



## 3.2 What are the socio-economic conditions of the project study area?

As explained in Chapter 1, diverse social and economic conditions exist across Dillon, Horry, and Marion Counties. Horry County drives one of the state's strongest economic sectors with revenues from tourism. However, Dillon and Marion Counties have not been as fortunate in attracting economic development or employment opportunities. This is largely due to the state's shift from an agricultural/manufacturing based economy to one that is now largely service-based.

Highway construction affects not only regional transportation networks but also local communities. The region's socioeconomic and demographic composition is important to understand when determining the potential impacts from the project.

## 3.3 How is a community defined and what communities are located in the CIA study area?

### 3.3.1 How were communities identified within the CIA study area?

Topographic maps and aerial photographs were used to locate communities and residential developments in the CIA study area (refer to Figure 3-10, page 3-32) between I-95 and S.C. Route 22. These locations were then verified by field visits. To better define and understand the communities, several methods were used to collect information from local residents. The methods used for each area were based on preliminary information, including census data, to determine the demographic characteristics of the counties. Comments from public information meetings were also reviewed to learn more about the character of these communities, as well as the attitudes and concerns of the residents.

In Horry County, surveys were mailed to residents within the two zip codes that cover the CIA study area. Within Dillon and Marion Counties, another method consisted of contacting local ministers to get input and assistance in surveying members of their congregations and other local leaders. These church contacts sometimes led to invitations for members of the Project Team to attend church meetings. A third method consisted of distributing survey packets through elementary school classes within the CIA study area. In specific areas where no survey responses had been collected, the Project Team conducted door-to-door interviews or mailed surveys to specific postal routes. The methods used to obtain community input are explained further in Chapter 4 under public involvement (refer to Section 4.1, page 4-1). Based on reviews of census data, field surveys and public involvement, it was determined that non-English speaking populations composed between 3.4 percent and 6.3 percent of the CIA study area; therefore, all publications were done in English.<sup>49</sup>

#### What is a community?

A "community" may be defined by the geographic boundaries of a region, a municipality, or a neighborhood, as well as specific social characteristics that members may have in common, such as religious, political or ethnic affiliation.\*

\*From the Community Impact Assessment Handbook, prepared by Center for Transportation Research for Florida Department of Transportation

<sup>49</sup> U.S. Census Bureau. 2000 Census Data.



Communities in proximity to the potential alternatives were evaluated in the community impact assessment. In most circumstances, the community boundaries used in this EIS were defined by survey respondents, who associated themselves with a particular community (refer to Figure 3-11, page 3-33).

### 3.3.2 What is a community impact assessment?

The CIA focuses on early and continuous gathering of information from communities and other sources as input into transportation decision making throughout project development, design, mitigation and construction. The CIA process contributes to and strengthens transportation decision making with the goals of:

- Formulating projects that are based on community values;
- Identifying community issues/concerns early and accommodating community needs in project planning, where feasible; and,
- Ensuring human values and concerns receive consideration with other environmental impacts during project development.

A CIA should consider items of importance to people such as mobility, safety, economic effects, relocation, and separation. In addition, the CIA should keep community goals in mind when identifying potential alternatives and analyze both the positive and negative impacts, as well as the magnitude of potential impacts. This variation is due to the differing degrees of sensitivity toward a particular issue or impact (i.e., an impact may be perceived by one community as adverse, but might be tolerated or desirable to another).

The CIA for this project involved gathering information from communities in the CIA study area that was used to define communities, develop an understanding of community values and issues, and gauge opinions about the project.

### 3.3.3 How would the No-build Alternative affect communities in the CIA study area?

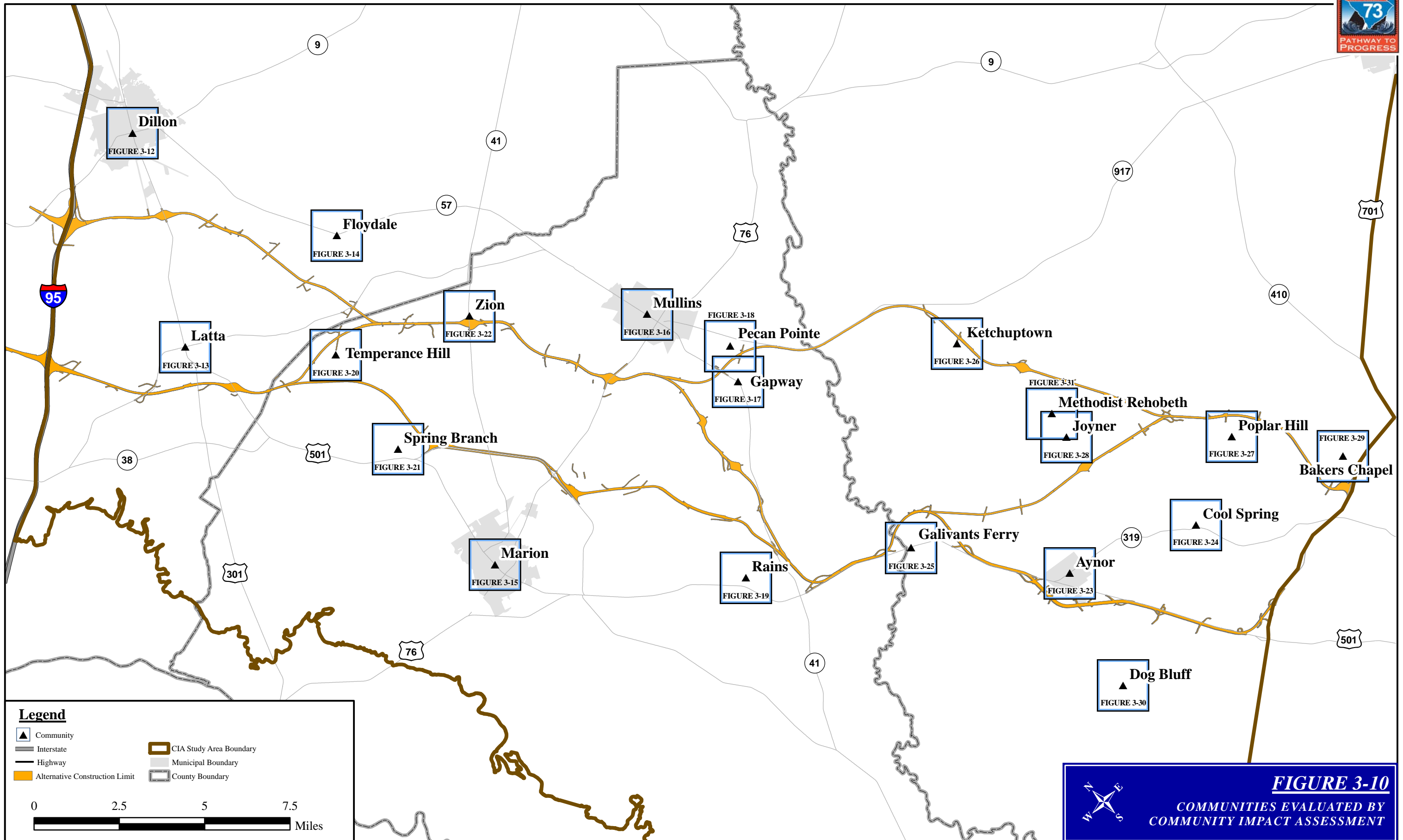
The No-build Alternative would not change the current conditions that exist in any of the communities including travel patterns and accessibility and changes to emergency response times. The No-build Alternative would not cause any positive or negative direct impacts to communities in the CIA study area.

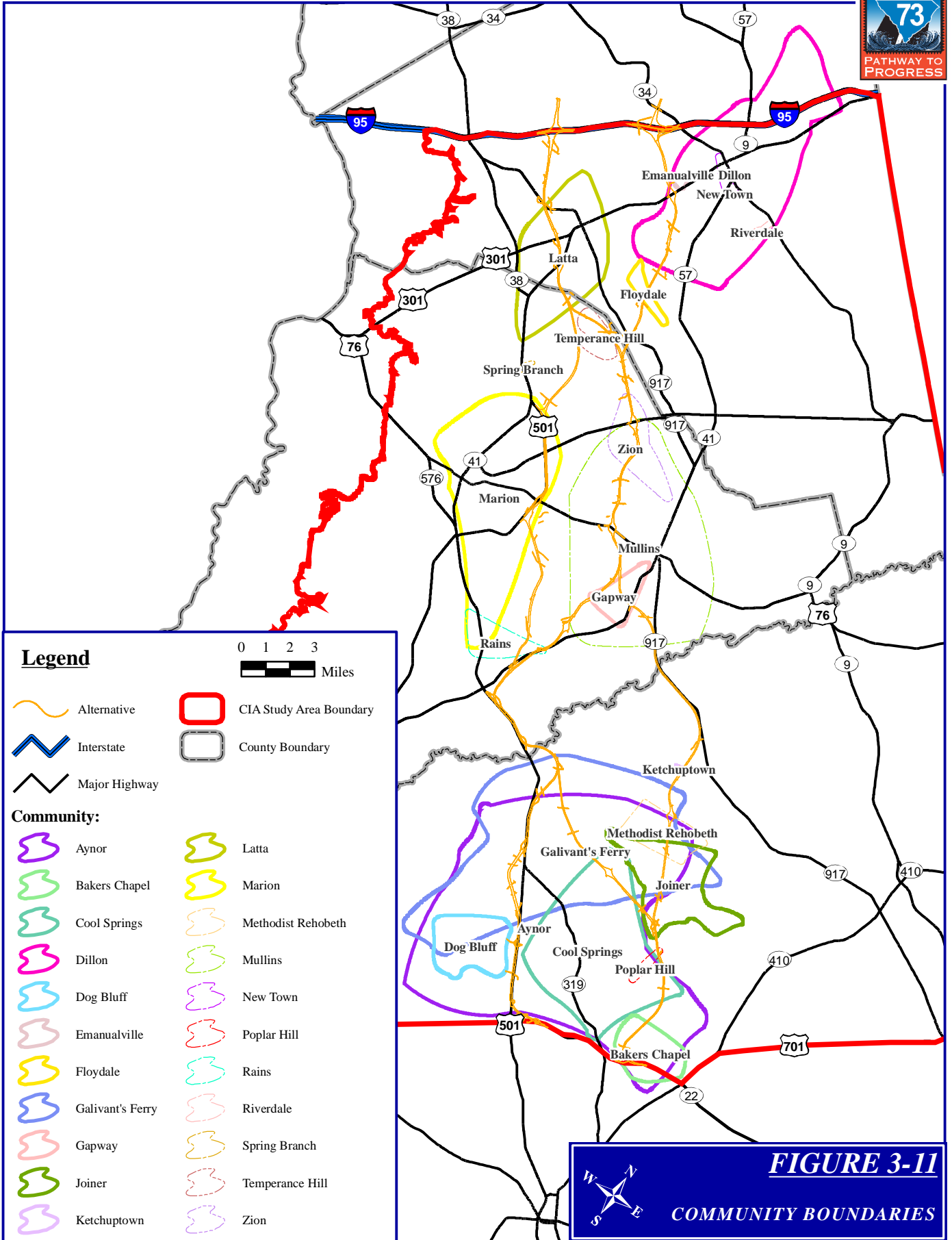
Growth and development are likely to occur throughout the CIA study area, regardless of the proposed project, due to future population growth in the counties. Based on projections from land use modeling and what is known about future projects in the three-county area, a total of 18,679 acres is likely to be developed, including over 16,000 acres being developed as an inland port in Marion County (refer to Section 3.1, Land Use, page 3-1). This amount of development was used as the baseline condition

#### *What is Community Impact Assessment?*

**A Community Impact Assessment is a process to evaluate the effects of a transportation action on communities and their quality of life – the human environment.\***

**\*FHWA's Community Impact Assessment  
A Quick Reference for Transportation**





**FIGURE 3-11**  
COMMUNITY BOUNDARIES



for determining the indirect and cumulative impacts that the Build Alternatives would have on the CIA study area.

### *3.3.4 What are the characteristics of Dillon County and how would it be impacted?*

Founded in 1910 and named after James W. Dillon, Dillon County is located in the northeastern portion of the state and contains a total of 405 square miles. “Swamps and rivers kept this section of the Pee Dee isolated for many years, but the construction of a railroad in the nineteenth century brought increased development.”<sup>50</sup> Dillon County is primarily rural in character, with scattered low density residential development. Higher density residential development, commercial, and industrial land uses are concentrated within and surrounding the incorporated urbanized areas of Dillon and Latta. The demographic and economic characteristics of the communities in Dillon County are shown in Tables 3.8, page 3-35, and 3.9, page 3-36.

Dillon County has experienced little growth in its population and economy over the past 20 years. As explained in Chapter 1, there are high percentages of residents living below the poverty level as compared to state and national percentages. Responses received indicated that respondents who live in the urbanized portions of Dillon County showed the strongest support for the project. Of respondents who live within the municipal boundaries of Dillon and Latta, the majority supported the construction of the project, while a small percentage thought the project could have a negative impact on their communities.

In general, the majority of people living in smaller communities such as New Town, Riverdale, Emanuelville, and Floydale, do not support the project. Respondents in rural areas were more concerned about potential community impacts the project could have.

A public information meeting was held in Dillon County on March 8, 2005, at Dillon High School. Approximately 141 individuals attended, and 22 provided comments at the meeting. Seventy-five percent of the comments were generally in favor of construction. Two comments specifically expressed concern about the division of family farms by the project, as they were when I-95 was built. Comments, received through survey response, during public meetings, or in letters to SCDOT, indicate that urban area respondents thought that economic growth, job creation, and improvements related to additional tax revenue were needed in their communities. The overall impression from respondents was once the project was constructed, it could have the potential to create more opportunities for new and better jobs, along with economic stimulation and advancement. Respondents from smaller communities thought that the project would disrupt their way of life. All eight alternatives would pass through Dillon County, near the communities of Latta or Dillon.

Approximately 46 acres of development would occur in Dillon County as a result of the No-build Alternative through 2030 (refer to Section 3.1, Land Use). Based on the land use model, the alternatives would provide additional development in the County, ranging from 94 to 129 acres (Table 3.10, page 3-37) beyond the growth anticipated from the No-build Alternative. Development that was commercial

<sup>50</sup> South Carolina Reference Room – Dillon County. <http://www.state.sc.us/scsl/dil.html> Last accessed March 13, 2006.



**Table 3.8**  
**Demographic Characteristics of Communities in CIA Study Area**  
**Interstate 73 EIS: I-95 to the Myrtle Beach**

	Population	% Minority	% over 65	% Head of Household w/ school-age children	Lived in residence over 10 years
<b>Dillon County</b>	30,722	49%	12%	35%	44%
Dillon	6,316	46%	16%	43%	43%
Latta	1,410	42%	18%	24%	46%
Floydale	991	19%	13%	41%	55%
<b>Marion County</b>	35,466	58%	12%	32%	44%
Marion	7,042	68%	15%	30%	45%
Mullins	5,029	63%	17%	36%	45%
Rains	1,453	70%	16%	46%	45%
Temperance Hill	1,943	24% *	8%	47%	36%
Zion	964	60%	12%	56%	45%
Gapway / Pecan Point	1,041	21%	15%	44%	42%
Spring Branch	1,943	53% *	8%	47%	36%
<b>Horry County</b>	196,629	19%	15%	26%	28%
Aynor	587	14%	15%	35%	45%
Galivant's Ferry / Methodist Rehobeth/Joyner	927	10%	11%	45%	45%
Ketchuptown	1,532	33%	17%	37%	52%
Poplar Hill	941	9%	11%	44%	57%
Dog Bluff	1,520	9%	8%	55%	35%
Bakers Chapel	974	6%	12%	29%	25%
Cool Spring	1,500	12%	8%	47%	36%

\*Although these communities are within the same block group, field surveys indicated substantial differences in their racial composition. Therefore, block data was used to reflect a more accurate portrayal of the minority population.

or business in nature would benefit the county by bringing in new employment opportunities in the area while adverse impacts such as increased traffic or noise could affect residents.

**3.3.5 What are the characteristics of Cities and Towns located within Dillon County and how would they be impacted?**

**Dillon**

The City of Dillon, the county seat, is located in the central portion of Dillon County, adjacent to Interstate 95. Dillon began as a railroad depot in the late 19<sup>th</sup> century, when railroad construction brought development to the area. Although it had tobacco warehouses, Dillon was also known for its cotton factory and cotton seed oil mill, which attracted cotton trade from a large area.



**Table 3.9**  
**Economic Characteristics of Communities in CIA Study Area**  
**Interstate 73 EIS: I-95 to the Myrtle Beach**

	Median Head of Household Income	% below Poverty level	Household w/ no vehicle	Median value of owner occupied homes
<b>Dillon County</b>	\$26,630	24%	15%	\$60,700
Dillon	\$25,267	26%	24%	\$68,300
Latta	\$25,833	21%	19%	\$59,000
Floydale	\$28,896	11%	6%	\$51,500
<b>Marion County</b>	\$26,526	23%	16%	\$63,500
Marion	\$24,265	27%	23%	\$58,500
Mullins	\$20,154	29%	25%	\$60,800
Rains	\$25,556	26%	9%	\$53,600
Temperance Hill / Spring Branch	\$31,172	22%	7%	\$43,900
Zion	\$21,488	26%	26%	\$65,200
Gapway / Pecan Point	\$36,779	15%	1%	\$84,100
<b>Horry County</b>	\$36,470	12%	7%	\$119,700
Aynor	\$29,583	20%	7%	\$92,100
Galivant's Ferry / Methodist Rehobeth/Joyner	\$31,429	14%	13%	\$74,700
Ketchuptown	\$29,241	20%	< 1%	\$54,100
Poplar Hill	\$40,179	7%	5%	\$56,000
Dog Bluff	\$31,818	14%	< 1%	\$71,100
Bakers Chapel	\$33,875	17%	8%	\$32,100
Cool Spring	\$29,167	20%	9%	\$56,400

The Dillon County Courthouse, Dillon County Library, and Dillon House Museum are all located in downtown Dillon, as is Harmon Field, a local park, and Old Hamilton Cemetery. Health care is provided by St. Eugene Medical Center, and emergency services are provided by the City of Dillon Fire Department and the Dillon Police Department.

The majority of the respondents of Dillon community feel as though it is a close-knit community with a small-town feel, where respondents interact with their neighbors, and have other family members living in the community. Most respondents like their neighborhood, feel safe, and feel they have a decent quality of life. Respondents thought that growth and advancement was needed in their community and that the project could create jobs and economic development. Respondents were supportive of long-term jobs, jobs during construction, and the possibility of new stores and restaurants coming to the area. Some respondents thought that the project could have a beneficial economic impact on their community, but it could also create more traffic, noise, and air pollution. Some respondents were against dividing family farms and encouraged the use of existing roadways where possible, but were against tolling these existing roadways.



**Table 3.10  
Dillon County and Communities Projected 2030 Development by Acreage  
Interstate 73 EIS: I-95 to the Myrtle Beach Region**

County/Community/Neighborhood	Alt. 1	Alt. 2	Alt. 3	Alt. 4	Alt. 5	Alt. 6	Alt. 7	Alt. 8
<b>Dillon County</b>								
Induced Development	129	126	94	117	111	105	100	111
Cumulative Development	175	172	140	163	157	151	146	157
<b>Dillon County Communities</b>								
<b>Dillon</b>								
Induced Development	73	84	51	66	60	68	54	69
Cumulative Development	101	112	79	94	88	96	82	97
<b>New Town</b>								
Induced Development	0	0	0	0	0	0	0	0
Cumulative Development	0	0	0	0	0	0	0	0
<b>Riverdale</b>								
Induced Development	0	0	0	0	0	0	0	0
Cumulative Development	0	0	0	0	0	0	0	0
<b>Emanuelville</b>								
Induced Development	1.4	1.8	1.4	1.4	1.4	1.8	1.4	1.8
Cumulative Development	1.4	1.8	1.4	1.4	1.4	1.8	1.4	1.8
<b>Latta</b>								
Induced Development	117	16	104	112	112	16	107	16
Cumulative Development	135	34	122	130	130	34	125	34
<b>Floydale</b>								
Induced Development	0	0	0	0	0	0	0	0
Cumulative Development	0	0	0	0	0	0	0	0

Alternatives 2, 6, and 8 would cross the southern portion of the Dillon community. The other Build Alternatives would be approximately five miles west of Dillon. The proposed alternatives are not expected to impact community cohesion in Dillon. The potential alternatives would be located along the southwestern edge of the community, and are not likely to create a physical barrier that would divide or isolate neighborhoods or residents.

Travel patterns are not expected to change. The proposed alternatives pass through an area that is predominantly rural and agricultural. Most stores, public services, schools, and other facilities are located to the north of Alternatives 2, 6, and 8, near the downtown area. Vehicular and pedestrian access to these services and facilities would not be altered or hindered, nor would routing of emergency vehicles.

Special populations, such as elderly, handicapped, non-drivers, transit-dependent, or minority social groups were not identified in this portion of Dillon and thus, would not be impacted by the proposed alternatives.

**What is Community Cohesion?**

**Community cohesion is a term that describes the social network and actions that provide satisfaction, security, camaraderie, support and identity to members of a community or neighborhood.\***

*\*Effective methods for Environmental Justice Assessment by David Forkenbrock and Jason Sheeley*





Only three of the Build Alternatives would impact Dillon. Alternatives 2, 6, and 8 would displace the following in the Dillon Community:

- Five residences, including three occupied houses, one vacant house, and one occupied mobile home;
- Two churches, the Dothan Baptist Church and the New Memorial Temple of Christ;
- Three businesses, the Merita Bread Company with ten employees, Coastal Agro Business, and All-Star Self Storage; and
- One vacant commercial building.

Approximately 28 acres of growth is expected to occur in the City of Dillon by the Year 2030, for the No-build Alternative (refer to Section 3.1, Land Use). The eight Build Alternatives would be expected to bring between 51 and 84 additional acres of development, depending on alternative (Table 3.10, page 3-37).

During the summer months, the City of Dillon has high volumes of tourist traffic. Many tourists frequently stop for services throughout the city. Alternatives 1, 3, 4, 5, and 7 could cause a loss of revenue generated by tourist traffic due to their distance from the City of Dillon.

Within the Dillon Urban Cluster, there are three neighborhoods that have been identified by the survey: New Town, Riverdale, and Emanuelville (refer to Figure 3-12, page 3-40, and *Community Impact Analysis Technical Memorandum*). An Urban Cluster is a defined census boundary that includes a densely settled core created from block groups or census blocks, and the adjacent densely settled surrounding territory (with a density of 500 people per square mile) that together have a minimum of 2,500 people but fewer than 50,000 people.

#### Summary of impacts

- Alternatives 2, 6, 8 would result in four residential, three business, and one church relocations; there would be one impacted noise receiver and no changes in accessibility.
- Alternatives 1, 3, 4, 5, and 7 would have no relocations, noise impacts, or changes in accessibility.
- Alternative 1 would have 73 acres of induced development and 101 acres of cumulative development.
- Alternative 2 would have 84 acres of induced development and 112 acres of cumulative development.
- Alternative 3 would have 51 acres of induced development and 79 acres of cumulative development.
- Alternative 4 would have 66 acres of induced development and 94 acres of cumulative development.
- Alternative 5 would have 60 acres of induced development and 88 acres of cumulative development.
- Alternative 6 would have 68 acres of induced development and 96 acres of cumulative development.



- Alternative 7 would have 54 acres of induced development and 82 acres of cumulative development.
- Alternative 8 would have 69 acres of induced development and 97 acres of cumulative development.

### *New Town*

New Town is a small neighborhood located on the south side of downtown Dillon. According to survey results, the average length of residency is eight years and respondents report a moderately good quality of life. The majority of respondents in New Town interact with one another, but many respondents do not feel as if they are a close-knit community.

None of the alternatives would directly impact New Town. The closest alternatives to New Town, Alternatives 2, 6, and 8, would be located approximately two miles to the southwest of the neighborhood. One respondent from New Town commented that the project would not have much of an effect on the neighborhood. Although growth would be anticipated due to normal increases in population, based on the land use model, no development is projected



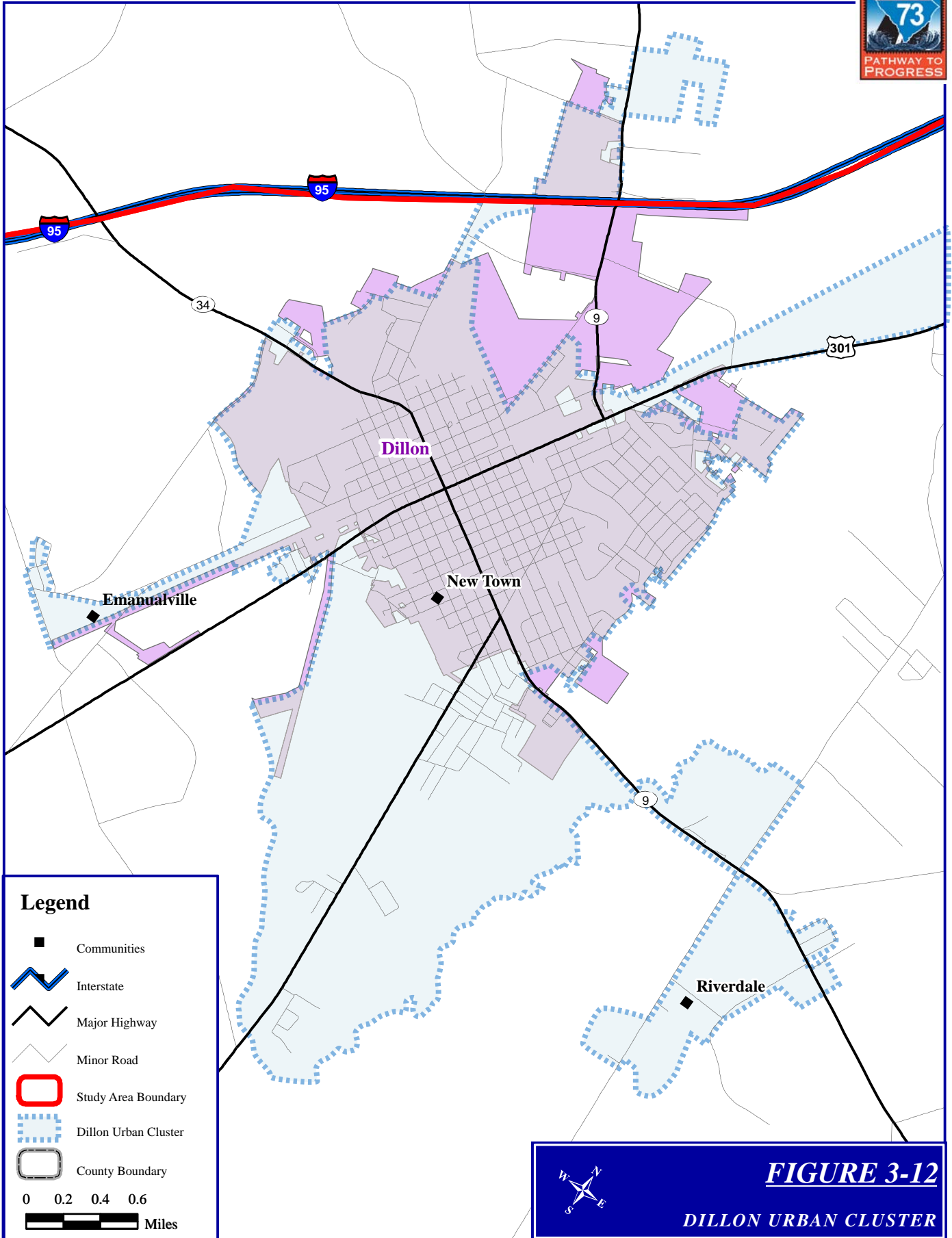
**New Town**

under the No-build or any of the Build Alternatives in this community. Therefore, no indirect and cumulative impacts would be expected to New Town.

### *Riverdale*

Based upon the survey results, Riverdale is a close-knit, well-established neighborhood located on the east side of Dillon, south of S.C. Route 9. The respondents of Riverdale feel they have a high quality of life and feel very safe living there. Many in the community have other family members in the area and all respondents feel members of this community interact with their neighbors.

None of the alternatives would directly impact Riverdale. Alternatives 2, 6, and 8 would be located closest to Riverdale, approximately three miles to the southwest. Although growth would be anticipated due to normal increases in population, based on the land use model, no development is projected under the No-build or any of the alternatives in this community. During the summer months Riverdale has tourist traffic that frequently stop for services. Alternatives 2, 6, and 8 could cause a slight loss of revenue generated by tourist traffic due to their distance from Riverdale. Therefore, indirect and cumulative impacts would be expected to be minimal to Riverdale.





### *Emanuelville*

Emanuelville is a small community located on the southwest side of Dillon, along S-423/West Fairfield Road. Three surveys were received from the area show that respondents feel that it is a close-knit community and all interact with their neighbors. Respondents generally feel the area is safe, but none report having other family members living in the same community. Average length of residency for survey respondents is eight years (individual responses ranged from six to 30 years).

Alternatives 2, 6, and 8 would run parallel to S-423 (West Fairfield Road), approximately 0.25 mile southwest of the community of Emanuelville. Because the alternatives would be located along the periphery of Emanuelville, a physical barrier is not likely to divide this community and should not impact community cohesion. Access to and from Dillon, Latta, and I-95 should not be impacted and travel patterns are not likely to be affected. No cross streets within or in the vicinity of Emanuelville would be bisected. Vehicular and pedestrian access to community services and facilities would not be altered or hindered, nor would routing of emergency vehicles.

Alternatives 2, 6, and 8 would not result in the displacement of any residences or businesses in the Emanuelville community; however, the New Memorial Temple of Christ Church would be relocated. Often churches are the cornerstones of small communities and their relocation could affect the cohesion of the area. Depending on where the church relocates, travel patterns to and from the church could be changed, impacting travel times, accessibility or the ability of some members to continue to attend.

If the proposed interchange at U.S. Route 301/501 results in increased development and traffic in the vicinity of Emanuelville, it could affect the rural atmosphere of the community. Although growth would be anticipated due to normal increases in population by the Year 2030, the land use model projected that no development was expected to occur with the No-build Alternative in the Emanuelville community. Even though Alternatives 2, 6, and 8 would parallel the community boundary of Emanuelville, all eight Build Alternatives would result in small amounts of development, ranging from 1.4 to 1.8 acres depending on alternative (refer to Section 3.1, Land Use).

### *Summary of impacts*

- Alternatives 2, 6, and 8 would have one church relocation, no noise impacts and no changes in accessibility.
- Alternatives 1, 3, 4, 5, 7 would have no relocations, no noise impacts, and no changes in accessibility.
- Alternatives 1, 3, 4, 5, 6, and 7 would have 1.4 acres of induced development and 1.4 acres of cumulative development.



- Alternatives 2 and 8 would have 1.8 acres of induced development and 1.8 acres of cumulative development.

### Latta

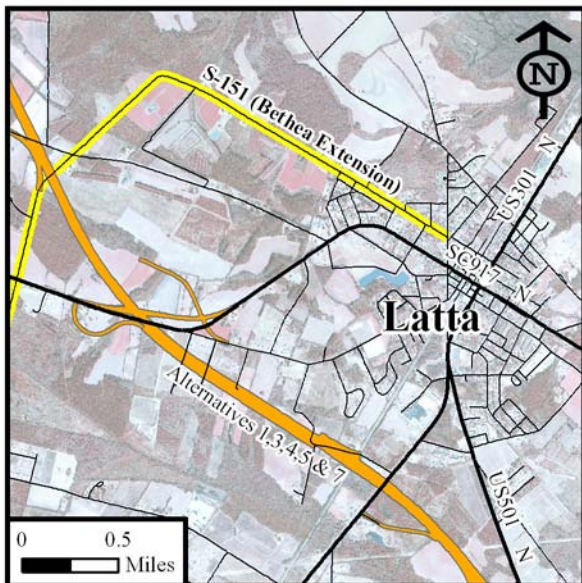
Located in south-central Dillon County, Latta was founded circa 1888. Latta, like Dillon, was the result of a plan for a direct north-south railroad route from Wilson, North Carolina to the town of Pee Dee, South Carolina. Latta is named for Robert J. Latta who designed the street plan for the town. The major growth period for Latta was during the early 20th century when Latta became a major tobacco market in the region. In 1918, the town constructed an electric power plant and by 1924 had also built a municipal water system. The City of Latta covers approximately one-square mile.

Community facilities include a community center, a town ball park, and a branch of the Dillon County Library in Latta. The community is serviced by the Oak Grove Volunteer Fire Department, which has a fire station in downtown Latta. Health care services are located in Dillon.

Based on survey information, the majority of respondents feel that Latta is a close-knit community that interact regularly with their neighbors, have other family members living within the same community, and rate their community as very safe. The average length of residency for survey respondents is 26 years (individual survey responses ranged from one year to 50 years). Survey comments expressed that this project would be the type of positive change respondents were looking for and locating the project too far east of their community would hinder anticipated development.

Alternatives 1, 3, 4, 5, and 7 would pass the closest to the Town of Latta, within 0.5 mile of the western municipal boundary. Neighborhoods in downtown Latta would not be affected. The Build Alternatives would essentially bisect the community boundary that was developed based on survey responses. The alternatives would separate residential areas to the west and southwest from downtown Latta. However, access between neighborhoods and to downtown would be maintained along U.S. Route 301 and interactions between residents should not be hindered. Northwest of Latta, Road S-151 (Bethea Extension) would be converted to a cul-de-sac at the interstate; however, direct access to Latta would be maintained via S.C. Route 917 (refer to Figure 3-13, page 3-43). Travel patterns within downtown Latta would not be altered and pedestrian access should not be affected. Emergency vehicles routes may have to be revised but access to areas on the other side of the interstate would not be hindered. Alternatives 1, 3, 4, 5 and 7 would result in the relocation of 11 residences, including seven occupied houses, one vacant house, and three occupied mobile homes, along with one business, Signode.

Survey respondents most often listed Dillon and Marion as places where they shop, bank, and conduct business. U.S. Route 301/501 to Marion and U.S. Route 301 to Dillon provide direct routes to these locations. While there may be short-term impacts to travel from construction, depending on the Preferred Alternative, none of the proposed alternatives would impede travel to these locations once construction was completed.



**Figure 3-13: Latta**

Special populations, such as elderly, handicapped, non-drivers, or transit-dependent groups were not identified in this portion of Latta and thus, would not be impacted by the proposed alternatives.

The No-build Alternative is expected to result in 18 acres of new development (refer to Section 3.1, Land Use). The eight Build Alternatives are also anticipated to result in additional development in the Town, ranging anywhere from 16 to 117 acres, depending on alternative (refer to Table 3.10, page 3-37). Additionally, induced development could occur in the area of the proposed interchanges at S.C. Route 917 and U.S. Route 501 associated with Alternatives 1, 3, 4, 5, and 7.

A group of concerned citizens in Latta along Alternatives 1, 3, 4, 5, and 7 have sent a petition of 20 signatures in support of Alternatives 2, 6, and 8.<sup>51</sup> In addition, a group of concerned citizens sent a petition of 42 signatures in support of Alternatives 1, 3, 4, 5, and 7.<sup>52</sup>

#### Summary of impacts

- Alternatives 1, 3, 4, 5, and 7 would have ten 10 residential and one business relocations, no noise impacts, and one road bisected.
- Alternatives 2, 6, and 8 would have no relocations, no noise impacts, and no changes in accessibility.

### ***3.3.6 What neighborhoods and rural communities are located within Dillon County and how would they be impacted?***

#### Floydale

Located approximately five miles south of Dillon, Floydale is a community that was named for the Floyd family, who were major landholders in the area. Floydale includes several residential areas, two convenience stores, the Floydale Rescue Squad and Fire Department, and two churches, the St. Paul AME Church and Greater New Zion Church.

Based on surveys, the majority of respondents feel that the community is close-knit, in which they interact with their neighbors, have a very good quality of life, is a very safe place to live, and have family members living in the community. Average length of residency for survey respondents is 28 years, with individual surveys ranging from two years to 63 years.

<sup>51</sup> The Citizens of the Southern Route petition.

<sup>52</sup> The Citizens of the Northern Route petition.