

10. Implementation Element

A. Overview

This plan provides a blueprint to guide the city's elected and appointed leadership and staff in the day-to-day implementation of the comprehensive plan. Part of the direction for implementing the comprehensive plan is directly derived from South Carolina's comprehensive planning legislation. But additional items are identified here because they are extremely important to ensuring the successful implementation of the plan. The comprehensive plan addresses a 15-year time frame. This element addresses the implications of implementation, other plans that are adopted by reference, methods of implementation, interpretation of the plan, and amendments to the plan.



Public participation was integral to *It's TIME* and this comprehensive plan, which calls for the continuation of such efforts.

B. Social, Environmental, and Economic Implications

Implementation of the comprehensive plan will have a complex of social, environmental, and economic implications for individuals, the government, and the community at large. The comprehensive plan has been developed with consideration given to those implications. The following summarizes these considerations, in qualitative terms, of the objectives and strategies contained in each of the elements of the plan.

1. Population

The comprehensive plan encourages the accommodation of a diverse population by providing a variety of housing opportunities. The plan also calls for enhanced neighborhoods where the population can reside, economically viable commercial areas where the population can find employment, and parks and open spaces where residents can recreate. The plan seeks to accommodate a growing population in a way that protects environmentally sensitive areas and in a pattern that can be served efficiently by community facilities and services.

2. Cultural Resources

The comprehensive plan calls for an improved community appearance. This policy supports the wishes of citizens in the *It's TIME* visioning process, where participants asked for a better looking community in which to live and work. Part of the improved community appearance is to be based on preserved natural areas. The plan calls for a variety of ways to improve community appearance, including regulations that will place some requirements on property owners as they develop their properties; none of the regulations is expected to be burdensome, and all efforts to improve community appearance will result in improved property values throughout the community.

The comprehensive plan calls for the preservation of historic resources. Preservation is to take place in accordance with a preservation plan that needs to be prepared and administered by a preservation organization. That plan will suggest the methods by which preservation

will take place, and those methods will determine the economic implications for individual property owners. The preservation of historic buildings, if done in a thorough way as suggested by the comprehensive plan, could contribute to property values by creating identifiable historic neighborhoods and attractions for cultural tourists. By calling for the preservation of historic landmarks, the policy will strengthen people's connection to the area and help to create a sense of belonging and community.

The comprehensive plan promotes the arts and calls for the creation of an arts plan. That plan will suggest the methods by which the arts are sustained, through a partnership of the city, the private sector, non-profit organizations, and the arts community. It is expected that the plan will consider a percentage-for-the-arts program, in which a percentage of construction budgets of private or public projects is devoted to art to be placed at the projects. A commitment to visual and performing arts should result in improved social conditions and increased property values.

3. Housing

The plan calls for the provision of a variety of housing opportunities for residents. To provide this housing, the plan calls for revised regulations to encourage housing appropriate for existing residential neighborhoods and to permit housing in commercial districts, as well as to provide zoned land for typical developments of single-family detached houses. The plan's policies for diverse housing opportunities and its goal of strengthened neighborhoods should be socially beneficial. In particular, the plan calls for partnerships to create housing for special needs populations—the elderly, the disabled, the homeless, and low- and moderate-income families. The plan's policies for natural resources call for housing and non-residential development to avoid environmentally sensitive land.

4. Land Use

The comprehensive plan in general is a policy document calling for growth management. A wide range of land uses are to be accommodated in a way that makes efficient use of public infrastructure—primarily the transportation system—and that preserves environmentally sensitive land. This is to be accomplished by a variety of means, including incentives for land use where it will accomplish the goals of the plan and disincentives where development will not further the plan's goals. The types of disincentives include regulations restricting development, but the plan also calls for innovative techniques that can reduce the economic burden on individual property owners. Such techniques include clustering and transfer of development rights, which shift the location of development away from undesirable areas and toward places where development is consistent with the plan's goals. The plan envisions land use patterns, guided by these incentives and disincentives, which create socially stimulating places, which minimize disturbance of environmentally sensitive land, and which make the most efficient use of public investments in community facilities and services. Key to the growth management program of the plan are the policies that recognize that land use, transportation, and open space must be considered together as decisions are made regarding land use regulations, improvements to the transportation system, and the provision of open spaces.

5. Community Facilities and Services

The comprehensive plan calls for the provision of community facilities and services to meet the needs of the area in an efficient way and consistent with other goals of the plan, such as the one for natural resources.

The objectives and strategies for education call for enhanced cooperation among the city, the school district, businesses, and residents. The plan recognizes that such cooperation can lead to a system that meets the educational needs of the entire community, provides services in an economical manner, and improves the employability and citizenship of residents. The strategies of the plan to be carried out by the city should not result in significant additional costs; the school district, however, must decide if cost increases will be required to accomplish the strategies for improved quality of education.

The objectives for general government acknowledge the large task that the comprehensive plan places on city government if it is to achieve the goals and objectives of the plan. In response, the plan calls for the city to study the staffing and facility needs that the city will face. It is a major premise of the plan, that additional work and costs will result anyway as development continues into the future and the managing growth according to the plan will bring about cost savings, while also enhancing social and environmental conditions.

The plan states that intergovernmental cooperation, among the city, the county, other municipalities, the school district, regional planning and transportation agencies, and state and federal agencies, is critical to the success of the plan. Such cooperation is expected to be carried out in a way that will ultimately reduce costs of providing government facilities and services, increase environmental protection, and improve social conditions.

The plan calls for a public safety program that improves the safety and security of the community. Such concerns are fundamental to a livable and enjoyable social environment. At the same time, however, it is expected that providing enhanced safety and security will cost more than providing the current level.

The objectives for public utilities (water supply, wastewater treatment, solid waste, stormwater management, and energy and communications) seek to provide facilities and services so that there is no decrease in current levels of service, while environmental protection and cost efficiencies are maintained.

The plan calls for a re-orientation of the area's transportation system so that residents, businesses, and visitors can avail themselves of a variety of transportation modes (bus, heavy rail, light rail, air, water, bicycle, and walking), rather than having to rely on the private automobile as they do today. The plan acknowledges the many benefits of this approach, including the ability to use transportation investments to help create neighborhoods, the reduced costs of time caused by traffic congestion, the reduced levels of air pollution and energy consumption. The plan notes the higher capital costs of creating the proposed transit system; the plan also discusses the many ways that the system could be funded, with attention given to issues of equity and efficiency of the different methods. However, the plan also points out the growing long-term capital costs that will be avoided by developing a multi-modal transportation system.

6. Environmental Resources

The plan includes a strong goal and objectives for protection of environmental resources. The plan specifically explores conditions of air quality, geological hazards and resources, water supply and quality, floodplains, wetlands, wildlife habitat, and vegetative communities. While the plan encourages continued growth in the planning area, which results in some degradation of environmental conditions, the plan also attempts to mitigate the worst of the adverse effects. For example, the plan seeks to minimize degradation of air quality by encouraging public transit, bicycling, and walking as viable alternatives to the use of the private automobile; the use of innovative technologies for public transit vehicles; monitoring of air quality measures taken by the state health department; careful preparation of standards that allow for forests to be maintained while strictly governing controlled burns or methods of forest maintenance; a review of regulations affecting land uses that may have detrimental effects on air quality; a review of regulations governing soil disturbance during construction; and a program to pave dirt roads within the planning area. Similar types of policies address other natural resources. Other policies call for regulation of development so that it avoids adverse impacts on environmentally sensitive land. At the same time, the plan calls for techniques to be explored which will reduce the economic effects of those regulations on property owners. The plan anticipates social and economic benefits to accrue to the community as a whole and to individual property owners as a result of the policies that protect the natural resources. Finally, the plan calls for the preparation of a parks and recreation plan, which will have similar benefits environmentally, socially, and economically.

7. Economic Development

The plan encourages continued economic growth for the area. That encouragement includes participation by the city in economic development activities. However, the plan encourages the city's participation to be strategic—that city supports development that is consistent with other goals of the comprehensive plan and with other city policies. In this way, the city encourages economic growth that minimizes adverse social and environmental impacts while maximizing economic benefits.

8. Tourism

The comprehensive plan recognizes the importance of tourism to the economic well-being of the area and encourages its continued development. At the same time, however, the plan acknowledges that growth in tourism must be balanced with the social needs of the community and the environmental conditions of the area. The plan addresses tourism from the perspectives of tourism development, the city's image, transportation, and employment, and each of those perspectives includes objectives and strategies that attempt to balance the social, environmental, and economic effects of a growing tourism industry.

9. Neighborhoods

The comprehensive plan promotes enhanced neighborhoods. The plan includes numerous policies that strengthen the social fabric of neighborhoods. Such policies call for public investments in neighborhood services, including the enhancement of the public realm in neighborhoods; the encouragement of additional, compatible housing in existing neighborhoods and non-residential uses that support the daily needs of residents of neighborhoods; and the elimination of commercial encroachments into neighborhoods and the mitigation of adverse activities and land uses at the edges of neighborhoods. Neighborhood parks are recognized as important contributions to improving social

conditions and preserving natural resources. In addition, the plan encourages neighborhoods to be linked by a community-wide fabric of streets and open spaces. All of these activities contribute to increased property values in neighborhoods.

C. Adoption by Reference

The following plans are incorporated into the comprehensive plan:

1. “Beach Management Plan of the City of Myrtle Beach,” prepared for the Myrtle Beach Planning Commission, dated May 1992.
2. “Plan for the Air Base Planning Area,” prepared for the Myrtle Beach Planning Commission, dated March 1993 and most recently revised in June 1998 (**Urban Village Redevelopment Master Plan**).
3. “The Consolidated Plan of Housing and Community Development for Myrtle Beach,” prepared by the Myrtle Beach Planning Department, dated June 1995.
4. “The Floodplain Management and Hazard Mitigation Plan,” prepared for the Myrtle Beach City Council, adopted April 28, 1998.
5. **“A Tourism Plan for the City of Myrtle Beach,” prepared for the Myrtle Beach City Council, dated April 27, 1998.**
6. **“Pavilion Area Master Plan” with the exception of the reference to selling city-owned oceanfront property prepared for the Myrtle Beach City Council, dated January 1998.**
7. **“Community Tree Planting Plan for Myrtle Beach, South Carolina” prepared for the Myrtle Beach City Council, dated July 1998.**
8. **“Supplement to the Community Tree Planting Plan for Myrtle Beach, South Carolina – USDA Forest Service Fact Sheets for Recommended Tree Species” prepared for the Myrtle Beach City Council, dated July 1998.**
9. **“City of Myrtle Beach Cultural Arts Plan,” prepared for the Myrtle Beach City Council, dated May 22, 2001.**
10. **“Community Tree Planting Plan for Myrtle Beach, South Carolina – 2nd Edition” prepared for the Myrtle Beach City Council, dated September 2001.**
11. **“A Neighborhood Development Plan for Planning Area 3 – 2000-2020 and Mr. Joe White Avenue Corridor Development Design Guidelines” prepared by the Myrtle Beach Planning Department, dated March 2004.**
12. **“The Floodplain Management and Hazard Mitigation Plan,” prepared for the Myrtle Beach City Council, adopted September 28, 2004.**
13. **“Myrtle Beach Housing and Community Development Consolidated Plan 2005-2010” prepared by the Myrtle Beach Planning Department, dated June 2005.**



Several previously adopted plans are included as part of the comprehensive plan.

D. Implementation

1. Conformity with the Comprehensive Plan

a. Private Projects

Under the provisions of local comprehensive planning act, the comprehensive plan

guides development and redevelopment activities within the city. It is the city’s expectation that private development that requires approval under the zoning ordinance, land development ordinance, or other development regulations must be consistent with this comprehensive plan. If such projects are not consistent with this plan, then the planning commission may entertain a review and amendment of the plan, in accordance with the amendment process outlined below.

b. City Projects

Consistent with the provisions of the state code, all city-sponsored projects involving development and redevelopment are to be designed in a way to be consistent with the city’s comprehensive plan. To make sure that city projects are planned from the outset to ensure compatibility, the city establishes an interdepartmental mechanism that includes consideration of the comprehensive plan as projects are initiated. When appropriate, the planning commission may be asked to provide advice on how projects might best be designed to implement the comprehensive plan.

c. Public Projects

Under the provisions of South Carolina Code 6-29-540, no new street, structure, utility, square, park, or other public way, grounds, or open space or public buildings for any use, whether publicly or privately owned, may be constructed or authorized in the city until the location, character, and extent of it have been submitted to the planning commission for review and comment as to the compatibility of the proposal with this comprehensive plan.

In the event the planning commission finds the proposal to be in conflict with this plan, the commission shall transmit its findings and the particulars of the nonconformity to the entity proposing the facility. If the entity proposing the facility determines to go forward with the project which conflicts with the plan, the governing or policy making body of the entity shall publicly state its intention to proceed and the reasons for the action.

A copy of this finding must be sent to the city council and the planning commission, and published as a public notice in a newspaper of general circulation in the city at least 30 days prior to awarding a contract or beginning construction.

Telephone, sewer and gas utilities, or electric suppliers, utilities, and providers, whether publicly or privately owned are exempt from these provisions if the city council, state regulatory agency, or federal regulatory agency has approved their plans. Electric suppliers, utilities, and providers operating according to Chapter 27 or Chapter 31 of Title 58 or Chapter 49 of Title 33 are also exempt from these provisions. These utilities must submit construction information to the planning commission per S. C. Code 6-29-540.

2. Annual Status Report

In order to monitor how this comprehensive plan is actually implemented, the planning commission prepares a report, in which the status of implementation activities are summarized, for city council once a year following adoption of the plan. This occurs for each goal, objective, and strategy. The report summarizes activities that have occurred

during the previous 12 months, includes a measurable indication of success in fulfilling the intent of the strategy, and includes recommendations for additional future activities to continue or complete implementation of the particular strategy. This report is prepared in draft form by the planning department for the commission's review, modification, and approval. Once approved by the commission, the report is forwarded to city council, which will also review, modify, if necessary, and approve the report. Once approved by council, the planning department makes the report available to interested individuals, organizations, and public agencies.

E. Amendment

1. General

The planning commission may, of its own accord or at the request of an individual or organization, entertain an amendment to or undertake a review of the portions of the comprehensive plan. In considering either of these actions, the planning commission may review, and may recommend by reference, plans prepared by other agencies that the commission considers to meet the requirements of the local comprehensive planning act.

2. Amendment

The planning commission may consider amendments to the comprehensive plan, which are then submitted to city council for their consideration. Such amendments, if favorably received by council, are adopted by ordinance. It is understood that the comprehensive plan must be updated from time to time in order for it to remain a useful policy document; however, amendments must be taken with due consideration and public participation to ensure that the consensus developed for the comprehensive plan update of 1998/1999 is maintained. In reviewing amendments, the commission and council determine that at least one of the following situations has occurred:

- a. More specific guidance is needed, or inconsistencies need to be resolved.
- b. Social, economic, and environmental circumstances have changed.
- c. New planning or implementation techniques have been identified.
- d. New partnerships to provide additional information or to guide implementation have been identified.

3. Periodic Review

As part of establishing its annual work program, the planning commission reviews the comprehensive plan to determine if it is timely to review and revise any elements. For example, state or federal mandates for planning activities may have a schedule requiring periodic review. Also, new information may become available, such as the results of the 2000 census, that makes it appropriate to revisit a section of the plan. It is expected that the commission may decide to review one or more elements every year, so that the entire plan has undergone such a review and been updated at least once every ten years. At a minimum, the planning commission undertakes the 5-year review required by the local comprehensive planning act. Any revisions that the commission believes to be appropriate are sent to city council for their consideration and, if favorably received, adoption by ordinance.

4. Process

As provided in S.C. Code 6-29-520, recommendation of any amendment or revision to the comprehensive plan must be by resolution of the planning commission, carried by the affirmative vote of at least a majority of the entire membership. The resolution must refer expressly to maps and other descriptive matter that constitute the recommended amendment or revision, and the action taken must be recorded in the commission's official minutes. A copy of the recommended amendment must be transferred to the city council and to all other legislative and administrative agencies affected by the plan. Council must hold a public hearing on the recommended amendment after not less than 30 days' notice of the time and place of the hearing has been given in a newspaper having general circulation in the city. In the process to amend or revise the comprehensive plan, the commission and council actively seek participation by the public and appropriate local, regional, state, and federal entities.

F. Public Involvement

Public involvement in the city's on-going comprehensive planning program includes the following initiatives:

1. Annual Status Report

The planning commission prepares a status report each year as a key implementation action. The report is made available to the public as a means of educating the public on the status of the plan and to promote understanding of the major issues facing the city. Copies of the report are made available at the public library and city hall, and are promoted by public news releases through the media.

2. Annual Town Meeting

The planning commission hosts an annual town meeting following preparation of the status report. The town meeting focuses on the status of plan implementation; addresses changes in social, economic, and environmental conditions affecting the city; identifies future issues that may require attention; and provides a general framework in which the public can discuss these items and provide constructive comments to the city. The commission undertakes well-designed and -executed efforts at outreach and publicity to ensure broad participation.

3. Future Planning

The comprehensive plan calls for a series of planning activities to further the comprehensive plan and address area-, neighborhood-, and site-specific issues. These planning activities include the participation of residents, business owners, property owners, and other stakeholders of the particular planning area, perhaps in the form of a steering committee or working group. This provides additional public involvement in detailed planning necessary to fully implement the comprehensive plan. At the same time, broader public participation is provided, at least through planning commission members as representatives of the community at large, in order to ensure consistency and integration with the comprehensive plan as a whole.

G. Summary of Strategies

The objectives and strategies, with directives for how and when implementation is to occur, are found in chapter D of this comprehensive plan. A table summarizing all the objectives and strategies is located in the appendix.

10. Implementation Element131

- A. Overview 131
- B. Social, Environmental, and Economic Implications 131
- C. Adoption by Reference 135
- D. Implementation..... 135
- E. Amendment 137
- F. Public Involvement 138
- G. Summary of Strategies 138