

C. Setting

Neighborhood Planning Area 1

Neighborhood Planning Area 1 consists of the northern-most part of the City of Myrtle Beach. The area runs from a southern boundary along 54th Avenue North to beyond the Dunes Cove Subdivision on the north end, and from the Atlantic Ocean on the east, to the western edge of the Grande Dunes Resort.

Since the early 1900's Myrtle Beach Farms has owned much of the land in Neighborhood Planning Area I. Some of the land today continues to be used for timber production.

In Planning Area I at the intersection of Ocean Boulevard North and 77th Avenue North, the Ocean View Memorial Hospital was located. It opened in 1958 and was completely paid for by the community. Eventually it was replaced in 1978 with the completion of the Grand Strand Hospital (now known as Grand Strand Regional Medical Center), which is located at 82nd Parkway and Highway 17 Bypass.

Prior to the 1960's, the Dunes/Arcadia neighborhood, now known as the Dunes Club section, was largely undeveloped. The development of the Dunes Club and Dunes Cove residential areas and golf course was the first significant construction activity. In this area the oceanfront has been rapidly developing since the late 1960's.

The Ocean Forest neighborhood was one of the first oceanfront areas in Myrtle Beach to be developed. In 1979 this neighborhood had been developed almost exclusively for residential and motel/hotel uses. At that time, except for the areas situated between the beach and Ocean Boulevard, the character of the Ocean Forest neighborhood was predominantly single-family residential. The single-family dwelling construction began in the Porcher and Springs Avenue area and spread northward. Multi-family apartments were added along Porcher Avenue in the 1970's increasing the population density of the area.

In the late 1970s gradually a mixture of development occurred in these areas between Ocean Boulevard and the beach. Single-family residential uses became predominant between 77th Avenue North and 82nd Parkway in the area called Long Bay Extension. Oceanfront hotels became predominant between 77th Avenue North and the Cane Patch Swash. Motels also were occupying most of the development along the east side of Ocean Boulevard between its intersection with Porcher Avenue and 52nd Avenue North.

The Pine Lakes neighborhood contained the highest total of permanent population in the Myrtle Beach planning area during the 1970's. This neighborhood was mainly single-family residential in character and since it is removed from the oceanfront it contains no motels or resort accommodations. The Pine Lakes International Country Club, the former Ocean Forest Country Club built in 1927, was reorganized in 1944 under the ownership of Frederick Albert Warner Miles. Mr. Miles changed the name of the club to Pine Lakes International Country Club and took out nine of the golf holes in order to build new homes in the Pine Lakes neighborhood south of Pinewood Road. The Burroughs and Chapin Company, Incorporated recently acquired the Pine Lakes International Country Club.

Although Planning Area I was still basically residential in character in 1968 some rather profound changes occurred in the area with large-scale motels being constructed along the oceanfront. At that time approximately sixty-seven (67) percent of the area was zoned for single-family development but only thirty-eight (38) percent was actually being occupied by such uses. In 1968 less than 30 acres in the area was used for hotels and motels. Based on construction trends between 1960 and 1968 it was projected an additional 4,500 transient accommodations would be completed by 1988. Residential construction was also expected to increase substantially during that time period. Over 1,100 new single-family homes were projected for construction by 1988. It was assumed at that time that the planning area would retain its predominantly residential character, while increasing its capacity for accommodating visitors to the area.

Planning Area I is now home to the Grande Dunes, Dunes Cove, Dunes Club, Providence Park, Northwoods, Siena Park, Long Bay, Long Bay Extension, Cane Patch, Forest Dunes, Highlands, Pine Lakes, and Castillo del Mar residential areas. High rise hotels, condominiums, and time share units can be found along the oceanfront as well as single-family dwellings. The majority of the community's medical facilities are also located in this planning area as well as retail and office space. The Academy for Arts, Science and Technology, a public school, is currently located on 79th Avenue North. The school property has been sold to Grand Strand Regional Medical Center for expansion of their facilities. A new Academy for Arts, Science and Technology will be constructed in 2006 in the Carolina Forest neighborhood across the Intracoastal Waterway. By the late fall of 2007 construction will be completed on The Shoppes at Grande Dunes, a lifestyle center at Grande Dunes Marina that will include top-tier boutiques, specialty shops and dining as well as office space, condominiums and hotel suites.

According to the 2000 United States Census there are approximately 7,000 people residing in Planning Area I which includes portions of Census Tracts 503 and 504. The median age for the planning area is 45 years of age and about 68 percent of the population is over the age of 25, with 1,040 people 17 years and under, 507 people between 18-24 years of age, 2,001 between 25-44 years of age, 1,765 between 45-64 years of age, and 1,552 people over the age of 65. The median age for Census Tract 504 is 40.3 (37.8 for males and 43.1 for females) and for Census Tract 503 the median age is somewhat higher at 49.7 (47.3 for males and 51.5 for females). Slightly more females (3,552) reside in this neighborhood planning area than males (3,310). The average family size for the area is three persons, while about one-quarter (943) of the families have children under the age of 17.

An overwhelming majority of residents (6,568), or 96 percent, living in Planning Area I are Caucasian. Less than four percent of the population in the planning area is African-American (105) or other races (301). This planning area has a highly educated population. Approximately one-fourth of the population over 25 years of age has a high school diploma, while less than ten percent do not. Thirty-three percent, or 1,068 persons, over 25 years of age has at least some college and about 25 percent of the population has a bachelor's degree. Approximately 12 percent of the population for the planning area holds a master's degree or higher, which is larger than the 5.9 percent in Horry County, and 7.1 percent in the City of Myrtle Beach that hold the same degree.

The median household income for this planning area in 2000 was approximately \$43,000, which is slightly higher than the median household income for the United States (\$41,994)

and notably higher than figures for the City of Myrtle Beach (\$35,498) and Horry County (\$36,470). Approximately 20 percent of the households in this planning area exceed \$100,000 in yearly income, while about five percent of the population is below poverty. Forty-five percent of persons 16 years and over living in the planning area are employed as managers, professionals, or in related occupations. The majority of people working outside their home in Planning Area I spend approximately 10 to 14 minutes traveling to work. Less than 15 percent of the population spends more than thirty minutes traveling to work. Unemployment is relatively low (3.7%) compared to that of the City of Myrtle Beach (4.4%) and Horry County (4.5%).

Owner-occupied housing units make up about 67 percent of the housing units for Neighborhood Planning Area I, while rental units consist of about 33 percent of total housing units. Median monthly rent for rental units is \$654.00, which is comparable to that of the City of Myrtle Beach (\$634.00), and somewhat higher than the median rents for Horry County (\$594.00) and the United States (\$602.00). Over 38 percent of the housing units are vacant and eighty percent of those units are seasonal.

According to the United States Census for 2000, the median value of owner-occupied units was \$166,450, which is an increase from the 1990 median home value of \$161,700. This is considerably higher than the median value of owner-occupied units in the United States, which was \$111,800 in 2000. It also exceeds the median home values for the City of Myrtle Beach (\$103,700) and Horry County (\$95,400). Out of 5,384 homes approximately 494 homes are valued at over \$300,000.

Neighborhood Planning Area II

Planning Area II is located in the north central portion of the city. This area is bounded on the north by 53rd Avenue North, on the east by the Atlantic Ocean, on the south by 21st Avenue North, and on the west by Highway 17 Bypass.

The Planning Area includes the Myrtle Heights-Oak Park Residential Historic District which runs along either side of North Ocean Boulevard from 32nd Avenue North to 46th Avenue North. Myrtle Heights includes the area from 32nd to 40th Avenues North and Oak Park from 40th to 46th Avenues North. The history of the Myrtle Heights and Oak Park sections relate to the period of development after the financial demise of the Woodside Brothers during the Great Depression.

Three of the most significant properties in this historic district are related to the founders of Myrtle Beach Farms Company. They have significant architecture as well as historical association. The building at 3202 North Ocean Boulevard was built for Simeon B. Chapin (Chapin had earlier built 3200 which became a guest house); 3600 was built for one of the Burroughs family; and 3703 was built for James E. Bryan, Sr. All were built between 1934 and 1939.

In 1998 the Myrtle Heights-Oak Park Residential Historic District was listed on the National Register of Historic Places.

According to the 1979 Comprehensive Plan the Oak Park neighborhood was a comparatively small area between Kings Highway and the beach generally bordered on the

south by 31st Avenue North and on the north by 52nd Avenue North. It included approximately twenty blocks between Kings Highway and Ocean Boulevard. At that time the Oak Park neighborhood was almost totally single-family residential in character. There were no multi-family residential areas, motels or hotels, or any commercial or industrial uses.

The 1979 Comprehensive Plan speaks to the Civic Center neighborhood as a small rectangular area bordered by 21st Avenue North, Oak Street, and the Pine Lakes and Myrtlewood (north of the developed areas in the Pine Lakes and Canal/Dunbar neighborhoods) neighborhoods. In 1979 the Civic Center neighborhood was predominantly undeveloped. Development that occurred was public in nature. Public uses included the Myrtle Beach Convention Center, two public schools, and the Pepper Geddings Park and Recreation Center. The only commercial development in the neighborhood was the WMYB radio station on the corner of Oak Street and 29th Avenue North. No motels, residential uses, or industrial lands were present in the neighborhood.

Significant changes have occurred in Planning Area II since the 1979 Comprehensive Plan report. From 53rd Avenue North to 31st Avenue North between Kings Highway and the ocean the area remains primarily residential in nature. From 31st Avenue North to 21st Avenue North between Kings Highway and the ocean the area is filled with transient accommodations.

Planning Area II is now home to single-family residential, multi-family residential, commercial, recreation and amusement, and transient accommodations. There are numerous planned unit developments (PUDs) in this planning area including Carolina Ridge, The Park, Settlers Point, Long Leaf Place, and 26th Avenue North to name a few.

The public school complex bordered by Oak Street, Robert M. Grissom Parkway, 29th and 38th Avenues North is convenient to residential areas and includes the Myrtle Beach Primary, Elementary, Intermediate, Middle and High Schools. Webster University on Oleander Drive has a campus in this planning area.

The Civic Center neighborhood of 1979 now includes the expanded Myrtle Beach Convention Center and hotel complex at the corner of Oak Street and 21st Avenue North. Horry County government has a facility on 21st Avenue North to serve the citizens of Myrtle Beach. The South Carolina Department of Motor Vehicles is also conveniently located on 21st Avenue North next door to the County's Health Department. The Grand Strand Senior Center is located at the corner of Robert M. Grissom Parkway and 21st Avenue North.

Broadway at the Beach was added to Planning Area II in 1995. The complex located at 21st and 29th Avenues North is a 350-acre entertainment complex featuring shopping, dining, nightlife, entertainment, and accommodations.

The majority of Planning Area II is in Census Tract 505. A very small portion is in Census Tract 504 which includes portions of Pinewood Avenue, Jasmine Avenue, Yucca Avenue, Camellia Drive, Pine Lake Drive, and Little River Road. The population count for this part of Census Tract 504 is approximately 600 people. In 1990 the U.S. Census reported 3,329 people living in Census Tract 505. According to the 2000 U.S. Census 4,568 people were living in Census Tract 505 an increase of 1,329 persons.

Planning Area II has a population of approximately 5,000 people, 22 percent of the total population of the city. It is a mixed-use area with transient accommodations, commercial and residential development. The median age for the planning area is 38.2 years of age (35.5 for males and 41.3 for females). The majority (75%) of the population for Neighborhood Planning Area II is over the age of 25, with 708 people 17 or under, 411 people between 18-24 years of age, 1,631 people between 25-44 years of age, 1,005 people between 45-64 years of age, and 813 persons 65 and over. About 51 percent (2,315) of the planning area population is female, while 49 percent (2,253) is male. The average family size for the planning area is about three persons, and about 40 percent (417) of households have children under the age of 17. An average of two (1.96%) people live in each household.

Within Planning Area II there are 2,840 housing units. Of those units, 2,325 are occupied and 515 are vacant. In the occupied units, 1,228 are owner occupied and 1,097 are renter occupied. The vacant housing units include those for rent (151); for sale (30); rented or sold – not occupied (14); for seasonal, recreational, or occasional use (304); and other vacancies (16).

An overwhelming majority of residents (4,216), or 92.3 percent living in Neighborhood Planning Area II are Caucasian. About three percent (114) of residents in this planning area are African-American, while four percent (169) are Hispanic or Latino, and 5 percent (238) are of other races.

About 26 percent of the population over 25 years of age in Planning Area II has a high school diploma (888), while only about eleven percent (369) does not. Thirty-six percent, or 1,214 persons, over 25 years of age have at least some college and about twenty percent of the population (691) holds a bachelor's degree. Approximately eight percent of the population (274) for Neighborhood Planning Area II holds a master's degrees or higher.

According to the 2000 U.S. Census the median household income for Planning Area II was approximately \$39,000. About nine percent of the households in this planning area exceed \$100,000 in yearly income. Approximately six percent of the population in this planning area is below poverty. Almost 31 percent of persons 16 years and over living in the planning area are employed as managers, professionals, or in related occupations. The majority of people working outside their home in Planning Area II spend approximately 10 to 14 minutes traveling to work. Only about 17 percent of the population spends more than thirty minutes traveling to work. Unemployment in this planning area is about 3.5 percent.

About 53 percent of the housing units (1,502) in this planning area are owner-occupied, while rental units make up about 47 percent of total housing units (1,338). Median monthly rent for these units is \$632.00, which is comparable to that of the City of Myrtle Beach (\$634.00), and somewhat higher than the median rents for Horry County (\$594.00) and the United States (\$602.00). Vacant housing units consist of about 18 percent of the housing stock and almost 58 percent of those units are considered seasonal. Thirty-nine percent of renter households in this planning area pay more than 30 percent of their household income for rent, which is comparable to the City of Myrtle Beach (38%) and to some extent higher than Horry County (35%) and the United States (37%).

The Census reports that the median value of owner-occupied units for this planning area was \$111,600, which is an increase from the 1990 median home value of \$96,000. This is

considerably higher than the median value of owner-occupied units in the United States, which was \$111,800 in 2000 and also exceeds the median home values for the City of Myrtle Beach (\$103,700) and Horry County (\$95,400). Approximately 100 homes in Planning Area II are valued at over \$300,000 out of 2,840 housing units.

Neighborhood Planning Area III *For more detailed information about Planning Area III please refer to **A Neighborhoods Development Plan For Planning Area 3 – 2000-2020 and Mr. Joe White Avenue Corridor Development Design Guidelines**

The entire Planning Area III lies within Census Tract 506. The three residential neighborhoods, Booker T. Washington, Canal and Nance Streets, and Osceola Street are quite diversified in age, style, composition, and residential characteristics. Portions of the Canal and Nance Streets and Booker T. Washington neighborhoods are older than most neighborhoods in Myrtle Beach and have historically been neglected as locations for new investment by the local housing industry and business community. By contrast parts of the Osceola Street neighborhood are newer and represent a more modern architecture and contain different types of residents as compared to the older areas.

The planning process used to create the Neighborhood Planning Area III plan began in the mid 1980's with the formation of the Booker T. Washington Neighborhoods Association. While earlier efforts toward community problem solving had been attempted little progress was made until James Futrell was elected as a City Councilman. Councilman Futrell's efforts to bring this area onto the City Council's "radar screen" in time brought rewards in the form of City resources being directed toward overcoming some of the most serious problems of blight and neglect. The Planning Department worked with neighborhood citizens to determine the most feasible reuse for the old Carver Elementary School on 10th Avenue North (now Mr. Joe White Avenue). A plan was devised to acquire the 11.4-acre site with its two school buildings and reuse the school as a community building. Additional housing was proposed with a small park. Councilman Futrell died in office in 1990 and was succeeded by Crain Woods. Councilman Woods also worked at length with his fellow council members to create and maintain funding for the site and other needed infrastructure improvements to the neighborhood. The old school building and property were acquired in 1992 with a 50% matching grant from the South Carolina Community Development Block Grant Program (federal funds from the U.S. Department of Housing and Urban Development).

In 1995 the City Council established the city's first, and only, U.S. Department of Housing and Urban Development recognized "neighborhood revitalization strategy area" designation for the Booker T. Washington and Canal Street neighborhoods. Funds were appropriated for redevelopment projects and staff assigned to carry out the projects. The new projects were supported strongly by the members of the Booker T. Washington Neighborhoods Association which incorporated itself as a non-profit corporation in 1998. The Booker T. Washington Neighborhoods Association worked diligently to energize and organize neighborhood residents to support such projects as Futrell Park Homes subdivision and the redevelopment of the abandoned elementary school into the Swansgate Apartments. Later the reconstruction of most of the streets in the neighborhood and the piping of the infamous "Hog Lot Ditch" (a deep open ditch which flooded backyards) were popular causes requiring citizen support. The streets and drainage improvements project included

newly dug storm water retention ponds and underground piping with curb and gutter additions to the streets. Sidewalks were added and all streets were repaved. By 1998 the new Futrell Neighborhood Park was completed and additional buildings were under construction to expand the Swansgate Apartments. Habitat for Humanity constructed ten new homes at Futrell Park Homes subdivision and continued to purchase vacant lots and build new homes in the Booker T. Washington neighborhood for local families in need of quality housing.

During the past thirty years the area has grown from a 1970 population of 1,200 to the current population of 3,705, an increase of 308% or 6.9 annually. The population of Planning Area III has increased slightly over the past decade. There has been an overall population increase of 223 persons or 6.4%. The Canal and Nance Streets area is the only neighborhood that has seen a decline of 51 persons for a loss of 15.4%. Planning Area III is a racially mixed area. A total of 2,052 persons or 55% of the 3,705 total population is African-American, which is a decrease of 5.1% since 1990. The white population is 1,436 persons or 38.7% of the total. The balance of 217 persons represents other racial groups including a growing Latino population of 248 persons, an increase of 755% since 1990.

The population has gotten older in Planning Area III. The number of youth has dropped from 1,118 to 952 persons, a loss of 166 youth or 15% of the 1990 youth population under 20 years of age. While each age grouping older than 21 years of age grew, the largest growth was in the 20-44 age group. This group increased by 334 persons or 23% over the 1990 total of 1,471 persons. The importance of this trend is for the school system and the fact that families are becoming smaller and contain fewer children.

The Osceola neighborhood, especially the area west of Osceola Street along Greens Boulevard is newer, mostly renters, with primarily white residents. This area grew by 174 persons or 9.8% since 1990. This area has also lost children (132) and has gained a large number of persons in the 20-44 age group (240). The area east of Osceola Street is sparsely developed, mixed owners and renters and racially mixed residents. Until recently mobile home parks were located on Ocala Street and were substandard, in poor condition, and housed very low-income families in need of financial assistance. These mobile home parks are being replaced by middle-income housing. The southern most area near Highway 501 contains outdoor encampments of homeless persons.

The Booker T. Washington neighborhood is a mixed area of older and newer homes and apartments with a primarily African-American population. This area contains 1,235 persons and grew by 27 persons or 2.2% since 1990. Approximately 1,012 African-Americans comprise 82% of the neighborhood population. The white population of 174 persons is 14% of the total. Other racial groups comprise 4% of the total neighborhood population.

The Canal and Nance Streets neighborhood is an older neighborhood with many small vacant lots. Some older housing is abandoned and slowly being demolished. The Nance Street area contains many manufactured and mobile homes on small lots. The area contains 281 persons, a loss of 51 persons or 15.4% since 1990. Residents of this neighborhood are primarily African-American but other racial groups are increasing in number. Seventy percent of 198 persons in Planning Area III are African-American, 61 persons or 22% are white, and the balance of 22 persons or 8% are of other racial groups. These numbers represent significant changes from the 1990 figures. In 1990 there were 319 African-

Americans. During the 10-year period 121 African-Americans left the area. In 2000 only 1989 African-Americans resided in the area. In 1990 only 13 persons were non-African-American. In 2000 eighty-three persons were non-African-American for a growth rate of 638%.

Neighborhood Planning Area IV

Planning Area IV is located in the center of the city and includes the Downtown Redevelopment area. This area is bounded on the north by 16th Avenue North, on the east by the Atlantic Ocean, on the south by 6th Avenue South, and the west by portions of Broadway and Oak Streets.

According to the 1979 Comprehensive Plan the downtown neighborhood included the central business district area, strip commercial development along Broadway as far south as Withers Swash, and about two blocks of land on either side of the amusement area. General retail commercial establishments were the primary type of existing land use in the downtown neighborhood. The area included numerous retail outlets ranging from large department stores such as the Chapin complex to small specialty shops oriented toward trade from the permanent population. Some of the shops in the downtown neighborhood were geared to the tourist trade and closed during the winter months. The remainder of the downtown neighborhood was occupied by motels in areas north and south of the amusement core. City Hall, the Fire and Police Departments, and the U.S. Post Office were the only public land uses in the area. Semi-public uses included several churches.

The downtown area has seen a number of changes over the years with more high rise hotels, time share units and condominiums, the expansion of the Pavilion Amusement Park with the addition of the Hurricane Rollercoaster opening on May 6, 2000 and mass transit lanes added for a public mass transit system.

It is important to note that the Rainbow Court at 400 Flagg Street was listed on the National Register of Historic Places in 1996. Rainbow Court has been owned by the same family since it was first opened in 1940 by Harvey C. Jones and Lila Mae Bognall who moved two boarding houses from the beach to start their enterprise. Over the next twenty years they built or moved the additional buildings to the complex, with the exception of the small house facing 5th Avenue North which was not added until 1970. The Rainbow Court is one of the few remaining examples of the small-scale, low-rise motels that pre-dates Hurricane Hazel (1954).

Since the creation of the Downtown Redevelopment Corporation (D.R.C.) by City Council in March 1999 the area has undergone significant changes. The D.R.C. is a 501(c)3 not-for-profit corporation with an 11-member board of directors. The D.R.C.'s mission is to initiate and facilitate the revitalization of downtown Myrtle Beach (2nd Avenue North to 14th Avenue North and from Broadway and Oak Streets to the Atlantic Ocean) using the Pavilion Area Master Plan prepared by Ehrenkrantz, Eckstut, and Kuhn Architects PC; Federman Design and Construction Consultants, Inc.; Gorove/Slade Associates, Inc.; and Thomas & Hutton Engineering Company for the City of Myrtle Beach in January 1998. This is being accomplished with the establishment of strategic aesthetic, functional and business development goals; the addition and enhancement of public infrastructure; the creation of

economic and other incentive programs; and through partnerships with the private investment and development sectors.

To date the Pavilion Area Master Plan accomplishments have included:

- Downtown Design Guidelines adopted
- Pier Study presented
- Highest and Best Use Study adopted
- Utility Master Plan adopted
- Ocean Boulevard Streetscape Master Plan adopted
- Façade Design Workshop sponsored
- Ocean Boulevard Storefront Concepts presented
- Withers Parking Garage Schematic Design adopted



- Polices and Plans for Transit Lanes on Ocean Boulevard
- Tri-Party Agreement signed
- Hybrid Parking Leasing Program implemented
- Downtown Zoning Overlay approved
- Boardwalk and Promenade Master Plan completed



- Clearing Oceanfront Strip Restrictions authorized
- Downtown Tax Increment Financing and Business License Increment District concepts submitted
- Downtown Storm Water District concept
- \$1,830,000 in Federal storm water grants awarded to the City

A number of Capital Improvement Projects are underway or have been completed by D.R.C. These include:

- Nance Plaza
- A.O. Beachum Park

- Mr. Joe White Avenue Utility and Streetscape
- Justin W. Plyler Boardwalk/Park improvements
- Ocean Boulevard Utility and Streetscape infrastructure, 9th Avenue North to 16th Avenue North
- Removing pipes from the beach – Upland storm water collection system begun
- Kings Highway/Main Street median landscaped and Withers Drive paved for parking



In addition to the publicly funded projects there have been a number of direct and indirect public investments and improvements that have occurred in the downtown area. These include:

- Mammy's Kitchen façade improvements
- Dagwood's Deli, Bumstead's Pub and Parking Lot
- Beach Bar and Grill and Night Club
- Parrot Bar and Grill Entrance
- Sam's Deli façade improvements
- Aquarius Motel
- Wacky T's and Wild West Photos and Shirt Shak
- Holiday Inn Downtown renovation
- Beach Bums new construction
- Oceanwear storefront
- New Arcade awning and storefront
- Ripley's Haunted Adventure
- Freaky Tiki Club renovations
- Chesterfield Inn Interior Renovation
- Bayview Resort condominiums
- Sea Star Accommodation project
- New Amusement rides proposed in 2005
- Property owners combining parcels and preparing redevelopment plans



Eight of the thirteen physical improvements as outlined in the Pavilion Area Master Plan have been completed or in-progress. These include:

- Downtown Design Guidelines adopted
- Reorganization of road system
- Increasing landscaping and new parks and improving rights-of-way

- Reconstructing Ocean Boulevard
- Creating the ocean front park
- Reconstructing 11th Avenue North
- Public natural boardwalk along beach
- Improving beach access and public facilities
- Mitigating storm water

Dramatic changes have occurred in Planning Area IV and more are on the horizon. Newer hotels are rapidly replacing the small Mom and Pop motels. Parking garages on the second row are becoming more prevalent. The small residential cottages are being replaced as well. Conversations have been taking place for the past six years concerning the Pavilion Amusement Park being relocated elsewhere in the city to allow for redevelopment of the property. The old Rivoli movie theater on Chester Street has been purchased by the City and fundraising has begun to remodel the building into a cultural arts center for the performing and visual arts.

In the past seven years the old Chapin Company store on Main Street has closed and a portion of the building is now part of a miniature golf course. A Five Points Business District (formerly known as the Superblock) has been established in the block of the old Flat Iron building, which has been demolished to make way for the beautiful Nance Plaza at the corner of 8th Avenue North and Kings Highway. Restaurants, retail, office space, a church, and a homeless shelter occupy the Five Points Business District.

The City of Myrtle Beach plans to expand its government complex near Broadway and Oak Streets. The Myrtle Beach Housing Authority, SCORE, and Latinos Americanos en Accion now occupy the old Fire and Police Department building on 10th Avenue North next to City Hall. The City Services complex which houses Water Billing, Construction Services, Fire Administration, Cultural and Leisure Services Administration, Human Resources, Budget and Finance is located at the corner of 10th Avenue North and Oak Street in the former Sands Furniture building and many years ago the old Post Office. The Law Enforcement Center at the corner of Mr. Joe White Avenue and Oak Street houses the Police Department, Courtrooms, Clerk of Court and City Council chambers. The old City Hall building erected in 1949 on the corner of Broadway Street and 10th Avenue North is home to the office of the Mayor, City Manager, City Attorney, City Clerk, Risk Manager, Public Information, Planning, and Downtown Redevelopment Corporation.

Neighborhood Planning Area IV contains approximately 1,442 residents, 6% of the total city population. In 2000, the median age for the planning area was 34.2 years of age and about 69.5 percent of the population was over the age of 25, with 275 people 17 years and under, 164 people between 18-24 years of age, 590 between 25-44 years of age, 304 between 45-64 years of age, and 108 people over the age of 65. Slightly more males (835) reside in this neighborhood planning area than females (607). The average household size for the area is 2.16 persons, and about 55 percent (159) families have children under the age of 17.

The majority of residents (1,115), or 77 percent, living in Planning Area IV are Caucasian. This is slightly lower than the statistics for the City of Myrtle Beach (81.2%) and Horry County (81%). About 11 percent of the population in the planning area is African-American (162) and 22.5 percent are other races (325).

About 47 percent of the population over 25 years of age in this planning area has a high school diploma, while only about 15 percent do not. Twenty-four percent, or 244 persons, over 25 years of age have at least some college and about nine percent of the population has a bachelor's degree. Approximately five percent of the population for Neighborhood Planning Area IV possess a master's degrees or higher.

The median household income for the area was approximately \$24,769, which is notably lower than the median household income for the United States (\$41,994), the City of Myrtle Beach (\$35,498) and Horry County (\$36,470). About 30 percent of households in this planning area have incomes that fall below poverty and only two percent of households have incomes that exceed \$100,000. Sixteen percent of persons 16 years and over living in the planning area are employed as managers, professionals, or in related occupations. The majority of people working outside their home in Planning Area IV spend approximately 5 to 14 minutes traveling to work, and about 28 percent of the population spends more than thirty minutes in their commute to work. Unemployment in this planning area is 5.2 percent, while the City of Myrtle Beach (4.4%) and Horry County (4.5%) are slightly lower.

Owner-occupied housing units make up about 24.5 percent of the 912 housing units in Neighborhood Planning Area IV, while rental units consist of 75.5 percent of total housing units. Median monthly rent for rental units is \$583.00, which is comparably lower to that of the City of Myrtle Beach (\$634.00), Horry County (\$594.00) and the United States (\$602.00). Thirty percent of the housing units in the planning area are vacant and 30 percent of those units are seasonal. The median value of owner-occupied units was \$151,700. It also exceeds the median home values for the City of Myrtle Beach (\$103,700) and Horry County (\$95,400). Out of 912 homes in Planning Area IV, only 25 homes are valued at over \$300,000.

Neighborhood Planning Area V

Planning Area V contains the oldest residential neighborhood in the city. The Withers Swash neighborhood lies to the south of Highway 501 and the downtown neighborhoods and to the west of the Highway 17 Business corridor. The neighborhood is basically residential in nature with some businesses along 3rd Avenue South and Broadway Street.

The southwest neighborhoods include Ramsey Acres, Sterling Village, Bent Oak Estates, Scott Acres, Stuart Square, and the Highway 15 corridor. These neighborhoods are situated as far east as Highway 17 Business and as far west as Highway 17 Bypass. They are bordered by Highway 501 and the Withers Swash neighborhoods. This neighborhood contains substantially more mobile homes than any other neighborhood in the area. Some have been placed in mobile home parks along Highway 15 but many others are located in conventional residential areas. Little commercial development had occurred in this neighborhood with the exception of AVX Corporation until recently. At the turn of the century many big box retail stores and Coastal Grand Mall were added to this area.

Many road improvements including the addition of Robert M. Grissom Parkway, Harrelson Boulevard and the recent extension of Pine Island Road have made traveling by car and bicycle a lot easier in this planning area.

Census Tracts 508 and 509 complete the area known as Neighborhood Planning Area V. Planning Area V has a population of about 6,363 persons. In 2000, the median age for Census Tract 508 was 41.8 and the median age for 509 was 35 years of age. About 68 percent of the population in this planning area is over the age of 25, with 20 percent aged 17 and under, 12 percent are 18-24 years of age, 33 percent 25-44 years of age, 24 percent 45-64 years of age, and 11 percent of the population is over 65 years of age. The male to female population ratio is about 1:1 with 3,109 females and 3,214 males residing in the planning area. The average number of persons per household is 2.17, and about 13 percent (798) of the families have children under the age of 17.

About 77 percent of the population in Planning Area V is Caucasian and 14 percent is African-American. These statistics differ slightly from the City of Myrtle Beach (81.2% Caucasian, 12.8% African American) and Horry County (81% Caucasian, 15.5% African-American). These figures are comparable to those of the United States, with a 75 percent Caucasian population, and a 12.3 percent African-American population. Approximately 14 percent of the population in this planning area is categorized as Hispanic, Latino, or other racial populations.

Twenty-two percent of the population in Neighborhood Planning Area V does not have a high school degree, and 37 percent have attained high school diplomas. Thirty-one percent, or 1,289 persons, over 25 years of age has at least some college, with about seven percent of the population having a bachelor's degree. Only about three percent of the population has a master's degree or higher, which is comparably lower than the 5.9 percent in Horry County, and 7.1 percent in the City of Myrtle Beach that hold master's degrees or higher.

The 2000 median income for Planning Area V was approximately \$30,000. This figure is lower than the median household income for the United States (\$41,994) figures for the City of Myrtle Beach (\$35,498) and Horry County (\$36,470). Around two percent of the households in this planning area exceed \$100,000 in yearly income and about 14 percent of the population is below poverty level. Sixteen percent of persons age 16 years and over living in the planning area are employed as managers, professionals, or in related occupations. The majority of people (24%) working outside their home in Planning Area V spend approximately 10 to 14 minutes traveling to work, but almost 17 percent of the population spends more than thirty minutes traveling to work. Unemployment is comparable (4.2%) to of the City of Myrtle Beach (4.4%) and Horry County (4.5%).

The median value of owner-occupied units for Planning Area V was \$119,600 for Census Tract 508, and for Census Tract 509 at \$162,900. In comparing these figures to the City of Myrtle Beach (\$103,700) and Horry County (\$95,400), it is evident of the differences in median home values for the surrounding area. Only 20 homes in the planning area are valued at over \$300,000 out of 3,690 total housing units.

Neighborhood Planning Area VI

Planning Area VI runs from the northern boundary of the Myrtle Beach International Airport – running along 29th Avenue South, 17th Avenue South and Harrelson Boulevard southward to the city limits. The east is bounded by the Atlantic Ocean and Kings Highway, and the west by the Intracoastal Waterway. Planning Area VI represents the southernmost portion of the city.

In the years preceding the creation of the Myrtle Beach Air Force Base the southernmost tip of the city was primarily farmland. Many of the families living and farming in the area donated or sold their land to the United States Government to help with the war effort.

In 1940, preparations were made to improve the Myrtle Beach Municipal Airport so that it could be incorporated into the National Defense Program. The Civil Aeronautics Administration made \$112,000 available to the town of Myrtle Beach for airport construction, and in the late 1940s, the Works Progress Administration (WPA) began work on the runways.

The area was first used by the United States Army in June 1940, when the 3rd Observation Squadron arrived at the airport to conduct firing practice along the oceanfront and to photograph and map the entire area. In November 1941, the War Department acquired more than 6,700 acres of land, including the Myrtle Beach Municipal Air Field under the Second Powers Act. On December 7, 1941, the 112th Observation Squadron, an occasional user of the bombing and gunnery range, was deployed to Myrtle Beach to defend the coastline in the event of an attack by foreign powers after the bombing of Pearl Harbor.

On March 24, 1942, the first contingent of military personnel arrived at Myrtle Beach to establish, organize, administer, and operate the field. The base officially became the Myrtle Beach Bombing and Gunnery Range. The range became operational with more than 9,700 acres in Horry and Georgetown counties by early summer. After two months, the range was ready and the 79th Fighter Squadron began its gunnery training. Eleven months and 4,451 bombing and firing missions later, the 17th, 31st, 310th, 340th, 345th, and 323rd Bombardment Groups and the 79th Fighter Squadron had trained at this base.

A great deal of construction took place on the base during the years of World War II. One hundred and fourteen buildings were constructed, including a thirty-bed hospital, a quartermaster department, a service club, a library and a bowling alley. In November 1943, the base was redesignated the Myrtle Beach Army Air Field. With the war finally ending, the base supported the Civil Air Patrol, National Guard and the United States Military Academy organizations until November 1, 1947, when the demobilization of the Armed Forces forced the base's closure. When the Army shut down the base the land was returned to the City of Myrtle Beach for an airport.

During the late 1940s and early 1950s, the air base land was used for the Boston Braves farm club and spring training. Aside from this the area also boasted three turkey farms with a yield of over 50,000 birds.

In 1953, the Air Force began looking for a site suitable for tactical fighter aircraft and, in 1954, Myrtle Beach City officials offered the Myrtle Beach Municipal Airport as an option. The Air Force accepted the offer and, when the final negotiations for the Air Base were complete, a 4,470-acre tactical base was created to house the 727th Aircraft Control and Warning Squadron.

Clearing and construction for the expansion of the base began in late 1954. In early 1956, the 4434th Air Base Group became the housekeeping unit. Its job was to coordinate preparations for the arrival of the 342nd Fighter Day Wing. The 342nd FDW was

subsequently deactivated in November 1956 and the 354th FDW was activated with F-100D aircraft. The wing was later redesignated the 354th Tactical Fighter Wing.

Over the 25 years, the 354th Tactical Fighter Wing participated in many exercises and deployments. During the Vietnam conflict the squadrons of the 354th TFW were deployed to various bases in Vietnam, Europe and the Far East.

The base served proudly throughout the years with little fanfare. Perhaps the highpoint of the base's career was in 1990-1991, during the Persian Gulf War. The 354th Squadron was deployed in Iraq and Kuwait in order to end the war. The A-10 Warthogs that were based in Myrtle Beach, were very important to the destruction of enemy tanks. Sadly, and under much controversy, the Myrtle Beach Air Force Base was designated for closure as a result of provisions contained within the National Defense Authorization Act for Fiscal Year 1991 (Title XXIX of Public Law 101-510). The base officially closed in March 1993.

In response to the closure designations for the Myrtle Beach Air Force Base and other potential base closure and realignment actions for military sites in the state of South Carolina, the Governor created the South Carolina Defense Base Development Commission. The purpose of the Commission was to "conduct comprehensive studies of issues pertinent to military base closures, force reductions, conversions, redevelopment and future uses of bases." An Executive Committee of Commission representatives from the Myrtle Beach area was formed to oversee studies and issues related to the Myrtle Beach Air Force Base including the selection of the contractor and preparation of a Community Redevelopment Plan for the Myrtle Beach Air Force Base. The Executive Committee held a series of meetings on this subject and established a volunteer Redevelopment Task Force of community leaders divided into 10 subcommittees to investigate and report on separate issues related to the base closure. The membership of the Executive Committee included Colonel Edsel DeVille – Chairperson, Jim Creel, Paul Creel, Robert Grissom, William Sigmon, James Clemmons, Harold Cushman, and Birney Blind (Horry County Planning Department) and Jack Walker (City of Myrtle Beach Planning Department) ex-officio members.

The Myrtle Beach Air Force Base Redevelopment Task Force hired EDAW, Inc. from Alexandria, Virginia as the prime contractor of the reuse consultant team. EDAW, Inc. created the Myrtle Beach Air Force Base Community Development Plan in January 1993. The plan recommended the establishment of an authority or development corporation as the organizational structure for management activities and the implementation of the reuse plans. The Air Base Redevelopment Commission was established in 1993 and Cliff Rudd served as the Executive Director. John C. Stewart, Jr. served as Chairperson of the Commission with Fran Gilbert as Vice-Chair. Other Commission members included Jack Bonner, Fred Fore, Robert Reed, Robert Sansbury, William Smith and Paul Creel and Robert Grissom as ex-officio members. Under the guidance of Mr. Rudd and the Commission the General Redevelopment Plan for the Air Base Planning Area was created and adopted on April 12, 1993. The purpose of the plan was to act as a guide to the activities of the Air Base Redevelopment Commission as it pursued its mission to implement the plan and effectuate the reuse and redevelopment of the former Myrtle Beach Air Force Base. This redevelopment plan set forth a strategy for the entire base in an effort to utilize the 3,790 acre asset for the greater good of the entire Grand Strand community, with a focus on minimizing impacts of base closure.

In 1994, the Governor of South Carolina eliminated the Air Base Redevelopment Commission and created the Air Force Base Redevelopment Authority to oversee the disposition of real and personal federal property that has been or will be turned over to the State or to the redevelopment authority as referred to in the Defense Base Closure and Realignment Act, 10 U.S.C. 2901. A new executive director, Buddy Styers was hired to guide the redevelopment of the base. The new Air Base Redevelopment Authority members included: Harold Stowe, Chairman; Aubrey Gasque, V. Chairman; Tony Cox, Fred Fore, George Graham, Robert Reed, Gerald Quickel, John Stewart, Jr., and Jackie Woodbury.

Since the establishment of the Air Base Redevelopment Authority the former Air Force Base has seen many improvements both public and private. In 1996, the City of Myrtle Beach and the Air Base Redevelopment Authority contracted with Design Works, L.C. of Charleston, South Carolina, and created a Master Plan Team to further define and refine the master development plan for the urban village. In January 1998 Design Works L.C. of Charleston, South Carolina created the Urban Village Redevelopment Master Plan for the Myrtle Beach Air Base Redevelopment Authority and the City of Myrtle Beach Planning Department. The main impetus of the Urban Village was two-fold. First was the desire to diversify the Grand Strand economy by providing jobs and housing opportunities not associated with tourism. Second was the desire to take advantage of the existing base structure of buildings and infrastructure. When the base was in full operation, it acted as an urban village for the 4,000 employees and their families who were stationed there and over 12,000 other area residents who had direct association with the Myrtle Beach Air Force Base. The Community Redevelopment Plan created in 1993 challenged the community to create new development predicated on maximum environmental protection and high quality lifestyle. The image desired was a richly landscaped environment with tree-lined thoroughfares, major water features, large open spaces, preserved woodlands and wetlands, and attractive buildings and street furnishings.

In the past several years the former Air Force Base has seen the establishment of tree-lined thoroughfares with the realignment of Farrow Parkway, beautiful lakes with bridges and walking/bicycle paths surrounding them, large open spaces while preserving the woodlands and wetlands, and the renovation and construction of buildings. This planning area is home to one of the largest park systems in the city. The parks have beautiful fountains and street furnishings.

Seagate Village, the former base housing, has been converted to single-family homes and duplexes. The Windsorgate town homes development constructed in the past several years is directly across the street from the Grand Strand Campus of Horry-Georgetown Technical College.

Today, the former Air Force Base is closer to the creation of an Urban Village. In 2004, Leucadia International Corporation and McCaffery Interests began collaborating with Antunovich Associates to formulate an exciting mixed-use vision for the Urban Village. The project, referred to as The Market Common, includes a broad range of uses such as retail, residential, time-share, office/commercial, restaurant and entertainment, schools and recreational facilities. The 111.30-acre site is located adjacent to a grand public regional park, replete with lakes, walking and jogging paths and recreational facilities, and Farrow Parkway that connects Ocean Boulevard to Highway 17 Bypass.

In addition to The Market Common, the former Air Force Base will be home in the near future to 1,500 new families in the to-be created Centre Pointe subdivision. With the increase in population in this area discussions are now taking place to build a public school in this planning area and a new fire station is being constructed at this time. Neighborhood Planning Area VI is made up of U.S. Census Tract 510 and a small portion of Census Tract 515. The U.S. Census reported that in 2000 the population for Census Tract 510 was 1,803. The median age for Tract 510 was 30 years of age. Forty-one percent of the population in Census Tract 510 is between 25 and 44 years of age. There are 869 females and 934 males living in Census Tract 510. Two hundred and forty-seven families with related children under the age of 17 live in Census Tract 510. Seventy families have children under the age of five.

Eighty-seven percent (1,570) of the people in Census Tract 510 are Caucasian. Less than seven percent or 123 are African-American. Less than three percent (47) are Latino and approximately six percent (110) are of other races.

About twenty-six percent (460) of the people in Census Tract 510 do have a high school diploma or equivalency and 14 percent (245) do not. Around forty percent (717) have some college while fifteen percent (272) have an undergraduate degree. Six percent (109) of the people in Census Tract 510 have a master's degree or higher.

In Census Tract 510, the median household income was \$42,576. This is similar to the median for the United States of \$41,994, and somewhat higher than the City of Myrtle Beach (\$35,498) and Horry County (\$36,470). Around nine percent (167) of the households in Census Tract 510 have incomes that fall below poverty level and around four percent (25) have incomes that are beyond \$100,000. Employment in professional careers for those age 16 and older is about 25 percent (355). These include managers, professionals, and related occupations. One thousand and five people in Census Tract 510 work outside the home and over one-fourth (292) of the people spend between 15 to 19 minutes commuting to work. Only twenty people out of 1,025 people working in Census Tract 510 work at home.

Twenty-three percent (236) of the housing units were owner-occupied in Census Tract 510 and seventy-seven percent (791) were renter-occupied. Median monthly rent for these units is \$796.00 for Census Tract 510, which is significantly higher than Myrtle Beach (\$634), Horry County (\$594.00) and the United States (\$602.00). Twenty-nine percent (301) of the housing units were vacant. The average median value of owner-occupied units was approximately \$103,000 for Census Tract 510. It exceeds the median home value for Horry County (\$95,400) and has approximately the same median value for the City of Myrtle Beach (\$103,700). Nearly 34 percent (270) of renter households pay more than 30 percent of their household income on rent, which is considered not affordable by the U.S. Department of Housing and Urban Development standards.

Neighborhood Planning Area VII

Planning Area VII runs from US Highway 501 north to Robert M. Grissom Parkway and from US 17 Bypass to the Intracoastal Waterway. The majority of Planning Area VII is not located within the city limits.

Planning Area VII is home to a large population that, while not located within the city, depend on and use city services and amenities. Single-family detached homes and multi-level condominiums dominate this area, including Plantation Point, Myrtlewood, Bridgeport, Palmetto Green, The Landing and Shorewood.

Being located along Highway 17 Bypass, Planning Area VII has a significant commercial and amusement land use presence. Large retail stores (Martin's Golf & Tennis), car dealerships, restaurants (NASCAR Café, Wendy's Burro Loco, Phillips Seafood) and professional offices are located along Highway 17 Bypass. This area also contains several tourist-related uses, such as Myrtle Waves Water Park and the NASCAR Speedpark.

The other major land use within Planning Area VII is the City's Public Works Department, Purchasing and Maintenance Divisions. Several large, nuisance-type uses are located along Mr. Joe White Avenue, west of US 17 Bypass. The City's water-treatment plant, public works construction supplies and equipment, solid waste collection center and the Humane Society are all concentrated in this area. These services are vital to the everyday-operations of the residents and businesses of the City of Myrtle Beach.

There is also a large amount of vacant land within Planning Area VII.

The large majority of residents (2,441), or 95 percent, living in Planning Area VII are Caucasian. This is much higher than the statistics for the City of Myrtle Beach (81.2%) and Horry County (81%). This figure is also considerably higher than the 75 percent Caucasian population for the United States. Less than one percent of the population in the planning area is African-American (13) and only five percent are other races (120), which is greatly lower than figures given for the City of Myrtle Beach, Horry County, and the United States.

The population is highly educated with about 26 percent of the population over 25 years of having obtained a high school diploma, while about six percent has not. Thirty percent, or 634 persons, of the population over 25 years of age has at least some college and about 28 percent of the population hold a bachelor's degree. Approximately fifteen percent of the population for Neighborhood Planning Area VII possess a master's degrees or higher, which is considerably larger than the 5.9 percent in Horry County, and 7.1 percent in the City of Myrtle Beach that hold the same degree.

In 2000, the median household income for Planning Area VII was roughly \$47,617, which is markedly higher than the median household income for the United States (\$41,994), the City of Myrtle Beach (\$35,498) and Horry County (\$36,470). Only about 4 percent of households in this planning area have incomes that fall below poverty while 16 percent of households have incomes that exceed \$100,000. This exceeds the 9.3 percent for the City of Myrtle Beach and 7.1 percent for Horry County that have incomes over \$100,000. Fifty-one percent of persons 16 years and over living in the planning area are employed as managers, professionals, or in related occupations. The majority of people working outside their home in Planning Area VII spend approximately 10 to 14 minutes traveling to work, and about 18 percent of the population spends more than thirty minutes in their commute to work. Unemployment in this planning area is low at 2.3 percent, while the City of Myrtle Beach (4.4%) and Horry County (4.5%) figures are much larger.

About 78 percent of the housing units in Planning Area VII are owner-occupied, while rental units make up 22 percent of total housing units. Median monthly rent for these units is \$704.00, which is much higher than the comparable rents for the City of Myrtle Beach, Horry County, and the United States. Vacant housing units make up about 39 percent of the housing stock and close to 40 percent of those units are classified as seasonal. Twenty-six percent of renter households in Planning Area VII pay more than 30 percent of their household income for rent, which is rather low compared to the City of Myrtle Beach (38%), Horry County (35%), and the United States (37%). The average median value of owner-occupied units was approximately \$132,900. This is higher than the median value of owner-occupied units in the United States, which was \$111,800 in 2000. It also exceeds the median home value for Horry County (\$95,400), as well as the median value for the City of Myrtle Beach (\$103,700).