
**R2019-20: ADOPTING THE DOWNTOWN MASTER PLAN AND ADOPTING
PHASE 1 OF THE DOWNTOWN MASTER PLAN IMPLEMENTATION PLAN.**

Applicant/Purpose: City of Myrtle Beach/ to request adopt the Downtown Master Plan.

Brief:

- The downtown once was the thriving center of commerce & primary amusement area.
- The City issued an RFP to select a consulting firm to lead a new Downtown Master Plan process & help establish a vision for the future of this central business district.
- The selected consulting team, Benchmark Planning, began its work in July 2018, involving Council, the DRC, & hundreds residents & property & business owners.
- Benchmark final report was presented at the 2/26/19 Council meeting.

Issues:

- The Plan expresses Council's blueprint for the future downtown revitalization.
- The Implementation Action Plan is included as Attachment C of the Plan and includes:
 - Infrastructure:
 - A plan for the realignment of 501, transfer of streets to the City system, & disposition of surplus properties.
 - Develop downtown street standards.
 - Funding:
 - Create Business Improvement & Tax Increment Financing Districts.
 - Analyze city owned properties eligible for various tax incentives.
 - Prepare a 5-year projected financial plan.
 - Incentivizing development:
 - Designate Districts & structures that qualify for historic tax credits.
 - Assist owners to meet new standards & participate in CPTED.
 - Property Inventory & Assessment:
 - Conduct an inventory of all City owned properties in the area.
 - Conform ordinances, zoning, Comp Plan elements, etc. to the Plan.
 - Designate the various districts in the study area.
 - Design Issues:
 - Select an architect for public buildings & spaces in the Arts District.
 - Develop building design standards & assistance to owners.
 - Development Proposal Review:
 - Find partners to help guide the City through Plan implementation.
 - Develop a process for vetting developers & development proposals.
 - Master Plan Implementation Governance:
 - Review coordination of parties involved in the redevelopment effort.
 - Modify the current governance model if necessary.
 - Stakeholder Engagement/Consideration – ensure on-going public engagement.

Public Notification:

- The plan development process included numerous public meetings & input sessions.
- The Plan itself was previously presented at the 2/26/19 Council meeting.

Alternatives: The Plan is a blueprint & is expected to be amended as circumstances dictate.

Financial Impact: TBD once architects complete estimates of the public buildings & the financing/incentive package has been determined.

Manager's Recommendation: I recommend approval.

Attachment(s): Proposed resolution.

CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

RESOLUTION ADOPTING THE
DOWNTOWN MASTER PLAN AND
ADOPTING PHASE 1 OF THE
DOWNTOWN MASTER PLAN
IMPLEMENTATION PLAN.

WHEREAS, Myrtle Beach's downtown, generally described as the areas east and west of Kings Highway in the vicinity of US 501, Main Street, Oak Street, Broadway Street, Ninth Avenue North and the adjacent businesses and neighborhoods, once was the thriving center of commerce in the City; and

WHEREAS, this central business district, including the oceanfront, once served as the City of Myrtle Beach's original commercial hub and the primary tourism amusement area for the entire Grand Strand; and

WHEREAS, over time, this downtown area experienced a loss of business relative to other parts of the community, as new residential and commercial areas developed elsewhere, and some of the structures in the central downtown area deteriorated through lack of use and upkeep; and

WHEREAS, this lack of new business activity, pedestrian foot traffic and residential involvement in the downtown area created a stagnant appearance, with resulting concerns about prospects for redevelopment and the overall positive image that such a primary gateway into Myrtle Beach should project; and

WHEREAS, while many elements of the Pavilion Area Master Plan have been accomplished outside of this core business district, the conditions described above in the immediate downtown area have combined to result in an environment which deters interest in new private development; and

WHEREAS, City Council previously confirmed its commitment to restore the downtown and the central oceanfront amusement area to a prominent commercial role, as well as to enhance its character as a significant gateway into the city and a prime location for tourism, entertainment, arts and culture; and

WHEREAS, toward this end the City issued a Request for Proposals to select an urban planning and design consulting firm to lead a new Downtown Master Plan process and to help establish a vision for the future of this vitally important central business district; and

WHEREAS, the selected consulting team, Benchmark Planning, began its work in July 2018, listening closely to City Council, the Downtown Redevelopment Corporation, and hundreds of property owners, business owners, residents and other stakeholders; and

WHEREAS, Benchmark Planning's final report outlining potential redevelopment plans and opportunities for the downtown area – involving both public and private sectors – was presented at the February 26, 2019, City Council meeting; and

1 WHEREAS, once adopted, this report expresses City Council's general blueprint for the
2 future revitalization and redevelopment of the area traditionally known as "Downtown
3 Myrtle Beach."

4
5 NOW, THEREFORE, THE CITY OF MYRTLE BEACH HEREBY RESOLVES THAT:

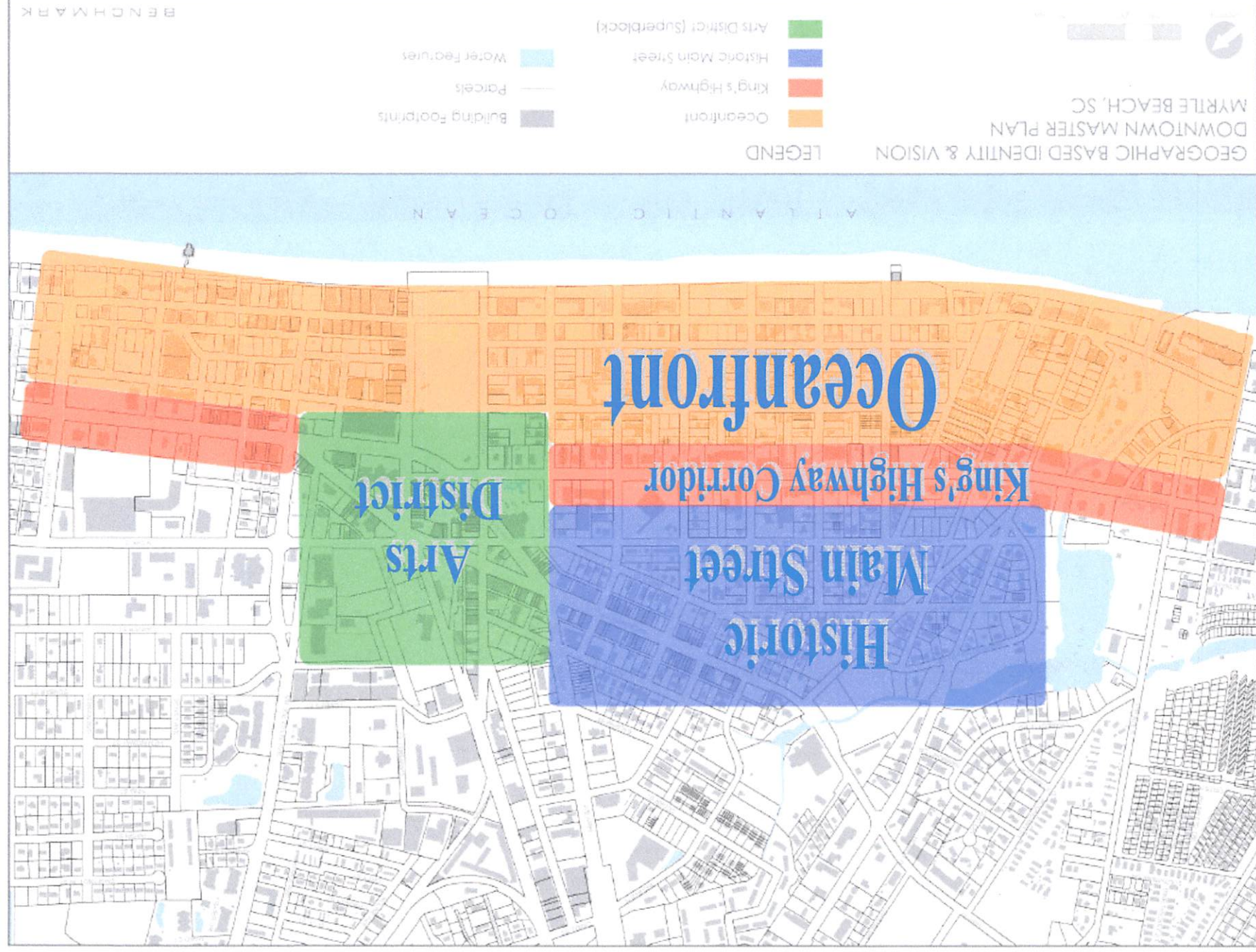
- 6 1. The "Downtown Master Plan" is hereby adopted to serve as the general blueprint
7 for redevelopment of the City's traditional downtown areas (see Attachment A).
8 2. The boundaries of that area, and the districts therein, are shown in Attachment B
9 of this document.
10 3. The "Preliminary Downtown Plan Implementation Action Plan - Phase 1" of the
11 report is hereby adopted as Attachment C.
12

13 SIGNED, SEALED and DATED, this 12th day of March, 2019.
14
15

16
17
18 BRENDA BETHUNE, MAYOR

19 ATTEST:
20
21

22 JENNIFER STANFORD, CITY CLERK
23
24



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.

- 1 • Master Plan Implementation Governance:
 - 2 ○ Review the coordination of the parties involved in the redevelopment effort and
 - 3 the roles and responsibilities of each partner involved in the rebirth of the
 - 4 downtown (e.g. DRC, OMA, 5-Points Merchants Association, Planning
 - 5 Commission, Community Appearance Board, Chamber of Commerce, etc.).
 - 6 ○ With the participation of the partners listed above, develop a branding study to
 - 7 gain consensus on the image that the community wishes to present for each
 - 8 district in the study area. Evaluate whether the use of the word 'downtown' is
 - 9 appropriate for the entire area or only for certain portions of the study area.
 - 10 ○ Recommend modifications to the current governance model if necessary.
 - 11 ○ Discuss administrative limits of authority.
 - 12 ○ Communications on issues and overall plan implementation progress at first
 - 13 Council meeting of each month.
 - 14
- 15 • Stakeholder Engagement and Consideration –
 - 16 ○ Develop and implement a plan to further the collaborative effort involved in the
 - 17 creation of this Plan to ensure the on-going engagement of stake-holders and
 - 18 the public.
 - 19 ○ Develop and implement a plan to engage the development community in the
 - 20 rebirth of Myrtle Beach's downtown areas.