

Housing Element

Description of Housing Element

The housing 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 development elements. (Comprehensive Planning Guide for Local Governments 2006)

Housing Inventory and Trends

Older neighborhoods have remained stable for the majority of areas in Conway (in terms of conversion to other types of land use). The most obvious changes have taken place due to the recent series of annexations with new developments being done on previously undeveloped parcels on the outer edges of Conway. This has greatly increased the number of housing units in the City. Map H-1 in the Appendix shows new developments in Conway. Table H-1 shows the increase in housing units from 1970 to 2000.

Table H-1. Housing Units 1970-2000

	1970	1980	1990	2000
Single Family	2217	2786	2,898	3,328
Multi-family	364	633	960	1,316
Mobile Home	4	27	40	74
Total	2585	3446	3,898	4,718

Source: U. S. Department of Commerce, Bureau of the Census: 1970,1980, 1990, 2000.

Table H-2 provides a summary of single family and multi-family units added and includes a total number after subtracting the units demolished for years 2000 through 2006. The percentage change over this time period is also shown.

Table H-2. New Housing Units Added 2000-2006

Year	Units	New Units Single Family	New Units Multi-Family	Demolished	Total	% Change
2000	4,718	58	64	29	4,811	2.0
2001	4,811	50	78	41	4,898	1.8
2002	4,898	73	190	23	5,138	2.8
2003	5,138	91	160	24	5,365	4.4
2004	5,365	103	8	23	5,453	1.6
2005	5,453	163	215	1	5,830	6.9
2006	5,830	259	213	10	6,292	7.9

Source: Conway Building Department, 2007

The total housing units in Conway increased by 452 from 1980 to 1990. The increase from 1990 to 2000 was 820 units far surpassing the previous decade. This number has risen significantly from 2000 to 2006 where an increase of 1725 units in 6 years is more

than the previous two decades (1272) combined. The increase from 2000 to 2006 included 797 single family units and 928 multi-family units.

Household Types

The type of housing in Conway is shown in Table H-3. Single-family homes are the most common housing types in Conway with 3,328 of 4,718 units being 1-unit detached structures although the percentage decreased from 1990 to 2000 by 5.1 percent from 75.6 to 70.5 percent. Mobile homes increased by only 12 units from 1990 to 2000. Multi-family units increased from 957 units to 1316 for all types of multi-family units.

Table H-3. Units by Type of Structure 1990-2000

	1990	% of total	2000	% of total
1, detached	2898	74.4	3,328	70.5
1, attached	59	1.5	109	2.3
2	268	6.9	306	6.5
3 or 4	258	6.6	442	9.4
5 to 9	313	8.0	265	5.6
10 or more	62	1.6	194	4.1
Mobile Home	40	1.0	74	1.6

Source: U. S. Department of Commerce, Bureau of the Census: 1990, 2000.

Occupancy

The majority of housing units in Conway are single family, owner occupied units. Although the number of owner occupied units has risen in number, the overall percentage of owner occupied units has dropped.

Table H-4. Occupancy 1980 - 2000

	1980	%	1990	%	2000	%	% Change 1980-2000
Owner Occupied Units	2,178	63.2	2,322	64	2,589	60.8	18.9
Renter Occupied Units	1,268	37	1,333	36	1,670	39.2	24.1
Total Occupied Units	3,446	100	3,655	100	4,259	100	23.6

Source: U. S. Department of Commerce, Bureau of the Census and the S. C. Office of Statistics and Research

Vacancy

Conway's vacancy rate has been rising, 6.8% in 1980 to 8.4% in 1990 to 11% in 2000. The vacancy rate for owner occupied units in 2000 was 1.6% and for renter occupied housing, 4.7%.

Table H-5. Vacancy, 1980-2000

	1980	1990	2000
Vacant Units	184	243	524
Vacancy Rate	6.8%	8.4%	11%
Renter Occupied	5.3%	7.0%	4.7%
Owner Occupied	1.5%	1.4%	1.6%
Other Reason	Not Available	Not Available	4.7%

Source: U. S. Department of Commerce, Bureau of the Census: 1980,1990, 2000.

Age and Condition

Age

According to Building Department records, between 2000 and 2006, 1,725 units of housing was added to Conway's housing stock. The number of units added since 2000 is approximately equal to the number of units added in the 25 years preceding 2000 and represents 25 percent of all housing units in Conway.

H-6. Age Distribution of Housing Stock

Year	# Of Units	% Of Total
1939 or earlier	404	8.6
1940-1949	536	11.4
1950-1959	706	15.0
1960-1969	661	14.0
1970-1979	931	19.7
1980-1989	842	17.8
1990- March 2000	638	13.5
Total	4,718	100.0

Source: U. S. Department of Commerce, Bureau of the Census: 2000.

Substandard, Overcrowded and Abandoned Housing

Substandard housing as defined by the US Census as any unit lacking complete plumbing and kitchen facilities for exclusive use. In 2000, 1.1% (54 units) of all units in Conway lacked complete plumbing and 1.0% (50) housing units lacked complete kitchen facilities.

Housing is considered overcrowded if there is more than one person per room. In 2000, approximately 32 units of owner occupied housing (0.7%) and 123 units of renter occupied housing (2.6%) were considered overcrowded.

In recent years, the City of Conway has been concerned with the increasing numbers of vacant, abandoned or substandard properties. The City Building Department has been working closely with the Police Department to monitor housing that is vacant and abandoned. Since 2000, approximately 151 houses have been demolished and 1,170 permits have been issues for the rehabilitation of structures within the City.

Housing Affordability

The Department of Housing and Urban Development (HUD) defines affordable housing as when the occupant or family spends no more than 30 percent of their gross household

income towards their total gross housing costs whether renting or owning. Housing costs include rent or mortgage costs, water, sewer, gas and electric services.

Table H-7. Median Sales Price

Area	2005	2006	% increase 2005-2006	June 2007	% increase 2005-2006	2005-2007 % increase
29526 zip code	\$133,950	\$165,500	19%	\$182,500	9.2%	26.6%
29527 zip code	\$138,900	\$165,180	14.6%	\$161,080	-2.3%	12.5%

Source: Multiple Listing Service, 2005, 2006, 2007.

In 2000, the median family income in Conway was \$39,189. According to the Multiple Listing Service (MLS) for a \$161,080 home (median sales price) and based on current interest rates for a 30 year fixed rate mortgage (approximately 6.8%), and a 20 percent down payment, median priced homes are not affordable to median income families (assuming typical household debts in addition to a house payment - \$300 car payment and \$200 in credit card or other debt). An income of approximately \$50,000 is the necessary income more acceptable level for the \$161,080 home purchase according to Fannie Mae guidelines.

The 2000 census shows the value of housing as specified by the owner. The median value of owner occupied housing in Conway was \$92,600. This has risen significantly as shown above in Table H-7.

Table H-8 gives the overall values of the housing stock in Conway. Given the rise in the median value of owner occupied housing these numbers will certainly change with the 2010 Census.

Table H-8. Housing Value, 2000

Value	Number of Units	% of Total
Less than \$50,000	255	9.6
\$50,000 - \$99,999	1,317	49.4
\$100,000-\$149,999	612	23.0
\$150,000-\$199,999	279	10.5
\$200,000-\$299,999	147	6.0
\$300,000-\$499,999	39	1.5
\$500,000-\$999,999	0	0.0
\$1,000,000 or more	15	0.01
Total	2,664	100.0

Source: U. S. Department of Commerce, Bureau of the Census: 2000.

In the Myrtle Beach-Conway-North Myrtle Beach Metropolitan Statistical Area (MSA) in 2007, the fair market rent (FMR) for a two-bedroom apartment is \$712.00. In general, the FMR for an area is the amount that would be needed to pay the gross rent (shelter rent plus utilities) of privately owned, decent, and safe rental housing of a modest (non-luxury) nature with suitable amenities. In order to afford this level of rent and utilities, without paying more than 30 percent of income on housing, a household must earn

\$2,373 monthly or \$28,480 annually. Assuming a 40-hour workweek, 52 weeks per year, this level of income translates into a housing wage of \$13.69.(National Low Income Housing Coalition)

In South Carolina, a minimum wage worker earns an hourly wage of \$5.15. In order to afford the fair market rent for a two-bedroom apartment, a minimum wage earner must work 92 hours per week, 52 weeks per year. Or, a household must include 2.3 minimum wage earner(s) working 40 hours per week year-round in order to make the two-bedroom fair market rent affordable. (National Low Income Housing Coalition)

The estimated mean (average) wage for a renter in South Carolina is \$9.77 an hour. In order to afford the average rent for a two-bedroom apartment at this wage, a renter must work 48 hours per week, 52 weeks per year. Or, working 40 hours per week year-round, a household must include 1.2 worker(s) earning the mean renter wage in order to make the two-bedroom fair market rent affordable. (National Low Income Housing Coalition)

Monthly Supplemental Security Income (SSI) payments for an individual are \$603 in South Carolina. If SSI represents an individual's sole source of income, \$181 in monthly rent is affordable, while the average rent for a one-bedroom apartment is \$609. (National Low Income Housing Coalition)

In Conway, the median rent in 2000 was \$475 per month (differs from above analysis for MB – Conway- NMB MSA due to total area and the year the data was compiled). Approximately 58% of renters paid rent between \$300 and \$699 per month. According to the 2000 Census, the average renter in Conway paid 27.8% of their household income in rent. There were 1,382 renters in Conway under the age of 65. Of those renters, 38.8% (536 renters) paid more than 30 % of their household income toward rent. There were 223 renters over the age of 65 in Conway. Of those renters, 49.8% (111 renters) paid more than 30% of their household income toward rent.

Table H-9. Rental Costs, 2000

Rent	Number of Units	% of Units
Less than \$299	411	25.6
\$300-\$499	645	40.2
\$500 - \$699	293	18.3
\$700 - \$999	150	9.4
\$1,000 ore more	5	0.003
No cash rent	101	6.3
Total	1,605	100.0

Source: U. S. Department of Commerce, Bureau of the Census: 2000.

Horry County Housing Comparison

Horry County housing sales is tracked by the Multiple Listing Service (MLS). Map H-2 in the appendix shows median home sales for 2005 by zip code.

Federally Subsidized Housing

In Conway, there are developments that are subsidized by the U. S. Department of Housing and Urban Development (HUD). The Housing Authority of Conway manages these apartment complexes and also has a Section 8 voucher program that allows eligible families or individuals to receive a voucher that can be used anywhere in the City for rental purposes. Another program they manage is a scattered site program where the Housing Authority provides assistance in locating individuals and families in existing neighborhoods where property values are stable or are likely to increase protecting or enhancing the individual or family investment in a home. Table H-10 shows all the housing complexes and programs run by the Housing Authority and the total of elderly or disabled persons that either occupy their apartments or take advantage of their voucher or scattered sites program.

Table H-10. Housing Authority – Housing and Programs

Program		Elderly/Disabled occupied	Total Units/bedrooms
Section 8 New Construction Apartments	Sanders Village	1	26 /1-3
	Lee Haven	32 elderly & disabled only	32/0-1
Section 8 Vouchers	Recipient chooses housing	142	386/varies
Public Housing - Scattered Sites	single family homes	2	20/varies
Public Housing Apartments	Darden Terrace	25	100/1-5
	Huckabee Heights	23	100/1-5
	Holt Gardens	21	40/1-5

Source: Housing Authority of Conway: 2007.

To qualify for these units, applicants must fit into the HUD established “low” or “very low” income limits. According to HUD formulas, very low-income families are defined as earning less than 50% of the median family income and low-income families are defined as earning between 50% and 80% of the median family income. Median family income as defined by HUD is on a sliding scale based on family size and is updated periodically and at least annually. As defined above total housing costs equal to 30 percent or more of income may indicate affordability problems. (Housing Authority of Conway)

Table H-11. Conway Income Limits - 2007*

	1 Person	2 Person	3 Person	4 Person	5 Person	6 Person	7 Person	8 Person
Low Income (80% of median)	\$28,850	\$32,950	\$37,100	\$41,200	\$44,500	\$47,800	\$51,100	\$54,400
Very Low Income (Less than 50% of median)	\$18,050	\$20,600	\$23,200	\$25,750	\$27,800	\$29,850	\$31,950	\$34,000

Source: Housing Authority of Conway and HUD,; 2007. *Note: Median family income levels are provided to the Housing Authority by HUD.

Barriers to Affordable Housing

The City of Conway in its Consolidated Plan 2005-2009 identified barriers to affordable housing. These include the City’s restrictions on manufactured housing and modular homes, land development regulations such as minimum lot width and area requirements, wetlands restrictions, and drainage requirements, which may increase the price of development. Open space requirements and sidewalk requirements are also cited as barriers.

Affordable housing, due to the area’s growth, may be less appealing to developers wanting a higher return on their investment. The economy of Horry County is also a barrier in that it is service driven which typically means lower wages and benefits.

Housing Organizations and Programs

Community Development Block Grants - The City of Conway, in 2004, became recognized as an entitlement jurisdiction for Housing and Urban Development (HUD) Community Development Block Grant (CDBG) funding. As an entitlement community, the City receives allocations to administer community development programs.

The current housing portion of those funds totaled \$52,000 of which approximately \$22,000 has been spent. The City of Conway Owner Occupied Housing Rehabilitation Program provides lower income residents with a one-time \$2,500 grant to improve the safety and habitability of their homes. The funds may be used for HUD’s eligible activities as identified in the City’s grant application.

In 2007/2008, the City will continue to focus its efforts on improvements in Census Tracts 703 and 704. Both areas have been determined to have high populations of low-moderate income (LMI) residents. Census Tract 703 has 55.5% LMI residents and Census Tract 704 has 63.4%. A Conway area Census Tract map is provided in the appendix, Map H-3.

A major housing infrastructure project in 2007/2008 is the Housing Authority's Huckabee Heights storm water improvements. The piping of open ditches, which are at the front of the property, will improve the appearance of this apartment complex.

Fair Housing - The City of Conway, in accordance with Title VIII of the Civil Rights Act of 1968 amended by the Fair Housing Act of 1988, prohibits discrimination in the sale or rental of housing based on race, color, religion, sex, national origin, familial status and disability. The City's Grants and Procurement Officer coordinates compliance with the nondiscrimination requirements of the law. No legal cases currently exist in Conway. The City publicizes the law on the City's website and access channel as well as by other means provided by HUD.

Furthermore, as an Entitlement Community with HUD, the City has conducted an Analysis of Impediments to Fair Housing Choice (AI Study) which is a lengthy document which consists of a comprehensive review of laws, regulations, policies and practices affecting housing in an identified study area (Conway's water and wastewater service area). This area covers more than 68 square miles.

The AI Study is an extension of the City of Conway's first Consolidated Plan adopted in May of 2004. It provides documentation of existing, perceived and potential fair housing concerns and specific action strategies designed to mitigate or eliminate obstacles to housing choice for Conway residents. The AI Study is a strategic planning and policy development resource for local decision-makers, staff, service providers, the private sector and community leaders in the City of Conway. (Analysis of Impediments to Fair Housing Choice)

Waccamaw Home Investment Partnership Consortium - The City of Conway has joined with other municipalities and county governments to form this consortium. This organization has received funding to enhance the financial capital available for affordable housing in this region and it will build relationships among various government, non-profit, and private groups to establish a unified approach to accomplish its goals. The City is in the process of identifying projects to apply for funding from the organization.

Housing Authority of Conway - The Housing Authority of Conway was established on March 24, 1967, via a resolution of the Conway City Council. On April 24, 1967, the first five members were appointed to the Housing Authority of Conway Board of Commissioners for five-year terms. The Housing Authority is now in its fortieth year of service to the Conway community.

The mission of the Housing Authority of Conway is to assist residents to achieve optimum self-sufficiency, economic independence, and personal development and address quality of life needs within the Housing Authority of Conway's community. The purpose of the mission is to ensure that all residents of the Housing Authority have the opportunity to develop their full potential as individuals. The Conway Housing Authority manages a total of 298 units, a voucher program and a scattered site program with a staff of nine employees. (Housing Authority of Conway)

The Housing Authority formed the Economic Housing Resources, Inc. in September of 1999, and received its 501-C-3 non-profit status on January 20, 2000. The creation of this non-profit allows the Housing Authority to seek and use funding sources other than HUD for housing projects, whereas the Housing Authority is only allowed to use HUD funding. Two projects were pursued by Economic Housing Resources, Inc. but were abandoned due to the price of the land increasing during the plan development phases of the projects. Both projects were mixed use with single-family residential homes, multi-family apartments and commercial lots.

The needs of Conway's lower income residents are apparent by examining the waiting lists for the various housing programs offered through the Housing Authority. The waiting list for public housing is 352. The Housing Authority has not taken any new applications for the Tenant-based Section 8 Assistance voucher program since 2001 and the waiting list is 77. The Section 8 New Housing Construction waiting list is 436.

South Carolina Housing Finance and Development Authority (SCHFDA) - The State Housing Finance and Development Authority offers homeownership and rental programs to qualified candidates. Homeownership programs include first time homebuyer loans, down payment assistance and a single parent loan program. The SCHFDA also administers the Home Investment Partnerships Program (HOME). The HOME program is designed to promote partnerships among the federal government, state and local governments, nonprofit and for-profit sectors who build, own, manage, finance and support low-income housing initiatives. The Housing Authority of Conway manages several statewide rental assistance programs including the Section 8 Housing Choice Voucher Program locally in Conway. Other rental assistance programs include the Low-Income Housing Tax Credit Program and the Multifamily Tax Exempt Bond Financing Program.

In 1992, South Carolina enacted the South Carolina Housing Trust Fund. This legislation commits revenues from an increase in the documentary stamp tax on real estate sales to the development of affordable housing. The fund collects approximately two million dollars annually. Since the first year of funding in 1993, \$929,000 has been received for affordable housing in the Conway area (within the City limits or in the water and sewer service area). The funds were used for new construction of multi-family rental units, owner occupied, disabled and homeownership units. Groups receiving funding include Habitat for Humanity and Horry County Disabilities and Special Needs Board (Horry County Planning Department, Envision 2027) (SCHFDA)

The City currently has a 56-unit apartment complex under construction that utilized the Low Income Housing Tax Credit Program. Crabtree Commons is located on El Bethel Road. The City's also provided assistance with infrastructure improvements. Other housing developments in Conway have utilized this program and are listed along with Crabtree Commons in Table H-12. Allowed uses include housing for families, the elderly, the special needs population and transient housing. To be eligible a development must have at least 20% of its units occupied by households earning at or below 50% of the area median income or 40% of its units occupied by households earning at or below 60% of the area median income.

Table H-12. Housing Tax Credit Developments in Conway

Project	Year	Location	Total # of Units	Low Income Units	Targeting
*North Oaks Apts.	1989	316 Oak St.	44	44	Family
*Raintree Apts.	1990	500 Johnson St.	40	40	Family
*Legacy Apts. I	1996	1001 Singleton Ridge Rd.	90	90	Family
*Legacy Apts. II	1997	1001 Singleton Ridge Rd.	94	60	Family
Bells Bay Landing	1998	2321 Wright Blvd.	60	60	Family
Blackwater Cove	2002	1761 Ernest Finney Ave.	30	30	Family
Crane Creek	2003	1519 Grainger Rd.	56	56	Family
Crabtree Crossing	2006	501 El Bethel Rd.	56	56	Family

Source: S.C. Housing Finance and Development Board: 2007.

* Not in the City limits/ Inside water and sewer service area

United States Department of Agriculture (USDA), Rural Development - USDA has a variety of programs with loans and grants for rural development and housing. They include single family and multi-family programs and individual homebuyers and developer programs. Because of the growth and predicted growth in Horry County and Conway this may become less of an option for affordable housing.

Waccamaw Regional Council of Governments - The Waccamaw Regional Council of Governments (COG) sponsors a Fair and Affordable Housing Fair in April of each year for Horry, Georgetown and Williamsburg counties. They also assist by providing citizens with referrals for credit counseling. The COG publishes an affordable housing resource and social services booklet quarterly. In 2007, the COG will co-sponsor credit counseling and homebuyer workshops as well as offer housing counseling.

Habitat for Humanity of Horry County - Habitat for Humanity is a non-profit ecumenical Christian housing ministry that builds affordable homes in partnership with those in need. Families purchase the houses at no profit, through interest free loans. Habitat's strategic plan is to work with other housing entities and local governments to address poverty housing in Horry County. Habitat for Humanity of Horry County builds 10 –12 houses each year.

In 2005-2006 the City donated property on 9th Avenue for Friendship Park, a 7-lot subdivision. The City provided infrastructure improvements as well. Six of the seven homes have been completed by Habitat and the last one will be constructed in 2007-2008.

Habitat requires an approval process for potential homeowners and as of 2007 there are 40 families approved for homes. There is a waiting list of 700 families who have expressed an interest in participating in Habitat's housing program.

Special Needs Housing - A number of groups of persons in the Conway area are not homeless, but do require supportive housing. These include the elderly, persons with disabilities (mental, physical, and developmental), persons with addictions (such as alcohol and drugs) that require supportive services, and persons with HIV/AIDS and their families. (Conway Consolidated Plan 2005-2009)

Several organizations provide housing for special needs populations and statistics indicate that more housing opportunities will be needed in the future. These groups and their target populations include:

Emergency Shelter: Catholic Charities on Blossom St. in Conway (families with children); Lois Lewis Recovery Center on 9th Avenue (female)

Transitional Housing: Waccamaw Center for Mental Health – five scattered site in Conway(male/female); Meadowlands Apartments in Andrews (single male/female); Waccamaw Youth Center (youth-male)off Hwy. 905 on Padgett Drive; Horry County Shelter Home on Hwy. 90 (youth - male/female)

Permanent Supportive Housing: Waccamaw Center for Mental Health (families with children) in Myrtle Beach; Waccamaw Youth Center on Padgett Drive (youth-male)

Horry County Disabilities and Special Needs - Horry County Disabilities and Special Needs (DSN) is a state-supported agency that is governed by a local DSN Board. Additional community support is provided by local governments, the United Way, private contributions, and the Waccamaw Regional Foundation for Disabilities and Special Needs.

The agency provides and coordinates services for persons with mental retardation and related disabilities or with autism or who have sustained a head or spinal cord injury. Individuals who receive services must meet the eligibility requirements defined by the State of South Carolina Department of Disabilities and Special Needs and must reside in Horry County, South Carolina.

Currently, Horry County Disabilities and Special Needs provides living spaces for their clients with two 8 bed homes on Webb Street, two 4 bed homes on Magnolia Street, and 5 apartments with housing for 9 clients on Elm Street. There are immediate plans to provide 3 to 4 additional apartments for 6-8 clients.

Homelessness - In the fall of 2004, the City of Conway began participation in the regional Total Care for the Homeless Coalition (TCHC). The Coalition collected data on the homeless population of Horry County in November of 2003. According to this data, the homeless population has increased by 61% since June 2001 to a total of 778 people. Of these 251 or 31% are in the western portion of the County.

The purpose of the TCHC is to coordinate housing facilities and services provided by public and private organizations and to plan for and implement a homeless Continuum of Care system within the region. The region consists of Horry, Georgetown, Williamsburg, Clarendon, Sumter, Kershaw and Lee counties.

The TCHC has a proposed diversion program with housing to be located near the J. Reuben Long Detention Center. The program would divert the homeless, mentally ill and individuals with substance abuse problems from the jail system and provide services and housing.

Waccamaw Economic Opportunity Council - The Waccamaw Economic Opportunity Council has been providing programs and services in Horry County since 1965. The agency provides assistance for numerous social programs. Their housing programs include a Community Service Block Grant, which provides assistance in obtaining housing through referrals and/or deposit assistance. They also offer assistance with emergency housing. Other programs they have are the Low Income Home Energy Assistance Program and a Weatherization Assistance Program.

South Carolina Center for Equal Justice - The South Carolina Center for Equal Justice provides legal assistance including counseling, education, and representation statewide to eligible citizens for a variety of concerns. Those concerns directly related to housing include evictions, foreclosures, home and real estate ownership.

Other Programs - The Analysis of Impediments to Fair Housing Choice identifies additional programs including: Community Reinvestment Act, the Multi-Family Tax Exempt Financing Program, The Housing Opportunities for Persons with AIDS (HOPWA), and Emergency Shelter Grants through the Division of Economic Opportunity of the Office of the Governor. Additionally there are tax credits for owners of historic homes and incoming producing properties with the information and guidelines provided by the S. C. Department of Archives and History.

Population and Housing Projections

In June of 2007, the Strom Thurmond Institute of Government and Public Affairs and the Clemson Institute for Economic and Community Development completed An Assessment of the Fiscal Impact of Population Growth on the City of Conway. In the report, housing projections are made for three different development scenarios. The three scenarios are – Scenario One (the base analysis), Alternative Scenario One (without Providence) and Alternative Scenario Two (with Providence). Providence is a proposed 4000 unit development off Highway 701 in south Conway.

The analyses are based on different assumptions about the rate of development and average residence value. For the base development, Scenario One, the assumption was \$178,000 for the average value of residential units currently under construction. Average household size is another key variable that affects the results of the analyses and the report uses 2.31 person per household rather than the 2.5 total from the 2000 census. Other assumptions made were that 90% of new residential construction will be owner-occupied, that the average home value will increase at the rate of inflation, and Conway's population in 2007 is 15,752.

The report predicts Conway's population rising from 15,752 to 22,682 without Providence and 25,223 with Providence in 2017. The population is projected to rise to

29,612 (w/o Providence) and 34,694 (w / Providence) in 2027. The population is shown in the report for each year from 2008 through 2027.

Housing projections of the report for the twenty-year period are shown in Table H-12 below. Estimates of average residential value are also provided for each scenario.

Table H-12 Summary of Three Development Scenarios

Scenario	Residential Units Rate	Residential Units Total	Average Residence Value
Scenario One	300 per year	6,000	\$178,000
Alternative Scenario One	300 per year	6,000	\$274,000
Alternative Scenario Two	400 per year	8,200	\$178,000

Source: Strom Thurmond Institute of Government and Public Affairs: 2007.

Summary of Findings

According the US Census Bureau, from 2005 to 2006, the Myrtle Beach-Conway-North Myrtle Beach Metropolitan Statistical Area was the fourth-fastest-growing area in the nation. From 2000-2006, the area ranked 17th in the nation. According to the Conway Building Department permit data, recent annexations, and the hundreds of existing lots that have recently been created and not built upon, this rapid growth is predicted to continue.

The City recently contracted with the Strom Thurmond Institute at Clemson University to complete An Assessment of the Fiscal Impact of Population Growth on the City of Conway. According to the analysis and mentioned previously above, the report predicts that Conway’s population will range from 22,682 to 25,223 in 2017 and 29,612 to 34,694 by 2027. According to the Institute’s prediction, between 6000 and 8200 new residential units over a twenty year period or between 300 to 400 units per year will be needed to serve that population.

Not only are the actual numbers of housing units rising, so are the median home prices. Once considered an affordable alternative to the beach, Conway housing prices are beginning to rise to levels that are unaffordable to a family at the median income level.

In 2000, the average renter was paying 27.8% of their income to housing. With the rising cost of housing, rents are predicted to also increase, forcing renters to pay a higher percentage of their incomes toward housing costs.

Balancing housing growth and its impact on the quality of life of Conway residents will be one of the biggest challenges facing Conway over the next ten years. Every effort should be made to ensure that housing in Conway is affordable to all income levels and of a quality that will maintain the City’s unique character and identity.

Goals, Objectives, & Strategies

Primary Goal

Promote a wide range of housing options for the citizens of Conway in terms of price and type. Strive to maintain safe and attractive neighborhoods in all areas of the City. Foster

the preservation of historic homes and the rehabilitation of substandard homes. Continue citywide programs and participate in regional efforts for fair housing practices and the prevention of housing discrimination. Seek new and creative ways for development to improve Conway's quality of life.

Goal 1 - Affordable Housing

Support the affordable housing efforts of public, private and non-profit entities to meet the housing needs of all of Conway's citizens.

Objective 1: Educate and build consensus within the Conway community about the need for affordable housing.

Strategies: Form a committee/task force of professionals and other interested parties to document affordable housing issues.

Develop a clearinghouse location for affordable housing information.

Continue the integration of affordable housing concepts into the City comprehensive planning process.

Continue to promote the recognition of affordable housing as an economic development issue.

Create partnerships where possible to avoid duplication of efforts and pool resources in development efforts.

Build support for affordable housing in the financial community.

Utilize and publicize SCHousingSearch.com

Objective 2: Develop a comprehensive approach to increase affordable housing opportunities in the Conway area.

Strategies: Coordinate City efforts with other potential providers of affordable housing (private, public and non-profit) to maximize the potential for affordable housing development.

Consider providing incentives to private developers to lower development costs and encourage the development of affordable housing.

Work with the development community to identify technical assistance and financial incentives to encourage an increase in affordable housing units.

Encourage mixed use projects in order to improve the feasibility and affordability of projects.

Seek funding from a variety of sources – federal, state and private foundations.

Goal 2 - Housing Mix and Condition

Promote the preservation of existing housing in established neighborhoods and encourage a mix of housing types with quality site development to maintain Conway's sense of place and promote the health, safety and welfare of its citizens.

Objective 1: Develop a strategic approach to use historic preservation as a tool for improving the existing housing stock and adding to the housing stock in order to maintain and create stable housing environments in Conway's older neighborhoods and downtown.

Strategies: Assemble information on incentives for historic preservation of homes and income producing properties such as federal and state tax credits and the City's policy on building permits in downtown.

Encourage and assist neighborhood associations and watch groups so that they will remain active.

Foster the development of new neighborhood associations and watch groups.

Develop a public awareness effort centered around historic preservation and the positive economic impact it has on property.

Create incentives for downtown upper floor housing.

Objective 2: Encourage quality design and construction of all housing units and site improvements.

Strategies: Explore development approaches such as smart growth as a means of achieving a higher level of design.

Update the zoning ordinance and land development regulations as needed to assure they remain current in terms of site design and construction techniques.

Update the building codes to assure they remain current.

Promote site design that limits land disturbance, protects trees, reduces storm water runoff and minimizes environmental impacts.

Encourage and promote connectivity of open spaces within developments to maximize their potential for development and use.

Goal 3 - Special Needs Populations

Support steps to increase community services and shelter for individuals and families with special needs.

Objective 1: Foster the development of housing that will meet the needs of special populations.

Strategies: Assist agencies in seeking federal, state and private funds to provide housing for special needs populations.

Work with agencies to locate potential sites for special needs housing.

Provide technical assistance to agencies on code matters as they relate to special needs requirements

Objective 2: Encourage renovations to existing units that would also serve the needs of special populations.

Strategies: Encourage the development community to consider revisions to plans that would better serve special needs populations.

Review plan submittals for compliance with American with Disabilities (ADA).

Goal 4 - Fair Housing

Expand efforts to prevent and continue to discourage housing discrimination.

Objective 1: Continue to promote fair housing awareness to the Conway community.

Strategies: Add to the fair housing awareness promotion efforts such as Fair Housing Month to gain support for fair housing initiatives among the general public, local decision-makers, financial institutions, and the private sector.

Capitalize on others efforts in the area that promote fair housing and address fair housing issues.

Objective 2: Address the Fair Housing requirements as needed to comply with HUD regulations.

Strategies: Stay knowledgeable of any changes in Fair Housing laws.

Comply with the required distribution of fair housing information as outlined by HUD.

Continue to provide the City's website and access channel to advertise Fair Housing Law.

Goal 5 – Homeless

Support organizations that address the housing and other needs of the homeless in the Conway area.

Objective 1: Seek ways to participate in improving the agencies' efforts to meet the needs of the homeless in the Conway area.

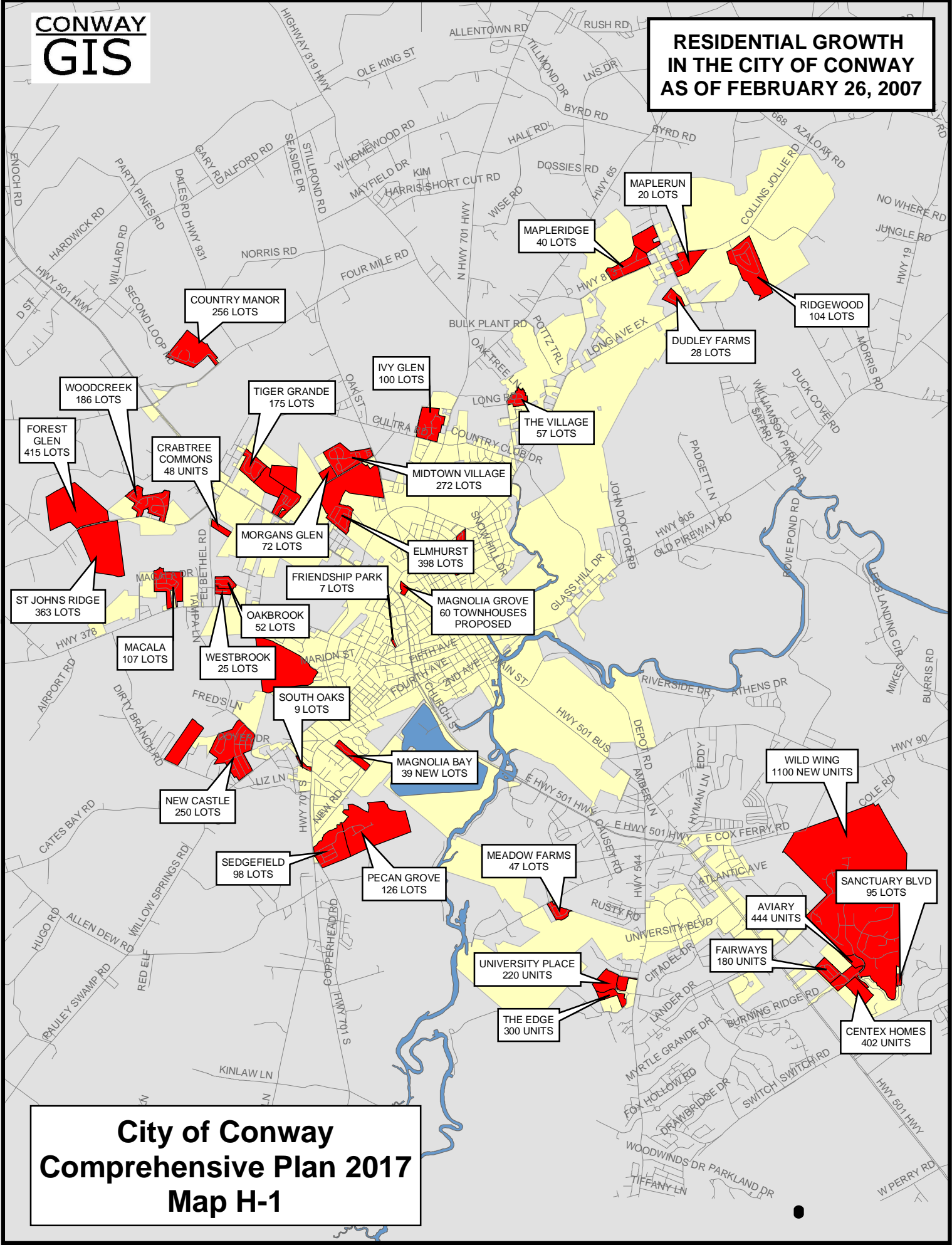
Strategies: Continue to participate in the Total Care for the Homeless Coalition and its plan to create a Continuum of Care program.

Identify possible ways to assist the agencies in addressing other needs as well as housing.

Objective 2: Support agencies that address the issues that prevent homelessness.

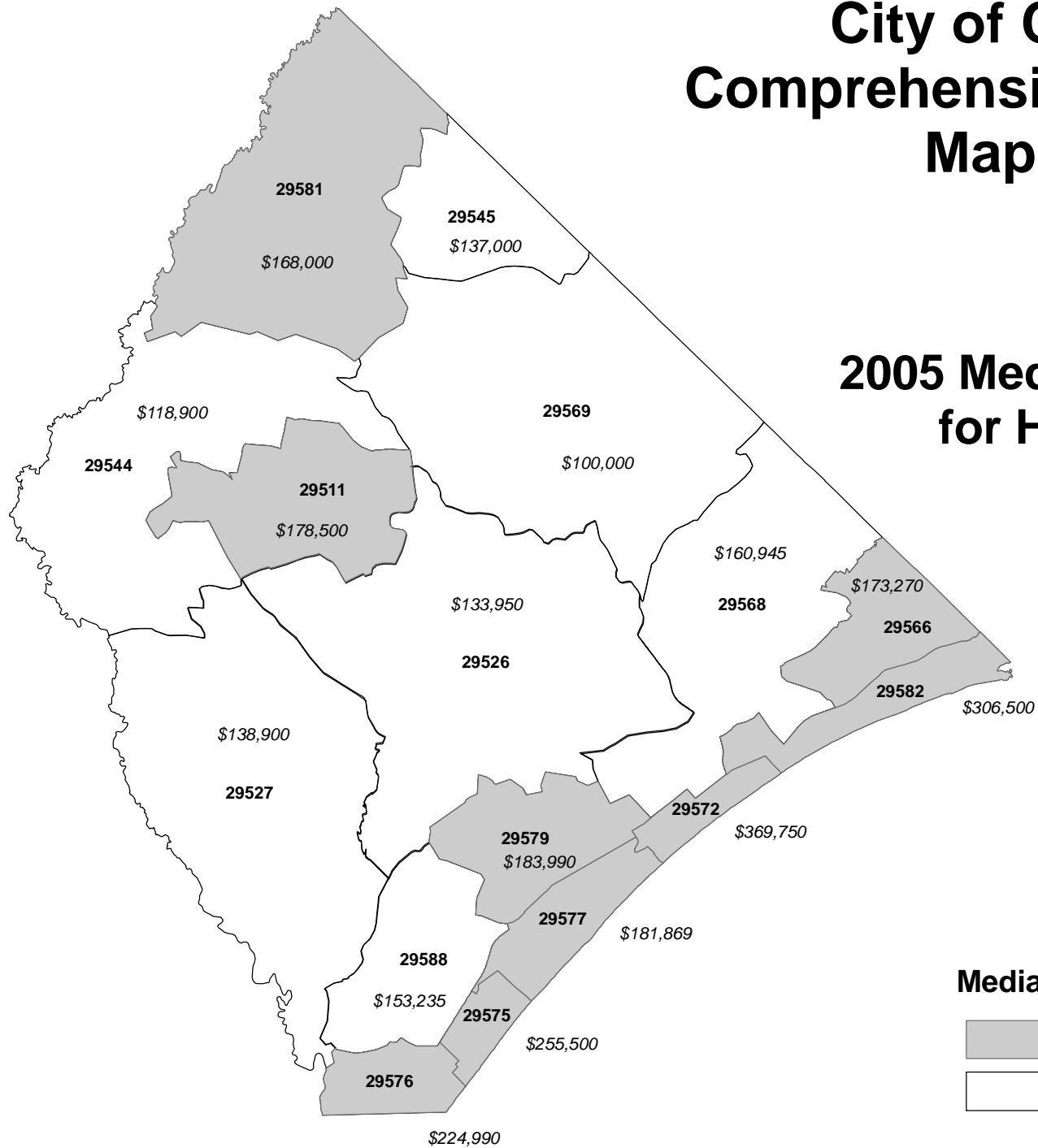
Strategies: Use the City's website and access channel to advertise agencies that provide services such as rental or mortgage assistance for the at risk to become homeless persons

Encourage groups such as local law enforcement agencies, and agencies that provide services to the homeless to include in their count efforts identifying the at risk persons as well as the homeless.





City of Conway Comprehensive Plan 2017 Map H-2

2005 Median Home Sales for Horry County



Median Home Sales = \$165,900

-  Above Median Home Sales
-  Below Median Home Sales

SOURCE: MLS, 2005

