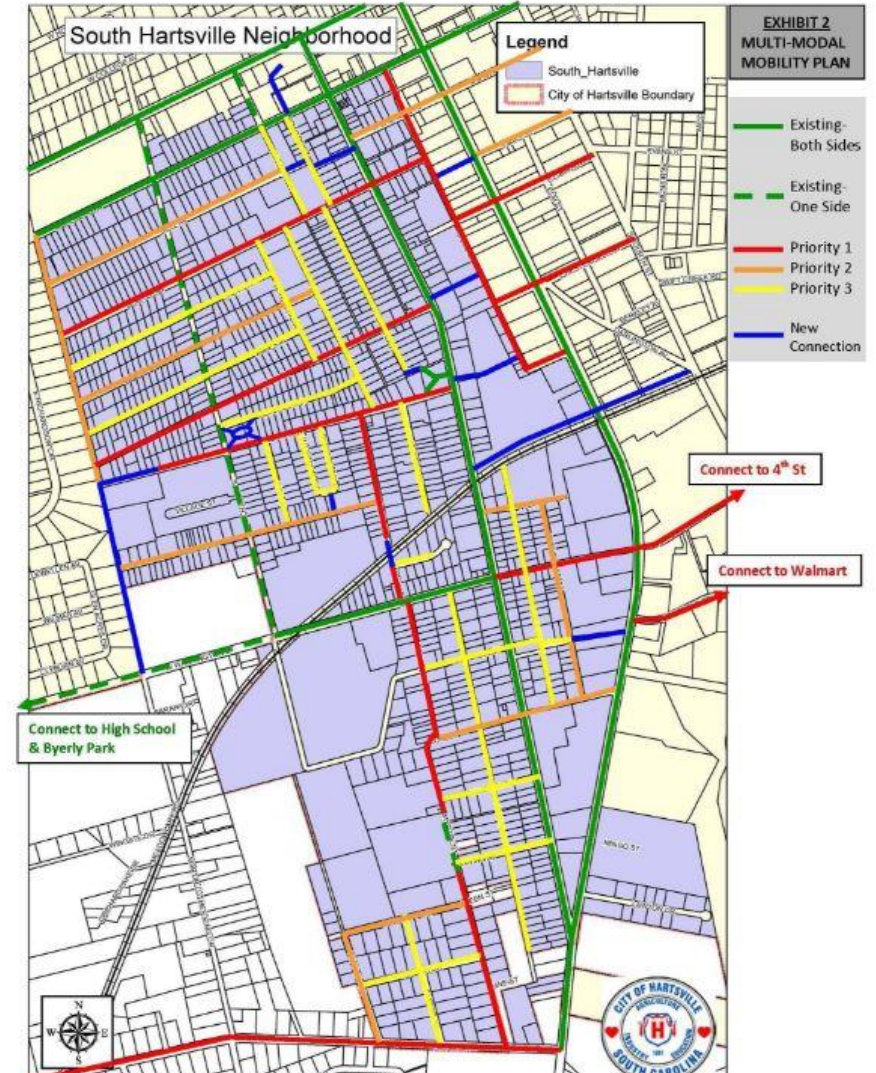
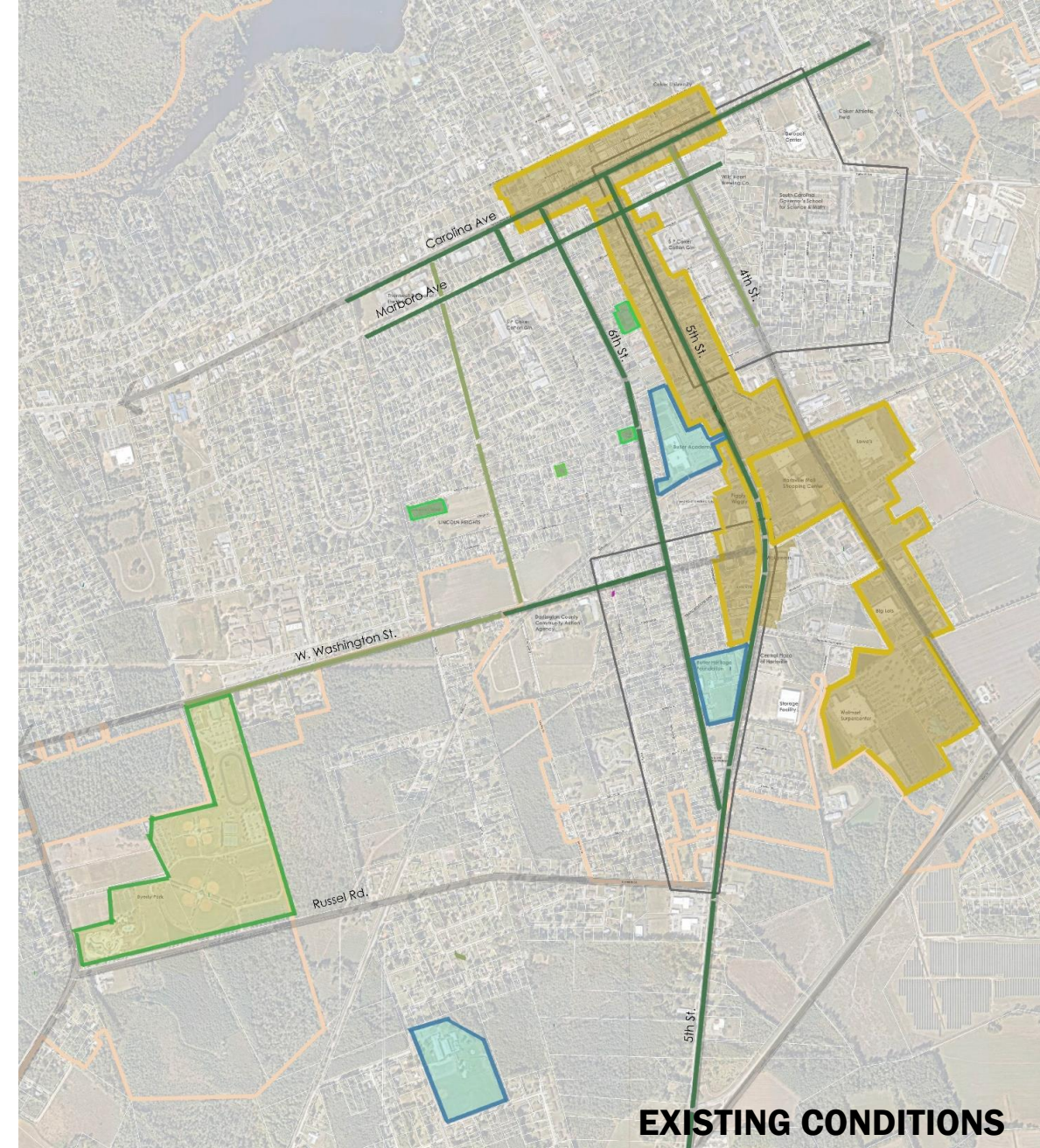


Exhibit 2: Mobility Plan



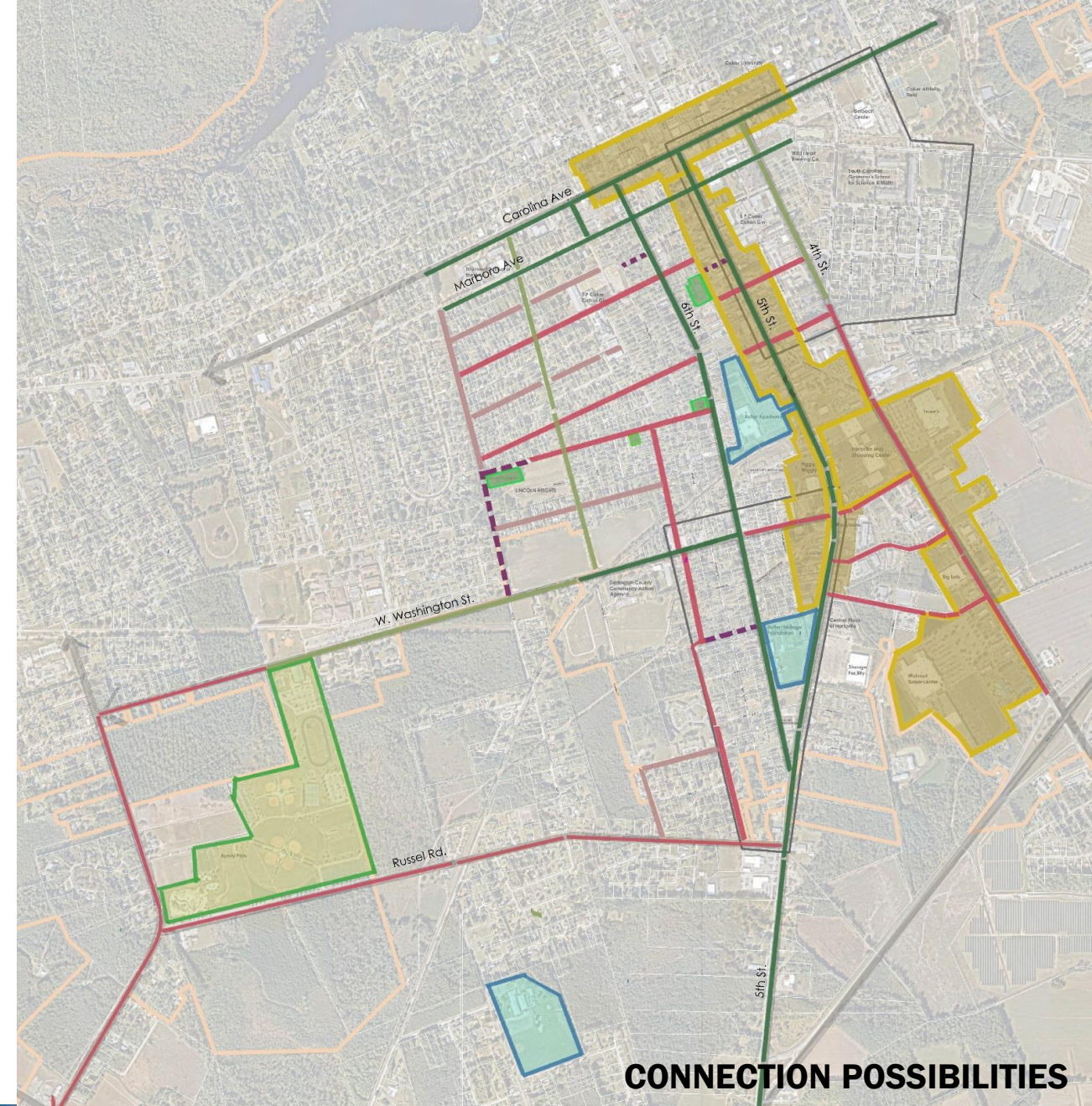
SOUTH HARTSVILLE CONNECTIVITY

1. East-West connections are crucial in getting pedestrians to daily goods and services efficiently and safely.
2. North-South connection focus
 - 4th Street: Multi-use path, sidewalk
 - 6th Street: Curb and gutter, on-street parking, improved street lighting.
3. Shared streets have place and are served well along local neighborhood thoroughfares.



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CONNECTION POSSIBILITIES

SOUTH HARTSVILLE CONNECTIVITY

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POTENTIAL SOUTH HARTSVILLE IMPROVEMENTS

CATALYST ACTIONS

- **Update Zoning and Code Compliance**
 - Increase Code Enforcement capacity
 - Implement a rental registration program
 - Evaluate residential zoning districts for impediments to infill housing
 - Consider the use of Overlay Zones to extend design elements into community gateways

- **Convene Consortia... too many silos, need to work together for collective successes and shared/leveraged resources**
 - Council for Education Excellence
 - Community Services Collaborative
 - Hartsville Housing Collaborative

THE ATHENIAN OATH

*We will never bring disgrace on this our City by an act of dishonesty or cowardice. We will fight for the ideals and Sacred Things of the City both alone and with many. We will revere and obey the City's laws, and will do our best to incite a like reverence and respect in those above us who are prone to annul them or set them at naught. We will strive increasingly to quicken the public's sense of civic duty. **Thus in all these ways we will transmit this City, not only not less, but greater and more beautiful than it was transmitted to us.***

NEXT STEPS

- Continue online community survey until August 29.
- Continue meetings and conversations with community leaders and stakeholders.
- Continue research and analysis.
- Develop draft master plan options for review.

Goal: Deliver final master plan December 2024

Community Survey... please take the survey and share!

Hartsville Master Plan QR Code

