

Myrtle Beach Comprehensive Plan 2002 Annual Report, Addendum

√	e. Diversify the travel and tourism industry by expanding eco-tourism opportunities in the Myrtle Beach area.	The tourism committee is the lead agency, with staff support from the planning department and the department of cultural and leisure services, and with approval by city council of specific municipal participation.	Immediate
√	2. Encourage appropriate growth by improving the competitiveness of existing businesses. a. Increase the competitiveness of the major industry sectors that currently make up the city's economic base through targeted assistance strategies.	The chamber of commerce is the lead agency, in cooperation with other economic development partners, and with the city providing assistance.	Short Term
	b. Focus additional attention on industry sectors that offer potential growth.	The chamber of commerce is the lead agency, in cooperation with other economic development partners, and with the city providing assistance.	Short Term
	c. Prepare assistance action plans.	The chamber of commerce is the lead agency, in cooperation with other economic development partners, and with the city providing assistance.	Short Term
√	3. Diversify the economic base by attracting new business. a. Devise national and international marketing strategies that make Myrtle Beach more visible as a future business location for new office, production, and research operations.	PARTNERS is the lead agency, in cooperation with other economic development partners, and with the city providing assistance.	Mid Term
√	b. Devise business attraction strategies that build upon the city's overall travel and tourism strategy.	The chamber of commerce is the lead agency, in cooperation with other economic development partners, and with the city providing assistance.	Mid Term
	4. Encourage balanced and managed growth. a. Cluster retail and local service businesses.	City council adopts policies and enacts ordinances and incentives, which are developed by a team comprising the city and economic development partners.	Short Term
√	b. Encourage the development of an appropriate retail mix that meets the needs of both residents and tourists in the appropriate locations.	City council adopts policies and enacts ordinances and incentives, which are developed by a team comprising the city and economic development partners.	Short Term
√	c. Work with developers and business owners to develop new retail and service businesses in short supply.	City council adopts policies and enacts ordinances and incentives, which are developed by a team comprising the city and economic development partners.	Short Term

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	5. Encourage greater redevelopment activity in the city. a. Devise a long-term organizational plan to undertake downtown area improvements.	City council adopts policies and enacts ordinances and incentives, which are developed by a team comprising the city, downtown businesses, and economic development partners.	Immediate
	b. Devise a marketing strategy to promote the downtown area as a desirable location for retail and office development.	City council adopts policies and enacts ordinances and incentives, which are developed by a team comprising the city, downtown business, and economic development partners.	Immediate
√	c. Continue to work for the development of South Park Village.	City council adopts policies and enacts ordinances and incentives, which are developed by a team comprising the city, the Air Base Redevelopment Authority, and economic development partners.	Immediate
√	d. Continue to work for the development of marketable industrial and business office park facilities in the South Park Village area.	City council adopts policies and enacts ordinances and incentives, which are developed by a team comprising the city, the Air Base Redevelopment Authority, Santee Cooper, and economic development partners.	Immediate
	e. Devise a redevelopment plan and marketing strategy for the transit-oriented mixed-use centers.	City council adopts policies and enacts ordinances and incentives, which are developed by a team comprising the city, downtown businesses, and economic development partners.	Short Term
	6. Encourage performance-based economic development. a. Develop performance measures to chart progress for all economic development objectives in the comprehensive plan.	The budget and evaluation office, with assistance from the planning department, develops performance measures for city council approval.	Short Term
	b. Devise a monitoring system to track annual progress against the performance measures made by city departments.	The budget and evaluation office, with assistance from the planning department, develops a monitoring system.	Short Term
	c. Train all department and division heads on how to incorporate the performance management system into their work.	The budget and evaluation office, with assistance from the human resources department, develops a training program.	Short Term
	d. Examine the feasibility of hiring a full-time economic development coordinator for the city.	The city manager's office prepares the feasibility study, which is then given to city council for action.	Short Term

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	7. Develop joint public-private investment strategies. a. Determine the feasibility of creating an economic development investment fund (EDIF).	City council takes action based on studies prepared by city manager's office and the budget and evaluation office.	Short Term
	b. Prepare a comprehensive economic development budget for the city.	The budget and evaluation office, with assistance from the city manager's office, which is then given to city council for action.	Short Term
	c. Develop a city economic development incentive policy.	City council takes action based on studies prepared by city manager's office and the budget and evaluation office.	Short Term
	8. Encourage people-based economic development. a. Create a work force development council (WFDC) that helps employers, educational institutions, and work-force training organizations to keep each other informed about changing needs and opportunities related to the area work force.	The city participates with other economic development partners in forming the work force development council.	Mid Term
	b. Create a recognition program, operated by the WFDC, that recognizes and rewards schools, work-force training organizations, companies, and other groups for undertaking innovations in human resource development.	The city participates with other economic development partners in forming the work force development council.	Mid Term
	c. Assist local employers in forming a quality-jobs initiative that encourages and helps companies to create more high-quality jobs.	The city participates with other economic development partners in forming the work force development council.	Mid Term
	d. Attract a national demonstration grant from foundations and the federal government on quality job creation in the travel and tourism sector.	The city participates with other economic development partners in forming the work force development council.	Mid Term

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C.1. Natural Resources: Natural Resources

	1. Develop an organization and schedule that will work quickly and continuously toward coordinating the city's and county's methods of respecting and rehabilitating the natural environment and fostering its enjoyment by the public.	The city and county planning commissions, with assistance from their planning departments, develop an organization and schedule.	On-going
	2. Develop a plan that will foster the public's enjoyment of the natural environment, including brochures describing the area's ecology and recreational programs.	The planning department, with assistance from the public information officer and the cultural and leisure services department, develop a plan.	Short Term
	3. Search for and make use of educational tools, such as CITYgreen and the NEMO (Nonpoint- Education for Municipal Officials) project, that will increase awareness of environmental functions and values and publicize the results.	The planning department, with other city departments where appropriate, searches for and makes use of the tools.	Immediate
	4. Maintain air quality that meets or exceeds federal and state standards. a. Maintain adequate air quality monitoring and publicize results.	The planning department collects the information from state regulators and reports to the planning commission.	Immediate
	b. Review zoning regulations to ensure that performance standards for land uses are adequate.	The planning commission, with assistance from the planning department and the zoning administrator, reviews standards and recommends appropriate amendments to city council for adoption.	Short Term
	c. Review subdivision and stormwater management regulations to ensure that performance standards are adequate to minimize fugitive dust.	The planning commission, with assistance from the planning and public works departments, reviews regulations and recommends appropriate amendments to city council for adoption.	Immediate
	d. Develop a paving plan for dirt roads in the planning area.	The planning commission works with the county planning commission to review the paving of dirt roads in the unincorporated parts of the planning area.	Short Term

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	e. Review burning regulations in the city for compliance with S. C. Department of Health and Environmental Control's and the S. C. Forestry Commission's standards.	The planning commission, with assistance from the planning and fire departments, works with state agencies to develop appropriate regulations; the commission recommends any necessary revisions of city regulations to city council for adoption.	Short Term
	f. Develop a plan and standards for controlled burns in forested areas.	The planning commission, with assistance from the planning and fire departments, works with state agencies to develop appropriate regulations; the commission recommends any necessary revisions of city regulations to city council for adoption.	Short Term
√	5. Respect the floodplain hazards of the area. a. Continue the policies of beach renourishment and retreat, as outlined in the "Beach Management Plan."	The planning commission and all other city boards and departments take into account the policies of beach renourishment and retreat as they make decisions that affect the beach; when requested, the planning commission advises boards and departments on how the policies relate to their decisions.	On-going
√	b. Continue the policies of "The Floodplain Management and Hazard Mitigation Plan."	The planning commission and all other city boards and departments take into account the floodplain policies as they make decisions that affecting floodplains; when requested, the planning commission advises boards and departments on how the policies relate to their decisions.	On-going
√	c. Continue to enforce the floodplain regulations of the zoning ordinance.	The zoning administrator enforces the regulations.	On-going
	d. Review the zoning ordinance and subdivision regulations to include appropriate requirements for using floodplains within the linked park system.	The planning commission, with assistance from the planning department, the zoning administrator, and the cultural and leisure services department, reviews regulations and recommends appropriate amendments to city council for adoption.	Immediate

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	e. Review “The Floodplain Management and Hazard Mitigation Plan” to consider additional steps the city may take, such as establishing a program of transfer of development rights (TDR) to reduce susceptibility to coastal flooding, as well as to help realize the policy of retreat from the beach.	The planning commission, with assistance from the planning department and the zoning administrator, reviews alternatives and recommends appropriate amendments to city council for adoption.	Immediate
√	6. Respect the geological hazards of the area. a. Continue the policies of beach renourishment and retreat, as outlined in the “Beach Management Plan.”	The planning commission and all other city boards and departments take into account the policies of beach renourishment and retreat as they make decisions that affect the beach; when requested, the planning commission advises boards and departments on how the policies relate to their decisions.	On-going
√	b. Continue to enforce the most current version of the building codes to ensure earthquake resistant construction that balances risk and cost.	The construction services department enforces current building codes and recommends revisions to city council for adoption.	On-going
√	c. Continue to address earthquake hazard in the city’s emergency preparedness plan.	The risk manager/emergency preparedness director implements the plan and recommends revisions to city council for adoption.	On-going
	d. Be prepared to participate in geological studies that will determine the area’s susceptibility to geological hazards if such participation will improve the understanding of the risks involved.	The planning department notifies appropriate boards and departments about opportunities and requests funding for participation, where appropriate.	Immediate
	7. Manage geological resources and development around them so that economic use of them can occur, provided any adverse environmental impacts do not outweigh such use. a. Manage surrounding development so that it is compatible to economically and environmentally viable mining of geological resources.	The city and county planning commissions, with assistance from their planning departments, develop appropriate regulations and recommend adoption to their councils.	On-going

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	b. Review city regulations to ensure that they contain adequate performance standards for extraction of geological resources with minimal adverse environmental impacts.	The planning commission, with assistance from the planning department and the zoning administrator, reviews alternatives and recommends appropriate amendments to city council for adoption.	Short Term
√	c. Manage use of groundwater so that supply is not depleted, infiltrated by salt water, and contaminated by pollutants.	The planning commission, with assistance from the planning department and water division, monitor reports of groundwater quality and quantity from DHEC.	On-going
√	d. Manage use of the beach so that it remains a preeminent recreational beach that is a major contributor to the tourist economy and the quality of life of residents.	City council continues to provide for trash collection, police protection, and lifeguard service, while taking steps to ensure water quality and to prevent encroachments onto the public beach or into the erosion setback zone.	On-going
√	e. Protect remnant dunes and their vegetation.	The planning commission, with assistance from the planning department, zoning administrator, and engineering division, reviews alternatives and recommends appropriate amendments to city council for adoption.	Immediate
	f. Encourage the awareness and use of special geological features, such as Hurl Rocks and the Carolina bays, as contributors to the tourist economy and the quality of life of residents, consistent with their environmental integrity.	The planning department, with assistance from the public information officer and the cultural and leisure services department, develop and distribute information.	Short Term
	8. Actively protect examples of all the native vegetative communities, including rare species, in the area. a. Cooperate with the S.C. Department of Natural Resources and the S.C. Forestry Commission in inventorying the area's vegetative communities.	The planning commission, with assistance from the planning and other appropriate departments, works with state agencies to develop the inventory.	Immediate
	b. Revise the open space element of the comprehensive plan as needed to ensure that appropriate examples of vegetative communities are preserved.	The planning commission, with assistance from the planning and cultural and leisure services departments, recommends appropriate revisions to city council for adoption.	Immediate

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	c. Encourage the legislative delegation to allow the S.C. Department of Natural Resources' Heritage Trust Program to purchase open space in the planning area.	City council and the planning commission contact the legislative delegation.	Immediate
	d. Cooperate with other state agencies and non-profit organizations that protect and enhance the area's vegetative communities.	The planning commission, with assistance from the planning department, monitors activities of other entities and recommends city participation, where appropriate, to city council.	On-going
	e. Cooperate with other state agencies and non-profit organizations to develop a land trust that will protect and enhance the area's vegetative communities.	The planning commission, with assistance from the planning department, monitors activities of other entities and recommends city participation, where appropriate, to city council.	On-going
	f. Develop a plan and standards for controlled burns in forested areas.	The planning commission, with assistance from the planning and fire departments, works with state agencies to develop appropriate regulations; the commission recommends any necessary revisions of city regulations to city council for adoption.	Short Term
	9. Manage development so that it respects the vegetative communities, including rare species of the area. a. Cooperate with the S.C. Department of Natural Resources and the S.C. Forestry Commission in managing the area's vegetative communities.	The planning commission, with assistance from the planning department, monitors activities of state agencies and recommends city participation, where appropriate, to city council.	On-going
√	b. Review zoning, land development, and other regulations to ensure an adequate level of management so that vegetative communities are protected and enhanced.	The planning commission, with assistance from the planning department and the zoning administrator, works with state agencies to develop appropriate regulations; the commission recommends any necessary revisions of city regulations to city council for adoption.	Immediate
	c. Review the city's tree protection ordinance to permit environmentally responsive commercial timbering.	The planning commission, with assistance from the planning department and the zoning administrator, reviews city regulations and recommends any necessary revisions to city council for adoption.	Short Term

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√	d. Adopt the “Community Tree Planting Plan” as part of the comprehensive plan and implement its recommendations.	The planning commission recommends the plan to city council for adoption and, with assistance from the planning and cultural and leisure services departments, develops an implementation program for council approval.	Immediate
	e. Conduct a study that extends the “Community Tree Planting Plan” throughout the planning area.	The planning commission, with assistance from the planning and cultural and leisure services departments, conducts the plan and submits it to city council for adoption.	Immediate
√	10. Maintain water quality that meets or exceeds federal and state standards. a. Maintain adequate water quality monitoring of inland waters and the ocean and publicize results.	The public works department, with assistance from the city manager’s office, monitors water quality; the public information officer distributes the results of the monitoring to the public.	On-going
√	b. Review zoning, subdivision, and stormwater management regulations to ensure that performance standards are adequate.	The planning commission, with assistance from the planning and public works departments and the zoning administrator, reviews city regulations and recommends any necessary revisions to city council for adoption.	Immediate
√	c. Develop a series of watershed plans to reduce degradation of water quality.	The public works department, with assistance from other agencies, prepares the plans and recommends necessary city activities to city council.	Immediate
√	11. Monitor water supplies that are needed to meet the needs for drinking water in the region. a. Cooperate with monitoring entities, such as the S.C. Department of Natural Resources and the U.S. Geological Survey, and publish their findings.	The public works department, with assistance from the public information officer, cooperates with other entities and distributes the results of the monitoring to the public.	On-going
√	b. Solicit information from state and federal agencies about new users of water from the Pee Dee River as they propose new or additional withdrawals.	The public works department contacts other entities on a regular basis and notifies the planning commission.	On-going
	12. Manage development so that it respects and rehabilitates wetlands in the planning area. a. Manage development so that wetlands are adequately protected.	The planning commission, with assistance from the planning department, requests a report from the regulatory agencies about their review processes.	Immediate

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	b. Monitor permit applications and reviews for wetland disturbances within the planning area.	The planning department requests information from the regulatory agencies about their application decisions, and reports the results to the planning commission.	On-going
	c. Reach an agreement with the U. S. Army Corps of Engineers and the S. C. Department of Health and Environmental Control about wetland mitigation practices.	The planning commission, with assistance from the planning department, reviews with the regulatory agencies their processes and decisions in light of the city's comprehensive plan.	Immediate
	d. Explore the possibility of regional mapping of wetlands with the U. S. Environmental Protection Agency, the U. S. Army Corps of Engineers, the S. C. Department of Health and Environmental Control, and the S.C. Department of Natural Resources.	The planning commission, with assistance from the planning department, contacts the county and federal and state agencies to discuss regional mapping, and submits a recommendation of appropriate city participation to city council for approval.	Immediate
√	e. Review city regulations to ensure that they contain adequate performance standards for management of wetlands.	The planning commission, with assistance from the planning and public works departments and the zoning administrator, reviews city regulations and recommends any necessary revisions to city council for adoption.	Immediate
	13. Actively protect wildlife, including rare species, and their habitats in the area. a. Cooperate with the S.C. Department of Natural Resources in inventorying the area's wildlife and habitats.	The planning commission, with assistance from the planning and other appropriate departments, works with state agencies to develop the inventory.	Immediate
	b. Revise the open space element of the comprehensive plan as needed to ensure that appropriate habitats and links among habitats are preserved.	The planning commission, with assistance from the planning and cultural and leisure services departments, recommends appropriate revisions to city council for adoption.	Immediate
	c. Encourage the legislative delegation to allow the S.C. Department of Natural Resources' Heritage Trust Program to purchase open space in the planning area.	City council and the planning commission contact the legislative delegation.	Immediate

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	d. Cooperate with other state agencies and non-profit organizations that protect and enhance the area's wildlife.	The planning commission, with assistance from the planning department, monitors activities of other entities and recommends city participation, where appropriate, to city council.	On-going
	e. Cooperate with other state agencies and non-profit organizations to develop a land trust that will protect and enhance the area's wildlife.	The planning commission, with assistance from the planning department, monitors activities of other entities and recommends city participation, where appropriate, to city council.	On-going
	f. Develop a plan and standards for controlled burns in forested habitats.	The planning commission, with assistance from the planning and fire departments, works with state agencies to develop appropriate regulations; the commission recommends any necessary revisions of city regulations to city council for adoption.	Short Term
	14. Manage development so that it respects wildlife, including rare species, and their habitats in the planning area. a. Cooperate with the S.C. Department of Natural Resources and the S.C. Forestry Commission in managing the area's wildlife and habitats.	The planning commission, with assistance from the planning department, monitors activities of state agencies and recommends city participation, where appropriate, to city council.	On-going
√	b. Review zoning, land development, and other regulations to ensure an adequate level of management so that wildlife and their habitats are protected and enhanced.	The planning commission, with assistance from the planning department and the zoning administrator, works with state agencies to develop appropriate regulations; the commission recommends any necessary revisions of city regulations to city council for adoption.	Immediate
C.2. Natural Resources: Parks and Recreation			
	1. Prepare a parks and recreation plan.	The planning commission, with assistance from the planning and cultural and leisure services departments, prepares the plan and submits it to city council for adoption.	Immediate

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√	<p>2. Take advantage of opportunities that arise from development and redevelopment to provide parks and open space.</p> <p>a. Develop guidelines and regulations for transit-oriented centers that provide a centrally located park, linkages to open space outside the centers, and neighborhood and mini-parks within the neighborhood.</p>	The planning commission, with assistance from the planning and cultural and leisure services departments and the zoning administrator, develop the guidelines and regulations; the commission recommends them to city council for adoption.	Immediate
	<p>b. Review the definition of and requirements for “open space” in the zoning ordinance and subdivision regulations to ensure that development adequately provides for parks and open space.</p>	The planning commission, with assistance from the planning and cultural and leisure services departments and the zoning administrator, develop the guidelines and regulations; the commission recommends any necessary revisions of city regulations to city council for adoption.	Immediate
√	<p>c. Review the zoning ordinance and subdivision regulations to include appropriate requirements for parks, open space, bicycle and pedestrian links, and preservation of environmental resources.</p>	The planning commission, with assistance from the planning and cultural and leisure services departments and the zoning administrator, develop the guidelines and regulations; the commission recommends any necessary revisions of city regulations to city council for adoption.	Immediate
	<p>d. Establish an interdepartmental mechanism to coordinate all road construction and right-of-way renovation work to include appropriate landscaping and facilities for bicyclists and pedestrians.</p>	The city manager’s officer establishes the mechanism, and the planning department regularly reports activities to the planning commission.	Immediate
√	<p>3. Develop a cooperative agreement with the Horry County School District to use Myrtle Beach facilities for recreational programming.</p>	The planning commission, with assistance from the planning and cultural and leisure services departments, contacts the school district and submits any proposed agreement to city council for approval.	Immediate
	<p>4. Develop an agreement with Santee Cooper and other utilities to use utility corridors for links in the park system.</p>	The planning commission, with assistance from the planning and cultural and leisure services departments, contacts Santee Cooper and submits any proposed agreement to city council for approval.	Immediate

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D.1. Cultural Resources: Community Appearance

	1 Protect and enhance Myrtle Beach's community appearance by establishing a collaborative effort between the city and the county. a. Develop a cooperative agreement between city and county.	The city planning department contacts the county planning department to arrange a meeting of staff and commission members to develop the agreement, which is approved by both city and county councils.	Immediate
	b. Develop new regional development guidelines and standards to strengthen local character and community appearance.	The city and county planning commissions, with assistance from the community appearance board and the two planning departments, develop the standards, which are adopted by both city and county councils.	Immediate
√	2. Expand the role of the community appearance board.	The community appearance board, with assistance from the planning department, develops a program that is reviewed by the planning commission and approved by city council.	Immediate
	3. Expand public and private landscaping. a. Adopt the "Community Tree Planting Plan" as an element of the comprehensive plan.	The community appearance board recommends the plan to city council for adoption and, with assistance from the planning and cultural and leisure services departments, develops an implementation program for planning commission review and council approval.	Immediate
	b. Strengthen tree protection and landscape requirements.	The community appearance board, with assistance from the planning department, zoning administrator, and cultural and leisure services department, reviews existing requirements and submits necessary revisions to the planning commission for review and city council for adoption.	Short Term
√	c. Reforest the community.	The community appearance board, with assistance from the planning and cultural and leisure services departments, develops a program to become a part of the capital improvements program, which is submitted to the planning commission for review and city council for adoption.	Short Term

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√	d. Develop safe and attractive hiking trails and bike paths throughout the city.	The planning commission, with assistance from the planning and cultural and leisure services departments, reviews the open space and bikeway plans as part of the preparation of the parks and recreation plan; the commission submits the parks and recreation plan to city council for adoption.	Immediate
√	e. Create a large urban park.	The planning commission, with assistance from the planning and cultural and leisure services departments, works with property owners/developers to create a large urban park; the commission submits any agreement to city council for approval.	Immediate
	4. Protect and enhance beach access and views. a. Define and institute beachfront and waterway development standards.	The community appearance board, with assistance from the planning department and the zoning administrator, prepare standards to be submitted to the planning commission for review and city council for adoption.	Short Term
	b. Develop viewshed guidelines.	The community appearance board, with assistance from the planning department and the zoning administrator, prepare standards to be submitted to the planning commission for review and city council for adoption.	Short Term
	c. Establish visual buffers.	The community appearance board, with assistance from the planning and cultural and leisure services departments and the zoning administrator, develops recommendations about regulations and capital improvements that are submitted to the planning commission for review and city council for approval.	Short Term
√	d. Provide better facilities and infrastructure.	The community appearance board, with assistance from the planning and cultural and leisure services departments, develops a program to become a part of the capital improvements program, which is submitted to the planning commission for review and city council for adoption.	Short Term
√	e. Develop a stormwater drainage system that minimizes run-off into the ocean, waterway, and swashes.	The planning commission, with assistance from the planning and public works departments, develops recommendations that are submitted to city council for approval.	Immediate

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	f. Establish an organizational structure to properly maintain the beach.	City council appoints a task force to develop, with assistance from the planning department and the city manager's office, recommendations that are submitted to city council for adoption.	Short Term
√	5. Reduce visual clutter. a. Formulate a phased plan to eliminate overhead power and communications lines.	The community appearance board, with assistance from the planning and public works departments and the city manager's office, works with power and communications companies to develop recommendations that are submitted to the planning commission for review and city council for approval.	Immediate
√	b. Regulate overhead power and communications lines in new development.	The community appearance board, with assistance from the planning and public works departments and the zoning administrator, reviews the regulations and submits any necessary revisions to city council for adoption.	Immediate
√	c. Reduce and regulate billboards and signs.	The community appearance board, with assistance from the planning department and the zoning administrator, reviews the regulations and submits any necessary revisions to the planning commission for review and city council for adoption.	Immediate
	d. Develop an area-wide wayfinding system.	The community appearance board, with assistance from the planning department and the traffic division, works with state and regional traffic agencies to develop recommendations that are submitted to the planning commission for review and city council for approval.	Short Term
	6. Clean up and eliminate unkempt properties. a. Review, modify, and enforce property maintenance codes.	The community appearance board, with assistance from the planning and construction services departments and the zoning administrator, reviews the regulations and submits any necessary revisions to the planning commission for review and city council for adoption.	Short Term
	b. Survey commercial and residential properties.	The community appearance board, with assistance from the planning and construction services departments, conducts the survey and submits any necessary recommendations for city activities to the planning commission for review and city council for approval.	Short Term

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√	c. Encourage commercial property owners to make their buildings more aesthetically pleasing.	City council designates the community appearance board to develop a program, with assistance from the planning department, which is submitted to city council for approval.	Short Term
√	d. Promote a program for the elimination of substandard residential properties.	City council designates a community organization to develop, with assistance from the community appearance board and the planning and construction services departments, recommendations that are submitted to city council for adoption.	Short Term
	7. Gain regional and national recognition for beautification efforts.	The community appearance board, with assistance from the planning department and the public information officer, works with promotional entities to develop a recognition program; any recommendations in the program for city participation are submitted to city council for approval.	Mid Term
D.2. Cultural Resources: Historic Resources			
	1. Appoint a preservation commission.	City council, with assistance from the city manager's office, appoints a preservation commission with appropriate jurisdiction, staff support, and other resources.	Short Term
	2. Prepare an inventory of historically significant sites and districts.	The preservation commission, with the assistance of the planning department, prepares an inventory.	Short Term
	3. Develop a historic preservation plan.	The preservation commission, with the assistance of the planning department, prepares plan; the plan is submitted to the planning commission, which recommends city council adopt the plan as part of the comprehensive plan.	Short Term
	4. Increase public awareness of historic resources and their value to the community. a. Develop a marketing campaign that promotes Myrtle Beach's historic resources.	The preservation commission, with the assistance of the planning department and the city information officer, works with promotional entities to develop a recognition program; any recommendations in the program for city participation are submitted to city council for approval.	Short Term
	b. Develop a brochure explaining the benefits of preservation.	The preservation commission, with the assistance of the planning department and the public information officer develops a brochure.	Short Term

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	c. Create a tour map of historic sites.	The preservation commission, with the assistance of the planning department and the city information officer develops a map.	Short Term
√	d. Institute a historic designation program.	The preservation commission, with the assistance of the planning department and the public information officer develops a program.	Short Term
D.3 Cultural Resources: Arts			
C	1. Appoint an organization to prepare the plan.	City council designates the appropriate organization.	Immediate
√	2. Develop a strategic plan for the cultivation of the arts in our community.	The arts organization, with assistance from the planning and cultural and leisure services departments, develops a plan and submits it to city council for adoption.	Immediate
E.1. Community Facilities: General Government			
	1. Study staff and facility needs to implement the comprehensive plan.	The city manager's office, with assistance from the budget office and human resources department, conducts the study, with recommendations submitted through the planning commission to city council.	Immediate
√	2. Maintain the general budgetary approach that the city has used in recent years, while incorporating the policies of this comprehensive plan update. a. Continue using the budgetary policies expressed in the city's 1998-1999 annual budget report.	City council, with assistance from the city manager's office and the budget office, adopt budgetary policies.	Immediate
	b. Revise the process for developing the capital improvements program to include recommendations from the planning commission.	The planning commission, with assistance from the planning department, the city manager's office and the budget office, propose a revised process for city council approval.	Immediate
√	3. Continue to explore innovative ways to pay for the implementation of the comprehensive plan.	The city manager's office, the budget office, and all departments suggest financing opportunities for city council approval.	On-going
√	4. Seek to maximize public involvement.	The city manager's office and the public information officer suggest opportunities for involvement for city council approval.	On-going
E.2. Community Facilities: Public Safety			
	1. Provide full law enforcement services to areas immediately adjacent to the city limits.	The police department, with assistance from the city manager's office, develops a draft agreement with the county for city council's approval.	Short Term

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√	2. Provide adequate police presence where there is a large number of calls for service.	The police department, with assistance from the city manager's office, develops a proposed program for city council's approval.	On-going
√	3. Build new fire stations to provide a station within a radius of 1 ½ to 2 ½ miles of every building.	The fire department, with assistance from the city manager's office, develops a proposed program that is submitted through the planning commission for city council's approval.	Immediate
	4. Provide traffic-signal preemption devices for emergency vehicles.	The traffic division, with assistance from the police and fire departments, develops a proposed program that is submitted through the planning commission for city council's approval.	Immediate
√	5. Study the appropriateness of emergency/mass transit lanes in highly congested areas.	The traffic division, with assistance from the planning, police, and fire departments, develops a proposed program that is submitted through the planning commission for city council's approval.	Short Term
E.3. Community Facilities: Chapin Memorial Library			
	1. Begin planning for an expansion of the city library to meet future needs.	The library staff, with assistance from the city manager's office, prepares a study of the city's library needs. The study is submitted through the planning commission to city council for adoption as a revision to the comprehensive plan.	Short Term
	2. Be prepared to discuss incorporation of the city's library into the county's system.	The library staff, with assistance from the city manager's office, responds to a request from the county to study incorporation. The study is submitted through the planning commission to the city council for adoption as a revision to the comprehensive plan.	Short Term
E.4. Community Facilities: Myrtle Beach Convention Center			
	1. Begin planning for an expansion of the convention center beyond the planned on-site hotel.	The convention center staff, with assistance from the city manager's office, prepares a study. The study is submitted through the planning commission to the city council for adoption as a revision to the comprehensive plan.	Mid Term
E.5. Community Facilities: Public Utilities			
√	1. Expand the surface water treatment plant and the wastewater treatment plant.	The public works department, with assistance from the budget office, develops a proposed program that is submitted through the planning commission for city council's approval.	Immediate

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√	2. Review the master plan for the water distribution system and the wastewater collection system in light of this comprehensive plan and implement the master plan consistent with the comprehensive plan.	The public works department, with assistance from the planning department and the budget office, reviews the plan and submits it with any necessary revisions through the planning commission for city council's approval.	Immediate
√	3. Remain an active cooperator in regional planning and provision of water and sewer services.	The public works department, with assistance from the planning department, continues to cooperate with regional planning efforts and reports regularly to the planning commission.	On-going
√	4. Begin discussions with the Grand Strand Water and Sewer Authority (GSWSA) to coordinate water and sewer services.	The public works department begins discussions with GSWSA to cooperate with regional planning efforts and reports regularly through the planning commission to city council.	Immediate
C	5. Bring the solid waste transfer station into compliance.	The public works department, with assistance from the budget office, develops a proposed program that is submitted through the planning commission for city council's approval.	Immediate
	6. Continue efforts to increase recycling.	The public works department assists the solid waste authority in its efforts and continues to encourage residential recycling.	On-going
√	7. Continue to participate in planning for regional solid waste disposal.	The public works department continues to cooperate with regional planning efforts and reports regularly to the planning commission.	On-going
√	8. Prevent property damage as a result of flooding. a. Develop watershed plans.	The public works department, with assistance from the planning and cultural and leisure services departments and the zoning administrator, develops programs that are submitted through the planning commission to city council for approval.	Immediate
√	b. Review existing regulations and update as necessary.	The public works department, with assistance from the planning and cultural and leisure services departments and the zoning administrator, reviews regulations and submits any appropriate revisions through the planning commission to city council for adoption.	Immediate

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√	c. Develop educational programs.	The public works department, with assistance from the planning department, works with other agencies to develop programs that are submitted through the planning commission to city council for approval.	Short Term
√	d. Coordinate stormwater management planning, regulation, and education with Horry County and with regional and state efforts.	The public works department, with assistance from the planning department, continues to cooperate with regional efforts and reports regularly to the planning commission.	On-going
√	9. Minimize water pollution that results from stormwater. a. Develop watershed plans.	The public works department, with assistance from the planning and cultural and leisure services departments and the zoning administrator, develops programs that are submitted through the planning commission to city council for approval.	Immediate
√	b. Review existing regulations and update as necessary.	The public works department, with assistance from the planning and cultural and leisure services departments and the zoning administrator, reviews regulations and submits any appropriate revisions through the planning commission to city council for adoption.	Immediate
√	c. Develop educational programs.	The public works department, with assistance from the planning department, works with other agencies to develop programs that are submitted through the planning commission to city council for approval.	Short Term
√	d. Coordinate stormwater management planning, regulation, and education with Horry County and with regional and state efforts.	The public works department, with assistance from the planning department, continues to cooperate with regional efforts and reports regularly to the planning commission.	On-going
√	10. Develop an aesthetically pleasing, multi-functional stormwater management system. a. Review existing regulations to ensure that the city has adequate authority to require stormwater facilities be designed to address multiple functions.	The public works department, with assistance from the planning and cultural and leisure services departments and the zoning administrator, reviews regulations and submits any appropriate revisions through the planning commission to city council for adoption.	Immediate
√	b. Coordinate the design of stormwater facilities with environmental policies.	The public works department coordinates its reviews with the planning and cultural and leisure services departments.	Immediate

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√	c. Coordinate the design of stormwater facilities with community appearance policies.	The public works department coordinates its reviews with the planning and cultural and leisure services departments.	Immediate
√	11. Develop a plan to remove existing overhead energy and communications lines.	The public works department, with assistance from the city manager's office, works with the utility companies, neighborhoods, and commercial interests to prepare the plan. The plan is submitted to the city council for approval.	Short Term
	12. Publicize the adequate energy supplies and the high quality of communications infrastructure in economic development activities.	The city participates with its economic development partners in their marketing efforts recognizing the area's advantages provided by utilities.	Mid Term
	13. Discuss with electric companies the use of utility rights-of-way as link parks.	The cultural and leisure services department, as part of the preparation of the parks and recreation plan works with electrical companies; the plan is submitted through the planning commission to city council for adoption as a revision to the comprehensive plan.	Immediate

E.6. Community Facilities: Transportation

√	1. Actively plan with an understanding of the link between land use and transportation planning and improvements. a. Include in local land-use decisions an evaluation of their implications for the transportation system.	The planning commission, with assistance from the planning department, reviews its decision-making procedures.	Immediate
	b. Plan and develop the transportation system so that it addresses existing and anticipated land uses.	The planning commission, with assistance from the planning department, works with other transportation planning entities to develop recommendations that are submitted to city council for approval.	Immediate
	2. Develop the Myrtle Beach transportation system to be multi-modal. a. Improve the road system while reducing the need to use private automobiles. i. Make improvements to the road system that reduce traffic congestion that cannot be remedied by improvements to alternative modes.	The planning commission, with assistance from the planning department, works with other transportation planning entities to develop recommendations that are submitted to city council for approval.	Immediate

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	ii. Develop assessment criteria that measure the effectiveness of proposed improvements to the transportation system so that the area is served by a balanced transportation system.	The planning commission, with assistance from the planning department, works with other transportation planning entities to develop recommendations that are submitted to city council for approval.	Short Term
	iii. Create a properly functioning network of connected streets.	The planning commission, with assistance from the planning department, works with other transportation planning entities to develop recommendations that are submitted to city council for approval.	Short Term
	iv. Develop a transportation system management (TSM) program that improves accessibility and mobility.	The planning commission, with assistance from the planning department and the traffic division, works with other transportation planning entities to develop recommendations that are submitted to city council for approval.	Short Term
	v. Develop a transportation demand management (TDM) program that improves accessibility and mobility.	The planning commission, with assistance from the planning department, works with other transportation planning entities to develop recommendations that are submitted to city council for approval.	Short Term
	vi. Develop a wayfinding system to improve traffic flow.	The planning commission, with assistance from the planning department and the traffic division, works with state and regional traffic agencies to develop recommendations that are submitted to city council for approval.	Short Term
√	vii. Support major road projects that improve regional mobility.	The planning commission, with assistance from the planning department, works with state and regional traffic agencies to develop recommendations that are submitted to city council for approval.	Immediate
√	b. Improve the bus system as the first step in developing a mass transit system. i. Develop a plan for the bus system.	The planning commission, with assistance from the planning department, works with state and regional traffic agencies to develop recommendations that are submitted to city council for approval.	Mid Term
	ii. Review city regulations to ensure that the needs of a bus system are addressed.	The planning commission, with assistance from the planning department, the traffic division, and the zoning administrator, works with state and regional traffic agencies to develop recommendations that are submitted to city council for approval.	Mid Term

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√	c. Activate the heavy rail line.	The planning commission, with the assistance of the planning department, meets with the county planning commission; the commissions submit any agreements to their councils for approval.	Mid Term
	d. Continue preliminary studies for a light rail system.	The planning commission, with assistance from the planning department, works with state and regional traffic agencies to develop recommendations that are submitted to city council for approval.	Long Term
	e. Develop a pedestrian network. i. Update the sidewalk master plan.	The planning commission, with assistance from the planning department and the streets division, develops recommendations that are submitted to city council for approval.	Immediate
	ii. Review city regulations to ensure that pedestrian needs are addressed.	The planning commission, with assistance from the planning department, the streets division, and the zoning administrator, develops recommendations that are submitted to city council for approval.	Immediate
√	f. Develop a bikeway system. i. Develop a bikeway master plan.	The planning commission, with assistance from the planning department, works with state and regional traffic agencies to develop recommendations that are submitted to city council for approval.	Immediate
√	ii. Review city regulations to ensure that bicycling needs are addressed.	The planning commission, with assistance from the planning and cultural and leisure services departments and the zoning administrator, works with state and regional traffic agencies to develop recommendations that are submitted to city council for approval.	Mid Term
	g. Encourage appropriate expansion of the Myrtle Beach International Airport. i. Expand facilities at the current location.	The planning commission, with assistance from the planning department, serves as the city's liaison with the county airport committee; the commission submits any recommendations for city participation to city council for approval.	Mid Term
	ii. Search for a new location for a larger airport.	The planning commission, with assistance from the planning department, serves as the city's liaison with the county airport committee; the commission submits any recommendations for city participation to city council for approval.	Mid Term

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	h. Improve opportunities for water transport.	The planning commission, with assistance from the planning department, works with other transportation planning entities and entities proposing water transport services; the commission submits any recommendations for city activities to city council for approval.	Mid Term
	i. Provide inter-modal facilities.	The planning commission, with assistance from the planning department, works with state and regional traffic agencies to develop recommendations that are submitted to city council for approval.	Immediate
√	3. Search for equitable funding sources.	The planning commission, with assistance from the planning department and the budget office, works with state and regional traffic agencies to develop recommendations that are submitted to city council for approval.	Immediate
	4. Increase the safety of the transportation system.	The planning commission, with assistance from the planning department and the police and fire departments, works with state and regional traffic agencies to develop recommendations that are submitted to city council for approval.	Immediate
E.7. Community Facilities: Education			
	1. Cooperate with the school district in its pursuit of providing a high quality education in a cost-effective manner.	The planning commission, with assistance from the planning department, serves as the city's liaison with the school district.	On-going
	2. Cooperate with the school district as it forecasts enrollment and determines needs for new school buildings and staff. a. Share population and housing counts.	The planning commission, with assistance from the planning department, shares demographic information with the school district.	Immediate
√	b. Notify the school district of approvals of residential developments.	The planning and construction services departments provide data to the school district.	Immediate
	c. Cooperate with the school district in determining the appropriate locations of new schools in the planning area.	The planning commission, with assistance from the planning department, provides advice to the school district.	Immediate
	3. Work with the public schools and higher education institutions to ensure an adequately trained workforce.	The planning commission, with assistance from the planning department, works with economic development entities.	Immediate

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√	4. Maintain a relationship with the schools to provide opportunities for students to interact with local government.	The planning commission, with assistance from the planning department, serves as the city's liaison with the school district.	On-going
√	5. Provide opportunities for intergenerational learning and interaction in the schools.	The planning commission, with assistance from the planning department, serves as the city's liaison with the school district.	On-going
√	6. Develop a cooperative agreement with the school district to use school facilities for parks and recreation purposes.	The planning commission, with assistance from the planning and cultural and leisure services departments, develop a draft agreement for city council's approval.	Immediate
	7. Assist the schools in addressing transportation needs of the students and staff. a. Control traffic on streets and highways to allow school buses and automobiles to move in a timely manner.	The planning commission, with assistance from the planning department and traffic division, serves as the city's liaison with the school district.	Immediate
√	b. Provide for alternative means for students and teachers to travel to school.	The planning commission, with assistance from the planning department and traffic division, serves as the city's liaison with the school district.	Immediate
	c. Use zoning and site design to make residential areas and schools conveniently accessible.	The planning commission, with assistance from the planning department, reviews zoning and design regulations with the school district.	Immediate
E.8. Community Facilities: Intergovernmental Cooperation			
√	1. Intensify cooperative arrangements with the county and other entities in the region.	The planning commission and city council, with assistance from the planning department and city manager's office, develop a schedule and procedures with other entities.	On-going
√	2. Cooperate with federal and state governments in joint activities.	The planning commission and city council, with assistance from the planning department and city manager's office, develop cooperative relationships with federal and state agencies as the need arises.	On-going
F. Housing			
C	1. Improve the accuracy of local housing counts, estimates, and forecasts. a. Cooperate with the 2000 census.	The planning department provides information to federal and state agencies.	Immediate

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√	b. Create and periodically update an inventory of housing.	The planning department works with the construction services and finance departments; the chamber of commerce and the hospitality association; and the county, school district, and regional planning council to develop a methodology and schedule for reliable counts, estimates, and forecasts of housing units.	On-going
√	2. Recognize the relationship of housing with other elements of the comprehensive plan in order to use housing as a determinant of urban form.	The planning commission, with assistance from the planning department, emphasizes the impact of housing as it works with city council, the county planning department, and the regional planning council.	On-going
√	3. Include and continue implementation of “The Consolidated Plan of Housing and Community Development for Myrtle Beach.”	The planning department, with assistance from the Myrtle Beach Housing Authority and other community groups, recommends revisions to the consolidated plan as updates to the comprehensive plan.	On-going
	4. Increase the availability of housing for special needs populations. a. Formulate a plan to address special needs populations.	The planning department prepares, with assistance from the Myrtle Beach Housing Authority and other community groups, and recommends to the planning commission and city council a continuum of care housing plan for special needs persons and families.	Immediate
√	b. Provide additional housing opportunities for special needs populations.	City council and staff support on-going efforts of the Myrtle Beach Housing Authority and local non-profit housing organizations to increase plans, programs, and projects to close the gap on needed affordable housing resources.	On-going
√	5. Increase the availability of rental and owner housing for low- and moderate-income (LMI) families. a. Provide additional housing on existing vacant lots in low- and moderate-income (LMI) neighborhoods.	The Myrtle Beach Housing Authority and Grand Strand Housing, with assistance from the planning department and in cooperation with public and private entities, implement the plan; where appropriate, they request assistance from city council for implementation.	Short Term
√	b. Study the possibility of new forms of affordable housing.	The planning commission, with assistance from the planning department and the zoning administrator, studies zoning alternatives and recommends appropriate amendments to city council for adoption.	On-going

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√	c. Study the possibility of new requirements and incentives for affordable housing.	The planning commission, with assistance from the planning department and the zoning administrator, studies zoning alternatives and recommends appropriate amendments to city council for adoption.	Short Term
√	d. Create and promote rehabilitation of LMI housing through low interest loans city-wide.	The planning department prepares, with assistance from the Myrtle Beach Housing Authority and nonprofit housing organizations, and recommends to city council a housing rehabilitation low interest loan program for LMI homeowners and/or rental property owners.	Short Term
	6. Preserve historically significant housing. a. Prepare a preservation plan.	The planning department prepares, with assistance from neighborhood organizations and housing organizations, a preservation plan for planning commission review, the commission recommends adoption of the plan to city council as an update to the comprehensive plan.	Mid Term
	b. Establish a properly funded, on-going program to rehabilitate historically significant housing.	The planning department prepares, with assistance from neighborhood organizations and housing organizations, an implementation program as part of the preservation plan for planning commission review, the commission recommends the implementation program to city council for approval.	Mid Term
√	7. Foster the development of a strong public/nonprofit housing development organization to lead the housing development program on an on-going basis.	City council and staff support on-going efforts of the Myrtle Beach Housing Authority and local nonprofit housing organizations to coordinate efforts and programs to increase affordable housing resources to match local needs.	Immediate
G. Land Use			
	1. Manage urban form. a. Base future land-use decisions on the principles behind the urban form map. i. Set aside certain lands for natural resource protection and open space. a. Participate in data collection and plan preparation.	The planning commission, with assistance from the planning and other appropriate departments, works with state and federal agencies; the commission recommends any necessary city activities to city council for adoption.	Immediate

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√	b. Revise zoning and plan review standards.	The planning commission, with assistance from the planning and other appropriate departments and the zoning administrator, works with state and federal agencies to develop appropriate regulations; the commission recommends any necessary revisions of city regulations to city council for adoption.	Immediate
	c. Develop procedures to review city projects.	An interdepartmental committee, with assistance from the city manager's office develops coordinated procedures; and the planning department regularly reports activities to the planning commission.	On-going
√	ii. Develop a multi-modal transportation system. a. Encourage the creation of a multi-modal transportation system in regional transportation planning efforts.	City council and the planning commission contact other local governments and transportation planning entities.	Short Term
√	b. Develop a transit plan.	The planning commission, with assistance from the planning department, works with other local governments and transportation planning entities to develop a plan; the commission recommends the plan to city council for adoption as part of the comprehensive plan.	Short Term
	iii. Link land-use patterns to the transportation system. a. Revise the urban form map to reflect the transit plan.	The planning commission, with assistance from the planning department, revises the map; the commission recommends the revisions to city council for adoption as part of the comprehensive plan.	Short Term
√	b. Revise zoning and plan review standards.	The planning commission, with assistance from the planning and other appropriate departments and the zoning administrator, works with transportation entities to develop appropriate regulations; the commission recommends any necessary revisions of city regulations to city council for adoption.	Short Term
√	c. Encourage the active consideration of land use in transportation planning and of transportation in land use planning.	City council and the planning commission contact other local governments and transportation planning entities.	Short Term

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	d. Develop procedures to review city projects.	An interdepartmental committee, with assistance from the city manager's office develops coordinated procedures; and the planning department regularly reports activities to the planning commission.	Short Term
	b. Provide for a full range of uses. i. Maintain data on existing land uses.	The planning commission, with assistance from the planning and construction services departments, the business license division, and the management information systems office, works with the county tax assessor's office to collect data.	On-going
	ii. Develop projections of land use.	The planning commission, with assistance from the planning and construction services departments, develops projections regularly.	On-going
√	iii. Coordinate among governments in the area.	The planning commission, with assistance from the planning department and the management information systems office, works with other governments in the area.	Immediate
√	c. Provide for land use patterns consistent with the urban form plan. i. Establish neighborhood mixed-use centers.	The planning commission, with assistance from the planning and other appropriate departments and the zoning administrator, works with transportation entities to develop appropriate regulations; the commission recommends any necessary revisions of city regulations to city council for adoption.	Short Term
	ii. Establish community mixed-use centers.	The planning commission, with assistance from the planning and other appropriate departments and the zoning administrator, works with transportation entities to develop appropriate regulations; the commission recommends any necessary revisions of city regulations to city council for adoption.	Short Term
√	iii. Establish regional mixed-use centers.	The planning commission, with assistance from the planning and other appropriate departments and the zoning administrator, works with transportation entities to develop appropriate regulations; the commission recommends any necessary revisions of city regulations to city council for adoption.	Short Term

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	iv. Establish regional single-use centers.	The planning commission, with assistance from the planning and other appropriate departments and the zoning administrator, works with transportation entities to develop appropriate regulations; the commission recommends any necessary revisions of city regulations to city council for adoption.	Short Term
	v. Establish regional districts.	The planning commission, with assistance from the planning and other appropriate departments and the zoning administrator, works with transportation entities to develop appropriate regulations; the commission recommends any necessary revisions of city regulations to city council for adoption.	Short Term
	vi. Establish outlying districts.	The planning commission, with assistance from the planning and other appropriate departments and the zoning administrator, works with transportation entities to develop appropriate regulations; the commission recommends any necessary revisions of city regulations to city council for adoption.	Short Term
√	2. Enhance neighborhoods. a. Prepare neighborhood plans where needed.	The planning commission, with assistance from the planning and other appropriate departments, works with neighborhood organizations to develop plans; the commission recommends the plans to city council for adoption.	Immediate
√	b. Make public investments.	The planning commission, with assistance from the planning and other appropriate departments, works with neighborhood organizations to develop programs; the commission recommends any necessary city activities to city council for approval.	Short Term
	c. Establish neighborhood gateways.	The planning commission, with assistance from the planning and other appropriate departments, works with neighborhood organizations to develop programs; the commission recommends any necessary city activities to city council for approval.	Short Term

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√	d. Ensure new development is compatible.	The planning commission, with assistance from the planning and other appropriate departments and the zoning administrator, works with neighborhood organizations to develop plans; the commission recommends the plans to city council for adoption.	Short Term
	e. Encourage infill development that is compatible.	The planning commission, with assistance from the planning and other appropriate departments and the zoning administrator, works with neighborhood organizations to develop plans; the commission recommends the plans to city council for adoption.	Short Term
	f. Ensure connectivity.	The planning commission, with assistance from the planning and other appropriate departments, works with neighborhood organizations to develop programs; the commission recommends any necessary city activities to city council for approval.	Short Term
	g. Support new neighborhoods that fulfill the vision of the comprehensive plan.	The planning commission, with assistance from the planning and other appropriate departments, works with property owners and developers to develop programs; the commission recommends any necessary city activities to city council for approval.	Immediate
	3. Facilitate appropriate non-residential development. a. Accommodate an expanded tourism industry.	The planning commission, with assistance from the planning and other appropriate departments, works with the hospitality industry to develop programs; the commission recommends any necessary city activities to city council for approval.	Immediate
	b. Protect land designated for industrial development from incompatible uses and facilitate their future development.	The planning commission, with assistance from the planning and other appropriate departments, works with property owners and developers to develop viable zoning designations; the commission recommends any necessary revised regulations to city council for adoption.	Immediate
√	c. Adopt and implement redevelopment plans.	The planning commission, with assistance from the planning and other appropriate departments, works with redevelopment agencies; the commission recommends the plans to city council for adoption.	Immediate

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√	4. Comprehensively implement the land use plan. a. Prepare subarea plans.	The planning commission, with assistance from the planning and other appropriate departments, works with neighborhood and business organizations to develop plans; the commission recommends the plans to city council for adoption.	Immediate
√	b. Update development regulations.	The planning commission, with assistance from the planning department and the zoning administrator, works with appropriate boards and committees; the commission recommends revised regulations to city council for adoption.	Short Term
	c. Expand city/county joint planning. i. Compare the city's and county's comprehensive plans.	The two planning commissions, with the assistance of their planning departments, develop a schedule to compare plans and resolve inconsistencies; the commissions recommend any necessary revisions to their councils for adoption.	Immediate
	ii. Coordinated development review.	The two planning commissions, with the assistance of their planning departments, develop a program for coordinated review.	Immediate
	iii. Coordinated zoning map and regulations.	The two planning commissions, with the assistance of their planning departments, develop a schedule to compare regulations and resolve inconsistencies; the commissions recommend any necessary revisions to their councils for adoption.	Immediate
	iv. Prepare joint studies as called for in the plan, especially transportation and natural resources.	The two planning commissions, with the assistance of their planning departments, develop a schedule to prepare studies; the commissions recommend any new policy documents to their councils for adoption.	Immediate
	v. Formalize relationship.	The two planning commissions, with the assistance of their planning departments, develop a schedule to coordinate their planning and review activities.	On-going
	vi. Consider alternatives for joint planning as provided in state law.	The two planning commissions, with the assistance of their planning departments, discuss alternatives for coordinated planning; the commissions recommend any new policies to their councils for adoption.	Immediate
	d. Update capital improvement program.	The planning commission, with assistance from the planning department, the budget office, and the city manager's office, annually reviews the proposed capital improvement program in light of the comprehensive plan.	On-going

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H.1. Tourism: Tourism Development

	1. Make tourism in the Myrtle Beach area socially sustainable. a. Define and maintain Myrtle Beach as a family beach.	The tourism committee, with the assistance of the planning department, the public information officer, and the city manager's office, develops the public participation program and submits the plan of action to city council for approval.	Immediate
√	b. Value tourists and treat them as guests.	The tourism committee, with the assistance of the planning department, works with the hospitality industry to develop a program; any recommendations in the program for city participation are submitted to city council for approval.	Immediate
	c. Provide public facilities.	The tourism committee, with assistance from the planning and cultural and leisure services departments, works with the hospitality industry to develop a program; any recommendations in the program for city participation are submitted to city council for approval.	Immediate
	d. Provide transportation and housing to enable workers to live near their jobs.	The tourism committee, with the assistance of the planning department, works with the hospitality industry to develop a program; any recommendations in the program for city participation are submitted to city council for approval.	Short Term
√	e. Work to make intergovernmental cooperation common place.	The tourism committee, with assistance from the city manager's office, works with the regional planning council to propose a cooperative body; the proposal is submitted to city council for approval.	Immediate
	f. Create new markets.	The tourism committee, with the assistance of the planning department, works with the hospitality industry to develop a program; any recommendations in the program for city participation are submitted to city council for approval.	Short Term
	2. Make tourism in the Myrtle Beach area economically sustainable. a. Consider the entire Horry/Georgetown county area as a tourist destination.	The tourism committee (or the regional cooperative body when it is established), with the assistance of the planning department and the public information officer, works with the hospitality industry to develop a program.	Immediate

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	b. Encourage and develop local businesses to provide tourism-related goods and services.	The tourism committee, with the assistance of the planning department, works with the hospitality industry to develop a program; any recommendations in the program for city participation are submitted to city council for approval.	Short Term
	c. Market Myrtle Beach to attract visitors who will stay longer and spend more money, rather than relying solely on more visitors to sustain business.	The tourism committee, with the assistance of the planning department and the public information officer, works with the hospitality industry to develop a program; any recommendations in the program for city participation are submitted to city council for approval.	Immediate
	d. Require new development to share the burden of the costs of growth.	The tourism committee, with the assistance of the planning department and the zoning administrator, works with the hospitality industry to develop appropriate regulations; the committee submits its recommendations through the planning commission to city council for adoption.	Short Term
	3. Make tourism in the Myrtle Beach area environmentally sustainable. a. Prevent overtaxing the natural systems.	The tourism committee, with the assistance of the planning and other departments and the zoning administrator, works with the hospitality industry to develop appropriate regulations; the committee submits its recommendations through the planning commission to city council for adoption.	Immediate
	b. Make appropriate use of the natural assets of the area.	The tourism committee, with the assistance of the planning department, the zoning administrator, and the public information officer, works with the hospitality industry to develop a program; any recommendations in the program for city participation are submitted to city council for approval.	Immediate
	c. Implement plans to adjust to the evolving nature of the shoreline.	The tourism committee, with the assistance of the planning department and the zoning administrator, works with the hospitality industry to develop appropriate regulations; the committee submits its recommendations through the planning commission to city council for adoption.	Immediate

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	d. Promote a transportation system that is oriented to, in order of priority—pedestrians, bicycles, mass transit, and automobiles.	The tourism committee, with the assistance of the planning department and the zoning administrator, works with the hospitality industry and transportation entities to develop a system; the committee submits its recommendations through the planning commission to city council for adoption.	Immediate
	4. Recognize the city’s tourism committee as a valuable and necessary component of future tourism planning efforts.	City council, with the assistance of the city manager’s office, designates the tourism committee as a standing committee with appropriate jurisdiction, staff support, and other resources.	Immediate
H.2. Tourism: City Image for Tourism			
	1. Reduce the waste-stream and require recycling. a. Require area businesses to participate in recycling programs and keep their solid waste containers clean and odor free.	The tourism committee, with the assistance of the planning and public works departments, works with the hospitality industry to develop a program; any recommendations in the program for city participation are submitted to city council for approval.	Short Term
	b. Provide recycling containers for residents and visitors.	The tourism committee, with the assistance of the planning and the cultural and leisure services departments and the public works department, works with the hospitality industry to develop a program; any recommendations in the program for city participation are submitted to city council for approval.	Short Term
	c. Identify and if necessary establish markets for recyclables.	The tourism committee, with the assistance of the planning and public works departments, works with the hospitality industry to develop a program; any recommendations in the program for city participation are submitted to city council for approval.	Short Term
√	2. Develop a mass transit system that is attractive, non-polluting and does not add to congestion.	The tourism committee, with the assistance of the planning department and the traffic division, works with the hospitality industry and transportation entities to develop a system; the committee submits its recommendations through the planning commission to city council for adoption.	Short Term

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	3. Preserve natural resources, which add to the quality of life in the community.	The tourism committee, with the assistance of the planning and other departments and the zoning administrator, works with the hospitality industry to develop appropriate regulations; the committee submits its recommendations through the planning commission to city council for adoption.	Short Term
√	4. Revitalize the downtown area of Myrtle Beach.	City council, with the assistance of the city manager's office, designates a revitalization organization with appropriate jurisdiction, staff support, and other resources.	Immediate
	5. Maintain the quality of ocean and drinking water through regular testing and monitoring.	The public works department proposes improvements to the water treatment facilities for city council approval; the department, with assistance from the city manager's office, monitors water quality; the public information officer distributes the results of the monitoring to the public.	Immediate
√	6. Develop and implement a comprehensive stormwater management plan, including streets and the ocean.	The public works department, with assistance from other agencies, prepares the plan and recommends necessary city activities to city council.	Immediate
√	7. Welcome visitors and citizens alike with handsome gateways, landscaped streets and businesses, and enhanced greenspaces, while preserving the natural beauty of the area.	The tourism committee, with assistance from the planning and cultural and leisure services departments and the traffic division, works with state and regional traffic agencies to develop recommendations that are submitted to city council for approval.	Immediate
	8. Eliminate visual clutter.	The tourism committee, with assistance from the planning and public works departments and the city manager's office, works with power and communications companies and sign companies to develop recommendations that are submitted to city council for approval.	Immediate
	9. Establish compatible contiguous zoning that will accent the area's beauty.	The city planning department contacts the county planning department to arrange a meeting of staff and commission members to review both jurisdictions' zoning; the commissions recommend appropriate revisions to their councils.	Short Term

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	10. Place utility lines underground.	The tourism committee, with assistance from the planning and public works departments and the city manager's office, works with power and communications companies to develop recommendations that are submitted to city council for approval.	Immediate
√	11. Expand the arts for diverse ages and cultures through community events in this area.	The city-designated arts organization, with assistance from the planning and cultural and leisure services departments, works with the tourism committee to develop an arts plan and submits it to city council for adoption.	Immediate
	12. Create an environment, which ensures that visitors and residents are safe from civil disobedience and crime and that visitors and residents know the laws will be enforced.	The tourism committee, with assistance from the police and fire departments, work with the hospitality industry to ensure safety and security.	Immediate
	13. Improve and standardize directional signs.	The tourism committee, with assistance from the planning department and the traffic division, works with state and regional transportation agencies to develop recommendations that are submitted to city council for approval.	Short Term
	14. Develop good customer service practices throughout the Grand Strand. a. Provide hospitality training to employers and employees.	The tourism committee, with the assistance of the planning department, works with the hospitality industry to develop a program; any recommendations in the program for city participation are submitted to city council for approval.	Short Term
	b. Develop services to accommodate international visitors.	The tourism committee, with the assistance of the planning department, works with the hospitality industry to develop a program; any recommendations in the program for city participation are submitted to city council for approval.	Mid Term
	15. Encourage the continued inter-governmental cooperation, i.e. county, municipalities, and the state.	The tourism committee, with assistance from the city manager's office, works with the regional planning council to propose a cooperative body; the proposal is submitted to city council for approval.	Immediate

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H.3. Tourism: Transportation for Tourism

√	1. Start regional transportation planning coordination and create a transportation entity for implementation (auto, air, rail, and water).	The planning commission, with assistance from the planning department, works with other local governments and with regional and state transportation agencies to develop a coordinated program; the commission recommends the proposed program to city council for approval.	Immediate
√	2. Provide off-street parking and handicapped parking.	The tourism committee, with the assistance of the planning department and the traffic division, works with transportation entities and the hospitality association to develop a program to provide parking; and recommends the proposed program to city council for approval.	Immediate
√	3. Provide facilities for public transportation.	The tourism committee, with the assistance of the planning department and the traffic division, works with transportation entities and the hospitality association to develop a program to provide public transportation; and recommends the proposed program to city council for approval.	Short Term
	4. Encourage motorcoach and other high occupancy vehicles in the city but regulate and manage them to minimize adverse effects associated with their numbers and characteristics. a. Accommodate motorcoaches and other high occupancy vehicles.	The tourism committee, with the assistance of the planning department and the zoning administrator, works with the hospitality industry to develop a program; the committee submits its recommendations through the planning commission to city council for adoption.	Short Term
	b. Educate motorcoach operators to regulate and minimize adverse impacts.	The tourism committee, with the assistance of the planning department and the public information officer, works with the hospitality industry to develop a program; any recommendations in the program for city participation are submitted to city council for approval.	Short Term
√	5. Coordinate the timing of traffic lights.	The tourism committee, with the assistance of the planning department and the traffic division, works with transportation entities and the hospitality association to develop a program for traffic system management; and recommends the proposed program to city council for approval.	Short Term

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	6. Provide directional information through a regional sign system, radio reports, message boards, and mile markers.	The tourism committee, with assistance from the planning department and the traffic division, works with state and regional transportation agencies to develop recommendations that are submitted to city council for approval.	Short Term
	7. Determine peak time for freight deliveries and designate truck routes in city.	The tourism committee, with assistance from the planning department and the traffic division, works with state and regional transportation agencies to develop recommendations that are submitted to city council for approval.	Short Term
√	8. Provide pedestrian and bicycle access.	The tourism committee, with the assistance of the planning and cultural and leisure services departments and the traffic division, works with the hospitality industry and transportation entities to develop a system; the committee submits its recommendations through the planning commission to city council for adoption.	Short Term
H.4. Tourism: Labor Shortage			
√	1. Increase the Horry County employment pool through coordinated recruitment efforts with governments (local, state, and federal), educational institutions, and business organizations.	The tourism committee, with the assistance of the planning department and the public information officer, works with the hospitality industry, educational institutions, and employment assistance entities to develop a program; any recommendations in the program for city participation are submitted to city council for approval.	Mid Term
√	2. Provide affordable, safe, clean housing for tourism and service entry-level positions.	The tourism committee, with the assistance of the planning department, works with the hospitality industry to develop a program; any recommendations in the program for city participation are submitted to city council for approval.	Mid Term
	3. Provide a guide to businesses/employers that would assist them in recruiting and retaining employees.	The tourism committee, with the assistance of the planning department, works with the hospitality industry to develop a program; any recommendations in the program for city participation are submitted to city council for approval.	Mid Term

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	4. Provide alternative transportation and shelter opportunities for workers.	The tourism committee, with the assistance of the planning department and the traffic division, works with transportation entities and the hospitality association to develop a program to provide public transportation; and recommends the proposed program to city council for approval.	Short Term
√	5. Recruit clean businesses to this area that complement the existing tourism businesses.	The tourism committee, with the assistance of the planning department, works with the area's economic development partners and the hospitality association to develop a program to recruit businesses; any recommendations in the program for city participation are submitted to city council for approval.	Mid Term
I. Neighborhoods			
√	1. Protect and preserve neighborhoods from disruptive intrusions so that they remain vital parts of the planning area. a. Do not approve zoning changes that allow inappropriate development to intrude upon neighborhoods.	The planning commission, with assistance from the planning and other appropriate departments, works with neighborhood organizations, property owners, and developers as zoning changes are proposed.	Immediate
√	b. Review land development regulations to ensure adequate standards to protect neighborhoods.	The planning commission, with assistance from the planning and other appropriate departments and the zoning administrator, works with neighborhood organizations to review regulations; the commission recommends the plans to city council for adoption.	Immediate
√	c. Enhance neighborhoods by appropriate expansion and intensification.	The planning commission, with assistance from the planning and other appropriate departments, works with neighborhood organizations, property owners, and developers to review regulations; the commission recommends the plans to city council for adoption.	Immediate
	d. Enhance neighborhoods by preservation of historic houses.	The planning commission, with the assistance of the planning department, identifies historic houses and recommends preservation strategies; the commission recommends any necessary city activities to city council for approval.	Immediate

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√	2. Keep neighborhoods safe and secure. a. Minimize the effects of crime and fire in neighborhoods.	The planning commission, with assistance from the police and fire departments, work with the neighborhood organizations to ensure safety and security.	On-going
√	b. Ensure that new construction and building maintenance comply with all applicable codes.	The construction services department and the zoning administrator ensure compliance.	On-going
√	c. Ensure that the design of proposed subdivisions and land development address safety and security considerations.	The planning commission, with assistance from the planning, police, and fire departments give consideration to safety issues as they review development proposals.	On-going
√	3. Maintain neighborhoods in an aesthetically pleasing way. a. Maintain appropriate landscaping within public rights-of-way.	The planning commission, with assistance from the planning and cultural and leisure services departments and the zoning administrator, works with neighborhood organizations.	On-going
	b. Put overhead power and communications lines underground and prohibit intrusive telecommunications towers in neighborhoods.	The planning commission, with assistance from the planning and public works departments and the zoning administrator, works with neighborhood organizations and power and communications companies to review the city's regulations and capital improvements program and submits any necessary revisions to city council for adoption.	Immediate
√	c. Enforce appropriate regulations dealing with tree protection, landscaping, and design of new construction.	The construction services department and the zoning administrator ensure compliance.	On-going
√	4. Support neighborhoods with appropriate facilities and connections. a. Allow supporting land uses.	The planning commission, with assistance from the planning and other appropriate departments, works with neighborhood organizations, property owners, and developers to review regulations; the commission recommends any necessary revisions to city council for adoption.	Immediate
√	b. Provide complementary public services and facilities.	The planning commission, with assistance from the planning and other appropriate departments and the city manager's office, works with neighborhood organizations, property owners, and developers; the commission recommends any necessary city activities to city council for approval.	Immediate

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√	c. Provide transportation connections beyond neighborhoods.	The planning commission, with assistance from the planning and other appropriate departments, works with neighborhood organizations, property owners, developers, and transportation entities; the commission recommends any necessary city activities to city council for approval.	Immediate
	d. Create an inter-neighborhood organization.	The planning commission, with the assistance of the planning department and the public information officer, works with neighborhood organizations to establish the organization.	Immediate
	e. Ensure access to city government.	All boards, commissions, committees, and departments, with the assistance of the city manager's office and the public information officer, develop programs to enhance public accessibility.	Immediate
√	5. Develop specific plans for neighborhoods.	The planning commission, with assistance from the planning and other appropriate departments, works with neighborhood organizations to develop plans; the commission recommends the plans to city council for adoption.	Immediate