Vision Statement:

"McClellanville will preserve the community's quality of life as a sustainable village through conservation of its valued resources and development of a resource-based economy."

The community's "valued resources" include its:
- Natural environment,
- Cultural/historic resources,
- Marine culture and the seafood industry; and
- Close-knit, safe community

"Sustainability" of McClellanville will be achieved by assuring the community has:
- Affordable housing for residents at all stages of life
- Cultural events that support the sense of community
- Healthy living conditions: clean water, air quality, low energy usage—achievable through tree canopy, runoff filtering and diverse mobility options
- Adequate facilities: schools, recreation, transportation, emergency services

Based upon a survey of residents conducted via the Town's newsletter and website, the following "Guiding Principles" were applied by the Planning Commission during development of the draft Plan:

- McClellanville will be known as a sustainable village with a strong sense of community.
- All residents will have an opportunity to live in affordable housing.
- Conservation of natural areas, open spaces and water quality will be the basis for McClellanville's future sustainability.
- Residents of all ages and abilities will have access to adequate active and passive recreation facilities.
- McClellanville will promote synergy with its natural assets as a means for recruiting new eco-based industries and commercial services.
CHANGING DEMOGRAPHICS:

➢McClellanville’s population has fluctuated from decade to decade, reaching an estimated population of 499 residents in 2010.

➢McClellanville’s population is older than that of Charleston County as a whole, with a median age of 53.8 years compared to 34.9 years.

➢Diversity among residents has increased slightly, yet 88% of the population is white.

➢The resident’s educational attainment continues to climb and exceed that of Charleston County; 43% hold associates or bachelors degrees and 18% hold a graduate or professional degree.

➢56% of the households in Town are married couples, yet only 18% have children.

➢Over one-third of the households are occupied by residents 65 years of age or older.

➢87% of households are owner occupied.

➢Incomes for households within the Town of McClellanville continue to be generally higher than those of households surrounding the area or in Charleston County. It is estimated that half of the Town’s households earned $62,917 annually in 2010 compared to the County’s median of $50,133.

Issues related to population dynamics:

The Town’s population distribution is shifting towards a higher median age, which may be due to a decrease in the number of families. Housing data may indicate that this is also affected by an increased proportion of part-time residents associated with construction of vacation homes. Continued changes in demographics towards a retirement aged population and part-time residents could directly change the character of the village and will have a direct impact on the types of community services needed (e.g. elderly care, access to health care, day care, recreational programs, housing).

Proposed Goals/Implementation Strategies:

1. Preserve the village character and sense of place that define McClellanville by assessing and addressing factors that limit the attractiveness of the village to those with growing families, such as costs of housing, job proximity, and educational options.

2. Identify existing population groups in Town and the surrounding area that require special services (e.g. elderly care, access to health care, day care, recreational programs), then identify County and nonprofit agencies that already provide needed services and develop means of communication to link residents with those agencies.

3. Consider opportunities for the Town to assist residents living below the poverty level with information and access to assistance (newsletter articles, transportation options).
The Importance of Housing:

Housing diversity, availability, and affordability can define a community’s future. Diversity of available housing impacts the variety of range of population groups that choose, or have an option, to live within a community.

A lack of housing availability to buy or rent drives up the cost of housing, particularly if other attributes of the community are attractive to new economic investment and/or residents.

Affordability is a strong consideration for residents who look to “age in place”, of young families, and of prospective employers who will be relocating a workforce to the area.

Increasing approximately twenty eight percent (28%) from 1990 to 2000 and, more significantly, another twenty five percent (25.2%) from 2000 to 2010, an increase in the number of housing units has outpaced increases in the full time population.

The majority of owner occupied homes in the village have been built since 1970. An almost equal proportion of homes were constructed since 2000 as the proportion of historic homes that exist from pre-1939.

Key Facts about McClellanville Housing:

➢ Single-family homes comprise 99.3% of the Town’s housing stock.

➢ The typical home in McClellanville has two or three bedrooms, adequate to accommodating an average household of 2.22 persons per unit without overcrowding.

➢ The Town of McClellanville issued approximately 57 single family residential permits for new home construction in the past decade.

➢ Of new homes constructed since 2000, slightly more than half are owner-occupied and the other homes are seasonal or vacation properties.

➢ The median value of owner-occupied homes in McClellanville almost doubled between 1990 and 2000 to an estimated value of $147,000.

➢ Several years of steady increases prior to the market downturn resulted in a reported median value of all homes exceeding $300,000 by 2010.

➢ More than three times as many homes (76.6%) were valued at less than $200,000 in 2000 compared to 2010 (23.0%).

➢ The majority of owners (77%) spend less than 30% of their monthly income on housing costs. The median monthly amount spent by homeowners on mortgaged housing costs was $1250.

➢ The median cost of rental units in McClellanville increased to $900 per month by 2010, but only 18.8% of renters were spending greater than 30% of income on housing.
**Issues related to housing:**

1. Vacant housing appears to be adequately available in the community, yet most are vacation rental homes. Full-time rental housing opportunities are limited.

2. The diversity of housing choices is relatively nonexistent.

3. As the proportion of new construction (less than 20 years in age) exceeds the number of historic homes, the community’s character is more vulnerable to change.

4. New construction is not affordable to existing residents. To afford the average new home constructed, prospective homeowners have to earn $100,000 annually or 160% of the Town’s median household income.

**Proposed Housing Goals/Implementation Strategies:**

1. The Town will seek to minimize the impacts of new construction on the village’s existing character through design review of new construction and renovations within its historic core.
   - a) Identify and assess all factors that contribute to protection of the town’s character: historic structures, streetscapes, tree preservation.
   - b) Adopt tiered design guidelines for historic buildings, renovations of noncontributing older homes, and new construction within the historic core.
   - c) Promote application of state and federal tax credits to encourage rehabilitation of historic structures that remain in the village.

2. Continue to research and identify potential programs to encourage development of affordable housing in a diversity of housing types.
   - a) Identify existing population and economic groups in the community who cannot afford or maintain existing housing (young families, seniors looking to downsize or minimize yard maintenance).
   - b) Identify areas of town or types of development where diverse housing types could be encouraged through density incentives.
   - c) Consider local tax incentives for reinvestment in adaptive reuse for certain structures into apartments/condos or duplex units.
**Issues related to Cultural and Community Landscapes:**

- New development within the historic area has potential to compromise the integrity of the historic district and dilute the character of the village.
- Rehabilitation and renovation of historic structures must be done appropriately to ensure the integrity of such structures is preserved.
- The fiscal soundness of community-based organizations, such as the village museum and arts council, is integral to McClellanville’s sustainability.
- Reestablishment and success of exemplary educational facilities is a fundamental component of McClellanville’s future.

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**Proposed Goals/Implementation Strategies:**

1. The Town will continue to support initiatives that protect the integrity of its historic resources.
   - a) Consider funding sources to support an application to amend boundaries of the National Register district based on results of the 2007 survey, as a means of expanding access to grant funds and tax credits for restoration of structures.
   - b) Investigate opportunities to ensure preservation and reuse of the McClellanville Middle School building.
   - c) Pursue opportunities to provide additional education on the value and protection of the town’s heritage and historic resources.

2. The Town will continue to support activities of community-based organizations that promote the value of cultural and educational assets in the village.
   - a) Cooperate with community organizations in the promotion of activities such as the shrimp festival and cultural tours.
   - b) Continue to participate in securing the future of the new Cape Romain Environmental Charter School (CREECS).
McClellanville's rich natural resources: clean air, water resources, scenic wildlife habitats, and abundant trees have been identified as some of the most significant assets of the community. These resources play an integral role in the town's economic basis and quality of life.

- McClellanville's abundant natural resources are the basis for the town’s economic relationship with tourism and the seafood industry. Protection of these resources from pollutants is therefore vital to the future of the community.

- McClellanville's landscape is defined not only by historic properties and vegetation, but also by its open spaces. Large yards, open areas, parks and marsh vistas contribute greatly to the village’s character, provide passive recreation and scenic opportunities that contribute to the village quality of life.

- Natural vegetative buffer zones provide root systems that absorb nutrients and other pollutants, slow stormwater runoff, and mitigate increased sediment loading in the creek.

- In concert with vegetated buffers, tree canopies serve to absorb and filter runoff in addition to filtering pollutants from the air.

Key Facts:
A local resource of significant value, the Cape Romain National Wildlife Refuge, is considered a Class I area for air quality concerns.

McClellanville is situated in the heart of the Francis Marion National Forest’s eastern edge. The ecosystems of the forest today represent a diverse and healthy example of sound natural resource management.

The entire Town of McClellanville is within the 100-year flood zone mapped by the National Flood Insurance Program (NFIP) based on the probability of flooding within a specified period of time.

Four types of wetlands exist within the Town of McClellanville: Bay-estuary in the marshes, Non-forested along waterways and open water, Transitional in areas adjacent to Jeremy Creek, where there are more than just grasses but not the mature trees in the forested wetlands, and Forested Wetlands within the town’s uplands.

County’s Greenbelt Program and the Town
The Town’s purchase of open land surrounding the headwaters of Jeremy Creek within the village was made possible through partnership with the Charleston County Greenbelt Program, which is funded by a half-cent sales tax allocation.

Conservation of this land achieves a number of the Town’s natural resource goals:
- Additional park area for public use
- Conservation of tree canopy and a natural buffer zone
- Public accessibility to views of the creek and town’s valued natural resources.
Issues related to Natural Resource Conservation:

- Water resources are experiencing, and subject to additional, point and nonpoint pollutants that contribute to the degradation of water quality.
- Loss of vegetation and open space due to development and land clearing activities are diminishing natural protection of the town’s water and air quality, while increasing energy costs and flooding.
- Development of and/or within close proximity to natural areas are threatening the existence of wildlife habitats, recreation opportunities, and potential for nature-based tourism.
- Loss of open spaces to new development can transform the character of the community and its scenic qualities.

Proposed Goals/Implementation Strategies:

1. The Town will be proactive in protecting its natural resources as a principal asset of the community.
   a) Develop a comprehensive management strategy that mitigates nonpoint source pollution including, but not limited to, conservation of open space, protection of forested areas, and requirements for protective buffers, ensuring sufficient separation between new development and drainage systems.
   b) Consider establishment of a resource conservation overlay to protect major water resources.
   c) Communicate and cooperate with state agencies monitoring water quality to identify and mitigate known sources of pollutants.
   d) Establish cooperative educational programs and materials with County, State and Federal agencies in the region that enlighten the public to sustainable benefits of protecting these resources.

2. The Town will ensure that new development does not transform, but enhances, the character of the community.
   a) Adopt appropriate requirements that implement low impact development best management practices for subdivisions and nonresidential construction.
   b) Refine current requirements to retain minimum canopy coverage that reduce flooding and energy costs while maximizing storm water and wildlife management.
   c) Establish an economic development initiative that identifies eco-compatible businesses that promote while respecting the Town's natural resources.
   d) Develop an official open space and recreation plan that provides the community with public access to the creek, scenic views, and adjacent County and federal parkland and the forest.
Issues related to Economic Development of the Village:

1. McClellanville has been impacted by the nation’s economic recession, particularly local businesses.
2. Real estate values have remained constant, possibly at a rate not affordable to most long time residents, yet providing a stable tax base.
3. Households within higher income brackets are increasing. Along with higher real estate values and tax assessments, household diversity could disappear.
4. While a high proportion of the Town’s labor force is employed, few workers are able to work within the community and have no alternative to commutation.
5. Small businesses and local industries are endangered.
6. A lack of consistency in infrastructure could deter potential economic development opportunities.

Proposed Goals/Implementation Strategies:

1. The Town will participate in and support a collaborative effort to create a diversified economy that encourages entrepreneurship, lifelong learning, supports existing businesses and industry, and a vital village center.
   a) Businesses and organizations will be encouraged to coordinate with the Sewee Summit in formation of an umbrella business organization.
   b) The Town will work with service providers to identify means for technology infrastructure in the Town in support of economic development efforts.

2. The Town will work to encourage private investment and working capital for community based entities established to foster economic growth.
   a) Consideration will be given to strengthening the Sewee to Santee Community Development Corporation to become certified, opening the possibility of donations eligible for tax credits.
   b) The Town will support local efforts to identify the best use of the former middle school building.

3. The Town will seek opportunities for funding to support economic development opportunities consistent with its vision.
   a) Work with the Sewee Summit umbrella organization to access grants from SCPRT to develop heritage tourism, through a comprehensive marketing strategy.
   b) The Town will be cognizant of the need for and pursue opportunities to development or enhance necessary infrastructure and services.
"Potential for McClellanville’s economy to recover from current conditions is contingent upon several factors, not the least of which is the provision of adequate infrastructure and community facilities and services."

- **Potable Water**
- **Sanitation**
- **Power**
- **Communications**
- **Public Safety**
- **Recreation**

**Proposed Goal/Implementation Strategies:**

1. The Town will continue to provide adequate community facilities and services for its residents.
   a) The community will coordinate with SCDHEC to encourage periodic testing of private wells and pumping of septic systems on a voluntary basis.
   b) The Town will work to establish specific objectives for providing technology infrastructure and broadband service to the Town in support of economic development efforts.
   c) The Town will work with Awendaw Fire Department to identify a suitable location and funding resources for installation of an additional water tower on the south side of Jeremy Creek.
   d) The Town will continue coordination with Charleston County’s Sheriff’s Department to ensure the safety of its residents.
   e) The Town will continue to work with community groups to develop its public property as active and passive recreation spaces.

**Issues related to Adequate Community Facilities:**

- Continued maintenance of private wells and septic systems are central to ensuring the Town can defer the cost of providing public water and/or sanitary sewage treatment facilities in the future.
- A lack of broadband capabilities, supported by reliable electrical service, will have an impact on the Town’s ability to recruit new technology based employment uses.
- Fire protection needs, particularly access to water, will increase as the Town continues to develop.
- Increased population may affect demands for law enforcement within the Town.
- An aging population increases the importance of responsive Emergency Medical Services and accessibility to health care facilities.
- Increases in children and adolescents will dictate a need to assess the adequacies of recreation facilities.
“McClellanville has developed with a traditional pattern of land use areas where dissimilar uses are segregated…. Since 2000, the Town has sought to encourage a mix of uses, particularly within the village commercial core.”

McClellanville is fortunate to have a variety of land uses:
- Agriculture
- Residential
- Village Commercial
- Highway Commercial
- Marine Commercial
- Institutional
- Open Space
- Recreational

**Issues Related to Land Uses:**
- A balance of land available or designated for use and/or development with residential, commercial, employment and institutional uses is necessary to achieve a sustainable community in the future.
- Connectivity between the historic residential and commercial core and other areas of the Town is weak.
- Development activities should be balanced with the conservation of resources that define the village’s character such as viewsheds and water quality, historic design.

**Proposed Goals/Implementation Strategies:**

1. The Town will continue implementing a land use plan and regulations that ensure a balance of land uses are maintained for sustainability.
   a) Assess the designation and use of existing lots to ensure a balance of uses can be achieved.
   b) Consider whether a separate agricultural zoning designation is necessary to protect existing agricultural land uses and/or for application to future annexations.
   c) The Town will continue to encourage use and development of existing incorporated properties as a preferred alternative to new subdivisions or annexations.

2. The Town will seek opportunities to fund improvements that foster connectivity and mobility between both sides of the creek and the highway commercial area.

3. The Town will identify methods for ensuring resources which define the community are balance with new development activities.
   a) Consider designation of land directly adjacent to Jeremy Creek and the Intracoastal Waterway as a Resource Conservation area
   b) Provide incentives for property owners of land in these areas to place voluntary easements or buffers to ensure protection from incompatible development activities.
McClellanville 2025 – Transportation

Comprehensive Plan Update

Issues related to Transportation Infrastructure:

- Safety at the intersection(s) of Pinckney Street and US Highway 17 will continue to be compromised by increased traffic on Highway 17.
- Continued transit service is needed for residents without a vehicle to access good and services not available in the town.
- Safe and connected bicycle and pedestrian facilities must be maintained.
- Town street design standards must provide for complete streets while meeting County standards to be accepted for maintenance.

Proposed Goals/Implementation Strategies:

1. The Town will continue to approach SCDOT to make intersection improvements/signalization at US Hwy 17 and Pinckney Street.
   a) Ensure Town provides written input on safety issues related to the intersection during the Rural Long-range Transportation Plan process for the BCD region.
   b) Annually check incident statistics maintained by SCDOT for accidents at the intersection.
2. The Town will continue to work with SCDOT to enforce minimum distances between vehicular entrances along US 17 as a means of minimizing impacts of new development on traffic flow and ensuring safe turning movements.

3. The Town will research resources for materials and funding to improve and enhance the existing sidewalk system.
   a) Aggressively pursue funding for development of the bike/ped boardwalk over Jeremy Creek.
   b) Ensure sidewalk improvements are included in SCDOT’s rural plan as a means of justifying funding requests.
4. The Town will provide support to Tri-county Link and Trident Rideshare’s promotion of services to residents.
5. The Town will review its street design standards in the Land Development regulations and update, if necessary, to ensure they accommodate multimodal forms of transportation, while meeting emergency access needs and County standards to be accepted for maintenance.
Priority Investment Areas

In 2007 the General Assembly passed the Priority Investment Act, which included several amendments to the 1994 Comprehensive Planning Enabling Act. One such amendment was the addition of a Priority Investment Element that analyzes available public funding for public infrastructure and facilities over the next ten years and recommends projects for expenditure of those funds. Typical projects identified for funding include public infrastructure and facilities such as water, sewer, roads, schools and community facilities. These recommendations should be coordinated with adjacent and relevant jurisdictions and agencies affected by planning or projects of the Town. For the purposes of this element, ‘coordination’ means written notification, with opportunity to provide comments, to these jurisdictions and agencies.

Jobs

The Town recognizes the need to collaborate with surrounding communities and the County to develop a marketing strategy that promotes the natural environment of our surroundings. More importantly, however, the Town recognizes a need to stabilize and build upon the assets it possesses to create ecotourism and historic preservation related industries which can coexist and support the shell fishing industries. To address this need, the Town will seek and foster opportunities to establish infrastructure and provide locations needed to support emergence of a tourism related businesses.

Affordable Housing

An assessment of the existing housing inventory, in terms of its diversity (types) and affordability, compared to existing and projected incomes of the changing population base will enable the community to identify gaps in the housing market. Identification of these specific gaps will enable the Town to adjust regulations and/or provide incentives for construction of innovative housing or neighborhoods within the community.

Education

Without the provision of a quality education option, young families will exclude McClellanville as a potential location to settle. Likewise, it will lessen the Town’s attractiveness to potential industries that bring employees from other areas. The success of the Charter School holds promise of providing quality education to residents who cannot afford private education, or have the option to transport students to public schools outside the region. Thus the Town recognizes the importance of continued collaboration with CCSD and CREECS to foster stability and success in the educational options for its residents through provision of infrastructure, such as broadband capacity and facilities.

Community Facilities

Linking the provision of community facilities with new development requires a concerted effort by Town leaders to plan and prioritize investments. The need for costly investment in a public water and/or sewer systems can easily be avoided through careful land planning. However, additional development and associated land clearing puts pressure on natural drainage systems. Likewise it necessitates greater capacity for fire and police protection, solid waste management, and utilities. Collaboration with County agencies and utility providers is required to ensure increased capacity does not translate to increased taxes. At the same time, quality of life facilities, such as parks and recreation, can also keep pace with a growing population by collaborating with CCPRC to provide connectivity with the planned Two Pines County Park.