



City of  
**HARTSVILLE**  
SOUTH CAROLINA

**2025 Master Plan**



# Introduction

These master plan recommendations represent community input and are based on the planning team’s analysis and research and our professional expertise. These are concepts to encourage the City to consider and to implement what is best for strengthening the City Center’s neighborhoods, districts and public places and to confirm the direction of the master plan.

Like any city, Hartsville has its share of challenges: housing availability for all, quality education, equality of investments throughout the city, economic and retail resiliency, population growth, and job opportunities. This master plan does not address all issues, all challenges, or all of the ideas or opportunities shared and revealed during the master planning process. This master plan presents key recommendations (projects and efforts) for the City to implement over the next five to seven years. If implemented, they can establish the long-term development framework for the City and for continued private investments and continued elevation of the quality of life for those who live and work in Hartsville. These recommendations are laser-focused on enabling the City to achieve the vision of *One Hartsville*.

## Purpose

Through robust community engagement, create a renewed vision for continued development in the historic City of Hartsville by focusing on four primary areas.

- Housing
- Market and Retail Analysis
- 6<sup>th</sup> Street Corridor Neighborhood Redevelopment
- 4<sup>th</sup> Street/Railroad Avenue Redevelopment

## Process

June 18	Project Kick-off with the City
July 29-31	Master Plan Charrette and 1 <sup>st</sup> PAC Meeting
September	Additional Stakeholder Meetings (virtual)
October 1-3	Additional Stakeholder Meetings (in Hartsville)
October 15	Local Foundations Meetings
October 16	Meeting with Harris DeLoach
October 17	Planning Team Work Session
November 14	PAC Review of Draft Master Plan Recommendations



## Vision

Throughout the community and stakeholders meeting, the planning team heard a resounding and consistent hope: *One Hartsville*.

This idea, *One Hartsville*, should be the driving force of the master plan and become a core tenet for all Hartsvillians. This is the north star for the City, the litmus test for all public investments and, hopefully, for private investments.

*Does this policy or this project get us closer to being One Hartsville?*

What does One Hartsville mean? The master plan recommendations focus on reinforcing the city center while establishing physical connections to key City Center districts and places.

Are there other areas of the city that need attention and investments? Absolutely. However, the master plan acknowledges the City needs a starting point, and that starting point is the City Center. All great cities have strong, diverse, well-connected city centers, and these city centers fuel economic development and quality of life investments in other parts of the city. Focusing on the City Center is not excluding other areas. Instead, focusing on the City Center ensures sustainable investments and tax revenues, enhances the opportunities for retail, cultural and tourism progress, and leverages and improves existing infrastructure for the entire city.

The new grocery store needs to be located in the City Center.

New residential neighborhoods need to be located in the City Center.

New retail and businesses need to be located in the City Center.

And all new development and redevelopment in the City Center must be connected with safe and accessible walk/bike pathways.

The City Center is the heart of *One Hartsville*.

*Vision:* the City's north star

*Guiding Principles:* the City's value system that keeps the City on the path to the vision.



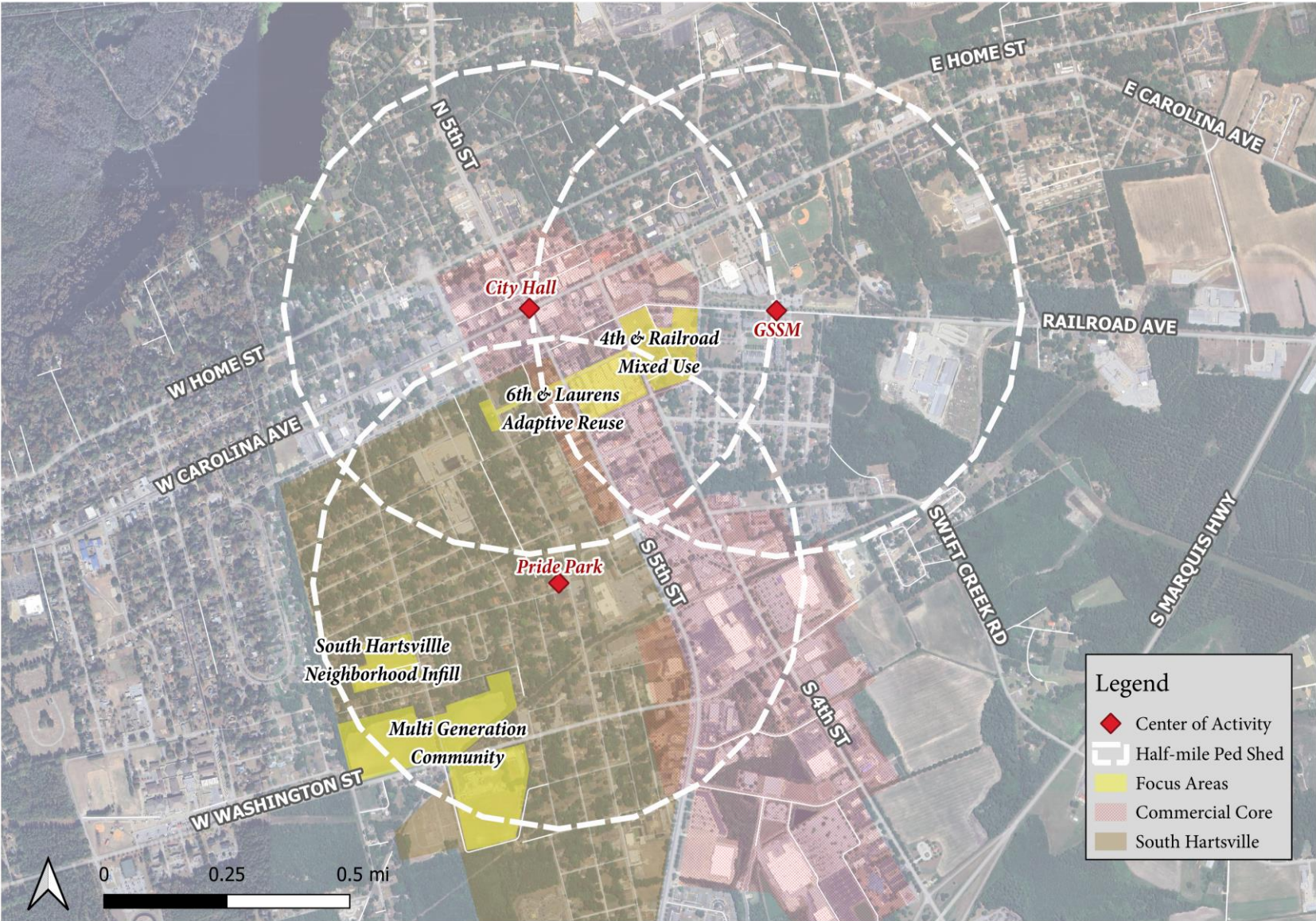
Becoming *One Hartsville* is the *raison d'être* for this master plan.



Vision

The master plan recommendations support projects and efforts to strengthen the City Center by focusing on infill development and connectivity.

The City Center has three centers of activity. Connecting these centers through corridor improvements, such as sidewalks and streetscaping, and supporting a vibrant economic landscape will leverage infrastructure and focus resources to ensure a strong core for *One Hartsville*.



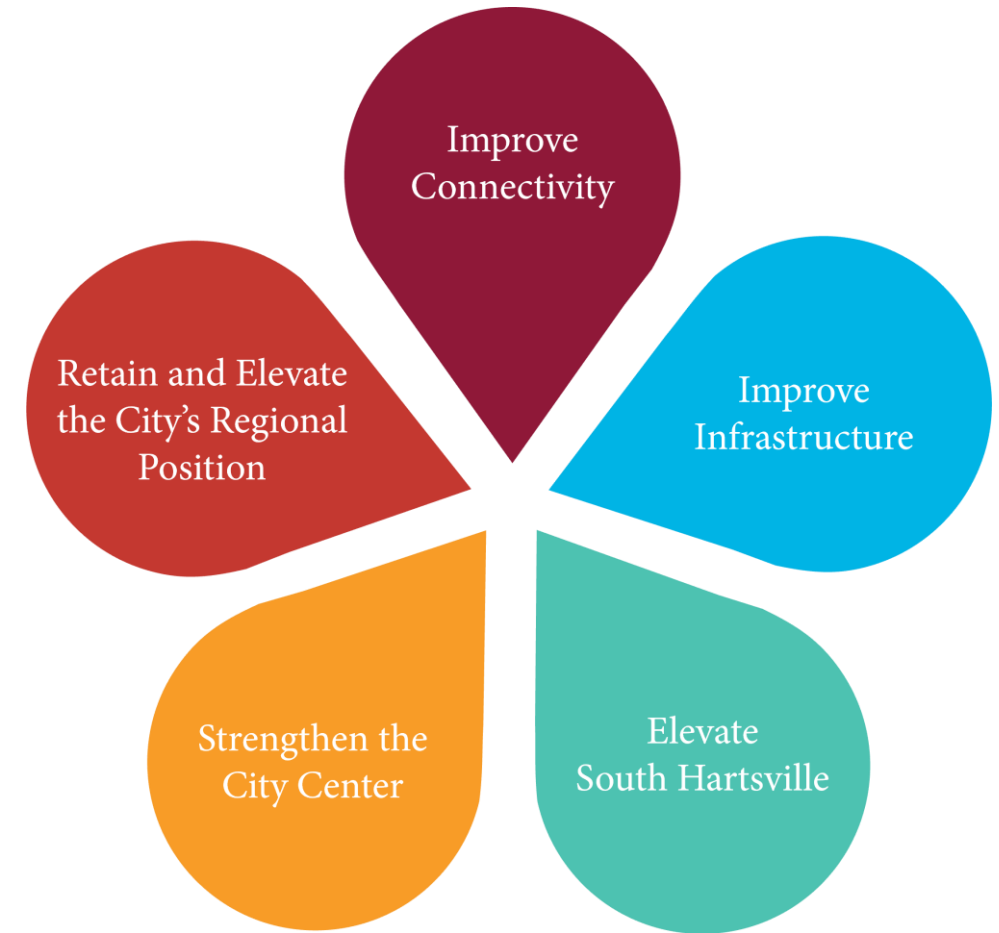
Map of City Center showing walking distance from centers of activity



## Guiding Principals

- The City **prioritizes investments in the City Center** to build a strong and resilient financial, cultural and community identity foundation for the entire city and region.
- The City **supports redevelopment in the City Center** through investments, incentives and policies. This leverages existing infrastructure, improves vacant properties and creates a more walkable city by taking advantage of and expanding existing sidewalks. Redevelopment is more than building permits.
- The City **promotes and supports housing choice for all residents** through policies, procedures, permitting, incentives, and public/private partnerships.
- The City **supports the development of communities and neighborhoods**, not housing or housing projects, that are walkable and safe with lights, recreation space and homes the build community through front porches/stoops/balconies.
- The City **improves water, sewer and stormwater infrastructure in concert with streetscaping**, bike/ped pathways, landscaping, parking, sidewalks, curbs and gutters, lighting.
- The City of Hartsville **supports and promotes the community as a laudable center of education** for the region and the state.
- **All corridor and road improvements and new developments include safe and dedicated bike/ped facilities** and, where possible, advance the Rail Trail and Kindred Hearts Trail Master Plans.
- The City **requires the best for its residents** by prioritizing investments and developments that build community, are of quality design and construction and elevate the public realm and the built environment.
- The City **prioritizes** setting aside and maintaining land for social, neighbor-making spaces... **community building!**
- **5<sup>th</sup> Street is a bridge and a community connector** (not a divide).
- The City **brings people and partners to the table** to solve critical community issues and to determine ways to perpetually become and be *One Hartsville*.

## Master Plan Focus Areas







# Public Engagement Summary



# Summary of Public Input

The Hartsville Master Plan was shaped by a robust public engagement process designed to capture diverse perspectives and local expertise. Centered around a three-day charrette from July 29 to 31, 2024, the process combined focus group interviews, interactive public sessions, and stakeholder discussions to ensure broad community input. The Planning Advisory Committee (PAC), composed of community members and key stakeholders, played a critical role in refining recommendations and guiding the plan's direction.

The engagement process included focus groups with civic organizations, real estate professionals, arts and cultural leaders, religious institutions, educators, industrial employers, downtown merchants, healthcare providers, and government officials. Public input sessions such as the \*Snack and Share\* at the Butler Auditorium and the \*Early Bird Brainstorm\* offered residents opportunities to voice concerns and aspirations. The \*Happy Hour Huddle\* at Wild Heart Brewing Co. provided an informal setting for discussions on growth and community identity. The charrette concluded with a public presentation of initial concepts, allowing residents to provide feedback.

Following the charrette, the planning team refined recommendations based on community input. The PAC reconvened on November 14, 2024, to review draft recommendations, ensuring the plan reflected Hartsville's collective vision. A digital survey remained available throughout the process to gather additional feedback. This comprehensive engagement effort ensured the master plan balanced growth, revitalization, and Hartsville's unique character and priorities.

## Charrette Schedule

### Monday, July 29, 2024

#### Focus Groups :

- 1:30 pm Civic Groups and Real Estate / Development Professionals
- 2:30 pm Arts / Culture and Religious Institutions
- 3:30 pm Education and Industry
- 5:30 pm Snack and Share Public Input at Butler Auditorium

### Tuesday, July 30, 2024

- 8:00 am Early Bird Brainstorm Public Input

#### Focus Groups:

- 9:30 am Downtown Merchants Property Owners, and Healthcare Providers
- 10:30 am Legislators and Government Officials
- 5:00 pm Happy Hour Huddle at Wild Heart Brewing Company

### Wednesday, July 31, 2024

- 3:00 pm Public Presentation of Charrette Concepts

*\*all meetings held at The Edition unless otherwise noted*





# Summary of Public Input

## Snack and Share Public Engagement

Butler Heritage Auditorium  
July 29, 2024 6:30 p.m.

On July 29, 2024, community members gathered at Butler Heritage Auditorium for a “Snack and Share” session on the Hartsville Master Plan. Focusing on South Hartsville and the 6th Street Corridor, they described Hartsville with words like “home,” “divided,” and “persistent.” They identified sacred institutions and voiced priorities such as affordable housing, infrastructure upgrades, and economic opportunities. The discussion emphasized bridging disparities, increasing homeownership, and strengthening connectivity to make Hartsville a more unified and livable community for all.

**Key Points:**

- 1. Equitable investment in South Hartsville to promote greater opportunity
- 2. Increase affordable housing with a focus on home ownership
- 3. Improved infrastructure connectivity (sidewalks, lighting, drainage)



## Early Bird Brainstorm Public Engagement

The Edition  
July 30, 2024 8:00 a.m.

On July 30, 2024, the second public input session for the Hartsville Master Plan took place at The Edition, drawing 60 attendees. The discussion focused on development at 4th and Railroad and citywide improvements. Residents valued home, diversity, history, and local businesses while prioritizing equitable growth, youth mentorship, workforce development, and walkability. They supported visible projects like outdoor art, bike paths, and a skate park to create a thriving, connected, and inclusive community.

**Key Points:**

- 1. 4<sup>th</sup> and Railroad should include housing, local business, and community space/entertainment uses
- 2. Workforce development and youth engagement is critical to sustain Hartsville
- 3. Residents desire a safe, connected, and walkable/bikeable community



## Happy Hour Huddle Public Engagement

Wild Heart Brewing Co.  
July 30, 2024 5:00 p.m.

The Happy Hour Huddle at Wild Heart Brewing provided an informal setting for individual conversations between city officials, the consulting team, and participants. Unlike the previous large public meetings, this session encouraged one-on-one discussions about Hartsville’s future. Attendees identified key issues like housing diversity, infrastructure needs, and economic development. They emphasized the importance of homeownership opportunities, attracting young talent, and revitalizing city-owned properties.

**Key Points:**

- 1. Hartsville must attract and retain talent for the future of Hartsville’s economy
- 2. Housing choice and an increase housing base are necessary to attract new workers and young families
- 3. Integrated infrastructure and land use strategies are essential for new development





# Summary of Public Input

## Planning Advisory Committee and Focus Group Discussions

The focus groups during the three-day charrette provided key insights into Hartsville’s challenges and opportunities. Stakeholders from healthcare, education, government, and planning identified priorities such as housing, workforce development, infrastructure, and public safety. Their input highlighted common concerns and actionable solutions, shaping strategies for a stronger, more connected community.

### The Plan Advisory Committee

The Plan Advisory Committee (PAC) is an ad hoc group of residents, business owners, property owners, and key stakeholders tasked with providing input and feedback throughout the Master Plan Process. The PAC convened during the three-day charrette and throughout the planning process to provide their input on plan priorities.

The Plan Advisory Committee emphasized revitalizing 6th Street by addressing empty buildings, improving infrastructure, and extending the downtown aesthetic. They highlighted the need for visible, cost-effective projects and ongoing budgeted efforts like Pride Park renovations. Accountability was a priority, with recommendations for an implementation checklist, progress reports, and better public communication through newsletters, robocalls, and signage. Additional concerns included stricter property maintenance enforcement, a rental registration program, and strategic alliances for regional issues. They also stressed investment in schools, youth programs, job training, and minority business support to foster long-term community growth.

### Real Estate and Development

The Real Estate and Development Focus Group discussed housing regulations, land availability, and redevelopment opportunities in Hartsville. Key concerns included restrictive zoning, developer relations, affordable rental housing, and transportation access. Participants identified sites for potential revitalization, emphasized mixed-use and senior housing, and highlighted the need for infrastructure improvements to support growth.

### Arts and Culture

The Arts & Culture Focus Group highlighted key organizations, including Center Theater, Black Creek Arts, and Coker College, discussing facility improvements, arts programming, and community engagement. Participants emphasized Hartsville’s unique cosmopolitan feel and the need for pedestrian-friendly mixed-use spaces, expanded walkability, public art, and inclusive cultural initiatives, particularly in South Hartsville.

### Downtown Merchants and Property Owners

Downtown merchants stressed the need for more housing within city limits to support businesses. Concerns included crime perception affecting investment, and mixed messaging in funding priorities. Reopening the theater and improving grocery access were key priorities. Business owners rely on external city marketing and struggle to attract investors. Downtown security must remain a priority.

### Healthcare Providers

Participants highlighted Hartsville’s sense of community and coordination but noted challenges like drug inflow and violent crime. Recruiting and retaining medical staff remains difficult, with housing as a barrier. Coker’s Bachelor of Science in Nursing (BSN) program is a local asset. The hospital is underutilized, and there is a need for improved intervention strategies. Priority investments include a homeless shelter, youth activities, and access to healthcare resources.



# Summary of Public Input

## Focus Group Discussions



### Religious Institutions

The participants described Hartsville as connected yet divided, with loving but separate communities. Pastors emphasized the need for affordable housing, property maintenance, emergency shelters, and stronger engagement. They highlighted the Ministerial Alliance’s role in unity. Other priorities included better signage, rental regulations, youth resources, and improving education’s reputation to aid recruitment and retention

### Industry

The Industry Focus Group described Hartsville as a diverse small town with strong community ties facing housing and workforce retention challenges. Professionals and young families struggle to find housing,. Business leaders stress workforce development, better industry coordination, and improved relocation messaging. Education is both an asset and a challenge, Infrastructure concerns include drainage, entryways, and maintaining charm.

### Education

The Education focus group sees Hartsville as a city with strong assets but lacking momentum. They emphasized the need for housing to attract school staff and professionals, along with better grocery options and recreation. A more walkable community with diverse housing near key areas could improve quality of life and economic growth. Workforce development was also highlighted as essential for supporting residents and businesses.

### Legislators and Government

Legislators and government officials identified key challenges in Hartsville, including housing, crime, workforce development, and education. They emphasized the need for home repair programs, livable wages, and public safety improvements. Infrastructure, connectivity, and revitalizing downtown assets like the theater were also priorities. Officials noted that while the city hosts successful events, it must focus on clear priorities to drive meaningful progress.





July 2024 Survey

371

Participants

# Community Survey

In addition to hosting in-person meetings, community engagement included an online survey to reach a broad audience, particularly those who could not attend in person. This online survey provided a flexible platform for valuable feedback. The following pages summarize the opinions expressed by the 371 members of the community who participated in the survey.

The majority of respondents surveyed have lived in Hartsville for over 20 years.

1-10 Years

111

10-20 Years

66

20+ Years

189





## What ONE word best describes the City of Hartsville?

Friendly Vibrant Boring  
Community Hometown  
Charming  
Quaint  
Cozy  
Small Home Potential  
Unique Welcoming Growing Inviting  
Beautiful Progressive Family



Atmosphere Location **Community**  
**Downtown** History Activities and events  
Welcoming Sonoco **Small town feel** Opportunity  
Growth potential **Diverse people**  
Coker University Small Businesses



What one place would you identify as the “heart” of Hartsville, the place that says “This is Hartsville”?

Carolina Ave

Center Theater

Prestwood Lake

Main Street

Coker University

Sonoco

Yogi Bear

Downtown

Kalmia Gardens

Centennial Park

College Ave

5<sup>th</sup> and Carolina Intersection

Byerly Park

Wild Heart Brewing

The Rooster

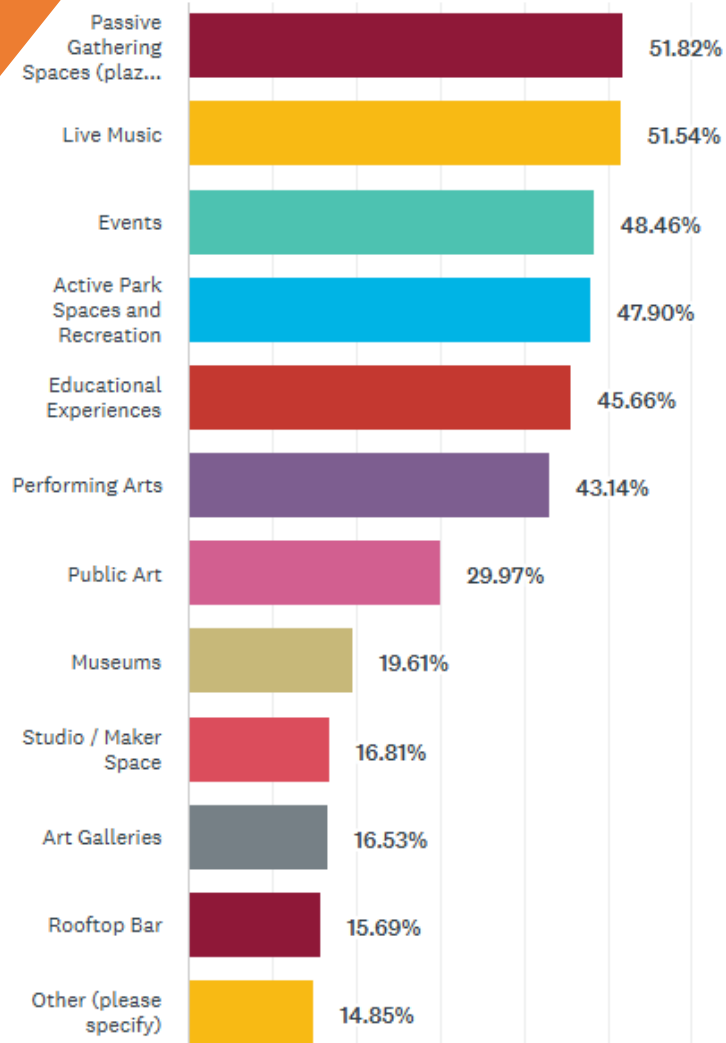


## We are giving you a magic wand. What ONE thing would you do to improve the city of Hartsville?

- Attract a major business or tech company that could provide more jobs and stability. I hate living in fear that one day Duke Energy could be shut down
- Would love to see us expand Byerly and staff it adequately.
- Add more unique restaurant options
- Work to connect the college atmosphere and the downtown by developing the railroad Ave area
- Fill the empty buildings and storefronts downtown
- Make it more architecturally beautiful! (Have fewer fast food options and run down areas along with that)
- Provide more public access to the lake
- Massive redevelopment and improvement to the downtown area.
- Repair roads and add beautification measures
- Add another grocery store
- Add kids entertainment and programming
- Create a strong Historic Preservation program to make buildings and spaces useable for the present while maintaining important structures and our connection to the past.
- More housing for middle class families and young professionals.
- Add more unique restaurant options
- Reduce crime to zero
- Bring back the movie theater and actually remodel the old Hartsville Community Center on Carolina.
- Develop more neighborhoods with sidewalks
- Provide more connected walking trails and bike friendly paths.
- Focus less on trying to make it a tourist destination, and more on evolving the city into a place families can continue to enjoy for generations.
- Build up the perimeter of the city and improve the FACE of Hartsville as people drive by on Hwy 151 - make them want to come to the downtown and support business!



# What types of public spaces, activities and cultural components are needed in Hartsville?



## TOP 3

1. Passive Gathering Spaces (plazas, courtyards, small green areas, etc.)
2. Live Music
3. Events



### Other Suggestions:

- Movie theater
- Kids entertainment
- Skatepark
- Adult sports and recreation
- Indoor Sports Complex
- Senior center
- Historic tours of downtown
- Family-friendly events
- Food halls
- Mini-golf
- Swimming or water activities
- Alcohol-free gatherings
- Bowling
- Free family events
- Horse track
- Public golf course
- Roller rink
- Shaded public trail
- Comedy shows
- Library



6

Top 5 wants for businesses or restaurants Hartsville.

## TOP 5

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Family friendly restaurants and entertainment

Food market

Fine dining restaurants

Clothing store

Arts and Crafts

7

Top 3 favorite places in the City of Hartsville.

## TOP 3

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Kalmia Gardens

Byerly Park

Lawton Park

8

Top 3 businesses you frequent outside of Hartsville.

## TOP 3

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Target

Restaurants

Aldi





# Market Trends Summary



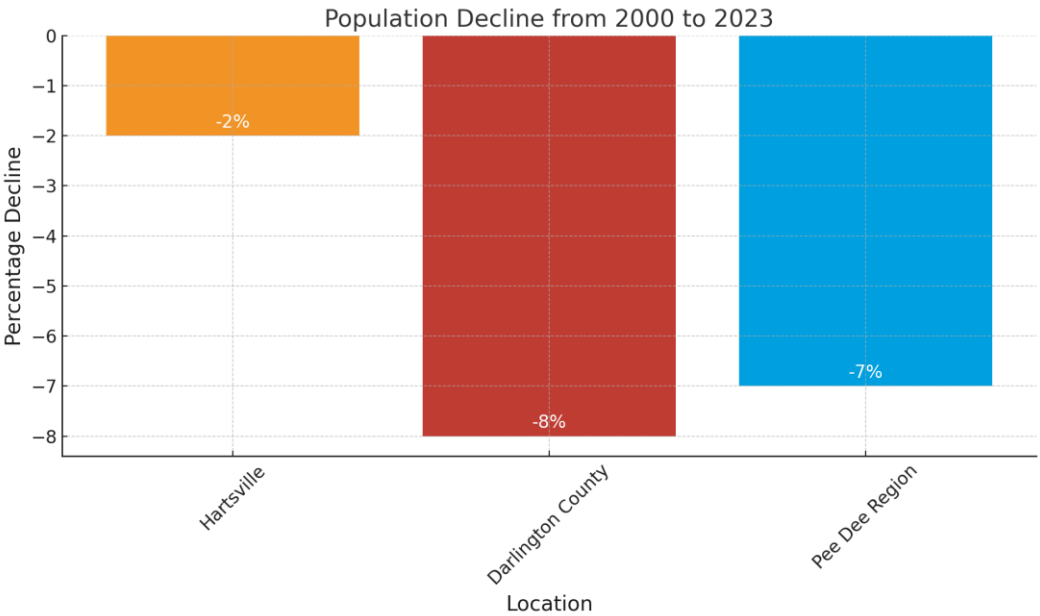
# The Hartsville Job Market

## Population Trends

Demographic analysis is essential for understanding the factors that shape Hartsville’s economic development, workforce composition, and retail potential. This report evaluates population trends, workforce characteristics, income distribution, and commuting patterns within the city to inform strategic planning and business recruitment.

Hartsville, like much of the Pee Dee region, has experienced population decline, though at a slower rate than Darlington County and the broader region. While census data provides historical context, it is a lagging indicator, meaning real-time factors such as building permits and migration patterns must be considered when projecting future growth.

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 Job Market

## Population Growth Modeling

Two primary models were applied to project future population trends:

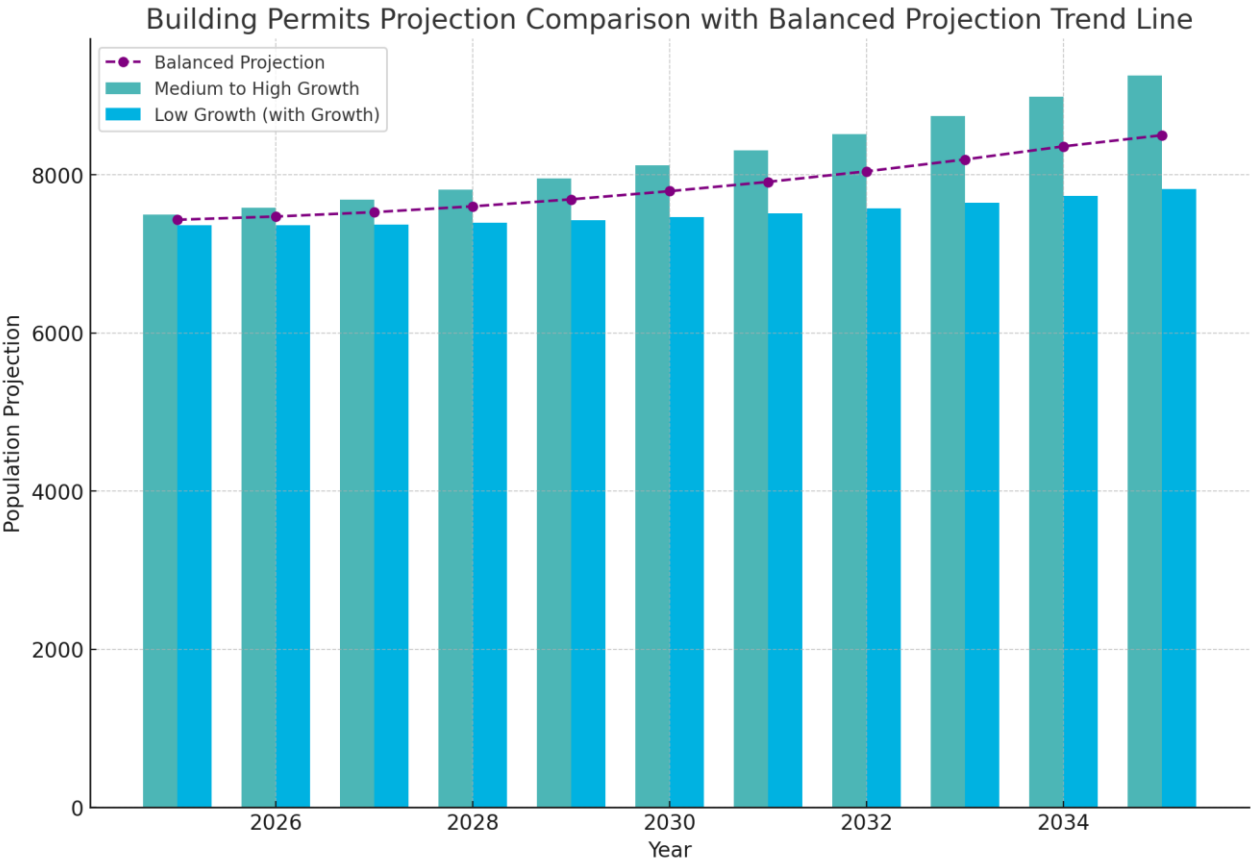
- Quadratic Regression Model: Assumes moderate to high growth based on recent trends.
- Exponential Growth Model: A more conservative approach reflecting restrained growth.

These models, combined with shift-share analysis and statewide growth factors, suggest that Hartsville could see moderate population growth by 2035, reaching approximately 8,500 residents if economic conditions support residential expansion.

“Hartsville’s growth is a sign that folks see what we’ve always known—this is a great place to call home.

Growth is vital to our success, but keeping it manageable means we can hold onto the charm that makes this place special. As more people join our community, we’ll keep working to ensure Hartsville stays the city where neighbors know and care about each other.”

— Casey Hancock, Mayor, City of Hartsville



Projected 2035 Population: 8,500



# The Hartsville Job Market

## Population Characteristics

### Workforce Composition & Employment Trends

Hartsville’s economy has shifted from manufacturing to service-based industries, particularly in healthcare, retail, and accommodation/food services. While manufacturing remains a core industry, job losses in this sector have been offset by gains in education, healthcare, and tourism-related employment.

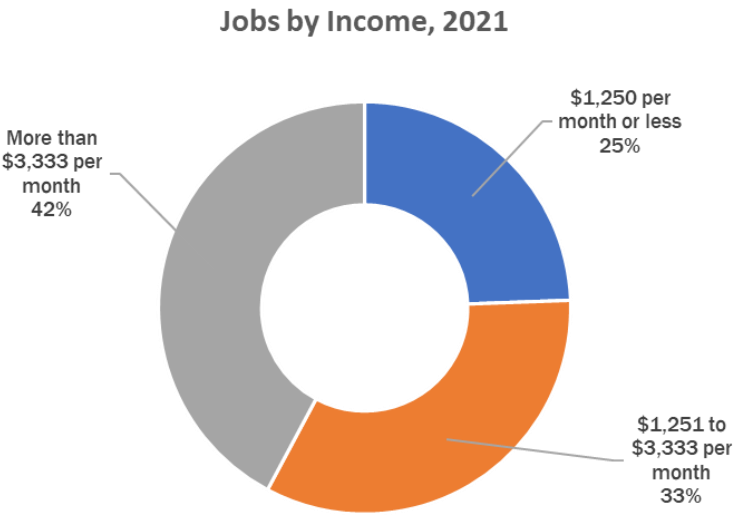
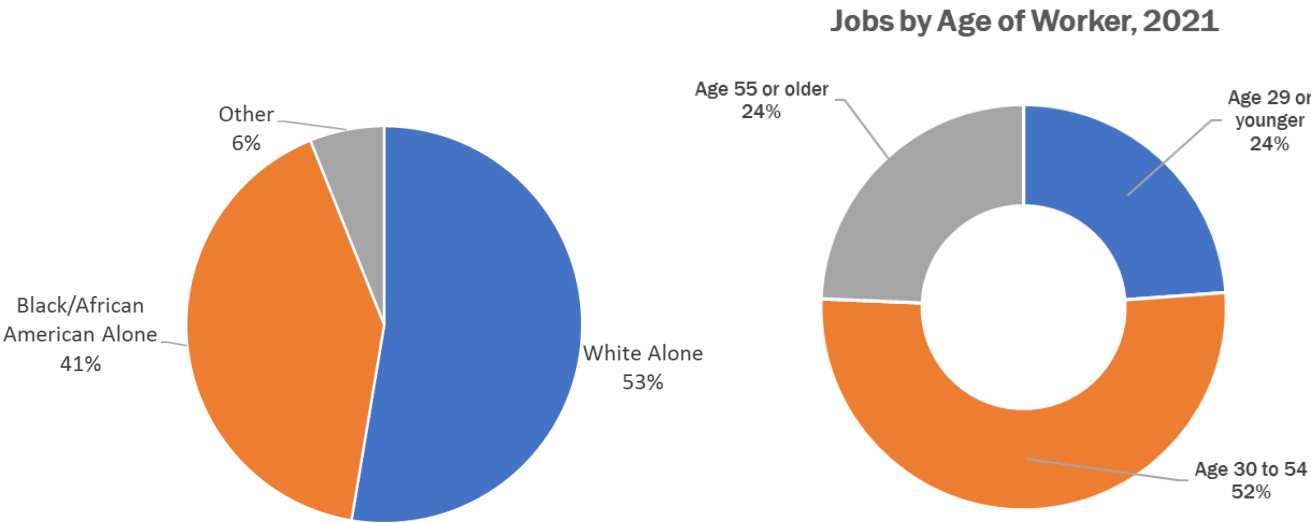
### Workforce Demographics:

- 24% of workers are under 29 years old (emerging workforce).
- 52% are between 30 and 54 years old (established career professionals).
- 24% are aged 55 or older, indicating a portion of the workforce nearing retirement.

### Income Distribution:

- 25% of workers earn \$1,250/month or less, highlighting a concentration of service-sector jobs.
- 33% earn between \$1,251 and \$3,333/month, representing mid-level employment.
- 42% earn more than \$3,333/month, indicating a mix of professional and skilled employment.

**Median Age:** The median age of Hartsville workers is 37.9, which is slightly lower than the same measure for the State of South Carolina (38.9) and the United States (38.5).





# The Hartsville Job Market

## Jobs by Sector 2006 - 2021

### Shifting Employment Trends: 2006 to 2021

Between 2006 and 2021, the local job market experienced a significant shift from manufacturing toward service-oriented industries. Manufacturing, once the dominant sector at 33%, declined to 25%, while health care and social assistance grew from 14% to 19%. Educational services saw the most dramatic increase, rising from 10% to 30%, indicating a growing demand for jobs in schools and training institutions. Retail trade, accommodation and food services, and public administration also expanded, while utilities and traditional industrial jobs declined. These changes reflect a broader transition from a manufacturing-based economy to one centered on education, health care, and retail, aligning with evolving workforce needs and economic trends.

### Implications

Hartsville has a higher-than-average income disparity compared to other South Carolina cities, particularly when broken down by race and industry sector. This has important implications for housing affordability and economic mobility.

### Key Considerations:

- 1. Limited housing availability may be pushing workers to live outside Hartsville, contributing to the high commuting rate.
- 2. Workforce housing initiatives could help retain more local workers, reducing leakage of resident spending to surrounding communities.
- 3. Income disparities affect access to homeownership, reinforcing the need for diverse housing price points and rental options.

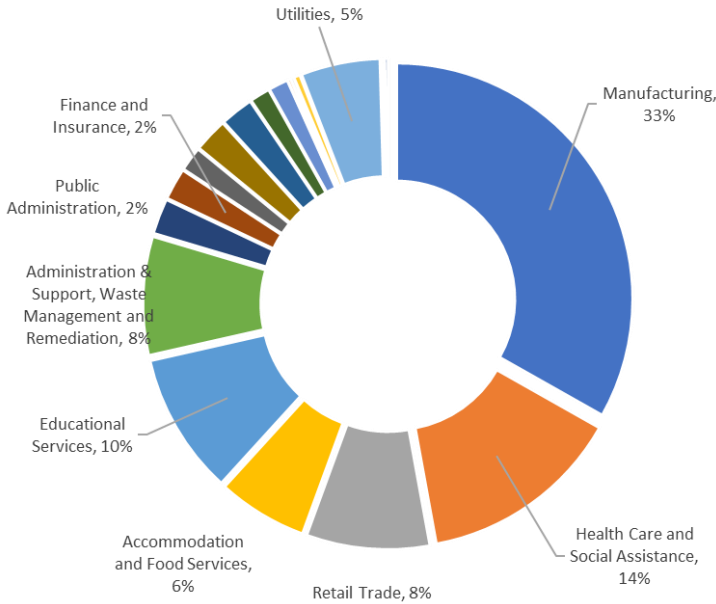
Median Household Income

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

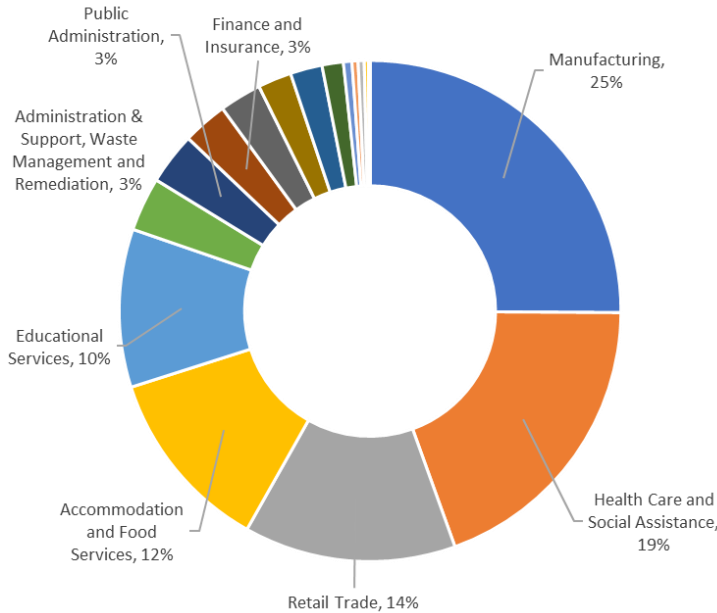
Income Disparity

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

2006 Jobs by Sector



2021 Jobs by Sector





# The Hartsville Job Market

## Jobs by Sector 2006 - 2021

The table below describes the total number of jobs by sector from 2006 to 2021. The total number of jobs has remained relatively stable with some shifts between sector. Notably, jobs have shifted out of manufacturing jobs while the healthcare, retail, accommodations and food services sectors experienced increases over the given time period.

Jobs Sector	2006	2011	2016	2021
Manufacturing	2,905	1,773	1,704	1,843
Health Care and Social Assistance	1,221	1,180	1,501	1,424
Retail Trade	740	999	1,041	1,003
Accommodation and Food Services	541	674	938	875
Educational Services	850	707	681	749
Administration & Support, Waste Management and Remediation	712	455	233	255
Public Administration	214	228	230	245
Finance and Insurance	191	226	211	212
Other Services (excluding Public Administration)	147	256	203	199
Professional, Scientific, and Technical Services	205	184	174	159
Wholesale Trade	199	116	100	151
Arts, Entertainment, and Recreation	122	138	102	101
Construction	118	133	65	40
Agriculture, Forestry, Fishing and Hunting	19	9	11	29
Management of Companies and Enterprises	19	1	17	29
Real Estate and Rental and Leasing	38	32	15	20
Utilities	475	13	2	3
Transportation and Warehousing	18	18	0	2
Information	21	18	21	2
Mining, Quarrying, and Oil and Gas Extraction	0	0	0	0

Source: US Census On the Map



# The Hartsville Job Market

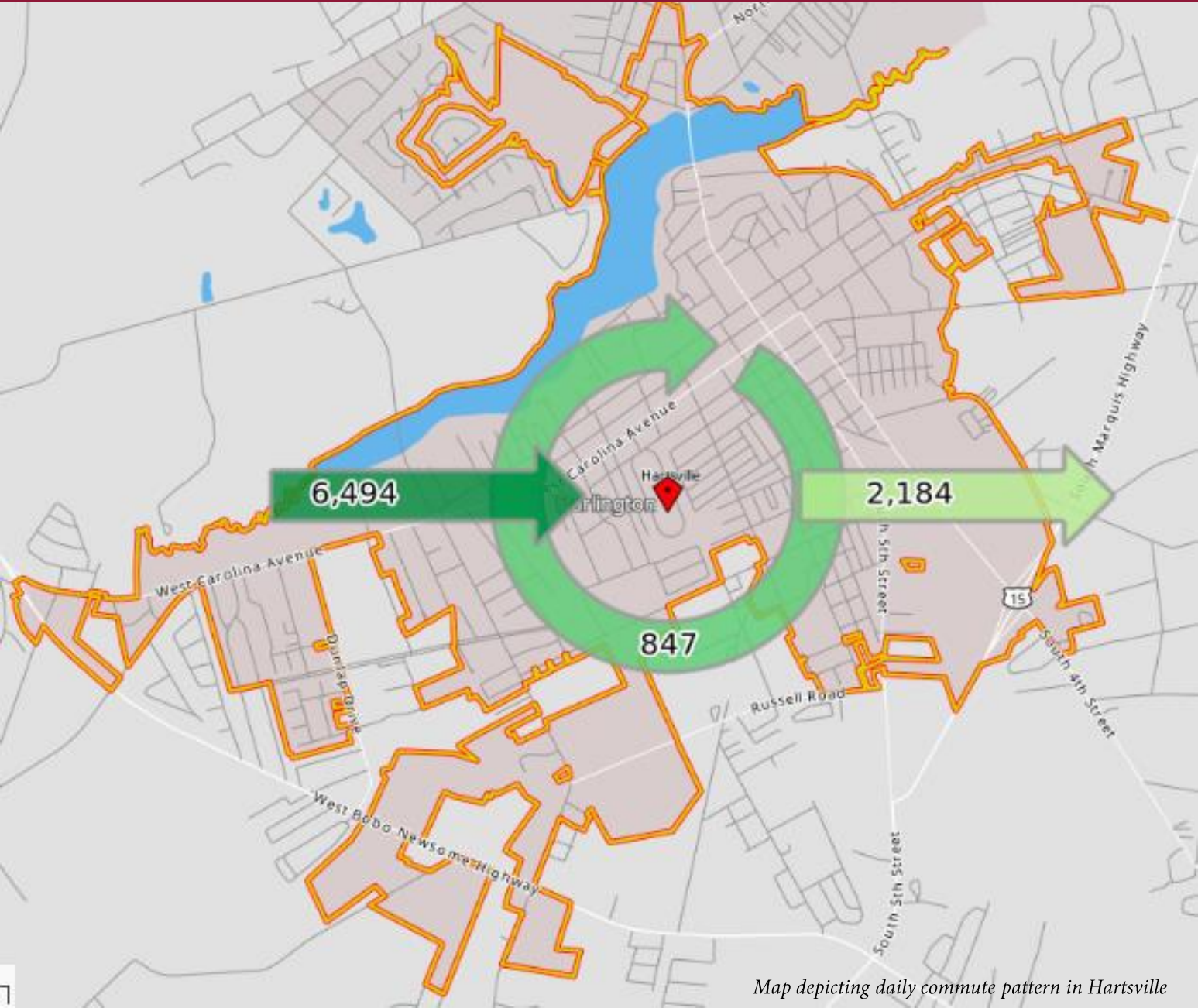
## Where do Hartsville Workers Live?

### COUNTY

- Darlington County (51.4%)
- Florence County (10%)
- Chesterfield County (9.5%)
- Lee County (3.0%)
- Kershaw County (2.3%)
- Richland County (2.1%)
- Sumter County (2%)

### ZIP CODE

- 29550 Hartsville (41.5%)
- 29501 Florence (5.5%)
- 29532 Darlington (5.2%)
- 29101 McBee (2.5%)
- 29010 Bishopville (2.1%)
- 29540 Darlington (2.0%)



Map depicting daily commute pattern in Hartsville



# The Hartsville Job Market

## Where do Hartsville Workers Live?

### Commuting Patterns & Regional Employment Draw

Hartsville is an employment hub, attracting a high percentage of non-resident workers compared to other cities of similar size.

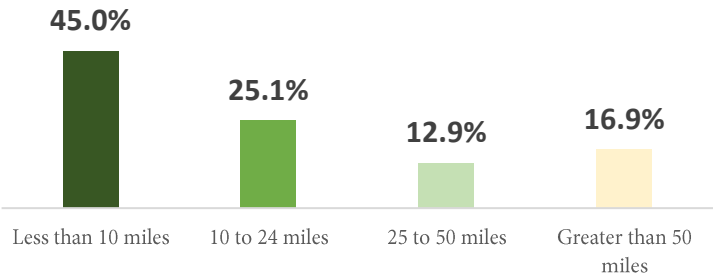
### Key Commuting Insights:

- 49% of workers commute from outside Darlington County, confirming Hartsville’s role as a regional employment center.
- 51.4% of workers live in Darlington County, with the remainder commuting from Florence (10%), Chesterfield (9.5%), and other nearby counties.
- 41.5% of workers reside within Hartsville’s 29550 zip code, while others travel from areas like McBee, Bishopville, and Darlington.

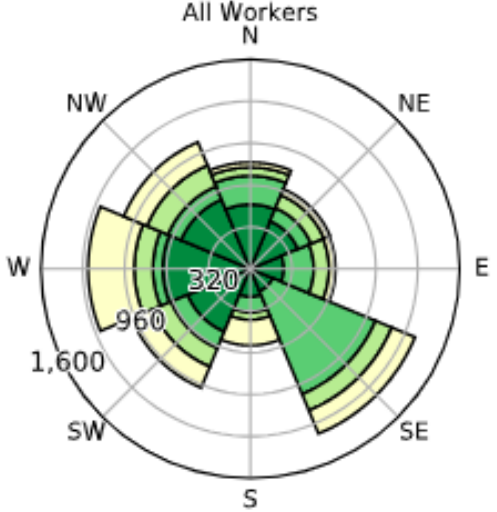
### Comparing to Statewide Trends:

In South Carolina, 34% of workers commute outside their home county for work. In contrast, Hartsville’s 49% commuting rate is significantly higher, demonstrating its strong employment pull. This suggests Hartsville’s employment draw is exceptional compared to other small cities in the state.

## Employed in Hartsville, Distance Travelled to Work (2021)



Job Counts by Distance/Direction in 2021  
All Workers



Zip Code	Percent of Workers	2024 Median HH Income	2024 Median Housing Cost
Hartsville City	11.5%	\$51,838	\$174,707
29550 Hartsville	41.5%	\$57,311	\$141,472
29501 Florence	5.5%	\$68,869	\$221,283
29532 Darlington	5.2%	\$40,963	\$115,385
29101 McBee	2.5%	\$60,996	\$87,407
29010 Bishopville	2.1%	\$38,682	\$102,723
29540 Darlington	2.0%	\$42,216	\$82,751

Source: US Census On the Map (2021) and Claritas (2024)



# The Hartsville Job Market

## Income

### Summary of Key Findings

- Hartsville’s population decline has been slower than Darlington County, but stabilization and future growth remain possible.
- The economy has shifted from manufacturing to service-based employment, with growth in healthcare, retail, and hospitality.
- Hartsville has an exceptional employment draw, with nearly 50% of its workforce commuting from outside Darlington County.
- Income disparity in Hartsville ranks among the highest in South Carolina, influencing workforce retention and housing affordability.
- Retail and housing strategies must align with workforce characteristics to support long-term economic sustainability.

### Next Steps

The data presented in this assessment provides a foundation for the strategic recommendations that will follow. Understanding Hartsville’s workforce composition, commuting patterns, income distribution, and retail dynamics is essential for shaping policies and investments that support long-term economic sustainability. These findings will guide the development of targeted strategies to address workforce retention, retail expansion, and infrastructure improvements.

- **Workforce housing initiatives** to retain more local workers and reduce the need for long commutes.
- **Retail and employer recruitment strategies** that align with Hartsville’s economic and demographic realities, ensuring that local businesses meet consumer demand.
- **Infrastructure and internal growth** to accommodate high levels of commuting while enhancing Hartsville’s appeal as a place to live and work.

These strategies will be further developed in the next sections of this plan, ensuring that the recommendations are directly informed by the data-driven insights outlined here.





# The Hartsville Job Market

## Market Assessment: 20-minute Drive Time Trade Area

A trade area represents the geographic region where a community’s businesses draw most of their customers. Understanding this area is critical for evaluating consumer spending patterns, retail leakage, and business recruitment opportunities.

- For Hartsville, a 20-minute drive time trade area is the most effective measure for retail market analysis. This approach considers:
- **Commuting Patterns** – Nearly 50% of Hartsville’s workforce commutes from outside Darlington County, demonstrating a regional employment draw and reinforcing the city’s role as a retail hub.
  - **Proximity to Other Markets** – Hartsville is centrally positioned within a network of small communities, meaning residents have multiple shopping options within a short drive. Defining a 20-minute trade area helps determine Hartsville’s competitive positioning.
  - **Industry Standards** – Market analysis for small and mid-sized communities is a combination of art and science and relies on professional heuristics. Market analysts often rely on a 20-minute drive time to assess regional demand in a community like Hartsville because it captures both local and commuter spending behaviors.

By evaluating retail demand, supply, and leakage within this trade area, we can identify high-potential business opportunities and strategies to enhance local retail offerings.

### Understanding Retail Leakage

A key concept in retail market analysis is retail leakage, which occurs when consumer demand (spending potential) exceeds local retail sales. In these cases, residents are leaving Hartsville to make purchases elsewhere, indicating an opportunity to capture lost spending with targeted business expansion.

Conversely, a retail surplus occurs when local businesses attract outside shoppers, making Hartsville a net importer of retail dollars in certain categories. By identifying which sectors experience leakage and surplus, we can determine where business recruitment efforts should be focused.

### Retail Market Summary

The total retail demand within Hartsville’s 20-minute trade area is estimated at \$720.1 million in 2024, growing to \$773.2 million by 2029. However, not all of this spending is currently captured in Hartsville. Several key categories exhibit significant leakage, indicating potential opportunities for new businesses.



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 Job Market

## Key Market Leakage & Business Opportunities

### Grocery & Supermarkets

Grocery stores are essential to Hartsville’s retail mix, shaping local shopping habits and serving as key destinations for residents. During community discussions, many residents expressed a strong desire for better grocery options, citing the need for more variety, fresh food selection, and affordability. The data confirms that Hartsville experiences moderate grocery leakage, meaning that a significant share of local spending is leaving the city for groceries purchased elsewhere.

### Key Market Data:

- Total leakage in a 20 minute drive time is \$32.2 million per year. *Source: Claritas.*
- Estimated Grocery Capture Rate: 60%. This estimate accounts for commuting patterns and the reality that residents will continue shopping in larger markets for specialty or bulk purchases.
- Sales per Square Foot (PSF) Benchmarks:
  - Conventional Grocers: \$500 PSF
  - Aldi: \$662 PSF
- Supportable Square Footage Based on Demand:
  - Conventional Grocer: 38,000 SF
  - Aldi Typical Store Size: 22,000 SF
  - Typical Full-Service Supermarket Size: 50,000–70,000 SF

One of the biggest barriers to attracting a full-service supermarket is site selection and available traffic counts. National grocery chains typically seek locations with high daily vehicle counts and large-format sites, which Hartsville struggles to provide outside of key corridors. The highest traffic counts in the city are along US 15 at its intersection with South Fourth Street, making this corridor the most viable option for grocery expansion.

## GROCERIES



**\$32.2 million in leakage**

Capture Rate Estimate	60%
Sales PSF Conventional Grocer	\$500*
Sales PSF ALDI	\$662*
Supportable SF Conventional	38,000
Typical ALDI SF	22,000

*Hartsville Meets Criteria Except for Traffic Counts*

*\*Source CoStar, Retail Touchpoints*



# The Hartsville Job Market

## Key Market Leakage & Business Opportunities

### Why a Large-Format Grocery Store Like Publix May Not Work

- Most national supermarket chains, such as Publix or Harris Teeter, require 50,000–70,000 SF, which exceeds the supportable grocery demand for Hartsville.
- Traffic patterns are lower than preferred site selection standards for many full-service grocers.
- Consumer behavior indicates that even with a new grocery store, a portion of residents will continue shopping in Florence and other larger markets for variety, specialty items, or warehouse club purchases.

### Why Aldi may be a More Likely Fit

Unlike traditional full-size supermarkets, Aldi operates with a much smaller footprint—typically around 22,000 SF—making it a more feasible option for Hartsville. Aldi also thrives in markets with moderate population densities and middle-income demographics, aligning well with local conditions. Additionally, Aldi’s discount model and emphasis on efficiency allow it to be successful in areas that may not meet the site selection criteria of larger chains. That said, traffic counts still don’t reach Aldi’s corporate standards in Hartsville and will be an impediment to such a store locating in town. Moreover, Aldi likes to cluster with existing retail so a location along South Fourth is much more ideal than other parts of the city.

### Opportunities & Strategic Considerations:

- Right-Sizing the Grocery Model: Rather than a large-format supermarket, Hartsville may be a better fit for a smaller-footprint grocer like Aldi, a regional independent, or a specialty market.
- Targeting High-Traffic Locations: US 15 and South Fourth Street offer the best visibility and access for a new grocer, making this area the strongest candidate for expansion.
- Leveraging Consumer Demand: The community’s call for more fresh food options and affordable groceries should be highlighted in discussions with potential grocers, reinforcing Hartsville as a viable market despite its traffic limitations.

Hartsville’s grocery sector has clear demand for expansion, but a traditional full-size supermarket may not be the right fit. Instead, a smaller-scale or discount grocer like Aldi, positioned along high-traffic corridors, may provide the best opportunity to meet local needs while aligning with retail site selection criteria.





## Key Market Leakage & Business Opportunities

### Restaurants & Dining

The restaurant sector plays a significant role in Hartsville’s economy, serving both residents and visitors while contributing to the overall vitality of the city’s retail market. Community discussions frequently highlighted the need for more dining options, particularly in full-service restaurants where market leakage is substantial.

### Key Market Trends

- Overall restaurants/bars/food services experience \$26.7 million in leakage, meaning that a large share of local dining dollars are being spent outside Hartsville.
- Of that \$11 million in leakage is in full service dining reflecting a lack of sit-down dining options, pushing residents to travel to nearby cities for a broader selection of restaurants.
- Limited-service restaurants, including fast casual and quick-service establishments, demonstrate a more balanced demand-supply dynamic with only \$2.5 in leakage. This suggests that Hartsville retains much of its fast-food spending but still has opportunities for growth in diverse quick-service/fast casual dining concepts.

## DINING OPTIONS



**\$26.7 million in leakage**

Capture Rate Estimate	60%
Full Service at Capture	11M
New Full-Service Restaurants	6-12
Limited Service at Capture	\$2.5M
New Limited Service at Capture	2-6
Why no CFA? Traffic Counts	



# The Hartsville Job Market

## Key Market Leakage & Business Opportunities

### Restaurant Growth Potential and Market Capture

Hartsville’s ability to capture a greater share of dining expenditures will depend on strategic restaurant recruitment and expansion efforts. Given the level of leakage, a reasonable capture rate could result in millions of dollars in additional local restaurant sales.

### Opportunities and Challenges

- The demand for more sit-down restaurants is well-documented through both market data and public input, reinforcing the need to recruit casual dining, family restaurants, and locally owned full-service concepts.
- Visitor spending represents an untapped opportunity. Expanding dining options could encourage longer visitor stays and increased spending in Hartsville’s retail core.
- Co-tenancy with other high-traffic businesses can enhance restaurant viability. Future recruitment efforts should focus on placing full-service restaurants in locations with complementary retail, grocery, or entertainment venues.

### Strategic Considerations

- Identifying key sites that align with restaurant site selection criteria, particularly areas with strong visibility and access.
- Strengthening Hartsville’s brand as a dining destination by fostering locally owned, experience-driven restaurants alongside national chains.
- Addressing workforce availability and operational costs to ensure restaurants can succeed long-term in the local market.

Hartsville has a clear market opportunity to grow its restaurant sector, particularly in full-service dining. With targeted business recruitment, improved co-tenancy strategies, and efforts to retain more local dining dollars, the city can further develop its role as a regional destination for food and hospitality.





# The Hartsville Job Market

## Key Market Leakage & Business Opportunities

### Clothing & Apparel

The clothing sector represents one of the highest retail leakage categories in Hartsville. Residents frequently shop in larger retail destinations for apparel, footwear, and accessories.

#### Key Market Opportunities:

- Overall market leakage in clothing stores is \$34.7 million.
- A capture rate of only 40% yielding significant ongoing leakage to Florence and other destinations could sustain \$4.5 million in family retail and \$7 million in sporting goods, jewelry, and shoes.
- National & Regional Chain Stores – Mid-tier family apparel stores (Kohl’s, Old Navy, TJ Maxx), discount retailers (Ross, Burlington), and athletic wear retailers (Rack Room Shoes) may have an opportunity in Hartsville but traffic counts remain an issue.
- Boutique & Specialty Stores – Independent shops offering destination retail appeal, especially in women’s, children’s, and workwear fashion are ideal for downtown.
- Workwear & Uniform Retailers – Potential to serve Hartsville’s industrial, medical, and service-sector workforce present an opportunity.

Retail recruitment efforts should focus on clustering apparel retailers together to increase shopping convenience and compete with larger regional shopping hubs.

### Retail Growth Trends & Future Potential

- Beyond immediate leakage opportunities, demand for retail trade is projected to grow over the next five years.
- Total demand for retail trade, including food and drink, is expected to grow by \$53 million by 2029.
  - Motor vehicle and parts dealers will see a \$18.2 million increase in demand.
  - General merchandise, grocery, and clothing retailers will experience steady growth, reinforcing the need for additional retail investment although more often than not this tends to be more tilted toward dollar stores.

## CLOTHING/SPECIALTY



**\$34.7 million in leakage**

Capture Rate Estimate	40%
Family Retail at Capture	\$4.5 mil
Shoes, Jewelry, Sporting Goods	\$7.0 mil

*Key concern again is traffic counts.*



# The Hartsville Job Market

## Key Market Leakage & Business Opportunities

### Strategic Considerations for Retail Growth

#### 1. Site Selection & Co-Tenancy

- Retailers perform best when grouped near complementary businesses to drive consumer traffic.
- Strategic clustering of grocery, dining, and apparel stores can help build a stronger retail ecosystem.
- The concept of continuing to foster a new retail node in Hartsville at W. Carolina Avenue and Bobo Newsom highway to align with Tractor Supply and CVS would create more sprawl, have a deleterious effect on existing retail clusters, and damage downtown.

#### 2. Retail Positioning Against Regional Competitors

- Hartsville must compete with larger shopping destinations in nearby cities.
- Convenience, service, and experience-based retail should be key differentiators.
- Emphasize customer service and in-store experience to remain competitive.

### Key Takeaways & Recommendations

- Hartsville’s 20-minute trade area supports \$720 million in retail demand, growing to \$773 million by 2029.
- Retail leakage exists in key categories, including grocery, dining, and apparel.
- Aldi meets market criteria except for traffic counts, but other grocery opportunities exist.
- Chick-fil-A has not entered Hartsville due to traffic count limitations, reflecting a broader restaurant recruitment challenge.
- Clothing and apparel retail shows substantial leakage, indicating demand for national brands, local boutiques, and specialty stores.
- Retail development should focus on co-tenancy strategies, local spending retention, and preparation for long-term growth.
- The focal areas should be in downtown and in ageing and underutilized retail spaces on existing retail corridors.







## Key Investment Areas



# Key Investment Areas

## Related Terminology & Definitions

**Aging in Place:** Communities that have amenities and services that support older adults as they remain in their own home

**Workforce Housing:** A variety of housing options that can be afforded by a range of workers that make between 80%-120% of the area median income (AMI). The income range varies between geographic location and jurisdiction.

**Multi Generation Community:** Community whose amenities, programs, policies, and practices support households of all ages.

**Townhome:** A multi-story house that is attached to one or more multi story homes by shared walls.

**Garden Apartment:** A low rise building typically 2-4 stories tall with residential units that have close access to outdoor on-site amenities.

**Single Family Detached:** A residential lot or structure that is not attached to any other residential structure or use of a building.

**Commercial Core:** Referred to uniquely in the Hartsville Master Plan as the contiguous retail and business core that primarily runs along 4<sup>th</sup> and 5<sup>th</sup> streets from highway 15 to downtown Hartsville

**Work Live Unit:** a hybrid structure/unit that combines residential and commercial. Commerce typically is on the first floor and residential units are located above.

**Mixed Use:** a building or overall development that shares a variety of housing types, commercial and office spaces, industries, and parks and cultural institutions. These elements work together to create a walkable and efficient community.

**Pocket Park:** a small park easily accessible to the neighborhood it is contained by. Typically, no larger than ¼ of an acre.

**Micro Business Hub:** A business hub that supports smaller businesses that are typically no bigger than 10 employees.





# Key Investment Areas

## Overview

The Hartsville Master Plan seeks to identify opportunities and priorities for enhanced connectivity, housing, and commerce, along with the necessary infrastructure improvements to support these efforts.

A key focus of the master plan is South Hartsville, a historically overlooked community in need of strategic investment. Implementing impactful projects in this area will not only benefit its residents but also create positive ripple effects across both the city and county.

The need for increased housing and commercial development extends throughout Hartsville and can be addressed through targeted infill development and adaptive reuse opportunities. These are identified as ‘Key Investment Areas’ within the plan.





# Key Investment Areas

## South Hartsville Neighborhood Infill and Adaptive Reuse Opportunities

### Future Neighborhoods Overview

-  Single Family Detached
-  Townhomes
-  Duplexes/Triplexes
-  Enhanced Crosswalks

### Community Center Overview

- 1 Adaptive Reuse** Existing Civic building to be Converted to Community Center
- 2** Indoor Pool and Basketball Court with Offices and Lobby Area
- 3 Adaptive Reuse** Church to create Micro Business Hub
- 4** Skate Park with Community Pavilion
- 5** Athletic Courts & Fields
- 6** Large All-Inclusive Playground
- 7** Parking Lot – 150 Spaces





# Key Investment Areas

## South Hartsville Neighborhood Infill

The area emanating from the intersection of 8th and Washington Streets presents the opportunity to create a new, multi-generational community district that will serve as a catalyst for community-focused development in South Hartsville. The parcel adjacent to the Historic Marion Avenue Cemetery is envisioned as a vibrant, thriving mixed-income neighborhood featuring an architectural character that celebrates the scale, materiality and detail unique to South Hartsville. Townhomes, duplexes and triplexes front new pedestrian pathways and define an inviting green space featuring a small pavilion to host community events and gatherings. Street improvements along 8th and Washington Streets will go beyond addressing critical stormwater infrastructure to include vibrant crosswalks, widened sidewalks, lighting, street trees and “sharrow” pavement markings to accommodate cyclists.

The City of Hartsville owns the 6.95-acre South Hartsville Neighborhood Infill Parcel, offering a prime opportunity to develop a vibrant mixed-income community that fosters social connectivity, growth, and self-sufficiency. Previously, a deteriorating apartment complex occupied the site, serving primarily low-income residents before its abandonment in 2000. As a means of mitigating blight and crime on the site, the city secured a CDBG grant and demolished the buildings in 2017. This redevelopment allows the city to address past challenges associated with concentrated poverty and create a higher quality of life.

*Potential Tools: South Hartsville Neighborhood Infill – TIF, Community Land Trust, Project Based Vouchers, CDBG, LIHTC, SIZ Incentives, Venture Philanthropy*



South Hartsville Neighborhood Infill Prior to 2017 Demolition



South Hartsville Neighborhood Infill Parcel 2025



South Hartsville Infill Parcel Zoning Context

**Current Zoning:** Residential Two (R-2)

**Analysis:** The current Residential Two zone district accommodates the concept residential development described in this plan. Specifically, massing and setback are consistent with established B-2 regulations. The townhome units, while consistent with zoning requirements, remain subject to discretionary approval processes.

**Recommendation:** B-2 zoning remains appropriate for this site. Alternatively, a newly-adopted Flexible Review District (FRD) would also allow for the depicted development while ensuring design consistency and neighborhood compatibility.






# Key Investment Areas

## South Hartsville Neighborhood Infill Concept (8<sup>th</sup> Street and Marion Avenue)



### Future Neighborhoods Overview

-  Single Family Detached
-  Townhomes
-  Duplexes/Triplexes
-  Enhanced Crosswalks



*Conceptual Rendering of Potential South Hartsville Residential Development*



*Conceptual Rendering of Potential South Hartsville Residential Development*



# Key Investment Areas

## Multi-Generation Community (8<sup>th</sup> Street and Washington Avenue)

The intersection of 8<sup>th</sup> and Washington provides a **One Hartsville** opportunity for unlocking the full potential of South Hartsville and addressing long-standing equity gaps. This gateway is the main vehicular artery connecting South Hartsville neighborhoods to the 5<sup>th</sup> Street corridor. This intersection is currently comprised of the Darlington County Community Action Agency, the former St. Joseph Catholic School, and agricultural land. With intentionality, the 8<sup>th</sup> and Washington intersection can transform from a vehicular artery to the community’s heartbeat of resilience and self-sufficiency.

This gateway is well positioned to house a mix of uses designed to promote a healthy and flourishing community.

**Adaptive Reuse** – The former St. Joseph Catholic School can transform into a micro-business hub for local artisans and entrepreneurs. More than 35 small business owners operate in South Hartsville, and repurposing this site would restore an economic corridor that complements the larger commercial district along 5th Street. This project strengthens Hartsville’s “buy local” culture and promotes self-sufficiency in South Hartsville.  
*Tools: Abandoned Building Tax Credits, Historic Preservation Tax Credits, New Market Tax Credits*

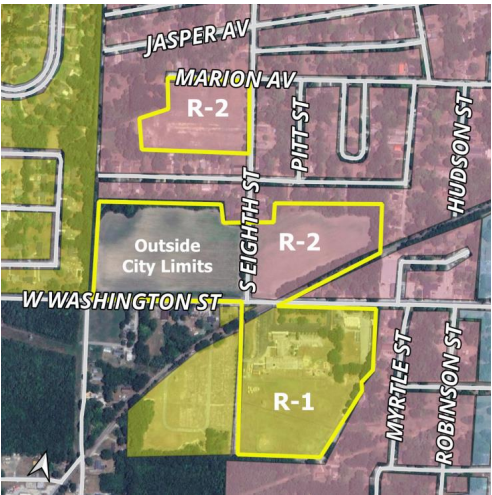
**Community Based Organizations & Co-located Affordable Housing**– The Darlington County Community Action Agency sits on 15 acres, creating an opportunity for expanded services, a state-of-the-art community wellness center, and co-located affordable housing for seniors, veterans, individuals with disabilities, and transitional populations. Additional community-supported programming could include:

- Community Leadership Group,
- Landlord and tenant training,
- First-time homebuyer programs and employer assisted downpayment programs,
- Financial literacy, estate planning, and heirs’ property trainings, and
- home-repair programs

*Tools: Community Development Block Grant, Project Based Vouchers, Low-Income Housing Tax Credits (LIHTC), SIZ incentives, SC Department of Mental Health Housing Vouchers*

**Market Rate Residential** – A walkable, cottage-style neighborhood can provide market-rate homeownership options, establishing a distinct residential character for the area. These homes will attract former South Hartsville residents seeking a higher quality of life, newcomers who want proximity to downtown Hartsville without the bustle, and retirees looking to downsize. Higher-income residents will also help sustain the local micro-business hub.  
*Tools: Tax Incremental Finance District (TIF), SIZ incentives*

**Pedestrian-friendly connections** – This gateway should prioritize pedestrian health and accessibility, allowing residents to move easily between homes and community amenities. Improvements could include bike lanes, unique crosswalks that reflect community identity, and wide sidewalks for greater usability.



### Multi Generation Community Zoning Context

**Current Zoning:** Residential One (R-1), Residential Two (R-2) and Unincorporated

**Analysis:** The development concept depicted advocates for a mixture of density and community uses at this location. The R-2 district may accommodate such development depending on the mixture of units in the multifamily component. Alternatively, a Planned Unit Development (PUD) can allow flexibility of design and ensure a cohesive approach.

**Recommendation:** R-2 zoning may remain appropriate, subject to simplification of multifamily calculations recommended by this plan. Alternatively, PUD Zoning may also be appropriate due to the unique nature of the site.



# Key Investment Areas

## 4<sup>th</sup> and Railroad and Laurens Avenue

### Future Neighborhoods Overview

- ① Neighborhood Entry Parks
  - ② Central Green with Pavilion
  - ③ Extend ‘The Vista’ park to 4<sup>th</sup> Street
  - ④ Entertainment District
  - ⑤ Extend Laurens Avenue to Coker Avenue
  - ⑥ Adaptive Reuse Opportunity of Gin Warehouses + Commercial Infill
  - ⑦ Extend On-Street Parking along 4<sup>th</sup> Street to the end of 4<sup>th</sup> and Railroad
  - ⑧ On Street Parking Along Laurens to 6<sup>th</sup> Street and Coker Avenue
  - ⑨ Adaptive Reuse for Local Businesses
  - ⑩ Redevelopment Potential
-  Single Family Lots
  -  Townhomes
  -  Commercial/Retail with Live Work Opportunity
  -  Existing Structures
  -  Enhanced Crosswalks





# Key Investment Areas

## 4<sup>th</sup> and Railroad Mixed-Use

The site at 4th Street and Railroad Avenue is envisioned as a new hub of local commerce with places to expand entertainment, entrepreneurial, arts and gathering opportunities and for people to live, work and play. Mixed-use infill development creates a new urban edge condition and safe, lively and dynamic spaces for pedestrians along existing vehicular thoroughfares, while locating parking to the center of the block. Street improvements, including a multi-use path, a tree canopy, landscaping, lighting and banners work in tandem to improve accessibility and connectivity to the district. Buildings in this district are scaled and detailed to create a sense of place and feature engaging “third places” at ground and upper levels and balance a blended architectural character that speaks to Hartsville’s historic past while imagining its innovative future. The development could feature a mixture of housing options not available elsewhere in the Hartsville market. A shared green space with a stage or park would create a gathering place for the entire community.



### Fourth and Railroad Mixed Use Zoning Context

**Current Zoning:** Central Business (B-1), and Professional Office (

**Analysis:** The current zoning reflects prior uses within the project area. The current B-1 zoning accommodates denser urban uses of the property that are complimentary to Downtown Hartsville. Alternatively, utilizing a new Flexible Review District (FRD) would allow a balance of consistency and creativity in project design.

**Recommendation:** Extend the B-1 district or utilize a FRD (zoning amendment to enable is required) for the site.

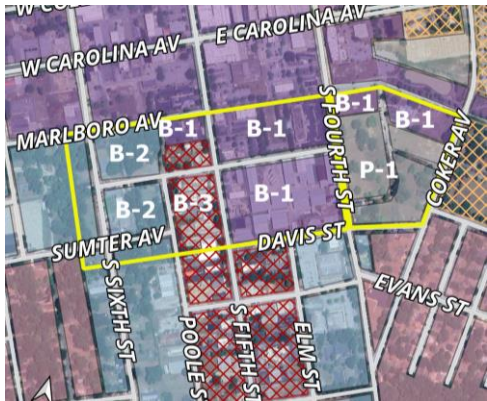




# Key Investment Areas

## Beautification, Adaptive Reuse and Infill (Laurens Avenue Corridor)

The Laurens Avenue Corridor, spanning from 4th to 6th Street, presents a prime opportunity to extend Downtown Hartsville’s character while serving as a vital link to South Hartsville and the proposed “4th and Railroad” development. Anchored by Jerusalem Baptist Church, the corridor contains vacant properties and underutilized warehouse sites that offer strong potential for adaptive reuse and infill redevelopment. Streetscape enhancements, on-street parking, and minor regulatory adjustments can help catalyze reinvestment, fostering a more vibrant, pedestrian-friendly environment. These improvements will reinforce the area’s role as a seamless transition between Downtown and surrounding neighborhoods, supporting Hartsville’s continued revitalization.



### Adaptive Reuse Opportunity Zoning Context

**Current Zoning:** Central Business (B-1), and Professional Office (

**Analysis:** The current zoning reflects prior uses within the project area. The current B-1 zoning accommodates denser urban uses of the property that are complimentary to Downtown Hartsville. Alternatively, utilizing a new Flexible Review District (FRD) would allow a balance of consistency and creativity in project design.

**Recommendation:** Extend the B-1 district or utilize a FRD (zoning amendment to enable is required) for the site.







# Complete Streets Master Plan



# Complete Streets Master Plan

## Related Terminology & Definitions

**Complete Streets:** streets that accommodate all modes of transportation

**Road:** a path or route with the purpose of connecting two points.

**Street:** a path or route with public realm activity and buildings on both sides.

**Arterial Road:** Multilane roadways that supplement the Interstate System and connect as directly as practicable. Speed limits usually range between 50 and 70 miles per hour.

**Collector Road:** both major and minor roads that balance mobility with land access and connect local roads and streets to arterials. Speed limit is usually 35-55 miles per hour.

**Local Roads:** primary access routes to residential neighborhoods, businesses and other local areas. Speed limit is usually 20-45 miles per hour.

**Neighborhood Street:** A road specifically relating to a residential neighborhood.

**Sharrow:** a road in which vehicles share the road with cyclist. These paths have distinguished markings showing a cyclist with two arrows above.

**Woonerf:** streets in which all modes of transportation share the road equally. These roads typically are designed without curbs or sidewalks and provide a variety of traffic calming measures. A Dutch term that means “street for living”.

**ADA Access:** refers to the civil rights of people with disabilities, ensuring equal access to public spaces.

**Multi-Use Path:** a paved off-road trail/path that is designed for both cyclist and pedestrians.

**Bollard:** a post used to separate and divert traffic.

**Verge:** space used to separate lanes and/or different modes of transportation. This can consist of hardscape or landscape material.

**Right of Ways (ROW):** an easement that serves as a right of passage for a variety of modes of transportation that has been established by the law.

**Public Realm:** publicly owned spaces that are accessible to *everyone*.





# Complete Streets Master Plan

**Complete Streets:** *are roadways designed and operated to provide safe, accessible, and efficient transportation for all users—regardless of age, ability, or mode of travel.*

The goals of the Complete Streets Master Plan are to:

- 1. Establish strong East to West road connections that will connect those within Hartsville neighborhoods to the ‘Commercial Core’... the City Center
- 2. Improve and create useability and safety for **all** modes of transportation along the city's’ highly trafficked roadways.
- 3. Improve neighborhood streets within South Hartsville that have been underserved within the town.
- 4. Connect sidewalks that have missing links.
- 5. Improve Streets with high public realm potential. These can be already built or future streets that are/will be located within existing and future mixed use/commercial areas.



Existing 6<sup>th</sup> Street Corridor



# Complete Streets Master Plan

## Overview

**Complete Streets** are designed to accommodate all modes of transportation, including walking, cycling, and driving.

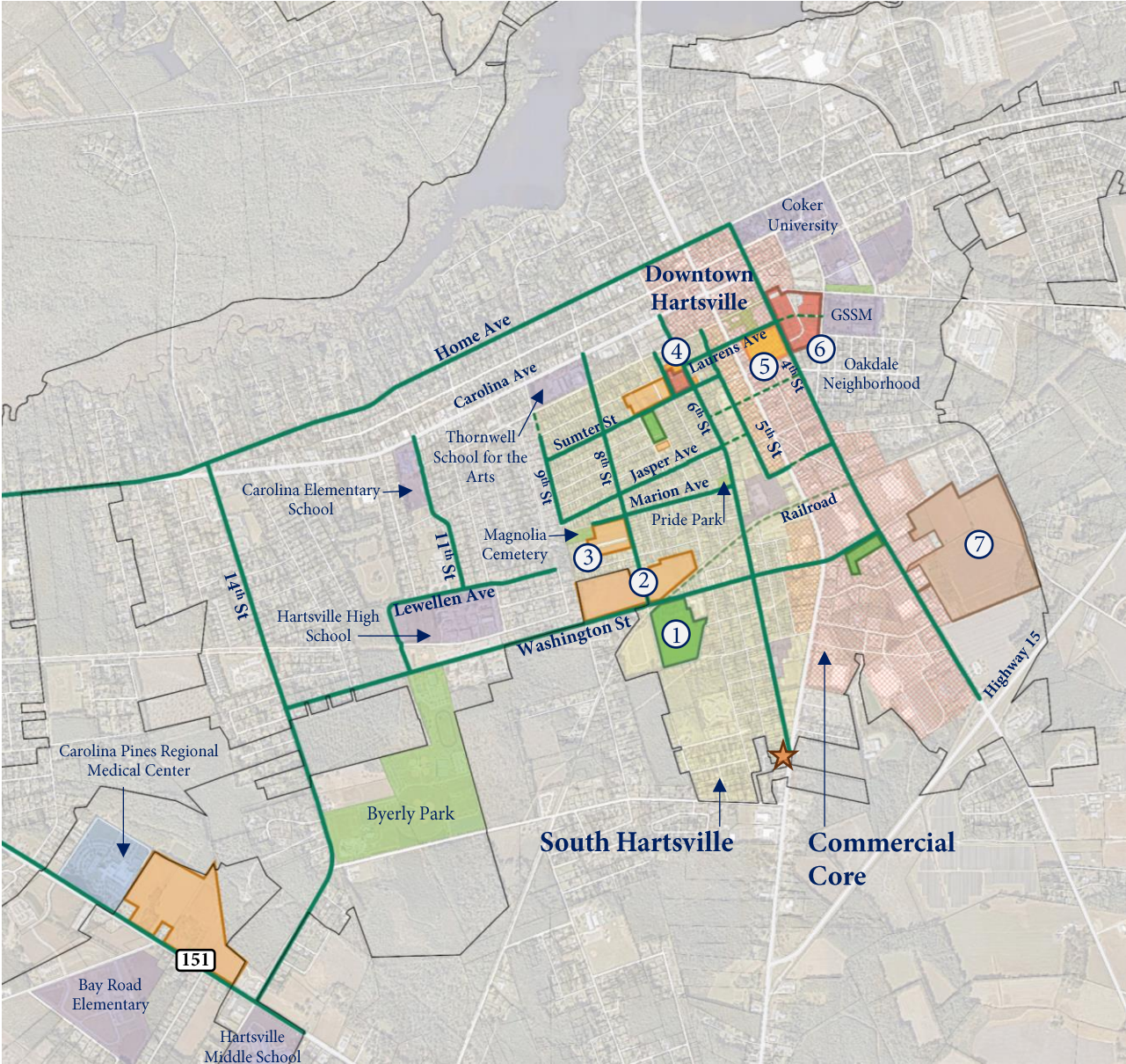
The **Complete Streets Master Plan** will serve as a framework for identifying streets, within the project boundary, where improved connectivity is needed between key goods and services areas and residential neighborhoods. This plan will ensure that mobility and accessibility enhancements align with the city’s broader growth goals.

## Legend

### Key Investment Areas

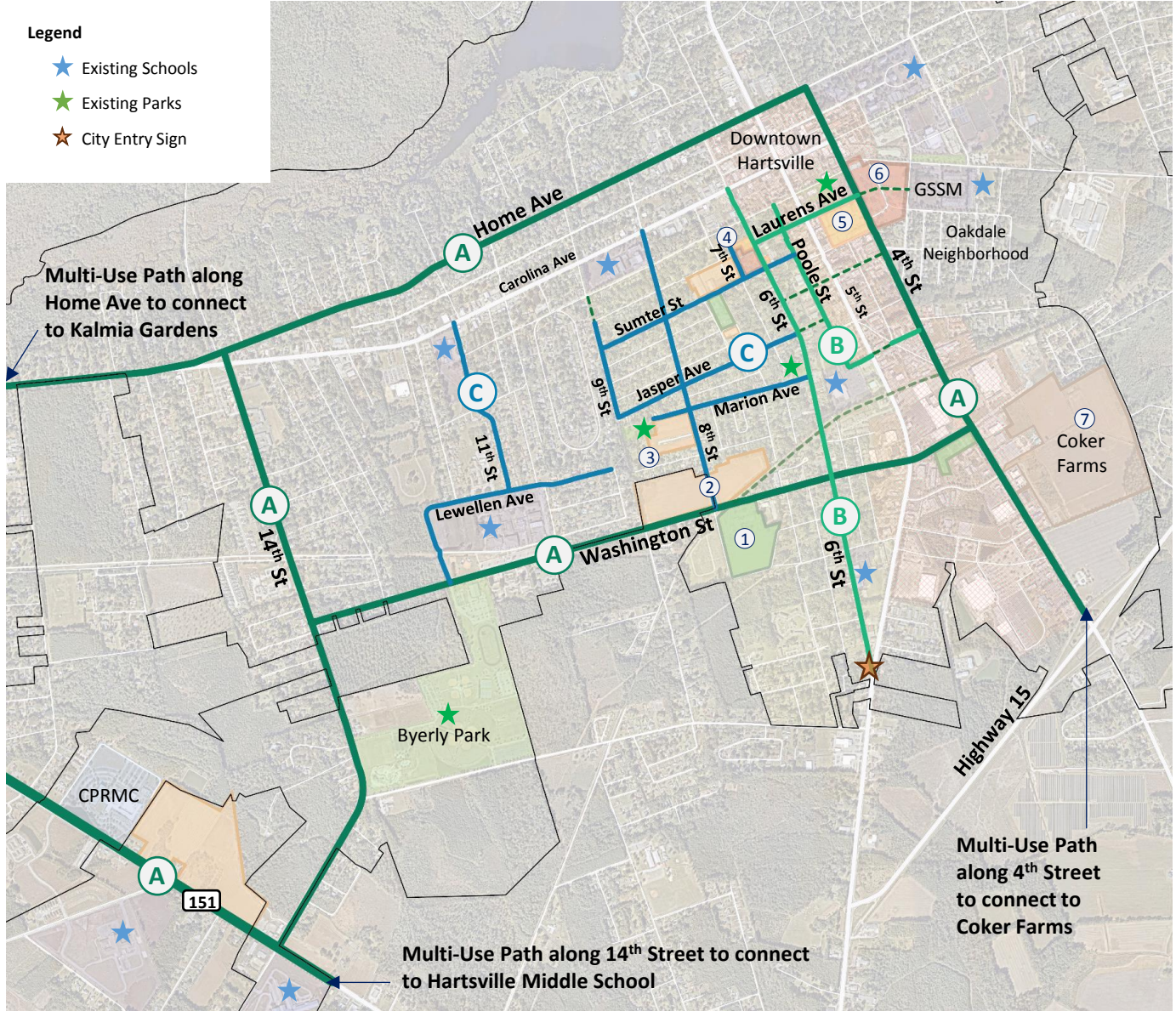
- ① Community Center
- ② Aging in Place & Workforce Housing Neighborhood Infill
- ③ South Hartsville Neighborhood Infill
- ④ Adaptive Reuse at 6<sup>th</sup> and Laurens
- ⑤ Adaptive Reuse Gin Warehouses
- ⑥ 4<sup>th</sup> and Railroad Mixed Use
- ⑦ Village Center

- Potential Village Development
- Future Mixed-Use Development
- Future Neighborhoods
- Future Adaptive Reuse
- Future Parks
- Existing Schools
- Existing Parks
- Complete Streets Master Plan**
- City Entry Sign





# Complete Streets Master Plan



## Complete Streets – Road Typologies

The purpose of defining the road typologies is to understand how each specific road functions so that future proposed road and street improvements align with its unique usability and functionality.

### Type A

as defined in the master plan, include arterial and collector roads that carry higher volumes of vehicles at greater speeds. Their primary function is to facilitate efficient travel between destinations. Given these conditions, pedestrian and bicycle safety is paramount, and protective barriers between vehicles and non-motorized users should be prioritized.

### Type B

as defined within the master plan as city streets with high public realm activity. These streets serve as vibrant outdoor spaces where commerce, business, and recreation intersect. Buildings are positioned closer to the street to foster engagement, and pedestrian areas are highly active. Clear delineation between vehicle and pedestrian/cyclist spaces is essential, ensuring safe and efficient movement for all users.

### Type C

as defined within the master plan as neighborhood streets or roads located within residential areas. These streets serve as connections between homes, schools, and local businesses, with vehicles traveling at slower speeds. Bicycles typically share the road with vehicles, while pedestrians have dedicated sidewalks. In some cases, all modes of transportation share the same space, fostering a balanced environment where pedestrians, cyclists, and drivers coexist with mutual respect

- Key Investment Areas**
- ① Community Center
  - ② Aging in Place & Workforce Housing Neighborhood Infill
  - ③ South Hartsville Neighborhood Infill
  - ④ Adaptive Reuse at 6th and Laurens
  - ⑤ Adaptive Reuse Gin Warehouses
  - ⑥ 4th and Railroad Mixed Use
  - ⑦ Village Center



# Complete Streets Master Plan

## Complete Streets Toolkit: How it Works

Due to various constraints, integrating pedestrian connectivity within existing road rights-of-way can be challenging and may sometimes require implementation beyond the right-of-way. The approach that works for one corridor may not be suitable for another. Before undertaking any road or street improvements, the city should assess existing conditions, identify challenges, explore multiple options, and evaluate their impacts on pedestrians, cyclists, vehicles, and adjacent property owners.

Since each corridor presents unique challenges, a toolkit has been developed to provide a structured approach with a variety of solutions for enhancing pedestrian connectivity. This resource will help guide decision-making and ensure that improvements align with the specific needs of each corridor.

**Toolkit Example:** Washington Street and 4th Street are both classified as ‘Type B’ collector roads. Given the high vehicular speeds typically associated with collector roads, the optimal pedestrian and cyclist solution involves shared-use paths that are separated from vehicular traffic by landscaped verges.

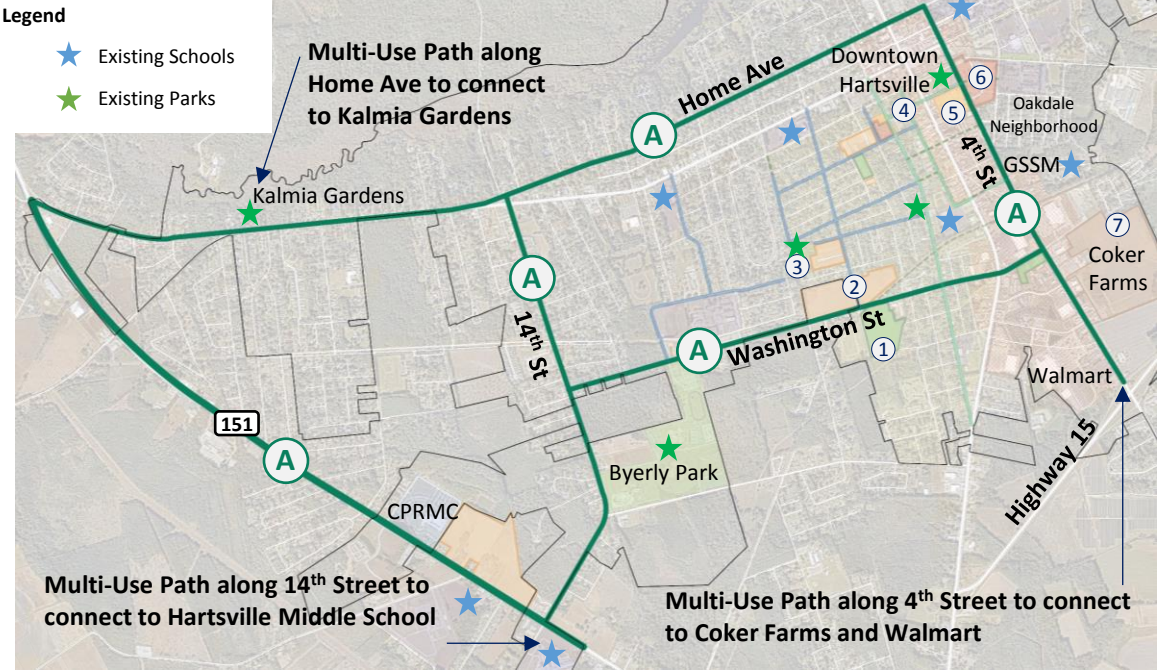
However, Washington Street presents challenges where the existing right-of-way narrows, limiting the ability to implement wide landscape verges throughout the entire corridor. In these constrained areas, the toolkit will outline alternative design solutions to ensure safe and accessible pedestrian and cyclist pathways, even where full separation from traffic is not feasible.





# Complete Streets Master Plan

## Road Typology A



### Key Investment Areas

- ① Community Center
- ② Aging in Place & Workforce Housing Neighborhood Infill
- ③ South Hartsville Neighborhood Infill
- ④ Adaptive Reuse at 6<sup>th</sup> and Laurens
- ⑤ Adaptive Reuse Gin Warehouses
- ⑥ 4<sup>th</sup> and Railroad Mixed Use
- ⑦ Village Center



Multi-Use Path with Landscape Verges - *with street trees*

## Complete Streets Toolkit



Multi-Use Path with Landscape Verges



Multi-Use Path without Landscape Verges - *Bollards as Road Dividers*



Multi-Use Path without Landscape Verges - *Vibrant Striping as Visual Dividers*

Type **A** will be defined within the master plan as *arterial and/or collector roads* that carry vehicles at higher volumes and speeds within the primary purpose to get people to places. Pedestrian and bicycle safety is paramount and safety barriers between vehicles and pedestrians/cyclist should be utilized and prioritized

**4<sup>th</sup> Street** – *Commercial Collector Street* that is the backbone of the Hartsville Commercial Core. This travel way has direct access to most of Hartsville's commerce and business. Here, the buildings do not engage with the street therefore the *public realm* activity is focused on transportation.

**Washington Street**- Primarily a *Collector Road* with adjacent undeveloped land, a few access points into residential neighborhoods and civic buildings and parks.

**14<sup>th</sup> Street** – a *Residential Collector Road* that primarily has access to residential neighborhoods with direct access to a few residential driveways.

**Home Avenue** – A *Residential Collector Street* with direct access to residential neighborhoods and residential driveways.

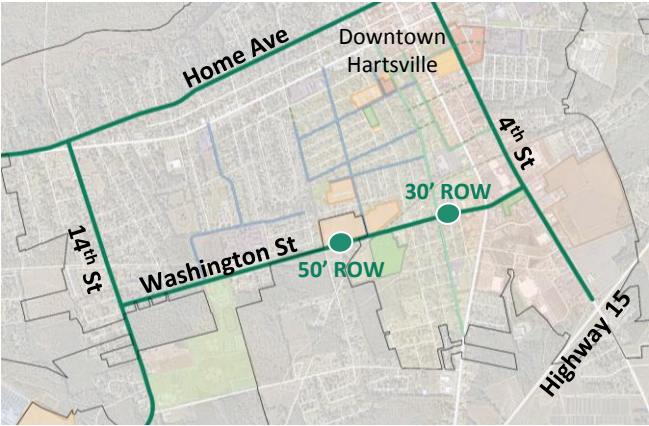
**151 – Bobo Newsom Highway** – *Highway* on the outskirts of the city that has direct access to schools and Hartsville's medical center.

*\*Toolkit Images to the left illustrate how pedestrian mobility can be achieved among a variety of site conditions.*

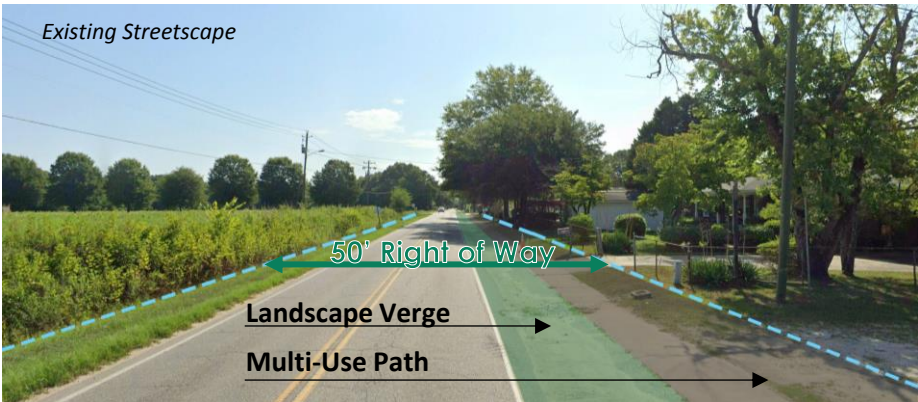


# Complete Streets Master Plan

## Road Typology A – Washington Street



Type ‘A’ Road Key Map



**Condition 1** – Most of Washington Street is supported by a **50' Right of Way** with a sidewalk on one side of the street. From Barefoot Street to Hartsville High School there is a multi-use path separated from the road by a landscape verge. Maintaining this wide path for both cyclist and pedestrians along Washington Street will create a safe and better street for all users.



**Condition 2** – Washington Street transitions to a **30' Right of Way** between 6<sup>th</sup> and Tuskegee Street. No sidewalks are along this stretch of the street.

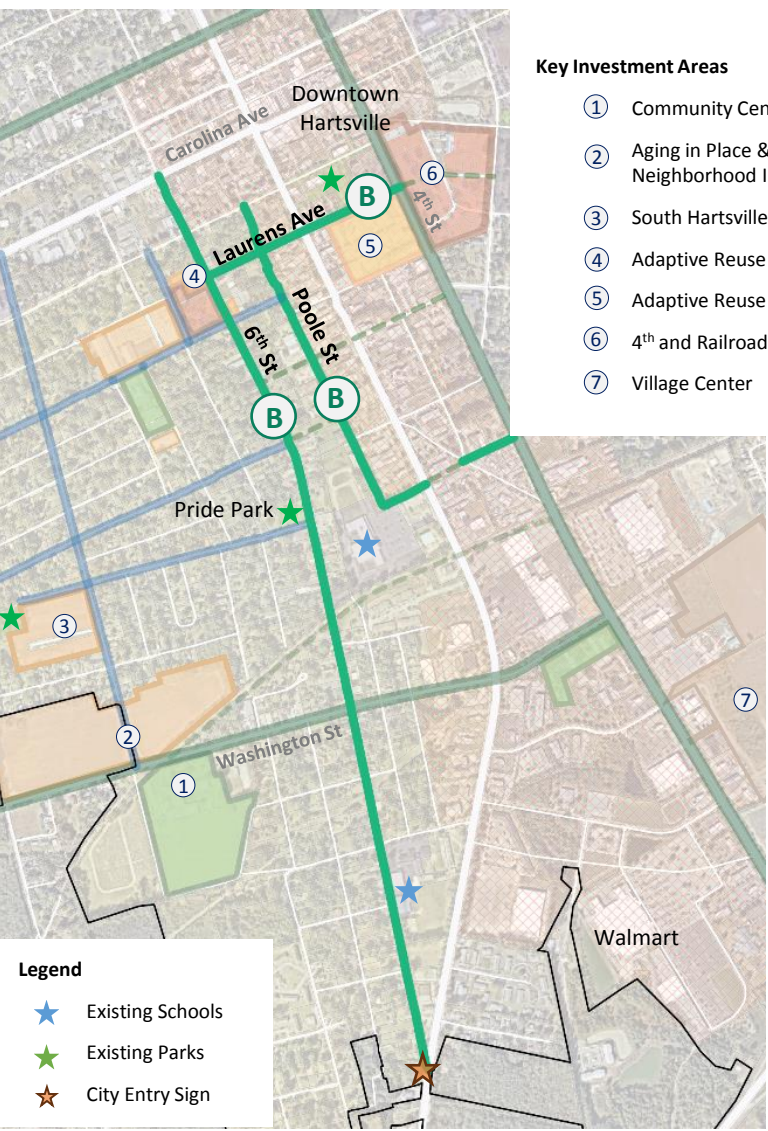


Bollards along Washington Street between 6<sup>th</sup> and Tuskegee will offer a barrier between vehicles and pedestrians/cyclist along narrowing Right of Ways



# Complete Streets Master Plan

## Road Typology B



**Type B** as defined within the master plan as city streets with high public realm activity. These streets serve as vibrant outdoor spaces where commerce, business, and recreation intersect. Buildings are positioned closer to the street to foster engagement, and pedestrian areas are highly active. Clear delineation between vehicle and pedestrian/cyclist spaces is essential, ensuring safe and efficient movement for all users.

**6<sup>th</sup> Street** - an urban street with residential neighborhoods and commercial buildings that front onto and have direct access to the street.

**Laurens Ave** - an urban street that is one block south of the downtown area. The street mostly services the ginning site and a few downtown businesses.

**Poole Street**- a street that serves as back of house access for businesses along 5<sup>th</sup> street with direct access to a few businesses along Poole Street.



Sidewalk with landscape verge. **Cyclist share the road with vehicles.** Vibrant Pavement Striping is used to warn/remind vehicles.



**Sidewalks are positioned directly adjacent to on-street parking or the roadway.** A change in road or sidewalk paving serves as a visual and tactile cue for all modes of transportation to slow down as they enter an urban setting.

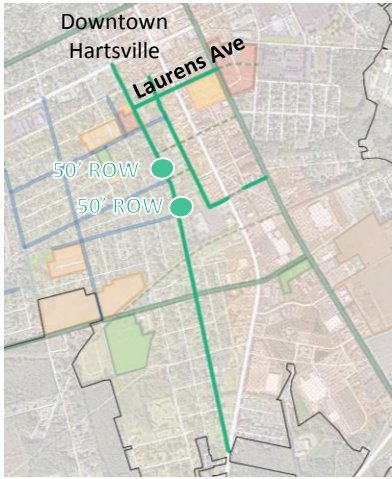


Sidewalks with landscape verges. **Bike lanes separated by road with planters and/or vibrant road striping**



# Complete Streets Master Plan

## Road Typology B – 6<sup>th</sup> Street



Type 'B' Road Key Map



**Condition 1** – Residential driveways have direct access to 6<sup>th</sup> Street. The existing road along 6<sup>th</sup> street is curbsless with narrow sidewalks that are welcoming to vehicles as parking spots. Separation between residential lawns, and pedestrian and vehicular right of ways should be adequately delineated for safe and enjoyable access to both the private and public realm with curbs, street trees, and landscape verges. Lighting should also be considered to improve safety along the street.



**Condition 2** – along portions of 6<sup>th</sup> Street, parks, churches, and businesses come up to the right of way which results in more activity in and along the street. **Enhanced streetscape elements such as on street parking, street lighting, landscape verges, and street trees** should be considered.



**Mid-block crossings** may be necessary in certain situations. To ensure pedestrian safety when crossing mid-block to Pride Park, an elevated or signalized crosswalk will help alert drivers to slow down and prepare to yield to pedestrians.





# Complete Streets Master Plan

## Road Typology C



### Key Investment Areas

- ① Community Center
- ② Aging in Place & Workforce Housing  
Neighborhood Infill
- ③ South Hartsville Neighborhood Infill
- ④ Adaptive Reuse at 6<sup>th</sup> and Laurens
- ⑤ Adaptive Reuse Gin Warehouses
- ⑥ 4<sup>th</sup> and Railroad Mixed Use
- ⑦ Village Center

**Type C** as defined within the master plan as neighborhood streets or roads located within residential areas. These streets serve as connections between homes, schools, and local businesses, with vehicles traveling at slower speeds. Bicycles typically share the road with vehicles, while pedestrians have dedicated sidewalks. In some cases, all modes of transportation share the same space, fostering a balanced environment where pedestrians, cyclists, and drivers coexist with mutual respect.

**Sumter Street** - Neighborhood street that runs through the gin properties

**Jasper Avenue** - Neighborhood street that runs from 9<sup>th</sup> Street to 6<sup>th</sup> Street

**Marion Avenue** Neighborhood street that runs from the Marion Cemetery to Pride Park

**Lewellen Avenue** - Neighborhood street that wraps around Hartsville High School

**7<sup>th</sup> Street** - 2 block street that connect Marlboro Ave to Sumter Street

**8<sup>th</sup> Street** - Neighborhood street that connects Carolina Avenue to Washington Street

**9<sup>th</sup> Street**- Dirt road that runs along 9<sup>th</sup> Street ditch

**11<sup>th</sup> Street** - Neighborhood street that connects Carolina Avenue to Hartsville High School

### Complete Streets Toolkit



*Woonerfs* – a shared street



Sidewalk **without** landscape verges. This may be needed on roads with higher traffic where you cannot fit a landscape verge into the right of way.

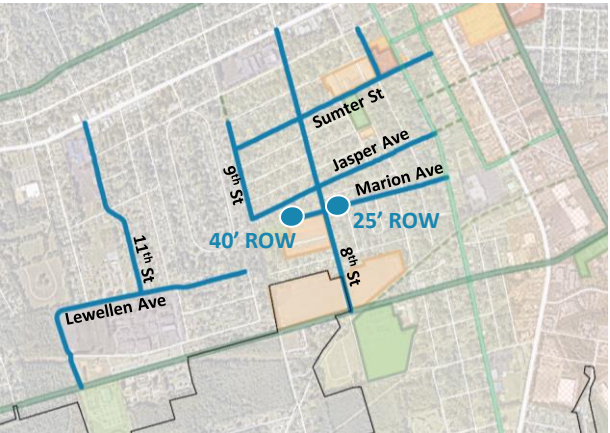


**Sidewalks with landscape verges. Street Trees** where needed. Cyclists share the road with vehicles

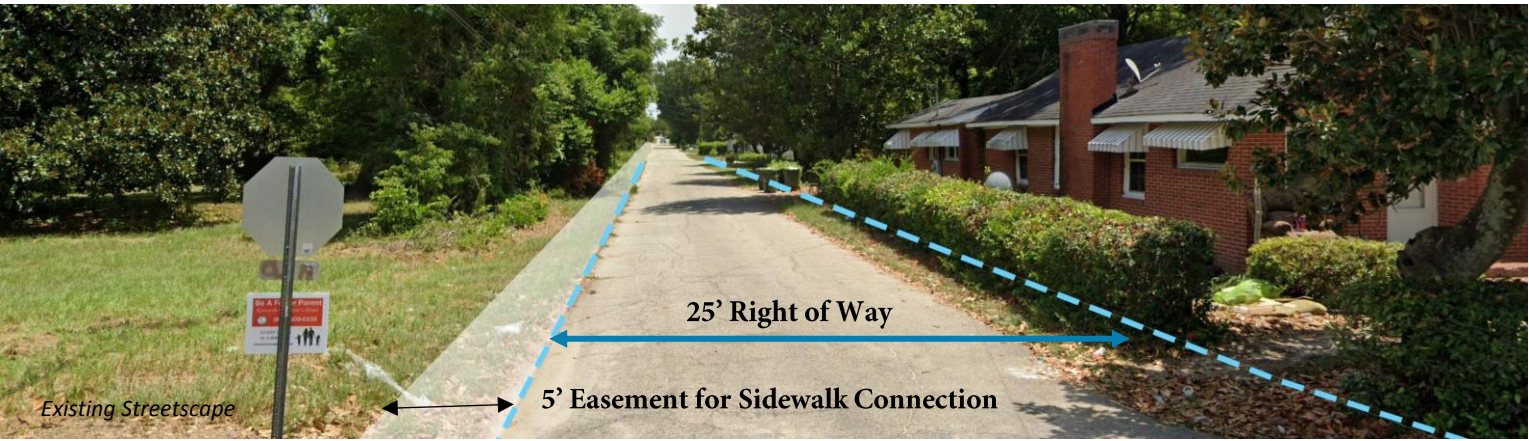


# Complete Streets Master Plan

## Road Typology C – Marion Avenue



**Condition 1** – From Marion Cemetery to 8<sup>th</sup> Street, Marion Avenue has a **40' right of way**. This is adjacent to the proposed development of a new South Hartsville neighborhood. Making this portion of Marion Avenue a great street for all in tandem with the construction of the future development will serve as a catalyst for future projects in and around South Hartsville.



**Vibrant Crosswalks and Signage**

**Condition 2** – Marion Ave transitions from a **40' right-of-way** to a **25' right-of-way** between 6<sup>th</sup> and 8<sup>th</sup> Street. Conditions like this may necessitate exploring the acquisition of an easement outside of the right-of-way for **sidewalk connections**. Additional traffic-calming measures could be implemented to create a safer shared street environment. Streetscape improvements, such as raised mid-block crossings **with vibrant crosswalks**, can help slow vehicles down and reinforce the idea that this is a shared travel corridor for all users.



# Complete Streets Master Plan

## Civil Infrastructure: Three Drainage Basins

### Three Drainage Basins Overview

#### 1. 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.

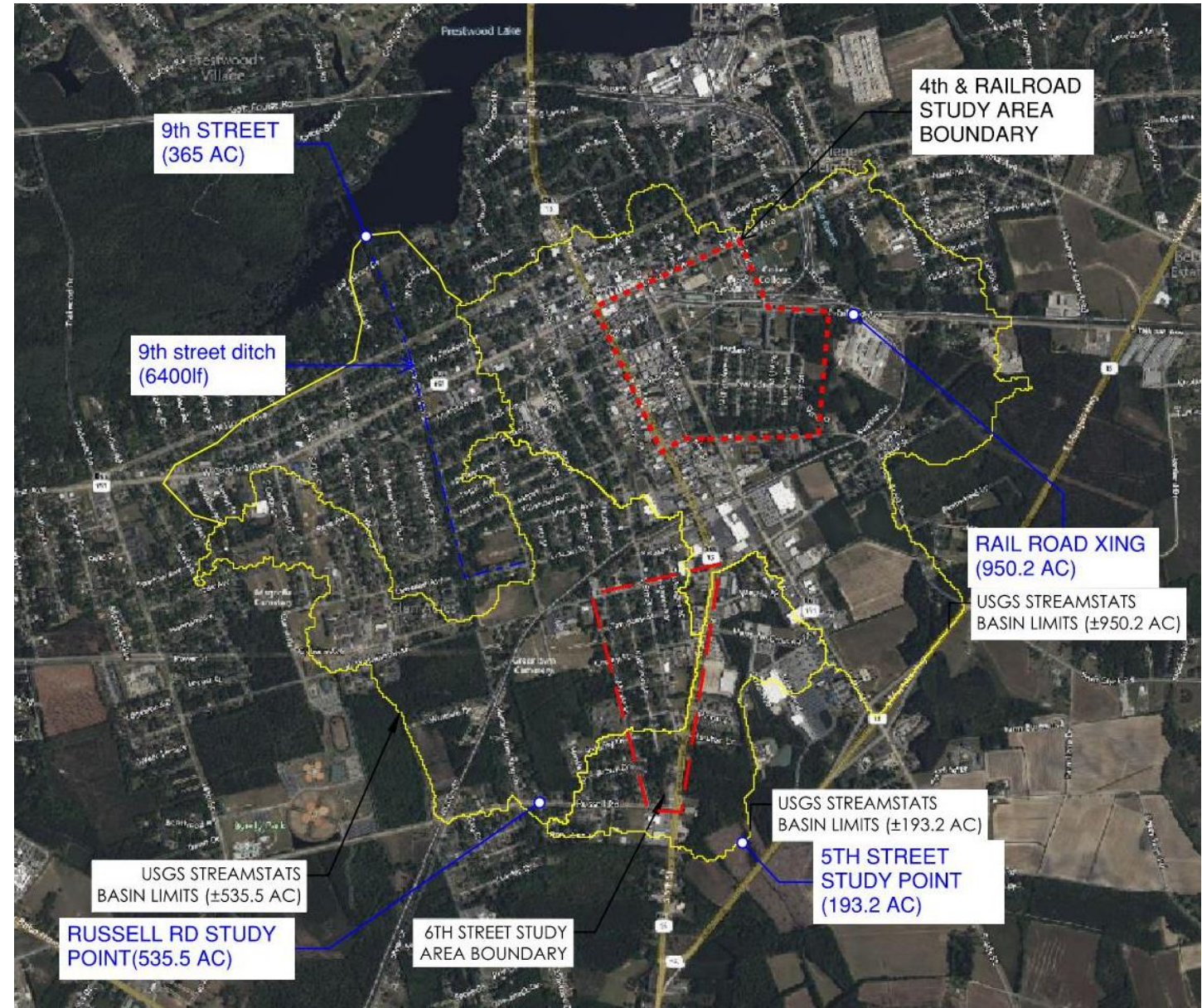
The system should be analyzed during the street/streetscape improvement project to include a curb & gutter to direct runoff to the Stormwater Conveyance System.

#### 2. Railroad study point

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

#### 3. 9th Street Ditch

Culverts leading to Prestwood Lake are undersized for 25 years storm event.





# Complete Streets Master Plan

## Civil Infrastructure: Drainage and System Capacity

### System Capacity Overview

#### 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



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





# Housing



# Housing

The Hartsville community shared a range of ideas and concerns throughout the master plan process. Residents highlighted issues such as housing shortages, lack of affordability, and the need for diverse housing options.

Demand for housing remains high, but new development is limited. The city needs a broad range of housing types, from single-family homes for first-time buyers to apartments for young professionals. Many vacant or blighted homes require repairs, and overall affordability remains a challenge relative to the area’s median income.

Hartsville benefits from a strong philanthropic network, a growing job market, and deep community pride. These assets create a solid foundation for strengthening the local housing market.

Hartsville is well-positioned for strong growth, supported by key economic, educational, and community institutions. Major employers include Sonoco, Duke Energy, and Carolina Pines Regional Medical Center. Coker College, Florence-Darlington Technical College, and the Governor’s School for Science and Mathematics serve as educational anchors. The Byerly Foundation, Coker Foundation, and the City of Hartsville strengthen community connections. At the heart of these institutions is Hartsville’s greatest asset—its diverse and vibrant people.

The housing plan seeks to create a **One Hartsville** that offers a “Jambalaya” of housing options that are a cohesive collection of diverse housing typologies that appeals to the various needs of the people of Hartsville.

## Characteristics of the Hartsville Housing Market

- Lack of Supply and Affordability
- High Demand ~ 3500 workers commuting daily
- Population Growth ~ 8500 by 2035
- 332 homes needed to meet projected growth  
(not counting current demand)

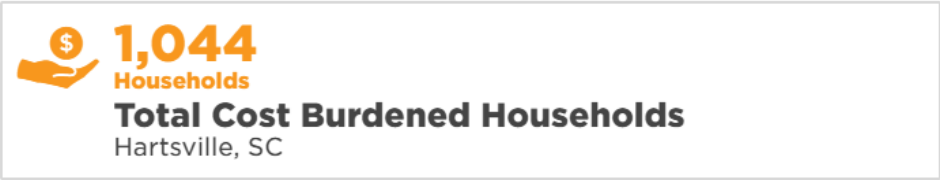




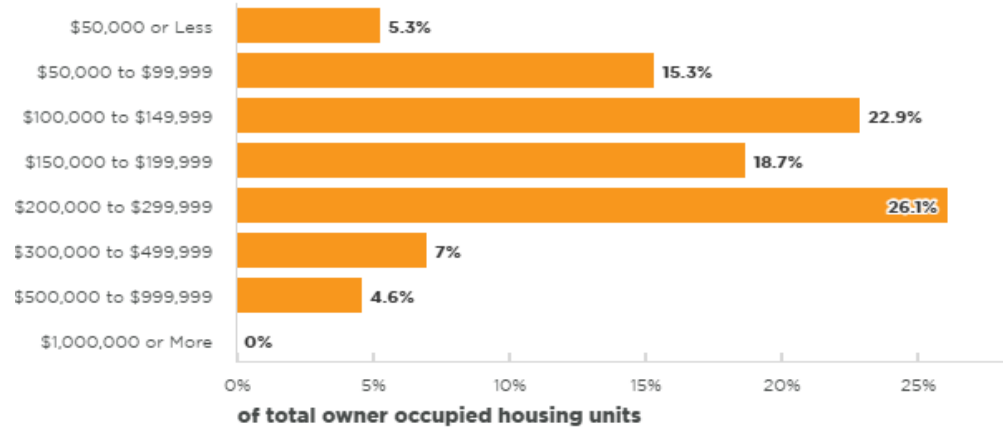
# Housing

Hartsville primarily consists of owner-occupied homes, reflecting the high percentage of single-family detached units. While this housing type is often linked to homeownership, rentals also exist within this category. Expanding housing options to include duplexes, quadplexes, and garden flat apartments would increase rental availability, provide short-term housing, and boost the overall housing supply.

A wider range of housing types can also help lower costs, a critical need as nearly 40% of low-income individuals and single-parent families spend more than half their income on housing. Additionally, almost 30% of median-income families face similar cost burdens.



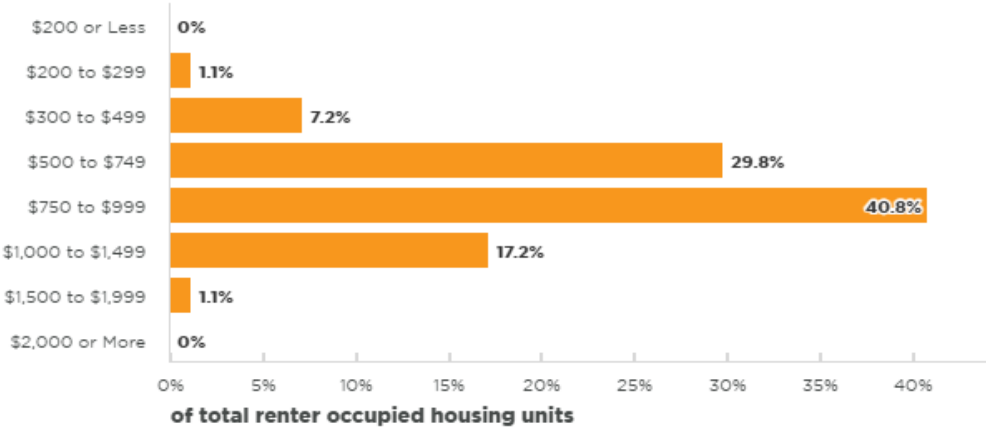
Owner Occupied Home Value



**\$68,676**  
Median Homeowner  
Income  
Hartsville, SC

**16.1%**  
Median Selected Monthly  
Ownership Costs as a  
Percentage of Income  
Hartsville, SC

Monthly Home Rent



**\$25,580**  
Median Renter  
Household Income  
Hartsville, SC

**37.3%**  
Median Gross Rent as a  
Percentage of Income  
Hartsville, SC



## Housing Goals and Strategies

To meet the need of existing housing demand and future growth projections, we recommend focusing on the following housing goals and strategies:

- 1. **Establish housing policies that support:**
  - a) Subdivision of smaller lots for more densely designed neighborhoods and use of accessory dwelling units.
  - b) Incentives for infill housing in support of missing middle product types (duplexes, triplexes, quadraplexes).
  - c) Adaptive reuse of existing properties to increase housing supply.
  - d) Conversion of vacant or underutilized commercial properties to mixed use for increased residential options.
- 2. **Identify areas well suited for higher density multifamily development.**
- 3. **Identify redevelopment opportunities well suited for transitional, senior, disabled, and/or veteran housing.**
- 4. **Ensure transportation connectivity in future residential.**
- 5. **Implement supportive programming for housing stability and improved quality of life.**
- 6. **Explore supportive housing tools to increase housing supply.**





Housing Goals and Strategies

Strategy 1: Satisfy Market Demand for Housing

Hartsville faces a growing demand for affordable, workforce, and market-rate multifamily housing, driven by both current shortages and anticipated growth. To address this need, the city should identify strategic locations for higher-density multifamily development.

Potential Strategies:

- a. **Identify existing and future growth of employment clusters.** Employment clusters are areas of concentrated job opportunities, often in proximity to shared or public-use amenities. The following are target areas ideal for a mix of market rate and workforce (60% to 120% AMI) small scale multifamily (<200 units):
  - 1) Thornwell School  
Employment Cluster: Sonoco, Coker, GSSM, Municipality, Downtown Business District
  - 2) 4<sup>th</sup> and Railroad Development  
Employment Cluster: Sonoco, Coker, GSSM, Municipality, Downtown Business District
  - 3) West Bobo Newsom Hwy  
Employment Cluster – School District, Carolina Pines Regional Medical Center, Retail
- b. **Create live, work, play destinations.** The following are target areas ideal for workforce (60% to 120% AMI) small scale multifamily (<100 units):
  - 1) East Washington and 4th Street - Nearby commercial: Lowes, Walmart, Retail and Restaurants
  - 2) Warehouses on 4<sup>th</sup> Street (south, north, east, west of 4<sup>th</sup> and Railroad)  
Alternative Use: Mixed-use redevelopment opportunity to include missing middle housing (quadraplex, triplex, duplex, townhome) options.
- c. **Co-locate Affordable (<60% AMI) Housing with Public Buildings and/or Spaces**
  - 1) Co-locate affordable and/or transitional housing with or near service providers such as Darlington County Community Action Agency
  - 2) Co-locate affordable housing with or near civic uses or amenities such as Darlington County Library (vertical build) on the corner of 6<sup>th</sup> Street and College Avenue.

Neighborhood Infill

Neighborhoods right outside of city or town centers often present great infill opportunities. Infill neighborhoods often have homes that are located close in proximity to one another. These infill developments lend to increased housing supply, especially in areas that allow for greater connectivity to activity hubs such as the 4th and railroad area.

Strategically connecting surrounding 4<sup>th</sup> and Railroad neighborhoods will increase walkability to downtown and to employment clusters. This opens more opportunity to have housing of various typologies, appealing to faculty and young professionals to top executives. It also is opportune for restaurant or service workers commuting to downtown.



Duplex Infill Example



Example of "Pocket Neighborhood" Development



Housing Strategies

Strategy 2: Address Vacant or Abandoned Structures

There are several vacant or abandoned structures located in marketable areas of Hartsville that can be repurposed and placed back into production for new uses. Hartsville should strive to create more pathways for adaptive reuse that will enhance the local economy.

Potential Strategy:

- a. **Inventory all abandoned, vacant, and underutilized properties throughout the city of Hartsville, with a focus on special emphasis areas.** The following are examples of potential reinvestment in existing property that address housing goals:
  - 1) **Increase Housing Supply:** Redevelop Thornwell School for higher density housing.
  - 2) **Create local economic hub for South Hartsville:** Repurpose former St. Joseph School site as a microbusiness hub for artisans and entrepreneurs
  - 3) **Create spaces for social connectivity:** Examples could include redevelopment of the Old Armory Building for recreational use for youth, or infill or redevelopment of vacant or underutilized property along the Laurens Street corridor.
  - 4) **Revitalize retail corridors through mixed-use spaces:** Convert existing downtown buildings for residential over ground level commercial. The increase in downtown residential space can provide more housing options for the following:
    - i. Student housing
    - ii. Young professionals
    - iii. Corporate housing
    - iv. Short-term rentals

Strategy 3: Promote Quality Infill with Missing Middle Housing

There are many residences throughout Hartsville that appear on the outside as single-family dwellings but on closer look they are duplexes or quadplexes. These missing middle typologies help fill the great demand for housing we’re seeing in Hartsville.

Potential Strategies:

- a. **Provide options for home ownership.** To address more homeownership opportunities, increasing the supply of townhomes should be considered as a needed typology among the missing middle category that would benefit to fill some of the vacant lots.
- b. **Utilize accessory dwelling units for context-appropriate infill housing.** For larger parcels create policies that allow for ease of adding an accessory dwelling unit. This secondary unit could serve either as a rental or homeownership opportunity.

Missing Middle Housing is a range of house-scale buildings with multiple units—compatible in scale and form with detached single-family homes—located in a walkable neighborhood.

*missingmiddlehousing.com*



Programming Recommendations

During the listening sessions, programming to support housing stability was highlighted as an essential need. In support of the housing goals and strategies identified, we recommend pursuing implementation of the following programs:

1. In partnership with local social support agencies, nonprofits, and financial institutions establish financial literacy programs to provide a pathway forward for residents in marginalized communities. In addition to educational programming, explore the establishment of Individual Development Account (IDA) match savings program for low-income families.
  - Individual Development Accounts (IDA) are matched savings accounts that enable low-income families to save money for a particular financial goal, such as buying a home, paying for post-secondary education, or starting or expanding a small business.
  - Potential IDA host agencies: Darlington Community Action Agency, United Way of Greater Hartsville, Local Community Development Financial Institutions (CDFIs)
  - Resources: [https://www.hud.gov/sites/documents/DOC\\_9854.PDF](https://www.hud.gov/sites/documents/DOC_9854.PDF)
2. Provide estate planning resources with a focus on heirs’ property. The Center for Heirs’ Property Preservation is a nonprofit organization located in Charleston, SC that serves the greater PeeDee area. Their mission is to protect heirs’ property and promote its sustainable use to provide increased economic benefit to historically under-served families. In partnership with the Center for Heirs’ Property Preservation the following programed services can be offered to Hartsville residents:
  - Legal education and direct legal services for heirs’ property challenges
  - Educational seminars on estate planning and probating estates
  - Technical assistance to help historically under-served landowners
  - Resources: [Jacksonville LISC](#); [Chatham Savannah Land Bank Authority](#)

3. Large employers can play a pivotal role in supporting pathways to homeownership for their workforce. Seek to partner with local larger employers to provide down payment assistance or housing subsidies for their employees. Employer assisted down-payment programs have proven to be an effective tool for creating affordable homeowner options, solidifying employee retention, and increasing productivity. In addition to employers, community-based financial institutions can be valuable partners in offering homebuyer assistance. The following programs should be explored:
  - Homebuyer assistance programs
  - Employer assisted down-payment programs
  - Individual Development Account Match Savings Program
  - Resources: [CommunityWorks SC](#); [https://www.hud.gov/sites/documents/DOC\\_9854.PDF](https://www.hud.gov/sites/documents/DOC_9854.PDF); [City of Greenville Homebuyer Programs](#)



Housing Policies and Tools

To expand housing opportunities and maintain long-term affordability, Hartsville must implement a range of policies and tools that support both new development and housing stability. These strategies include financial incentives, partnerships, and regulatory tools that encourage the creation of mixed-income housing while ensuring affordability for residents at various income levels. By leveraging public-private partnerships, targeted funding sources, and innovative policy mechanisms, the city can create a more sustainable and inclusive housing market.

Incentivize Public Private Partnerships

- a. Utilize Community Development Block Grants (CDBG) to Increase Housing Supply
  - Working with local Council of Governments and Non-profits to leverage CDBG dollars toward infrastructure to support housing development.
- b. Rental Stabilization
- c. Project-Based Vouchers
  - Partner with the Housing Authority to apply for project-based vouchers that keep affordability tied to the unit, creating a financial asset to leverage affordability vs a stand-alone housing choice voucher.
- d. Land Trust/Land Bank, Venture Philanthropy, County Prop tax zones

Implement Incentives for Development

- a. Strategic Investment Zone (SIZ): Expand this district city-wide to create more opportunity for housing supply to foster. Prioritize mixed income.
- b. Tax Increment Financing (TIF) or abatement
- c. Codify tax incentives for the inclusion of 20% of affordable units on a sliding scale of affordability by AMI.
- d. Affordable Bonus: Allow for more homes on a parcel or greater height in allowance for affordability.

Implement policies that support maintaining affordability

- a. **Land Bank:** City owned property key for affordable mixed income development to be banked and work with private and nonprofit partners for development, possibly alongside above incentives to make a strong financial package.
- b. **Land Trust:** For all land utilized within the Land Bank upon development could reside within a trust to maintain affordability for 99 years, separating land from improved upon structures, lowering assessment and property tax while generating regenerative dollars for future affordable development as appreciation grows.





Housing Policies and Tools

The following table provides a list of potential housing-related policies or programs, along with potential community partners and funding opportunities to address housing needs of Hartsville.

Policy/Program	Description	Partners	Time	Funding Sources
Rental Registry	Program that tracks landlord information while collecting revenue to assist displacement due to uninhabitability.	City of Hartsville United Way of Greater Hartsville	0-1 years	Application for landlords could charge \$5 per unit to generate funds.
Landlord/Tenant Educational Training	Utilizing rental registry information as well as intake from UW, target landlords and tenants on rights, process, and resources.	City of Hartsville SC Human Affairs Commission	1-2 years	SC Human Affairs Commission
Financial Literacy	Educational Programs to assist community members with budgeting as well as credit scores.	City of Hartsville CommunityWorks Carolina	2-3 years	Community Works Carolina
Estate Planning/Heirs Property Program	Program to drive estate planning/heirs' property resolution, targeted in the South Hartsville area.	City of Hartsville Center for Heirs Property Preservation	1-3 years	Center for Heirs Property Preservation
First Time Homebuyer Program/Down Payment Assistance	Program to assist first time home buyers and down payment assistance	City of Hartsville CommunityWorks Carolina	3-4 years	Community Works Carolina
Project-Based Vouchers	Vouchers to assist the development of new affordable housing units	City of Hartsville Hartsville Housing Authority	2-3 years	Hartsville Housing Authority
SIZ	Expand strategic investment zone area citywide	City of Hartsville	0-1 years	City of Hartsville
TIF	Tax increment financing to target SIZ areas with city owned land.	City of Hartsville	1-3 years	City of Hartsville
Land Trust/Bank	Program to bank land for city development goals.	Center for Community Progress	0-3 years	Center for Community Progress





# Zoning & Regulatory Recommendations



# Zoning and Regulatory Recommendations

The regulatory recommendations in reflect insights and priorities identified through public engagement and analysis during the Hartsville Master Plan process. They are designed to provide both long- and short-term clear and actionable tools to advance the plan’s goals and address community needs. These recommendations respond to two primary factors:

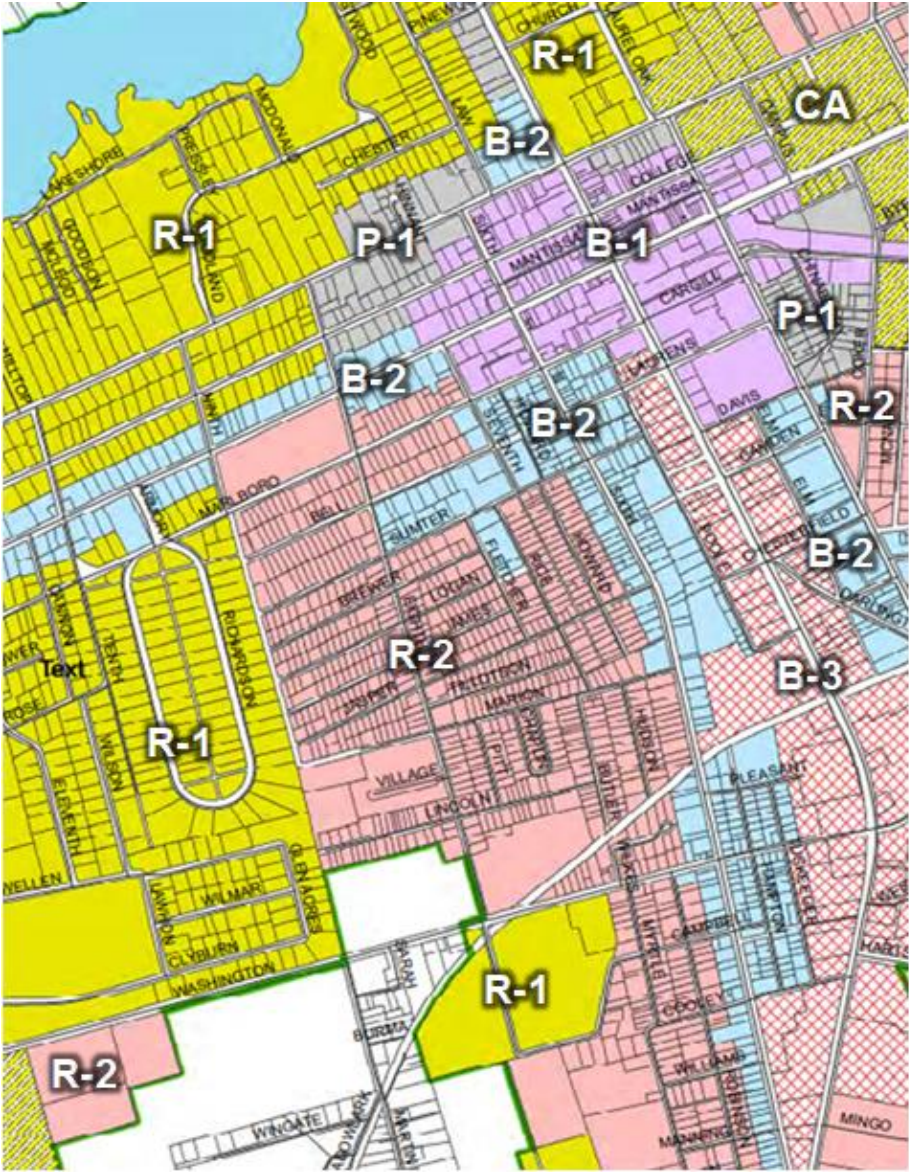
- 1. Identification of regulatory and process impediments development in Hartsville,
- 2. Analysis of existing tools to implement the vision and initiatives of this plan through technical analysis.

Common impediments identified by development and real estate professionals in the Master Plan process include predictability and clarity in entitlement processes. Entitlement predictability is commonly rooted in specificity of requirements, ease of use, and balancing discretionary and non-discretionary approval processes.

The Hartsville zoning ordinance can improve in 1) organization and usability, and 2) clarity of requirements. This often requires staff interpretation for non-discretionary approvals, opening the prospect of inconsistency of interpretation. Hartsville’s current zoning ordinance also often requires a discretionary process with a minimal regulatory framework delineated in the ordinance. This approach, however, frequently results in longer approval timelines and the opportunity for subjective interpretation influenced by public hearings.

It is also important to note that certain approval processes, such as traffic improvements subject to South Carolina Department of Transportation (SCDOT) oversight, require external agency approval. While these processes can and have been mitigated through proactive coordination and clear communication, they cannot be entirely eliminated, underscoring the need for streamlined and predictable local procedures to complement these external reviews.

The long-term recommendations aim to address these challenges by modernizing Hartsville's zoning ordinance and enhancing staff capacity to manage a more objective, staff-driven regulatory framework. Long-term recommendations focus on comprehensive updates to the ordinance, aligning it with the vision articulated in this Master Plan and other plan documents such as the Comprehensive Plan. Short-term recommendations address immediate improvements, such as supporting housing choice, streamlining development processes, and enhancing predictability in Hartsville's zoning framework. Together, these steps will create a more predictable, efficient, and equitable regulatory environment that supports Hartsville’s growth and vitality.



Excerpt from Hartsville Zoning Map



# Zoning and Regulatory Recommendations






## Long Term Recommendations

### Update the zoning ordinance and land development regulations

Periodically updating the zoning ordinance and land development regulations is essential for maintaining relevance, effectiveness, and alignment with the community’s evolving needs and goals. The City of Hartsville’s zoning ordinance was adopted in 1987 and amended many times since. Over time, changes in demographics, market conditions, environmental considerations, and technology can render existing regulations outdated or insufficient. While, ad hoc updates are often effective in addressing emerging issues, the cumulative result is often an ordinance that becomes increasingly difficult to navigate. A holistic update provides an opportunity to clarify ambiguous provisions, correct inconsistencies, and incorporate best practices, making the regulations easier to understand and enforce. Specifically, an updated Hartsville Zoning Ordinance can benefit from improved navigability, clarity and simplicity, and utilizing predictable conditions in non-discretionary approval processes, reserving discretionary processes for cases where flexibility and innovation or protection of sensitive uses is critical.

### Build organizational capacity

Building organizational capacity is the next logical step to successful implementation of a more non-discretionary, staff-driven approach to land development entitlement. Transitioning to a zoning ordinance that relies on clear, predictable standards will require additional human and technical resources to handle increased responsibilities for review and compliance monitoring. Expanding capacity improves timeliness and accuracy, reducing delays and fostering greater confidence among applicants. Equally important is the development of guidance materials, such as user-friendly manuals, checklists, and flowcharts, to support staff in applying the ordinance consistently and transparently. These resources also will assist applicants by demystifying the approval process, making it more accessible and predictable. Together, these measures will enhance the city’s ability to manage growth effectively, streamline entitlement processes, and maintain the high-quality development standards envisioned in the Master Plan.



**VISION**  
**HARTSVILLE**

**2030**

*Reviewed and Recommended by the  
Hartsville Planning Commission:  
November 10, 2020.*

*Approved by Hartsville City Council  
Ordinance #4405 – January 12, 2021*

1



# Zoning and Regulatory Recommendations

## Short-Term Recommendations: PROMOTE HOUSING CHOICE

### Amend the R-1 Single Family Residential Zone District to Allow Cluster Development By Right

To support housing choice and efficient land use, the City of Hartsville should amend the R-1 Single Family Residential zone to allow cluster development by right. This change will create a valuable alternative to standard subdivisions. Currently, the process for cluster development proposals in the R-1 district requires negotiation with the Planning Commission, which introduces uncertainty for developers and discourages potential applications. Allowing cluster development by right—subject to clear and detailed zoning standards—will streamline entitlement processes, provide greater predictability for developers, and offer housing options that address a variety of community needs.

A detailed cluster zoning framework will address both development needs and community priorities. The updated ordinance will establish specific guidelines to manage design, density, and open space requirements, ensuring developments align with Hartsville’s goals for quality housing and sustainable growth. These changes will enable Hartsville to promote neighborhoods that enrich residents’ lives and reflect the city’s commitment to accessible, attractive, and sustainable housing.

### Simplify and Clarify Multifamily Density Requirements

To increase clarity and predictability in Hartsville’s zoning process, the city should simplify multifamily density requirements. Currently, a complex table based on building height and the number of bedrooms outlines the density limits for multifamily developments, creating challenges for developers and residents to interpret the requirements without assistance from city staff. This complexity generates uncertainty and slows the development process, as applicants often require additional guidance to navigate the requirements. Staff turnover over time can also lead to inconsistent interpretations.

To address these issues, the city should update the zoning ordinance to establish a straightforward units-per-acre maximum by zone district or another standardized factor. This change will create a more intuitive and accessible system. A simplified approach to density limits will help developers assess project feasibility and compliance from the outset. In turn, the new standard will support Hartsville’s goals of promoting housing choice, facilitating efficient land use, and ensuring a more predictable regulatory environment for multifamily developments.

## Conservation Subdivisions

Conservation subdivisions (also known as open space subdivisions) are an alternative to conventional subdivision design. This design technique focuses development in the most suitable areas while conserving large portions of the property (typically 40%+) as common open space. Open space can take the form of improved / active areas such as common greens or playgrounds or natural areas such as preserved forests or stream buffers.



Standard subdivision (top) compared to conservation subdivision (bottom)



# Zoning and Regulatory Recommendations

## Short-Term Recommendations: PROMOTE HOUSING CHOICE

### Reduce Minimum Lot Size for Two-family Dwellings in the R-1 District

To support housing diversity and affordability in Hartsville, the city should reduce the minimum lot size for two-family dwellings in the R-1 Single Family Residential district. This change will facilitate infill development while preserving neighborhood character. Currently, the zoning ordinance permits two-family units in R-1, but it requires a minimum lot size of 25,000 square feet—more than double the 10,000-square-foot minimum for single-family homes. This disparity restricts the viability of two-family housing and limits opportunities for affordable, diverse housing types in established single-family neighborhoods.

Reducing the minimum lot size for two-family dwellings encourages the development of smaller, more attainable housing options while ensuring compatibility with surrounding single-family residences. Hartsville can implement additional standards, such as maximum floor area ratio (FAR) or lot coverage limits, to maintain consistency in scale and character between two-family and single-family homes. These standards will effectively manage building size and placement, minimizing potential impacts on neighborhood aesthetics and livability.

These changes will increase housing options and affordability in Hartsville, supporting the city’s goals while enhancing the community fabric through thoughtful and compatible design standards for two-family infill.

#### What is Floor Area Ratio (FAR)?

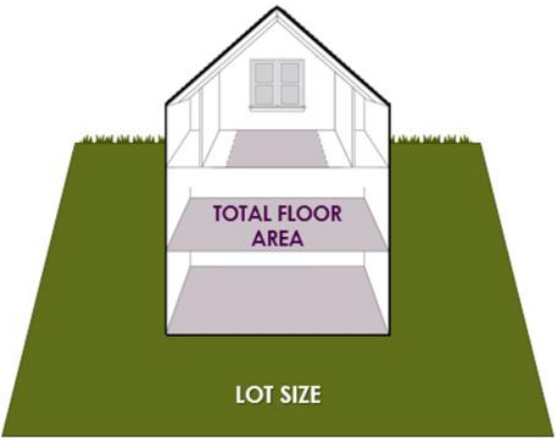
Floor Area Ratio (FAR) is the ratio of a building's total floor area to the size of its lot, used to regulate the scale and density of development. For example, if a lot is 10,000 square feet, and a home is 2,500 square feet, that unit would have a floor area ratio of 25% ( $2,500/10,000=.25$ )

#### How can FAR be utilized to ensure a two-family dwelling is compatible with a neighborhood in which it is located?

By setting an FAR that aligns with the typical size of single-family homes in the neighborhood, you ensure duplexes do not appear oversized or out of scale. For example, if single-family homes generally have an FAR of 0.25, requiring duplexes to adhere to the same FAR will keep their massing and bulk similar



*Two-family residence constructed with similar lot coverage to a single-family home.*



*In the example on the left, assuming the sum floor area of all three stories is 2,500 square feet, and the lot size is 10,000 square feet, the FAR is 0.25 or 25%.*



# Zoning and Regulatory Recommendations

## Short-Term Recommendations: PROMOTE HOUSING CHOICE

### Expand and Clarify Standards for Accessory Dwelling Units

Accessory dwelling units (ADUs) effectively increase housing options and affordability in Hartsville, offering residents flexible living arrangements for family members, renters, or caretakers. Hartsville's current zoning permits "guesthouses" on larger lots but provides unclear standards, which makes it difficult for homeowners to pursue ADU projects. Expanding and clarifying ADU standards supports these alternative housing options and ensures context-appropriate integration within residential neighborhoods, enhancing flexibility and compatibility with the existing housing stock.

Specifically, Hartsville should reduce the minimum lot size requirement, increasing ADU accessibility across more areas of the city. Updated standards can also allow greater flexibility in ADU placement on lots, provided they maintain a subordinate relationship to the primary residence subordinate while providing adequate living space.

These refined standards will make ADUs a more viable option, expand housing choices, and maintain Hartsville's residential character.

#### *What is an Accessory Dwelling Unit (ADU)?*

An ADU is a secondary, self-contained residential dwelling unit with independent living facilities located on the same lot as a primary dwelling unit. These units are also often referenced as "guest houses," "mother-in-law units," or "granny flats."

#### *Sample Language for Accessory Dwelling Units*

One accessory dwelling unit may be permitted in a residential zone district subject to the following conditions:

- Lot Size – the lot must have an area of at least 10,000 square feet.
- Unit Size - The minimum floor area shall be at least 450 square feet and may not exceed 35% of the gross floor area of the primary dwelling unit on the same lot.
- Location – the accessory dwelling unit shall be located in the rear or side yard no closer to a street right-of-way than the principal dwelling unit.



*Example of a garage apartment which may not be permitted under the current ordinance.*



Short-Term Recommendations: PROMOTE HOUSING CHOICE

Provide Technical Assistance through an Infill Housing Guide

To expand housing options and support Hartsville’s goals for sustainable growth, creating an "Infill and Missing-Middle Housing Guide" will provide technical assistance and education for property owners interested in infill development. Infill housing introduces diverse, affordable housing types that blend seamlessly into existing neighborhoods, reducing reliance on outward expansion and lowering long-term infrastructure costs. However, navigating zoning options and regulatory requirements often challenges small property owners unfamiliar with development processes. This guide will tackle these challenges by offering a clear, accessible resource that explains zoning options, application procedures, and design standards for infill development.

Modeled after Hartsville’s successful New Business Assistance Guide, the Infill Housing Guide can include frequently asked questions, case studies, step-by-step instructions, and contact information for city and external departments that address specific needs. By clarifying zoning regulations and showcasing how infill projects enhance neighborhood character and property values, the guide will empower property owners to contribute to Hartsville’s growth. This proactive approach to education and support will help increase housing supply, promote well-designed infill projects, and strengthen community cohesion by making housing development an achievable goal for all.



Institute a Standardized Pre-development Meeting

To streamline Hartsville’s development process and enhance coordination, a standardized pre-development meeting will assist in clarifying the development process and reducing unanticipated project requirements. Development often requires navigating complex requirements across multiple city departments, including zoning, permitting, public works, and utilities, as well as external entities such as the department of transportation or utility providers. Without early guidance, developers, business owners, and property owners may overlook critical details, resulting in unexpected costs, delays, and frustration. While Hartsville's planning staff already organize pre-development meetings upon request, these meetings are typically initiated by more seasoned developers familiar with the process.

Introducing a consistent, scheduled pre-development conference will ensure all prospective applicants—regardless of experience—can access early, comprehensive guidance. These meetings will occur at regular, predictable intervals, allowing participants to plan ahead and gain clarity about requirements. By collaborating with partner oversight organizations to promote this resource, Hartsville can reach a broader audience and encourage wider participation. This proactive and structured approach will reduce uncertainties, facilitate smoother project timelines, and strengthen communication between the city and the development community, fostering a supportive and transparent environment for growth.

*The Hartsville New Business Assistance Guide provides a good template for additional technical assistance documents*



# Zoning and Regulatory Recommendations

## Short-Term Recommendations: PROMOTE QUALITY DEVELOPMENT

### Create a Gateway Overlay District

To elevate Hartsville's visual appeal and create a welcoming first impression, establishing a Gateway Overlay District will enhance key entry corridors into the community. Residents emphasized the importance of improving the aesthetics and functionality of these gateways during Master Plan public engagement, recognizing their critical role in shaping Hartsville's identity and appeal. A Gateway Overlay District introduces cohesive visual standards and pedestrian-friendly improvements to transform these entrances into vibrant, attractive corridors. Features such as wider sidewalks, consolidated driveways, consistent landscaping, and visually appealing facades create a comfortable, accessible environment for pedestrians and vehicles alike while enhancing the overall streetscape.

This district also incorporates wayfinding signage and access management strategies to improve safety and foster a unified sense of place. By focusing on these gateway areas, Hartsville creates a distinctive and welcoming experience that resonates with residents and visitors, reflecting the city's dedication to quality development and community pride. This approach ensures Hartsville's main corridors support functional access while contributing to a memorable and cohesive visual identity that enriches the community.

### Create a Flexible Review District

To foster innovative development and address Hartsville's pressing housing needs, adding a Flexible Review District (FRD) to the zoning ordinance provides a valuable alternative to the current Planned Development District (PD). While PDs require a mix of uses, which can limit the feasibility of certain residential projects, the FRD allows developers to focus on elevating or mixing similar uses within a single project type, particularly for residential developments. This flexibility is especially beneficial for infill sites or areas needing revitalization, enabling developers to design housing options that respond to market demand while respecting neighborhood context.

The FRD operates as a negotiated planned development reviewed by City Council, allowing thoughtful, case-specific evaluation of proposals to ensure alignment with community values and urban design goals. This tool encourages developers to include diverse housing types, innovative layouts, and neighborhood-compatible aesthetics within a streamlined process. By offering a flexible approach to residential and single-use projects, Hartsville addresses its housing challenges, promotes creative development, and supports projects that enhance community character and reflect the city's vision for growth.



*The current transition from the B-1 Central Business District to the B-2/3 Neighborhood Business District*



*Cottage Courts or Pocket Neighborhoods are increasing in popularity among housing types but often require zoning flexibility*



# Zoning and Regulatory Recommendations

## Short-Term Recommendations: MAINTAIN QUALITY HOUSING STOCK

### City Code: Create and implement a Rental Registration Program

One of the key concerns raised during the public engagement process for Hartsville’s Master Plan is the need to improve the city’s existing housing stock and ensure access to quality housing for all residents. Participants frequently pointed to the establishment of a Rental Registration Program as a practical and effective tool to address this issue. Such a program would play a critical role in ensuring that rental properties meet safety and maintenance standards while fostering a more accountable relationship between landlords, tenants, and the city. This initiative reflects Hartsville’s commitment to enhancing neighborhood integrity, protecting residents, and creating a sustainable housing environment.

A Rental Registration Program in Hartsville would require landlords to register their rental properties with the city, providing an essential channel for accountability and communication. This program would promote compliance with safety regulations and property maintenance codes, while empowering tenants with a clear, formal mechanism to report concerns. By prioritizing these efforts, the city can protect the character of its neighborhoods, address housing challenges proactively, and ensure that all residents have access to safe, well-maintained homes.



*One benefit of a rental registration program is to maintain contact with landlords as a proactive approach to code compliance*





# Implementation Framework





# Master Plan Implementation Framework

Based upon the recommendations of this plan, the following tables describe actions and projects with general timeframes following the adoption of this plan. The activities described are not listed in order of importance or magnitude and should be pursued as opportunities arise and reassessed periodically as circumstances change.

## Immediate (within 12 months)

No.	Activity Description	Plan Reference	Responsible Party	Timeline
1	Institute a regular and standardized pre-development meeting for interested applicants.	Zoning and Regulatory Recommendations – Short Term	City of Hartsville	6-12 months
2	Amend Zoning Ordinance as recommended in Master Plan to promote housing choice and promote quality development. a) Allow cluster development by right in the R-1 district, b) Simplify and clarify multifamily residential density, c) Expand and clarify standards for accessory dwelling units, d) Reduce minimum lot size for two-family dwellings in the R-1 district, e) Create a flexible review district.	Zoning and Regulatory Recommendations – Short Term	City of Hartsville	6-12 months
3	Establish a Housing Task Force comprised of employers, funders, community liaisons, real estate professionals and city staff to oversee planning for: a) Satisfying pent-up market demand for affordable, workforce, and market rate housing, b) Addressing vacant or abandoned structures, c) Promoting quality infill with missing middle housing.	Housing Goals and Strategies	City of Hartsville, Foundations, Private Sector	6 -12 months
4	Convene a “Foundation Summit” to discuss the recommendations of the plan and the role of each local community foundation.	Hartsville Job Market	City of Hartsville, Foundations	6 -12 months
5	Conduct interviews with and inventory of commercial centers/commercial real estate brokers in Hartsville to understand opportunities to market for retail.	Hartsville Job Market	City of Hartsville (Main Street)	6-12 months
6	Develop marketing package for retail opportunities using the data provided in the market assessment.	Hartsville Job Market	City of Hartsville (Main Street)	6-12 months



# Master Plan Implementation Framework

No.	Activity Description	Plan Reference	Responsible Party	Timeline
7	Develop an annexation policy that focuses investment in existing retail areas to prohibit sprawl.	Hartsville Job Market, Key Investment Areas	City of Hartsville	6-12 months
8	Apply for a Safe Streets and Roads for All (SS4A) Grant for the 2025 year. Visit: <a href="https://www.grants.gov/search-results-detail/358587">https://www.grants.gov/search-results-detail/358587</a> <i>Application Information:</i> The FY25 NOFO window closes June 26, 2025, at 5:00 p.m.	Complete Streets Master Plan	City of Hartsville	6-12 months
9	Install speed limit signs along Marion Avenue, Jasper Avenue, and Sumter Steet and enforce posted speed limits (to support pedestrian safety).	Complete Streets Master Plan	City of Hartsville, SCDOT	6-12 months
10	Require sidewalks and street trees/lighting (when applicable) within each future development and existing adjacent streets. Example: Require streetscape improvements at Marion Ave and 8th Street along future South Hartsville Neighborhood Infill at timing of construction.	Key Investment Areas, Complete Streets Master Plan	City of Hartsville, Private Developers	6-12 months
11	Install and/or reinstall four-way, well demarked cross walks at: a) 8th and Washington, b) 6th Street and Sumter St, c) 6th Street and Laurens St/Ave, d) 6th Street and Jasper Ave, e) 6th Street and Marion Avenue, f) 6th Street and Washington Street.	Complete Streets Master Plan	City of Hartsville, SCDOT	6-12 months
12	Clean existing drainage infrastructure of debris and removal of sediment for improved drainage.	Key Investment Areas, Complete Streets Master Plan	City of Hartsville, SCDOT	6-12 months



# Master Plan Implementation Framework

No.	Activity Description	Plan Reference	Responsible Party	Timeline
13	Replace and install new gateway signage at city limits, to include branding, landscaping and lighting.	Key Investment Areas	City of Hartsville	6-12 months
14	Explore grant opportunities for the development of a Storm Water Master Plan.	Key Investment Areas, Complete Streets Master Plan	City of Hartsville	6-12 months
15	Update and modernize the Zoning Ordinance and Land Development Regulations.	Zoning and Regulatory Recommendations – Long Term	City of Hartsville	6-12 months
16	Develop a library of regulatory guidance material to promote understanding of zoning and regulatory requirements for development.	Zoning and Regulatory Recommendations – Long Term	City of Hartsville	6-12 months



# Master Plan Implementation Framework

## Short Term (1-3 years)

No.	Activity Description	Plan Reference	Responsible Party	Timeline
1	Create Infill Housing Guide to clarify options, requirements and processes for infill housing.	Zoning and Regulatory Recommendations – Short Term	City of Hartsville	1-2 years
2	Create and implement a Rental Registration Program.	Zoning and Regulatory Recommendations – Short Term	City of Hartsville	1-2 years
3	Institute a Gateway Overlay District.	Zoning and Regulatory Recommendations – Short Term	City of Hartsville	1-2 years
4	Create design and development guidelines for city-owned property.	Key Investment Areas	City of Hartsville	1-2 years
5	Consider a branding package for the 4 <sup>th</sup> and Railroad Entertainment District.	Key Investment Areas	City of Hartsville	1-2 years
6	<p>Establish a Land Bank program for housing preservation and housing production.</p> <p>a) Assess inventory, community needs, determine partnerships, and define objectives,</p> <p>b) Engage expert resource(s) for structuring the land bank and learn about existing land bank programs throughout SC (recommend: Greenville Housing Fund Land Bank Program),</p> <p>c) Assess and determine viable funding sources (i.e. public grants, private grants, private investments),</p> <p>d) Activate landbank and track key indicators of success.</p>	Housing Policies and Tools	City of Hartsville Designated Entity – TBD Center for Community Progress	1-2 years



# Master Plan Implementation Framework

No.	Activity Description	Plan Reference	Responsible Party	Timeline
7	<p>Utilize 6.95 acre South Hartsville Neighborhood Infill site as a potential first landbank initiative (8<sup>th</sup> and Marion).</p> <p>a) Tour other SC projects across the state on a similar journey. Recommend meeting with the Northside Development Group and touring the Northside Development in Spartanburg, SC. The Northside Development utilizes the “Purpose Built Community Model”</p> <p>b) Engage expert resource (s) in structuring the deal. This is inclusive of understanding the sources and uses of funds to develop the land.</p> <p>c) Create and publish RFQ for the South Hartsville Neighborhood Infill project. Having a more public and transparent process can attract new private partners and creates trust with all stakeholders.</p>	Key Investment Areas	City of Hartsville Designated Entity – TBD	1-2 years
8	Issue RFP for development proposals on key city-owned properties identified in the plan. (This can be separated into districts.)	Key Investment Areas	City of Hartsville	1-2 years
9	Develop a plan/design/market strategy for the future multiuse paths recommended in the Master Plan. Engage the public to identify priority connections and paths and to build support in promoting complete and safe streets for One Hartsville. This will include locations for mobility hubs, bike racks, bus stops, shaded seating and other mobility amenities. The SS4A Planning and Demonstration Plan will begin to facilitate this process.	Complete Streets Master Plan	City of Hartsville	1-3 years
10	Select one streetscape improvement project (on street parking, lighting, street trees, improved crosswalks, sidewalks, and amenities such as seating and public art) on 6th Street that will serve as a catalyst for future projects.	Key Investment Areas	City of Hartsville	1-3 years



# Master Plan Implementation Framework

No.	Activity Description	Plan Reference	Responsible Party	Timeline
11	Seek opportunities for sidewalk connections along Jasper Ave, Marion Ave, and Sumter Street. Explore possibilities for sidewalk easements with adjacent property owners.	Key Investment Areas, Complete Streets Master Plan	City of Hartsville, Private Property Owners	1-3 years
12	Complete design, permitting and construction for the multi-use path along Washington Street and 4th Street.	Complete Streets Master Plan	City of Hartsville, SCDOT (TAPP Grants and others)	1-3 years
13	Create and begin implementing a Storm Water Master Plan.	Key Investment Areas, Complete Streets Master Plan	City of Hartsville	1-3 years
14	Benchmark: Complete 30 new units of housing in the Master Plan study area (City Center).	Key Investment Areas	Private Sector	2-3 years
15	Benchmark: Develop expanded grocery store offering or recruit new grocer to Hartsville in the City Center.	Hartsville Job Market	Private Sector	2-3 years
16	Explore a land swap to relocate cotton gin facility out of City Center to industrial lands to open City Center property for infill and mixed-use development.	Key Investment Areas	City of Hartsville	2-3 years
17	<p>Within the Housing Task Force, establish a housing preservation strategy and a housing production strategy.</p> <p>a) Set preservation goals, identify existing preservation programs &amp; tools, gather input, establish rehabilitation loan/grant products, create programmatic oversight</p> <p>b) Set production goals, engage private sector in goal setting, revise SIZ incentives based on key learnings (expand priority investment areas, tax abatement, flexible capital, affordable density and parking incentives, etc.), identify project opportunities for missing middle infill and multifamily, activate annexation strategy where necessary, once establish utilize landbank strategy for increased P3 opportunities</p>	Housing Goals and Strategies, Housing Policies and Tools	Housing Taskforce	<p>3 years</p> <ul style="list-style-type: none"> <li>▪ 1<sup>st</sup> year goal setting</li> <li>▪ 2<sup>nd</sup> year implementation</li> <li>▪ 3<sup>rd</sup> year monitoring and revising</li> </ul>

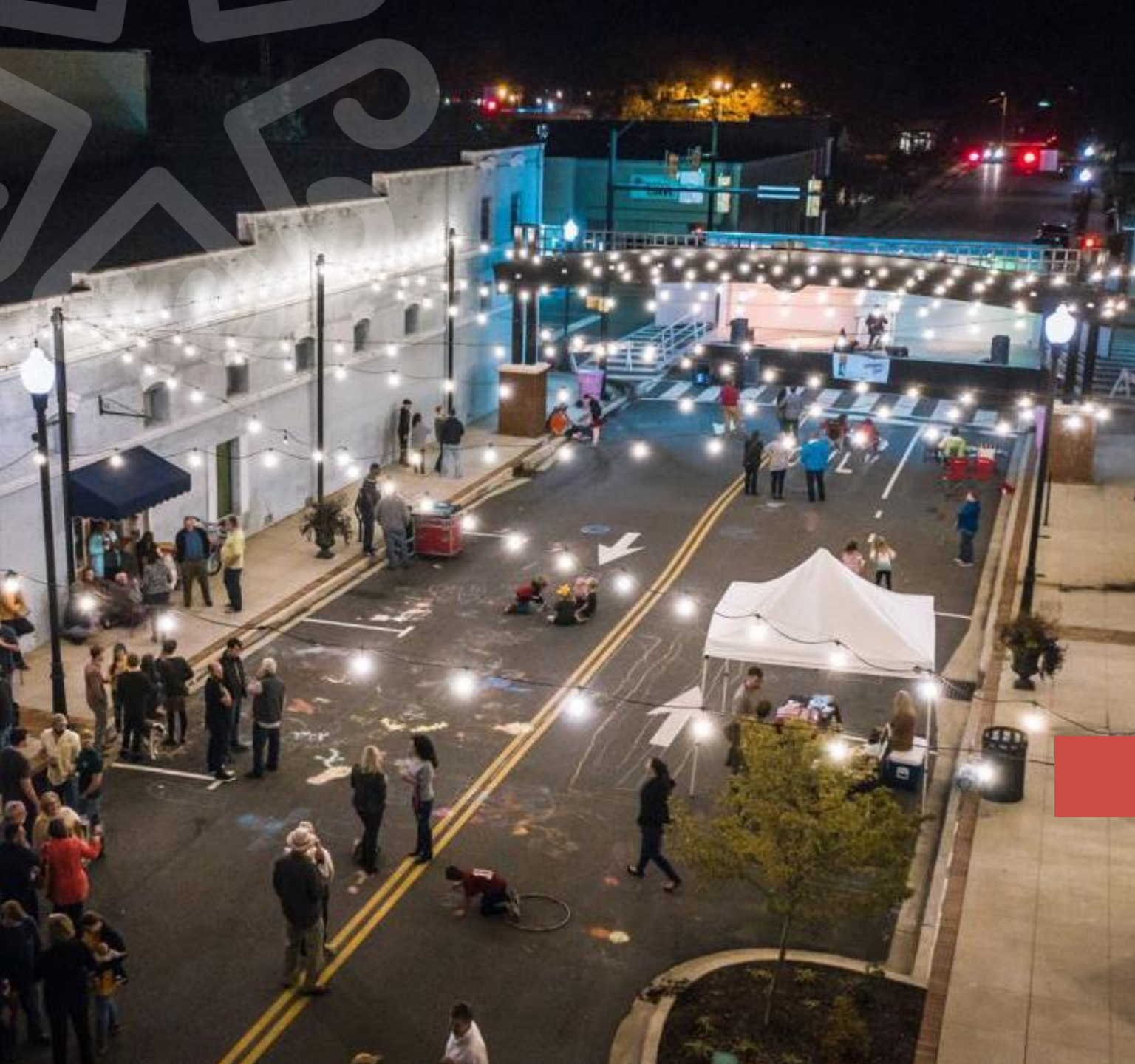


# Master Plan Implementation Framework

## Long Term (4+ Years)

No.	Activity Description	Plan Reference	Responsible Party	Timeline
1	Benchmark: Decrease income disparity between Black/African American Households and White Households from 36.8% to over 50%.	Hartsville Job Market	Foundations	5 years
2	Finish a Complete Street for Laurens Avenue/Street and 6 <sup>th</sup> Street. Locate areas for street parking, enhanced paving, midblock crossings.	Complete Streets Master Plan	City of Hartsville, SCDOT, Private Developers	5 years
3	Update the City Center Master Plan to reflect corridor improvements, public-private development projects, improved economic and retail impacts, new neighborhood development and updated demographic profiles.	Vision and Guiding Principles	City of Hartsville	4-5 years





City of  
**HARTSVILLE**  
SOUTH CAROLINA

## 2025 Master Plan

BOUDREAUX  THOMAS  
&  
HUTTON

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RESTORATION 52, LLC

 ARNETT MULDROW