

1. Summary Table of Objectives and Strategies

Immediate = 1 to 3 years, Short Term = 4 to 5 years,
 Mid Term = 6 to 10 years, Long Term = 11 to 20 years

#	Objective/Strategy	Implementation	Time-frame
A. Population			
1	1. Improve the accuracy of local population counts, estimates, and forecasts. a. Cooperate with the 2000 census.	The planning department provides information to federal and state agencies.	Immediate
2	b. Create and periodically update population counts or estimates.	The planning department works with the construction services and finance departments; the chamber of commerce and the hospitality association; and the county, school district, and regional planning council to develop a methodology and schedule for reliable counts, estimates, and forecasts of population.	On-going
B. Economic Development			
1	1. Develop the travel and tourism industry. a. Diversify the travel and tourism industry by developing a complex centered around an expanded convention center.	City council authorizes the convention center staff to have an expansion study prepared and the planning department to continue studying the feasibility of a passenger (light) rail system.	Short Term
2	b. Diversify the travel and tourism industry by allowing a theme park to be developed in the area.	The planning commission of the appropriate jurisdiction works with the rail operator to ensure adequate service, and prepares zoning regulations for a theme park for adoption by the appropriate council.	Mid Term
3	c. Work with existing components of the travel and tourism industry that have helped to diversify the tourism market.	The chamber of commerce is the lead agency, with the city (such as convention center staff) providing assistance.	Immediate
4	d. Diversify the travel and tourism industry by increasing the role of amateur and professional sporting events in Myrtle Beach.	The chamber of commerce is the lead agency, with the city (such as the department of cultural and leisure services) providing assistance.	Immediate

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

6	c. Create a tour map of historic sites.	The preservation commission, with the assistance of the planning department and the city information officer develops a map.	Short Term
7	d. Institute a historic designation program.	The preservation commission, with the assistance of the planning department and the public information officer develops a program.	Short Term
D.3 Cultural Resources: Arts			
1	1. Appoint an organization to prepare the plan.	City council designates the appropriate organization.	Immediate
2	2. Develop a strategic plan for the cultivation of the arts in our community.	The arts organization, with assistance from the planning and cultural and leisure services departments, develops a plan and submits it to city council for adoption.	Immediate
3	3. Establish a cultural arts advisory committee to serve in an advisory capacity to city council as it relates to the implementation of the cultural resources arts subelement of the comprehensive plan.	City council appoints the nine members.	Immediate
4	a. Advise the planning commission.	The cultural arts advisory committee, with the assistance of the planning department, will advise the planning commission concerning the implementation of the arts subelement.	Immediate and On Going
5	b. Keep well informed as to the cultural arts activities, needs, and desires of Myrtle Beach.	The cultural arts advisory committee, with the assistance of the planning department, will stay well informed as to the cultural arts activities, needs, and desires of Myrtle Beach.	On Going
6	4. Develop and proliferate more visible public art in the community.	The cultural arts advisory committee, with the assistance of the planning department, planning commission, and community appearance board, will assist in the development and proliferation of more visible public art in the community.	On Going
7	a. Enact an art in public places ordinance.	City council, with the assistance of the cultural arts advisory committee, planning department, planning commission, community appearance board, and city manager, will adopt an art in public places ordinance providing guidelines and a funding source for public art to be displayed on public and private property.	Short Term

8	b. Make consideration of public art an important element in the requirements of the Community Appearance Board.	The community appearance board, with the assistance of the cultural arts advisory committee, planning department, and planning commission, will include public art as an important element when considering community appearance.	Immediate
9	5. Urge the city to plan comprehensively and to exploit opportunities to build or to acquire and renovate facilities for the visual and performing arts.	City council establishes a 501 c (3) organization to renovate and operate the Rivoli Theatre for use by arts organizations.	Immediate
10	a. Create a downtown arts district for all cultural arts disciplines.	The downtown redevelopment corporation, with the assistance of the cultural arts advisory committee, planning department and planning commission, will create a downtown arts district.	Short Term
11	6. Explore the possible uses of commercial theaters and auditoriums as venues for non-profit arts organizations.	The cultural arts advisory committee, with assistance from the cultural and leisure services department will explore the possible uses of commercial theaters and auditoriums as venues for non-profit organizations.	On Going
12	a. Create an inventory of commercial facilities, which agree to participate with the arts organizations.	The cultural arts advisory committee, with assistance from the cultural and leisure services department, will work to create an inventory of commercial facilities including details of the facility, availability, rental charges, etc.	On Going
13	7. Include transportation issues in planning for the arts.	In partnership with all transportation providers the city will plan and urge all transportation providers to execute a transportation plan to meet the needs of the arts district.	Mid Term
14	8. Expand municipal funding for cultural programs, services, and development beyond accommodations tax provisions.	The cultural arts advisory committee, with the assistance of the cultural and leisure services and planning departments, would advise city council when funding needs have been identified.	Immediate
15	9. Expand financial support of the arts in the private sector.	The cultural arts advisory committee in conjunction with a Grand Strand arts council will research and conduct a feasibility study for the development of a united arts fund appeal.	Mid Term

16	10. Develop cultural arts program for intergenerational and multi-cultural community members.	The cultural and leisure services department will work with local arts organizations and appropriate agencies to provide intergenerational and multi-cultural programming for the community.	On Going
17	a. Enhance after-school, evening and summer arts education programs to be made available to children and adults.	The city's department of cultural and leisure services will work in conjunction with the schools, non-profit organizations, senior center, Waccamaw Arts and Crafts Guild, and all transportation providers to enhance the arts education program in the community.	Short Term
18	11. Broaden the scope of arts programming in the schools.	Horry County School District in cooperation with local arts organizations will work to broaden the scope of arts programming in the schools.	Short Term
19	a. Create a steering committee to explore the strategies for collaboration with schools.	Schools administrators in conjunction with arts educators, arts organizations, and the cultural arts advisory committee will form a steering committee to broaden the scope of arts programming in the schools.	Immediate
20	12. Expand participation in the arts among all communities to foster broader appreciation of diverse cultures and lifestyles.	The creation of a Grand Strand cultural diversity committee with representation from places of worship, ethnic groups, colleges and universities, public and private schools, and arts organizations is formed to develop a plan that would provide cultural activities including diverse cultures and lifestyles.	On Going
21	13. Provide access to cultural arts activities, including consideration of affordability, transportation, participation and accessibility to the public.	Arts organizations will work with local venues and the community to ensure access to cultural arts events.	On Going
22	a. Information concerning the cultural arts should be made available to all residents and visitors to the area.	The cultural diversity committee will work with home and property owner associations and other community groups, the chambers of commerce, Myrtle Beach Area Hospitality Association to bring the arts information to the neighborhoods and businesses.	On Going
23	14. Strengthen the exchange of information and the coordination of the activities of the arts organizations and to improve their administrative and financial management.	Arts organizations will work together to establish an arts council that represents the various arts organizations, performers, and visual artists along the Grand Strand.	Immediate

24	a. Individual artists and arts organizations receiving city funding are held strictly accountable for their expenditure of all monies granted to them.	An annual budget report and audit will be provided to the city’s budget director before and after expenditure of funds.	Immediate
25	b. Individual artists and arts organizations receiving city funding are encouraged to take advantage of SCORE and other programs designed to improve their administrative and financial management.	The arts council will provide information to individual artists and arts organizations on the various programs available that would help them to improve their administrative and financial management.	Immediate
26	c. Individual artists and arts organizations are encouraged to attend grant-writing seminars that would assist them in applying for monies designated for the arts available from various foundations, organizations, and government agencies.	Individual artists and arts organizations will be encouraged to attend grant writing seminars provided by the SC Arts Commission, Horry-Georgetown Technical College, and Coastal Carolina University.	Immediate
27	15. Market the arts more effectively as an industry in itself.	The creation of an arts council for the Grand Strand would serve as a resource for information and technical assistance to the arts community.	Short Term
28	a. Educate the arts organizations on marketing techniques and on earmarking adequate funds for effective marketing programs.	The arts council would provide information on marketing techniques and financial planning for marketing programs.	Mid Term
29	b. Marketing research is conducted to identify potential audiences for the cultural arts events in the area.	The arts council in conjunction with Coastal Carolina University’s Wall School of Business would conduct research identifying the potential audiences for the cultural arts events in the area.	Mid Term
30	c. A cultural arts events calendar is prepared and shared with the citizenry and the local business community to share with their customers.	The proposed Grand Strand arts council serves as a clearinghouse for cultural arts events information while developing and posting a monthly or quarterly calendar of cultural arts events in hotel lobbies, restaurant wait areas, and other public locations.	Immediate and On Going
31	16. Promote the arts as a significant element in community and economic development.	Myrtle Beach Regional Economic Development Corporation, the Myrtle Beach Area Chamber of Commerce, and the City of Myrtle Beach are encouraged to promote the cultural arts in their attempts to attract new business and industry to the area.	Immediate

32	a. Listings of arts programs, events and performances are included in promotional and information materials.	Promotional and information materials utilized by Partners Economic Development Corporation, the Myrtle Beach Area Chamber of Commerce and the City of Myrtle Beach will include information about local arts organizations and cultural activities in the area.	Immediate
33	b. Brochures promoting the cultural arts and the various arts organizations are disseminated to persons interested in moving to the area.	The proposed arts council of the Grand Strand will develop and disseminate brochures concerning the cultural arts to local realtors, newcomer’s associations, and the chambers of commerce in the area.	Short Term
34	17. Create cultural arts festivals for the community	A festival committee is established by the department of cultural and leisure services special events division to develop festivals featuring ethnic foods, music and crafts for residents and visitors to the area.	Short Term
E.1. Community Facilities: General Government			
1	1. Study staff and facility needs to implement the comprehensive plan.	The city manager’s office, with assistance from the budget office and human resources department, conducts the study, with recommendations submitted through the planning commission to city council.	Immediate
2	2. Maintain the general budgetary approach that the city has used in recent years, while incorporating the policies of this comprehensive plan update. a. Continue using the budgetary policies expressed in the city’s 1998-1999 annual budget report.	City council, with assistance from the city manager’s office and the budget office, adopt budgetary policies.	Immediate
3	b. Revise the process for developing the capital improvements program to include recommendations from the planning commission.	The planning commission, with assistance from the planning department, the city manager’s office and the budget office, propose a revised process for city council approval.	Immediate
4	3. Continue to explore innovative ways to pay for the implementation of the comprehensive plan.	The city manager’s office, the budget office, and all departments suggest financing opportunities for city council approval.	On-going
5	4. Seek to maximize public involvement.	The city manager’s office and the public information officer suggest opportunities for involvement for city council approval.	On-going

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

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

9	b. Review existing regulations and update as necessary.	The public works department, with assistance from the planning and cultural and leisure services departments and the zoning administrator, reviews regulations and submits any appropriate revisions through the planning commission to city council for adoption.	Immediate
10	c. Develop educational programs.	The public works department, with assistance from the planning department, works with other agencies to develop programs that are submitted through the planning commission to city council for approval.	Short Term
11	d. Coordinate stormwater management planning, regulation, and education with Horry County and with regional and state efforts.	The public works department, with assistance from the planning department, continues to cooperate with regional efforts and reports regularly to the planning commission.	On-going
12	9. Minimize water pollution that results from stormwater. a. Develop watershed plans.	The public works department, with assistance from the planning and cultural and leisure services departments and the zoning administrator, develops programs that are submitted through the planning commission to city council for approval.	Immediate
13	b. Review existing regulations and update as necessary.	The public works department, with assistance from the planning and cultural and leisure services departments and the zoning administrator, reviews regulations and submits any appropriate revisions through the planning commission to city council for adoption.	Immediate
14	c. Develop educational programs.	The public works department, with assistance from the planning department, works with other agencies to develop programs that are submitted through the planning commission to city council for approval.	Short Term
15	d. Coordinate stormwater management planning, regulation, and education with Horry County and with regional and state efforts.	The public works department, with assistance from the planning department, continues to cooperate with regional efforts and reports regularly to the planning commission.	On-going

16	10. Develop an aesthetically pleasing, multi-functional stormwater management system. a. Review existing regulations to ensure that the city has adequate authority to require stormwater facilities be designed to address multiple functions.	The public works department, with assistance from the planning and cultural and leisure services departments and the zoning administrator, reviews regulations and submits any appropriate revisions through the planning commission to city council for adoption.	Immediate
17	b. Coordinate the design of stormwater facilities with environmental policies.	The public works department coordinates its reviews with the planning and cultural and leisure services departments.	Immediate
18	c. Coordinate the design of stormwater facilities with community appearance policies.	The public works department coordinates its reviews with the planning and cultural and leisure services departments.	Immediate
19	11. Develop a plan to remove existing overhead energy and communications lines.	The public works department, with assistance from the city manager’s office, works with the utility companies, neighborhoods, and commercial interests to prepare the plan. The plan is submitted to the city council for approval.	Short Term
20	12. Publicize the adequate energy supplies and the high quality of communications infrastructure in economic development activities.	The city participates with its economic development partners in their marketing efforts recognizing the area’s advantages provided by utilities.	Mid Term
21	13. Discuss with electric companies the use of utility rights-of-way as link parks.	The cultural and leisure services department, as part of the preparation of the parks and recreation plan works with electrical companies; the plan is submitted through the planning commission to city council for adoption as a revision to the comprehensive plan.	Immediate

E.6. Community Facilities: Transportation

1	1. Actively plan with an understanding of the link between land use and transportation planning and improvements. a. Include in local land-use decisions an evaluation of their implications for the transportation system.	The planning commission, with assistance from the planning department, reviews its decision-making procedures.	Immediate
2	b. Plan and develop the transportation system so that it addresses existing and anticipated land uses.	The planning commission, with assistance from the planning department, works with other transportation planning entities to develop recommendations that are submitted to city council for approval.	Immediate

3	<p>2. Develop the Myrtle Beach transportation system to be multi-modal.</p> <p>a. Improve the road system while reducing the need to use private automobiles.</p> <p>i. Make improvements to the road system that reduce traffic congestion that cannot be remedied by improvements to alternative modes.</p>	<p>The planning commission, with assistance from the planning department, works with other transportation planning entities to develop recommendations that are submitted to city council for approval.</p>	<p>Immediate</p>
4	<p>ii. Develop assessment criteria that measure the effectiveness of proposed improvements to the transportation system so that the area is served by a balanced transportation system.</p>	<p>The planning commission, with assistance from the planning department, works with other transportation planning entities to develop recommendations that are submitted to city council for approval.</p>	<p>Short Term</p>
5	<p>iii. Create a properly functioning network of connected streets.</p>	<p>The planning commission, with assistance from the planning department, works with other transportation planning entities to develop recommendations that are submitted to city council for approval.</p>	<p>Short Term</p>
6	<p>iv. Develop a transportation system management (TSM) program that improves accessibility and mobility.</p>	<p>The planning commission, with assistance from the planning department and the traffic division, works with other transportation planning entities to develop recommendations that are submitted to city council for approval.</p>	<p>Short Term</p>
7	<p>v. Develop a transportation demand management (TDM) program that improves accessibility and mobility.</p>	<p>The planning commission, with assistance from the planning department, works with other transportation planning entities to develop recommendations that are submitted to city council for approval.</p>	<p>Short Term</p>
8	<p>vi. Develop a wayfinding system to improve traffic flow.</p>	<p>The planning commission, with assistance from the planning department and the traffic division, works with state and regional traffic agencies to develop recommendations that are submitted to city council for approval.</p>	<p>Short Term</p>
9	<p>vii. Support major road projects that improve regional mobility.</p>	<p>The planning commission, with assistance from the planning department, works with state and regional traffic agencies to develop recommendations that are submitted to city council for approval.</p>	<p>Immediate</p>

10	b. Improve the bus system as the first step in developing a mass transit system. i. Develop a plan for the bus system.	The planning commission, with assistance from the planning department, works with state and regional traffic agencies to develop recommendations that are submitted to city council for approval.	Mid Term
11	ii. Review city regulations to ensure that the needs of a bus system are addressed.	The planning commission, with assistance from the planning department, the traffic division, and the zoning administrator, works with state and regional traffic agencies to develop recommendations that are submitted to city council for approval.	Mid Term
12	c. Activate the heavy rail line.	The planning commission, with the assistance of the planning department, meets with the county planning commission; the commissions submit any agreements to their councils for approval.	Mid Term
13	d. Continue preliminary studies for a light rail system.	The planning commission, with assistance from the planning department, works with state and regional traffic agencies to develop recommendations that are submitted to city council for approval.	Long Term
14	e. Develop a pedestrian network. i. Update the sidewalk master plan.	The planning commission, with assistance from the planning department and the streets division, develops recommendations that are submitted to city council for approval.	Immediate
15	ii. Review city regulations to ensure that pedestrian needs are addressed.	The planning commission, with assistance from the planning department, the streets division, and the zoning administrator, develops recommendations that are submitted to city council for approval.	Immediate
16	f. Develop a bikeway system. i. Develop a bikeway master plan.	The planning commission, with assistance from the planning department, works with state and regional traffic agencies to develop recommendations that are submitted to city council for approval.	Immediate
17	ii. Review city regulations to ensure that bicycling needs are addressed.	The planning commission, with assistance from the planning and cultural and leisure services departments and the zoning administrator, works with state and regional traffic agencies to develop recommendations that are submitted to city council for approval.	Mid Term

18	g. Encourage appropriate expansion of the Myrtle Beach International Airport. i. Expand facilities at the current location.	The planning commission, with assistance from the planning department, serves as the city’s liaison with the county airport committee; the commission submits any recommendations for city participation to city council for approval.	Mid Term
19	ii. Search for a new location for a larger airport.	The planning commission, with assistance from the planning department, serves as the city’s liaison with the county airport committee; the commission submits any recommendations for city participation to city council for approval.	Mid Term
20	h. Improve opportunities for water transport.	The planning commission, with assistance from the planning department, works with other transportation planning entities and entities proposing water transport services; the commission submits any recommendations for city activities to city council for approval.	Mid Term
21	i. Provide inter-modal facilities.	The planning commission, with assistance from the planning department, works with state and regional traffic agencies to develop recommendations that are submitted to city council for approval.	Immediate
22	3. Search for equitable funding sources.	The planning commission, with assistance from the planning department and the budget office, works with state and regional traffic agencies to develop recommendations that are submitted to city council for approval.	Immediate
23	4. Increase the safety of the transportation system.	The planning commission, with assistance from the planning department and the police and fire departments, works with state and regional traffic agencies to develop recommendations that are submitted to city council for approval.	Immediate
E.7. Community Facilities: Education			
1	1. Cooperate with the school district in its pursuit of providing a high quality education in a cost-effective manner.	The planning commission, with assistance from the planning department, serves as the city’s liaison with the school district.	On-going
2	2. Cooperate with the school district as it forecasts enrollment and determines needs for new school buildings and staff. a. Share population and housing counts.	The planning commission, with assistance from the planning department, shares demographic information with the school district.	Immediate

3	b. Notify the school district of approvals of residential developments.	The planning and construction services departments provide data to the school district.	Immediate
4	c. Cooperate with the school district in determining the appropriate locations of new schools in the planning area.	The planning commission, with assistance from the planning department, provides advice to the school district.	Immediate
5	3. Work with the public schools and higher education institutions to ensure an adequately trained workforce.	The planning commission, with assistance from the planning department, works with economic development entities.	Immediate
6	4. Maintain a relationship with the schools to provide opportunities for students to interact with local government.	The planning commission, with assistance from the planning department, serves as the city’s liaison with the school district.	On-going
7	5. Provide opportunities for intergenerational learning and interaction in the schools.	The planning commission, with assistance from the planning department, serves as the city’s liaison with the school district.	On-going
8	6. Develop a cooperative agreement with the school district to use school facilities for parks and recreation purposes.	The planning commission, with assistance from the planning and cultural and leisure services departments, develop a draft agreement for city council’s approval.	Immediate
9	7. Assist the schools in addressing transportation needs of the students and staff. a. Control traffic on streets and highways to allow school buses and automobiles to move in a timely manner.	The planning commission, with assistance from the planning department and traffic division, serves as the city’s liaison with the school district.	Immediate
10	b. Provide for alternative means for students and teachers to travel to school.	The planning commission, with assistance from the planning department and traffic division, serves as the city’s liaison with the school district.	Immediate
11	c. Use zoning and site design to make residential areas and schools conveniently accessible.	The planning commission, with assistance from the planning department, reviews zoning and design regulations with the school district.	Immediate
E.8. Community Facilities: Intergovernmental Cooperation			
1	1. Intensify cooperative arrangements with the county and other entities in the region.	The planning commission and city council, with assistance from the planning department and city manager’s office, develop a schedule and procedures with other entities.	On-going

2	2. Cooperate with federal and state governments in joint activities.	The planning commission and city council, with assistance from the planning department and city manager's office, develop cooperative relationships with federal and state agencies as the need arises.	On-going
F. Housing			
1	1. Improve the accuracy of local housing counts, estimates, and forecasts. a. Cooperate with the 2000 census.	The planning department provides information to federal and state agencies.	Immediate
2	b. Create and periodically update an inventory of housing.	The planning department works with the construction services and finance departments; the chamber of commerce and the hospitality association; and the county, school district, and regional planning council to develop a methodology and schedule for reliable counts, estimates, and forecasts of housing units.	On-going
3	2. Recognize the relationship of housing with other elements of the comprehensive plan in order to use housing as a determinant of urban form.	The planning commission, with assistance from the planning department, emphasizes the impact of housing as it works with city council, the county planning department, and the regional planning council.	On-going
4	3. Include and continue implementation of "The Consolidated Plan of Housing and Community Development for Myrtle Beach."	The planning department, with assistance from the Myrtle Beach Housing Authority and other community groups, recommends revisions to the consolidated plan as updates to the comprehensive plan.	On-going
5	4. Increase the availability of housing for special needs populations. a. Formulate a plan to address special needs populations.	The planning department prepares, with assistance from the Myrtle Beach Housing Authority and other community groups, and recommends to the planning commission and city council a continuum of care housing plan for special needs persons and families.	Immediate
6	b. Provide additional housing opportunities for special needs populations.	City council and staff support On-going efforts of the Myrtle Beach Housing Authority and local non-profit housing organizations to increase plans, programs, and projects to close the gap on needed affordable housing resources.	On-going

7	5. Increase the availability of rental and owner housing for low- and moderate-income (LMI) families. a. Provide additional housing on existing vacant lots in low- and moderate-income (LMI) neighborhoods.	The Myrtle Beach Housing Authority and Grand Strand Housing, with assistance from the planning department and in cooperation with public and private entities, implement the plan; where appropriate, they request assistance from city council for implementation.	Short Term
8	b. Study the possibility of new forms of affordable housing.	The planning commission, with assistance from the planning department and the zoning administrator, studies zoning alternatives and recommends appropriate amendments to city council for adoption.	On-going
9	c. Study the possibility of new requirements and incentives for affordable housing.	The planning commission, with assistance from the planning department and the zoning administrator, studies zoning alternatives and recommends appropriate amendments to city council for adoption.	Short Term
10	d. Create and promote rehabilitation of LMI housing through low interest loans city-wide.	The planning department prepares, with assistance from the Myrtle Beach Housing Authority and nonprofit housing organizations, and recommends to city council a housing rehabilitation low interest loan program for LMI homeowners and/or rental property owners.	Short Term
11	6. Preserve historically significant housing. a. Prepare a preservation plan.	The planning department prepares, with assistance from neighborhood organizations and housing organizations, a preservation plan for planning commission review, the commission recommends adoption of the plan to city council as an update to the comprehensive plan.	Mid Term
12	b. Establish a properly funded, On-going program to rehabilitate historically significant housing.	The planning department prepares, with assistance from neighborhood organizations and housing organizations, an implementation program as part of the preservation plan for planning commission review, the commission recommends the implementation program to city council for approval.	Mid Term
13	7. Foster the development of a strong public/nonprofit housing development organization to lead the housing development program on an On-going basis.	City council and staff support On-going efforts of the Myrtle Beach Housing Authority and local nonprofit housing organizations to coordinate efforts and programs to increase affordable housing resources to match local needs.	Immediate

G. Land Use			
1	<p>1. Manage urban form.</p> <p>a. Base future land-use decisions on the principles behind the urban form map.</p> <p>i. Set aside certain lands for natural resource protection and open space.</p> <p>a. Participate in data collection and plan preparation.</p>	<p>The planning commission, with assistance from the planning and other appropriate departments, works with state and federal agencies; the commission recommends any necessary city activities to city council for adoption.</p>	<p>Immediate</p>
2	<p>b. Revise zoning and plan review standards.</p>	<p>The planning commission, with assistance from the planning and other appropriate departments and the zoning administrator, works with state and federal agencies to develop appropriate regulations; the commission recommends any necessary revisions of city regulations to city council for adoption.</p>	<p>Immediate</p>
3	<p>c. Develop procedures to review city projects.</p>	<p>An interdepartmental committee, with assistance from the city manager’s office develops coordinated procedures; and the planning department regularly reports activities to the planning commission.</p>	<p>On-going</p>
4	<p>ii. Develop a multi-modal transportation system.</p> <p>a. Encourage the creation of a multi-modal transportation system in regional transportation planning efforts.</p>	<p>City council and the planning commission contact other local governments and transportation planning entities.</p>	<p>Short Term</p>
5	<p>b. Develop a transit plan.</p>	<p>The planning commission, with assistance from the planning department, works with other local governments and transportation planning entities to develop a plan; the commission recommends the plan to city council for adoption as part of the comprehensive plan.</p>	<p>Short Term</p>
6	<p>iii. Link land-use patterns to the transportation system.</p> <p>a. Revise the urban form map to reflect the transit plan.</p>	<p>The planning commission, with assistance from the planning department, revises the map; the commission recommends the revisions to city council for adoption as part of the comprehensive plan.</p>	<p>Short Term</p>

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

14	ii. Establish community mixed-use centers.	The planning commission, with assistance from the planning and other appropriate departments and the zoning administrator, works with transportation entities to develop appropriate regulations; the commission recommends any necessary revisions of city regulations to city council for adoption.	Short Term
15	iii. Establish regional mixed-use centers.	The planning commission, with assistance from the planning and other appropriate departments and the zoning administrator, works with transportation entities to develop appropriate regulations; the commission recommends any necessary revisions of city regulations to city council for adoption.	Short Term
16	iv. Establish regional single-use centers.	The planning commission, with assistance from the planning and other appropriate departments and the zoning administrator, works with transportation entities to develop appropriate regulations; the commission recommends any necessary revisions of city regulations to city council for adoption.	Short Term
17	v. Establish regional districts.	The planning commission, with assistance from the planning and other appropriate departments and the zoning administrator, works with transportation entities to develop appropriate regulations; the commission recommends any necessary revisions of city regulations to city council for adoption.	Short Term
18	vi. Establish outlying districts.	The planning commission, with assistance from the planning and other appropriate departments and the zoning administrator, works with transportation entities to develop appropriate regulations; the commission recommends any necessary revisions of city regulations to city council for adoption.	Short Term
19	2. Enhance neighborhoods. a. Prepare neighborhood plans where needed.	The planning commission, with assistance from the planning and other appropriate departments, works with neighborhood organizations to develop plans; the commission recommends the plans to city council for adoption.	Immediate

20	b. Make public investments.	The planning commission, with assistance from the planning and other appropriate departments, works with neighborhood organizations to develop programs; the commission recommends any necessary city activities to city council for approval.	Short Term
21	c. Establish neighborhood gateways.	The planning commission, with assistance from the planning and other appropriate departments, works with neighborhood organizations to develop programs; the commission recommends any necessary city activities to city council for approval.	Short Term
22	d. Ensure new development is compatible.	The planning commission, with assistance from the planning and other appropriate departments and the zoning administrator, works with neighborhood organizations to develop plans; the commission recommends the plans to city council for adoption.	Short Term
23	e. Encourage infill development that is compatible.	The planning commission, with assistance from the planning and other appropriate departments and the zoning administrator, works with neighborhood organizations to develop plans; the commission recommends the plans to city council for adoption.	Short Term
24	f. Ensure connectivity.	The planning commission, with assistance from the planning and other appropriate departments, works with neighborhood organizations to develop programs; the commission recommends any necessary city activities to city council for approval.	Short Term
25	g. Support new neighborhoods that fulfill the vision of the comprehensive plan.	The planning commission, with assistance from the planning and other appropriate departments, works with property owners and developers to develop programs; the commission recommends any necessary city activities to city council for approval.	Immediate
26	3. Facilitate appropriate non-residential development. a. Accommodate an expanded tourism industry.	The planning commission, with assistance from the planning and other appropriate departments, works with the hospitality industry to develop programs; the commission recommends any necessary city activities to city council for approval.	Immediate

27	b. Protect land designated for industrial development from incompatible uses and facilitate their future development.	The planning commission, with assistance from the planning and other appropriate departments, works with property owners and developers to develop viable zoning designations; the commission recommends any necessary revised regulations to city council for adoption.	Immediate
28	c. Adopt and implement redevelopment plans.	The planning commission, with assistance from the planning and other appropriate departments, works with redevelopment agencies; the commission recommends the plans to city council for adoption.	Immediate
29	<p>4. Comprehensively implement the land use plan.</p> <p>a. Prepare subarea plans.</p> <p>i. Planning Area I Proposed land use changes are:</p> <ul style="list-style-type: none"> • Eliminate Highway Commercial– Two (2) parcels south of Woodside Drive are recommended to be Low Density Residential. • Neighborhood Commercial – The parcels along North Kings Highway north of Woodside Drive are recommended to be Neighborhood Commercial (no new parcels are to be added). • Community Multi-Use Development (CMU) – The parcels along North Kings Highway from (approximately) 76th Avenue North to 82nd Parkway is recommended to be a Community Multi-Use Development. • New Connector Road – A new connector road between 62nd Avenue North and 48th Avenue North (parallel to Robert M. Grissom Parkway) is 	The planning commission, with assistance from the planning and other appropriate departments, works with neighborhood and business organizations to develop plans; the commission recommends the plans to city council for adoption.	Immediate

	<p>recommended.</p> <ul style="list-style-type: none"> • Community Multi-Use Development (CMU) – The intersection of Highway 17 Bypass and 62nd Avenue North is recommended to be a Community Multi-Use Development. • Regional Multi-Use Development (RMU) – The area from North Kings Highway, along Grande Dunes Boulevard. to Highway 17 Bypass is recommended to be a Regional Multi-Use Development (RMU). <p>ii. Planning Area II Proposed land use changes are:</p> <ul style="list-style-type: none"> • Regional Multi-Use Development (RMU) – The former Myrtle Square Mall site is recommended to be a Regional Multi-Use Development (RMU). • Transient Accommodations (TA) – The area from the Atlantic Ocean to one lot removed from North Kings Highway, from 21st Avenue North to 31st Avenue North is recommended to stay Transient Accommodations. • Neighborhood Commercial (NC) – The western side of Highway 17 Bypass (north of 29th Avenue North) is recommended to be Neighborhood Commercial. • Neighborhood Multi-Use Development (NMU) – The area along North Kings Highway from 38th Avenue North to beyond 44th Avenue North is recommended to be 		
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	<p>Neighborhood Multi-Use Development.</p> <ul style="list-style-type: none"> • Neighborhood Commercial (NC) – The western side of Highway 17 Bypass, from 48th Avenue North to Pinewood Drive is recommended to be Neighborhood Commercial. • Founders Boulevard – A new road connecting Oak Street to Robert M. Grissom Parkway (behind the Founders Center) is recommended. • Community Multi-Use Development (CMU) – The intersection of Robert M. Grissom Parkway and 29th Avenue North is recommended to be a Community Multi-Use (CMU) Development. • School Loop Road - A new school complex loop road is recommended. • Community Multi-Use Development (CMU) – The intersections of Robert M. Grissom Parkway and 38th Avenue North and Highway 17 Bypass and 38th Avenue North are recommended to be a Community Multi-Use Development. • Office Professional (OP) – The area northwest of Robert M. Grissom Parkway and 48th Avenue North (outside the city) is recommended to be Office Professional. • Low Density Residential (LDR) – The area northeast of Robert M. Grissom Parkway and 48th Avenue North (outside the city) is recommended to be Low 		
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	<p>Density Residential.</p> <p>iii. Planning Area III</p> <p>Proposed land use changes:</p> <p><i>Plan 2 – General Development Plan</i> (please refer to <u>A Neighborhoods Development Plan for Planning Area 3 – 2000-2020 and Mr. Joe White Avenue Corridor Development Design Guidelines</u>) is the basic or general plan of development for Planning Area III which divides the planning area into nine land use categories. There are three residential, four commercial, one civic, and one parks and recreation categories. A generalized land use category is assigned to each and every property in the study area. The plan also shows proposed storm water retention ponds, pipes, improved channels, new street segments, and proposed parks and recreation areas. Overall, with only a few exceptions, <i>Plan 2 – General Development Plan</i> is consistent with this comprehensive plan. Key principles utilized for Planning Area III are the same principles for neighborhood planning outlined in this comprehensive plan. The most significant change is the proposed plan for the undeveloped property west of Canal Street and North of Highway 501. The <i>Plan 2 – General Development Plan</i> proposes the area southeast of the Robert M. Grissom Parkway be developed residentially and as a major</p>		
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	<p>outdoor recreation center rather than industrially as currently zoned by Horry County. The proposed residential and recreational facility development plan including several ponds or lakes is described in more detail in <i>Plan 13 – Undeveloped Lands Plan</i> of the <u>Δ Neighborhoods Development Plan for Planning Area 3 – 2000-2020 and Mr. Joe White Avenue Corridor Development Design Guidelines</u>. Other special small area/project development plans are proposed for the Mr. Joe White Avenue corridor, the ‘lumber yards’ or Depot District area, affordable housing project sites, the traditional neighborhood mixed-use center (TNMUC), and the Municipal Center Area.</p> <p>iv. Planning Area IV Proposed land use changes:</p> <ul style="list-style-type: none"> • Residential Multi-Use Development (RMU) – The area around the Pavilion is recommended to be a Regional Multi-Use Development. • Office Professional Area – All of the lots between 16th Avenue North and 21st Avenue North, from Legion Street to Oak Street are recommended to be Office Professional. • Community Multi-Use Development (CMU) – The intersection of Mr. Joe White Avenue and North Kings Highway is recommended to be a Community Multi-Use 		
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	<p>Development.</p> <ul style="list-style-type: none"> • Transient Accommodations (TA)– The area from the Atlantic Ocean to one-lot removed from Kings Highway, from 1st Avenue South to 7th Avenue North is recommended to stay Transient Accommodations. <p>v. Planning Area V Proposed land use changes:</p> <ul style="list-style-type: none"> • Transient Accommodations (TA) Zone – The area from the Atlantic Ocean to Yaupon Drive and from 6th Avenue South to 29th Avenue South is recommended to stay Transient Accommodations. • Highway Commercial (HC) – All of the lots that front along South Kings Highway are recommended to be Highway Commercial (unless they are included in a neighborhood mixed-use center). • Low Density Residential (LDR) – The area from (approximately) 23rd Avenue South to 29th Avenue South, from Yaupon Drive to (approximately) Rosemary Avenue is recommended to be Low Density Residential. • Medium Density Residential (MDR) – The area from (approximately) 23rd Avenue South to 6th Avenue South, from Yaupon Drive to one lot removed from South Kings Highway is recommended to be Medium Residential. • Neighborhood Multi-Use Development (NMU) – The intersection of South Kings Highway and 17th Avenue 		
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	<p>South is recommended to become a Neighborhood Multi-Use Development.</p> <ul style="list-style-type: none"> • Medium Density Residential (MDR) – A small area along 17th Avenue South (opposite AVX) is recommended to be Medium Density Residential. • 17th Avenue South – 17th Avenue South is recommended to extend west to connect within the North Industrial Park. • New Office Professional – The area between Harrelson Boulevard and the airfield is recommended to be Office Professional. • Community Multi-Use Development (CMU) – The area along Robert M. Grissom Parkway, from (approximately) 17th Avenue South to Harrelson Boulevard is recommended to be Community Multi-Use Development. • Park – The large undeveloped tract along Pine Island Road is recommended to be a neighborhood park. • Medium Density Residential (MDR)– The isolated commercial uses along Pine Island Road are recommended to be Medium Density Residential. • Low Density Residential (LDR) - The area (outside the city) near the southern foot of the Highway 501 bridge is recommended to be Low Density Residential. • Commercial Industrial (CI) – The remainder of the area (outside the city) between Highway 17 Bypass and the Intracoastal Waterway is 		
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	<p>recommended to be Commercial Industrial.</p> <ul style="list-style-type: none"> • Neighborhood Multi-Use Development (NMU) – The intersection of Grissom Parkway and Pine Island Road is recommended to be a Neighborhood Multi-Use Development. • Highway Commercial (HC) – All of the lots that front along 3rd Avenue South from Highway 501 to Withers Swash are recommended to be Highway Commercial. • Neighborhood Commercial (NC) – All of the lots that front along Broadway Street from Highway 501 to Collins Avenue are recommended to be Neighborhood Commercial. <p>vi. Planning Area VI Proposed land use changes:</p> <ul style="list-style-type: none"> • Low Density Residential (LDR) – A large portion of the former Air Force Base is recommended to be Low Density Residential. • Regional Mixed-Use Development (RMU) – The remainder of the western portion of the former Air Force Base is recommended to be a Regional Mixed-Use Development. • Airport – The southern side of the existing airfield is to be the new airport terminal. • Commercial Industrial (CI) – The area between Highway 17 Bypass and Emory Road is recommended to be Commercial Industrial. • Medium Density Residential (MDR)– The area between Highway 17 Bypass and the Intracoastal Waterway is 		
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	<p>recommended to be Medium Density Residential.</p> <ul style="list-style-type: none"> • Community Mixed-Use Development (CMU) – The intersection of South Kings Highway and Farrow Parkway is recommended to be Community Mixed-Use Development. • Regional Mixed-Use Development (RMU) – The middle of the former Air Force Base is recommended to be Regional Mixed-Use Development . • Harrelson Boulevard – Harrelson Boulevard is recommended to be extended from its current terminus at the airport east to South Kings Highway. • Old (current) airport – Portions of the current airport property are to be office/professional. <p>vii. Planning Area VII Proposed land use changes:</p> <ul style="list-style-type: none"> • Low Density Residential (LDR) – The area along the Intracoastal Waterway (near Bridgeport) is recommended to be Low Density Residential. • Parks and Recreation – The area south of Mr. Joe White Avenue is recommended to be Parks and Recreation (Cal Ripken Baseball Park). • Highway Commercial (HC) – The western side of Highway 17 Bypass (south of Mr. Joe White Avenue) is recommended to be Highway Commercial. • Amusement Entertainment (AE) – The area along Highway 17 Bypass from Mr. Joe White Avenue to the 		
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	<p>“mama ditch” is recommended to be Amusement Entertainment.</p> <ul style="list-style-type: none"> • Plantation Pointe Road – A new connector road from 29th Avenue North to Plantation Pointe is recommended. • Neighborhood Commercial (NC) – The area along Highway 17 Bypass from 38th Avenue North to 48th Avenue North is recommended to be Neighborhood Commercial. • Medium Density Residential – The area along Highway 17 Bypass north of 48th Avenue North is recommended to be Medium Density Residential. 		
30	b. Update development regulations.	The planning commission, with assistance from the planning department and the zoning administrator, works with appropriate boards and committees; the commission recommends revised regulations to city council for adoption.	Short Term
31	c. Expand city/county joint planning. <ul style="list-style-type: none"> i. Compare the city’s and county’s comprehensive plans. 	The two planning commissions, with the assistance of their planning departments, develop a schedule to compare plans and resolve inconsistencies; the commissions recommend any necessary revisions to their councils for adoption.	Immediate
32	ii. Coordinated development review.	The two planning commissions, with the assistance of their planning departments, develop a program for coordinated review.	Immediate
33	iii. Coordinated zoning map and regulations.	The two planning commissions, with the assistance of their planning departments, develop a schedule to compare regulations and resolve inconsistencies; the commissions recommend any necessary revisions to their councils for adoption.	Immediate
34	iv. Prepare joint studies as called for in the plan, especially transportation and natural resources.	The two planning commissions, with the assistance of their planning departments, develop a schedule to prepare studies; the commissions recommend any new policy documents to their councils for adoption.	Immediate

35	v. Formalize relationship.	The two planning commissions, with the assistance of their planning departments, develop a schedule to coordinate their planning and review activities.	On-going
36	vi. Consider alternatives for joint planning as provided in state law.	The two planning commissions, with the assistance of their planning departments, discuss alternatives for coordinated planning; the commissions recommend any new policies to their councils for adoption.	Immediate
37	d. Update capital improvement program.	The planning commission, with assistance from the planning department, the budget office, and the city manager’s office, annually reviews the proposed capital improvement program in light of the comprehensive plan.	On-going
H.1. Tourism: Tourism Development			
1	1. Make tourism in the Myrtle Beach area socially sustainable. a. Define and maintain Myrtle Beach as a family beach.	The tourism committee, with the assistance of the planning department, the public information officer, and the city manager’s office, develops the public participation program and submits the plan of action to city council for approval.	Immediate
2	b. Value tourists and treat them as guests.	The tourism committee, with the assistance of the planning department, works with the hospitality industry to develop a program; any recommendations in the program for city participation are submitted to city council for approval.	Immediate
3	c. Provide public facilities.	The tourism committee, with assistance from the planning and cultural and leisure services departments, works with the hospitality industry to develop a program; any recommendations in the program for city participation are submitted to city council for approval.	Immediate
4	d. Provide transportation and housing to enable workers to live near their jobs.	The tourism committee, with the assistance of the planning department, works with the hospitality industry to develop a program; any recommendations in the program for city participation are submitted to city council for approval.	Short Term
5	e. Work to make intergovernmental cooperation common place.	The tourism committee, with assistance from the city manager’s office, works with the regional planning council to propose a cooperative body; the proposal is submitted to city council for approval.	Immediate

6	f. Create new markets.	The tourism committee, with the assistance of the planning department, works with the hospitality industry to develop a program; any recommendations in the program for city participation are submitted to city council for approval.	Short Term
7	2. Make tourism in the Myrtle Beach area economically sustainable. a. Consider the entire Horry/Georgetown county area as a tourist destination.	The tourism committee (or the regional cooperative body when it is established), with the assistance of the planning department and the public information officer, works with the hospitality industry to develop a program.	Immediate
8	b. Encourage and develop local businesses to provide tourism-related goods and services.	The tourism committee, with the assistance of the planning department, works with the hospitality industry to develop a program; any recommendations in the program for city participation are submitted to city council for approval.	Short Term
9	c. Market Myrtle Beach to attract visitors who will stay longer and spend more money, rather than relying solely on more visitors to sustain business.	The tourism committee, with the assistance of the planning department and the public information officer, works with the hospitality industry to develop a program; any recommendations in the program for city participation are submitted to city council for approval.	Immediate
10	d. Require new development to share the burden of the costs of growth.	The tourism committee, with the assistance of the planning department and the zoning administrator, works with the hospitality industry to develop appropriate regulations; the committee submits its recommendations through the planning commission to city council for adoption.	Short Term
11	3. Make tourism in the Myrtle Beach area environmentally sustainable. a. Prevent overtaxing the natural systems.	The tourism committee, with the assistance of the planning and other departments and the zoning administrator, works with the hospitality industry to develop appropriate regulations; the committee submits its recommendations through the planning commission to city council for adoption.	Immediate
12	b. Make appropriate use of the natural assets of the area.	The tourism committee, with the assistance of the planning department, the zoning administrator, and the public information officer, works with the hospitality industry to develop a program; any recommendations in the program for city participation are submitted to city council for approval.	Immediate

13	c. Implement plans to adjust to the evolving nature of the shoreline.	The tourism committee, with the assistance of the planning department and the zoning administrator, works with the hospitality industry to develop appropriate regulations; the committee submits its recommendations through the planning commission to city council for adoption.	Immediate
14	d. Promote a transportation system that is oriented to, in order of priority—pedestrians, bicycles, mass transit, and automobiles.	The tourism committee, with the assistance of the planning department and the zoning administrator, works with the hospitality industry and transportation entities to develop a system; the committee submits its recommendations through the planning commission to city council for adoption.	Immediate
15	4. Recognize the city’s tourism committee as a valuable and necessary component of future tourism planning efforts.	City council, with the assistance of the city manager’s office, designates the tourism committee as a standing committee with appropriate jurisdiction, staff support, and other resources.	Immediate
H.2. Tourism: City Image for Tourism			
16	1. Reduce the waste-stream and require recycling. a. Require area businesses to participate in recycling programs and keep their solid waste containers clean and odor free.	The tourism committee, with the assistance of the planning and public works departments, works with the hospitality industry to develop a program; any recommendations in the program for city participation are submitted to city council for approval.	Short Term
17	b. Provide recycling containers for residents and visitors.	The tourism committee, with the assistance of the planning and the cultural and leisure services departments and the public works department, works with the hospitality industry to develop a program; any recommendations in the program for city participation are submitted to city council for approval.	Short Term
18	c. Identify and if necessary establish markets for recyclables.	The tourism committee, with the assistance of the planning and public works departments, works with the hospitality industry to develop a program; any recommendations in the program for city participation are submitted to city council for approval.	Short Term

19	2. Develop a mass transit system that is attractive, non-polluting and does not add to congestion.	The tourism committee, with the assistance of the planning department and the traffic division, works with the hospitality industry and transportation entities to develop a system; the committee submits its recommendations through the planning commission to city council for adoption.	Short Term
20	3. Preserve natural resources, which add to the quality of life in the community.	The tourism committee, with the assistance of the planning and other departments and the zoning administrator, works with the hospitality industry to develop appropriate regulations; the committee submits its recommendations through the planning commission to city council for adoption.	Short Term
21	4. Revitalize the downtown area of Myrtle Beach.	City council, with the assistance of the city manager’s office, designates a revitalization organization with appropriate jurisdiction, staff support, and other resources.	Immediate
22	5. Maintain the quality of ocean and drinking water through regular testing and monitoring.	The public works department proposes improvements to the water treatment facilities for city council approval; the department, with assistance from the city manager’s office, monitors water quality; the public information officer distributes the results of the monitoring to the public.	Immediate
23	6. Develop and implement a comprehensive stormwater management plan, including streets and the ocean.	The public works department, with assistance from other agencies, prepares the plan and recommends necessary city activities to city council.	Immediate
24	7. Welcome visitors and citizens alike with handsome gateways, landscaped streets and businesses, and enhanced green spaces, while preserving the natural beauty of the area.	The tourism committee, with assistance from the planning and cultural and leisure services departments and the traffic division, works with state and regional traffic agencies to develop recommendations that are submitted to city council for approval.	Immediate
25	8. Eliminate visual clutter.	The tourism committee, with assistance from the planning and public works departments and the city manager’s office, works with power and communications companies and sign companies to develop recommendations that are submitted to city council for approval.	Immediate

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

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

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

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

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

13	c. Provide transportation connections beyond neighborhoods.	The planning commission, with assistance from the planning and other appropriate departments, works with neighborhood organizations, property owners, developers, and transportation entities; the commission recommends any necessary city activities to city council for approval.	Immediate
14	d. Create an inter-neighborhood organization.	The planning commission, with the assistance of the planning department and the public information officer, works with neighborhood organizations to establish the organization.	Immediate
15	e. Ensure access to city government.	All boards, commissions, committees, and departments, with the assistance of the city manager’s office and the public information officer, develop programs to enhance public accessibility.	Immediate
16	5. Develop specific plans for neighborhoods.	The planning commission, with assistance from the planning and other appropriate departments, works with neighborhood organizations to develop plans; the commission recommends the plans to city council for adoption.	Immediate
17	a. Planning Area I Key Issues, Objectives, and Implementation		
18	1. Restrict high-rise buildings north of 31 st 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 2 nd and 3 rd rows – eliminating the shadow effect that should be of great concern.	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.	Immediate and On-going

<p>19</p>	<p>2. 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.</p>	<p>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.</p>	<p>Long Term and On-going</p>
<p>20</p>	<p>3. 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.</p>	<p>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 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.</p>	<p>Short Term and On-going</p>

<p>21</p>	<p>4. 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.</p>	<p>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.</p>	<p>Immediate and On-going</p>
<p>22</p>	<p>5. 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.</p>	<p>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.</p>	<p>Short Term</p>

23	6. Expand Chapin Library to include branches and study parking issues at the library.	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.	Long Term
24	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.	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.	Immediate and On-going
25	8. Maintain property at Cane Patch Swash.	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.	Short Term and On-going

<p>26</p>	<p>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.</p>	<p>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.</p> <p>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.</p>	<p>Immediate and On-going</p> <p>Long Term and On-going</p>
<p>27</p>	<p>10. Continue to support and provide opportunities for the continuation of mixed-uses in the residential areas.</p>	<p>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.</p>	<p>Immediate and On-going</p>

28	11. Provide for an on-going neighborhood improvement process with input from residents and business owners.	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.	Immediate and On-going
29	12. Remove all drain pipe openings on the oceanfront and eliminate the need to post swimming advisories.	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.	Immediate and On-going
30	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 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.	Immediate and On-going
31	14. Encourage reliable public transportation with sidewalks and enclosed bus shelters.	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.	Short Term and On-going

32	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.	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	Immediate and On-going
33	16. Improve and beautify Kings Highway and all avenues with greater use of medians and landscaping.	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 79 th Avenue North and the city limits to the north. Recommendations will be sent to City Council for consideration.	Short Term and On-going
34	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 will all special interests affected by it – neighborhoods, commercial, and utilities.	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.	Long Term and On-going
35	18. Continue to work with commercial property owners and developers in making their buildings more aesthetically pleasing.	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.	On-going

36	19. Eliminate prefabricated aluminum carports from residential and commercial properties.	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.	On-going
37	20. Regulate residential rental signs.	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.	On-going
38	21. Require landscape plans and landscaping for all commercial properties (old and new).	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.	Short Term and On-going
39	22. Welcome visitors and citizens alike with handsome gateways, landscaped streets and businesses, and enhanced greenways, while preserving the natural beauty of the area.	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.	Short Term and On-going

<p>40</p>	<p>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.</p>	<p>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.</p>	<p>Immediate and On-going</p>
<p>41</p>	<p>24. Work with utility companies to beautify transformer and traffic control boxes on city streets and in residential neighborhoods.</p>	<p>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, develops recommendations for having local artists paint the transformer and traffic control boxes in the public rights-of-way or landscaping installed. Recommendations are sent to City Council for consideration.</p>	<p>Short Term and On-going</p>

<p>42</p>	<p>25. Ensure that street numbers are visible on all commercial and residential properties for identification and safety reasons.</p>	<p>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.</p>	<p>Immediate and On-going</p>
<p>43</p>	<p>26. Continue to encourage quality development that helps to increase the value of property in the city.</p>	<p>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.</p>	<p>On-going</p>

44	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.	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.	Immediate
45	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 Myrtle Beach Area Chamber of Commerce is the lead agency, in cooperation with other economic development partners, and with the city providing assistance.	Short Term and On-going
46	29. Encourage and support the construction of Interstate 73 to Myrtle Beach.	The City Council will continue to encourage and support the construction of an I-73 connector to Myrtle Beach.	Immediate
47	30. Enforce the noise ordinance. Enact a curfew during the month of May. Enact a motorcycle helmet law in South Carolina.	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.	Immediate

48	31. Require doghouses and dog sitting platforms have a setback.	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.	Immediate and On-going
49	32. Educate visitors and residents concerning surfing zones and limit the number of surfers in each zone.	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.	Immediate and On-going
50	33. Eliminate sight triangle problems on roadways and in parking lots.	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.	Immediate and On-going

51	34. Require trees and shrubs be pruned properly that are encroaching upon pedestrians who use the sidewalk.	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.	Short Term and On-going
52	35. Expand and strengthen the neighborhood crime watch program.	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.	Immediate and On-going
53	36. Enforce traffic laws and eliminate speeding and running traffic lights.	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.	Immediate and On-going
54	37. Examine the need for a northbound turn lane on Kings Highway at the intersection of Wildwood Dunes Trail and install if possible.	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.	Short Term

55	38. Determine the need for a traffic signal at Cove Drive and Highway 17.	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.	On-going
56	39. Minimize or eliminate left turn lanes on Kings Highway except at signalized intersections or cross street intersections.	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.	Mid Term
57	40. Continue to provide wide streets when appropriate.	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.	On-going
58	41. Eliminate the use of golf carts on all streets.	It is illegal in the city limits of Myrtle Beach to drive a golf cart on all streets. The Police Department will continue to enforce these regulations pertaining to golf carts. Residents are encouraged to report violators to the Police Department.	Immediate and On-going
59	42. Continue to improve plans for hurricane preparedness.	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.	Immediate and On-going

60	43. Plan accordingly for traffic generated by multi-family dwellings.	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.	Immediate and On-going
61	44. Enforce leash and removal of animal waste laws.	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.	Immediate and On-going
62	45. Designate and enforce appropriate truck and bus traffic routes throughout the city.	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.	Immediate
63	46. Determine street lighting needs throughout the city. Require Santee Cooper to have a regular maintenance agreement to replace burned out lights and makes other repairs as needed.	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.	Immediate and On-going

64	47. Ensure pedestrians are allowed to walk across the streets at intersections safely.	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.	Immediate and On-going
65	48. Work with the South Carolina Department of Transportation to resurface Highway 17 Business and Ocean Boulevard.	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 transferal 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.	Immediate and On-going
66	49. Provide deceleration lanes on Highway 17 Bypass.	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.	Mid Term and On-going
67	50. Examine density issues.	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.	Immediate and On-going

68	51. Enforce existing zoning regulations.	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.	Immediate and On-going
69	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.	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 be also be studied. Recommendations will be sent to City Council for consideration.	Mid-Term and On-going
70	53. Minimize hotel encroachment into residential neighborhoods.	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.	Immediate and On-going
71	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.	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	On-going
72	55. Continue to improve the cleanliness of our roadways.	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.	On-going
73	56. Continue to provide prompt storm debris pickup.	The Public Works and Cultural and Leisure Services Departments will continue to provide prompt storm debris pickup throughout the community.	On-going

74	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.	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.	Immediate and On-going
75	58. Reduce speeding in the Northwoods area	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 76 th and 79 th Avenues North. Recommendations will be sent to the City Manager for consideration.	Immediate
76	b. Planning Area II Key Issues, Objectives, and Implementation		

77	<p>1. Develop a pedestrian network and update the sidewalk master plan to include handicapped accessible sidewalks from houses to the beach and in school areas.</p>	<p>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. 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.</p>	<p>Immediate</p>
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78	<p>2. 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.</p>	<p>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.</p> <p>The Planning Commission, with assistance from the Planning and Cultural and Leisure Services Departments and the Zoning Administrator, develop the guidelines and regulations; the Planning Commission recommends any necessary revisions of city regulations to City Council for consideration.</p>	<p>On-going</p> <p>On-going</p>
79	<p>3. Continue to balance the needs of residents and visitors using mixed-use centers that include shopping, places of worship, restaurants, etc.</p>	<p>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.</p>	<p>Immediate</p>
80	<p>4. Set an enforceable policy to address trash items and containers being left at curbside before the day of pick up.</p>	<p>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.</p>	<p>Immediate</p>

81	5. Create opportunity for emergency lanes on newly created roads such as Robert M. Grissom Parkway.	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.	Immediate
82	6. Eliminate drainage problems on Oak Street.	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.	Immediate
83	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.	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.	On-going
84	8. Examine density issues. Re-evaluate zoning in those areas of the city where this may be a problem.	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.	Immediate and On-going
85	9. Solicit community involvement in the planning of commercial and residential sites.	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.	On-going

<p>86</p>	<p>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.</p>	<p>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.</p> <p>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.</p>	<p>On-going</p> <p>Immediate and On-going</p>
<p>87</p>	<p>11. Create a mechanism for having property owners pay their fair share of services when annexing into the city.</p>	<p>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.</p>	<p>Immediate</p>

88	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.	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.	Immediate
89	13. Expand the market for cultural art opportunities in the community.	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.	Immediate
90	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.	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 Property Maintenance Inspector position will be responsible for implementation of the ordinance. Residents and businesses are encouraged to keep the Property Maintenance Inspector aware of violations. Neighborhood associations should be established with watch groups to help monitor violations in the neighborhoods	Immediate and On-going

91	15. Continue to improve landscaping and maintenance of public and private property.	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.	Immediate
92	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.	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.	Immediate
93	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.	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.	Immediate and On-going

95	19. Strengthen the tree protection and landscape ordinances to protect old growth trees and provide for the maintenance of all trees.	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.	Immediate
96	20. Eliminate storm water pipes on the beach.	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.	On-going

<p>97</p>	<p>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.</p>	<p>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.</p> <p>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.</p> <p>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.</p>	<p>Immediate</p> <p>Short Term</p> <p>Immediate</p>
<p>98</p>	<p>22. Increase the number of police officers and provide for community policing throughout the city.</p>	<p>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.</p>	<p>Immediate and On-going</p>

99	23. Install more turn and merge lanes in appropriate places to keep traffic moving.	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.	Short Term
100	24. Ensure pedestrians are allowed to walk across the streets at intersections safely.	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. A pedestrian safety master plan will be developed by the Planning and Public Works Departments. Recommendations will be sent to City Council for consideration.	Immediate
101	25. Continue to provide excellent city services.	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.	Immediate

<p>102</p>	<p>26. Ensure that street numbers are visible on all commercial and residential properties for identification and safety reasons.</p>	<p>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.</p>	<p>Immediate and On-going</p>
<p>103</p>	<p>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.</p>	<p>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.</p>	<p>Immediate</p>

104	28. Designate and enforce appropriate truck and bus traffic routes throughout the city.	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.	Immediate
105	29. Continue to improve evacuation routes.	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.	Immediate
106	30. Address road maintenance on Kings Highway and Ocean Boulevard.	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 transferal 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.	Immediate
107	31. Continue to make improvements to the road system that reduces traffic congestion that cannot be remedied by improvements to alternative modes of transportation.	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.	Short Term

108	32. Encourage reliable public transportation with enclosed bus shelters and sidewalks.	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.	Immediate
109	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.	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.	Short Term
110	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.	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.	Immediate
111	35. Create and develop more affordable housing programs.	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.	Immediate

112	36. Create a neighborhood association council and emphasize the importance of including all homeowner, property owner, business and neighborhood organizations in this council.	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.	Immediate
113	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.	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.	Short Term
114	c. Planning Area III Key Issues, Objectives, and Implementation		

115	1. Address fear of crime by residents.	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.	Immediate and On- Going
116	2. Eliminate trash and junk on private and public properties	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.	Immediate and On-going
117	3. Eliminate storm water flooding problems.	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.	Immediate and On-going

118	4. Work with residents to improve or eliminate dilapidated housing and commercial buildings.	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.	Immediate and On-going
119	5. Rehab existing housing utilizing a loan program and technical assistance for fix-up and repairs.	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.	Immediate and On-going
120	6. Eliminate open ditches.	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.	Immediate and On-going

<p>121</p>	<p>7. Add sidewalks with curb and gutter where needed.</p>	<p>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.</p> <p>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.</p>	<p>Short Term</p>
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122	8. Improve street lighting in certain key trouble spots to help deter nighttime loitering, trespassing, rowdiness, drug dealing, shooting and other criminal activity.	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.	Immediate and On-going
123	9. Make intersections safer for autos and pedestrians.	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, 21 st Avenue North and Dunbar Street, Vereen Avenue and Dunbar Street, and Highway 501 and Canal Street.	Immediate and On-going
124	10. Eliminate nuisance businesses that support crime.	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.	Immediate and On-going

125	11. Improve the park and recreational facilities in each of the three neighborhoods – Canal Street, Booker T. Washington, and Nance/Acline.	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.	Immediate and On-going
126	12. Create a City program to provide building/property numbers and renumbering to assist the public and emergency services locate homes and businesses.	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.	Immediate and On-going
127	13. Improve the appearance of buildings on Mr. Joe White Avenue.	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 and buildings. Recommendations will be given to City Council for consideration.	Immediate

128	14. Improve public transportation.	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.	Immediate and On-going
129	15. 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.	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.	Immediate and On-going
130	16. Create additional affordable housing both rental and owner-occupied.	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.	Immediate and On-going
131	17. Construct new segments of streets like Vereen and Osceola to connect isolated portions of neighborhoods together to facilitate travel throughout Planning Area III.	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.	Mid Term
132	18. Work to improve vacant lots and large undeveloped tracts of land.	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.	Immediate and On-going
133	d. Planning Area IV Key Issues, Objectives, and Implementation		

134	1. Continue to make improvements in the downtown redevelopment area.	The Downtown Redevelopment Corporation with the support of the Planning Commission and City Council will continue to make improvements in the downtown redevelopment area.	Immediate and On-going
135	2. Redesign the intersection of Kings Highway and 8 th Avenue North.	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.	Immediate
136	3. Examine the zoning regulations that prohibit the display of merchandise on the sidewalk and outdoor cafes.	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.	Short Term
137	4. Provide adequate parking for visitors and residents.	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.	Immediate and On-going
138	5. Examine the economic and demographic impacts of shifting the center of town to other areas.	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.	Immediate and On-going

139	<p>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.</p>	<p>The Myrtle Beach Area Chamber of Commerce is the lead agency, in cooperation with economic development partners, and with the City providing assistance.</p>	<p>Short Term and On-going</p>
140	<p>7. Continue to support and provide opportunities for employee recruitment and retention.</p>	<p>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.</p>	<p>Immediate and On-going</p>
141	<p>8. Continue to encourage historic preservation of historically significant properties.</p>	<p>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.</p>	<p>Short Term and On -Going</p>

142	9. Examine the need for fencing at the Withers Swash.	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.	Short Term
143	10. Examine ways to make Chapin Park and Nance Plaza more user-friendly for all residents and visitors.	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.	Immediate and On-going
144	11. Explore the opportunity for additional public improvements.	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.	Mid Term
145	12. Improve the appearance of portable toilets at beach access points and explore the use of permanent restrooms.	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.	Immediate

146	<p>13. Examine the need for an overhead crosswalk at Kings Highway and 9th Avenue North.</p>	<p>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.</p>	Mid Term
147	<p>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.</p>	<p>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.</p>	Short Term

148	15. Enforce property maintenance regulations.	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.	Immediate and On-going
149	16. Provide more trash receptacles on every street corner. Continue to clean up trash in the right of way.	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.	Immediate and On-going
150	17. Expose drug dealers and users of prostitution in public media.	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.	Immediate and On-going
151	18. Increase the number of Police officers and provide for community policing throughout the city.	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.	Immediate and On-going
152	19. Provide a portable police substation in the downtown area.	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.	Immediate and On-going

153	20. Provide and support opportunities for encouraging businesses that would attract a more family friendly clientele to the area.	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.	Immediate and On-going
154	21. Prohibit beachwear stores from using lights that blind motorists.	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.	Immediate and On-going
155	22. Examine the need to provide an emergency access on Chester Street that would not slow down emergency vehicles.	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.	Immediate and On-going
156	23. Enforce traffic laws and increase fines for speeding and running traffic lights.	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.	Immediate and On-going
157	24. Establish housing facility for habitual alcohol offenders and require community service of these offenders.	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.	Immediate and On-going

158	25. Continue to improve plans for emergency preparedness.	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.	Immediate and On-going
159	26. Enforce local laws and zoning regulations.	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.	Immediate and On-going
160	27. Enforce local solicitation laws.	The Construction Services and Police Departments will enforce the solicitation laws and require street hawkers to remain inside their place of business.	Immediate and On-going
161	28. Remove vending machines from sidewalks.	The Construction Services Department will enforce regulations that require vending machines be setback from the sidewalks.	Immediate
162	29. Continue to improve ways to work with the homeless and provide needed	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.	Immediate and On-going
163	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.	On-going
164	31. Make improvements in the Pavilion area.	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.	Immediate and On-going

165	32. Continue to support and provide opportunities for quality growth and improvements.	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.	Immediate
166	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.	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.	Immediate and On-going
167	34. Improve signage at Myrtle’s Market.	The Planning Department working with Construction Services and the Community Appearance Board will create better signage for the Myrtle’s Market area.	Immediate and On-going
168	35. Determine street lighting needs throughout the city. Require Santee Cooper to have a regular maintenance plan for streetlights.	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.	Immediate and On-going

169	36. Examine the possibility of aiding traffic by adding one-way streets (every other street in the opposite direction) in the downtown redevelopment areas.	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.	Immediate and On-going
170	37. Encourage reliable public transportation with enclosed bus shelters and sidewalks.	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.	Immediate and On-going
171	38. Continue to examine ways to move traffic more efficiently.	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.	Immediate and On-going
172	e. Planning Area V Key Issues, Objectives, and Implementation		

<p>173</p>	<p>1. 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.</p>	<p>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.</p> <p>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.</p> <p>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.</p>	<p>Immediate and On-going</p> <p>Short Term</p> <p>Short Term</p>
<p>174</p>	<p>2. Better regulate the occupancy (number of dwellers) regulations for single family and multi-family units.</p>	<p>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.</p>	<p>Immediate and On-going</p>
<p>175</p>	<p>3. Erect traffic signal at 17th Avenue South and Highway 15 and in other needed locations.</p>	<p>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.</p>	<p>Immediate and On-going</p>

176	4. Enforce the traffic laws.	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.	Immediate
177	5. Set an enforceable policy to address trash items being left at curbside before and after the day of pick up.	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.	Immediate and On-going
178	6. 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.	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.	On-going

179	7. Educate residents about home occupation laws and enforce zoning regulations regarding businesses being run out of homes.	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.	Immediate and On-going
180	8. Require residents to screen items stored in their backyards that would be visible to their neighbors.	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.	Immediate and On-going
181	9. Clean up and prevent trash from blowing from the adjacent shopping center and car wash onto the City's water tower property at 13 th Avenue South. Improve the appearance of grounds of public properties within the rights-of-way.	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.	Immediate and On-going
182	10. Eliminate sight triangle problems on roadways and in parking lots.	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.	Immediate and On-going

183	11. Enforce scooper laws and eliminate animal waste on the beach including horse manure.	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 American 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.	Immediate and On-going
184	12. Establish new zoning and development regulations and enforce them.	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.	Immediate
185	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.	The Planning Commission, with assistance from the Community Development Coordinator 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.	Short Term

186	14. Continue to encourage historic preservation of historically significant properties.	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.	Immediate and On-going
187	15. Restrict or limit the parking of commercial vehicles on residential streets.	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.	On-going

<p>188</p>	<p>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.</p>	<p>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.</p>	<p>Immediate and On- Going</p>
<p>189</p>	<p>17. Ensure business owners and private garbage and trash haulers keep dumpsters clean. Better regulate the servicing of commercial garbage containers.</p>	<p>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.</p>	<p>On-going</p>

<p>190</p>	<p>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.</p>	<p>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.</p>	<p>Immediate and On-going</p>
<p>191</p>	<p>19. Correct drainage problems on all streets.</p>	<p>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.</p>	<p>Immediate and On-going</p>

192	<p>20. Encourage reliable public transportation with enclosed bus shelters and sidewalks leading to the bus stops.</p>	<p>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.</p>	On-going
193	<p>21. 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.</p>	<p>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.</p>	Immediate
194	<p>22. Keep neighborhood safe. Increase the number of police officers and provide for community policing throughout the city.</p>	<p>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.</p> <p>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.</p>	<p>Immediate</p> <p>Immediate</p>

195	<p>23. Address homeless shelter needs without concentrating services and shelters in downtown area near residential neighborhoods. Increase the availability of housing for special needs populations.</p>	<p>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.</p> <p>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.</p>	<p>Immediate</p> <p>On-going</p>
196	<p>24. Enforce the noise ordinance.</p>	<p>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.</p>	<p>On-going</p>

197	25. Enforce noise ordinance during bike weeks and erect more “residents only” signs in residential neighborhoods to reduce the amount of traffic through the area.	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.	Immediate and On-going
198	26. Discourage/prevent children from playing in the streets.	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.	Immediate
199	27. Better regulate size of residential streets and parking regulations for narrow right-of- way.	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.	On-going

200	28. Expand and strengthen Neighborhood Crime Watch Programs.	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.	Immediate
201	29. Prohibit people from burning trash in their yards.	The Fire and Law Enforcement Departments will enforce the laws regarding open 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.	On-going
202	30. Continue beautification programs throughout the city.	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.	Immediate

<p>206</p>	<p>34. Determine street lighting needs throughout city. Require Santee Cooper to have a regular maintenance program for street lighting.</p>	<p>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.</p>	<p>Immediate and On-going</p>
<p>207</p>	<p>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.</p>	<p>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.</p> <p>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.</p> <p>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.</p> <p>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</p>	<p>Immediate and On-going</p> <p>Immediate</p> <p>Immediate and On-going</p> <p>Immediate and On-going</p>

		<p>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.</p>	
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<p>208</p>	<p>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.</p>	<p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p>	<p>Immediate</p> <p>Immediate</p> <p>Immediate</p> <p>Immediate and On-going</p> <p>Immediate</p>
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209	<p>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.</p>	<p>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.</p> <p>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.</p>	<p>Immediate and On-going</p> <p>Immediate and On-going</p>
210	<p>f. Planning Area VI Key Issues, Objectives, and Implementation</p>		

211	1. Create a new public school in the Centre Point PUD (where greatest increase in kids will take place).	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 (P.U.D.) at South Park Village. Recommendations will be sent to City Council and the Horry County School Board for consideration.	Short Term
212	2. 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.	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.	Immediate and On-going
213	3. Prevent adult entertainment, bingo parlors, trailers, and mobiles homes from being allowed in South Park Village.	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.	Immediate
214	4. Increase police and fire personnel, services, and facilities to accommodate growth.	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.	On-going

215	5. Continue to work toward achieving model development for Urban Village.	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.	Immediate and On-going
216	6. Improve the appearance of the old hospital site and building.	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.	Immediate
217	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.	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.	Short Term
218	8. Improve access and update image of Centre Pointe shopping center and back gate businesses.	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.	Mid Term

<p>219</p>	<p>9. Search for new location for a larger airport. Maintain large trees to help in buffering noise from airplanes on the ground.</p>	<p>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.</p>	<p>Immediate</p>
<p>220</p>	<p>10. Determine funding mechanisms for providing public parking and improvements in the South Park Village.</p>	<p>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.</p>	<p>Immediate</p>

221	11. Improve medians and streets with flowering plants, shrubs and trees.	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.	On-going
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<p>222</p>	<p>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.</p>	<p>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.</p>	<p>Immediate and On-going</p>
<p>223</p>	<p>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.</p>	<p>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.</p>	<p>Short Term</p>

224	14. Create a Neighborhood Crime Watch program in Seagate and Windsorgate communities.	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.	Immediate
225	15. Revisit the turning lane configuration and establish better intersection signage. Re-examine all intersections for sight/visibility problems and eliminate problems when observed.	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.	Short Term
226	16. Enforce laws concerning illegal out-of-state tags.	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.	Immediate and On-going

227	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.	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.	Immediate
228	18. Establish stronger rules and fines for aggressive dog behavior and clean up in Barc Park.	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.	Immediate and On-going
229	19. Determine street lighting needs throughout city. Require Santee Cooper to have a regular maintenance agreement for street lighting.	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.	Immediate and On-going
230	20. Establish a water safety program for ponds and lakes at South Park Village.	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.	Immediate and On-going

231	21. Ensure that street numbers are visible on all commercial and residential properties for identification and safety reasons.	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.	Immediate and On-going
232	22. Encourage residents to voice their concerns and make suggestions to all City Council members throughout the city.	Encourage residents to voice their concerns and make suggestions to all City Council members throughout the city.	On-going
233	23. Create a neighborhood association council and emphasize the importance of including all residents and businesses in the association.	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.	Immediate and On-going

234	24. Formulate a phased plan for the elimination of overhead power and communication lines in developed areas.	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.	Long Term and On-going
235	25. Create more small playground parks for kids. Create greater diversity of recreation facilities.	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.	Short Term
236	26. Make improvements to storm water ditches and pipes in Seagate Village and Windsorgate.	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.	Immediate
237	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.	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.	Immediate

238	28. Work with Lymo to provide public transportation services for residents, businesses, visitors, and students commuting to and from South Park Village.	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.	Immediate
239	29. Resurface streets in Seagate Village to prevent lifting of roadbed, creating drainage problems, and impacting handicapped access on the sidewalks.	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.	Immediate
240	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 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.	Immediate
241	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.	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.	Immediate

<p>242</p>	<p>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.</p>	<p>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.</p>	<p>Immediate and On-going</p>
<p>243</p>	<p>33. Clean up storm and road construction debris on undeveloped property in a timely manner.</p>	<p>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.</p>	<p>Immediate and On-going</p>

244	34. Strengthen and enforce property maintenance regulations.	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.	Immediate and On-going
245	g. Planning Area VII Key Issues, Objectives, and Implementation		
246	1. Determine if the residents of the Plantation Point area want to be annexed into the city limits of Myrtle Beach.	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.	Short Term and On-going

247	2. Protect the residential character of the area while discouraging commercial intrusion into the neighborhoods.	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.	On-going
248	3. Protect quality of life in neighborhoods.	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 82 nd Parkway. Performance standards, traffic regulations and land development discussions may take place. Recommendations will be sent to City Council for consideration.	On-going
249	4. Prevent Pavilion from relocating near residential neighborhoods.	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.	On-going
250	5. Discourage conversion of Myrtlewood Golf Course.	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.	Immediate
251	6. Eliminate need to clear-cut trees.	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.	Immediate and On-going

252	7. Cease fireworks noise early in the evening.	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.	Immediate
253	8. Reduce noise in residential areas from traffic on Highway 17 Bypass through the use of buffering materials.	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.	Immediate
254	9. Eliminate the odor from the City’s treatment facility.	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.	Immediate and On-going
255	10. Eliminate the noise caused by straight pipes on Harley-Davidson motorcycles.	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.	Immediate
256	11. Establish better ways to enforce leash laws and eliminate animal waste.	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.	Immediate
257	12. Establish rules that cats are not allowed to roam freely off of their owner’s property.	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.	Immediate

258	13. Create a mechanism for maintenance of the common areas at The Landing.	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.	Immediate
259	14. Enforce property maintenance regulations.	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.	Immediate.
260	15. Prevent lawn care companies from dumping debris and cuttings behind The Greek Church near The Landing.	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 concerning illegal dumping.	Immediate
261	16. Eliminate trash on Arundel Road to Myrtle Pointe entrance.	The property and homeowners associations should establish a regular volunteer litter control or neighborhood clean up of all common areas.	Immediate

<p>262</p>	<p>17. Establish better solid waste collection and services. Establish service for recycling, storm debris, Christmas trees, and bulk items.</p>	<p>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: <i>Furniture, appliances and miscellaneous items</i> 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 <u>all</u> 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.</p>	<p>Immediate</p>
<p>263</p>	<p>18. Eliminate abandoned vehicles.</p>	<p>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.</p>	<p>Immediate</p>

264	19. Increase police presence and response time.	The residents and property owners work with the Horry County Police Department to increase police presence and response time.	Immediate
265	20. Eliminate accidents at Arundel Road.	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.	Immediate
266	21. Establish a neighborhood crime watch program.	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.	Immediate
267	22. Eliminate children driving golf carts on streets.	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.	Immediate
268	23. Eliminate parking in the right of way at The Landing.	Reactivate the neighborhood association for The Landing so that it can assist in developing an alternative-parking program for the neighborhood. The City’s Public Works Department could provide staff that has professional expertise on the subject and could serve as advisors.	Immediate
269	24. Eliminate Wild Iris Way sight triangle problems.	In the unincorporated areas of the county the property owners should contact the County’s Zoning Office to report sight triangle problems on Wild Iris Way.	Immediate

270	25. Develop an overall street lighting plan for area and install the lights.	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. In the unincorporated areas of the county the property owners will work directly with Santee Cooper.	Short Term
271	26. Create another entrance and exit into Plantation Point area.	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).	Short Term
272	27. Improve entrance into Plantation Point from Highway 17 Bypass at 38 th Avenue North. Improve safety of streets by providing traffic turning signals and painting arrows.	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 38 th Avenue North. The addition of turning arrows at the traffic signals would be taken into consideration. Striping and turn arrow painting would be maintained.	Short Term

<p>273</p>	<p>28. Provide sidewalks for heavily traveled roads.</p>	<p>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 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.</p>	<p>Short Term</p>
<p>274</p>	<p>29. Eliminate drainage problems on streets in The Landing. Eliminate moisture problems under units at Fairway Lakes.</p>	<p>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.</p>	<p>Short Term</p>

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