
1 **R2019-71: TO ADOPT PHASE II OF THE DOWNTOWN MASTER PLAN**
2 **IMPLEMENTATION PLAN.**

3 **Applicant/Purpose:** Staff/ to amend the proposed Housing & Community Development
4 Annual Action Plan & FY2019/20 Budget.

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6 **Brief:**

- 7 • The Downtown Master Plan and Phase I of the Implementation Plan was in
8 March, 2019. Phase I included 8 teams with tasks that reflected the top 5 goals
9 recommended to be completed within the first 5 years following adoption.
- 10 • These teams have completed several key initiatives, including implementation/
11 funding of an Infrastructure Study, designation of a Historic District, creation of
12 an Arts & Innovation District, design of a technology and co-working space, and
13 engagement of a team of experts.

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15 **Issues:**

- 16 • This proposed action allows staff to begin the next round of downtown
17 redevelopment tasks while the remaining Phase 1 projects near completion.
- 18 • The Phase II Implementation is the next step in moving forward w/ the
19 Downtown Master Plan adopted on March, 2019. The Plan includes tasks related
20 to the following Teams:
 - 21 ▪ Infrastructure: Development of a phased plan based on the
22 recommendations of the Infrastructure Study for the Arts & Innovation
23 District & a study to reduce parking demand in the downtown area.
 - 24 ▪ Funding: complete the analysis for MID and TIF District by April, 2020.
 - 25 ▪ Incentivizing Development: draft guidelines of a Façade Grant Program.
 - 26 ▪ Regulatory: Review current regulations to identify impediments to the
27 realization of the Master Plan.
 - 28 ▪ Marketing and Branding: Define the structure of the “Downtown
29 Management Entity” focusing on sustainability of the Master Plan.
 - 30 ▪ Placemaking: Identify to implement an “Ambassador Program” for our
31 downtown area as a pilot program for the 2020 season.
 - 32 ▪ Nuisance and Abatement Strategy - Identify nuisance properties in the
33 downtown and provide mechanisms to assist them to come into
34 compliance, and consequences for failing to do so.

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36 **Public Notification:** Normal City Council meeting notification.

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38 **Alternatives:**

- 39 • Deny the Resolution and amend the propose Phase II Implementation Plan.
- 40 • Modify the Resolution to include different mix of tasks.

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42 **Financial Impact:** This process is necessary to determine the cost of the various
43 project elements.

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45 **Manager’s Recommendation:** I recommend approval.

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47 **Attachment(s):** Proposed Resolution.

CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

ADOPTING THE PHASE II OF THE
DOWNTOWN MASTER PLAN
IMPLEMENTATION PLAN.

WHEREAS, Myrtle Beach’s Downtown Master Plan and Phase I of the Implementation Plan was adopted March 12, 2019. Phase I of the Implementation Plan included a list of eight teams with related tasks that reflected the “Top Five in Five” goals recommended to be completed within the first five years of executing the Downtown Master Plan process; and

WHEREAS, these eight teams consisted of assignments such as Infrastructure, Funding, Incentivizing Development, Master Plan Governance, Communication and Stakeholder Engagement, each Team had a designated leader and team members as needed that met once a month to collaborate on ideas and strategies to achieve the tasks assigned; and

WHEREAS, over time each of the Phase I Teams achieved completion of numerous key initiatives, implementation and funding of an Infrastructure Study, designation of a Historic District, creation of an Arts & Innovation District, design of a technology and co-working space, and the engagement of a team of experts to name a few; and

WHEREAS, within an eight month time period each of the Phase I Teams achieved a level of completion that permitted next steps in developing a Phase II process to continue the momentum and implementation of the Downtown Master Plan; and

WHEREAS, to continue with the implementation of the Downtown Master Plan, Phase II includes six teams to include a continuation of the Infrastructure, Funding and Incentivizing Development Teams and adding new a Regulatory, Place making and Nuisance Strategy Teams. These six teams will develop, create and identify specific plans and strategies that align with the visions of the Downtown Master Plan; and

WHEREAS, City Council continuously confirms its commitment to restore the downtown and the central oceanfront amusement area by supporting the recommendations from the Implementation Teams that will develop the downtown and central oceanfront amusement area into a prominent commercial role, as well enhancing its character as a significant gateway into the city and a prime location for our residents and tourists alike; and

NOW, THEREFORE, THE CITY OF MYRTLE BEACH HEREBY RESOLVES THAT:
1. The Phase II Implementation Plan will serve as the next level of steps to achieving the “Top Five in Five” recommendations and continuing the implementation of the Downtown Master Plan (see Attachment A).

1 SIGNED, SEALED and DATED, this 10th day of December, 2019.

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BRENDA BETHUNE, MAYOR

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ATTEST:

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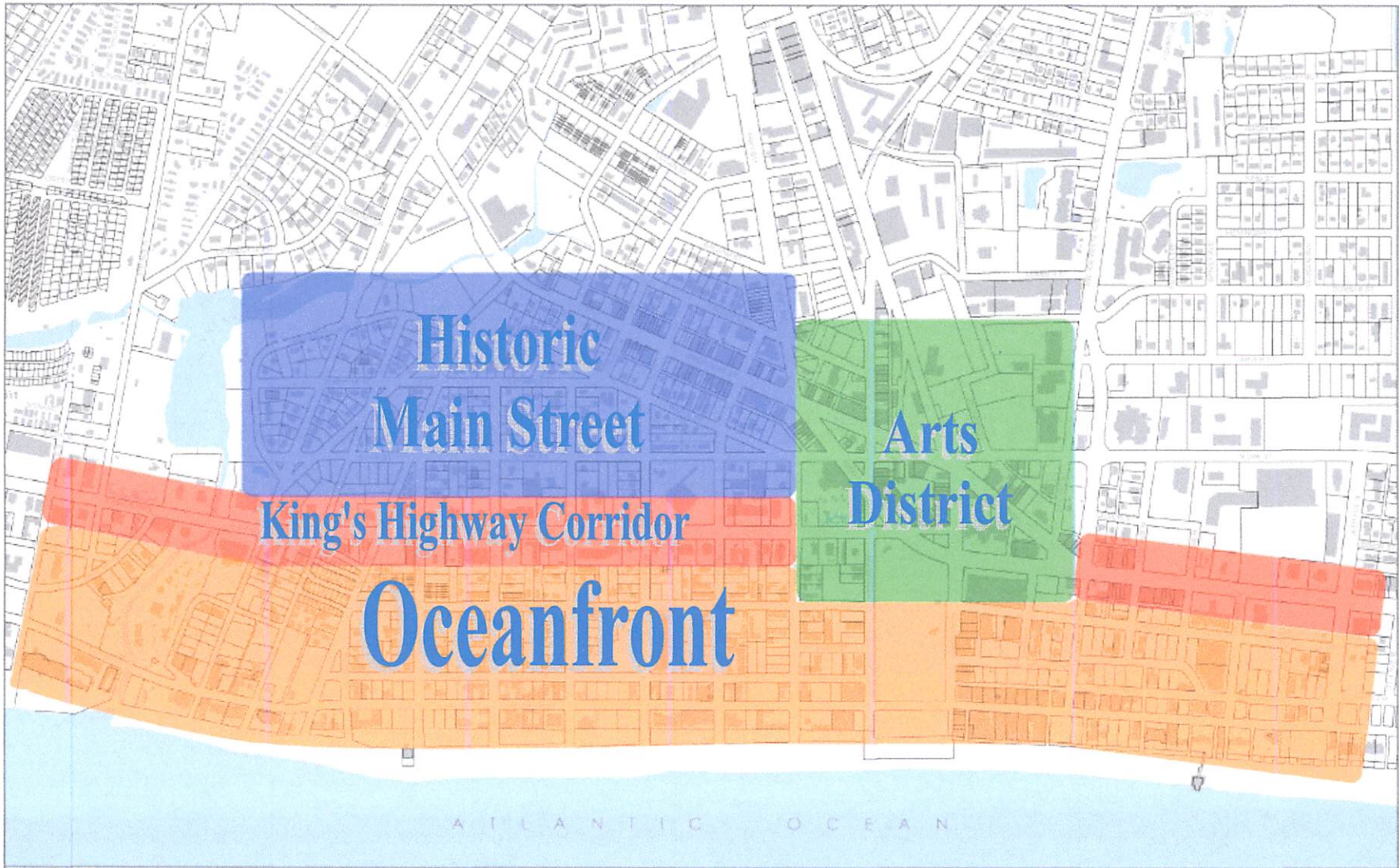
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JENNIFER STANFORD, CITY CLERK

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GEOGRAPHIC BASED IDENTITY & VISION
 DOWNTOWN MASTER PLAN
 MYRTLE BEACH, SC

LEGEND

- Oceanfront
- King's Highway
- Historic Main Street
- Arts District (Superblock)
- Building Footprints
- Parcels
- Water Features



BENCHMARK

Preliminary Downtown Plan Implementation Action Plan - Phase 1

- Infrastructure:
 - Develop a plan for the abandonment of the streets caused by the realignment of 501, the transfer of streets from the State system to the City system, and the disposition of surplus properties created by the realignment.
 - Develop standards for the streets named in the Master Plan by district.
- Funding:
 - Analyze creation of a Business Improvement District along the Oceanfront, to include, for the purposes of establishing a base-line, statistical data on last 3-5 year trends. This data should include the levels of sales tax, property tax, hospitality fees, business license fees, admissions tax, accommodation tax collections, and construction permits pulled and value, etc.
 - Analyze the funding potential of a Tax Increment Financing District.
 - Complete analysis of city owned properties eligible for historic tax credits and opportunity zone tax incentives.
 - Prepare a 5-year projected financial plan to describe impact of the proposed public projects vs. private reinvestment.
- Incentivizing development:
 - Begin designating Historic Districts and structures that may qualify for historic tax credits.
 - Develop an incentive program to assist property-owners to meet new development standards.
 - Develop a matching grant program to incentivize property-owners to participate in the CPTED element of the Public Safety Improvement Plan.
- Property Inventory and Assessment:
 - Conduct an inventory of all City owned properties in the subject area.
 - Identify all ordinances, zoning, Comprehensive Plan elements, and other relevant plans that need amendment to conform to the Downtown Plan.
 - Develop a proposal to designate the various districts within the study area.
- Design Issues:
 - Select an architect to design the public buildings and spaces in the proposed Arts District including the City Square area.
 - Begin work on building design standards, with a companion program to assist the property owners in meeting these standards.
- Development Proposal Review:
 - Find a partner to help guide the City through Plan implementation (e.g. provide technical advice (including an opportunity zone resource), recommendations for other experts, write RFQ/RFP's, etc.).
 - Develop a process for vetting developers.
 - Develop a process for vetting development proposals.

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- Master Plan Implementation Governance:
 - Review the coordination of the parties involved in the redevelopment effort and the roles and responsibilities of each partner involved in the rebirth of the downtown (e.g. DRC, OMA, 5-Points Merchants Association, Planning Commission, Community Appearance Board, Chamber of Commerce, etc.).
 - With the participation of the partners listed above, develop a branding study to gain consensus on the image that the community wishes to present for each district in the study area. Evaluate whether the use of the word ‘downtown’ is appropriate for the entire area or only for certain portions of the study area.
 - Recommend modifications to the current governance model if necessary.
 - Discuss administrative limits of authority.
 - Communications on issues and overall plan implementation progress at first Council meeting of each month.

- Stakeholder Engagement and Consideration –
 - Develop and implement a plan to further the collaborative effort involved in the creation of this Plan to ensure the on-going engagement of stake-holders and the public.
 - Develop and implement a plan to engage the development community in the rebirth of Myrtle Beach’s downtown areas.