

9. Neighborhoods Element

A. Neighborhoods Goal

Neighborhoods will be protected, preserved, and kept safe, secure, and aesthetically pleasing, with well-maintained supporting facilities and with convenient connections to nearby, supporting land uses.

B. Neighborhoods Findings

1. Neighborhoods are Important to Myrtle Beach

Before Myrtle Beach was a major tourist destination it was a village where people lived and worked. The participants of *It's TIME* recognized neighborhoods as the foundation of the city and voiced strongly their desire to preserve and enhance the residential areas of the city.



Neighborhoods are important to Myrtle Beach.

A major effort in the comprehensive planning process during the year 2004-2005 was the identification of issues by each of the seven planning areas. As part of the facilitated planning process, the neighborhoods were not asked to begin to identify the issues facing the neighborhood and the community in the first meetings that were held. Instead they were taken through several processes to bring the neighborhood and community together to focus on those things that were key issues.

The W.I.N. (Working to Improve Neighborhoods) process began with a community kick-off on October 4, 2004. Over 175 participants were asked to record how they feel about Myrtle Beach's assets and liabilities. The participants recorded things about Myrtle Beach that are problems or liabilities. They also noted what features are good about Myrtle Beach that should be protected or built upon. Participants then moved on to complete an exercise where they recorded their dream plan. They imagined that their group was really in charge, with unlimited finances, no political or legal constraints, and no need to be considerate of other groups. They were asked to be imaginative and selfish in serving their own interests. The final exercise of the evening included an action map. Participants were given an opportunity to record serious proposals of what should really be done in the next few years to ensure a sound and desirable community. They took into consideration the realities of politics, finance, law, and other people's interests. From this exercise they developed an action proposal.

The next step in the process included individual neighborhood planning area meetings. During the month of October each neighborhood planning area completed a S.W.O.T. exercise. This involved having each neighborhood identify those things that they felt were a strength, weakness, opportunity, or threat to their neighborhood. Collectively, these individual neighborhood strengths, weaknesses, opportunities and threats served to identify the same concerns identified during the community kick-off meeting.

The second in a series of W.I.N. meetings held during the month of November included a

Roam, Read and 'Rite exercise. This was accomplished by first having the residents and business owners in each neighborhood take photographs of those things that they felt were assets of their neighborhood and the community at-large and those things they felt were liabilities to their neighborhood and to the community. The photographs provided a talking point for the meeting and enabled the residents and business owners to begin to focus on common things in their neighborhoods. The exercise enabled the residents and business owners to begin identifying key issues.

The residents and business owners joined together for another community-wide meeting during the month of January. Each neighborhood planning area captain gave a report on the likes and dislikes of their neighborhood planning area and the key issues identified. Participants later completed an exercise looking at the future of Myrtle Beach. They were asked to respond to four questions: What headline about Myrtle Beach do you want to see in ten years? What makes Myrtle Beach distinctive?, As you look down your street – what do you hope to see in the future?, and As you walk or drive within one mile of your home – what do you hope to see?

A thorough reading of the various exercises undertaken by the residents and business owners will show that while there are specific items identified as strengths, weaknesses, opportunities, and threats, likes and dislikes, and future visions for each neighborhood, many are common to a large number of neighborhoods if not the entire community. Most neighborhoods spoke of the greenspace, recreation facilities, convenience and access to beach, trees, climate, hospitals and medical offices, and beauty of the ocean as strengths. Common weaknesses related to concerns about traffic, walk ability, parking, code enforcement effectiveness, visual clutter, and crime. Most neighborhoods saw opportunities for more greenspace, affordable housing, recreation facilities, stricter code and law enforcement as key for both their neighborhood and the City of Myrtle Beach. Threats were numerous, but quite often mentioned was the concern about the rise in crime, increasing height of buildings, lack of public transportation, commercial encroachment, too many zoning variances, absentee property ownership, lack of property maintenance, overcrowded beach access, lack of parking, and too much vacant commercial space.

The exercises undertaken during the W.I.N. process were meaningful and intended to help each of the neighborhoods begin to focus on neighborhood and community-wide issues. Their discussions facilitate the development of the issues that our citizen's feel must be addressed by the comprehensive plan which includes the various neighborhood plans.

2. Commercial Intrusions into Myrtle Beach's Neighborhoods

Many neighborhoods in Myrtle Beach are vulnerable because of the physical layout of the city. Some neighborhoods have limited room to expand, being squeezed between limiting features such as the ocean and the commercial corridor along Kings Highway, between two commercial highways such as Kings Highway and Oak Street, being on the edge of commercial areas such as the downtown. As commercial development continues and as the market calls for larger commercial properties, many neighborhoods are feeling the pressure of encroachment of commercial uses into residential areas.

3. The Effect of Property Values on the Stability of Neighborhoods

A few neighborhoods are threatened by poor maintenance of the houses within them or the commercial buildings at their edges. As the property values decline, the quality of life

deteriorates and the pressure for conversion to commercial land uses increases. However, more neighborhoods in Myrtle Beach suffer from the opposite problem—property values escalating to the point where neighborhoods are losing their social and economic character as the population turns over. The variety of housing types is decreasing and so the diversity of the population is threatened.

4. Connectivity of Neighborhoods

The older parts of the city enjoy the benefits of the street grid, which offers multiple connections between neighborhoods. However, within the grid, some neighborhoods are isolated by natural features or by streets with high traffic volumes. In many cases, the commercial development at the edges of neighborhoods serve the transient population rather than nearby residents. New subdivisions intentionally isolate themselves with gates at their entrances and streets that do not connect with adjacent subdivisions.

5. The Effect of Roadway Design on Neighborhoods

As development continues, with almost total dependence on the private automobile for travel, neighborhoods are threatened by extensions or widening of roads. When roads are improved for through traffic, they isolate neighborhoods or intrude upon their residential character. With careful attention to the design of the road and with alternative routes for cars and alternative transportation modes for everyone, roads can serve as front yards for neighborhoods and seams between neighborhoods.

6. Loss of Neighborhood Identity

Most neighborhoods have lost their special identities. Inappropriate infill development, erosion at the edges, overpowering commercial structures on adjacent major highways, and the loss of native vegetation has contributed to this situation.

7. Public Spaces in Neighborhoods

Most neighborhoods do not have focal points—no meeting ground on public or private property where residents can meet informally. Civic buildings are often lacking, and adjacent commercial areas, by the businesses there and the poor paths between the residences and businesses, are not really parts of the neighborhoods. The city has begun remedying this situation with neighborhood parks in a few neighborhoods. The renovations recently made to Broadway are helping to reestablish that area as the focal point for two adjacent neighborhoods.

8. Vacant Buildings on the Increase

Kings Highway (Highway 17 Business) is beginning to show signs of urban blight. Vacant buildings and properties are becoming the norm. With the increase in development along Highway 17 Bypass many of the businesses are leaving the once prosperous commercial corridor. Vacant properties can include abandoned, boarded up buildings; unused lots that attract trash and debris; vacant or under-performing commercial properties known as greyfields (such as under-leased shopping malls and strip commercial properties); neglected properties with environmental contamination known as brownfields; deteriorating single-family homes; apartments with significant housing code violations; and housing that remains vacant for long periods of time are all indicators of future vacancy and abandonment. The city must begin addressing the increasing number of vacant properties, not only because of the negative impact they have on the surrounding neighborhoods and the community at-

large, but because of the numerous costs they impose. They strain the resources of local police, fire, building and health departments, depreciate property values, reduce property tax revenue; attract crime and degrade the quality of life.

C. Neighborhoods Objectives and Strategies

1. Protect and preserve neighborhoods from disruptive intrusions so that they remain vital parts of the planning area.

The city manages development and redevelopment through implementation of this plan so that neighborhoods continue to be desirable places to live. The city's regulatory powers and capital improvement projects are used to protect neighborhoods from intrusions and strengthen them with appropriate enhancements.

a. Do not approve zoning changes that allow inappropriate development to intrude upon neighborhoods.

The city does not approve zoning text amendments or zoning map changes that will result in the intrusion of incompatible non-residential land uses into residential neighborhoods. Incompatible uses include those that are at a density that is out of scale with the neighborhood, that do not contribute to the functioning of the neighborhood, and that are not physically connected to the neighborhood.

Implementation: 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.

Time frame: Immediate.

b. Review land development regulations to ensure adequate standards to protect neighborhoods.

The city reviews regulations applicable to land development and prepares any needed design guidelines to ensure that subdivisions and site developments adjacent to neighborhoods do not detract from but rather enhance them. Such issues as building height, landscaping, lighting, odors, noise, transportation connections, and the location of solid waste containers, loading areas, and mechanical equipment are addressed.

Implementation: 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.

Time frame: Immediate.

c. Enhance neighborhoods by appropriate expansion and intensification.

Where possible, the city expands residential zoning districts to ensure that neighborhoods are of a viable size. Zoning, with appropriate design guidelines, is developed for neighborhoods that would benefit from more intensive, compatible uses (such as multi-family or mixed uses on the edges of neighborhoods, and “granny flats” or other accessory dwellings within neighborhoods); such zoning is adopted only after careful study and extensive public participation.



Development under appropriate guidelines can enhance neighborhoods.

Implementation: 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.

Time frame: Immediate.

d. Enhance neighborhoods by preservation of historic houses.

The city develops programs that encourage the preservation and reuse of historic houses, which help to define the character of neighborhoods. The houses are treated as historic resources as well as needed housing.

Implementation: 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.

Time frame: Immediate.

2. Keep neighborhoods safe and secure.

The city directs efforts of various departments to ensure that residents are safe and property is secure in all neighborhoods. Where conditions in specific neighborhoods warrant, the city creates special programs that aggressively and systematically address the range of safety and security issues in a neighborhood.

a. Minimize the effects of crime and fire in neighborhoods.

In the usual performance of their duties, the departments providing public safety work with neighborhoods to ensure that they are as free as possible from destruction by crime and fire.

Implementation: The planning commission, with assistance from the police and fire departments, work with the neighborhood organizations to ensure safety and security.

Time frame: On-going.

b. Ensure that new construction and building maintenance comply with all applicable codes.

In the usual performance of their duties, the construction services department reviews all new construction against the requirements of the city's building codes. Complaints of unsafe conditions in existing buildings are reviewed for compliance with the city's housing code. The department initiates a systematic program to conduct inspections and enforce the housing code.

Implementation: The construction services department and the zoning administrator ensure compliance.

Time frame: On-going.

c. Ensure that the design of proposed subdivisions and land development address safety and security considerations.

The police, fire, and construction services departments review plans for subdivisions and land development to ensure that they provide for adequate emergency access and that the designs enhance the safety and security of the properties.

Implementation: The planning commission, with assistance from the planning, police, and fire departments give consideration to safety issues as they review development proposals.

Time frame: On-going.

3. Maintain neighborhoods in an aesthetically pleasing way.

The city works with the residents of its neighborhoods to provide the aesthetic qualities that residents determine to be important for their neighborhoods.

a. Maintain appropriate landscaping within public rights-of-way.

In cooperation with neighborhood residents, the city develops landscape plans for street rights-of-way consistent with the “Community Tree Planting Plan” and the wishes of residents. Such aesthetic improvements include the creation of gateways, which define and beautify neighborhoods. Where necessary and appropriate, improvements are funded jointly by the city and residents of the neighborhood.

Implementation: The planning commission, with assistance from the planning and cultural and leisure services departments and the zoning administrator, works with neighborhood organizations.

Time frame: On-going.

b. Put overhead power and communications lines underground and prohibit intrusive telecommunications towers in neighborhoods.

The city reviews and enforces its regulations and capital improvements program to ensure that potential aesthetic and safety problems are prevented and existing ones eliminated as a result of utility infrastructure.

Implementation: 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.

Time frame: Immediate.

c. Enforce appropriate regulations dealing with tree protection, landscaping, and design of new construction.

Although the city tends to avoid aesthetic regulations within single-family residential neighborhoods, all regulations addressing design issues are reviewed and revised as necessary to ensure that the community’s wishes for aesthetic quality are maintained.

Implementation: The construction services department and the zoning administrator ensure compliance.

Time frame: On-going.

4. Support neighborhoods with appropriate facilities and connections. Neighborhoods are strengthened through the provision of supporting land uses and connections beyond the neighborhoods.

a. Allow supporting land uses.

The zoning ordinance and map are amended to ensure that complementary land uses are permitted adjacent to and within neighborhoods. In addition, the ordinance is reviewed to ensure that land uses detrimental to neighborhoods are either excluded (where the use is not needed by residents of a neighborhood or where the use does not supplement a neighborhood’s mixed-use center) or appropriately buffered (where incompatibility can be resolved by site design).

Implementation: The planning commission, with assistance



Commercial uses providing services for neighborhood residents and built at a compatible scale can support neighborhoods.

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.

Time frame: Immediate.

b. Provide complementary public services and facilities.

The city works with neighborhoods and other public agencies to ensure that supporting services and facilities are located wherever possible in neighborhoods that benefit from their presence. Such uses might include police substations, neighborhood parks and links to larger parks outside the neighborhood, computer connections to the library, city offices that are manned by departments whose services are needed, and state health and welfare offices.

Implementation: 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.

Time frame: Immediate.

c. Provide transportation connections beyond neighborhoods.

Neighborhoods are connected by roads, transit lines, pedestrian ways, and bikeways so that residents have many optional routes and modes of travel to other neighborhoods and districts.

Implementation: 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.

Time frame: Immediate.

d. Create an inter-neighborhood organization.

The city creates a database of neighborhood and homeowner associations and convenes a meeting of their representatives for the purposes of creating an inter-neighborhood organization. The city provides technical assistance as needed to establish and nurture the organization.

Implementation: The planning commission, with the assistance of the planning department and the public information officer, works with neighborhood organizations to establish the organization.

Time frame: Immediate.

e. Ensure access to city government.

All departments of city government assist residents so that they are able to communicate with appropriate staff and policy makers with a minimum of delay and inconvenience.

Implementation: 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.

Time frame: Immediate.

5. Develop specific plans for neighborhoods.

As needed, the city develops specific plans for individual neighborhoods. The plans cover a range of issues such as those presented above. Or the plans may address a particular issue of concern to the neighborhood. Such plans become a part of this comprehensive plan.

Implementation: 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.

Time frame: Immediate.

a. Planning Area I Key Issues, Objectives, and Implementation

1. (Rated Number One Priority.) Restrict high-rise buildings north of 31st Avenue North. Enact an ordinance that requires a separation of high-rise buildings proportional to height. Review, develop or amend zoning ordinance to insure neighborhood separation limitations that are consistent with public interest in seeing the beach and ocean. Provide for view corridors along Ocean Boulevard for sunlight to be shown on the 2nd and 3rd rows – eliminating the shadow effect that should be of great concern.

High-rise buildings are creating a shadow effect on the oceanfront and second rows. Residents would like to see high-rise buildings restricted north of 31st Avenue North. A shadow effect on the oceanfront and second rows has been created by the proliferation of these structures. Residents want developers to provide for view corridors along Ocean Boulevard for sunlight to reach the 2nd and 3rd rows.

Implementation: The Planning Commission, with assistance from the Planning and Construction Services Departments, will review standards pertaining to high-rise development in the zoning ordinance and develop appropriate regulations; the Planning Commission recommends any necessary revisions to City Council for consideration.

Time frame: Immediate and on going.

2. (Rated Priority Number Two.) Provide for more public parking at parks and beach access points (64th Avenue North in particular) for local residents and visitors. Research density issues to determine needs.

With increased density in the area's transient accommodations visitors are finding it necessary to drive to beach access points in residential areas for an uncrowded spot on the beach. In addition the opening of Highways 22 and 31 have improved access to the city as a whole and residents of the County are finding it easier to visit the beach. Residential areas with beach access points are finding the beaches more congested and parking very limited.

Implementation: When alleyway swaps have taken place during the past ten (10) years the linear footage at these beach access points has increased while the number of beach access points has actually decreased. City Council should put aside monies each year to purchase property for a land bank that would be used for public beach access, parks, and parking. Some residents, many for tax purposes, may consider donating land for this effort. Recommendations will be given to City Council for consideration.

Time frame: Long Term and On-going.

3. (Rated Priority Number Three.) Develop a pedestrian network while updating the sidewalk master plan to include handicapped accessible sidewalks from houses to the beach and in school areas. Develop a bikeway master plan that includes bike paths along Ocean Boulevard and 82nd Parkway.

There is a lack of sidewalks and bike paths in the community. Residents and visitors would like the convenience and safety of having sidewalks and bike paths to use when walking or biking to the grocery store and other businesses, down to the beach, visiting neighbor parks, and visiting their neighbors. Residents are interested in walking and biking for their health and need sidewalks and bike paths to assist them in implementing their exercise activities.

Implementation: The Planning Commission, with assistance from the Planning and Public Works Departments, will advise City Council referencing the updated sidewalk master plan to ensure sidewalks

are provided as needed. The City plans and constructs a pedestrian network that provides paths but also other amenities, such as landscaping, appropriately scaled lighting, and benches. The pedestrian network will include sidewalks within street rights-of-way and biking paths in the linked open space system. The City considers designating a staff person as its bicycle/pedestrian coordinator to ensure that this objective is met and that walking is promoted. The City plans and constructs a bikeway system that includes bike paths, bike lanes, and bike routes within street rights-of-way and bike paths in the linked open space system. The bike system includes designated travel-ways but also route signs and maps, safety and training brochures, and parking. The Planning Commission, with assistance from the Planning and Public Works Departments, works with other transportation entities to develop recommendations that are submitted to City Council for consideration.

Time frame: Short Term and On-going.

4. (Rated Priority Number Four.) Continue to regulate property maintenance at the old hospital site until redevelopment. Clean up and eliminate unkempt properties by reviewing, modifying, and enforcing property maintenance codes. Hire personnel to enforce the maintenance code.

Property maintenance is becoming a big problem. Residents are having to live next door to neighbors with deteriorating and neglected homes and yards. Lack of maintenance on permanent, rental, and vacation homes continues to be a problem. Some commercial businesses as well as abandoned buildings and landscaping are allowed to go into disrepair creating eyesores throughout the community.

Implementation: The Planning and Construction Services Departments review existing maintenance codes and submits any necessary revisions to the Planning Commission for review and City Council for consideration. The Construction Services Department is given authorization and personnel to renew efforts to ensure compliance with maintenance codes. The newly created Rehabilitation Code Enforcement Officer position will be responsible for implementation of the ordinance. Recommendations for the establishment of the new position will be submitted to the City Manager for review and City Council for consideration. Residents and businesses are encouraged to keep the Rehabilitation Code Enforcement Officer aware of violations.

Time frame: Immediate and on going.

5. (Rated Priority Number Five.) Build a recreation complex with a swimming pool, dog park, and large park on the north end including services for older adults that are affordable, well lighted, in a safe location, and have convenient hours.

There is a need for more recreational opportunities. With the recent improvements at the Pepper-Geddings Recreation Complex – center city and Base Recreation Center - South Park Village, residents would like to have recreational facilities and amenities at the north end of the city as well. Residents have requested a neighborhood gym for senior citizens with a walking track and swimming pool that is very affordable with convenient hours and well lighted. With the City's leash law the residents and visitors do not have an open space for dogs to run freely. The establishment of a Barc Park on the north end of town has been requested. Myrtle Beach is fortunate to have mild temperatures for most of the year. Taking advantage of this for 7-8 months of the year, an outdoor amphitheater would provide a venue for community and professional performances.

Implementation: Utilizing a donation of property off of Robert M. Grissom Parkway and Highway 31, the Cultural and Leisure Services Department with assistance from the Planning and Public Works Departments, will design a recreation center with a large ten (10) acre park, a dog park (with fencing, some sod work, trees and irrigation), a 25 meter swimming pool including services for older adults and the necessary infrastructure to support the project. For community wide use, residents would like the City

to consider looking at the Myrtle Square Mall site for a central park with recreation facilities. Recommendations will be sent to City Council for consideration.
Time frame: Short Term.

6. Expand Chapin Library to include branches and study parking issues at the library.

Chapin Library is rapidly outgrowing its current facility and expansion plans have been considered. Residents have expressed concern over the lack of parking at the library and would like to have a mobile book service for the area.

Implementation: As the city continues to grow the Chapin Library staff, with assistance from additional Cultural and Leisure Services Departmental staff, prepares a plan of the city's library needs that cannot be met in the current building. The First Presbyterian Church property that is up for sale should be considered as a site for expansion of the library. Parking issues need to be addressed as well as library utilization including demographics and use. A book mobile would help to expand the services to people who are unable to visit the library building. Recommendations will be given to City Council for consideration.

Time frame: Long Term.

7. Improve the appearance of portable toilets at beach access points. Identify potential location for permanent bathroom facilities including showers in areas with a high concentration of visitors. Have hotels and other businesses pay for restroom facilities in front of their properties. Establish an implementation plan and then obtain agreement from any impacted residents.

Portable toilets are used at the beach access points and are unsightly in many cases. Permanent and more attractive restroom and shower facilities are needed.

Implementation: The Planning Department in cooperation with the Public Works Department, the Flood Plain Coordinator, and impacted residential areas will continue research on adding additional bathroom facilities including showers in heavily trafficked areas and improving their appearance. These departments will examine prototypes used in other resort communities. FEMA requires a minimum height of 19 feet above sea level for bathroom facilities on the beach. These structures cannot block the floodway. Showers have been installed at all residential beach access points and will continue to be maintained by the Public Works Department. Recommendations will be given to City Council for consideration.

Time frame: Immediate and on going.

8. Maintain property at Cane Patch Swash.

Litter and maintenance at Cane Patch Swash is an on-going problem. Several years ago the City organized a neighborhood clean up of the Cane Patch Swash area at the request of the residents of the area. Since that time the residents have been unable to organize a litter and maintenance volunteer group to oversee the problems occurring at the Swash.

Implementation: Twice a year the Cane Patch Neighborhood Association will organize a volunteer day and take a leadership role in cleaning up the property around the Cane Patch Swash. Residents and business owners will work with the Public Works Department in cleaning up the area. Public Works will provide some staff, bags, and trucks to assist the residents who are involved in the clean up.

Recommendations will be given to City Council for consideration.

Time frame: Short Term and On-going.

9. Provide opportunities for large festivals like Spoleto, film, etc. and enhancing winter activities. Encourage public art by providing an opportunity for fountains and statues throughout the city.

There is a need for more cultural opportunities and public art. The number of cultural festivals in the area has decreased over the years with the exception of Oktoberfest and Sun Fun. The Myrtle Beach Marathon is bringing people in during the month of February. Residents are requesting more cultural festivals, enhanced winter activities, and public art such as fountains in the area. They would like to see more activities with a focus on residents and visitors.

Implementation: The Department of Cultural and Leisure Services in cooperation with the Myrtle Beach Area Chamber of Commerce and the Myrtle Beach Cultural Arts Committee will plan for large-scale festivals in the parks at South Park Village and a central park in Myrtle Beach. City Council should look into the opportunity for purchasing the Myrtle Square Mall property to be used as a central park for citywide use. Recommendations will be given to City Council for consideration.

Time frame: Immediate and on going.

Implementation: The Planning Commission in cooperation with the Cultural Arts Committee and Planning Department staff will encourage large and small business owners and developers to install fountains and statuary where and when appropriate on their property. Public art should be included as a public benefit in the Planned Unit Development regulations. Recommendations will be given to City Council for consideration.

Time frame: Long Term and On-going.

10. Continue to support and provide opportunities for the continuation of mixed-uses in the residential areas.

Mixed-uses in the residential communities are a plus. Residents are pleased with the YMCA program and center at 65th Avenue North. Medical offices, Grand Strand Regional Medical Center and retirement centers are conveniently located for the residents of Planning Area I. Small businesses and good restaurants abound in Planning Area I and are appreciated by its residents.

Implementation: The Cultural and Leisure Services Department in cooperation with the YMCA will work together to meet the recreation needs and swimming opportunities for residents. The Planning Commission will continue to support opportunities for mixed uses such as the YMCA center, Grand Strand Regional Medical Center, restaurants, small businesses, and retirement centers in the residential areas. The Planning Commission, with assistance from the Planning staff, should give favorable consideration to congregate care centers in residential areas. The old hospital site should be studied as a possible location. Recommendations will be given to City Council for consideration.

Time frame: Immediate and on going.

11. Provide for an on-going neighborhood improvement process with input from residents and business owners.

An on-going neighborhood planning process is needed with the establishment of neighborhood associations and a neighborhood liaison representing the City.

Many residents currently do not have an organized neighborhood, property owner, or homeowner association to represent their needs and concerns. When problems arise in the residential and commercial areas they wait until a City Council meeting to air their concerns.

Implementation: A liaison is important to keep the community involved and the neighborhood planning process on going. The Planning Commission, with assistance from the Planning Department staff, will establish a neighborhood planner position to serve as a liaison with the neighborhoods and oversee the implementation of the neighborhood plans. The neighborhood planner will be responsible for coordinating

with all City departments in assisting residents and business owners in communicating with appropriate staff and policy makers with a minimum of delay and inconvenience. Recommendations will be sent to the City Manager for consideration.

Time frame: Immediate and on going.

12. Remove all drain pipe openings on the oceanfront and eliminate the need to post swimming advisories.

By referendum of November 6, 2001, Myrtle Beach voters approved the issuance of \$25,250,000 General Obligation Bonds over a period of up to five years in order to escalate construction of capital improvements to the City's storm water management infrastructure. The total project includes improvements in the Cane Patch Swash drainage basin, Deep Head Swash drainage basin, Yaupon Drive drainage basin, Withers Swash drainage basin, the preparation of a feasibility assessment for an ocean outfall system for storm water in the vicinities of 8th Avenue North, 14th Avenue North, and 24th Avenue North, and various neighborhood drainage improvements. The first of three planned bond issues closed in June 2002 and funded the initial phase of work in the amount of \$4.9 million. The second, issued in August 2003 will finance the \$11.2 million second phase. The final debt issue for these projects is planned for the summer or fall of 2005.

The Cane Patch Swash drainage pipe is not removable. The pipe is under a wall and pool. Specific improvements made within the Cane Patch Swash basin included the installation of a storm water collection system in Porcher Drive, extending from 76th Avenue North to its outfall into Cane Patch Swash at 69th Avenue North. This flooding relief project was completed in the summer of 2002 at a cost of \$750,000.

A study of options for redirecting the storm water flows off the beach was completed this past year. Options have been proposed for three areas including 4th Avenue North (Downtown Redevelopment south area), 14th Avenue North (Downtown Redevelopment North Area) and 24th Avenue North. The first funding for these items is in the Capital Improvements Plan of the Downtown Redevelopment Corporation for 2005. Improvements to begin diverting drainage and removing pipes from the beach in the 14th Avenue North basin began in the fall of 2004 and is being paid from a Water Quality Revolving Fund Loan with the State Budget and Control Board. The loan makes funding available at an interest rate of 3.25%. Debt service requirements will begin in the second quarter of 2007.

The beaches have not been closed in Myrtle Beach due to water quality issues. The City continues to work with agencies that monitor ocean water quality and posts swimming advisory signs to alert swimmers of the potential for bacteria in the water after a rainstorm.

Implementation: The Public Works Department will continue to implement the storm water drainage projects that include removing pipes from the oceanfront with approval and funding from City Council.

Time frame: Immediate and on going.

13. Create a way finding system to serve as a navigational aid while marketing the area's resources, altering negative perceptions, evoking a sense of downtown's history and character, improving the streetscape, and standardizing directional signs.

The way finding system would help to reduce the motorist's confusion, unnecessary trips, and unsafe traffic, as well as eliminating the need for billboards as directional signs. With the ever-increasing growth in the area residents and visitors are having a difficult time in finding their destinations in a timely and safe manner. Drivers of automobiles cross several lanes of traffic without warning when they quickly identify their destination point creating near misses and some serious accidents.

Implementation: The Planning Commission, with assistance from the Tourism Committee, Planning and Public Works Departments, works with state and regional agencies to develop recommendations that are submitted to City Council for consideration.

Time frame: Immediate and on going.

14. Encourage reliable public transportation with sidewalks and enclosed bus shelters.

A lack of reliable and convenient public transportation encourages more automobiles on the roadways. There is not available dependable public transportation for residents and visitors on North and South Kings Highway, Robert M. Grissom Parkway and east and west on Mr. Joe White Avenue, 48th Avenue North and 79th Avenue North. Residents and visitors cannot rely on the existing public bus transportation to get them to their destinations on time. Bus stops with shelters are non-existent. Posted and printed bus schedules do not coincide with the arrival and departure times.

Implementation: The Planning Commission, with assistance from the Planning and Public Works Departments, will continue to work with Lymo to plan a bus system that meets current needs including routes, major stops, inter-modal connectivity, schedules, convenience, appearance, safety, shelters, price, and reliability. Sidewalks will be installed where bus stops and shelters are located. Recommendations will be sent to City Council for consideration.

Time frame: Short Term and On-going.

15. Enact an aggressive sign ordinance that retrofits existing signs and regulates future signs. The ordinance provides specific guidelines and is illustrated with graphic examples of permitted sizes, placement, and materials.

Visual clutter continues to be a problem. Too many tall, large and brightly lit freestanding signs and billboards exist on Kings Highway. The visual clutter creates hazards for motorists in trying to find their destination. The residents view the signs as unsightly and would prefer having lower signs with a more attractive appearance to them.

Implementation: City Council adopts the Kings Highway overlay sign regulations proposed by the Sign Committee. The Community Appearance Board will continue to work with commercial properties in lowering and decreasing the size of signs throughout the community.

Time frame: Immediate and on going.

16. Improve and beautify Kings Highway and all avenues with greater use of medians and landscaping.

Increase and maintain landscaping on North Kings Highway and all avenues. Residents like the landscaping of medians and right-of-ways and would like to see more of this throughout the North Kings Highway corridor and avenues in the area.

Implementation: Establish a new volunteer committee to analyze all avenues, along with a member of the Parks Division, and then systematically make improvements. Do this during the brief "off" season when regular mowing and other seasonal maintenance is not as intense. Utilize part-time employees, especially students. The Parks Division should establish a plan to accomplish medians, landscape property, and plan for maintenance. When new commercial development occurs require contribution to

median projects. The Public Works Department is currently studying adding curb and gutter to the medians between 79th Avenue North and the city limits to the north. Recommendations will be sent to City Council for consideration.

Time frame: Short Term and On-going.

17. Formulate a phased plan for the elimination of overhead power and communication lines. The plan spells out timing and equitable methods of financing and is developed with extensive consultation with all special interests affected by it – neighborhoods, commercial, and utilities.

Bury utility lines on Kings Highway and in residential areas. Residents are pleased that utility lines are being placed underground in planned unit development projects and in new construction areas. They are concerned not only with the visual clutter created by above ground utility lines and poles but the blackouts and destruction to these utilities during a storm event. Residents have expressed concern over Kings Highway, the city's major thoroughfare, having a great deal of visual clutter not only from signage but utility lines and poles. They would like to see a long range plan created that will address putting utility lines underground along Kings Highway and in all residential areas.

Implementation: The City Manager's Office works with power and communication companies to develop recommendations that are submitted to City Council for approval. The It's TIME Committee report on the community appearance provides guidance on all aspects of the plan.

Time frame: Long Term and On-going.

18. Continue to work with commercial property owners and developers in making their buildings more aesthetically pleasing.

Some new construction in the area is not very attractive. Residents would like to see commercial buildings that are more aesthetically pleasing. They would like an opportunity for community input during the conceptual design process.

Implementation: City Council designates the Community Appearance Board to develop a program with a more demanding review process with assistance from the Planning Commission and planning staff, which is submitted to City Council for consideration.

Time frame: On-going.

19. Eliminate prefabricated aluminum carports from residential and commercial properties.

Prefabricated aluminum carports are seen as an eye sore. Residents would like to see aluminum carports being used in the residential and commercial areas prohibited. They prefer more permanent structures for housing vehicles that compliment the adjoining buildings.

Implementation: The Community Appearance Board, with the assistance of the Planning and Construction Services Departments, recommends alternative materials to be used in constructing carports on residential and commercial sites.

Time frame: On-going.

20. Regulate residential rental signs.

Signs advertising residential rentals are unsightly and numerous. Residents are concerned over the number of residential rental signs allowed to exist on a property. Signs in the right-of-way and on private property should be regulated by number and appearance. Residents would like to see permanent residential rental signs having to be approved by the Community Appearance Board.

Implementation: The Construction Services Department will continue to regulate the number of rental signs allowed at each property. Residents and businesses will be encouraged to notify Code Enforcement when violations are observed. The Community Appearance Board will review and approve all permanent residential rental signs.

Time frame: On-going.

21. Require landscape plans and landscaping for all commercial properties (old and new).

Parking lots need to be cleaned and landscaped. Residents have expressed a need for the City's landscape ordinance to be implemented requiring all parking lots to be landscaped. Many commercial structures on Kings Highway have black top parking lots with no landscaping. The parking lots are also littered with debris and trash. Business owners should be held accountable for their property and made to clean it up.

Implementation: The Community Appearance Board, with the assistance of the Landscape Code Enforcement Officer, will require landscape plans and landscaping for all commercial properties (new and old). The Public Works Department will require litter and debris to be cleaned up in parking areas and around dumpsters. City Council will take action on violators.

Time frame: Short Term and On-going.

22. Welcome visitors and citizens alike with handsome gateways, landscaped streets and businesses, and enhanced greenways, while preserving the natural beauty of the area.

Improve the gateways into the city. Myrtle Beach is fortunate to have numerous gateways into the city – Kings Highway, Highway 17 Bypass, Robert M. Grissom Parkway, Highway 501 and avenues. Residents would like these streets to have welcoming gateways with landscaping and appropriate signage letting visitors know they have entered the city limits of Myrtle Beach.

Implementation: The Tourism Committee and the Community Appearance Board, with the assistance of the Planning, Public Works, and Cultural and Leisure Services Departments and Horry County (for areas within the County's jurisdiction), will develop recommendations that are submitted to City Council for consideration. Money is appropriated for a gateway project to enhance or create new gateways into the community. Grant sources for funding will also be researched by the Planning Department staff.

Time frame: Short Term and On-going.

23. Strengthen the tree protection and landscape ordinances to protect old growth trees and provide for the maintenance of trees. Eliminate tree and lighting conflicts. Prohibit clear cutting of areas being developed.

Trees need to be respected and protected throughout the area. Residents say that trees are the first things to go during construction activities. Trees are not being protected as required by the City's Tree Protection ordinance. The City crews are not pruning the trees as spelled out in the Tree Protection ordinance. Crepe Myrtles are continuously topped each year and are unsightly for 4-6 months of the year. The Tree Protection Ordinance should be followed by the City as well as the private sector.

Implementation: The Planning Commission, with assistance from the Planning, Cultural and Leisure Services, and Construction Services Departments and a certified arborist, reviews existing requirements and submits necessary revisions to City Council for consideration. To comply with the Tree City USA standards City Council establishes a tree board, a group of concerned volunteer citizens, charged by ordinance with developing and administering a comprehensive tree management program. Balanced, broad-based community involvement is encouraged. The board should consist of forestry professionals,

nursery operators, arborists, business owners, residents, and developers. Recommendations will be sent to the Planning Commission for review and City Council for consideration.

Time frame: Immediate and on going.

24. Work with utility companies to beautify transformer and traffic control boxes on city streets and in residential neighborhoods.

Residents do not like the unsightly traffic control and utility transformer boxes on street corners. Residents would prefer to have a decorative cover for the boxes or landscaping.

Implementation: The Cultural Arts Committee and the Community Appearance Board, with assistance from the Planning and Public Works Departments, City Manager's office, and local utility companies, develop recommendations for having local artists paint the transformer and traffic control boxes in the public rights-of-way or having landscaping installed. Recommendations are sent to City Council for consideration.

Time frame: Short Term and On-going.

25. Ensure that street numbers are visible on all commercial and residential properties for identification and safety reasons.

Residents would like the City's street numbering ordinance to be implemented. They have expressed concern over emergency response being delayed because the responders are unable to locate their caller. Residents driving to other residences or commercial buildings have a difficult time finding their destination when street numbers are not displayed on or near the structure. The Community Appearance Board has recently starting requiring all businesses to have the street number on their signs. This is a good step in the right direction but the addresses should be displayed on the building for convenience and above all for emergency response.

Implementation: A full-time position will be created in the Finance Department's IS Division to coordinate the city's street addressing program. Recommendations will be sent to the City Manager for consideration. The Construction Services Department, with the assistance of the Fire and Police Departments, identifies all residential and commercial buildings that have not posted their street address as required by ordinance. Fire and Police officials will be responsible for calling on the property owners that are not in compliance and explaining that emergency response may be slowed or limited due to the difficulty in locating the residence or business. The Community Appearance Board will continue to require that street numbers be placed on signage on commercial properties. Violators of the street naming and numbering regulations will be reported to the street addressing coordinator and the City Manager. City Council will take action against violators.

Time frame: Immediate and on going.

26. Continue to encourage quality development that helps to increase the value of property in the city.

Residents are pleased that property values continue to increase as more quality development is created.

Implementation: The City establishes design guidelines and standards for new development that are consistent with the goals of the comprehensive plan. The design guidelines are specific to types of development and the location of development within street corridors, districts, or centers. The guidelines will provide direction relative to site planning, architectural character and treatment, landscaping, signs, on-site lighting, and other related design and community appearance concerns. The new guidelines are illustrated and establish a vocabulary to be used in both development and redevelopment projects. The vocabulary ensures continuity of character throughout the planning area. The Planning Commission,

with the assistance from the Community Appearance Board and Planning Department, develops the standards, which are considered by City Council.

Time frame: On-going.

27. Work with local realtors, developers, and business owners to encourage the revitalization and reuse of vacant buildings and ensure the property is properly maintained.

Residents have expressed a concern over the number of vacant buildings along Kings Highway. Strip shopping centers, malls, big box retail stores, and smaller commercial structures are being abandoned as developers continue to create sprawl. Residents would like to see revitalization efforts throughout the Kings Highway corridor area creating new opportunities and the re-use of buildings. Residents are concerned that the center of the city and its convenient amenities are moving away from the residential areas requiring the residents to drive several miles for groceries and other shopping opportunities.

Implementation: The Construction Services and Planning Departments with assistance from realtors and property owners will identify all vacant commercial buildings throughout the city. The Planning Commission in cooperation with the Planning and Construction Services Departments, Myrtle Beach Area Chamber of Commerce, and Myrtle Beach Regional Economic Development Corporation, will encourage the reuse of these buildings to diversify the area's economy.

Time frame: Immediate.

28. Diversify the travel and tourism industry by expanding the opportunity for amateur and professional sporting events; eco-tourism; tourism supportive services; light manufacturing and distribution; engineering, research, training and education and consulting services; software development, research and development, and high-tech businesses; office sector (including non-profit organizations and associations); research, testing, and technology services; specialty publishing companies; environmental businesses (goods and services); and home-based business and self-employment.

The city is too dependent economically on the tourism industry. If a major hurricane or other disaster should hit the city the tourism industry would be shut down temporarily creating high unemployment. Residents want to see more economic diversification. Non-tourist oriented businesses should be recruited and encouraged as well as businesses that would compliment the tourism industry.

Implementation: The Myrtle Beach Area Chamber of Commerce is the lead agency, in cooperation with other economic development partners, and with the city providing assistance.

Time frame: Short Term and On-going.

29. Encourage and support the construction of Interstate 73 to Myrtle Beach.

I-73 is a citywide opportunity. Residents would like to have an interstate at Myrtle Beach that would assist in emergency evacuations, less driving time, and convenient access to the area. Traffic congestion during the month of May and on major holidays could be reduced with the addition of an interstate highway.

Implementation: The City Council will continue to encourage and support the construction of an I-73 connector to Myrtle Beach.

Time frame: Immediate.

30. Enforce the noise ordinance. Enact a curfew during the month of May. Enact a motorcycle helmet law in South Carolina.

Residents are complaining of the loud noises they hear throughout the day and night. Barking dogs, motorcycles during Biker Weeks driving up and down residential streets, car stereos that literally shake the windows in the houses are preventing the residents from enjoying their homes and resting comfortably.

Implementation: The Police Department will continue to enforce the noise ordinance. Requests by residents for curfews during the month of May would have to be approved by City Council. Residents will contact their legislators and ask that a helmet law in South Carolina be created and enforced.

Time frame: Immediate

31. Require doghouses and dog sitting platforms have a setback.

Some residents have numerous dogs at their residence. Some are using multiple doghouses and dog sitting platforms within 10 feet of the public street. Residents want the City to enforce the existing laws regarding the number of dogs allowed at a residence and the use of invisible electric fencing in front yards. The use of doghouses and dog sitting platforms should be regulated so they are screened and a greater distance from the street.

Implementation: The zoning ordinance allows 3 dogs per residence and no maximum number of puppies less than 3 months of age. Invisible electric fencing is limited to rear and side yards. The Planning Department in cooperation with the Construction Services Department will study the problem of dog houses and dog sitting platforms and make recommendations to the Planning Commission for review and City Council for consideration.

Time frame: Immediate and on going.

32. Educate visitors and residents concerning surfing zones and limit the number of surfers in each zone.

There is too much concentration of surfers at 64th Avenue North. Residents would like to see the beach patrol regulate the number of surfers in each surfing zone. Information should also be provided to visitors and residents that are not familiar with where surfing is allowed.

Implementation: The Beach Committee will review the current regulations regarding surfing zones and will advise City Council on any necessary revisions. The Beach Committee will work with the Public Information Officer in designing an educational program for visitors and residents regarding surfing and surfing zones.

Time frame: Immediate and on going.

33. Eliminate sight triangle problems on roadways and in parking lots.

Throughout the city there are a number of intersections and parking lots that have shrubbery, signage, traffic control and utility boxes, and trees that are creating sight obstructions. The entrance to the Dunes section where old Highway 73 and Kings Road intersect is dangerous to cross because the trees in the right-of-way need pruning. Height restrictions on shrubbery should be enforced as well as encroachments by homeowners and business owners at street corners.

Implementation: The Construction Services Department with the assistance of a Volunteer Citizen Committee will conduct a survey of sight triangle problems throughout the city. The landscaping inspector shall notify the owner or the person in possession of the property upon which the noncompliant landscaping is located to correct the violation. If a violation of sight triangle requirements is not corrected within 15 days after notice, the City Manager may direct City work crews or contractors to enter onto the private property to eliminate the violation in the interest of public safety. The cost of such work shall be billed to the owners of the property and shall be considered a lien on the property. If, in the opinion of the

City Manager, a sight triangle violation presents a clear and imminent danger to the public, the City Manager may order the immediate elimination of the violation without the otherwise required notice. Time frame: Immediate and on going.

34. Require trees and shrubs be pruned properly that are encroaching upon pedestrians who use the sidewalk.

Residents and visitors using the sidewalks complain of overgrown shrubbery, weeds, and plants encroaching on the sidewalks preventing users from passing by safely without stepping into the street.

Implementation: The Cultural and Leisure Services Department will prune any shrubs and trees obstructing the public sidewalks. Standards will be set by the Department that will be shared with all property owners that are not preventing their trees and shrubs from obstructing public sidewalks and encroaching upon pedestrians who use the sidewalk. Standards will become part of the City's landscape ordinance and enforced by the Landscape Code Enforcement Officer. Recommendations will be sent to the Planning Commission for review and City Council for consideration.

Time frame: Short Term and On-going.

35. Expand and strengthen the neighborhood crime watch program.

Residents participating in the Crime Watch Programs want to be notified when there is a spike in crime in their neighborhoods.

Implementation: The Police Department will work with residents and businesses to set up Neighborhood Crime Watch programs. The Neighborhood Planner will assist the Neighborhood Crime Watch Coordinator in identifying neighborhoods interested in having a crime watch program and residents to serve on the Neighborhood Crime Watch Committee. Neighborhood Crime Watch Captains will be selected for each program and this group will meet twice a year to share information on how to improve the programs in their neighborhoods. The Neighborhood Crime Watch Coordinator will set up an e-mail list alerting Neighborhood Crime Watch Captains when there is a spike in crime in their respective neighborhoods.

Time frame: Immediate and on going.

36. Enforce traffic laws and eliminate speeding and running traffic lights.

Speeding and running of stop lights is making the area unsafe to drive, walk, and bike. Residents want Police to crack down on speeding and running of traffic lights. Streets such as 62nd Avenue North, Dunes Club to 82nd Parkway, 63rd Avenue North, and 67th Avenue North need to be monitored for speeding and reckless driving. Residents would like the City to install cameras on traffic lights to discourage the running of these lights.

Implementation: The South Carolina General Assembly is currently investigating the legality of using traffic cameras on roadways to identify traffic violations. The Police Department will be using various means for slowing traffic including eliminating violations of the speed limit and the running of traffic lights.

Time frame: Immediate and on going.

37. Examine the need for a northbound turn lane on Kings Highway at the intersection of Wildwood Dunes Trail and install if possible.

Residents are having trouble making turns at Kings Highway at the intersection of Wildwood Dunes Trail and are requesting a northbound turn lane be installed.

Implementation: The Public Works Department will work with the South Carolina Department of Transportation to determine the need for a northbound turn lane at this intersection and the South Carolina Department of Transportation would be responsible for installation.

Time frame: Short Term.

38. Determine the need for a traffic signal at Cove Drive and Highway 17.

Traffic light needed at Cove Drive. Residents would like to see a traffic light at Cove Drive to ease merging with traffic on Kings Highway.

Implementation: The South Carolina Department of Transportation at the request of the Public Works Department has conducted a study of this intersection during the past two years and the study revealed a traffic signal is not warranted at this time. The Public Works and Police Departments will continue to monitor the intersection for safety issues.

Time frame: On-going.

39. Minimize or eliminate left turn lanes on Kings Highway except at signalized intersections or cross street intersections.

Residents would like to see left turns minimized for safety reasons. Suggestions have been made to have medians erected to discourage left hand turns as well as signage - "No Left Hand Turns."

Implementation: In the past commercial businesses have complained that medians block access to their place of business and have discouraged the city from installing them. The Public Works Department has determined that adding medians and eliminating left turn lanes except at signalized intersections would create accident situations caused by people making U-turns and will also create stacking problems. The Police and Public Works Departments will continue to monitor left turn safety issues. The Grand Strand Area Transportation Study Committee has included medians in the Kings Highway corridor study.

Time frame: Mid Term.

40. Continue to provide wide streets when appropriate.

Wide streets are a strength. 67th Avenue North is too narrow. Residents would like to see all streets wide enough to accommodate on-street parking.

Implementation: The Planning Commission with assistance from the Planning and Public Works Departments and other transportation entities will continue to plan accordingly for wide streets when and where appropriate.

Time frame: On-going.

41. Eliminate the use of golf carts on all streets.

Golf carts on streets and sidewalks are creating a hazard particularly at night.

Residents would like to see increased enforcement of the laws prohibiting the use of golf carts on streets and highways in the city.

Implementation: It is illegal in the city limits of Myrtle Beach to drive a golf cart on primary roads. The Police Department will continue to enforce these regulations pertaining to golf carts. Residents are encouraged to report violators. The State of South Carolina law requires that all golf carts be registered with the State Department of Motor Vehicles. The golf carts must have working headlights, taillights, and turn signals. All drivers of the golf carts must be licensed. Golf carts cannot be driven further than two miles from the driver's place of residence.

Time frame: Immediate and on going.

42. Continue to improve plans for hurricane preparedness.

Hurricane preparedness is crucial to the area. Residents want hurricane preparedness to continue to improve and allow for an orderly evacuation as needed.

Implementation: The Police Department in cooperation with the County and State Emergency Preparedness are continually working to have and improve extensive plans for hurricanes including evacuation/ re-entry plans and addressing other man-made or natural disasters.

Time frame: Immediate and on going.

43. Plan accordingly for traffic generated by multi-family dwellings.

Overcrowded apartments create a number of problems for area. Residents have complained of dangerous driving from residents living in apartment complexes on 62nd Avenue North. Residents are requesting that traffic congestion issues be taken into consideration when planning for multi-family housing in residential neighborhoods.

Implementation: Residents will advise the Fire Department when occupancy levels exceed legal limits. The Planning Commission, with assistance from the Planning and Public Works Departments, other transportation entities and developers, will plan for traffic generated by multi-family dwellings.

Time frame: Immediate and on going.

44. Enforce leash and removal of animal waste laws.

Leash laws need enforcement and animal waste is a problem on our beach.

Residents are concerned that the leash and animal waste laws are not being observed by residents and visitors and not being enforced by the City. Suggestions have been made to better educate the public regarding leash and scooper laws.

Implementation: The Police Department will continue to enforce leash laws. The Public Information Officer will continue to provide educational information on the City's TV Channel and website about leash and the removal of animal waste laws.

Time frame: Immediate and on going.

45. Designate and enforce appropriate truck and bus traffic routes throughout the city.

Truck and bus traffic through residential neighborhoods should be eliminated.

Residents would like the City to designate bus and truck routes on non-residential streets. Buses and trucks create a high level of noise and air pollution in the residential areas. Tree canopy is being destroyed.

Implementation: The Public Works Department, with the assistance of a truck and bus committee, will study and make recommendations to City Council on appropriate truck and bus routes throughout the City. Tour bus operators, tour bus companies, public transportation, and freight truck representatives will be asked to serve on this committee. "No truck and bus signs" will be posted where needed and Police will enforce regulations.

Time frame: Immediate

46. Determine street lighting needs throughout the city. Require Santee Cooper to have a regular maintenance agreement to replace burned out lights and make other repairs as needed.

More street lighting needed in residential areas. Residents would like to have more streetlights throughout the residential areas to help deter crime. Many have complained that the street lighting is limited to intersections or they are spaced too far apart leaving very dark spots on residential streets. Residents would also like to see a regular maintenance schedule on all streetlights.

Implementation: The Public Works Department working with Santee Cooper and area residents will set street lighting standards for residential areas. Currently street lighting is kept at a minimum unless residents make a request for more. The Public Works Department in cooperation with the City

*Manager will work with Santee Cooper to develop a regular maintenance agreement for streetlights. Recommendations will be sent to City Council for consideration.
Time frame: Immediate and on going.*

47. Ensure pedestrians are allowed to walk across the streets at intersections safely.

Safety issues for pedestrians trying to cross streets at intersections.

Residents are concerned about their safety when crossing streets at intersections. Timers on traffic signals do not allow enough time for elderly people or families with young children in strollers to cross. Concerns have also been raised about drivers making right hand turns at red lights and not giving pedestrians the right-of-way.

Implementation: The timers used at intersections are set at national engineering standards. Timers will continue to be monitored to allow the elderly, large groups, families with strollers and others to cross the street safely. The Public Works Department will work with the Planning and Police Departments and other transportation entities to identify ways to safely get pedestrians across city streets. Striping and signage should be added to all intersections to alert motorists of pedestrian crossings and yielding to pedestrians. The Police Department will enforce pedestrian right-of-way laws at signalized intersections. Recommendations will be sent to City Council for consideration.

Time frame: Immediate and on going.

48. Work with the South Carolina Department of Transportation to resurface Kings Highway and Ocean Boulevard.

Residents have complained that our two major thoroughfares, Kings Highway and Ocean Boulevard, continue to be neglected. Both roadways are in desperate need of resurfacing. Kings Highway has deep ridges that cause drivers to lose control at many points along the way.

Implementation: The City Manager's Office with the assistance of the Public Works Department will work with the South Carolina Department of Transportation to provide a regular maintenance schedule for Kings Highway. Recommendations will be sent to City Council for consideration. Upon transfer of Ocean Boulevard to the City of Myrtle Beach by the South Carolina Department of Transportation the Public Works Department will prepare a regular maintenance schedule for the roadway and submit to City Council for consideration.

Time frame: Immediate and on going.

49. Provide deceleration lanes on Highway 17 Bypass.

Residents have expressed a need for deceleration lanes to be installed when approaching major developments along Highway 17 Bypass.

Implementation: Deceleration lanes are not used on roadways with speed limits of 45 mph or less. The Planning Commission, with assistance from the Planning and Public Works Departments, will work to provide deceleration lanes on major roadways with 45 mph or more when needed and appropriate.

Time frame: Mid Term and On-going.

50. Examine density issues.

Density issues need close examination. Residents have expressed a desire to have the City address density issues. They would like to have surveys or studies completed to evaluate roadway and parking needs, occupancy, beach access, beachfront, etc. on each project when proposed to the City. Re-evaluate zoning in those areas of the city where this may be a problem.

Implementation: The Planning Commission will require density studies by the developer to evaluate parking needs, family occupancy, beach access, beachfront, etc. on each project when proposed to the City.

*Planning staff will be responsible for undertaking a density issue study for the community. Recommendations are sent to City Council for consideration.
Time frame: Immediate and on going.*

51. Enforce existing zoning regulations.

Stringent enforcement of existing zoning ordinance is needed.

Residents believe that too many variances are being given regarding zoning. The Zoning Board of Appeals (ZBA) should only give a variance in the case of definite safety or public benefit issues. They would like to see more stringent enforcement of the existing zoning ordinance and where needed updated to accommodate the growth in the area. Residents have also expressed a desire to have more staff to enforce the zoning regulations.

Implementation: The Construction Services Department will continue to enforce the existing zoning regulations. Code enforcement staff will be added as needed. Recommendations will be sent to the City Manager for review. The Zoning Board of Appeals will closely examine the merit of variance requests and how they provide a public benefit or improve public safety.

Time frame: Immediate and on going.

52. Create buffers in residential areas fronting heavily traveled roads. Consider the use of more medians or other traffic calming devices on heavily traveled roads.

Buffers are needed between traffic going to the beach and residential areas.

With the added roadways such as Robert M. Grissom Parkway, Highways 31 and 22 traffic through residential areas has increased dramatically. Residents would like to have buffered areas that would help cut down on the traffic noise created by motorists traveling to the beach through residential areas. They would like to see more trees planted on residential lots, not necessarily in the public right-of-way, that could help buffer the noise.

Implementation: The Planning Commission, with assistance from the Planning and Public Works Departments, will work with property owners to create buffers in residential areas to reduce traffic noise. Traffic calming devices will also be studied. Recommendations will be sent to City Council for consideration.

Time frame: Mid Term and On-going.

53. Minimize hotel encroachment into residential neighborhoods.

Residents would like to minimize the impacts created by hotels encroaching into residential areas. The City should not approve zoning text amendments or zoning map changes that will result in the intrusion of incompatible non-residential land uses into residential neighborhoods. Incompatible land uses include those that are at a density that is out of scale with the neighborhood, do not contribute to the functioning of the neighborhood, and are physically connected to the neighborhood. Do not approve zoning changes that allow inappropriate development to intrude upon neighborhoods.

Implementation: The Planning Commission, with the assistance from the Planning and other appropriate departments, works with neighborhood organizations, property owners, and developers as zoning changes are proposed. Recommendations are sent to City Council for consideration.

Time frame: Immediate and on going

54. Continue to make improvements to the road system that reduces traffic congestion that cannot be remedied by improvements using alternative modes of transportation. Additional roadways are needed throughout the area.

Residents are very pleased with the addition of Robert M. Grissom Parkway as an alternative route. They would like to see more streets added that would help in reducing traffic congestion.

Implementation: The Planning Commission, with assistance from the Planning and Public Works Departments, works with other transportation planning entities such as GSATS (Grand Strand Area Transportation Study) and SCDOT (South Carolina Department of Transportation) to develop recommendations that are submitted to City Council for consideration.

Time frame: On-going.

55. Continue to improve the cleanliness of our roadways.

The clean roadways in the area are appreciated and attractive. Residents appreciate the care the City takes in making sure our roadways are kept free of litter and are nicely landscaped.

Implementation: The Public Works and Cultural and Leisure Services Departments will continue to provide street cleaning services and litter pick up throughout the community with additional personnel being added as needed.

Time frame: On-going.

56. Continue to provide prompt storm debris pickup.

Prompt storm debris pick up is a strength. Residents appreciate the prompt storm debris pick up by the City. Eliminating storm debris not only cleans up the area but also sends a clear message that the city is back in business.

Implementation: The Public Works and Cultural and Leisure Services Departments will continue to provide prompt storm debris pickup throughout the community.

Time frame: On-going.

57. Provide recycling (separating glass, plastic, and aluminum) and trash containers for residents and visitors in public areas. Make recycling programs mandatory for residential and commercial areas.

Recycling programs need to be improved in the area. Residents would like to see recycling containers for separating recyclables in public areas. Residents believe the recycling program should be mandatory for businesses and residents.

Implementation: The Public Works Department, working with the Myrtle Beach Area Chamber of Commerce, the Myrtle Beach Area Hospitality Association, and local businesses, develops recycling programs for visitors and residents in public areas. Business audits on recycling are conducted to illustrate to the business owner the benefits of recycling. Mandatory recycling programs are developed and implemented for residential and commercial areas. The Public Works Department works with the County and private waste haulers to identify markets that would use the recyclable materials. To support and grow the recycled products industry the City places priority on using recycled products.

Recommendations are sent to City Council for consideration.

Time frame: Immediate and on going.

58. Reduce speeding in the Northwoods area.

More stop and speed limit signs are needed in the Northwoods area.

Residents of the Northwoods Property Owners Association would like to have speed limit signs posted on every street in Northwoods. Many new young families are moving into the neighborhood and they want motorists to be aware of the speed limits. They would also like to have stop signs erected halfway between Highway 17 Bypass and Business on 76th and 79th Avenues North.

Implementation: The Public Works Department will meet with the residents of the Northwoods Property Owners Association to discuss the need for speed limit signs on every street in their neighborhood and the possibility of adding stop signs on 76th and 79th Avenues North. Recommendations will be sent to the City Manager for consideration.

Time Frame: Immediate

b. Planning Area II Key Issues, Objectives, and Implementation

1. (Rated Priority Number One.) Develop a pedestrian network and update the sidewalk master plan to include handicapped accessible sidewalks from houses to the beach and in school areas.

Lack of sidewalks and bike paths create hazards for pedestrians and bicyclists.

Pedestrian safety is a great concern at 38th and 48th Avenues North from Highway 17 Bypass to Ocean Boulevard. There are no sidewalks and heavy pedestrian traffic can be seen on these streets. Several wheelchair residents are in serious danger when moving down 38th Avenue North. With the addition of the Eagle Crest senior apartments at 38th Avenue North and Robert M. Grissom Parkway it is very important to provide a safe pedestrian corridor for use by these older residents. Improvements are needed in the sidewalks throughout the area. Residents believe bicycling and walking should be encouraged having connectivity to the neighborhoods, parks, and oceanfront.

Implementation: The Planning Commission, with assistance from the Planning and Public Works Departments, will advise City Council referencing the updated sidewalk master plan to ensure sidewalks are provided as needed. The sidewalk master plan process should be accelerated. The City plans and constructs a pedestrian network that provides paths but also other amenities, such as landscaping, appropriately scaled lighting, and benches. The pedestrian network will include sidewalks within street rights-of-way and biking paths in the linked open space system. The City considers designating a staff person as its bicycle/pedestrian coordinator to ensure that this objective is met and that walking is promoted. The City plans and constructs a bikeway system that includes bike paths, bike lanes, and bike routes within street rights-of-way and bike paths in the linked open space system. The bike system includes designated travel-ways but also route signs and maps, safety and training brochures, and parking. The Planning Commission, with assistance from the Planning and Public Works Departments, work with other transportation entities to develop recommendations that are submitted to City Council for consideration. When reviewing the recommendations for adding sidewalks in residential areas City Council will give consideration to the overall public benefit. Sidewalks on 38th Avenue North should be given a high priority.

Time frame: Immediate.

2. (Rated as Priority Number Two.) Continue to provide and improve neighborhood parks with curbing, landscaping, sidewalks, picnic tables, fitness trails, and other amenities. Review the definition of and requirements of "open space" in the zoning ordinance and subdivision regulations to ensure that development adequately provides for parks and open space.

More green space and parks are needed. Residents want to see more green space and parks provided in residential and commercial areas. They want areas where they can socialize with their neighbors and their children can play together in a safe environment.

Implementation: City Council with the assistance of the Cultural and Leisure Services Department will continue to provide and improve neighborhood parks with curbing, landscaping, sidewalks, picnic tables, and fitness trails where land is available and large enough to accommodate upgrades. City Council will establish a land bank for future park use.

Time frame: On-going.

Implementation: The Planning Commission, with assistance from the Planning and Cultural and Leisure Services Departments and the Zoning Administrator, develop the guidelines and regulations; the Planning Commission recommends any necessary revisions of city regulations to City Council for consideration.

Time frame: On-going.

3. (Rated as Priority Number Three.) Continue to balance the needs of residents and visitors using mixed-use centers that include shopping, places of worship, restaurants, etc.

Mixed-uses in residential communities are a plus. Residents like the convenience of shopping, places of worship, ocean, etc. near their homes. They have stated that a good marriage exists between the tourist areas and other land uses. They like opportunities for all but want to see a continuation of good planning without eliminating residential for commercial use.

Implementation: The Planning Commission, with the assistance of all City departments, will continue to balance the needs of residents and visitors with access to shopping, places of worship, beach access, etc.

The City will initiate planning with vacant center owners to create mixed-use developments.

Recommendations will be sent to the Planning Commission for review and City Council for consideration.

Time frame: Immediate.

4. (Rated as Priority Number Four.) Set an enforceable policy to address trash items and containers being left at curbside before the day of pick up.

Trash left in front of permanent resident and rental homes before trash pick-up day is unsightly. Residents do not like seeing trash and receptacles left at curbside days before trash pick-up. Rental homes are a particular problem. Checkout is on Saturday for most of these rental homes and trash pick up is on Wednesday for Planning Area II leaving trash at curbside for most of the week. Residents who are not complying with the City's regulations concerning containers and trash on the street should be ticketed.

Implementation: Regulations should be enforceable concerning trash receptacles being left at curb before and after the day of garbage and trash pick-up. Currently if the receptacle is left at the curb in the public right-of-way the Public Works Department can take the receptacle and the property owner will have to pay to have it returned. The Nuisance Ordinance can also be used to address general trash and litter on private property. Consideration should be given to Monday pick-up for rental units and use a roving truck for trash left a curb before pick-up day. The Public Works Department will review the current solid waste regulations and make recommendations for necessary changes for City Council's consideration.

Time frame: Immediate.

5. (Rated as Priority Number Five A.) Create opportunity for emergency lanes on newly created roads such as Robert M. Grissom Parkway.

Options for stalled cars are needed on all new roadways including Robert M. Grissom Parkway. Residents have expressed a need for emergency lanes to be installed on all new roadways

Implementation: Currently the Law Enforcement Department has regular patrols on Robert M. Grissom Parkway. These officers are available to assist drivers in emergency situations. The Public Works and Planning Departments will work with appropriate transportation entities to examine the need for emergency lanes on future roadways where emergency lanes would assist disabled vehicles and drivers with emergency situations.

Time frame: Immediate.

6. *(Rated as Priority Number Five B.)* Eliminate drainage problems on Oak Street. Oak Street has drainage problems. Residents want the drainage issues eliminated on Oak Street. Flooding continues to be a problem after a heavy rain.

Implementation: The Public Works Department will address the drainage issues on Oak Street in the 2006 Capital Improvements Program. Recommendations have been approved by City Council.

Time frame: Immediate.

7. Enact an aggressive sign ordinance that retrofits existing signs and regulates future signs. The ordinance provides specific guidelines and is illustrated with graphic examples of permitted sizes, placement, and materials.

Visual clutter from signage continues to be a problem on Kings Highway and Highway 17 Bypass. As a by-product of undistinguished development and design, business owners perceive the need for aggressive advertising to attract people. Although signs are important to establish business identity, many business owners have indicated a willingness to tone down their signs if strict compliance to sign regulations is enforced. Residents continue to express concerns over the proliferation of signs and billboards. They view signs as a form of visual clutter. They want to see temporary and signs on vacant buildings eliminated from the landscape. Residents also want to see smaller, less obtrusive signage.

Implementation: The Planning Commission, with the assistance of the Planning staff, creates stricter sign regulations for Highway 17 Bypass. Recommendations are sent to City Council for consideration. City Council adopts the Kings Highway overlay sign regulations proposed by the Sign Committee in 2003. The Community Appearance Board will continue to work with commercial properties in lowering and decreasing the size of signs throughout the community.

Time frame: On-going.

8. Examine density issues. Re-evaluate zoning in those areas of the city where this may be a problem.

Density issues are a great concern. Many neighborhoods in Myrtle Beach are vulnerable because of the physical layout of the city. Some neighborhoods have limited room to expand, being squeezed between limiting features such as the ocean and the commercial corridor along Kings Highway. As commercial development continues and as the market calls for larger commercial properties, many neighborhoods are feeling the pressure of encroachment of commercial uses into residential areas. Residents prefer no rezoning for commercial or dense property developments in or near residential areas. They believe too much commercial development is encroaching into residential putting a strain on roadways. Many of the residents would like to see a balance of commercial and residential zoning throughout the area. They are concerned with the height and closeness of buildings and would like to see lower density with these developments. Many expressed a desire to eliminate the splitting of large residential lots into smaller lots creating higher density.

Implementation: The Planning Commission, will require density studies by the developer to evaluate parking needs, family occupancy, beach access, beachfront, etc. on each project when proposed to the City. Recommendations are sent to City Council for consideration.

Time frame: Immediate and on going.

9. Solicit community involvement in the planning of commercial and residential sites.

There is a continuing concern by the public that the City will change residential zoning to allow hotels and other commercial uses to creep into neighborhoods. Also the

residents do not want homes to be used by families and real estate companies to allow renting for short-term stay.

Implementation: The City will continue to advertise public meetings through appropriate channels to solicit community input in commercial and residential sites. Citizen input will be included in the land use segment of the Neighborhood Plan. Recommendations will be given to the Planning Commission for review and City Council for consideration.

Time frame: On-going.

10. Work with local realtors, developers, and business owners to encourage the revitalization and reuse of vacant buildings and ensure the property is properly maintained.

There are too many vacant buildings. Business enhancements are needed.

Residents view vacant buildings such as Myrtle Square Mall, Village Square Shopping Center, Christmas Elegance, and the Dunes Theater complex as unattractive, deteriorating, and giving the impression that the city is going downhill. Residents want the City to work with property owners of empty or poorly maintained commercial buildings to have them remodeled and occupied by neighborhood friendly uses.

Implementation: The Construction Services and Planning Department, with assistance from realtors and property owners, will identify and establish a database of all vacant commercial buildings throughout the city. These properties will be mapped and become part of the Neighborhood Plan. The Planning Commission in cooperation with the Planning and Construction Services Departments, Myrtle Beach Area Chamber of Commerce, and Myrtle Beach Area Economic Development Corporation, will create a plan that would encourage the reuse of these buildings to diversify the area's economy. Recommendations will be sent to City Council for consideration.

Time frame: On-going.

Implementation: The Planning and Construction Services Departments review existing maintenance codes and submit any necessary revisions to the Planning Commission for review and City Council for consideration. The Construction Services Department is given authorization and personnel to ensure compliance with the maintenance codes. The newly created Rehabilitation Code Enforcement Officer position will be responsible for implementation of the regulations. Residents and businesses are encouraged to keep the Code Enforcement Officer informed of any violations. With all enforcement issues additional staffing is required. City Council will take into consideration that current laws may not be enforceable because of the lack of staff.

Time frame: Immediate.

11. Create a mechanism for having property owners pay their fair share of services when annexing into the city.

Residents are concerned that annexation west of the waterway would create more problems for our already overburdened public infrastructure and services. They want to see property owners that annex into the city pay their fair share for the services they receive and for the City having to build more and/or larger facilities for water and sewer, fire, police, etc.

Implementation: The City Manager's office, with the assistance of the Budget Director, will study the need for a special tax district to help offset the cost of annexing large areas into the city. The Cultural and Leisure Services, Public Works, Law Enforcement, and Fire Departments will provide input into needed services to accommodate the annexation project. Recommendations will be given to City Council for consideration.

Time frame: Immediate.

12. Create and implement a Kings Highway Corridor Plan for updating the Kings Highway area including sidewalks, trees, general clean up, and reuse of vacant buildings.

Downtown redevelopment needs to continue including the Kings Highway corridor. Residents want to see the city continue to update the downtown area on Kings Highway including more sidewalks, trees, and a general clean up of the area. A long-term organizational plan to undertake downtown area improvements needs to be developed and implemented.

Implementation: The Planning Commission and Community Appearance Board, with the assistance of the Planning, Public Works and Cultural and Leisure Services Departments, will develop and implement a master plan for updating Kings Highway. The plan will include corridor design standards for various districts along Kings Highway including the installation and improvement of sidewalks on the east and west sides of the highway, adding trees, a general clean up of the area, and reuse of vacant buildings. Recommendations will be sent to City Council for consideration.

Time frame: Immediate

13. Expand the market for cultural art opportunities in the community.

Expand the cultural art opportunities in the area. Myrtle Beach is very fortunate to be the home to many visual and performing artists. Residents would like to see more cultural arts activities in the area. Public art, cultural festivals, concerts, art shows and the like should be encouraged and supported. The renovation of the City-owned Rivoli Theatre is paramount to providing a performing and visual arts center for the community.

Implementation: The Cultural and Leisure Services and Planning Departments, with assistance from the Cultural Arts Committee and local arts organizations, will explore the opportunities to expand the market for visual and performing arts opportunities in the community. Consideration will be given to offering concerts and other cultural arts events in the parks at South Park Village and other areas throughout the city. The Rivoli Theatre will be renovated as a performing and visual arts center under the auspices of the Myrtle Beach Corporation for the Arts.

Time frame: Immediate

14. Continue to regulate property maintenance. Clean up and eliminate unkempt properties by reviewing, modifying, and enforcing property maintenance codes. Hire personnel to enforce the maintenance code.

Property maintenance is a problem in residential communities. Residents are complaining of homes and yards being unkempt. They want the City to serve notice on these properties and require they be brought into compliance. Residential properties used as rental units are not being maintained.

Implementation: The Planning and Construction Services Departments review existing maintenance codes and submit any necessary revisions to the Planning Commission for review and City Council for consideration. The Construction Services Department is given authorization and personnel to renew efforts to ensure compliance with maintenance codes. The newly created Rehabilitation Code Enforcement Officer position will be responsible for implementation of the ordinance. Residents and businesses are encouraged to keep the Rehabilitation Code Enforcement Officer aware of violations. Neighborhood associations should be established with watch groups to help monitor violations in the neighborhoods.

Time frame: Immediate and on going.

15. Continue to improve landscaping and maintenance of public and private property.

Landscaping needs to be maintained throughout the community.

Residents are concerned with the upkeep of streets and sidewalks. They have complained that the City's right-of-ways need upkeep where the adjacent landowner does not do it. Overhanging bushes and trees need to be pruned and trimmed at sidewalks. At some points residents have to walk in the street to get around these obstacles. Residents want guidelines to follow to keep shrubbery trimmed including brush and weed control. Residents would also like to see the City take better care of public property. Shrubby in medians needs to be trimmed to prevent sight problems. Visibility is severely hampered by landscaping in some areas. Landscaping should be increased above 82nd Parkway using Litchfield Beach plantings on Highway 17 as an example.

Implementation: The Cultural and Leisure Services Department will prune any shrubs and trees overhanging public sidewalks. Standards will be set by the Department that will be shared with all property owners that are not preventing their trees and shrubs from overhanging public sidewalks. Standards will become part of the City's landscape ordinance and enforced by the Landscape Code Enforcement Officer. Recommendations will be sent to the Planning Commission for review and City Council for consideration.

Time frame: Immediate.

16. Determine street lighting needs throughout the city. Require Santee Cooper to have a regular maintenance agreement to replace burned out lights and make other repairs as needed.

Street lighting improvements are necessary. Street lighting on North Ocean Boulevard needs to be maintained and/or improved using stronger wattage or more lights installed as needed. On 41st Avenue North and 30th Avenue North residents would like to see additional streetlights between Kings Highway and Ocean Boulevard.

Implementation: The Public Works Department working with Santee Cooper and area residents will set street lighting standards for residential areas. Currently street lighting is kept at a minimum unless residents make a request for more. The Public Works Department in cooperation with the City Manager will work with Santee Cooper to develop a regular maintenance agreement for streetlights. Recommendations will be sent to City Council for consideration.

Time frame: Immediate.

17. Provide recycling (separating glass, plastic, paper, and aluminum) and more trash containers for residents and visitors in public areas. Make recycling programs mandatory for residential and commercial areas.

Recycling incentives are needed for residential and commercial areas. Residents would like to see more of a recycling effort made in residential and commercial areas. Recycling containers are needed to separate recyclables in public areas and in commercial businesses. Recycling is not encouraged but suggested and incentives need to be developed that would reinforce the need for recycling.

Implementation: The Public Works Department, working with the Myrtle Beach Area Chamber of Commerce, the Myrtle Beach Area Hospitality Association, and local businesses develops recycling programs for visitors and residents in public areas. Business audits on recycling are conducted to illustrate to the business owner the benefits of recycling. Mandatory recycling programs are developed and implemented for residential and commercial areas. The Public Works Department works with the County and private waste haulers to identify markets that would use the recyclable materials. Recommendations are sent to City and County Councils for consideration.

Time frame: Immediate and On going.

18. Enforce litter laws on the beach and clean up litter in residential areas.

Litter on the beach and in residential neighborhoods continues to be a problem. Residents would like to see litter laws enforced with higher fines. An educational campaign has been suggested using better signage on the beach regarding trash. The City currently provides bags at beach access points for residents and visitors to use for removing their trash from the beach. Residents are seeing the bags being used for the collection of seashells, wet bathing suits and towels. Litter in the streets in residential areas is also a growing problem.

Implementation: The Departments of Cultural and Leisure Services, Public Works and Law Enforcement will work together to continue to improve the cleanliness of the beach daily by providing receptacles for trash and recycling. Bags for collecting animal feces will also be available at all beach access points. Regulations regarding scooper laws and litter will be enforced. Public Information will develop an educational program concerning litter, recycling, and removal of animal waste to be aired on the City's TV Channel, distributed to transient accommodations through the Myrtle Beach Area Chamber of Commerce and Myrtle Beach Hospitality Association. The educational program will be geared toward residents and visitors alike. Currently the beach is cleaned daily from March 1 until the end of October. During the off-season the beach is cleaned three times a week. The litter crew (a team of 5 people) and Public Works work year round to keep the beach clean. The Planning Department will study various forms of signage that could be used to inform the public of litter regulations and removal of animal feces. Recommendations will be sent to the Planning Commission for review and City Council for consideration.

Time frame: Immediate

Implementation: Property owners, residents and business owners will establish an "adopt a street" program to help in keeping litter off of residential streets. Litter pick-up will be coordinated with the Department of Public Works – Solid Waste Supervisor.

Time frame: Immediate.

19. Strengthen the tree protection and landscape ordinances to protect old growth trees and provide for the maintenance of all trees.

Our natural resources including trees should be taken care of properly.

Residents and business owners need to be encouraged to take better care of our trees and other natural assets of the area. More trees should be planted throughout the area. Residents enjoy the trees in our community and want them protected.

Implementation: The Planning Commission, with assistance from the Planning, Cultural and Leisure Services, and Construction Services Departments and a certified arborist, reviews existing requirements and submits necessary revisions to City Council for consideration. To comply with the Tree City USA standards City Council establishes a tree board, a group of concerned volunteer citizens, charged by ordinance with developing and administering a comprehensive tree management program. Balanced, broad-based community involvement is encouraged. The board should consist of forestry professionals, nursery operators, arborists, business owners, residents, and developers. Recommendations will be sent to the Planning Commission for review and City Council for consideration.

Time frame: Immediate.

20. Eliminate storm water pipes on the beach.

Residents want storm water pipes removed from the oceanfront and the Cane Patch Swash. They feel the pipes are not only unsightly but also dangerous. By referendum of November 6, 2001, Myrtle Beach voters approved the issuance of \$25,250,000 General Obligation Bonds over a period of up to five years in order to escalate construction of capital improvements to the City's storm water management infrastructure. The total

project includes improvements in the Cane Patch Swash drainage basin, Deep Head Swash drainage basin, Yaupon Drive drainage basin, Withers Swash drainage basin, the preparation of a feasibility assessment for an ocean outfall system for storm water in the vicinities of 8th Avenue North, 14th Avenue North, and 24th Avenue North, and various neighborhood drainage improvements. The first of three planned bond issues closed in June 2002 and funded the initial phase of work in the amount of \$4.9 million. The second, issued in August 2003 will finance the \$11.2 million second phase. The final debt issue for these projects is planned for the summer or fall of 2005.

The Cane Patch Swash drainage pipe is not removable. The pipe is under a wall and pool. Specific improvements made within the Cane Patch Swash basin included the installation of a storm water collection system in Porcher Drive, extending from 76th Avenue North to its outfall into Cane Patch Swash at 69th Avenue North. This flooding relief project was completed in the summer of 2002 at a cost of \$750,000.

A study of options for redirecting the storm water flows off the beach was completed this past year. Options have been proposed for three areas including 4th Avenue North (Downtown Redevelopment South Area), 14th Avenue North (Downtown Redevelopment North Area) and 24th Avenue N. The first funding for these items is in the Capital Improvements Plan of the Downtown Redevelopment Corporation for 2005. Improvements to begin diverting drainage and removing pipes from the beach in the 14th Avenue North basin began in the fall of 2004 and is being paid from a Water Quality Revolving Fund Loan with the State Budget and Control Board. The loan makes funding available at an interest rate of 3.25%. Debt service requirements will begin in the second quarter of 2007.

The beaches have not been closed in Myrtle Beach due to water quality issues. The City continues to work with agencies that monitor ocean water quality and posts swimming advisory signs to alert swimmers of the potential for bacteria in the water after a rainstorm.

Implementation: The Public Works Department will continue to implement the storm water drainage projects that include removing pipes from the oceanfront with consideration and funding from City Council.

Time frame: On-going.

21. Create clearly identifiable beach access points with restrooms and parking. Install parking meters at all beach access points. Implement an annual parking program for residents.

Beach access points and amenities are overcrowded. Residents feel the beach is not as accessible or user-friendly as it could be. They would like to see more bathroom facilities. New larger resorts, hotels and condo projects are developing their property in such a way as to give the appearance that the beach in front of them is private keeping the public away. Parking is insufficient in many areas. With the completion of Highways 22 and 31 residents from the Carolina Forest area are now finding it easier to visit the beach in Myrtle Beach. People are parking anywhere including front yards on private property. Residents would like to see parking meters installed for visitors to the area with local residents having annual passes for parking. They are very pleased with the overall cleanliness of the beach.

Implementation: When alleyway swaps have taken place during the past ten (10) years the linear footage at these beach access points has increased while the number of beach access points has actually decreased. City Council should put aside monies each year to purchase property for a land bank that would be used for public beach access, parks, and parking. Some residents, many for tax purposes, may consider donating land for this effort. Recommendations will be given to City Council for consideration. Time frame: Immediate.

Implementation: The Planning Department in cooperation with the Public Works Department and impacted residential areas will continue to research adding additional bathroom facilities in heavily trafficked areas and improving their appearance. Federal Emergency Management Agency (FEMA) requires a minimum height of nineteen (19) feet for bathroom facilities on the beach that can be moved in case of a natural disaster. The restrooms facilities cannot impact or block the floodway. Recommendations will be given to the Planning Commission for review and City Council for consideration. Time frame: Short Term.

Implementation: The Planning and Public Works Department will study the need for parking meters at all beach access points and consideration will be given to an annual parking pass program for residents. Recommendations will be sent to the Planning Commission for review and City Council for consideration. Time frame: Immediate.

22. Increase the number of police officers and provide for community policing throughout the city.

Crime is on the increase. There have been a high number of residential break-ins and robberies in Planning Area II. Residents are concerned that law enforcement is too spread out with not enough officers to provide adequate coverage. Law enforcement is understaffed during the peak season – traffic/speeding violations go unenforced, noise from vehicles and motorcycles is rampant. There is a growing number of vehicles on Pine Lake Drive, 44th and 48th Avenues North and this area has been a raceway for motorcycles. More traffic accidents are occurring and many drivers ignore the speed limits. Residents want the City to plan accordingly for growth with a focus on the potential for an increase in crime.

Implementation: The Law Enforcement Department with the assistance of the City Manager's office will study the need for additional police officers and providing for community policing throughout the city. Targeted areas with high crime rates will be considered a priority. Recommendations will be given to City Council for consideration. Time frame: Immediate and on going.

23. Install more turn and merge lanes in appropriate places to keep traffic moving.

More turn and merge lanes are needed. Residents would like to see more turn and merge lanes added to Kings Highway to encourage a smooth traffic flow. Traffic is backing up in places along Kings Highway because of the lack of turn lanes. It is often very difficult to exit a business or parking lot along Kings Highway because of the heavy volume of traffic. Residents want merge lanes added to assist them in entering the highway.

Implementation: The Planning and Public Works Departments will work with the South Carolina Department of Transportation to study the need for the installation of more turn and merge lanes along

*Kings Highway. The GSATS (Grand Strand Area Transportation Study) will be utilized. Recommendations will be sent to City Council for review and consideration.
Time frame: Short Term.*

24. Ensure pedestrians are allowed to walk across the streets at intersections safely.

Crosswalk signals need to be improved. Residents are complaining that they are not allowed enough time to cross the streets at signalized intersections. Drivers also do not yield to pedestrians at signalized intersections. Drivers making turns have caused many people trying to cross the street to become stranded in the median or middle of the street.

Implementation: The timers used at intersections are set at national engineering standards. Timers will continue to be monitored to allow the elderly, large groups, families with strollers and others to cross the street safely. The Public Works Department will work with the Planning and Law Enforcement Departments and other transportation entities to identify ways to safely get pedestrians across city streets. The Law Enforcement Department will enforce pedestrian right-of-way laws at signalized intersections. Priority should be given to the intersection of Mr. Joe White Avenue and Oak Street. Residents are parking in lot near Public Market to attend Council meetings or visit the City Services building. A clearly designated pedestrian crosswalk is needed with pedestrian right-of-way signage prominent. The Planning and Public Works Departments will develop a pedestrian safety master plan.

Recommendations will be sent to City Council for consideration.

Time frame: Immediate.

25. Continue to provide excellent city services.

City services are appreciated. Residents appreciate the First in Service attitude of city employees. They want to see the high quality of services continued.

Implementation: The City will continue to provide "First in Service" response to the needs of the residents, business owners, and visitors to the area. Staffing and funding will be approved to ensure continuity in services.

Time frame: Immediate.

26. Ensure that street numbers are visible on all commercial and residential properties for identification and safety reasons.

Lack of streets numbers on homes and businesses. Residents would like the City's street numbering ordinance to be enforced. They have expressed concern over emergency response being delayed because the responders are unable to locate their caller.

Residents driving to other residences or commercial buildings have a difficult time finding their destination when street numbers are not displayed on or near the structure. The Community Appearance Board has recently starting requiring all businesses to have the street number on their signs. This is a good step in the right direction but the addresses should be displayed as per the ordinance for convenience and above all for emergency response.

Implementation: A full-time position will be created in the Finance Department's IS Division to coordinate the city's street addressing program. Recommendations will be sent to the City Manager for consideration. The Construction Services Department, with the assistance of the Fire and Law Enforcement Departments, identifies all residential and commercial buildings that have not posted their street address as required by ordinance. Fire and Law Enforcement officials will be responsible for calling on the property owners that are not in compliance and explaining that emergency response may be slowed or limited due to the difficulty in locating the residence or business. If persons are unable to purchase or physically display the numbers the City will assist in this effort. The Community

Appearance Board will continue to require that street numbers be placed on signage on commercial properties. Violators of the street naming and numbering regulations will be reported to the street addressing coordinator and the City Manager. City Council will take action against violators.
Time frame: Immediate and on going.

27. Enforce noise ordinance during bike weeks and erect more “residents only” signs in residential neighborhoods to reduce the amount of traffic through the area.

Bike weeks create traffic and noise in residential areas. Residents want more signage in residential areas discouraging bikers from riding through their neighborhoods. They would like to see more police during these events with laws being enforced from the start. Noise is a particular problem for adults and children in the evening hours when they are trying to rest before their work or school day begins.

Implementation: The Law Enforcement Department will continue to erect barricades at residential streets during the bike weeks. The barricades at the residential streets are only a suggestion to respect the privacy of the residents. The Law Enforcement Department cannot prevent someone from traveling down a public road. Welcome tables could be set up at street entrances by the various neighborhood associations following the model used by the residents of Briarcliffe Acres. The Bike Week Task Force will work with sponsors of the bike week activities and ask their assistance in encouraging the motorcyclists to not ride through residential communities between 8 p.m. and 7 a.m. The Law Enforcement Department will continue to enforce the noise ordinance.

Time frame: Immediate.

28. Designate and enforce appropriate truck and bus traffic routes throughout the city.

Truck and bus traffic through residential neighborhoods should be eliminated.

Large trucks traveling along residential streets harm the trees, create noise, and have safety issues that need to be addressed by the City. Some oak trees have been severely damaged by double-decker buses and tall trucks coming down the residential streets.

Residents would like to see designated bus and truck routes away from residential streets.

Implementation: The Public Works Department, with the assistance of a truck and bus committee, will study and make recommendations to City Council on appropriate truck and bus routes throughout the City. Tour bus operators, tour bus companies, public transportation, and freight truck representatives will be asked to serve on this committee. “No truck and bus signs” will be posted where needed and Police will enforce regulations.

Time frame: Immediate.

29. Continue to improve evacuation routes.

Good evacuation routes are necessary. Residents are pleased with the emergency preparedness activities conducted by the City. Residents would like to see more evacuation routes added that would ease traffic congestion and allow easy evacuation from the city.

Implementation: The Law Enforcement Department in cooperation with the County and State Emergency Preparedness are continually working to improve extensive plans for evacuation and re-entry plans in case of an emergency.

Time frame: Immediate.

30. Address road maintenance on Kings Highway and Ocean Boulevard.

Road maintenance should be addressed on Kings Highway and Ocean Boulevard.

Kings Highway and Ocean Boulevard need resurfacing. Residents have complained that our two major thoroughfares, Kings Highway and Ocean Boulevard, continue to be neglected. Both roadways are in desperate need of resurfacing. Kings Highway has deep ridges that cause drivers to lose control at many points along the way.

Implementation: The City Manager's Office, with the assistance of the Public Works Department, will work with the South Carolina Department of Transportation to provide a regular maintenance schedule for Highway 17 Business. Recommendations will be sent to City Council for consideration. Upon transfer of Ocean Boulevard to the City of Myrtle Beach by the South Carolina Department of Transportation the Public Works Department will prepare a regular maintenance schedule for the roadway and submit to City Council for consideration.

Time frame: Immediate.

31. Continue to make improvements to the road system that reduces traffic congestion that cannot be remedied by improvements to alternative modes of transportation.

Road additions and improvements such as Robert M. Grissom Parkway is a strength. Residents appreciate the convenience of Robert M. Grissom Parkway and would like to see more improvements in the roadways made.

Implementation: The Planning Commission, with assistance from the Planning and Public Works Departments, works with other transportation planning entities such as GSATS (Grand Strand Area Transportation Study) and SCDOT (South Carolina Department of Transportation). The GSATS road projects should be implemented and a Kings Highway Corridor Study undertaken by GSATS. Recommendations will be given to the Planning Commission for review and City Council for consideration.

Time frame: Short Term.

32. Encourage reliable public transportation with enclosed bus shelters and sidewalks.

A lack of reliable and convenient public transportation encourages more automobiles on the roadways. Residents want to have a form of public transportation with quality service and reliable schedules. Suggestions have been made to change the name of Lymo. Residents want published schedules that are accessible to everyone.

Implementation: The Planning and Public Works Departments will continue to work with Lymo to plan a bus system that meets current needs including routes, major stops, inter-modal connectivity, schedules, convenience, appearance, safety, price, and reliability. Enclosed bus shelters and sidewalks leading to and from the bus stops will be installed. Recommendations will be sent to City Council for consideration.

Time frame: Immediate.

33. Create a park and ride lot to be utilized by day-trippers coming to the beach via Highway 31, Highway 22, and Highway 501.

A park and ride lot at the beach for day-trippers is needed. With parking at a premium, residents would like consideration to be given to creating a park and ride lot at the beach for day-trippers. Incentives could be given to encourage their use.

Implementation: The Public Works Department working with other transportation entities and Horry County study and make recommendations concerning park and ride lots to be utilized by day trippers coming to the beach using Highways 31, 22, and 501. Incentives to encourage the use of the park and ride lots should be taken into consideration. Recommendations will be made to City and County Council for consideration.

Time frame: Short Term.

34. Continue to encourage historic preservation of historically significant properties and create an identification program for the properties. Appoint a Historic Preservation Committee. Prepare an inventory of historically significant sites and districts. Develop a historic preservation plan. Increase public awareness of historic resources and their value to the community. Institute a historic designation program.

Historic preservation is needed. Residents are concerned about the demolition of many of our historic buildings such as the Ocean Forest Hotel, Pink House Square, mom and pop motels, beach cottages, etc. We have unique architecture in the community that needs to be preserved. They would like to see more support of historic preservation in this area.

Implementation: The Planning Commission, with assistance from the Planning Department, will address and implement the historic preservation sub element of the Cultural Resources element of the Comprehensive plan. Historic markers and walking history tours should be developed and implemented in appropriate historic areas of the city. Recommendations will be given to the Planning Commission for review and City Council for consideration.

Time frame: Immediate.

35. Create and develop more affordable housing programs.

Affordable housing is a necessity. With low wages and high real estate prices it is difficult for many individuals to purchase a home. Rents in the area are equally as high forcing many people to drive long distances by automobile or bus to work in the city. Residents want to see more affordable housing created giving more individuals an opportunity to own their own home.

Implementation: The Planning Commission, with assistance from the Community Development Coordinator and Planning Department staff, will address and implement the housing element of the Comprehensive Plan. Affordable housing opportunities have been addressed in this element of the plan. Creative funding opportunities will continue to be utilized to make affordable housing opportunities available for those in need.

Time frame: Immediate.

36. Create a neighborhood association council and emphasize the importance of including all homeowner, property owner, business and neighborhood organizations in this council.

Neighborhood associations are useful. Some residential areas have homeowner or property owner associations with some residents not even aware they exist. An effort by these associations needs to be made to include all newcomers to the neighborhood. Residents are asking for assistance in getting a neighborhood association established in their particular area.

Implementation: The City creates a database of neighborhood, business, property owner, and homeowner associations and convenes a meeting of their representatives for the purposes of creating an inter-neighborhood council. The City provides technical assistance as needed to establish and nurture the organization. The Planning Commission, with the assistance of the Planning Department staff and Public Information Officer, works with neighborhood organizations to establish the organization. A Neighborhood Planner position will be created to assist in the coordination of this effort. In addition a how-to-manual for establishing a neighborhood association that would include what powers or status they have under the provisions of City ordinances or State laws. Recommendations will be sent to City Council for consideration.

Time frame: Immediate.

37. Create a park for dogs and a walking track in the north end of the city. Continue to improve the recreational programs in the city.

A dog park is needed on the north end of the city. The recreation programs provided by the City are appreciated. Residents enjoy the recreation centers, parks, and programming associated with these facilities. They would like to see more variety of programs and frequency. Residents would like to have a Barc Park constructed on the north end to allow their dogs to run free and play without the constraints of being on a leash.

Implementation: Utilizing a donation of property off of Robert M. Grissom Parkway and Highway 31 the Cultural and Leisure Services Department, with assistance from the Planning and Public Works Departments, will design a recreation center with a large ten (10) acre park, a dog park (fencing, some sod work, trees, and irrigation, a twenty-five (25) meter swimming pool, and an indoor walking track including services for senior citizens with the necessary infrastructure to support the project.

Recommendations are given to City Council for consideration.

Time frame: Short Term.

c. Planning Area III Key Issues, Objectives, and Implementation (For More Detailed Information on Planning Area III issues, problems, and needs please refer to A Neighborhoods Development Plan for Planning Area 3 – 2000 to 2020 and Mr. Joe White Avenue Corridor Development Design Guidelines)

1. (Rated as Priority Number One by Neighborhood Leadership Survey in 2004 and Rated as Priority Number One during W.I.N. Process.) Address fear of crime by residents.

Residents have expressed concern over the shooting of firearms, drug dealing, rowdiness at local clubs and other problem locations and nighttime trespassing on private property.

Implementation: Suggestions from the Neighborhood Leadership Survey conducted by the Planning Department concerning crime control include providing a mobile police sub-station at nuisance businesses that sell alcohol and allow drug dealing, increase drug enforcement efforts, develop a program to help en problem/ nuisance business activities as a means of eliminating crime and nighttime trespassing, shootings, and rowdiness. The Police Department will organize a Neighborhood Crime Watch program to assist residents in reporting criminal activity in their neighborhoods and looking out for each other.

Recommendations will be given to City Council for consideration.

Time frame: Immediate and on going.

2. (Rated as Priority Number Two by Neighborhood Leadership Survey in 2004 and Rated as Priority Number Five during W.I.N. Process.) Eliminate trash and junk on private and public properties.

Unsightly trash and junk create a negative image for a neighborhood. The trash and junk pike may also attract and harbor rodents, snakes and insects. Trash and junk was ranked as the second most important problem in the Neighborhood Leadership Survey conducted by the Planning Department.

Implementation: In order to combat the trash and junk problem the Solid Waste Division staff and city management should develop a special program to provide more intensive trash pick-up services in areas with this problem. The special program should also include a code enforcement mechanism by which habitual abusers of the Solid Waste Ordinance are ticketed and fined by the Municipal Court in the same fashion as the Police Department issues traffic tickets. Another feature of the special program should be a call-in service for special pick-ups of old furniture, mattresses, and other large objects. Many lower income residents cannot afford to hire private haulers for such junk objects and need a special

service. The call-in service should also be available for removal of tree limbs and yard trash. All recommendations will be given to City Council for consideration.

Time Frame: Immediate and on going.

3. (Rated As Priority Number Three by Neighborhood Leadership Survey in 2004 and Tied as Priority Number Six during the W.I.N. Process.) Eliminate storm water flooding problems.

Residents continue to complain about flooding problems in the neighborhoods. Storm water drainage facilities need to be improved to eliminate these problems.

Implementation: The Public Works Department will continue to work on storm water drainage problems in this area. Storm drainage facilities like retention ponds and larger channels or pipes will be installed to prevent major flooding. All ditches will be cleaned or piped in a timely manner.

Recommendations will be given City Council for consideration.

Time Frame: Immediate and on going

4. (Rated as Priority Number Four by Neighborhood Leadership Survey in 2004 and Rated as Priority Number Three during W.I.N. Process.) Work with residents to improve or eliminate dilapidated housing and commercial buildings.

Residents are concerned about the number of dilapidated housing and commercial buildings in their neighborhoods. Some absentee land and property owners neglect their properties as well as some of the residents in the area.

Implementation: The Property Maintenance Inspector will make recommendations to the City Manager concerning the needed improvements or removal of dilapidated housing and commercial buildings.

Recommendations will be given to City Council for action.

Time Frame: Immediate and on going.

5. (Rated As Priority Number Five by Neighborhood Leadership Survey in 2004 and Rated as Priority Number Two During the W.I.N. Process.) Rehab existing housing utilizing a loan program and technical assistance for fix-up and repairs.

Many residential buildings are in need of repair due to the fact that the property owners do not have the financial resources to make the improvements.

Implementation: A loan and grant program should be created to help low income home owners repair and rehabilitate their existing homes. Research on loan and grant programs will be conducted by the Community Development Administrator and recommendations will be made to City Council for consideration.

Time Frame: Immediate and on going.

6. (Rated as Priority Number Six by Neighborhood Leadership Survey in 2004 and Tied as Priority Number Eight during the W.I.N. process.) Eliminate open ditches.

Residents complain of the open ditches in many of the neighborhoods in this planning area. Not only do these ditches cause flooding problems when not cleaned properly but they provide a location for the growth of mosquitoes that carry West Nile Virus.

Implementation: Design and build street and storm drainage improvements in the Canal/Nance neighborhoods and the Osceola Street neighborhood to match the Booker T. Washington neighborhood improvements.

Time Frame: Immediate and on going

7. (Rated as Priority Number Six by Neighborhood Leadership Survey in 2004 and Tied as Priority Number Eight during the W.I.N. process.) Add sidewalks with curb and gutter where needed.

Develop a pedestrian network and update the sidewalk master plan to include handicapped accessible sidewalks as needed in the area. Review city regulations to ensure that bicycling needs are addressed. More sidewalks and bike paths are needed. Residents and business owners want to see more handicapped accessible sidewalks and curbs installed throughout the area.

Implementation: The Planning Commission, with assistance from the Planning and Public Works Departments, will advise City Council referencing the updated sidewalk master plan to ensure sidewalks are provided as needed. The City plans and constructs a pedestrian network that provides paths but also other amenities, such as landscaping, appropriately scaled lighting, and benches. The pedestrian network will include sidewalks within street rights-of-way and hiking paths in the linked open space system. The City considers designating a staff person as its bicycle/pedestrian coordinator to ensure that this objective is met and that walking is promoted.

The City plans and constructs a bikeway system that includes bike paths, bike lanes, and bike routes within street rights-of-way and bike paths in the linked open space system. The bike system includes designated travel-ways, route signs and maps, safety and training brochures, and parking. The Planning Commission, with assistance from the Planning and Public Works Departments, works with other transportation entities to develop recommendations that are submitted to City Council for consideration. Time frame: Short Term.

8. (Rated as Priority Number Seven by Neighborhood Leadership Survey in 2004 and Not Rated during the W.I.N. process.) Improve street lighting in certain key trouble spots to help deter nighttime loitering, trespassing, rowdiness, drug dealing, shooting and other criminal activity.

Residents want more street lighting and brighter lights to make their neighborhoods a safer place to live.

Implementation: The Public Works Department working with Santee Cooper and area residents and business owners will set street lighting standards for residential and commercial areas. Currently street lighting is kept at a minimum unless residents or business owners make a request for more. The Public Works Department will work with Santee Cooper and study the need for halogen or mercury vapor lights versus sodium lights. Residents and business owners will call the Public Works Department with address/location of the street light poles. Public Works will report the outages to Santee Cooper. Santee Cooper requires a 3-day turn around time for repairs. The Public Works Department will work with Santee Cooper in developing a regular maintenance plan for streetlights. Recommendations will be sent to City Council for consideration.

Time frame: Immediate and on going.

9. (Rated as Priority Number Eight by Neighborhood Leadership Survey in 2004 and Tied as Priority Number Four during the W.I.N. process.) Make intersections safer for autos and pedestrians.

Residents want new traffic controls devices that will make all intersections safer for pedestrians and motorists.

Implementation: The Public Works Department will work with South Carolina Department of Transportation to improve traffic control devices for autos and pedestrians at Mr. Joe White Avenue and Osceola Street, Mr. Joe White Avenue and Robert M. Grissom Parkway, Mr. Joe White Avenue and Dunbar Street, 21st Avenue North and Dunbar Street, Vereen Avenue and Dunbar Street, and Highway 501 and Canal Street.

Time Frame: Immediate and on going

10. (Rated as Priority Number Nine by Neighborhood Leadership Survey in 2004 and Tied as Priority Number Four during the W.I.N. process.) Eliminate nuisance businesses that support crime.

Residents have complained of businesses in their neighborhoods that attract crime. They need assistance from the City in discouraging and/or eliminating these types of businesses.

Implementation: The Planning and Police Departments will examine ways in which to discourage or eliminate nuisance businesses in residential neighborhoods that have the potential for attracting a criminal element and causing nighttime trespassing on private property. Recommendations will be given to City Council for consideration.

Time Frame: Immediate and on going

11. (Rated as Priority Number Ten by Neighborhood Leadership Survey and Tied as Priority Number Eight during the W.I.N. process.) Improve the park and recreational facilities in each of the three neighborhoods – Canal/Nance, Booker T. Washington, and Osceola Street.

Residents have complained of inadequate recreational and park facilities and services in their neighborhoods.

Implementation: Major renovations have recently taken place at the Canal Street Recreation Center. An indoor pool, gymnasium, classrooms, and a community meeting room have been provided. The Cultural and Leisure Services Department will work with the residents in the Booker T. Washington and Nance/Acline areas to determine what type of recreational improvement they want to see in their neighborhoods. Recommendations will be given to City Council for consideration.

Time frame: Immediate and on going

12. (Rated as Priority Number Twelve by Neighborhood Leadership Survey and Not Rated during the W.I.N. process.) Create a City program to provide building/property numbers and renumbering to assist the public and emergency services locate homes and businesses.

The City currently has a street numbering ordinance that is not being enforced. The 911 system relies on the City to provide correct addresses and the public to display the street numbers on the main entrance to their building. Having the correct address and numbers displayed properly will make emergency response more efficient and locating a business or residence easier.

Implementation: A full-time position will be created in the Finance Department's IS Division to coordinate the city's street addressing program. Recommendations will be sent to the City Manager for consideration. The Construction Services Department, with the assistance of the Fire and Police Departments, identifies all residential and commercial buildings that have not posted their street address as required by ordinance. Fire and Law Enforcement officials will be responsible for calling on the property owners that are not in compliance and explaining that emergency response may be slowed or limited due to the difficulty in locating the residence or business. If persons are unable to purchase or physically display the numbers the City will assist in this effort. The Community Appearance Board will continue to require that street numbers be placed on signage on commercial properties. Violators of the street naming and numbering regulations will be reported to the street addressing coordinator and the City Manager. City Council will take action against violators.

Time frame: Immediate and on going.

13. (Rated as Priority Number Eleven by Neighborhood Leadership Survey and Not Rated during the W.I.N. process.) Improve the appearance of buildings on Mr. Joe White Avenue.

Mr. Joe White Avenue is now a major gateway into the City of Myrtle Beach. Many of the buildings along this corridor have industrial type uses and are unattractive and are in need of improvements.

Implementation: The Planning Department, Planning Commission, and Community Appearance Board will assist in the development of zoning amendments that regulate design for Mr. Joe White Avenue to improve the appearance of new and existing buildings. Recommendations will be given to City Council for consideration.

Time Frame: Immediate

14. (Rated as Priority Number Thirteen by Neighborhood Leadership Survey and Tied as Priority Number Eight during the W.I.N. process.) Improve public transportation.

Many of the residents of Planning Area III are completely reliant on public transportation. The residents are asking that Lymo improve its service with a regular schedule and designated destination pick-up and drop off points.

Implementation: The Planning and Public Works Departments will continue to work with Lymo to plan a bus system that meets current needs including routes, major stops, inter-modal connectivity, schedules, convenience, appearance, safety, price, and reliability. Recommendations will be sent to the Planning Commission for review and City Council for consideration.

Time frame: Immediate and on going.

15. (Rated as Priority Number Fifteen by Neighborhood Leadership Survey and Tied as Priority Number Seven during the W.I.N. process.) Relocate the homeless living in encampments in the wooded areas in Planning Area III to shelters or other more appropriate areas, and assist local shelters to expand their services and facilities to accommodate additional homeless now living in the undeveloped wooded areas. Facilitate the construction of a new Community Services Building to house multiple agencies providing health, social and job services.

Planning Area III is well served with public facilities and services including but not limited to the Community Assistance Center, County Health Department, and Little River Medical Clinic. The loss of the South Carolina Employment Security Commission office on Legion Street and the Friendship Health Clinic on Canal Street which have now been located to Conway has created a void. The problem now is transportation of jobless and homeless low-income persons to these Conway facilities from downtown Myrtle Beach.

Implementation: The Community Development staff will work to develop a facility near the downtown area that acts as a "one stop" center for all of the necessary public health and job services needed by homeless and jobless persons and families.

Time Frame: Immediate and on going

16. (Rated as Priority Number Sixteen by Neighborhood Leadership Survey in 2004 and Tied as Priority Number Seven during the W.I.N. process.) Create additional affordable housing both rental and owner-occupied.

In addition to the need for additional affordable quality housing units for family residences, the new home construction industry is an important provider of jobs for workers. Construction of new homes provides jobs and income for working families. New homes and jobs can be provided in the suburban fringes of Myrtle Beach, or on existing lots and vacant land right in the heart of the city. A Neighborhoods Development Plan for Planning Area III – 2000-2020 and Mr. Joe White Avenue Corridor Development Design Guidelines proposes that new housing and jobs be

provided within Planning Area III to help create stronger neighborhoods and quality housing for families in the heart of the city.

Implementation: The Community Development staff in cooperation with Habitat for Humanity and other organizations or businesses will continue to work with property owners of vacant land and large undeveloped tracts of land to continue the growth and expansion of affordable housing stock within the three neighborhoods in Planning Area III.

Time Frame: Immediate and on going

17. (Rated as Priority Number Sixteen by Neighborhood Leadership Survey and Not Rated during the W.I.N. process.) Construct new segments of streets like Vereen and Osceola to connect isolated portions of neighborhoods together to facilitate travel throughout Planning Area III.

Residents have complained about the lack of connectivity between their neighborhoods. Many streets have unfinished segments which requires additional driving and a great inconvenience.

Implementation: The Public Works Department will work to improve the facilitation of travel throughout Planning Area III. Streets with unfinished segments will be completed and opened for easy access. Recommendations will be sent to City Council for consideration.

Time Frame: Mid Term

18. (Rated as Priority Number Seventeen by Neighborhood Leadership Survey and Tied as Priority Number Six during the W.I.N. process.) Work to improve vacant lots and large undeveloped tracts of land.

The Neighborhood Leadership Survey conducted by the Community Development staff identified vacant lots and large undeveloped tracts of land as simultaneously a problem, an asset, and an opportunity. Nearly all of the existing vacant lots and large undeveloped tracts of land are densely wooded. The major problem with these undeveloped lots and tracts is that they harbor homeless persons and provide hiding places and cover for criminals and criminal activities. Fear of crime is the number one problem identified by the residents. The positive benefit is that they provide naturally beautiful spots and open space throughout the neighborhoods. The opportunity provided is to continue the growth and expansion of the housing stock within the three neighborhoods in this planning area.

Implementation: The Planning Department will carefully guide private development to create new developments with appropriate community facilities on large vacant tracts of land that will meet neighborhood needs without creating additional problems.

Time Frame: Immediate and on going

d. Planning Area IV Key Issues, Objectives, and Implementation

1. (Rated as Priority Number One.) Continue to make improvements in the downtown redevelopment area.

Downtown redevelopment activities have improved the area. Residents and business owners appreciate the beautification and sidewalk projects coordinated by the Downtown Redevelopment Corporation. Residents and business owners believe that the proposed boardwalk will be used more than any other improvements being considered.

Implementation: The Downtown Redevelopment Corporation with the support of the Planning Commission and City Council will continue to make improvements in the downtown redevelopment area.

Time Frame: Immediate and on going.

2. (Rated as Priority Number Two.) Redesign the intersection of Kings Highway and 8th Avenue North.

The design of Kings Highway at 8th Avenue North is a problem. Residents and business owners have expressed a desire to see the design of Kings Highway and 8th Avenue North changed. They believe two traffic lights are not needed and by taking one out you create more parking for downtown businesses.

Implementation: The Public Works Department is currently working with the South Carolina Department of Transportation on acquiring data and simulation models for this intersection. Data will be shared with the Planning Commission and Downtown Redevelopment Corporation for review and City Council for consideration.

Time frame: Immediate.

3. (Rated as Priority Number Three.) Examine the zoning regulations that prohibit the display of merchandise on the sidewalk and outdoor cafes.

Businesses are over-regulated. Business owners are concerned that they are being over-regulated by City government. They would like to be able to showcase some of their wares on the sidewalk, have sidewalk sales, and tables and chairs outside in front of eateries.

Implementation: The Planning Commission with the assistance of the Planning and Construction Services staff will review the regulations prohibiting the display of merchandise on the sidewalk in front of a business and outdoor cafes. Consideration will be given to the display of merchandise on sidewalks and outdoor cafes when and where appropriate. Recommendations will be given to City Council for consideration.

Time frame: Short Term.

4. (Rated as Priority Number Four.) Provide adequate parking for visitors and residents.

Parking continues to be a problem. Residents and business owners want to give visitors a place to park. They feel the revenue generated by parking lots, meters, or garages offsets the cost of enforcement. They want the City to provide more parking by purchasing land to build parking decks that are attractive, safe, and secure. Longer time limits on parking meters have been requested for the Pavilion area.

Implementation: The Planning Commission, with assistance from the Planning, Public Works, and Construction Services Departments and the Downtown Redevelopment Corporation, continues to study ways to provide adequate parking for visitors and residents. A downtown-parking plan will be developed and land purchased for parking. Longer time limits on the parking meters in the Pavilion area will also be studied. Recommendations will be sent to City Council for consideration.

Time frame: Immediate and on going.

5. (Rated as Priority Number Five.) Examine the economic and demographic impacts of shifting the center of town to other areas.

The center of town has shifted over time and led to a demographic change in the general makeup of the core of visitors. Isolated incidents have continued to damage the image of the downtown area. Situations where homelessness, drugs, and prostitution exist amplify negative perceptions of the downtown community.

Implementation: The Planning Commission, with assistance from the Planning Department staff and the Downtown Redevelopment Corporation, will examine the economic and demographic impacts of shifting the center of town to other areas. Recommendations will be sent to City Council for consideration.

Time frame: Immediate and on going.

6. Diversify the travel and tourism industry by expanding the opportunity for amateur and professional sporting events; eco-tourism; tourism supportive services; light manufacturing and distribution; engineering, research, training, education, and consulting services; software development, research and development, and high-tech businesses; office sector (including non-profit organizations and associations); research, testing, and technology services; specialty publishing companies; environmental business (goods and services); and home-based business and self-employment.

Employment opportunities need to be diversified. The city is too dependent economically on the tourism industry. If a major hurricane or other disaster should hit the city the tourism industry would be shut down temporarily creating high unemployment. Residents want to see more economic diversification. Non-tourist oriented businesses should be recruited and encouraged as well as businesses that would compliment the tourism industry.

Implementation: The Myrtle Beach Area Chamber of Commerce is the lead agency, in cooperation with economic development partners, and with the City providing assistance.

Time frame: Short Term and On-going.

7. Continue to support and provide opportunities for employee recruitment and retention.

The labor force is limited. Business owners struggle each year finding enough employees to fill their staff positions. Employment opportunities are expanding throughout the city creating additional staffing problems. Employment opportunities need to be diversified that would attract professionals and non-professionals, families, and a more permanent pool of employees to choose from. The majority of the employees in the area are part-time workers during the peak season. Jobs need to be created that would attract year-round workers and their families.

Implementation: 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 for employee recruitment and retention; any recommendations in the program for City participation are submitted to City Council for consideration.

Time frame: Immediate and on going.

8. Continue to encourage historic preservation of historically significant properties.

Historic preservation needs to be encouraged and supported. As Myrtle Beach continues to grow the preservation of “our” history and historic architecture needs to be considered in all plans.

Implementation: The Planning Commission, with the assistance of the Planning staff, will address and implement the historic preservation sub element of the cultural resources element of the Comprehensive Plan. The Comprehensive Plan calls for the establishment of a preservation committee, preparing an inventory of historically significant sites and districts, developing a historic preservation plan, increasing public awareness of historic resources and their value to the community, and instituting a historic designation program.

Time frame: Short Term and On-going.

9. Examine the need for fencing at the Withers Swash.

Fencing is needed at Withers Swash. Residents and business owners want to see fencing installed on the east side of Withers Swash Park as well as the north side facing 3rd Avenue South.

Implementation: The Cultural and Leisure Services Division will examine the need for fencing at the Withers Swash. Recommendations will be given to the City Manager for consideration.

Time frame: Short Term

10. Examine ways to make Chapin Park and Nance Plaza more user-friendly for all residents and visitors.

Parks are not user-friendly in the downtown area. The homeless problem in the city continues to grow each year. People without a place to go during the day and early evening hours are hanging around on park benches in Chapin Park and Nance Plaza. Residents and visitors are afraid to use the parks because of this. Residents and business owners would like to see these parks enjoyed by families, young people, residents, and visitors alike.

Implementation: Laws are currently in place to prevent loitering. Teams of police officers are currently assigned to these areas that are familiar with the laws. City Council will investigate stronger fines for loitering. The Public Works Department will make recommendations concerning brighter lights for the Chapin Park area. Recommendations will be sent to City Council for consideration.

Time frame: Immediate and on going.

Implementation: The Planning Commission working with the Planning, Public Works, and Cultural and Leisure Services Departments and the Downtown Redevelopment Corporation, works to establish more parking for these parks that are easily accessible by residents and visitors. Recommendations are sent to City Council for consideration.

Time frame: Immediate and on going.

11. Explore the opportunity for additional public improvements.

More public improvements are needed throughout area. Residents and business owners are pleased with the parks at the end of Mr. Joe White Avenue, Hurl Rock Park, etc. They would like to see more public improvements including sidewalks, fitness trails, landscaping, curbing, etc.

Implementation: The Planning Commission, with the assistance of the Cultural and Leisure Services and Planning Departments, will continue to provide public improvements including curbing, landscaping, sidewalks, picnic tables, and fitness trails where land is available and large enough to accommodate upgrades.

Time frame: Mid Term.

12. Improve the appearance of portable toilets at beach access points and explore the use of permanent restrooms.

More restrooms and bathhouses are needed for day-trippers. Residents and business owners are finding an increasing need for more public restrooms and showers for our day visitors. With the increase in the number of day-trippers using Highways 31 and 22 to visit Myrtle Beach for the day our current facilities are not adequate and need to be increased. Most businesses allow visitors to use their restroom facilities but are not set up for dress changes, showers, etc.

Implementation: The Planning, Public Works, and Cultural and Leisure Services Departments will work together to determine the need and location of restroom facilities near the oceanfront and in areas with a high concentration of visitors. Emphasis will be on improving the appearance of the facilities and complying with Federal Emergency Management Agency (FEMA) guidelines. An implementation plan

will be established that would be reviewed by the adjacent property owners. Agreements will be worked out with local businesses to assist in the funding of restroom facilities near their place of business. Recommendations will be sent to the Planning Commission for review and City Council for consideration.

Time frame: Immediate.

13. Examine the need for an overhead crosswalk at Kings Highway and 9th Avenue North.

Crossing Kings Highway at 9th Avenue North is unsafe. Residents and business owners are concerned for the safety of individuals attempting to cross Kings Highway at 9th Avenue North. During the peak season you have traffic backing up blocking the intersection. Motorists are more concerned with getting through the traffic light before it turns red than allowing pedestrians to cross the street safely. Residents and business owners would like to see an overhead cross walk installed or additional safety measures taken to insure someone can cross the street safely at this intersection.

Implementation: The Public Works Department will work with the South Carolina Department of Transportation to determine the need for an overhead crosswalk at 9th Avenue North and Kings Highway. The Police Department currently does not see a need for an overhead crosswalk but will work to improve the safety of pedestrians crossing the street in this area.

Time frame: Mid Term.

14. Develop a pedestrian network and update the sidewalk master plan to include handicapped accessible sidewalks as needed in the area and on side streets from 3rd Avenue South to 21st Avenue North. Install bike paths along Ocean Boulevard, Kings Highway and secondary roads leading to the oceanfront areas. Develop a bikeway master plan. Review city regulations to ensure that bicycling needs are addressed.

More sidewalks are needed. Residents and business owners want to see more handicapped accessible sidewalks and curbs installed throughout the downtown area and particularly on side streets such as 3rd Avenue South to 21st Avenue North. They believe this will add to the tourist appeal and safety showing the boundaries of properties and that Myrtle Beach is a growing town.

Implementation: The Planning Commission, with assistance from the Planning and Public Works Departments, will advise City Council referencing the updated sidewalk master plan to ensure sidewalks are provided as needed. The City plans and constructs a pedestrian network that provides paths but also other amenities, such as landscaping, appropriately scaled lighting, and benches. The pedestrian network will include sidewalks within street rights-of-way and hiking paths in the linked open space system. The City considers designating a staff person as its bicycle/pedestrian coordinator to ensure that this objective is met and that walking is promoted.

The City plans and constructs a bikeway system that includes bike paths, bike lanes, and bike routes within street rights-of-way and bike paths in the linked open space system. The bike system includes designated travel-ways, route signs and maps, safety and training brochures, and parking. The Planning Commission, with assistance from the Planning and Public Works Departments, works with other transportation entities to develop recommendations that are submitted to City Council for consideration.

Time frame: Short Term.

15. Enforce property maintenance regulations.

Property maintenance and street lighting need to be addressed. Residents and business owners want property owners held accountable for their landscaping and upkeep of property. They believe this may help eliminate “trashy” areas, which often times attracts

“trashy” behavior such as drug activity and prostitution. The lighting is poor in many areas and some buildings are becoming dilapidated. Vacant lots are also a problem with overgrown weeds and grass.

Implementation: The Planning and Construction Services Departments review existing maintenance codes and submit any necessary revisions to the Planning Commission for review and City Council for consideration. The Construction Services Department is given authorization and personnel to ensure compliance with those codes. The newly created Rehabilitation Code Enforcement Officer position will be responsible for implementation of the ordinance. Residents and businesses are encouraged to keep Code Enforcement Officers informed of violations. The Public Works Department will also work with Santee Cooper to provide lighting where needed.

Time frame: Immediate and on going.

16. Provide more trash receptacles on every street corner. Continue to clean up trash in the right-of-way.

Litter continues to be a problem. Trash continues to accumulate along the right-of-way and needs to be addressed. Residents and business owners would like to see trash receptacles at every street corner year round.

Implementation: The Public Works Solid Waste Division with the assistance of Code Enforcement, Police Officers, and Parks Division crews will closely monitor the need for additional trash receptacles and place them where needed. Trash receptacles are also needed in the residential areas near the oceanfront.

Time frame: Immediate and on going.

17. Expose drug dealers and users of prostitution in public media.

Drugs and prostitution are very serious problems. Residents and business owners want drug dealer dealt with. Prostitution continues during the day and evening hours with prostitutes hanging out on the streets. Residents want users of prostitutes exposed in the public media when arrested and convicted so their friends and families will know who they are. They are also requesting a stronger police presence in the downtown area. Violators of laws should pay higher fines and/or serve longer jail time or be relocated.

Implementation: The Police Department with the assistance of the Public Information Officer will work with local media outlets to expose the users of prostitution and drug dealers when arrested.

Time frame: Immediate and on going.

18. Increase the number of Police officers and provide for community policing throughout the city.

Public safety is a concern. Residents and business owners believe there are not enough police to cover the area. They want the downtown area made safer by hiring more police officers that could potentially result in a true community-oriented Police Department and not just in one area. The Police Department needs to restructure patrol districts and update work schedules for officers that are tired. Police are needed on second and third rows. Inadequate law enforcement has led to insecurity of the residents and business owners in the area.

Implementation: The Police Department, with the assistance of the City Manager's office, will study the need for additional police officers and providing for community policing throughout the city. Repeat offenders should be relocated and required to do community service. Recommendations will be given to City Council for consideration.

Time frame: Immediate and on going.

19. Provide a portable police substation in the downtown area.

Portable police substation wanted for the area. Residents and business owners are requesting that a portable police substation be utilized in the downtown area. They believe a permanent presence may help deter crime in the area.

Implementation: The Police Department will submit to the City Manager's office a request for a portable police substation to be used throughout the community as needed. Recommendations will be submitted to City Council for consideration.

Time frame: Immediate and on going.

20. Provide and support opportunities for encouraging businesses that would attract a more family friendly clientele to the area.

Some businesses downtown attract undesirable visitors. Residents and business owners would like to see an improvement in the type of businesses downtown. They feel that some businesses in the area discourage a family-friendly atmosphere.

Implementation: The Planning Commission, with assistance from the Planning and Construction Services Departments and the Downtown Redevelopment Corporation, will provide opportunities for businesses that would enhance improvements in the downtown area. Recommendations will be sent to City Council for consideration.

Time frame: Immediate and on going.

21. Prohibit beachwear stores from using lights that blind motorists.

Lighting at beachwear stores blinds motorists. Bright spotlights used in the parking lots at some of the beachwear stores create such a glare on Kings Highway that drivers find it difficult to see. Residents and businesses would like to see these types of lights eliminated.

Implementation: The Construction Services Department will assign staff to observe code violations during the day and evening hours. The Police Department as well as all City departments will also assist in observing code violations and reporting these to the Zoning Administrator. Report/Work Sheets will be placed in every City vehicle to be used for recording code violations and other problems observed by City employees. Sheets will be given to Department Heads. The public will be encouraged to continue to report violators of code regulations.

Time frame: Immediate and on going.

22. Examine the need to provide an emergency access on Chester Street that would not slow down emergency vehicles.

Emergency access is needed on Chester Street. Residents have complained that a thoroughfare is needed for emergency vehicles on Chester Street. The stop signs at 2nd and 3rd Avenues South slow down the emergency vehicles traveling this street. Residents would like a stop sign installed at 3rd Avenue North and Chester Street to aid emergency services.

Implementation: The Public Works, Police and Fire Departments will study the need to provide emergency access on Chester Street that would not slow down emergency vehicles. Recommendations will be sent to City Council for consideration.

Time frame: Immediate and on going.

23. Enforce traffic laws and increase fines for speeding and running traffic lights.

More aggressive enforcement of traffic laws is needed. Residents and business owners would like to see violators ticketed for speeding and running traffic lights.

Implementation: The Police Department will continue to enforce traffic laws throughout the community. Stiffer fines will be implemented for speeding and running traffic lights. Recommendations will be sent to City Council for consideration.

Time frame: Immediate and on going.

24. Establish housing facility for habitual alcohol offenders and require community service of these offenders.

Facility is needed for habitual alcohol offenders. Residents and business owners would like to see habitual alcohol offenders required to do some type of community service.

Implementation: The Public Health agencies will study the need for establishing facilities for habitual alcohol offenders and the Court System will investigate having the offenders perform community service.

The need for facilities for women only should be considered by the Public Health agencies.

Time frame: Immediate and on going.

25. Continue to improve plans for emergency preparedness.

Located on the coast hurricanes are and always will be a threat to any development.

Residents and business owners want to see a continuation in planning appropriately for hurricanes and other natural disasters. All development must be carefully scrutinized to make sure they meet all code requirements.

Implementation: The Police Department in cooperation with the County and State Emergency Preparedness are working to improve and have extensive plans for disaster preparedness including evacuation and re-entry plans. The Construction Services Department will continue to follow the International Building Codes.

Time frame: Immediate and on going.

26. Enforce local laws and zoning regulations.

Problem motels exist in the downtown area. Residents and business owners want to see problem motels in the downtown area closely monitored through code enforcement and police actions.

Implementation: The Police and Construction Services Departments will continue to enforce laws and zoning regulations. The Nuisance Abatement Unit is currently working on this problem. Residents will need to report problems to Police and Construction Services as needed.

Time frame: Immediate and on going.

27. Enforce local solicitation laws.

Street hawkers continue to bother people in the downtown area. Residents and business owners have complained of some businesses allowing their employees to bother people passing on the street. They would like to see street hawkers off of the street and back in their places of business.

Implementation: The Construction Services and Police Departments will enforce the solicitation laws and require street hawkers to remain inside their place of business.

Time frame: Immediate and on going.

28. Remove vending machines from sidewalks.

Most of the sidewalks in the area are very narrow and do not allow enough space for people to comfortably while passing others. Many businesses have vending machines on the sidewalks that create additional problems for passersby.

Implementation: The Construction Services Department will enforce regulations that require vending machines be setback from the sidewalks.

Time frame: Immediate.

29. Continue to improve ways to work with the homeless and provide needed services.

Homeless issues need to be addressed. The increasing number of homeless people in the area bothers residents and business owners.

Implementation: The Planning Commission with assistance from the Planning Department's Community Development Program and local homeless agencies will continue to improve services for the homeless in the area. Recommendations will be sent to City Council for consideration.

Time frame: Immediate and on going.

30. Continue to provide opportunities and support for developers to elevate their properties to their full potential.

Downtown businesses need more improvement. Residents and business owners believe that many businesses in the downtown area need a great deal of improvement. They would like to see these properties elevated to their full potential.

Implementation: The Downtown Redevelopment Corporation will continue to work with downtown property owners to improve their properties.

Time frame: On-going.

31. Make improvements in the Pavilion area.

The Pavilion remains a topic of interest. Some residents and business owners would prefer to have the Pavilion moved to a location west of Highway 17 Bypass. They would like the current site to be redeveloped with hotels, parks, etc. They believe this would alleviate some problems and bring more of a wholesome family atmosphere back to the area. Other residents and business owners believe the Pavilion is a drawing point. They believe the Pavilion is the primary focus of Sun Fun each year and still remains as the perceived center of town.

Implementation: The Downtown Redevelopment Corporation will continue to study and make improvements in the downtown area. Consideration should be given to reconnecting Chester Street for another north-south corridor. Recommendations will be sent to City Council for consideration.

Time frame: Immediate and on going.

32. Continue to support and provide opportunities for quality growth and improvements in the downtown redevelopment area.

Property values will and should continue to increase creating opportunities for some and hardships for others. Residents believe the downtown area has a lot of potential and opportunity for growth and improvements. Residents want to see encouragement and help from City government.

Implementation: The Planning Commission, with assistance from the Planning and Construction Services Departments, will continue to review and update the zoning regulations and comprehensive plan to make available opportunities for quality growth and development.

Time frame: Immediate.

33. Create a way finding system to serve as a navigational aid while marketing the area's resources, altering negative perceptions, evoking a sense of downtown's history and character, and improving the streetscape. The way finding system would help to reduce motorist's confusion, unnecessary trips, and unsafe traffic, as well as eliminating the need for billboards as directional signs. Improve and standardize directional signs.

Better road signage is needed for area. Residents and business owners would like to see better road signage to assist visitors and residents in finding the attractions in the area. A way finding system should be taken into consideration that would provide directional signage to destinations.

Implementation: The Planning Commission, with assistance from the Tourism Committee, Planning and Public Works Departments, works with state and regional transportation agencies to develop recommendations that are submitted to City Council for consideration.

Time frame: Immediate and on going.

34. Better signage is needed at Myrtle's Market.

Better signage is needed at Myrtle's Market. Residents and business owners have complained about the banner signage being used at Myrtle's Market. They believe that more attractive and permanent signage should be used that would be easily identifiable and help to promote the market.

Implementation: The Planning Department working with Construction Services and the Community Appearance Board will create better signage for the Myrtle's Market area.

Time frame: Immediate and on going.

35. Determine street lighting needs throughout the city. Require Santee Cooper to have a regular maintenance plan for streetlights.

Street lighting needs improvement. Residents and business owners have complained of street lighting being inadequate in business and residential areas. They want to see more lighting, which is white, better, and proper.

Implementation: The Public Works Department working with Santee Cooper and area residents and business owners will set street lighting standards for residential and commercial areas. Currently street lighting is kept at a minimum unless residents or business owners make a request for more. The Public Works Department will work with Santee Cooper and study the need for halogen or mercury vapor lights versus sodium lights. Residents and business owners will call the Public Works Department with address/location of the street light poles. Public Works will report the outages to Santee Cooper. Santee Cooper requires a 3-day turn around time for repairs. The Public Works Department will work with Santee Cooper in developing a regular maintenance plan for streetlights. Recommendations will be sent to City Council for consideration.

Time frame: Immediate and on going.

36. Examine the possibility of aiding traffic by adding one-way streets (every other street in the opposite direction) in the downtown redevelopment areas.

One-way streets in the downtown area would ease traffic flow.

Residents and business owners want the City to look at ways to aid traffic by using one-way streets every other street in the opposite direction. They have suggested having Chester Street one-way either north or south, and Flagg Street one-way in the opposite direction of Chester Street. They want to see Oak Street near the Five Points Business District opened up and possibly made into a one-way street.

Implementation: The Downtown Redevelopment Corporation, with the assistance of the Planning and Public Works Departments and transportation entities, will work together to determine the need for using one-way streets in the downtown redevelopment area to improve traffic flow. Recommendations will be sent to the Planning Commission for review and City Council for consideration.

Time frame: Immediate and on going.

37. Encourage reliable public transportation with enclosed bus shelters and sidewalks.

Public transportation is a necessity. Residents and business owners believe that public transportation has an opportunity to expand and could help with congested streets during the peak season.

Implementation: The Planning and Public Works Departments will continue to work with Lymo to plan a bus system that meets current needs including routes, major stops, inter-modal connectivity, schedules, convenience, appearance, safety, price, and reliability. Recommendations will be sent to the Planning Commission for review and City Council for consideration.

Time frame: Immediate and on going.

38. Continue to examine ways to move traffic more efficiently.

Traffic solutions on Kings Highway need to be studied. Some residents and business owners would like to see traffic studied to improve the flow on Kings Highway. Back ups cause frequent traffic jams during the peak season especially approaching the Pavilion area from the north and south.

Implementation: The Planning and Public Works Departments working with regional and state transportation entities will continue to examine ways to move traffic more efficiently on Kings Highway. Plans will be submitted to the Planning Commission for review and City Council for consideration.

Time frame: Immediate and on going.

e. Planning Area V Key Issues, Objectives, and Implementation

1. *(Rated as Priority Number One.)* Clean up and eliminate unkempt properties by reviewing, modifying, and enforcing property maintenance codes. Hire personnel to enforce the maintenance codes. Develop sample landscape plans that can be shared with residents for improving the appearance of their property. Develop a yard of the month designation program.

Private property maintenance is a growing problem. Residents want property maintenance regulations enforced throughout their planning area. Residents are complaining about empty houses with weeds and grass growing up around the structures. Several residences in Ramsey Acres and Myrtle Heights are rentals and it is apparent to many residents that the landlords are not making sure these properties are maintained structurally as well as the landscaping. On 13th Avenue South and Pridgen Road residents say commercial vehicles, slumlords, junky apartments, trailers, and trash everywhere now surround them. Bent Oak Estates, Melody Lane, Pridgen Road, and 13th Avenue South have houses that are deteriorating, yards are junky, cars up on concrete blocks, and trash all along the road. Three areas have been cited as needing cleaning and clearing immediately off of Broadway Street. Two businesses and a corner lot at 5th Avenue North and Broadway have heavy vegetation and trash scattered around their dumpsters. Homeless people are sleeping three (3) feet away from the sidewalk. Prostitutes and their johns have also been seen meeting in this area. On 17th Avenue South and Highway 15 mobile homes are in disrepair. Residents have suggested having a yard of the month designation that would encourage people to keep up their property. They would also like the City to assist in making available sets of landscaping plans that residents and business owners could choose from to help them with their landscaping.

Implementation: The Planning and Construction Services Departments review existing maintenance codes and submits any necessary revisions to the Planning Commission for review and City Council for consideration. The Construction Services Department is given authorization and personnel to ensure compliance with those codes. The newly created Rehabilitation Code Enforcement Officer position will be responsible for implementation of the ordinance. Additional Code Enforcement positions should be added – one for each planning area. Residents and businesses are encouraged to keep Code Enforcement

Officer informed of violations. The Construction Services Department will make recommendations to City Council for consideration of the needed staff positions.

Time frame: Immediate and on going.

Implementation: The Planning and Construction Services Departments will make available to area residents sample landscape plans that could be used by property owners in improving the appearance of their landscape.

Time frame: Short Term.

Implementation: The Planning and Construction Services Departments will research the establishment of a yard of the month program for recognizing residential and commercial lots that can serve as an example to others.

Time frame: Short Term.

2. (Rated as Priority Number Two.) Better regulate the occupancy (number of dwellers) regulations for single family and multi-family units.

Regulations on home occupancy need to be addressed. Residents in Bent Oak Estates have complained that four (4) to five (5) families are living in one house where the area is zoned single family. It has been reported that some businesses in the area are renting housing in single-family neighborhoods for their employees who are here on work visas. Several unrelated families are living in these single family dwellings together because they cannot afford the rent in the area and the living conditions are many times much better than where they came from.

Implementation: The Planning Department and Zoning Administrator will continue to research regulations to control the number of occupants living in a single-family and multi-family dwelling.

Time frame: Immediate and on going.

3. (Rated as Priority Number Three.) Erect traffic signal at 17th Avenue South and Highway 15 and in other needed locations.

Traffic light needed at 17th Avenue South and Highway 15. People are using Highway 15 as a major thoroughfare to the airport. It is very difficult to make turns onto 17th Avenue South or enter Highway 15 from 17th Avenue South. Residents want a traffic signal added at this intersection for safety reasons and to ease merging with traffic.

Implementation: The Public Works Department is currently surveying the traffic signal needs throughout the community. Special attention will be given to the 17th Avenue South and Highway 15 intersection. Recommendations will be sent to City Council for consideration.

Time frame: Immediate and on going.

4. (Rated as Priority Number Four.) Enforce the traffic laws.

Better traffic control is needed. Ramsey Acres and Bent Oak Estates need speed limit enforcement and speed bumps added if necessary to slow drivers down. Pine Island Road and Highway 15 traffic has increased considerably and has become a very hazardous area since the new mall opened. Residents want more enforcement of traffic laws for speeding and running stop signs. The new Portrait homes project has added to the traffic congestion in this area. There is also heavy traffic around Coastal Glass.

Implementation: The Police Department will continue to enforce all traffic laws with a more aggressive enforcement policy. Speed trailers and additional patrol coverage is being provided on the south end by the Police Department. Special attention will be given to the areas of Ramsey Acres, Bent Oak Estates, Pine Island Road, and Highway 15. The Planning and Public Works Departments will investigate

traffic calming devices that may aid in traffic control. Recommendations will be sent to City Council for consideration.

Time frame: Immediate

5. (Rated as Priority Number Five A.) Set an enforceable policy to address trash items being left at curbside before and after the day of pick up.

Residents want to see trash and trash receptacles left at the curb on the evening before or day of trash pick-up only. People in the neighborhoods clean out old buildings and leave mattresses, bicycles, and other junk at curbside for days and even weeks. Bulk and loose items are being left where dumpsters are used in condo projects. Haulers drive over what is not put in the dumpsters.

Implementation: Regulations should be enforceable concerning trash receptacles being left at curb before and after the day of garbage and trash pick-up. Currently if the receptacle is left at the curb in the public right-of-way the Public Works Department can take the receptacle and the property owner will have to pay to have it returned. The Nuisance ordinance can also be used to address general trash and litter on private property. Consideration should be given to Monday pick-up for rental units and use a roving truck for trash left a curb before pick-up day. Property owners and commercial waste haulers will be required to remove debris left in and around the dumpsters. The Public Works Department will review the current solid waste regulations and make recommendations for necessary changes for City Council's consideration.

Time frame: Immediate and on going.

6. (Rated as Priority Five B.) Seek to maximize public involvement. Develop methods to better communicate information from City government needed by the residents and business owners. Encourage residents and business owners to become engaged in public meetings hosted by the City of Myrtle Beach.

Public meeting notification and public involvement needs to be improved.

Residents want the City departments to explore better ways of notifying the public about meetings. Residents do not turn out for neighborhood meetings because of community apathy - lack of participation and interest.

Implementation: The Public Information Officer and the departments of the City of Myrtle Beach will continue to improve ways to communicate about public meetings. The City will continue to use the newspaper, radio, television, water bills, Progress Report, TV Channel, City's website, weekly fax and email, and other resources to communicate information about public meetings. Neighborhood organizations will be encouraged to assist the City in disseminating information to fellow residents about public meetings.

Time frame: On-going.

7. Educate residents about home occupation laws and enforce zoning regulations regarding businesses being run out of homes.

Residents are concerned over the growing number of businesses being run out of single-family homes in their planning area. They believe that many of these businesses do not have business licenses and the area is not zoned for these types of activities. Businesses are being run out of homes on 13th Avenue South and Beaver Road, Pridgen Road, Stalvey Avenue, Robert M. Grissom Parkway, Bent Oak Estates and Highway 15. Some homes have signs in the front yard advertising the business. Many times there are too many trucks and cars being parked at these homes for business purposes. Some homes that run construction businesses have heavy equipment and debris filling up their driveways and yards.

Implementation: The Construction Services Code Enforcement Division will continue to investigate complaints from the residents regarding businesses being run out of homes in residential areas and enforce the regulations. The Construction Services Department and the Public Information Officer will develop an educational program concerning home occupations that will be shared with the community at-large through the water bills, Progress Report newsletters, TV Channel, and City's website.

Time frame: Immediate and on going.

8. Require residents to screen items stored in their backyards that would be visible to their neighbors.

Clean up or screen back yards in residential areas. Residents in Ramsey Acres store items in their backyards behind sheds, etc. so they can't see them but the back door neighbors can see the junk week after week.

Implementation: Residents will be encouraged to notify the Construction Services Code Enforcement Officers of property maintenance violations in backyards. The Rehabilitation Officer will notify the resident of the violation and request a clean up. Property maintenance regulations will be strongly enforced. The Construction Services Department will make recommendations for additional code enforcement staff. Recommendations will be sent to City Council for consideration.

Time frame: Immediate and on going.

9. Clean up and prevent trash from blowing from the adjacent shopping center and car wash onto the City's water tower property at 13th Avenue South. Improve the appearance of grounds of public properties within the rights-of-way.

City-owned property needs attention. Trash blows from nearby shopping center and car wash onto the grounds of the City's water tower. Residents would like to see stronger code enforcement to prevent overflowing trashcans and dumpsters that create the debris that scatters throughout the area. Residents would also like to see an improvement of the grounds on the public rights-of-way.

Implementation: The Construction Services and Public Works Departments will continue to work with commercial properties in requiring they keep their property free of litter and trash by emptying trash containers and picking up blowing litter and trash on a daily basis. The Cultural and Leisure Services and Public Works Departments will continue to monitor public property for trash and debris and clean up as necessary.

Time frame: Immediate and on going.

10. Eliminate sight triangle problems on roadways and in parking lots.

Sight triangle problems at intersections are increasing. Pine Island Road and Highway 15 have trees and bushes at this intersection that are creating sight triangle problems. Residents complain that they have to pull out too far in the road to see around them.

Implementation: The Construction Services Department with the assistance of a Volunteer Citizen Committee will conduct a survey of sight triangle problems throughout the city. The landscaping code enforcement officer shall notify the owner or the person in possession of the property upon which the noncompliant landscaping is located to correct the violation. The Construction Services Department will monitor the need for increasing the number of staff persons to enforce the City's Code.

Time frame: Immediate and on going.

11. Enforce scooper laws and eliminate animal waste on the beach including horse manure.

Removal of animal waste on the beach is a problem. After the horse on the beach fundraiser for the Heart Association, horse manure is left on the beach from 8th Avenue South to Springmaid Beach. Residents have asked why the City does not regulate the

removal of horse manure as it does dog waste with the scooper laws. Residents want to see the horse manure removed from the beach immediately after the event or have the riders responsible for cleaning up after their horses when it happens.

Implementation: The Cultural and Leisure Services Department will furnish scooper bags for the beach access points. The Beach Patrol will continue to enforce the scooper laws on the beach. Riders of horses will be responsible for cleaning up manure on the beach after the Heart Association horses on the beach event. The Public Information Officer will develop a program that educates residents and visitors concerning animal waste laws throughout the city using the water bills, Progress Report, City's TV Channel and City's website.

Time frame: Immediate and on going.

12. Establish new zoning and development regulations and enforce them.

City needs to improve zoning regulations and code enforcement. Residents would like the City to review its current zoning regulations and make necessary improvements. Additional code enforcement staff needs to be added as the City continues to grow very rapidly.

Implementation: The Planning Commission, with the assistance of the Planning and Construction Services Departments staff and hired consultants, will review the zoning ordinance and make necessary changes to improve the ordinance. Recommendations will be sent to City Council for consideration.

Time frame: Immediate.

Implementation: The Construction Services Department will continue to enforce zoning regulations and work with the City Manager's office to increase code enforcement staff as needed. Recommendations will be sent to City Council for consideration.

Time frame: On-going.

13. Encourage home ownership in downtown neighborhoods such as Withers Swash. Increase the availability of rental and owner housing for low-and moderate income (LMI) families. Provide affordable housing for all residents in the city.

Affordable housing needs to be addressed. Residents believe that the downtown area needs to have an attitude change from low-rent and low-income housing to family space. Rental residences on Park Drive in Ramsey Acres are over crowded and poorly maintained. There is a constant threat to the diversity of incomes because of the lack of affordable housing and rents in the area.

Implementation: The Planning Commission, with assistance from the Community Development Administrator and Planning Department staff, will work to increase the availability of rental and owner housing for low and moderate-income families. Planning staff will research creative financial arrangements that encourage rehab of homes. A grant and loan program to encourage home ownership will be established to assist low and moderate-income families. Recommendations will be sent to City Council for consideration.

Time frame: Short Term.

14. Continue to encourage historic preservation of historically significant properties.

Residents of the Withers Swash community would like to see preservation of the historic homes in their neighborhood. Many of the residences in this area are some of the oldest homes in Myrtle Beach.

Implementation: The Planning Commission, with assistance from the Planning Department, will address and implement the historic preservation sub element of the Cultural Resources element of the

Comprehensive plan. Special attention will be given to the Withers Swash historical residential community. City Council, with assistance from the City Manager's office, appoints a preservation committee with appropriate jurisdiction, staff support and other necessary resources. The Preservation Committee, with the assistance of the Planning Department, prepares an inventory. The Preservation Committee, with the assistance of the Planning Department, prepares the plan; the plan is submitted to the Planning Commission, which recommends City Council adopt the plan as part of the Comprehensive Plan. The Planning Commission, with the assistance of the Planning Department and the Public Information Officer, work with promotional entities to develop a recognition program and informational brochure; any recommendations in the program for city participation are submitted to City Council for consideration.

Time frame: Immediate and on going.

15. Restrict or limit the parking of commercial vehicles on residential streets.

Large commercial vehicles are being parked overnight and during the day in residential neighborhoods. Residents have complained of semi-trucks being parked along 13th Avenue South during all hours of the day and night. Heavy equipment is parked on Beaver Road permanently.

Implementation: The Planning and Construction Services Departments will study more restrictive codes concerning parking of commercial vehicles and heavy equipment in residential neighborhoods. The Code Enforcement Division will investigate the parking of commercial vehicles overnight and heavy equipment on a permanent basis along 13th Avenue South and Beaver Road. Recommendations will be sent to the City Manager for review and City Council for consideration.

Time frame: On-going.

16. Strengthen the tree protection and landscape ordinances to protect old growth trees and provide for the maintenance of trees. Eliminate tree and lighting conflicts and prohibit the clear cutting of trees for development purposes. Utilize the CITYgreen software to illustrate the storm water retention and cooling of the heat island benefits of trees.

Tree protection is important to the community. Residents are concerned that trees are being cut down everywhere to make way for new development. Old growth trees cannot be replaced in our lifetime. Trees help to filter storm water. This should be taken into consideration when the City is spending taxpayer's money to pay for storm water drainage projects.

Implementation: The Planning Commission, with assistance from the Planning, Cultural and Leisure Services, and Construction Services Departments and a certified arborist, reviews existing requirements and submits necessary revisions to City Council for consideration. To comply with the Tree City USA standards City Council establishes a tree board, a group of concerned volunteer citizens, charged by ordinance with developing and administering a comprehensive tree management program. Balanced, broad-based community involvement is encouraged. The board should consist of forestry professionals, nursery operators, arborists, business owners, residents, and developers. The Planning Department will utilize the CITYgreen software to illustrate to the property owners, Planning Commission, Community Appearance Board, and City Council the benefits of trees in helping with storm water problems and cooling of heat island effect. Recommendations will be sent to the Planning Commission for review and City Council for consideration.

Time frame: Immediate and on going.

17. Ensure business owners and private garbage and trash haulers keep dumpsters clean. Better regulate the servicing of commercial garbage containers.

Commercial dumpsters need to be kept clean and free of debris. Residents have complained about the commercial dumpsters on 13th Avenue South and Broadway. The dumpsters are very dirty with scattered broken glass and trash around them and they smell badly.

Implementation: The Public Works Department will continue to work with business owners and private haulers of solid waste products to ensure the dumpsters are kept clean and orderly. An operational policy change will be studied. The Solid Waste Division will check the dumpsters on 13th Avenue South and Broadway Street immediately for violations. Recommendations will be sent to City Council for consideration.

Time frame: On-going.

18. Develop a pedestrian network and update the sidewalk master plan to include handicapped accessible sidewalks from houses to the beach and in school areas.

Residents enjoy a walk or bike ride through their neighborhoods and down to the beach. There are no sidewalks or curbs in Ramsey Acres, 5th and 6th Avenues North, Broadway Street (not completed), and Pine Island Road. Nighttime driving on Pine Island Road has become very dangerous for pedestrians and bicyclists. Residents want to see sidewalks and bike paths added throughout the community.

Implementation: The Planning Commission, with assistance from the Planning and Public Works Departments, will advise City Council referencing the updated sidewalk master plan to ensure sidewalks are provided as needed. The sidewalk master plan process should be accelerated. The City plans and constructs a pedestrian network that provides paths but also other amenities, such as landscaping, appropriately scaled lighting, and benches. The pedestrian network will include sidewalks within street rights-of-way and hiking paths in the linked open space system. The City considers designating a staff person as its bicycle/pedestrian coordinator to ensure that this objective is met and that walking is promoted. The City plans and constructs a bikeway system that includes bike paths, bike lanes, and bike routes within street rights-of-way and bike paths in the linked open space system. The bike system includes designated travel-ways but also route signs and maps, safety and training brochures, and parking. Special attention will be given to the request by residents to add sidewalks and/or bike paths in Ramsey Acres, 5th and 6th Avenues North, Broadway Street, and Pine Island Road. The Planning Commission, with assistance from the Planning and Public Works Departments, work with other transportation entities to develop recommendations that are submitted to City Council for consideration. When reviewing the recommendations for adding sidewalks in residential areas City Council will give consideration to the overall public benefit.

Time frame: Immediate and on going.

18. Correct drainage problems on all streets.

Drainage problems continue in the area. Residents want the drainage problems corrected on Pinner Place and 6th Avenue North. After heavy rains the areas have significant flooding.

Implementation: The Public Works Department is currently working on a storm water drainage project for Pinner Place. The 6th Avenue North problem will be addressed by the Public Works Department in a large outfall project. The Department will continue to monitor and improve the storm water problems throughout the city. Recommendations will be sent to City Council for consideration.

Time frame: Immediate and on going.

19. Encourage reliable public transportation with enclosed bus shelters and sidewalks leading to the bus stops.

Public transportation is necessary. There is a lack of public transportation in the area that is reliable. Residents would like to see light rail that would connect areas of the city with the oceanfront.

Implementation: The Planning and Public Works Departments will continue to work with Lymo to plan a bus system that meets current needs including routes, major stops, inter-modal connectivity, schedules, convenience, appearance, safety, price, and reliability. Enclosed bus shelters and sidewalks leading to and from the bus stops will be installed. Light rail will continue to be studied and consideration given to adding light rail as an option for public transportation. Recommendations will be sent to City Council for consideration.

Time frame: On-going.

20. Provide appropriate public safety signage as needed throughout the city.

Install “Children at Play” signs in Ramsey Acres and Bent Oak Estates. Increase the number of speed limit signs on Highway 15.

Children at play signs are needed in residential areas. The residents of Ramsey Acres and Bent Oak Estates would like to have “Children at Play” signs installed on their streets in the neighborhood. Residents and visitors drive fast on the neighborhood streets. They would also like to see more posted speed limits signs in their neighborhoods and on Highway 15.

Implementation: The Public Works Department working with the residents of Ramsey Acres and Bent Oak Estates will determine the appropriate placement for Children at Play signs to be erected by the department. The Public Works Department will survey the Highway 15 area and post speed limit signs as needed every ½ mile. The Public Works Department will continue to monitor the need for public safety signage throughout the community.

Time frame: Immediate

21. Keep neighborhood safe. Increase the number of police officers and provide for community policing throughout the city.

Crime control wanted in neighborhoods. 13th and 17th Avenues South has become crime areas with drugs, speeding, loud noise from cars and apartments, and loud motorcycle traffic. Residents have complained of very little police presence in this area. They also would like Crime Watch programs. Some residents have said that the police do not actively patrol Ramsey Acres. Police are seen in a church parking lot on Highway 15. There are frequent police calls made to 13th Avenue South and Pridgen Road where low-income housing, rentals, noise, trash, vandalism, dogs barking, speeding cars, junk by the road, drugs, and slumlords, and deteriorating trailers exist. Sterling Village I, II, and III have trespassers from nearby apartment complexes. A trespasser attacked a senior citizen. The residents of Sterling Village want an active Crime Watch program organized in their community.

Implementation: Neighborhood Crime Watch programs will be established in the 13th and 17th Avenues South and Pridgen Road neighborhoods including Sterling Village I, II, and III. The Planning Department will assist the Neighborhood Crime Watch program in identifying neighborhood leaders that could help in establishing the program. Recommendations will be sent to City Council for consideration.

Time frame: Immediate

Implementation: The Police Department with the assistance of the City Manager’s office will study the need for additional police officers and provide for community policing throughout the city.

Recommendations will be given to City Council for consideration.

Time frame: Immediate

22. Address homeless shelter needs without concentrating services and shelters in downtown area near residential neighborhoods. Increase the availability of housing for special needs populations.

Homelessness is a serious problem in this area. At 5th Avenue North and Broadway Street homeless people are camping out in the wooded area there with mattresses seven to eight months of the year about three feet from the sidewalk. Transient people filter into Withers Swash neighborhood from across Kings Highway after dusk making the streets feel unsafe to residents. Residents want to see the homeless shelters scattered throughout the city not just in the downtown area. Residents have expressed a concern over Pam's Corner Motel being converted into a housing project for people with alcohol and drug problems.

Implementation: The Planning Commission, with assistance from the Planning Department's Community Development Program and local homeless agencies, will continue to improve services for the homeless in the area while taking into consideration the proximity of the services to residential neighborhoods. Recommendations will be sent to City Council for consideration.

Time Frame: Immediate

Implementation: The Planning Commission, with assistance from the Community Development Coordinator and Planning Department staff will continue to address affordable housing issues and implement the housing element of the Comprehensive Plan. Housing for low and moderate income families will be explored and encouraged. Recommendations for implementation will be sent to City Council for consideration.

Time Frame: On-going.

23. Enforce the noise ordinance.

Noise ordinance needs enforcement. Residents have complained about the noise from boom boxes that rattle the windows in their homes. There is also a considerable amount of noise being reported on the sides of Sterling Village I, II, and III coming from a low-incomer housing project.

Implementation: The Law Enforcement Department will continue to enforce the noise ordinance with stronger more effective enforcement of existing laws. The Public Information Officer, in cooperation with the Myrtle Beach Area Chamber of Commerce and the Myrtle Beach Area Hospitality Association, will develop an educational program keeping visitors and residents aware of the noise ordinance through brochures in hotel and motel rooms, water bills, Progress Report, TV Channel, and the City's website.

Time Frame: On-going.

24. Enforce noise ordinance during bike weeks and erect more "residents only" signs in residential neighborhoods to reduce the amount of traffic through the area.

Barricades are wanted on residential streets during biker weeks. Residents would like to have barricades erected at 13th Avenue South near Shoney's during biker week.

Implementation: The Law Enforcement Department will continue to erect barricades at residential streets during the bike weeks. The barricades at the residential streets are only a suggestion to respect the privacy of the residents. The Law Enforcement Department cannot prevent someone from traveling down a public road. Welcome tables could be set up at street entrances by the various neighborhood associations following the model used by the residents of Briarcliffe Acres. The Bike Week Task Force will work with sponsors of the bike week activities and ask their assistance in encouraging the motorcyclists to not ride through residential communities between 8 p.m. and 7 a.m. The Law Enforcement Department will continue to enforce the noise ordinance.

Time frame: Immediate and on going.

25. Discourage/prevent children from playing in the streets.

Juveniles hanging out in the street are a problem. Residents have reported kids hanging out and laying in the street in Pinner Place. They have a game where they lay in the street until a car gets too close and then they stand up and move out of the way.

Implementation: The residents in the Pinner Place neighborhood will communicate with parents of children playing in the streets. If the problem persists the residents will contact the Police Department for action. The Planning Commission, with the assistance of the Planning, Public Works, and Cultural and Leisure Services Departments, will create a recreation center with recreational activities for all age groups in this planning area. Recreational activities will be organized in neighborhood parks for children. Recommendations will be sent to City Council for consideration.

Time frame: Immediate

26. Better regulate size of residential streets and parking regulations for narrow right-of-way.

Cars are parking on the medians in some residential areas. At the corner of Beaver Road people are parking their cars and trucks in the median. Residents want to prevent drivers from parking their vehicles on islands in neighborhoods such as Bent Oak Estates and Pinner Place.

Implementation: The Planning Commission with assistance from the Planning and Public Works Departments will continue to better regulate the size of residential streets with the need for on-street parking. Reconfigure the existing streetscape and consider adding medians. Recommendations will be sent to City Council for consideration. Neighborhood Associations will discourage the practice of parking on islands in roadways in Pinner Place and Bent Oak Estates.

Time frame: On-going.

28. Expand and strengthen Neighborhood Crime Watch Programs.

Crime Watch Program is needed. Residents are ready to organize crime watch programs for their neighborhoods.

Implementation: The Law Enforcement Department will work with residents and businesses to set up Neighborhood Crime Watch programs. The Planning Department staff member responsible for neighborhood planning will assist the Neighborhood Crime Watch Coordinator in identifying neighborhoods interested in having a crime watch program and residents to serve on the Neighborhood Crime Watch Committee. Neighborhood Crime Watch Captains will be selected for each program and this group will meet twice a year to share information on how to improve the programs in their neighborhoods. The neighborhoods of Pinner Place, Bent Oak Estates, Ramsey Acres, Withers Swash, and Sterling Village have requested Neighborhood Watch programs.

Time frame: Immediate.

29. Prohibit people from burning trash in their yards.

Open burning in yards should be prohibited. A resident in the Withers Swash neighborhood continues to burn trash daily in the front yard. The smoke has created breathing problems for some of the residents. The residents want more aggressive enforcement of the open burning laws with violators being punished.

Implementation: The Fire and Law Enforcement Departments will enforce the laws regarding opening burning in the city. The Public Information Officer will develop an educational program that explains the open burning regulations in the city and provide this information to residents through the water bills, Progress Report, TV Channel, and City's website.

Time frame: On-going.

30. Continue beautification programs throughout the city.

Beautification project is needed in the old downtown area (Withers Swash). Residents have said that the former Air Force Base looks beautiful while the old downtown area looks like a dump. They want to see a beautification project throughout the city in needed areas. Residents want to see beautification efforts on streets that lead to the beach such as 3rd, 5th, 9th, and 17th Avenues South. Highway 15 being a main artery to the airport also needs a major dress up. 17th Avenue South now connecting Kings Highway to Highway 15 for entry to the Coastal Grand Mall needs to be cleaned up including getting ride of junky trailers.

Implementation: The Planning Commission, with the assistance of the Planning, Cultural and Leisure Services, and Public Works Departments will continue to provide landscaping and other beautification projects throughout the city. The City will work with the residents and property owners of the Withers Swash neighborhood to make improvements where requested and needed. Recommendations will be sent to City Council for consideration.

Time frame: Immediate

31. Discourage/restrict residents from parking on the grass in their front yards.

Parking on grass should be prohibited. The residents in Ramsey Acres have complained of some people parking in front yards on the grass. This kills the grass and makes the house look like a dump.

Implementation: Residents will be encouraged to work with their neighbors in Ramsey Acres to discourage parking on lawns in the neighborhood. The Planning Commission with the assistance of the Planning and Public Works Departments will work to ensure that the roadways are wide enough for on street parking where needed. Recommendations will be sent to City Council for consideration.

Time frame: On-going.

Implementation: The Planning and Public Works Departments will study policies for regulating surfaces you can park on. Recommendations will be sent to City Council for consideration.

Time frame: Short Term.

32. Establish neighborhood gateways into residential areas that would help identify the neighborhood.

Neighborhoods need an identity. Residents would like to see entrance signs into all neighborhoods. They want their neighborhoods to be easily identified.

Implementation: The Planning Commission with the assistance of the Planning, Public Works, and Cultural and Leisure Services Departments will work with neighborhoods to establish a gateway into their residential area. Sign ordinance amendments will be necessary. Recommendations will be sent to City Council for consideration.

Time frame: On-going.

33. Prepare a parks and recreation plan. Take advantage of opportunities that arise from development and redevelopment to provide parks and open space. Provide recreational facilities and programs throughout the city.

Recreational facilities are needed in the area. The residents would like to see recreational facilities for residents of all ages. The residents have said that the City needs to provide recreational spaces and services to the area west of Kings Highway where there is plenty of land to be purchased. There is a lack of youth oriented recreational facilities in this planning area.

Implementation: City Council, with the assistance of the Departments of Planning and Cultural and Leisure Services, will work with local residents to reach consensus on a tract of land (10 acres or more) needed for a large park and recreation center for the neighborhoods in Planning Area V. A land bank

for future park and open space use will be established. Some residents, for tax purposes, may be interested in donating land to a land bank. The Cultural and Leisure Services Department will provide youth oriented recreational activities in neighborhood parks where sheltered facilities exist.

Recommendations will be sent to City Council for consideration.

Time frame: Immediate.

34. Determine street lighting needs throughout city. Require Santee Cooper to have a regular maintenance program for street lighting.

Street lighting needs improvement in residential areas. Residents want more street lighting in their neighborhoods.

Implementation: The Public Works Department working with Santee Cooper and area residents will set street lighting standards for residential areas. Currently street lighting is kept at a minimum unless residents make a request for more. The Public Works Department in cooperation with the City Manager will work with Santee Cooper to develop a regular maintenance agreement for streetlights.

Recommendations will be sent to City Council for consideration.

Time frame: Immediate and on going.

35. Improve the quality of life for residents of the Cedar Street neighborhood. Implement a structure to sustain those improvements once the project is completed.

Cedar Street improvements needed. Residents in the Cedar Street area have met with City Council and staff to discuss concerns about their neighborhood. Property maintenance, crime, animal control, street lighting, parking, and graffiti are issues that have been discussed.

Implementation: The Cedar Street neighborhood residents, property owners, property management companies, and City's departments will work together to improve property maintenance, crime, animal control, street lighting, parking, and graffiti in the Cedar Street neighborhood. A structure to continue and sustain the improvements will be developed and implemented

Time frame: Immediate and on going.

Implementation: The Construction Services Code Enforcement Division will send Code Enforcement Officers into the neighborhood to look for violations of the zoning code including excessive growth of grass, weeds, and shrubs; illegal litter, trash or debris; accumulation of open storage of discarded items in need of repair; abandoned or derelict vehicles in visible, open storage; and house or building code violations.

Violations will be reported to City Council.

Time frame: Immediate.

Implementation: The Police Department will continue to focus on illegal activity in the Cedar Street area. A greater Police presence in the neighborhood will be established.

Time frame: Immediate and on going.

Implementation: Property owners will be responsible for coordinating the clean up of private property; increasing private lighting throughout the area; removing excess vegetation/debris on private properties; enforcing parking restrictions (in compliance with City ordinance) through assistance of parking decal; posting of properties for towing, etc.; enforce lease restrictions and property rules; bring all Code violations into compliance including property appearance (paint and repair building exteriors, fix broken fences, posts, windows, etc.); eliminate debris and clutter; remove derelict and abandoned vehicles promptly; landscape and properly maintain landscaping; relocate exposed dumpsters facing street; provide on-site management who will function as point of contact for City; post for trespassing in compliance with City and State laws, then enforce; and immediately remove graffiti.

Time frame: Immediate and on going.

36. Improve the quality of life for residents of the Withers Swash neighborhood. implement a structure to sustain those improvements once the project is completed.

Withers Swash neighborhood improvements are needed. Residents of the Withers Swash neighborhood have met with City Council members and staff to discuss concerns about their neighborhood. Issues have included crime, bus and truck traffic on Oak Street from 7th Avenue North to 3rd Avenue South, clean up of Withers Swash park, re-establish view corridors from beach overlooking the swash, check zoning around house for sale next to warehouse, initiate intensive code enforcement effort, continue neighborhood planning process, establish and implement sidewalk plan, identify relocation site for Street Reach, and review zoning regulations to prevent further commercial intrusion in the residential areas.

Implementation: The Withers Swash neighborhood residents, property owners, property management companies, business owners, and City's departments will work together to eliminate problems in the neighborhoods.

Time frame: Immediate

Implementation: The Police Department will work with area residents and business owners to organize a Neighborhood Crime Watch program. Police Department will contact community leaders as suggested by County Council and neighborhood resident Marion Foxworth. A strategy will be developed to address prostitution in the area and increase neighborhood-policing efforts. Recommendations will be given to City Council for review and consideration.

Time frame: Immediate.

Implementation: The Public Works Department, with the assistance of a truck and bus committee, will study and make recommendations to City Council on appropriate truck and bus routes throughout the City. Tour bus operators, tour bus companies, public transportation, and freight truck representatives will be asked to serve on this committee. Attention will be given to the request by Withers Swash residents to eliminate bus and truck traffic on Oak Street from 7th Avenue North to 3rd Avenue South. "No truck and bus signs" will be posted where needed and Police will enforce regulations.

Time frame: Immediate.

Implementation: The Public Works and Cultural and Leisure Services Departments will work to clean up the Withers Swash Park area. Trees, bushes and grasses will be trimmed to re-establish the view corridor from the bench overlooking the swash.

Time frame: Immediate and on going.

Implementation: The Construction Services Department will initiate an intensive code enforcement program to bring structures in the Withers Swash neighborhood into compliance. Recommendations will be given to City Council for review and consideration.

Time frame: Immediate.

Implementation: The Planning Commission, with assistance from the staff of the Planning and Construction Services Departments, will review zoning regulations to prevent commercial incursion into the Withers Swash residential areas. Recommendations will be sent to City Council for consideration.

Time frame: Immediate and on going.

Implementation: The Planning Department will continue to work with Street Reach to help identify possible relocation sites away from the Withers Swash neighborhood. Recommendations will be given to the Planning Commission for review and City Council for consideration.

Time frame: Immediate.

37. Provide for an on-going neighborhood improvement process with input from residents and business owners. Create an on-going educational program to inform residents of the ALERT program available for after hours and weekend services.

An on-going neighborhood planning process is needed with the establishment of neighborhood associations and a neighborhood liaison representing the City. Many residents currently do not have an organized neighborhood, property owner, or homeowner association to represent their needs and concerns. When problems arise in the residential and commercial areas they wait until a City Council meeting to air their concerns. Residents and property owners need to be made aware of a telephone contact for after-hour and weekend calls for service by City departments.

Implementation: A liaison is important to keep the community involved and the neighborhood planning process on going. The Planning Commission, with assistance from the Planning Department staff, will establish a neighborhood planner position to serve as a liaison with the neighborhoods and oversee the implementation of the neighborhood plans. The neighborhood planner will be responsible for coordinating with all City departments in assisting residents and business owners in communicating with appropriate staff and policy makers with a minimum of delay and inconvenience. Recommendations will be sent to the City Manager for consideration.

Time frame: Immediate and on going.

Implementation: The Public Information Officer will develop an educational program making residents and property owners aware of the telephone number for after hour and weekend service requests.

Information will be shared with residents through the City's TV Channel, website, Friday fax/email, Progress Reports, water bills, and the local media.

Time frame: Immediate and on going.

f. Planning Area VI Key Issues, Objectives, and Implementation

1. (Rated as Priority Number One.) Create a new public school in the Centre Point PUD (where greatest increase in kids will take place).

Public schools will be needed in South Park Village. Residents and business owners want to see a public school built at South Park Village. With the 2800 new homes being added children and parents will need the convenience of a nearby school. Residents want the school located away from the Barc Park area.

Implementation: The Planning Commission, with assistance from the Planning Department staff and Horry County Schools, will work to provide a school with grades 1-12 in the new Centre Pointe Planned Unit Development (PUD) at South Park Village. Recommendations will be sent to City Council and the Horry County School Board for consideration.

Time frame: Short Term.

2. (Rated as Priority Number Two.) Restrict motorcycle activity on residential streets during bike weeks. Enforce the existing laws for mufflers. Diminish noise from Harley store by planting rows of trees behind Juniper and Spruce Avenues.

Bike weeks are noisy and there are no traffic controls. Residents have said they feel like they are being held prisoner in their own homes during the bike weeks. Seagate Village

is being used as a short cut during these events and speeding is rampant. Barricades discouraging through-traffic except for residents should be erected at Mallard Lake Drive, Juniper and Spruce Streets, and Pampas Drive. The noise from the Myrtle Beach Harley-Davidson store is very loud and disrupting to residents who are trying to rest in their homes. The police need to check the noise decibel at the Harley Store. The bar beside it plays loud music all day and night.

Implementation: The City's Police Department is unable to restrict motorcycle traffic on any public roadways. The Police Department will continue to enforce the City's noise ordinance. The Harley-Davidson store and bar are located in the County. Residents are encouraged to contact the Horry County Police Department for assistance. The Seagate Village Property Management Company should consider the planting of trees behind Juniper and Spruce Avenues to diminish noise.

Time frame: Immediate and on going.

3. (Rated as Priority Number Three.) Prevent adult entertainment, bingo parlors, trailers, and mobiles homes from being allowed in South Park Village.

Residents have expressed a desire to keep adult entertainment, bingo parlors and other incompatible businesses from opening in South Park Village. They want local zoning regulations to be implemented that would keep these types of businesses out of the community. They would like this to be a model community that is family friendly. Residents also want to make sure trailers and mobile homes are not allowed in South Park Village.

Implementation: The Planning Commission, with the assistance of the Planning and Construction Services Departments, will work to prevent the rezoning of South Park Village to allow adult entertainment, bingo parlors, trailers, or mobile homes. Recommendations will be sent to City Council for consideration.

Time frame: Immediate.

4. (Rate as Priority Number Four.) Increase police and fire personnel, services, and facilities to accommodate growth.

More fire and police protection is needed in the South Park Village. Adequate infrastructure must be addressed with the rapid growth in the area. Residents and business owners are concerned with the addition of the Centre Pointe and Market Common projects where an additional 2,800 new homes will be added. They want the growing pains to be addressed including fire and police protection. In addition they want planning to begin now for roads, drainage, water and sewer and more street lighting. Residents of Seagate Village want a quicker response time from the police. Some residents would like to see parking on both sides of the street eliminated.

Implementation: The Police Annex in South Park Village is currently answering some calls. The Fire and Police Departments are currently renovating a building in South Park Village to house a Fire Station and Law Enforcement offices. All City departments, working with the City Manager's office, will continue to review the fire, law enforcement, and public infrastructure needs as South Park Village continues to grow. The Public Works Department will study the parking issues raised on Farrow Parkway. Recommendations will be sent to City Council for consideration.

Time frame: On-going.

5. (Rated as Priority Number Five A.) Continue to work toward achieving model development for Urban Village.

Chance to create a "model location" for living. Residents and business owners like the new roads, lakes with fountains, street lighting and other improvements that have been

made at South Park Village. They discussed how the City has an opportunity to create a “model community for living” at South Park Village. The amenities added have encouraged residents to get out of their houses and use the walking and bike paths, picnic shelters, ball fields, recreation center programming and visit with their neighbors. They like the community feeling that exists in their neighborhood.

Implementation: The Planning Commission, with the assistance of the Planning Department and private developers, will continue to encourage ways of developing South Park Village as a model community creating opportunities for neighborhood interaction, recreation, business, tourism, and increasing quality of life. The Air Base Redevelopment Plan will be given serious review and consideration. Recommendations will be given to City Council for consideration.

Time frame: Immediate and on going.

6. (Rated as Priority Number Five B.) Improve the appearance of the old hospital site and building.

Residents of Windsorgate and Seagate Village consider the old hospital site to be an eyesore. They have said that the barbed wire fencing makes the old hospital look like a penal institution. They would like to see better fencing regulations.

Implementation: The Construction Services Department will work with Horry-Georgetown Technical College to improve the appearance of the old hospital site, particularly the barbed wire fencing, while waiting for renovation activity.

Time frame: Immediate.

7. Use tax incentives for the Urban Village to diversify the economic base by attracting new businesses including but not limited to barber shops, hair salons, grocery stores, spas, branch banks, dry cleaners, restaurants, shops, etc.

Tax or business incentives for Town Center (Urban Village). Residents and business owners would like the City to consider offering tax or business incentives to help grow the Town Center at South Park Village. These incentives could be used to recruit a barber shop, hair salon, health spa, branch banks, dry cleaners, restaurants, shops, etc. to make start up more attractive.

Implementation: City Council will consider action to be taken based on studies prepared by the City Manager’s office with the assistance of the Planning Department and Budget Office staff.

Time frame: Short Term.

8. Improve access and update image of Centre Pointe shopping center and back gate businesses.

Upgrade Centre Point Shopping Center and back gate businesses. The residents of Seagate Village and Windsorgate Town Homes and local business owners want to see the businesses surrounding South Park Village to be improved in appearance and in offerings.

Implementation: The Planning Commission, with the assistance of the Planning Department staff, will encourage the revitalization of the Centre Point shopping center. The City’s Planning Commission and Planning Department staff will encourage the County’s Planning Commission and Planning Department staff to develop a revitalization plan for the businesses on Highway 17 Bypass near the entrance to South Park Village.

Time frame: Mid Term.

9. Search for new location for a larger airport. Maintain large trees to help in buffering noise from airplanes on the ground.

Relocate airport to another area. The residents and business owners would like to see the airport moved to a more central location in the county where greater expansion is possible. The county would prosper from another location. Businesses could be recruited and developed that would service the airport or benefit from being at the airport such as UPS or Federal Express. The new industry recruited and created would help to diversify the tourism industry that the area is completely dependent upon. At the current location more and more residential and commercial areas are being developed. The noise from the airport is not conducive to residential living and vacationing. There is no room for expansion and the land is far too valuable for a use of this type.

Implementation: The County has begun implementing plans for a new terminal adjacent to the Urban Village with up to 14 gates. This terminal would service the area for 20-25 years. The City will work with the County to protect large trees adjacent to the terminal and runway to help in buffering noise from airplanes on the ground. The City works with the County and NESAs (North East Strategic Alliance) to begin studying options for the long-term relocation of the airport. The Federal Aviation Authority regulations need to be consulted to determine if they will fund a future regional airport in this area once funding is given for an upgrade to the current terminal. Alternative locations provide adequate room for an airport that can serve the region, has adequate land that can affordably be developed for air-related industries, and minimizes adverse environmental and social impacts. The Planning Commission, with the 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 consideration.

Time frame: Immediate.

10. Determine funding mechanisms for providing public parking and improvements in the South Park Village.

Do not allow parking meters in South Park Village. Residents and business owners want to see ample parking available in the Market Common area as well as in the recreation areas of South Park Village. They want parking to be available without the use of parking meters.

Implementation: The Planning Commission, with assistance from the Planning and Public Works Departments and Budget Office staff, will study alternatives to using parking meters for funding public parking and improvements in South Park Village. Recommendations will be sent to City Council for consideration.

Time frame: Immediate.

11. Improve medians and streets with flowering plants, shrubs and trees.

Improve the medians and the streets throughout South Park Village, Kings Highway and Highway 17 Bypass areas adjacent to the area. Residents and business owners would like to see more landscaped medians across from South Park Village and Seagate Village along Kings Highway. In addition they want to see medians and landscaping added along the back gate areas of Highway 17 Bypass. The residents have suggested that businesses contribute money for landscaping improvements made in these areas. The streets in South Park Village should have plantings added for aesthetic value.

Implementation: The Planning Commission, with the assistance of the Planning, Public Works, and Cultural and Leisure Services Department staff and the Redevelopment Authority and local businesses, will study adding medians and improving all streets in South Park Village with flowering plants, shrubs and trees. The City will work with Seagate Village, Centre Point Shopping Center, Myrtle Beach State Park, and local businesses to add landscaping to the medians along Highway 17 Business. Recommendations will be given to City Council for consideration.

Time frame: On-going.

12. Improve (old) sidewalks and provide more on public and private property that are handicapped accessible (especially Pampas Drive). Develop a pedestrian network and update the sidewalk master plan to include handicapped accessible sidewalks from residential areas to the beach and in school areas. Provide bicycle and pedestrian facilities along Ocean Boulevard and Kings Highway to the beach and State Park.

A safe pedestrian network is needed. Residents and business owners would like well marked and signalized cross walks for pedestrians and bike access across Ocean Boulevard to the beach and along Kings Highway to Myrtle Beach State Park. They would like to see more bike paths throughout South Park and Seagate Village and bike lanes on Kings Highway. Sidewalks that are handicapped accessible are lacking throughout Seagate Village and Windsorgate and the remainder of South Park Village. It is very difficult for users of wheelchairs to use the sidewalks. The curbing prevents access.

Implementation: There are currently no plans in place to update the sidewalks in Seagate Village. The Public Works Department has requested that the residents currently needing handicapped accessibility notify the Public Works Department with routes that are needed at this time. The Planning Commission, with assistance from the Planning and Public Works Departments, will advise City Council referencing the updated handicapped accessible sidewalk master plan to ensure sidewalks are provided as needed. The City plans and constructs a pedestrian network that provides paths but also other amenities, such as landscaping, appropriately scaled lighting, and benches. The pedestrian network will include sidewalks within street rights-of-way and hiking paths in the linked open space system. The City considers designating a staff person as its bicycle/pedestrian coordinator to ensure that this objective is met and that walking is promoted. The City plans and constructs a bikeway system that includes bike paths, bike lanes, and bike routes within street rights-of-way and bike paths in the linked open space system. The bike system includes designated travel-ways but also route signs and maps, safety and training brochures, and parking. The Planning Commission, with assistance from the Planning and Public Works Departments, works with other transportation entities to develop recommendations that are submitted to City Council for consideration.

Time frame: Immediate and on going.

13. Reassess speed limits established in South Park Village and then with new limits established strictly enforce them. Encourage use of on street parking on Mallard Lake Drive as a traffic-calming device.

More restrictions needed on speeders – speeding through park and Seagate Village – through traffic. Residents and business owners want to see traffic laws enforced throughout South Park Village. Through traffic is not obeying the speed limit. With the number of families using the new parks it is dangerous having people speeding through highly congested areas with children and pets. The speed limits need to be reduced around the recreation facilities.

Implementation: The Public Works Department, with assistance from the Police Department, will study the speed limits in South Park Village and adjust as necessary. The speed limit should be lowered with the number of walkers, bikers, and families with small children using the area.

Time frame: Short Term.

14. Create a Neighborhood Crime Watch program in Seagate and Windsorgate communities.

Vandalism is an increasing problem in South Park Village. Residents and business owners are concerned about damage to cars and property that is on the increase.

Implementation: The Police Department will work with residents and businesses to set up Neighborhood Crime Watch programs. The Planning Department staff member responsible for neighborhood planning will assist the Neighborhood Crime Watch Coordinator in identifying neighborhoods interested in having a crime watch program and residents to serve on the Neighborhood Crime Watch Committee. Neighborhood Crime Watch Captains will be selected for each program and this group will meet twice a year to share information on how to improve the programs in their neighborhoods.

Time frame: Immediate.

15. Revisit the turning lane configuration and establish better intersection signage. Re-examine all intersections for sight/visibility problems and eliminate problems when observed.

Blind spots and sight triangle problems need to be corrected. Residents have expressed concern over the number of blind spots along roadways and sight triangle problems at intersections. Two specific sight triangle problems were discussed - the intersection of Cactus Street and Mallard Lake Drive and Mallard Lake Drive and Farrow Parkway. The merge lane from Pampas Drive onto Farrow Parkway going toward the traffic light at Kings Highway has a blind spot and needs to be corrected.

Implementation: The Public Works Department will study the intersection signage and sight triangle problems throughout South Park Village. Special attention will be given to the intersections of Cactus Street and Mallard Lake Drive and Mallard Lake Drive and Farrow Parkway. Residents will report specific sight triangle problems to the Public Works Department. The Public Works Department has removed a sign that was blocking visibility at the intersection of Farrow Parkway and Pampas Drive. The Department has studied the merging intersection at Farrow Parkway and Pampas Drive and no problems were detected. Residents are encouraged to notify the Public Works Department of continuing problems at this intersection.

Time frame: Short Term.

16. Enforce laws concerning illegal out-of-state tags.

Cars with out-of-state tags that have exceeded the 60-day limit for registration as a new resident need to be aggressively addressed. Residents and business owners have expressed a concern over the number of cars in their neighborhoods with out-of-state tags. Many new residents are ignoring the 60-day limit for car registration. Residents and business owners want to see an aggressive campaign to get people to pay their appropriate share of taxes and registration fees.

Implementation: The County Auditor's Office enforces the laws regarding car registration. Citizens are encouraged to contact the County Auditor's office to report violators. Currently the City's Police Department does not have access to County Property Owners Records.

Time frame: Immediate and on going.

17. Review storm water designs for use of swales and consider alternatives to prevent dips and bumps on the streets. Provide warning signs for bumps in the road.

Swales on streets throughout Seagate Village cause damage to cars. Residents have stated that since the roads have been resurfaced the swale problem has become more serious. Many unknowing motorists are damaging their cars when they hit these swales without warning. Residents want the problems corrected and warning signage erected.

Implementation: The Public Works Department has determined that the removal of swales would increase flooding problems. The Public Works Department will continue to improve storm water drainage and make recommendations to City Council for consideration. The Public Works Department will survey the area for needed “Slow Down -Bump in the Road” warning signs.

Time Frame: Immediate.

18. Establish stronger rules and fines for aggressive dog behavior and clean up in Barc Park.

Barc Park is nice but some problems exist. People are unleashing their dogs before they enter and exit the park. Some people have aggressive dogs that should not be allowed to use the park. Animal waste is seen throughout the park where users fail to clean up after their pets.

Implementation: The dogs owners will need to continue to self regulate aggressive dog behavior and clean up. The Cultural and Leisure Services Department (Parks) will work to designate an area for small dogs and one for large dogs in Barc Park. Leash laws will be enforced before and after leaving the park area.

Time frame: Immediate and on going.

19. Determine street lighting needs throughout city. Require Santee Cooper to have a regular maintenance agreement for street lighting.

Street lighting needs to be improved. Residents want better street lighting throughout the residential areas and side streets.

Implementation: The Public Works Department working with Santee Cooper and area residents will set street lighting standards for residential areas. Currently street lighting is kept at a minimum unless residents make a request for more. The Public Works Department in cooperation with the City Manager will work with Santee Cooper to develop a regular maintenance agreement for streetlights. Recommendations will be sent to City Council for consideration.

Time frame: Immediate and on going.

20. Establish a water safety program for ponds and lakes at South Park Village.

Water safety needs to be addressed at the lakes. More and more residents with children are using the recreational facilities, walking and bike paths, bridges across the lake, and dock on the lake. Residents and business owners want to see water safety addressed and enforced proactively in this area.

Implementation: The Police Department’s Beach Patrol and Marine Unit will be expanded to include fresh water. Jet skis can currently go into fresh water areas. The Police Department will investigate the Beach Patrol coverage of the lakes in South Park Village. Recommendations will be sent to City Council for consideration.

Implementation: Immediate and on going.

21. Ensure that street numbers are visible on all commercial and residential properties for identification and safety reasons.

Lack of street numbers on structures is a problem. Some residents and business owners have not placed their street number on their homes or business. It is very difficult to find an address throughout the community. This creates problems not only for residents and visitors but emergency response time as well.

Implementation: A full-time position will be created in the Finance Department’s IS Division to coordinate the city’s street addressing program. Recommendations will be sent to the City Manager for consideration. The Construction Services Department, with the assistance of the Fire and Police Departments, identifies all residential and commercial buildings that have not posted their street address

as required by ordinance. Fire and Law Enforcement officials will be responsible for calling on the property owners that are not in compliance and explaining that emergency response may be slowed or limited due to the difficulty in locating the residence or business. If persons are unable to purchase or physically display the numbers the City will assist in this effort. The Community Appearance Board will continue to require that street numbers be placed on signage on commercial properties. Violators of the street naming and numbering regulations will be reported to the street addressing coordinator and the City Manager. City Council will take action against violators.

Time frame: Immediate and on going.

22. Encourage residents to voice their concerns and make suggestions to all City Council members throughout the city.

More political representation is wanted on the south end. Residents have expressed a desire to have more political representation on the south end.

Implementation: Encourage residents to voice their concerns and make suggestions to all City Council members throughout the city.

Time frame: On-going.

23. Create a neighborhood association council and emphasize the importance of including all residents and businesses in the association.

Strong neighborhood associations are necessary to maintain community appearance and standards. Residents and business owners are concerned with neighborhood community appearance and standards. They would like to see neighborhood associations organized with more input and authority into these issues.

Implementation: The City creates a database of neighborhood and homeowner associations and convenes a meeting of their representatives for the purposes of creating an inter-neighborhood organization. The City provides technical assistance as needed to establish and nurture the organization. The Planning Commission, with the assistance of the Planning Department staff and Public Information Officer, works with neighborhood organizations to establish the organization. Recommendations from the neighborhood association council will be sent to the Planning Commission for review and City Council for consideration.

Time frame: Immediate and on going.

24. Formulate a phased plan for the elimination of overhead power and communication lines in developed areas.

Bury overhead utility lines. Residents and business owners see an opportunity with all of the new development in South Park Village and renovations in Seagate Village for burying overhead utilities and upgrading connections to each dwelling.

Implementation: The City Manager's Office works to develop a plan that is submitted to City Council for consideration. The plan spells out timing and equitable methods of financing and is developed with extensive consultation with all special interests affected by it – neighborhoods, commercial interests, and utilities. The It's TIME Committee report on the community appearance provides guidance on all aspects of the plan.

Time frame: Long Term and On-going.

25. Create more small playground parks for kids. Create greater diversity of recreation facilities.

More ball fields, tennis courts, playground equipment, and new gymnasium are needed. Residents and business owners are very appreciative of the improvements that have taken place at South Park Village during the past ten years. As the area continues to

grow they would like to have more ball fields, tennis courts, playground equipment for small children with swings, and a new gymnasium.

Implementation: The Department of Cultural and Leisure Services will create a master plan for additional ball fields. The Department will also work to provide playground equipment in the large park at South Park Village, a boat ramp and will implement its plan for the renovation of Crabtree Gymnasium including a 50-meter pool. Recommendations will be sent to City Council for consideration. Time frame: Short Term.

26. Make improvements to storm water ditches and pipes in Seagate Village and Windsorgate.

Drainage problems need to be addressed. Residents and business owners want the drainage problems at Mallard Lake Drive near the mailboxes, Hickory Circle, and Elderberry Street eliminated. They expressed concern over the poor drainage in several areas of Seagate Village. Residents have also requested that the ditch behind Cathedral Bible College be cleaned out on a regular basis.

Implementation: The Public Works Department has recently cleaned out the ditch behind Cathedral Bible College. If problems persist residents are encouraged to contact the Public Works Department. The Public Works Department will continue to improve the storm water drainage system throughout the community. Recommendations will be sent to City Council for consideration. Time frame: Immediate.

27. Provide for a coordinated master plan to address traffic issues throughout the area to prevent bottlenecks and gridlock and ensure the quality of life for the planned residential communities. Create a traffic plan for the airport that avoids unnecessary impacts on neighborhoods of South Park Village. Provide alternative access points between the back gate and the Urban Village such as a frontage road at west end of runway connecting Harrelson Boulevard and Farrow Parkway.

Traffic concerns need to be addressed. Residents and business owners have expressed concerns over the traffic that will be created by the homes and businesses proposed for Centre Pointe and Market Common. They are also concerned about the new airport terminal access utilizing Farrow Parkway. They want to keep the airport traffic out of the residential areas. Residents have stated there are already daily back ups at the back gate exit. They say the area has one major access and exit for all of the people in an already crowded area. They feel that poor transportation planning has taken place and money has been wasted on beautification projects that will ultimately have to be removed to handle the traffic load.

Implementation: The Planning and Public Works Departments, with the assistance of transportation entities, are currently working on a coordinated master plan for addressing traffic issues throughout the area. Recommendations will be sent to the Planning Commission for review and City Council for consideration. The Public Works Department, working with the South Carolina Department of Transportation and other transportation entities, will work to provide alternative access points between the back gate and the Urban Village. The South Carolina Department of Transportation will be responsible for implementation. Time frame: Immediate.

28. Work with Lymo to provide mass transportation services for residents, businesses, visitors, and students commuting to and from South Park Village.

Public mass transportation is wanted in South Park Village. Residents and business owners have expressed a need for public transportation to and from South Park Village. They would like to have transportation for students attending Horry-Georgetown

Technical College. Residents want transportation connections to the beach and shopping areas. Business owners want to see transportation provided for residents and visitors who are residing outside of South Park Village that would enable them to visit the Market Common project and other businesses or services in the area.

Transportation to the VA Medical Clinic would be very helpful.

Implementation: The Planning and Public Works Departments will continue to work with Lymo to plan a bus system that meets current needs including routes, major stops, inter-modal connectivity, schedules, convenience, appearance, safety, price, and reliability. Emphasis will be placed on commuting to and from South Park Village with connectors to the beach and shopping areas, Market Commons, and VA Medical Clinic.

Time frame: Immediate.

29. Resurface streets in Seagate Village to prevent lifting of roadbed, creating drainage problems, and impacting handicapped access on the sidewalks.

Streets need resurfacing in Seagate Village. Residents have complained of improper surfacing of streets in Seagate Village, which artificially lifts the roadbed two (2) inches and adds to drainage problems and impacts handicapped access.

Implementation: The Public Works Department will survey the resurfacing street needs in Seagate Village to prevent drainage problems and impact on handicapped accessibility to sidewalks.

Recommendations will be sent to City Council for consideration.

Time frame: Immediate.

30. Prevent registered vehicles that are not used for transportation purposes from being used for storage and permanently parking on streets. Enforce the laws concerning abandoned cars or cars with expired license tags.

Residents want something done about cars that have been legally registered but are not running or if running never used. They have reported automobiles with legal tags being used for outside storage and not a mode of transportation. The vehicles remain on a permanent basis unmoved on the public street. Abandoned cars and cars with expired tags remain a problem in South Park Village.

Implementation: Residents are encouraged to report any unused vehicles that are being permanently parked on city streets to the Construction Services Department's Code Enforcement Division. The Code Enforcement Officer will investigate and make recommendations to City Council. Abandoned cars will be reported to the Construction Services Department and recommendations given to City Council for consideration. Expired tags on vehicles will be reported to the County Auditor's office.

Time frame: Immediate.

31. The City enacts an aggressive sign ordinance that retrofits existing signs and regulates future signs. The ordinance provides specific guidelines and is illustrated with graphic examples of permitted sizes, placement, and materials.

No visual clutter created by signage. Residents and business owners want only low profile signs with soft illumination – no neon, no flashing, and no billboards.

Implementation: City Council adopts the Kings Highway overlay sign regulations proposed by the Sign Committee in 2003. The Community Appearance Board will continue to work with commercial properties in lowering and decreasing the size of signs throughout the community. In South Park Village signage will be low profile, monument type, with soft illumination. Recommendations will be sent to the Planning Commission for review and City Council for consideration.

Time frame: Immediate.

32. Strengthen the tree protection and landscape ordinances to protect old growth trees and provide for the maintenance of trees. Eliminate tree and lighting conflicts. Prohibit clear cutting of areas being developed. Keep some areas that are heavily forested to help buffer the noise from the airport runway and highways. Plant more oak trees throughout the community.

Protect the trees in South Park Village. Residents and business owners want to keep a lot of trees in the community. They have expressed a desire to keep some areas natural that are heavily forested. They do not want to see all of the land developed. Residents would like to see more oak trees planted throughout the area.

Implementation: The Planning Commission, with assistance from the Planning, Cultural and Leisure Services, Construction Services Departments and a certified arborist, reviews existing requirements of the tree protection and landscape ordinances and submits necessary revisions to City Council for consideration. Tree and lighting conflicts will be taken into consideration. Using heavily forested areas to help buffer noise from busy highways, airport, and amusement areas will be included. More oak trees will be planted in appropriate areas throughout the community. To comply with the Tree City USA standards City Council establishes a tree board, a group of concerned volunteer citizens, charged by ordinance with developing and administering a comprehensive tree management program. Balanced, broad-based community involvement is encouraged. The board should consist of forestry professionals, nursery operators, arborists, business owners, residents, and developers. Recommendations will be sent to the Planning Commission for review and City Council for consideration.

Time frame: Immediate and on going.

33. Clean up storm and road construction debris on undeveloped property in a timely manner.

Storm debris left on undeveloped property should be cleaned up. Residents and business owners want to see lots that have been undeveloped cleaned up. They maintain that fallen trees and other storm debris remains on some of the lots in South Park Village creating an eyesore. Some of this debris has also been left from the recent road construction where tree stumps, branches, etc. have been left in piles.

Implementation: The Public Works Department will continue to pick up storm debris in a timely manner. The Construction Services Department will work with property owners to ensure that storm debris is collected and placed at curbside. Road construction crews and property owners will be required to clean up debris created from road construction activity and wind storms. Continued violations will be sent to the City Manager for appropriate action.

Time frame: Immediate and on going.

34. Strengthen and enforce property maintenance regulations.

Property maintenance is a problem in some areas. Many properties are not maintained. Some areas have junk stored around buildings, etc.

Implementation: The Construction Services Department reviews existing maintenance codes and submits any necessary revisions to the Planning Commission for review and City Council for consideration. The Construction Services Department is given authorization and personnel to renew efforts to ensure compliance with those codes. The newly created Rehabilitation Code Enforcement Officer position will be responsible for implementation of the ordinance. Residents and businesses are encouraged to keep the Code Enforcement Officer informed of violations. Special attention will be given to commercial areas in South Park Village that have junk stored around buildings and other properties that are not currently maintained. Continued violations will be sent to the City Manager for appropriate action.

Time frame: Immediate and on going.

g. Planning Area VII Key Issues, Objectives, and Implementation

1. Determine if the residents of the Plantation Point area want to be annexed into the city limits of Myrtle Beach.

Some of the residents of the Plantation Point area including The Landing see annexation as a threat to their neighborhood. On the other hand, there are a number of residents in The Landing, Myrtle Pointe, Fairway Lakes, and Plantation Point that see annexation as an opportunity for the neighborhood. Residents want to know how annexation will affect their property taxes. Some have expressed a desire to keep property taxes low. They are concerned that as non-residents of the city they are paying higher fees for water and sewer services. The residents have requested an annexation analysis be completed and presented to them at their property owners/homeowners association meeting.

Implementation: The City Manager has and will continue to meet with property owners at their request to determine if annexation is wanted and complies with the State's annexation laws in this area. The City's Budget Office has prepared an individual property owner's annexation cost profile form that has been disseminated to interested residents. In addition the Budget Office has prepared an annexation analysis covering the increase/decrease in cost, services, election information, etc. The Planning Department has prepared an annexation booklet with information concerning the annexation process and City services. This book has been distributed to the POA presidents of Plantation Point and Myrtle Pointe.

Time frame: Short term and On-going.

2. Protect the residential character of the area while discouraging commercial intrusion into the neighborhoods.

The residents are concerned that commercial areas continue to encroach into the residential neighborhoods. They perceive many of the commercial areas as incompatible with the residential neighborhoods, such as amusement where fireworks keep many residents awake after 10 p.m. in the evening.

Implementation: Continue to work to protect the integrity of residential areas from commercial intrusion. The City will continue to advertise public meetings through appropriate channels to solicit community input in commercial and residential sites. Citizen input will be included in the land use segment of the Neighborhood Plan. Recommendations will be given to the Planning Commission for review and City Council for consideration.

Time frame: On-going.

3. Protect quality of life in neighborhoods.

Residents would like to see deeper setbacks established for commercial areas along Highway 17 Bypass.

Implementation: The City's Planning Commission, with assistance from the Planning and Public Works Departments staff, may study the Highway 17 Bypass corridor from Highway 501 to 82nd Parkway. Performance standards, traffic regulations and land development discussions may take place. Recommendations will be sent to City Council for consideration.

Time frame: On-going.

4. Prevent Pavilion from relocating near residential neighborhoods.

Residents do not want the Pavilion moved near their residential community.

Implementation: The Planning Commission, working in concert with the Downtown Redevelopment Corporation and Burroughs and Chapin Company, Incorporated, in the event the Pavilion Amusement Park is moved to another location, will work to recommend alternative sites away from residential neighborhoods. Recommendations will be given to City Council for consideration.

Time frame: On-going.

5. Discourage conversion of Myrtlewood Golf Course.

Residents have heard rumors that Myrtlewood Golf Course may one day be developed. They view the golf course as a park like setting and want to prevent any development from taking place on the course.

Implementation: The residents of Plantation Point will work with Burroughs and Chapin Company, Incorporated to maintain Myrtlewood Golf Course as a golf course or open space/park. In the event the company elects to close the golf course the residents could make a proposal to purchase the property in front of their homes or ask the company to develop a large park for residents of the area.

Time frame: Immediate.

6. Eliminate need to clear-cut trees.

Residents enjoy the urban forest of the Grand Strand community and want to see the practice of clear-cutting trees prohibited by law.

Implementation: The City's Planning Commission is currently working with a Tree Protection Ordinance Amendment Committee that will look into ways for strengthening the ordinance and establishing stiffer fines for clear-cutting. Recommendations will be sent to City Council for consideration.

Time frame: Immediate and on going.

7. Cease fireworks noise early in the evening.

Residents have complained of the noise from fireworks at Broadway at the Beach and Coastal Federal Field after 10 p.m. on weekdays. The noise from the fireworks prevents children and adults from resting in their homes. They would like the fireworks to be limited to weekends when children are not in school.

Implementation: The City Manager's Office will discuss with Broadway at the Beach and Coastal Federal Field the ceasing of firework displays after 9 p.m. during the school year. During the summer months when school is not in session fireworks should not be allowed after 10 p.m. Recommendations will be sent to City Council for consideration.

Time frame: Immediate.

8. Reduce noise in residential areas from traffic on Highway 17 Bypass through the use of buffering materials.

Residents would like to see large buffers created around their residential communities to cut down on the noise created from traffic along Highway 17 Bypass.

Implementation: The property owners will work with Burroughs and Chapin Company, Incorporated to install buffering materials such as trees and shrubs to help eliminate the noise created by traffic traveling on Highway 17 Bypass.

Time frame: Immediate.

9. Eliminate the odor from the City's treatment facility.

Residents want the City to eliminate the odors coming from the treatment facilities.

Implementation: The City's Public Works Department will continue to work to eliminate the odor generated by the City's treatment facility. New technology is being studied and tested to help overcome this problem.

Time frame: Immediate and on going.

10. Eliminate the noise caused by straight pipes on Harley-Davidson motorcycles.

Residents have complained about the noise generated from Harley-Davidson motorcycles. They feel the noise could be eliminated if the straight pipes were not allowed.

Implementation: The Grand Strand Bike Week Task Force will discuss the noise issue with representatives of Harley-Davidson to determine what can be done to reduce the noise.

Time frame: Immediate.

11. Establish better ways to enforce leash laws and eliminate animal waste.

Residents have complained about unthoughtful neighbors who do not clean up after their pets. Some residents ignore the leash regulations and allow their pets to run free throughout the neighborhood.

Implementation: The City's leash and scooper laws prohibit allowing dogs to run freely and require pet owner's to clean up after their pets. The Police Department's Animal Control Division will pick up stray dogs. In unincorporated areas the property owners and homeowners associations should require that owners clean up after their pets and not allow their dogs to run freely.

Time frame: Immediate.

12. Establish rules that cats are not allowed to roam freely off of their owner's property.

Residents want cat owners to keep their pets in their own yards. They do not want them roaming throughout the community leaving their feces in common areas and in yards.

Implementation: The property owners and homeowners should require that owners be responsible for keeping their cats confined to the owner's property. The Police Department's Animal Control Division will pick up all stray animals including cats in the unincorporated areas.

Time frame: Immediate.

13. Create a mechanism for maintenance of the common areas at The Landing.

The Landing does not have an active homeowners association. As a result common areas throughout The Landing have serious maintenance issues and need to be addressed.

Implementation: The homeowners association should contract with a property maintenance company or organize a neighborhood clean up effort. The Department of Cultural and Leisure Services' Parks Division is responsible for maintenance of medians and rights-of way that are property of the City of Myrtle Beach.

Time frame: Immediate.

14. Enforce property maintenance regulations.

Residents are concerned with the upkeep of individual units in The Landing, Fairway Lakes, and Myrtle Pointe. Many units are used as rentals and the property owners do not maintain them properly. Residents see absentee ownership as a threat to the neighborhood.

Implementation: The City's Planning and Construction Services Departments review existing maintenance codes and submit any necessary revisions to the Planning Commission for review and City Council for consideration. The Construction Services Department is given authorization and personnel to ensure compliance with the maintenance codes. The Rehabilitation Code Enforcement Officer will be responsible for implementation of the regulations. Residents and businesses are encouraged to keep the Code Enforcement Officer informed of any violations. With all enforcement issues additional staffing is required. City Council will take into consideration that current laws may not be enforceable because of the lack of staff. The property owners and homeowners associations should establish covenants that

require property be maintained and have an enforcement mechanism for properties in the unincorporated areas of the county.

Time frame: Immediate.

15. Prevent lawn care companies from dumping debris and cuttings behind The Greek Church near The Landing.

Residents have complained that lawn care companies are dumping yard debris behind the Greek Church near The Landing. They want this practice stopped and the area cleaned up.

Implementation: The City's Construction Services Department Code Enforcement Division enforces the property maintenance regulations in the city. Residents and businesses are encouraged to keep the Code Enforcement Division informed of any violations. For unincorporated areas the residents should contact the County's zoning office concerning illegal dumping.

Time frame: Immediate

16. Eliminate trash on Arundel Road to Myrtle Pointe entrance.

Residents want to see the trash eliminated on Arundel Road.

Implementation: The property and homeowners associations should establish a regular volunteer litter control or neighborhood clean up of all common areas.

Time frame: Immediate

17. Establish better solid waste collection and services. Establish service for recycling, storm debris, Christmas trees, and bulk items.

Residents want better solid waste services including curbside recycling and pick up of storm debris, Christmas trees and bulk items.

Implementation: The City's Solid Waste Division collects residential garbage weekly from 90-gallon rollout containers called "Pelicans," which the city provides. The city is divided into four collection zones to improve solid waste services for our residential customers. With this collection schedule, one zone receives complete service each day, Monday through Thursday. All household garbage, recycling, yard waste and bulky junk are picked up on the same day each week. Bulky junk items: Furniture, appliances and miscellaneous items call 918-2160, Monday through Friday, 8:00 a.m. to 5:00 p.m., for a collection appointment. The zone system streamlines the process for the customer, too, because all solid waste will be placed curbside on the same day. The Solid Waste Division also operates a solid waste transfer station on Mr. Joe White Avenue Extension. The fees are \$ 13.00 per month, plus \$4.00 landfill tipping fee. Includes all of the services detailed above (up to two "Pelicans" per weekly pickup; three or more "Pelicans" is \$5 per additional "Pelican"). In the unincorporated areas the property and homeowners associations should discuss establishing better solid waste collection and services with the solid waste handlers.

Time frame: Immediate

18. Eliminate abandoned vehicles.

Residents want abandoned vehicles removed from their neighborhoods.

Implementation: The City's Construction Services Department Code Enforcement Division monitors the city for abandoned vehicles. The City's Nuisance Ordinance prohibits any motor vehicle that is unregistered, inoperable, derelict or abandoned on any highway or right-of-way, or other public or private property, unless such vehicle is stored inside of a building or protected from the elements by way of a complete covering. The City's Code Enforcement Officer will tag the vehicle for removal and violators are reported to the City Manager for action. In the unincorporated areas residents should contact the County's Litter Patrol at 369-3898.

Time frame: Immediate.

19. Increase police presence and response time.

Residents are concerned about the increase in crime in their neighborhoods and the lack of police presence and quick response time in Plantation Point. Speeding has become a serious problem in The Landing and on 33rd Avenue North.

Implementation: In the unincorporated areas of the county the property owners will work with the Horry County Police Department to increase response time and police presence.

Time frame: Immediate

20. Eliminate accidents at Arundel Road.

Residents want to see accidents eliminated on Arundel Road. Speeding is a problem as well as the lack of adequate striping on the road.

Implementation: The County's Public Works and Police Departments would monitor and study Arundel Road to determine the cause of accidents. Appropriate striping on the road would be maintained. The use of traffic calming devices would be taken into consideration. In the unincorporated areas the residents should contact the Horry County Police Department.

Time frame: Immediate

21. Establish a neighborhood crime watch program.

One benefit of living in Planning Area VII is that the residents look out for each other. They would like a Crime Watch program established where they would have formal training in what to look for to keep their community safe.

Implementation: The City's Police Department Neighborhood Crime Watch Coordinator would work with area residents in establishing a neighborhood crime watch program. In the unincorporated areas residents should contact the Horry County Police Department.

Time frame: Immediate

22. Eliminate children driving golf carts on streets.

Children are driving golf carts on the public streets throughout the neighborhoods creating safety issues for themselves and drivers of vehicles. Residents want to see the practice of children driving golf carts prohibited in their community.

Implementation: It is illegal in the city limits of Myrtle Beach to drive a golf cart on primary roads. The Police Department will continue to enforce these regulations pertaining to golf carts. Residents are encouraged to report violators. In the unincorporated areas the residents should report violators to the Horry County Police Department. The State of South Carolina law requires that all golf carts be registered with the State Department of Motor Vehicles. The golf carts must have working headlights, taillights, and turn signals. All drivers of the golf carts must be licensed. Golf carts cannot be driven further than two miles from the driver's place of residence. In the unincorporated areas of the county the Horry County Police Department has jurisdiction over the driving of golf carts on streets.

Time frame: Immediate

23. Eliminate parking in the right-of-way at The Landing.

Residents have complained of cars being parked in the right-of-way at The Landing. They would like to see alternative parking areas designated for this area.

Implementation: Reactivate the neighborhood association for The Landing so that it can assist in developing an alternative-parking program for the neighborhood.

Time frame: Immediate

24. Eliminate Wild Iris Way sight triangle problems.

Residents want the sight triangle problems on Wild Iris Way corrected. Regular maintenance is required to eliminate these problems.

Implementation: The property owners should contact the County's Zoning Office to report sight triangle problems on Wild Iris Way.

Time frame: Immediate

25. Develop an overall street lighting plan for area and install the lights.

Santee Cooper does not provide street lighting in the unincorporated areas without the property owners requesting installation and paying a monthly fee. Residents would like to see the street lighting increased throughout their community. Crime has increased in the area and the residents feel uncomfortable living on dark streets.

Implementation: The City's Public Works Department working with Santee Cooper and area residents will set street lighting standards for residential areas. Currently street lighting is kept at a minimum unless residents make a request for more. The Public Works Department in cooperation with the City Manager will work with Santee Cooper to develop a regular maintenance agreement for streetlights. Recommendations will be sent to City Council for consideration. In the unincorporated area residents should contact Santee Cooper or organize their property and homeowners associations to recommend additional street lighting be installed. Residents will be responsible for the monthly cost of the street lighting.

Time frame: Short Term.

26. Create another entrance and exit into Plantation Point area.

Residents want another entrance and exit into their community. They have recommended that Arundel Road connect with Highway 17 Bypass. They are particularly concerned about an additional evacuation route in the event of an emergency in the area.

Implementation: The County's Public Works Department would work with residents and Burroughs and Chapin Company, Incorporated to determine the need for an additional entrance and exit into the Plantation Point neighborhoods and location(s).

Time frame: Short Term.

27. Improve entrance into Plantation Point from Highway 17 Bypass at 38th Avenue North. Improve safety of streets by providing traffic turning signals and painting arrows.

Residents would like to see directional arrows on Highway 17 Bypass painted more often. They are worn and unreadable. The entrance is not large enough and more turning lanes should be added.

Implementation: The County's Public Works Department, in cooperation with the South Carolina Department of Transportation would study ways to improve the entrance into Plantation Point from Highway 17 Bypass and 38th Avenue North. The addition of turning arrows at the traffic signals would be taken into consideration. Striping and turn arrow painting would be maintained.

Time frame: Short Term

28. Provide sidewalks for heavily traveled roads.

Residents want sidewalks in their community. Sidewalks are particularly needed at 38th Avenue North and Arundel Road.

Implementation: The City's Planning Commission, with assistance from the Planning and Public Works Departments, will advise City Council referencing the updated sidewalk master plan to ensure sidewalks are provided as needed. The City will examine the need for pedestrian crosswalks across

Highway 17 Bypass and sidewalks on 38th Avenue North to Arundel Road. The City plans and constructs a pedestrian network that provides paths but also other amenities, such as landscaping, appropriately scaled lighting, and benches. The pedestrian network will include sidewalks within street rights-of-way and biking paths in the linked open space system. The City considers designating a staff person as its bicycle/pedestrian coordinator to ensure that this objective is met and that walking is promoted. The City plans and constructs a bikeway system that includes bike paths, bike lanes, and bike routes within street rights-of-way and bike paths in the linked open space system. The bike system includes designated travel-ways but also route signs and maps, safety and training brochures, and parking. The Planning Commission, with assistance from the Planning and Public Works Departments, works with other transportation entities to develop recommendations that are submitted to City Council for consideration.

Time frame: Short Term

29. Eliminate drainage problems on streets in The Landing. Eliminate moisture problems under units at Fairway Lakes.

Residents have complained about the drainage problems in the streets throughout The Landing. Moisture problems have increased underneath the units in Fairway Lakes. Residents would like these problems addressed and eliminated.

Implementation: The County's Public Works Department would work to eliminate the drainage problems on streets in The Landing. In the unincorporated areas the property and homeowners associations should work to resolve drainage problems. The Fairway Lakes Homeowners Association and builder should work with residents to determine the cause of the moisture problems under the units.

Time frame: Short Term.

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