RESOLUTION R2020-037

CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

RESOLUTION AMENDING RESOLUTION R2019-020 TO AMEND THE ADOPTION OF THE DOWNTOWN MASTER PLAN AND ADOPTING PHASE 1 OF THE DOWNTOWN MASTER PLAN IMPLEMENTATION PLAN TO ALSO ADOPT THE ADVANCED PLAN OF THE DOWNTOWN MASTER 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

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

WHEREAS, since the adoption of the Downtown Master Plan on March 12, 2019 next steps involved the implementation which allowed the City to take the original Downtown Master Plan and design it to become an actionable plan; and

WHEREAS, LS3P was hired through a Request for Proposal to be the lead architect for the City Projects and has developed an Advanced Plan that gives an amended, more specific blueprint to guide the City in design and development of an expanded study area that depicts proposed neighborhoods/districts that can be prioritized and phased as the implementation progresses; and

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

1. The "Downtown Master Plan" is hereby adopted to serve as the general blueprint for redevelopment of the City's traditional downtown areas (see Attachment A).
2. The Advanced Plan of "Downtown Master Plan" is now hereby adopted to serve as the general blueprint for redevelopment of the City's traditional downtown areas (see Attachment 1A).
3. The updated boundaries of that area, and the districts therein, are shown in ~~Attachment B~~ Attachment B1 and B2 of this document.
4. The "Preliminary Downtown Plan Implementation Action Plan - Phase 1" of the report is hereby adopted as Attachment C.

SIGNED, SEALED and DATED, this 3rd day of September, 2020.

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BRENDA BETHUNE, MAYOR

ATTEST:

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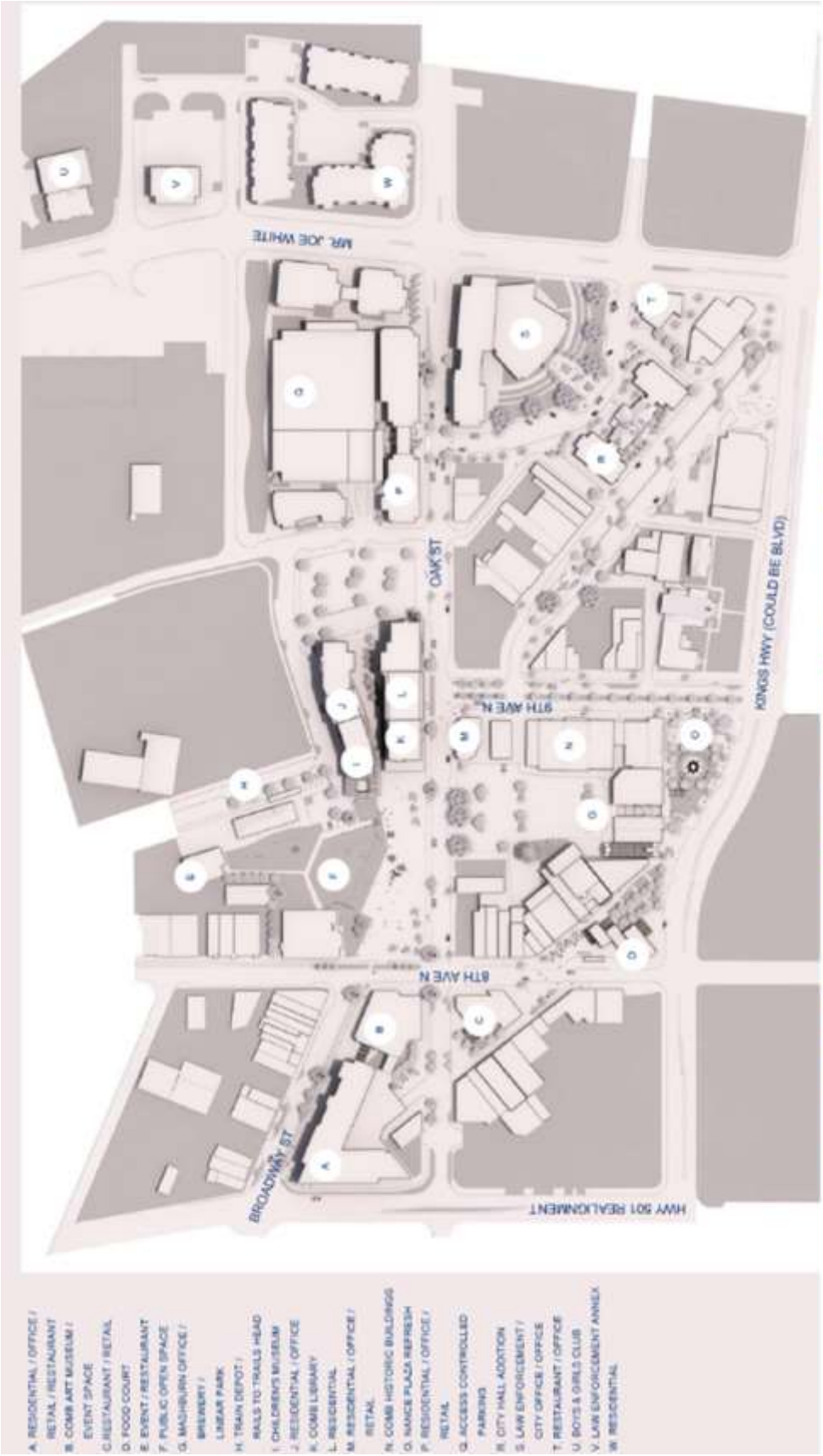
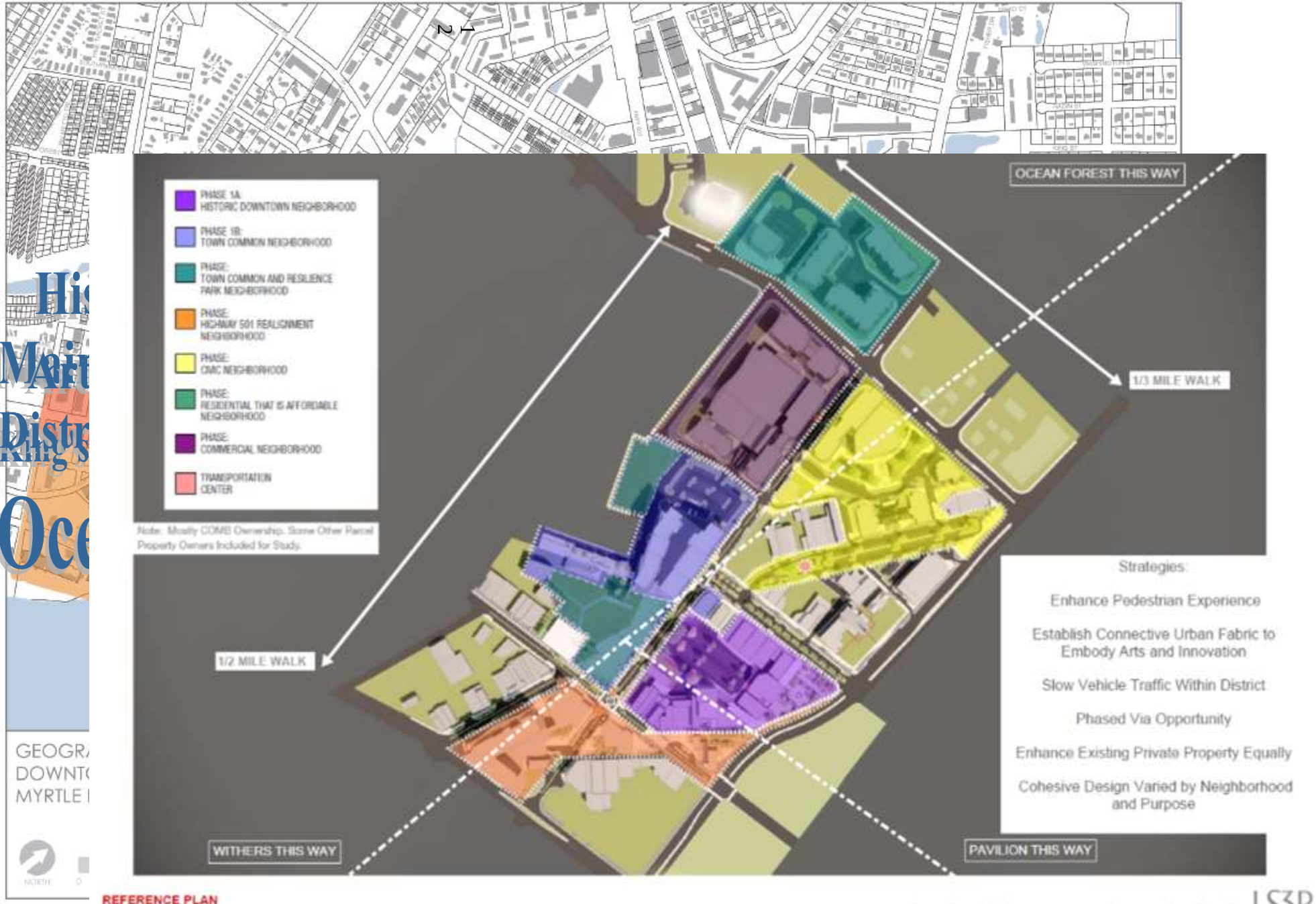
JENNIFER ADKINS, CITY CLERK

Attachment B1





REFERENCE PLAN

CITY OF MYRTLE BEACH_FINAL ADVANCED PLAN

Overview of Phases - Arts and Innovation District

LS3P

~~Attachment C~~

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.

- 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.