

September 13th, 2022 – Presented for approval

1 **R2022-35: AUTHORIZING THE PURCHASE OF PIN 44401040009 LOCATED IN**
2 **THE OCEANFRONT REDEVELOPMENT PROJECT AREA**

3 **Applicant/Purpose:** Staff / authorize staff to complete acquisition of a parcel within the
4 downtown core.

5
6 **Brief:**

- 7 • Parcel is:
 - 8 ○ PIN #: 444010400009, 702 North Kings Hwy
- 9 • Through the adoption of the Pavilion Area Master Plan in 1999, the Tax Increment
10 Financing District in 2008, and the Downtown Master Plan in 2019, City Council has
11 committed to restore the downtown to a prominent commercial district.
- 12 • Property acquisition and assemblage is necessary to create meaningful redevelopment
13 in this area.
- 14 • The City continues to invest in redevelopment efforts and infrastructure upgrades in
15 these areas.
- 16 • The referenced properties are within the TIF district, and are strategically located for
17 future redevelopment.

18
19 **Issues:**

- 20 • To restore downtown to the prominent commercial district, the acquisition is
21 necessary.
- 22 • These parcels are located within the TIF district and represents the most critical
23 redevelopment opportunity in the city.

24
25 **Public Notification:** Normal meeting notification.

26
27 **Alternatives:** Do not purchase the property.

28
29 **Financial Impact:** The City will acquire this parcel for a total price of \$1,750,000.

30
31 **Manager's Recommendation:** I recommend approval.

32
33 **Attachment(s):** Proposed resolution, purchase and sale agreement.

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4 **CITY OF MYRTLE BEACH**
5 **COUNTY OF HORRY**
6 **STATE OF SOUTH CAROLINA**
7

**AUTHORIZING THE PURCHASE OF PIN
44401040009 LOCATED IN THE
OCEANFRONT REDEVELOPMENT
PROJECT AREA**

8
9
10 WHEREAS, Myrtle Beach's Oceanfront Redevelopment Project Area, generally
11 described as the areas east and west of Kings Highway from 14th Avenue S. to 22nd
12 Avenue N., once was the thriving center of commerce in the City; and
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14 WHEREAS, this central business district, including the oceanfront, once served as the
15 City of Myrtle Beach's original commercial hub and the primary tourism amusement area
16 for the entire Grand Strand; and
17

18 WHEREAS, through the adoption of Ordinance 2008-78, enacted October 21, 2008, City
19 Council approved a redevelopment plan entitled "Tax Increment Financing Plan for the
20 Oceanfront Redevelopment Project Area" (hereinafter "Oceanfront Redevelopment
21 Project"); and
22

23 WHEREAS, over time, this downtown area experienced a loss of business relative to
24 other parts of the community, as new residential and commercial areas developed
25 elsewhere, and some of the structures in the central downtown area deteriorated
26 through lack of use and maintenance; and
27

28 WHEREAS, this lack of new business activity, pedestrian traffic and residential
29 involvement in the downtown area created a stagnant appearance, with resulting
30 concerns about prospects for redevelopment and the overall image that such a primary
31 gateway into Myrtle Beach should project; and
32

33 WHEREAS, while many elements of the Pavilion Area Master Plan have been
34 accomplished, the conditions described above in the immediate downtown area have
35 combined to result in an environment which deters interest in new private development;
36 and
37

38 WHEREAS, City Council previously confirmed its commitment to restore the downtown
39 and the central oceanfront amusement area to a prominent commercial role, as well as
40 to enhance its character as a significant gateway into the city and a prime location for
41 tourism, entertainment, culture, arts and innovation; and
42

43 WHEREAS, through the adoption of Resolution 2019-20, enacted March 12, 2019, City
44 Council adopted the Downtown Master Plan and the Downtown Master Plan
45 Implementation Plan to facilitate redevelopment, increase business activity, and to serve
46 as the general blueprint for future revitalization and redevelopment of the area
47 traditionally known as "Downtown Myrtle Beach"; and
48

49 WHEREAS, by Resolution 2020-37, City Council adopted the Advanced Master Plan of
50 the Downtown Master Plan to further the plan and vision of creating a resilient, adaptive,
51 sustainable and innovative district; and
52

53 WHEREAS, property acquisition within the Downtown Master Plan area is necessary to
54 meet the overall redevelopment and revitalization goals; and

1 WHEREAS, South Carolina law authorizes municipalities to take actions not inconsistent
2 with the Constitution and general laws of this State, regarding any subject the
3 municipality finds necessary and proper for the security, general welfare and
4 convenience of the municipality. Specifically, municipalities are authorized to own and
5 possess property; and

6
7 WHEREAS, the City of Myrtle Beach recognizes the need to acquire real property within
8 the Downtown Master Plan area and that the acquisition is necessary and proper for the
9 general welfare and convenience of the municipality, and furthers the overarching
10 commitment to restore this district as the prominent commercial district in Myrtle Beach.

11
12 NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:

13
14 The above recitals are adopted and incorporated into this Resolution.

15
16 It is necessary and desirable and in the public's interest and welfare to acquire the
17 following properties within the Oceanfront Redevelopment District:

18
19 LOTS 11 & 12 BL31, 702 NORTH KINGS HWY., (TMS: 181-07-03-004, PIN:
20 44401040009)

21
22 The properties to be acquired are shown in Exhibit A.

23
24 The purchase of the real property for a negotiated price of \$1,750,000 is hereby
25 approved.

26
27 The City Manager, the Assistant City Manager, the Chief Financial Officer, the City
28 Attorney and the City Clerk, for and on behalf of the City, are fully empowered and
29 authorized to take such further action and to execute and deliver such additional
30 documents as may be necessary to effectuate the acquisition and transfer and the action
31 of such officers consistent herewith is hereby fully authorized. All actions taken in the
32 name of or on behalf of the City in connection with the property acquisition prior to the
33 effective date of this Resolution are expressly ratified and confirmed.

34
35 SIGNED, SEALED and DATED, this 13th day of September, 2022.

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37
38
39 _____
BRENDA BETHUNE, MAYOR


40 ATTEST:

41
42 _____
43 JENNIFER ADKINS, CITY CLERK
44

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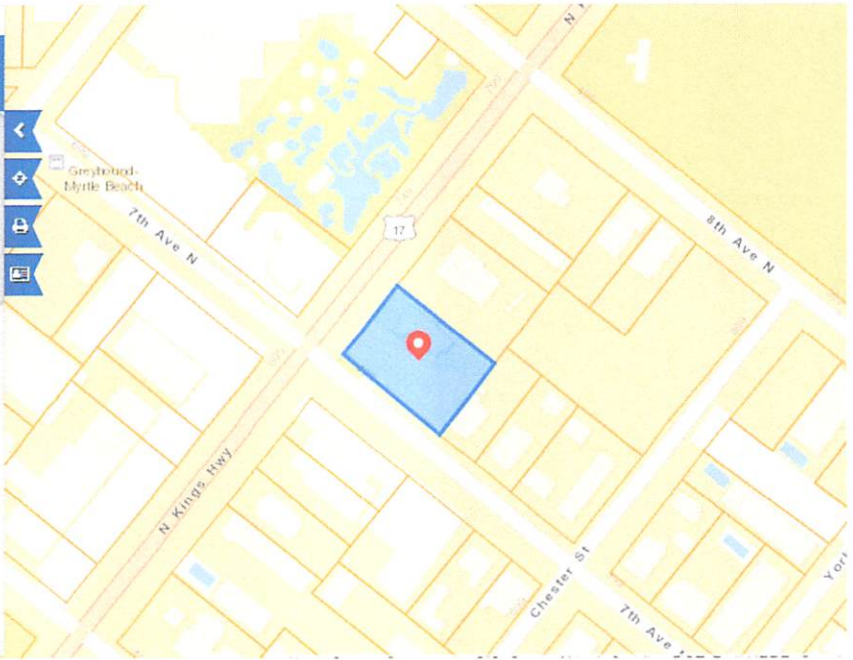
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HOTEL SECT; LT 11 & 12 BL 31 :
PIN: 44401040009 / TMS: 1810703004



Owner
ATKINSON LYNNE B ETAL
PO BOX 424
MARION, SC 29571

District	893 - MB OFD MID
Deed Book	2859
Deed Page	1042
Estimated Acres	0.47 Acres



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