

December 14, 2021 – Presented for 1<sup>st</sup> Reading

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1 **R2021-33: RESOLUTION AUTHORIZING THE PURCHASE OF VARIOUS**  
2 **PARCELS OF REAL ESTATE LOCATED IN THE OCEANFRONT**  
3 **REDEVELOPMENT PROJECT AREA**

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4 **Applicant/Purpose:** Authorize staff to complete acquisition of 10 parcels within the downtown  
5 core.

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7 **Parcels are as follows:**

8 TMS: 1810703009, 1810703010, 1810703011, 1810702002, 1810702001,  
9 1810702004, 1810701001, 1810701002, 1811103003, 1811104001

10  
11 **Brief:**

- 12 • Through the adoption of the Pavilion Area Master Plan in 1999 and Tax Increment  
13 Financing District in 2008, and the Downtown Master Plan in 2019, City Council has  
14 committed to restore the downtown to a prominent commercial district.
- 15 • The City continues to invest in redevelopment efforts and infrastructure upgrades in  
16 these areas.
- 17 • The referenced properties are within the TIF district, and are strategically located for  
18 future redevelopment.
- 19 • These properties were advertised for sale.
- 20 • Many of the existing buildings have deteriorated and are no longer in compliance with  
21 our building code.
- 22 • Some of the businesses operating on these parcels create significant calls for service  
23 with Myrtle Beach Police Department.

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25 **Issues:**

- 26 • To restore downtown to the prominent commercial district, the acquisition is necessary.
- 27 • These parcels are located within the TIF district and situated next to the Pavilion site,  
28 which represents the most critical redevelopment opportunity in the city.

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30 **Public Notification:** Normal meeting notification.

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32 **Alternatives:** Do not purchase the property.

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34 **Financial Impact:** The City will acquire these parcels for a total price of \$15,000,000.

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36 **Manager's Recommendation:** I recommend approval.

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38 **Attachment(s):** Proposed resolution, purchase and sale agreement, amendments, inspection  
39 summaries and summaries of calls for service.

CITY OF MYRTLE BEACH  
COUNTY OF HORRY  
STATE OF SOUTH CAROLINA

AUTHORIZING THE PURCHASE OF  
VARIOUS PARCELS OF REAL ESTATE  
LOCATED IN THE OCEANFRONT  
REDEVELOPMENT PROJECT AREA

WHEREAS, Myrtle Beach’s Oceanfront Redevelopment Project Area, generally described as the areas east and west of Kings Highway from 14<sup>th</sup> Avenue S. to 22<sup>nd</sup> Avenue N., 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, through the adoption of Ordinance 2008-78, enacted October 21, 2008, City Council approved a redevelopment plan entitled “Tax Increment Financing Plan for the Oceanfront Redevelopment Project Area” (hereinafter “Oceanfront Redevelopment Project”); 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 maintenance; and

WHEREAS, this lack of new business activity, pedestrian traffic and residential involvement in the downtown area created a stagnant appearance, with resulting concerns about prospects for redevelopment and the overall 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, 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, culture, arts and innovation; and

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

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

WHEREAS, property acquisition within the Downtown Master Plan area is necessary to 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.

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12 NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:

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

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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:

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19 TMS: 1810703009, 1810703010, 1810703011, 1810702002, 1810702001,  
20 1810702004, 1810701001, 1810701002, 1811103003, 1811104001

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22 The properties to be acquired are shown in red on the attached Exhibit A.

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24 The purchase of the real property for a negotiated price of \$15,000,000 is hereby  
25 approved.

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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.

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35 SIGNED, SEALED and DATED, this 14<sup>th</sup> day of December, 2021.

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BRENDA BETHUNE, MAYOR

40 ATTEST:

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43 JENNIFER ADKINS, CITY CLERK  
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