



DISTRICT VISION

# MYRTLE BEACH ARTS + INNOVATION DISTRICT

# Project Updates



# Broadway Theater Update





HISTORIC PHOTO



HISTORIC PHOTO



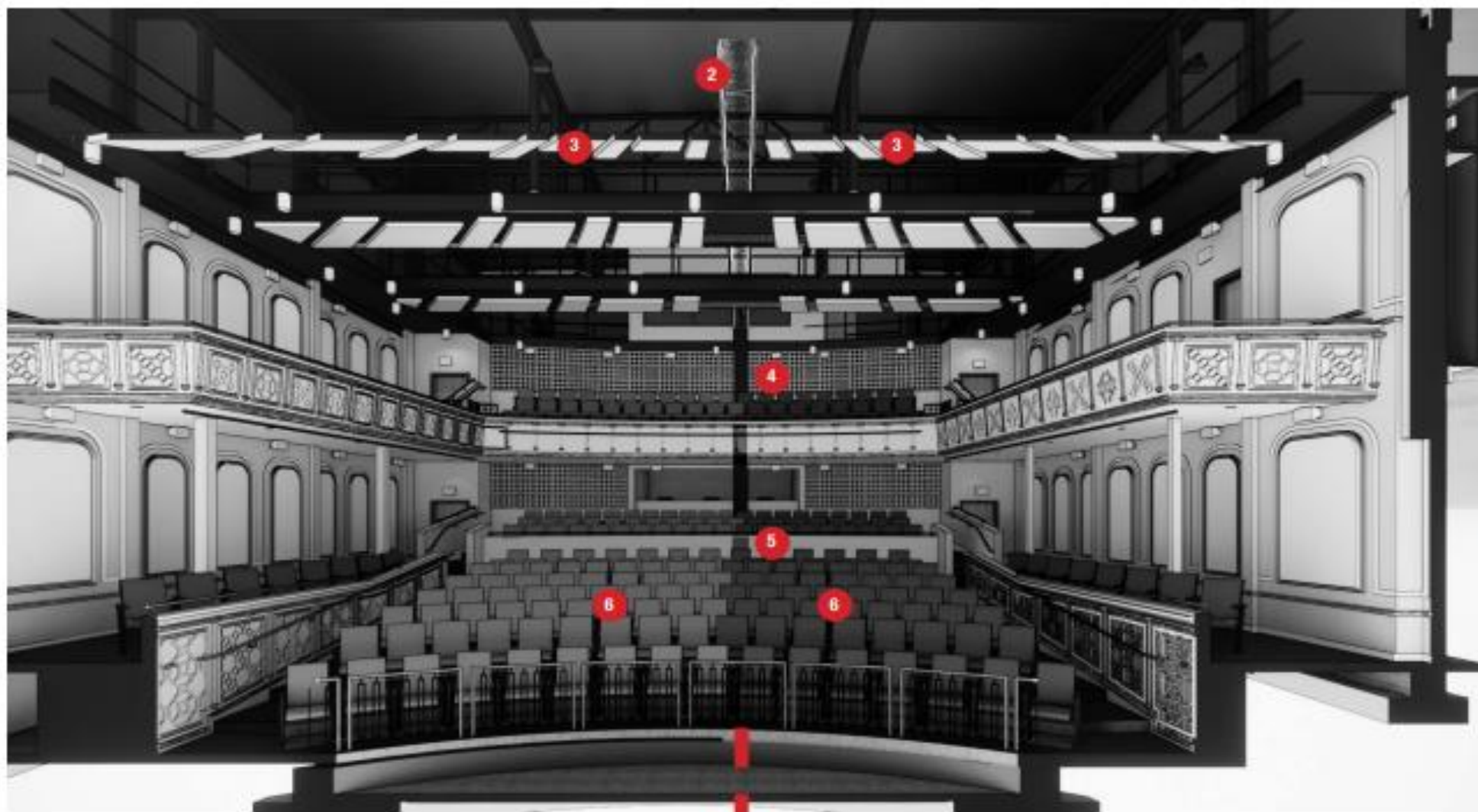
PROPOSED FACADE



PROPOSED FACADE

### HISTORIC PHOTO COMPARISONS

MYRTLE BEACH ARTS DISTRICT \_PERFORMING ARTS THEATRE \_NPS PRELIMINARY REVIEW

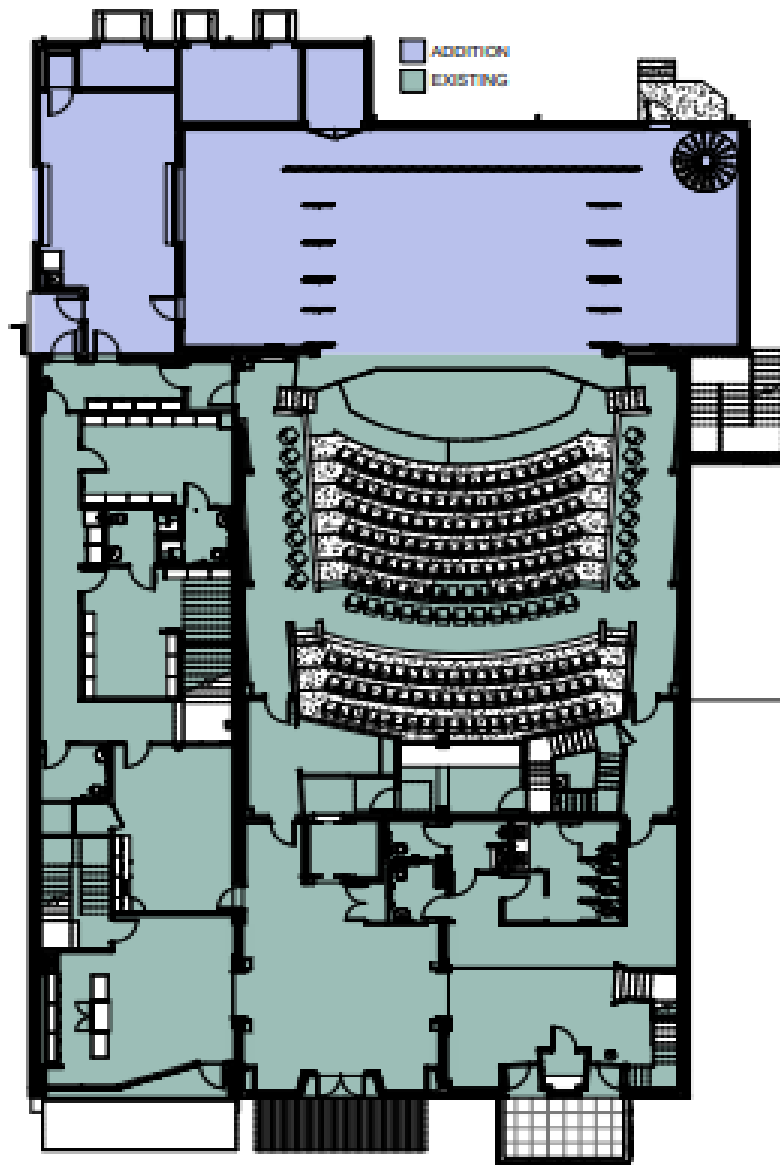


BROADWAY  
J&J DRUG CO.

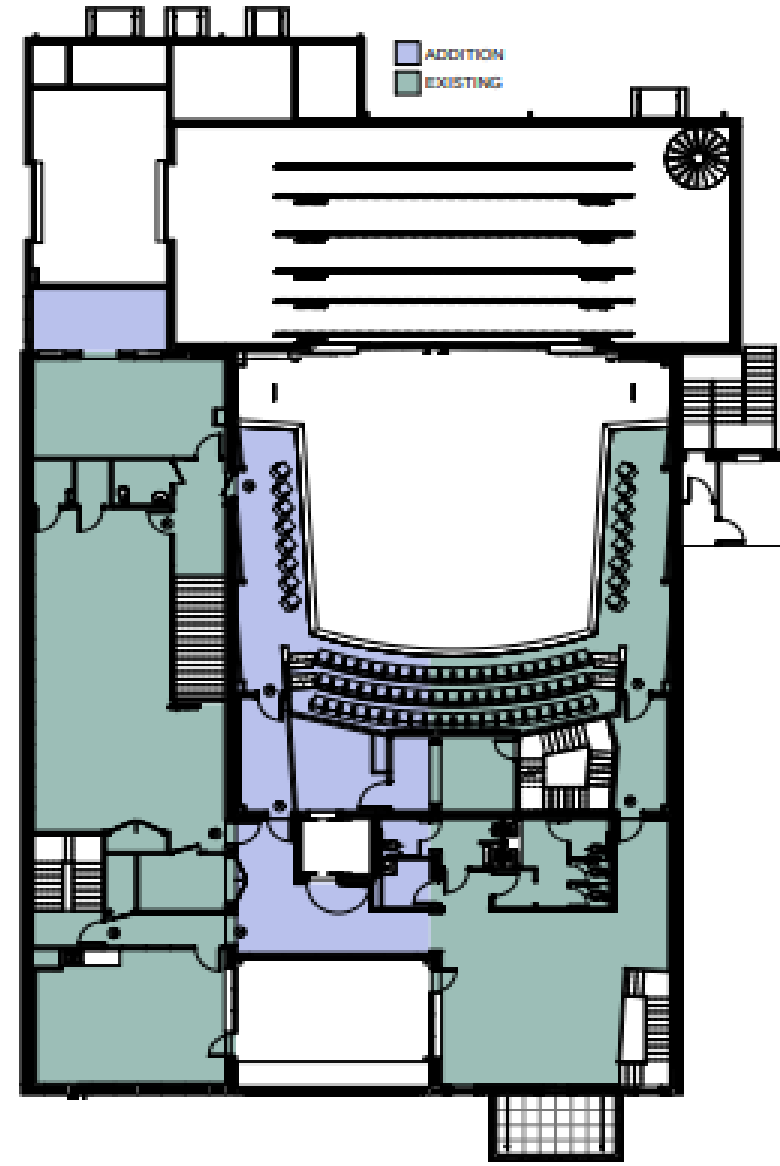
- 1 Demising wall location between Broadway and J&J Drug Co.
- 2 Phantom Wall - LED illuminated metal mesh signifying original demising wall location, height and thickness
- 3 Ceiling sound reflector panel pattern emphasizes original demising wall location
- 4 Phantom Wall Accent Wall Finish - Accent wall finish to denote original demising wall location and width
- 5 Phantom Wall Accent Floor Finish - Accent stripe on floors to denote original demising wall location and width
- 6 Seat treatment - identifying seat color based on original demising wall location

## INTERIOR VIEW - THEATRE FROM STAGE

MYRTLE BEACH ARTS DISTRICT\_PERFORMING ARTS THEATRE\_NPS PRELIMINARY REVIEW



FIRST FLOOR PLAN



SECOND FLOOR PLAN

## A. PRO-FORMA OPERATING BUDGET SUMMARY

ACTIVITY SUMMARY		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Theater	resented Events	20	18	19	20	21	22	23	24	25	26
	Film Screenings	10	11	12	13	14	15	16	17	18	19
	Live Presented Event Use Days	22	20	21	22	23	24	25	26	28	29
	Film Screening Use Days	5	6	6	7	7	8	8	9	9	10
	CCU Use Days	150	150	152	152	154	154	156	156	158	158
	Free City/Key Groups Use Days	70	70	72	72	74	74	76	76	78	78
	Other Nonprofit Use Days	35	35	37	37	39	39	41	41	43	43
	Commercial Rental Days	35	35	37	37	39	39	41	41	43	43
	Total Use Days	<b>317</b>	<b>315</b>	<b>325</b>	<b>327</b>	<b>336</b>	<b>338</b>	<b>347</b>	<b>349</b>	<b>359</b>	<b>360</b>
Total Event Attendance	20,484	20,367	21,624	22,375	23,684	24,469	25,831	26,650	28,065	28,917	
Multipurpose Room	Four-hour Uses	360	360	361	361	362	362	363	363	364	364
	Free City/Key Groups Uses	60	60	61	61	62	62	63	63	64	64
	Other Nonprofit Four-hour Uses	160	161	162	163	164	165	166	167	168	169
	Commercial four-hour Uses	160	161	162	163	164	165	166	167	168	169
	Total Four-hour Uses	740	742	746	748	752	754	758	760	764	766
	Total Use Days	<b>247</b>	<b>247</b>	<b>249</b>	<b>249</b>	<b>251</b>	<b>251</b>	<b>253</b>	<b>253</b>	<b>255</b>	<b>255</b>
Total Event Attendance	1,554	1,584	1,619	1,649	1,684	1,715	1,751	1,782	1,818	1,850	
Courtyard	Four-hour Uses	30	30	31	31	32	32	33	33	34	34
	Free City/Key Groups Uses	5	5	6	6	7	7	8	8	9	9
	Other Nonprofit Four-hour Uses	15	16	17	18	19	20	21	22	23	24
	Commercial four-hour Uses	15	16	17	18	19	20	21	22	23	24
	Total Four-hour Uses	65	67	71	73	77	79	83	85	89	91
	Total Use Days	<b>22</b>	<b>22</b>	<b>24</b>	<b>24</b>	<b>26</b>	<b>26</b>	<b>28</b>	<b>28</b>	<b>30</b>	<b>30</b>
Total Event Attendance	2,113	2,178	2,379	2,446	2,657	2,726	2,947	3,018	3,249	3,322	
Main Level Lobby	Four-hour Uses	30	30	31	31	32	32	33	33	34	34
	Free City/Key Groups Uses	5	5	6	6	7	7	8	8	9	9
	Other Nonprofit Four-hour Uses	15	16	17	18	19	20	21	22	23	24
	Commercial four-hour Uses	15	16	17	18	19	20	21	22	23	24
	Total Four-hour Uses	65	67	71	73	77	79	83	85	89	91
	Total Use Days	<b>22</b>	<b>22</b>	<b>24</b>	<b>24</b>	<b>26</b>	<b>26</b>	<b>28</b>	<b>28</b>	<b>30</b>	<b>30</b>
Total Event Attendance	5,363	5,528	5,929	6,096	6,507	6,676	7,097	7,268	7,699	7,872	
Total Building Event Attendance	<b>29,513</b>	29,656	31,550	32,565	34,532	35,585	37,625	38,717	40,830	41,960	



**Pardon our Progress!**

ETC  
ASPIRE  
HUB

CREATE  
INNOVATE  
INFLUENCE  
GAIN

CREATE  
INNOVATE  
INFLUENCE  
GAIN

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INFLUENCE  
GAIN

CREATE

CRANFORD

BECK

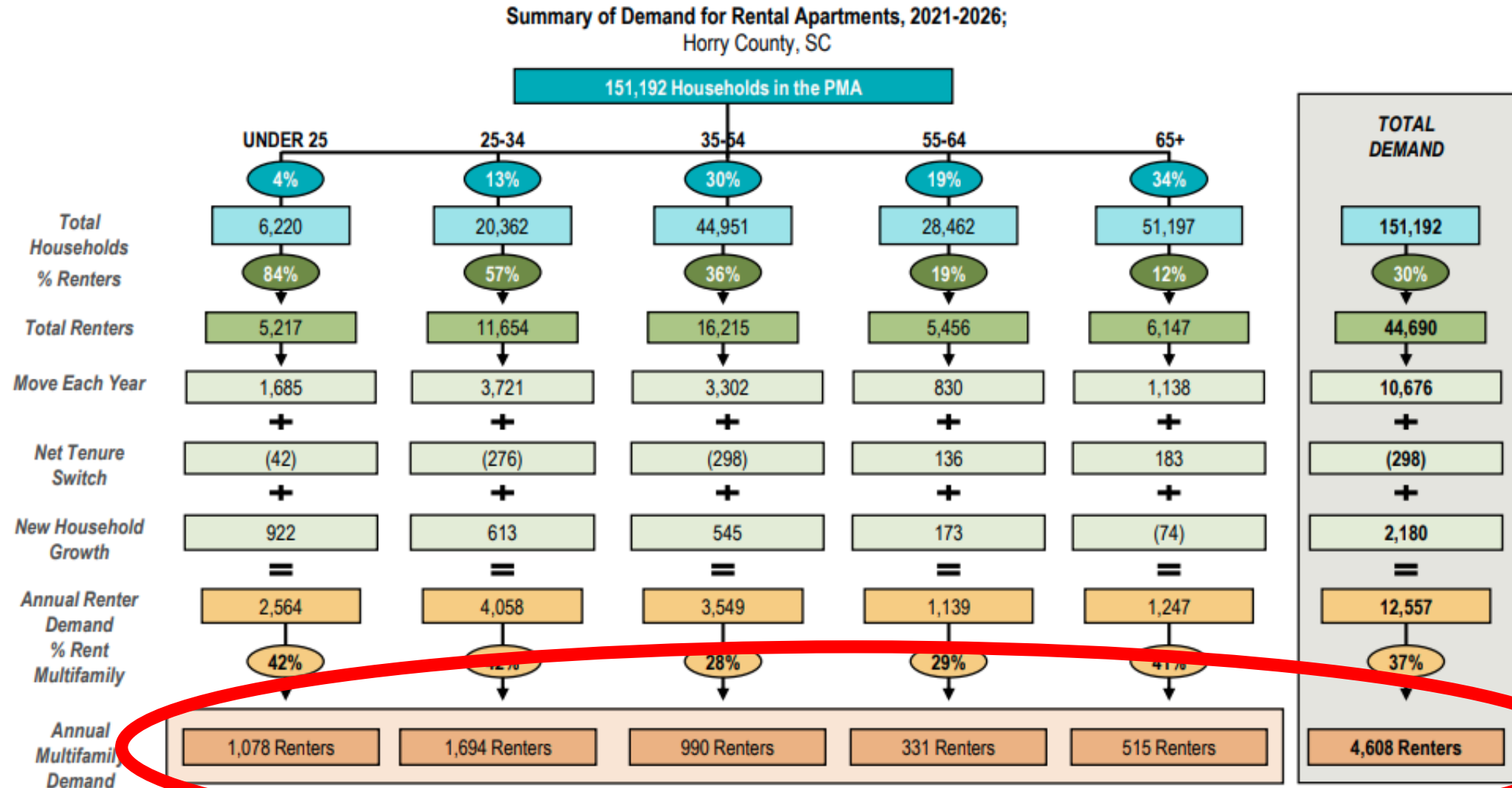


# COMMUNITY HUB



## GOING FORWARD, RCLCO PROJECTS 4,600 RENTAL HOUSEHOLDS IN TURNOVER IN Horry COUNTY EACH YEAR

- To estimate demand for rental apartments in the local market area, RCLCO used a demographics-based statistical demand model and examined households in Horry County, considering factors such as age, income, tenure, turnover, and product preference to determine the number of nearby households that are likely to rent apartments in the market and at the site. Using this approach, RCLCO projected demand for 4,608 rental apartment units in Horry County each year.

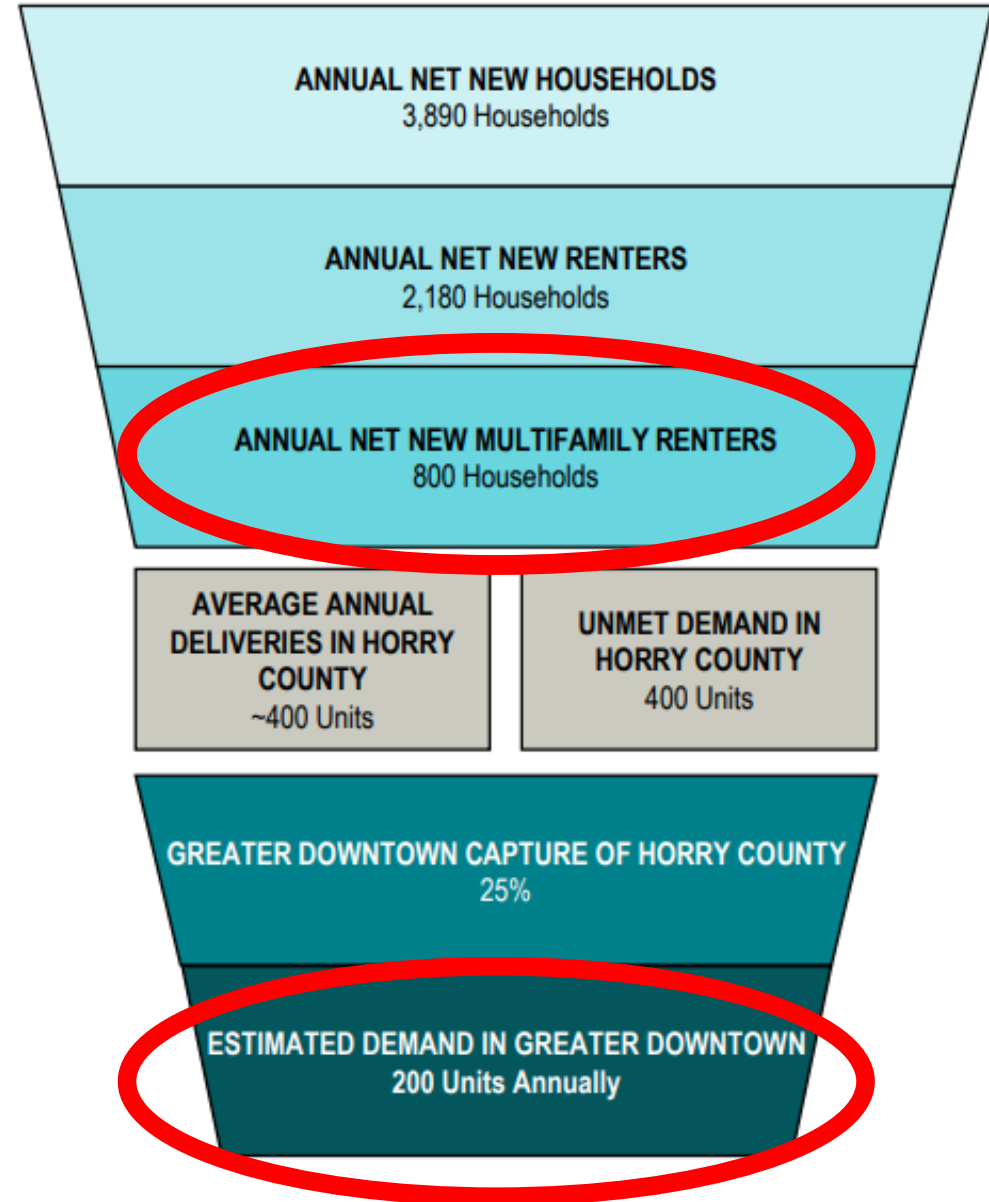


Source: Esri; American Community Survey; BLS; RCLCO

## DOWNTOWN MYRTLE BEACH MULTIFAMILY DEMAND FAR EXCEEDS HISTORICAL & PROJECTED SUPPLY

- ▶ Since 2015, Horry County has experienced an average of 410 multifamily unit deliveries annually, with average annual absorption exceeding 470 units in the same timeframe. With absorption exceeding deliveries, historical trends indicate long-term undersupply in Horry County's multifamily residential market .
- ▶ Based on Census demographic data, RCLCO projects Horry County will experience annual net new household growth of nearly 3,900 households per year through 2026. Based on anticipated renter behavior, RCLCO expects 800 annual net new multifamily renters in Horry County over the next five years.
- ▶ RCLCO has identified four multifamily residential nodes within the county: Market Common, Carolina Forest, Conway//US-501 Corridor, and Greater Downtown Myrtle Beach. Assuming a fair share capture, Greater downtown can expect to capture roughly 25% of annual demand, amounting to demand for 200 new multifamily units per year.
  - » Despite high potential demand in the area, Greater Downtown has only seen one delivery of 50 affordable units since 2015, with no market rate multifamily units delivering in that timeframe.
  - » In Horry County, only 718 units are under construction with expected delivery by 2023 and 1,130 more units are planned with more uncertain delivery dates. Even if all units deliver, Horry County's multifamily residential market will remain supply-constrained for the foreseeable future.
- ▶ With no recent multifamily deliveries and no pipeline projects anticipated, the subject site is likely to absorb a significant share of, if not all, demand in Greater Downtown throughout build-out.

Demand Methodology for Subject Site Market Capture, 2021-2026;  
Horry County, SC



Source: RCLCO, CoStar

MOMENT #4

# COMMUNITY HUB



## MOMENT #4: COMMUNITY HUB

# COMMUNITY LIBRARY

The Community Hub will serve as a "front door" for the District. As a center of gravity with destinations that will attract people to the area, the Hub will be a place to bring the kids for ample learning and engaging opportunities.

Flexible gathering spaces will spill out into the plaza for events to encourage community happenings and informal gatherings alike. As a centerpiece for the community and the core of the Arts & Innovation District, the Hub will be a place to grow, experience, and learn.



# COMMUNITY PARK





MAIN ST

9TH AVENUE

JACKSON ST

10TH AVENUE

BROADWAY ST

NOAK ST

NOAK ST

NOAK ST

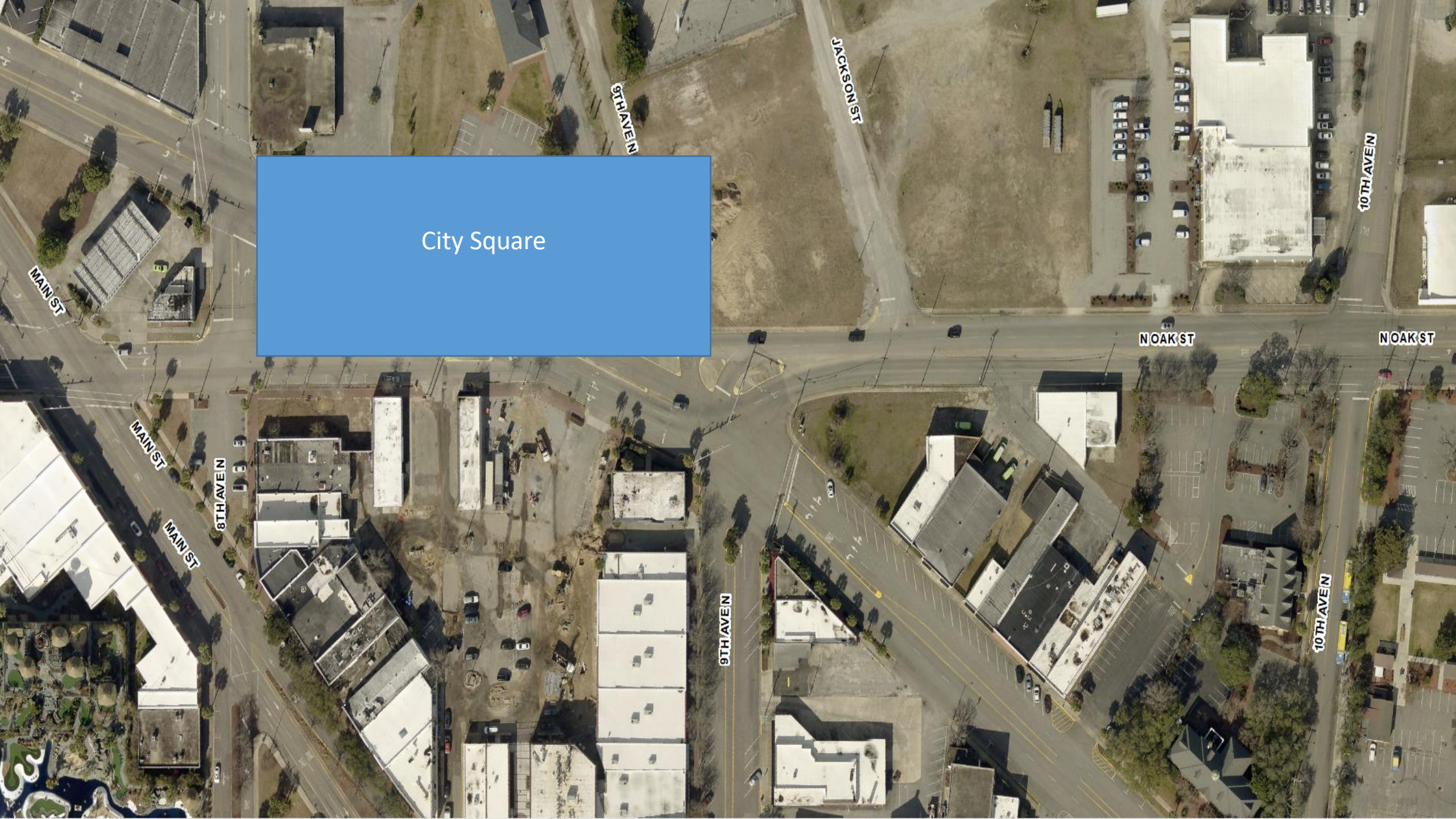
MAIN ST

8TH AVENUE

MAIN ST

9TH AVENUE

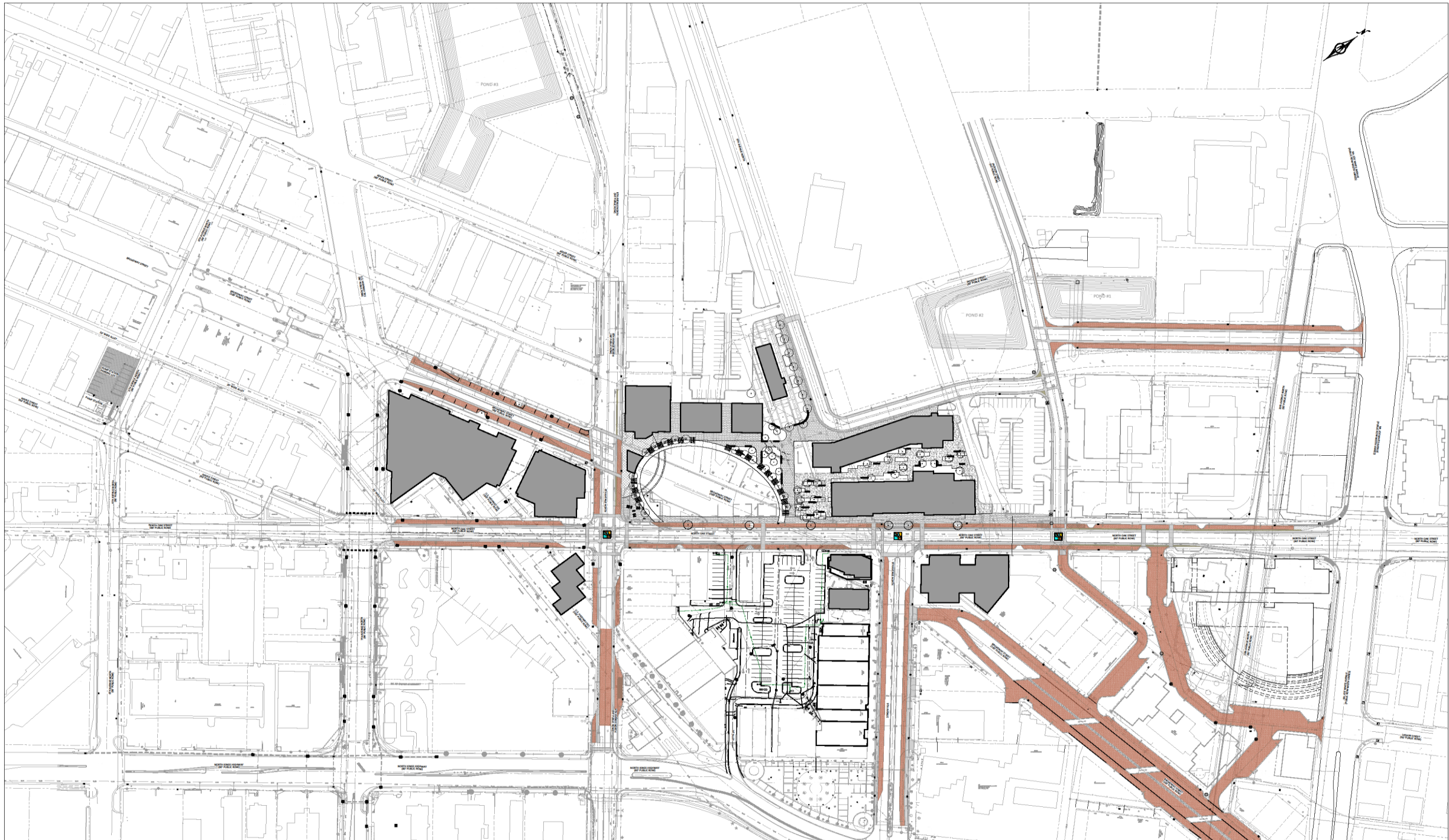
10TH AVENUE

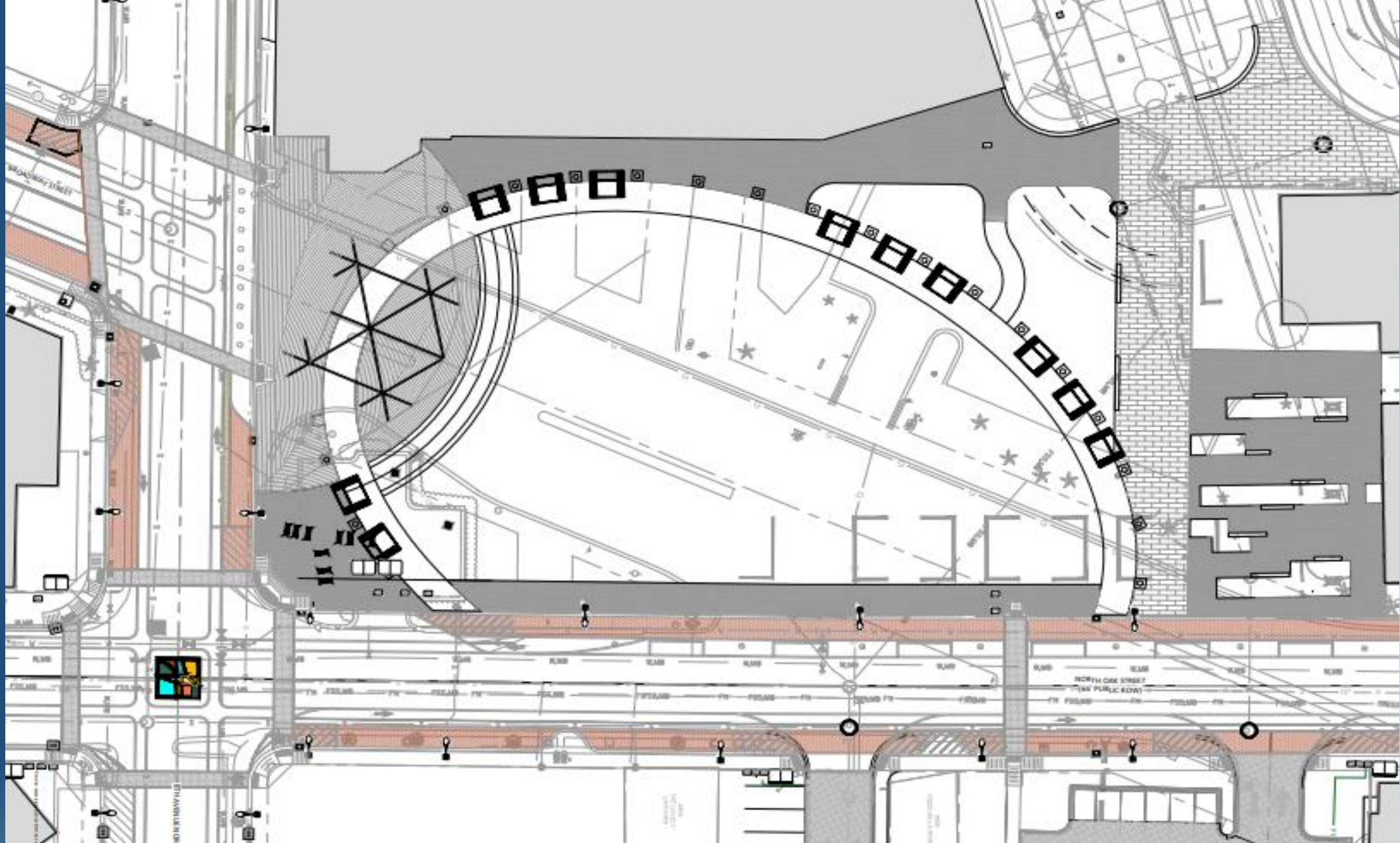


City Square

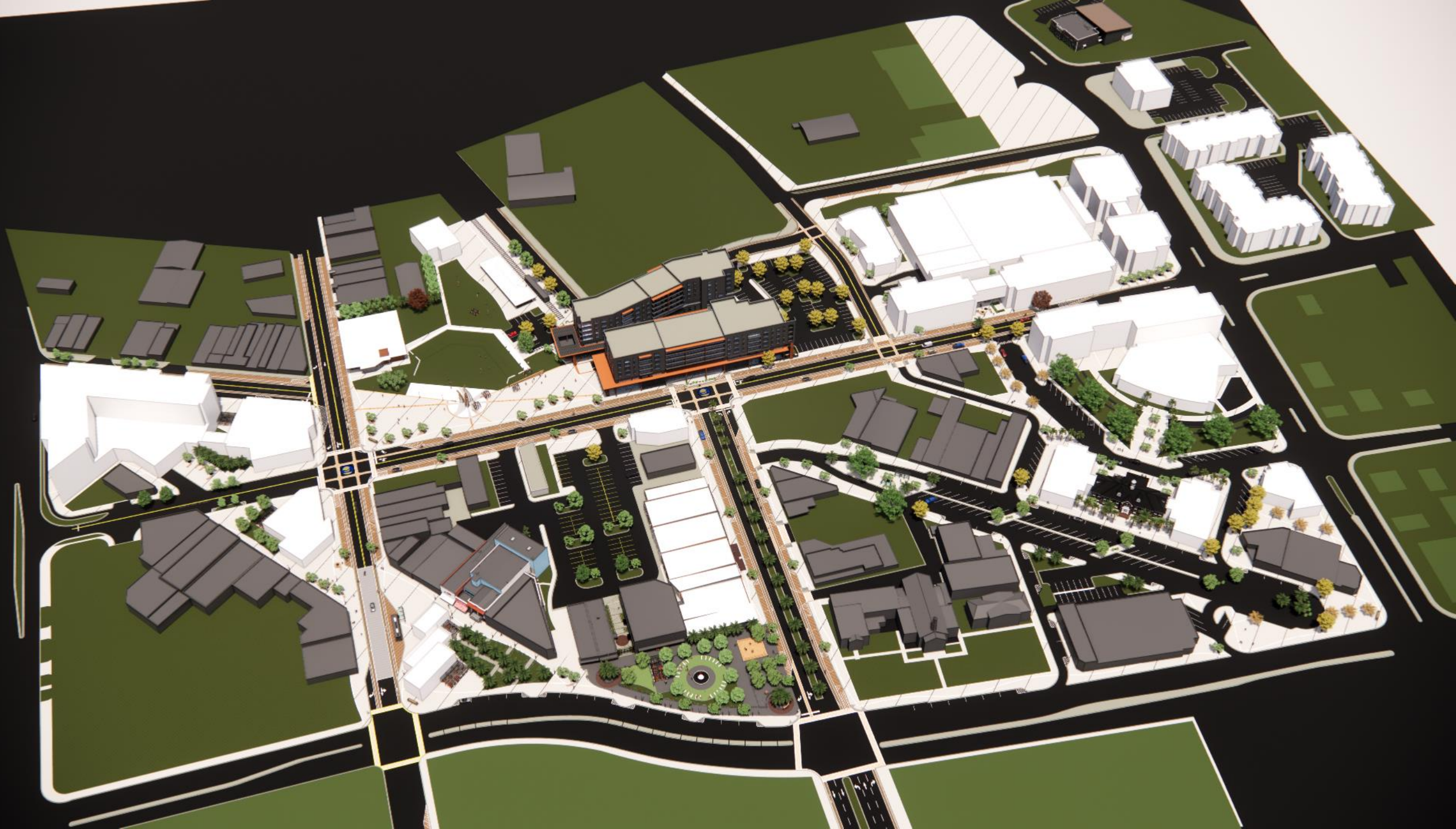
















P A R

GASTROHUB

ARTS + INNOVATION  
EAST RIVER

ARTS + INNOVATION  
EAST RIVER

ARTS + INNOVATION  
EAST RIVER

ARTS + INNOVATION  
EAST RIVER



CREATE  
INNOVATE  
INFLUENCE  
GATHER

CREATE  
INNOVATE  
INFLUENCE  
GATHER

CREATE  
INNOVATE  
INFLUENCE  
GATHER

CREATE  
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INFLUENCE  
GATHER

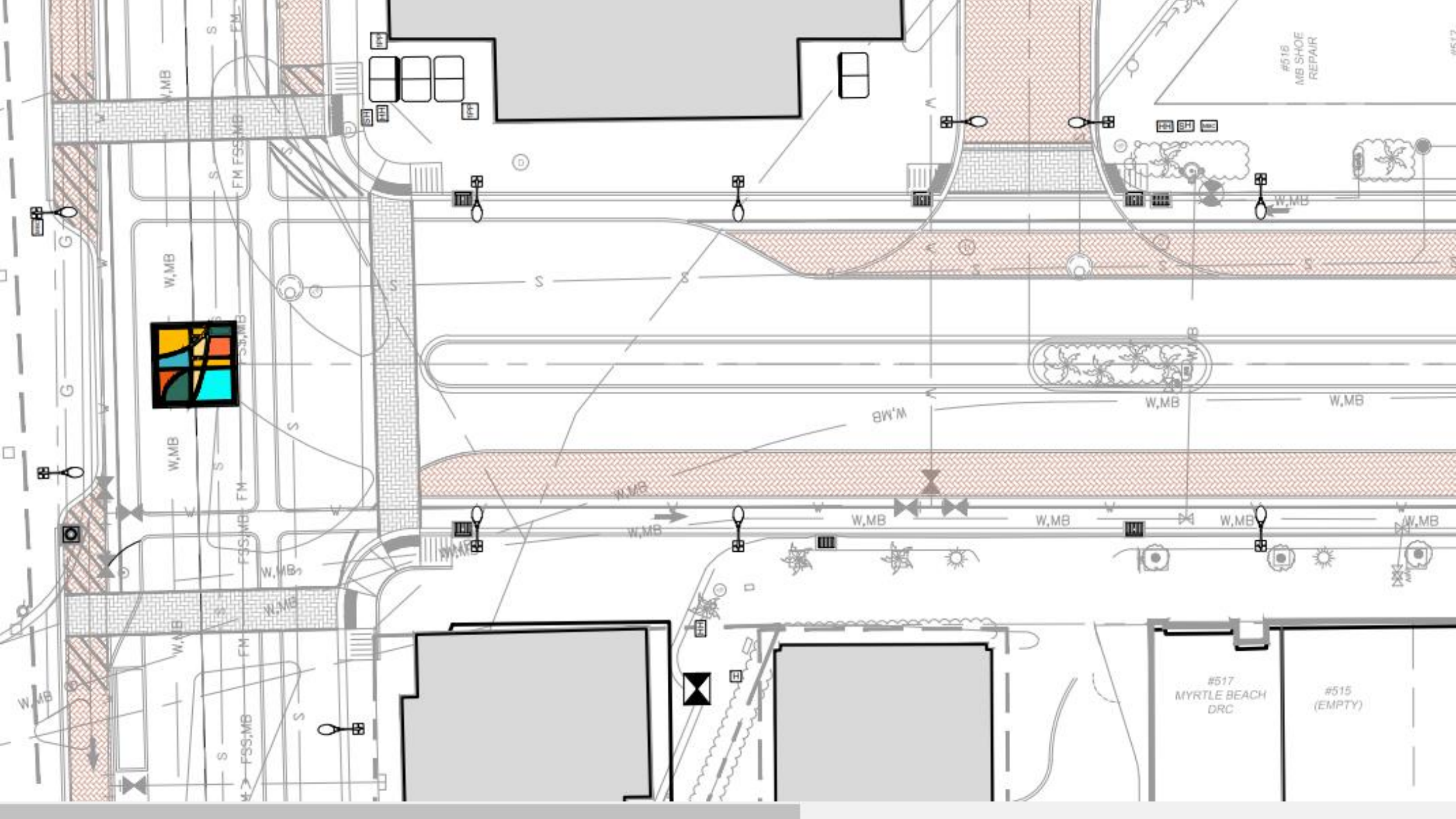
CREATE  
INNOVATE  
INFLUENCE  
GATHER

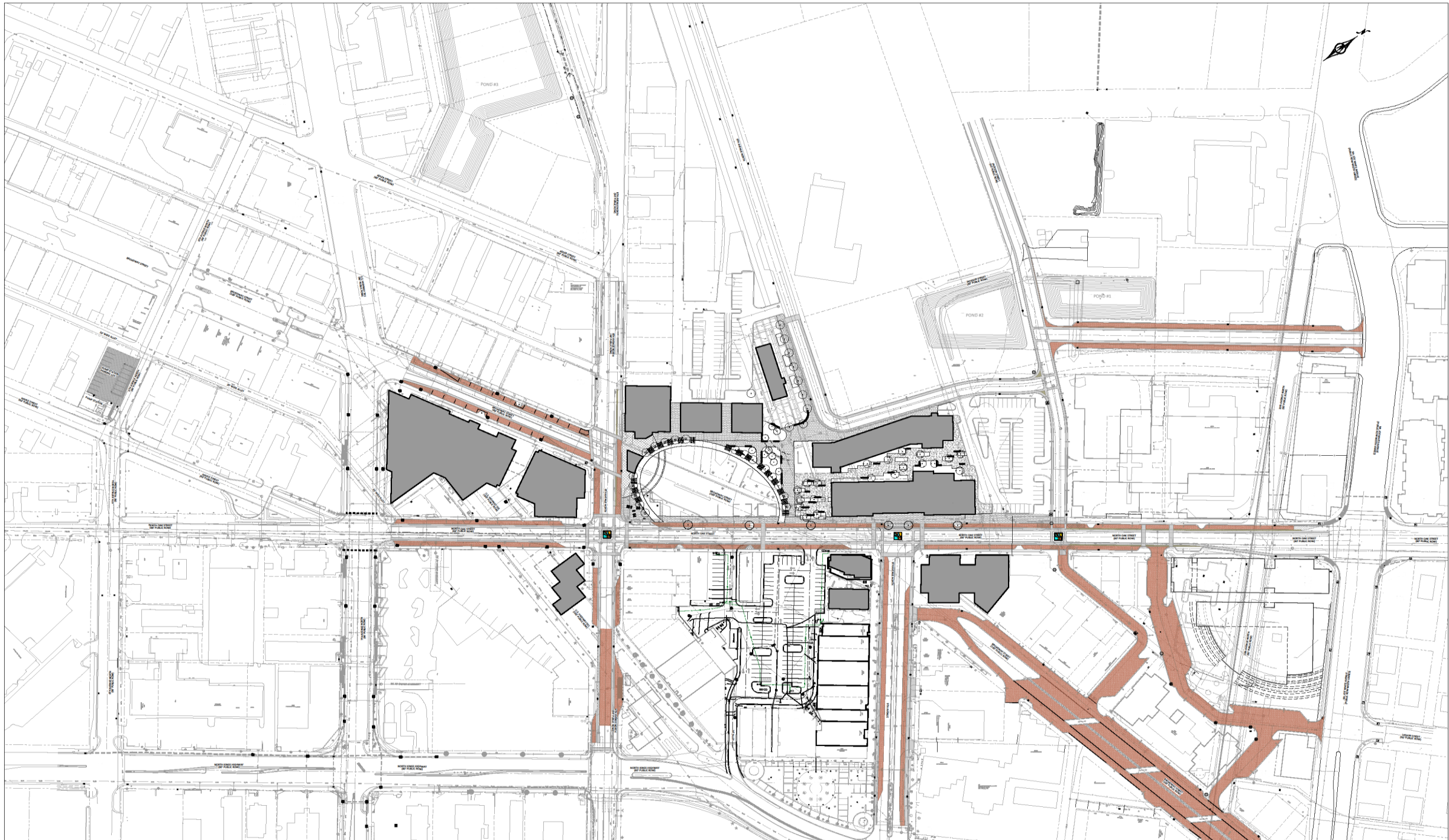
ETC  
ASPIRE  
HUB

BEK

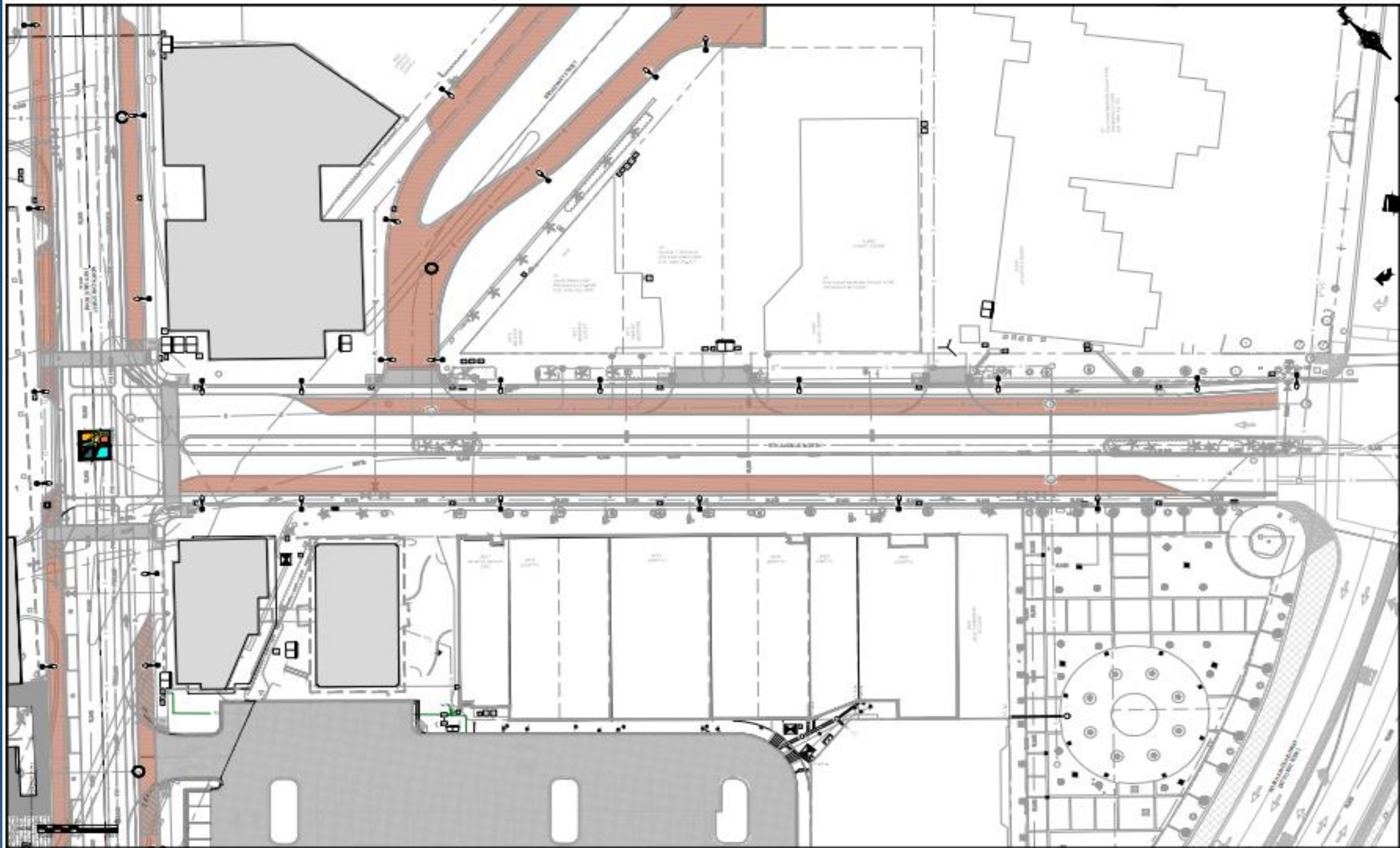
CREATE













MAIN ST

9TH AVENUE

JACKSON ST

10TH AVENUE

BROADWAY ST

NOAK ST

NOAK ST

NOAK ST

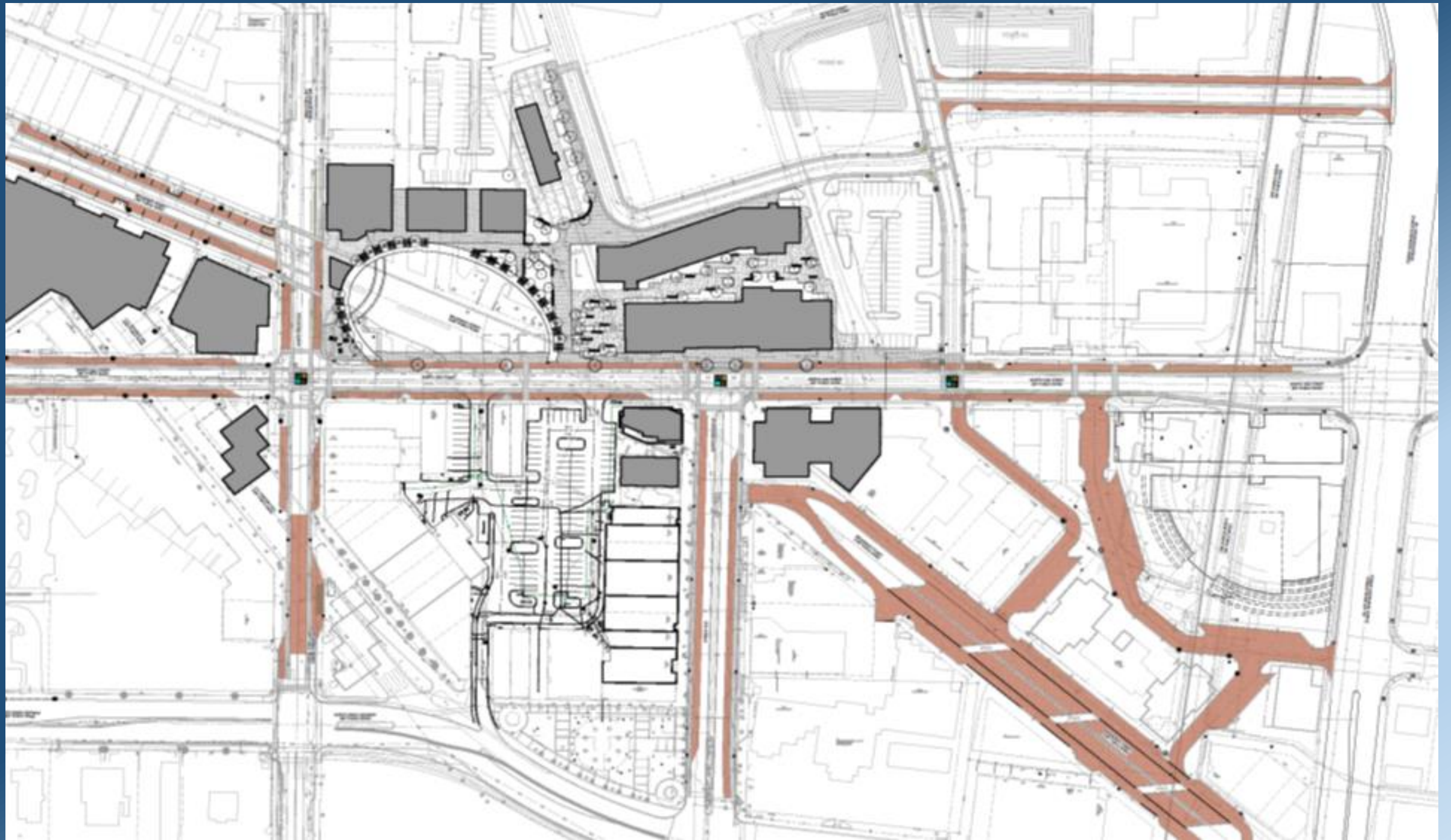
MAIN ST

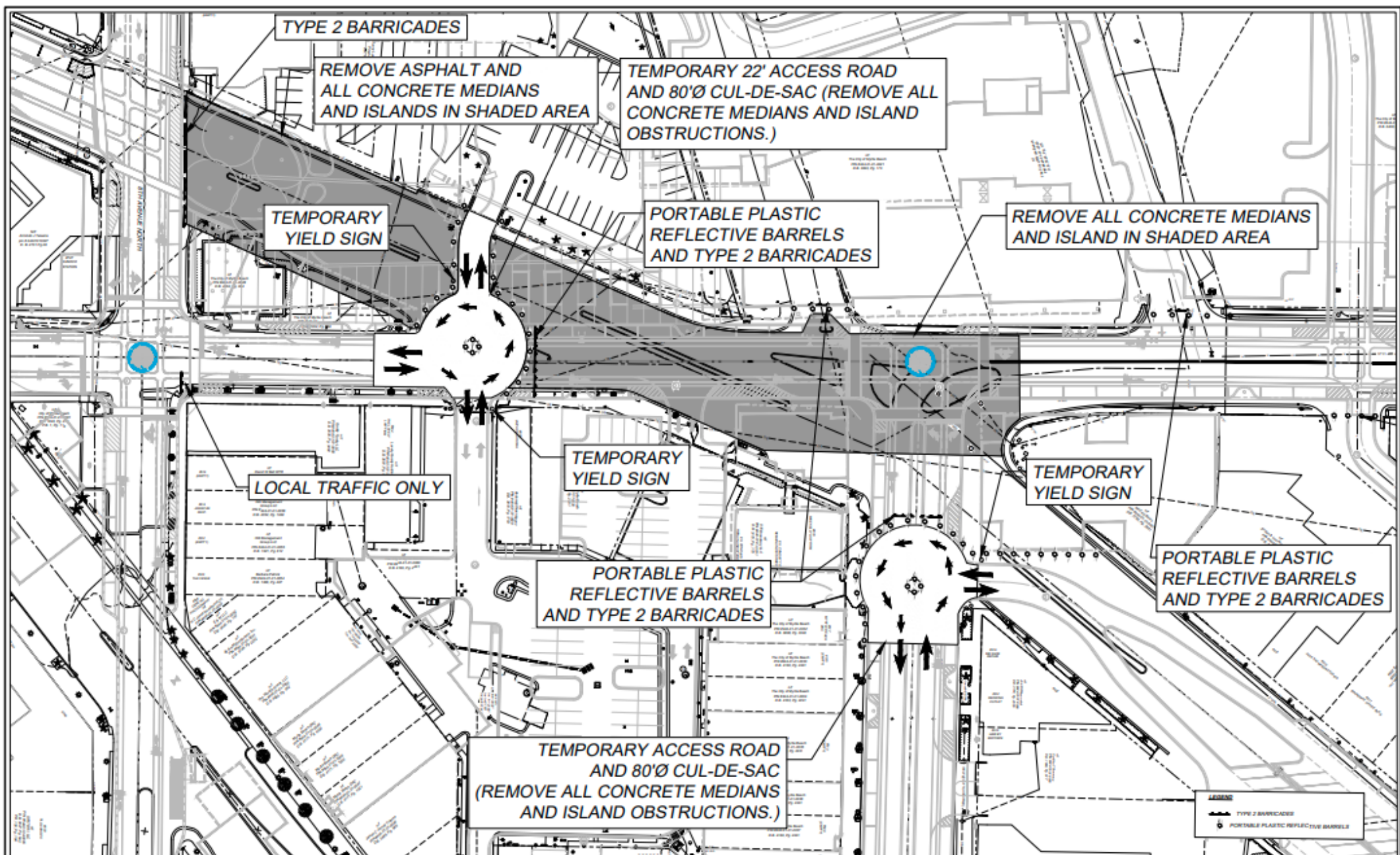
8TH AVENUE

MAIN ST

9TH AVENUE

10TH AVENUE





2208 PROFESSIONAL DRIVE  
 MYRTLE BEACH, SOUTH CAROLINA 29577  
 Phone: (843) 662-8300  
 Email: MyrtleBeach@ddc-engineers.com  
 www.ddc-engineers.com

NO.	DATE	REVISION DESCRIPTION	BY
1	03/04/2021	27' x 80'	
2		CRS	
3		TAC	
4		EKS	
5			

CITY OF MYRTLE BEACH  
 ARTS & INNOVATION DISTRICT - PHASE 1B  
 HORRY COUNTY, SOUTH CAROLINA

TRAFFIC CONTROL PLAN

SHEET  
 C0.01

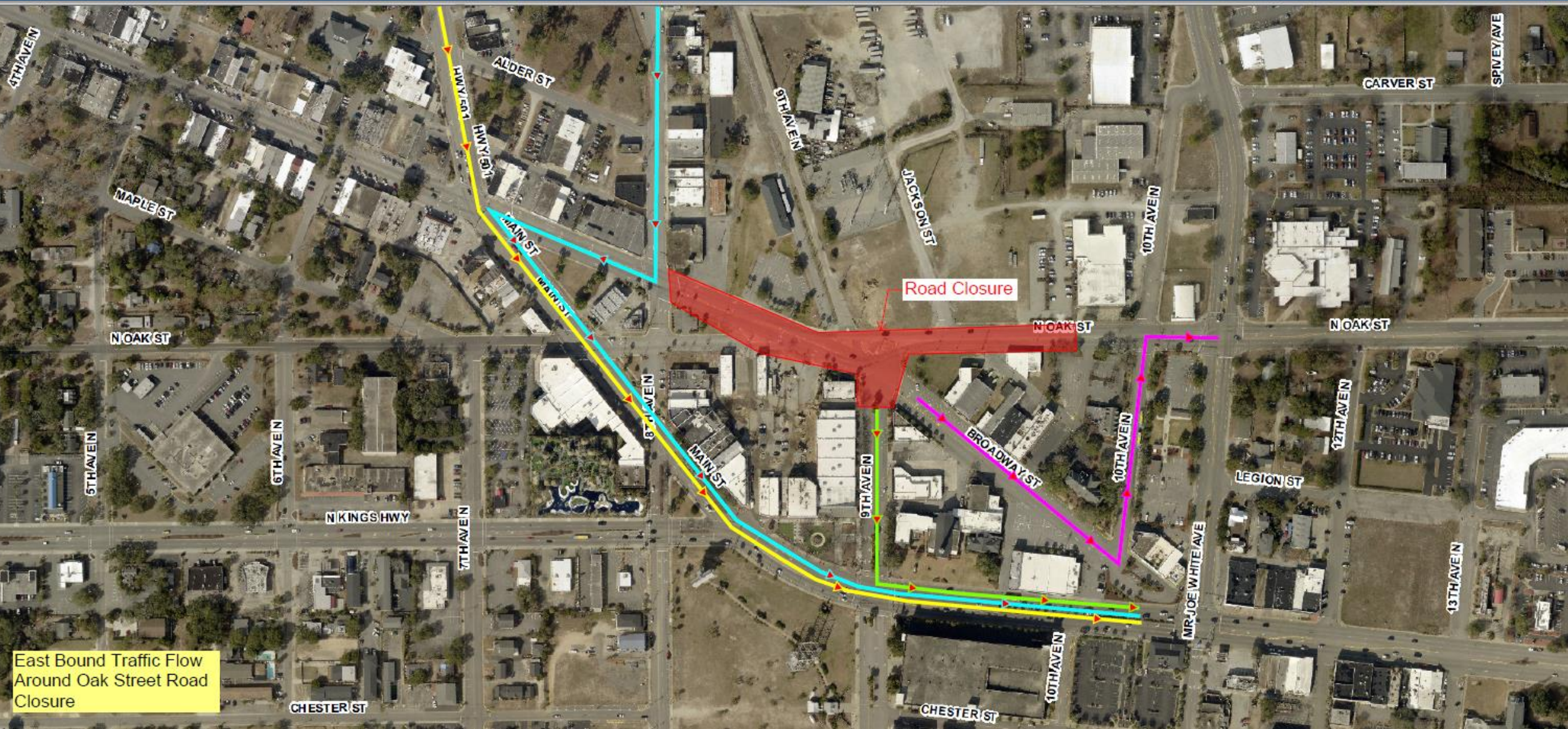


South Bound Traffic Flow  
Around Oak Street Road  
Closure

Road Closure

4TH AVENUE  
5TH AVENUE  
6TH AVENUE  
7TH AVENUE  
8TH AVENUE  
9TH AVENUE  
10TH AVENUE  
11TH AVENUE  
12TH AVENUE  
13TH AVENUE  
N OAK ST  
N KINGS HWY  
MAPLE ST  
ALDER ST  
MAIN ST  
JACKSON ST  
BROADWAY ST  
CARVER ST  
SPIVEY AVE  
CHESTER ST





Road Closure

East Bound Traffic Flow  
Around Oak Street Road  
Closure

4TH AVE N

MAPLE ST

N OAK ST

5TH AVE N

6TH AVE N

N KINGS HWY

7TH AVE N

CHESTER ST

ALDER ST

MAIN ST

MAIN ST

8TH AVE N

MAIN ST

9TH AVE N

9TH AVE N

CHESTER ST

JACKSON ST

BROADWAY ST

N OAK ST

10TH AVE N

10TH AVE N

MR. JOE WHITE AVE

LEGION ST

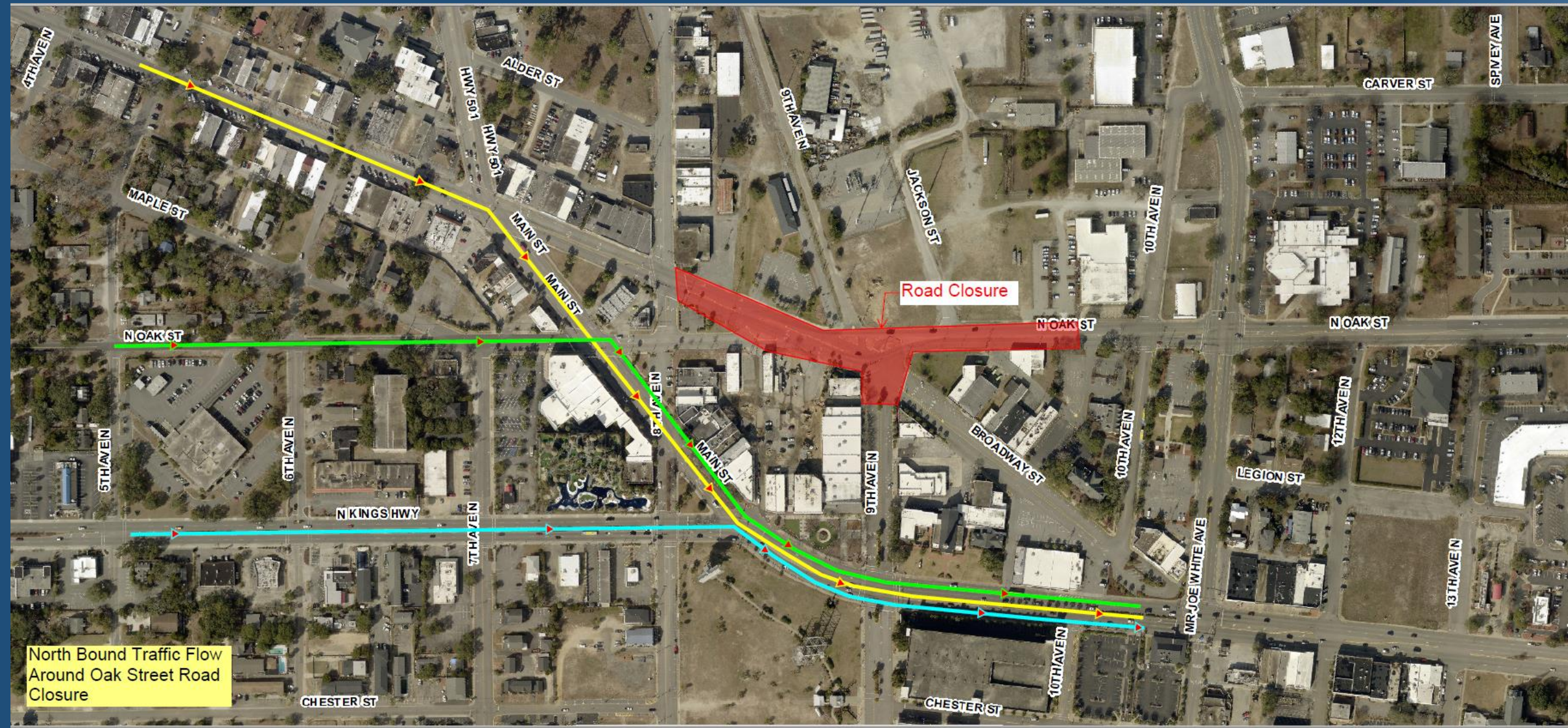
11TH AVE N

N OAK ST

CARVER ST

13TH AVE N

SPIVEY AVE



Road Closure

North Bound Traffic Flow  
Around Oak Street Road  
Closure

4TH AVE N

MAPLE ST

N OAK ST

5TH AVE N

6TH AVE N

N KINGS HWY

7TH AVE N

CHESTER ST

HWY 501

ALDER ST

MAIN ST

8TH AVE N

MAIN ST

9TH AVE N

9TH AVE N

CHESTER ST

JACKSON ST

BROADWAY ST

N OAK ST

10TH AVE N

10TH AVE N

10TH AVE N

MR JOE WHITE AVE

LEGION ST

N OAK ST

12TH AVE N

13TH AVE N

CARVER ST

SPREY AVE



An aerial architectural rendering of a modern urban development. The scene features a central green park area with trees, walkways, and people. Surrounding the park are various buildings, including a large multi-story building with a glass facade on the right and several smaller, colorful buildings on the left. A road with cars and a parking lot with several cars are visible in the foreground. A green rounded rectangle is overlaid on the top center of the image, containing the word "Questions?".

Questions?