
1 **2021-46 (2ND READING): TO ENACT THE CITY OF MYRTLE BEACH**
2 **COMPREHENSIVE PLAN 2021**

3 **Applicant/Purpose:** City of Myrtle Beach / to meet state requirements to adopt a guide to achieve
4 the Myrtle Beach vision:

5 *“The City of Myrtle Beach balances the socioeconomic needs of our citizens, business*
6 *owners, and visitors, connects with community roots, and grows harmoniously, capitalizing*
7 *on our ideal oceanfront location to create an environment where all can live, work, and play*
8 *with pride and pleasure in the best resort, business, and residential community on the East*
9 *Coast.”*

10
11 **Brief:**

- 12 • South Carolina requires its municipalities to adopt a new Comprehensive Plan every 10
- 13 years. The current Myrtle Beach Comprehensive Plan was adopted in 2011.
- 14 • Previous Myrtle Beach Comprehensive Plans, although thorough, have been too
- 15 cumbersome to be useful.
- 16 • In the 2021 Comp Plan, Commissioners strived to create a document that can be easily
- 17 referenced by everyone.
- 18 • The 2021 Comprehensive Plan draws from other plans adopted by City Council,
- 19 consolidating the goals, objectives and strategies from those plans into one
- 20 comprehensive document.
- 21 • Starting in 2022, pending the end of the pandemic, Planning Commission intends to
- 22 conduct public outreach in order to update one or two Comprehensive Plan elements per
- 23 year for the next ten years.
- 24 • **Planning Commission:** Approved unanimously by Resolution on 10.5.21.
- 25 • No changes since 1st reading.

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27 **Issues:**

- 28 • In September 2020 South Carolina amended section 6-1-730, Code of Laws of South
- 29 Carolina, relating to the expenditure of local hospitality tax revenue, so as to allow the
- 30 revenue also to be used for the control and repair of flooding and drainage within or on
- 31 tourism-related lands or areas, conditioned upon any local government that has a
- 32 comprehensive plan due December 31, 2020, having adopted their Comprehensive Plan
- 33 by December 31, 2021.
- 34 • The COVID-19 pandemic limited financial resources, staffing, and effective public
- 35 outreach during 2020 and 2021.

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37 **Public Notification:** Planning Commission agendas published and posted May – November 2021.
38 Legal ad ran in the Myrtle Beach Herald.

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40 **Alternatives:** Modify or deny the proposed ordinance.

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42 **Financial Impact:** N/A

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44 **Manager’s Recommendation:**

- 45 • I recommend 1st reading (11/9/21)
- 46 • I recommend approval (12/14/2021)

47
48 **Attachment(s):** Ordinance, Planning Commission Resolution, City of Myrtle Beach
49 Comprehensive Plan 2021

CITY OF MYRTLE BEACH
COUNTY OF Horry
STATE OF SOUTH CAROLINA

TO ENACT THE CITY OF MYRTLE
BEACH COMPREHENSIVE PLAN
2021

1
2 **An Ordinance Adopting the 2021 Comprehensive Plan for the City of Myrtle Beach, South**
3 **Carolina.**

4
5 WHEREAS, the Planning Commission, in order to guide the development and redevelopment of
6 the City, developed a comprehensive plan in order to maintain a sustainable community; and
7

8 WHEREAS, the Planning Commission assessed present conditions and considered the city's
9 future regarding population, economic development, natural resources, cultural resources,
10 community facilities and services, housing, land use, transportation, resilience, and priority
11 investment; and
12

13 WHEREAS, as part of the comprehensive planning process, Commissioners developed goals,
14 objectives, and actions for the Comprehensive Plan based on sound planning and sustainability
15 principles; and
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17 WHEREAS, the 2021 City of Myrtle Beach Comprehensive Plan is an expression of the Planning
18 Commission's recommendations to the Myrtle Beach City Council and reflects prudent and
19 efficient use of public funds, advisable sustainable guidelines for future development and
20 redevelopment within the City's jurisdiction and thoughtful consideration of the fiscal impact on
21 property owners; and
22

23 WHEREAS , the Planning Commission, in session duly assembled, and by unanimous affirmative
24 vote recommends the adoption of the 2021 City of Myrtle Beach Comprehensive Plan by
25 Resolution to City Council on October 5, 2021; and
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27 WHEREAS, City Council held a public hearing on the 2021 City of Myrtle Beach Comprehensive
28 Plan on November 9, 2021.
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30 NOW, THEREFORE, IT IS ORDAINED that the attached 2021 City of Myrtle Beach
31 Comprehensive Plan is hereby approved and adopted.
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33 This ordinance shall become effective immediately upon adoption.
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BRENDA BETHUNE, MAYOR

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JENNIFER ADKINS, CITY CLERK

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42 1st Reading: 11-9-2021
43 2nd Reading: 12-14-2021