



# Preliminary Recommendations

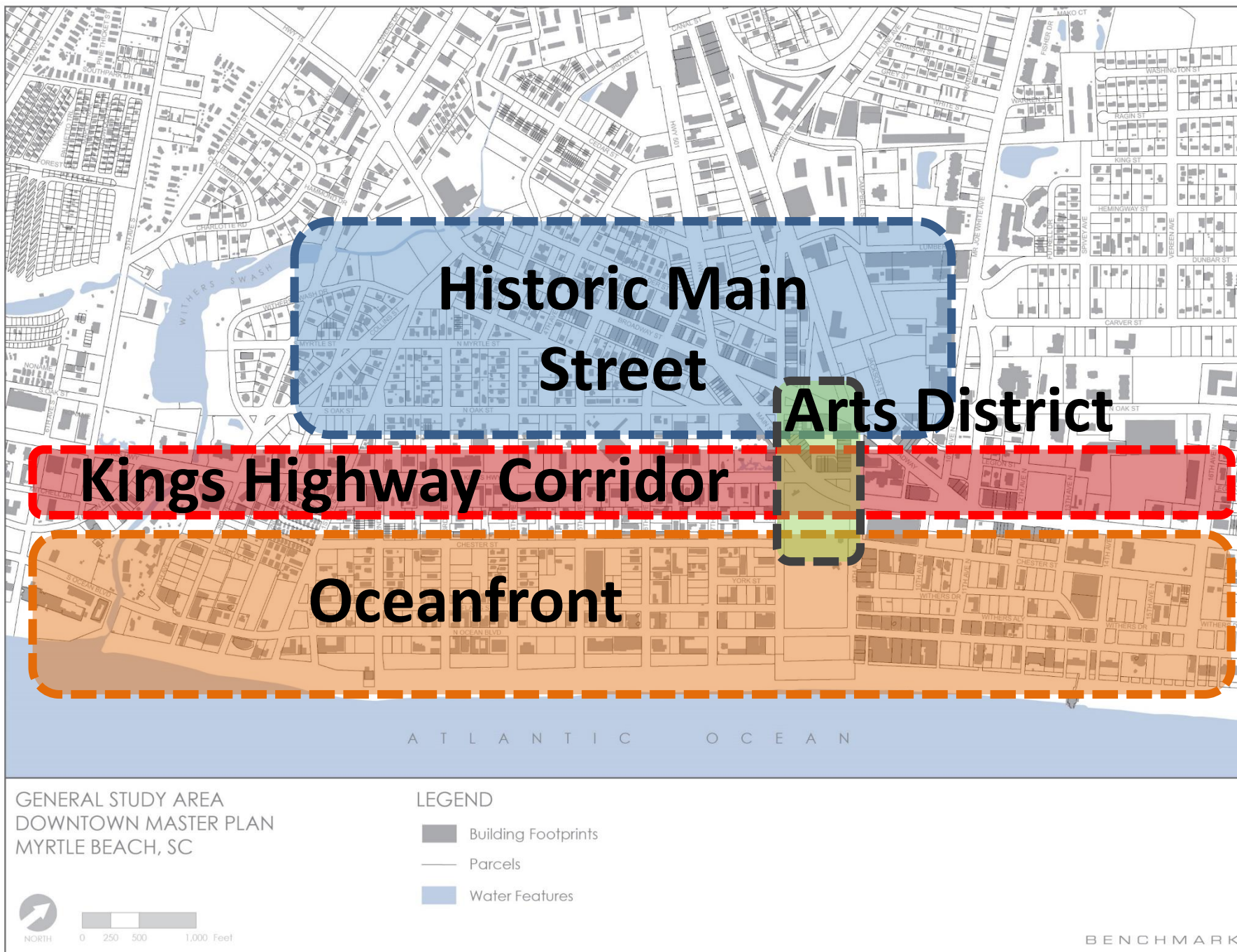
DOWNTOWN MASTER PLAN  
MYRTLE BEACH, SC

CITY COUNCIL WORK SESSION  
FEBRUARY 7, 2019

BENCHMARK

## SCHEDULE UPDATE

- Nov 13 – Council Work Session – Vision, Identity & Initial Goals
- Dec 11 – Council Work Session – Goals & Strategies Refinement
- Jan 16 – Public Drop-In (12 – 4:30) Public Workshop (6pm)
- Feb 7 – Council Work Session – Preliminary Recommendations
- Feb 26 – Council Work Session - Present Master Plan
- Mar 15 – All final deliverables completed



## Vision Based on Identity

- Oceanfront
- Historic Main Street
- King's Highway
- Arts District is the bridge that connects downtown
- Vision developed for each area

# Oceanfront

The Oceanfront is a vibrant, safe and accessible year-round destination for locals, metro residents and visitors. New family attractions, parks, an improving food scene and new/restored motels are drawing visitors in record numbers. The extended Boardwalk links up Withers Swash, the Oceanfront and 14th Street to residential areas and close in neighborhoods east and west of King's Highway. The energy of the Oceanfront now spreads in three rows.



# King's Highway

King's Highway corridor has been tamed, softened and shaded. New streetscapes and intersections calm traffic and improve safety. Improved landscaping requirements have greened the street. Changing public art at key intersections creates a cool vibe and provides visual landmarks for visitors. This corridor now has Myrtle Beach identity.



# Historic Main Street

Broadway and Main Street, the historic heart of downtown, is flourishing. Empty nesters, young couples and families are living, working and playing along the street. Most neighbors in the revitalized residential areas surrounding downtown just walk or bike to Broadway on new greenways, trails and sidewalks. Small independent services, professional offices and retailers are taking hold. Locals have reclaimed “Main Street”.



# Arts District

The Arts District is the perfect weave of arts, culture, craft and creativity. It draws locals and visitors year round with live performances, craft beers/spirits, a small food hall and market in unique and historic structures. Across King's Highway, the old pavilion is a lively new mixed use destination that delivers thousands of daily visitors.



# **12 Themes and 71 Strategies**

**(December 11, 2018 - Council Work Session & January 16, 2019 Public Input Meeting)**

- **Identity / Market**
- **Public Safety**
- **Attractions / Anchors**
- **Transportation**
- **Mobility**
- **Living Downtown**
- **Working Downtown**
- **Downtown Management**
- **Downtown Organization**
- **Regulatory Environment**
- **Off Season Challenges**
- **Development Opportunities**

# Public Input Meeting



# Public Input Meeting

- Over 400 in attendance
  - 12:00 to 4:30 Day Session
  - 6:00 to 8:00 Evening Session
- Comments received on all of the plan concepts, development opportunities vision, themes and strategies
- Small group work sessions in the evening



# Public Input Meeting

- Great discussions throughout the day with a variety of people.
- Comments on the overall concepts was positive.
- Lots of discussion and feedback on the details of implementation strategies.
- Arts District and City Square were well received
- Strong support for complete streets (streetscape, bike/pedestrian facilities)
- Positive discussion around greenway connections and pocket parks
- Public safety and perception – key points that were discussed
- Concerns about public investment (tax dollars) vs. private investment
- Over 120 comments received. All comments will be included in document.
  - Most comments added detail to the themes and strategies.
  - Many suggestions for specific improvements.



# Top Five in Five Preliminary Recommendations

## **Draft - Top Five in Five**

- 1. Position the City Square, Broadway St. and Arts District as the heart of downtown.**
- 2. Create district and street specific Urban Design Guidelines for public and private development in downtown, including King's Highway and the oceanfront.**
- 3. Actively search out and remove any regulatory/policy barriers to desirable businesses, activities and uses. Enable a vibrant oceanfront, downtown and King's Highway.**
- 4. Improve the public perception of downtown/oceanfront through targeted improvements in public safety, building conditions, community appearance and pedestrian, bicycle & traffic safety.**
- 5. Create a development strategy and financial model to maximize the return on investment for all city owned assets. Leverage public projects to attract people, private investment and value in downtown.**

# **#1 – City Square, Broadway Street and the Arts District**

**Develop a capital improvement program, development strategy and overall plan of action for the City Square, Broadway Street and the Arts District to guide and ignite the development of a vibrant residential and cultural arts experience in Myrtle Beach.**

- **Concentrate civic and cultural activities to attract residents and visitors. Great destinations build the foot/visitor traffic to attract food, retail and service providers.**
- **New Rail to Trail link connects all the way across town to the Intracoastal Waterway. Creates a safe bike/ped route right into the heart of the Square.**
- **Realign the downtown grid to ease traffic flows, improve the ped experience and remove confusion. Close coordination on U.S. 501 alignment is critical.**
- **Develop a shared parking regulatory structure to limit parking investments.**
- **Prepare a detailed transportation and infrastructure evaluation for capital planning.**
- **Prepare a public and private investment strategy to provide the maximum return on investment.**
- **Explore the creation of a Business Improvement District.**

# Why concentrate amenities? - Future Visitor Number Estimates

**116,000.....Library**

**35,000.....Theater (est.)**

**25,000.....Art Museum**

**20,000.....City Hall (est.)**

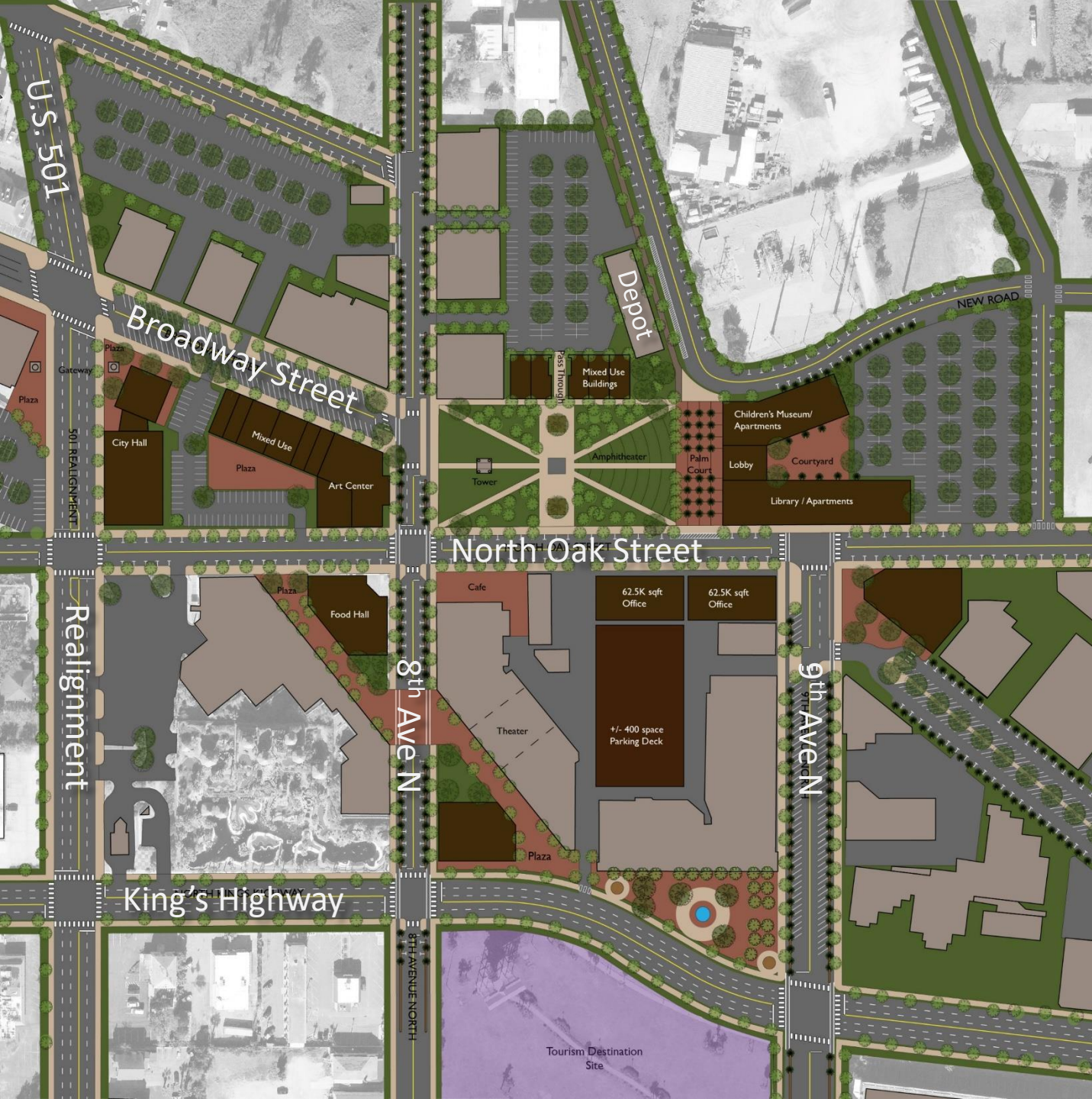
**17,000.....Farmers' Market**

**120,000..... Children's Museum**

**40,000.....Mt. Atlanticus (putt/putt)**

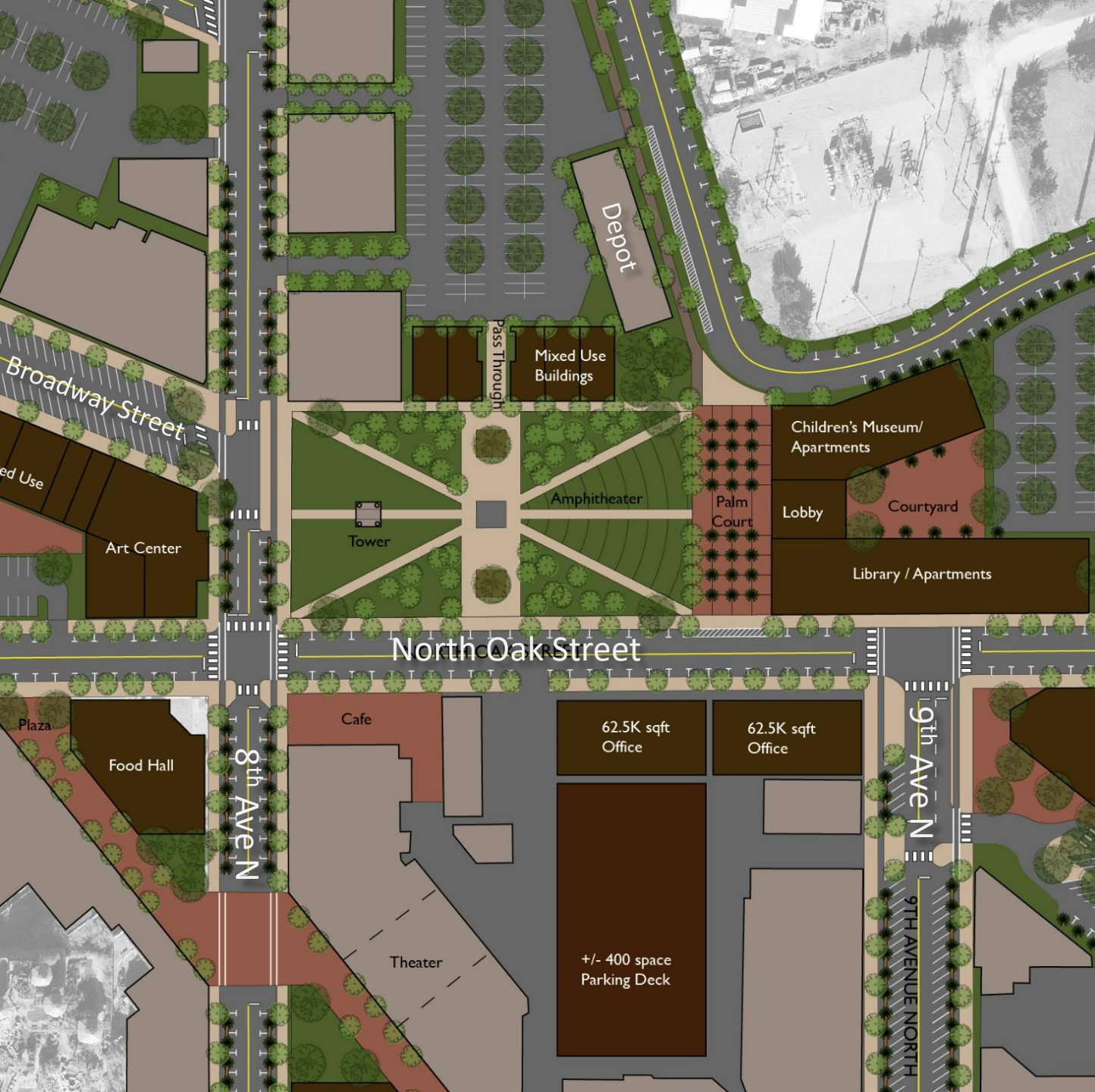
**373,000.....Annual Visitors**

Big unknown is what the redeveloped pavilion site may generate?



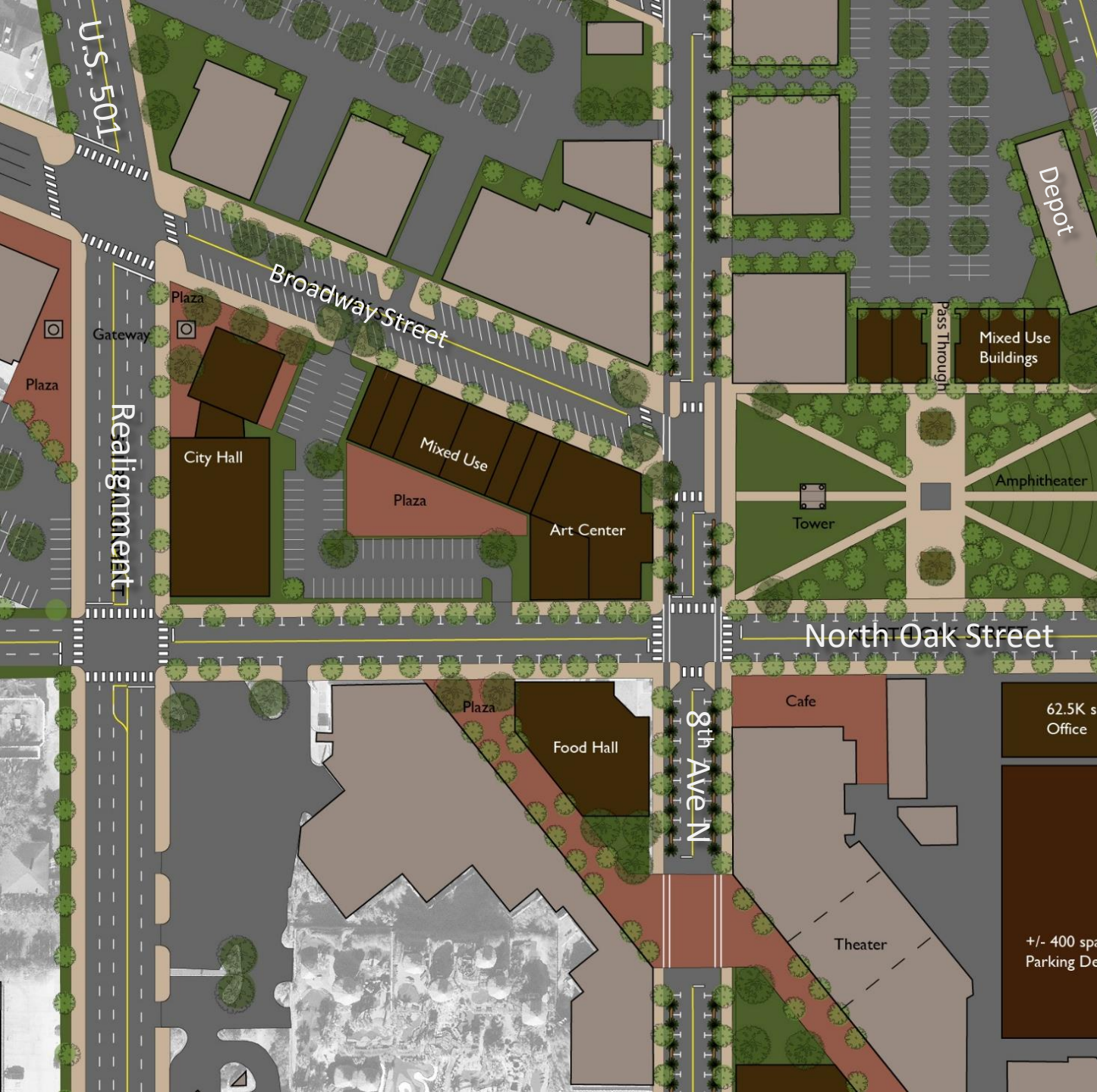
## City Square & Arts District

- Broadway terminates at the new square
- N. Oak Street goes thru
- Close 9<sup>th</sup> in front of Library
- City Hall forms gateway on U.S. 501
- Art Museum on Square with office and apartments above
- Library/Children's Museum with apts. and office above on Square
- Depot infill opportunity – retail, office and apartments
- Pavilion infill opportunity on old Main Street – 2 stories of office above retail
- New private office and deck in superblock
- Old Main St., 9<sup>th</sup> and 8<sup>th</sup> all made pedestrian/bike friendly
- Rail trail links to points west and intracoastal



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Existing view of the proposed City Square and the Arts District looking west



Overall redesign of the former superblock area into the City Square and the Arts District

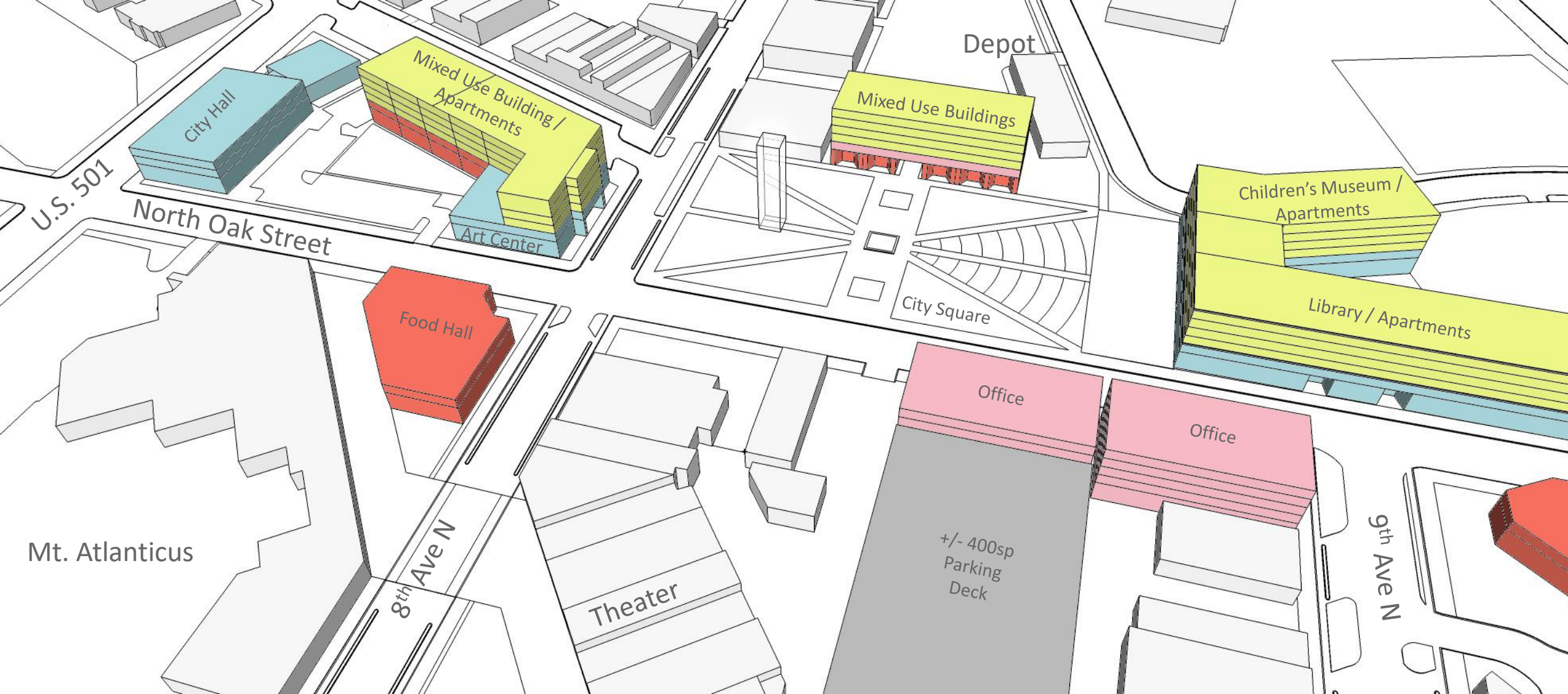


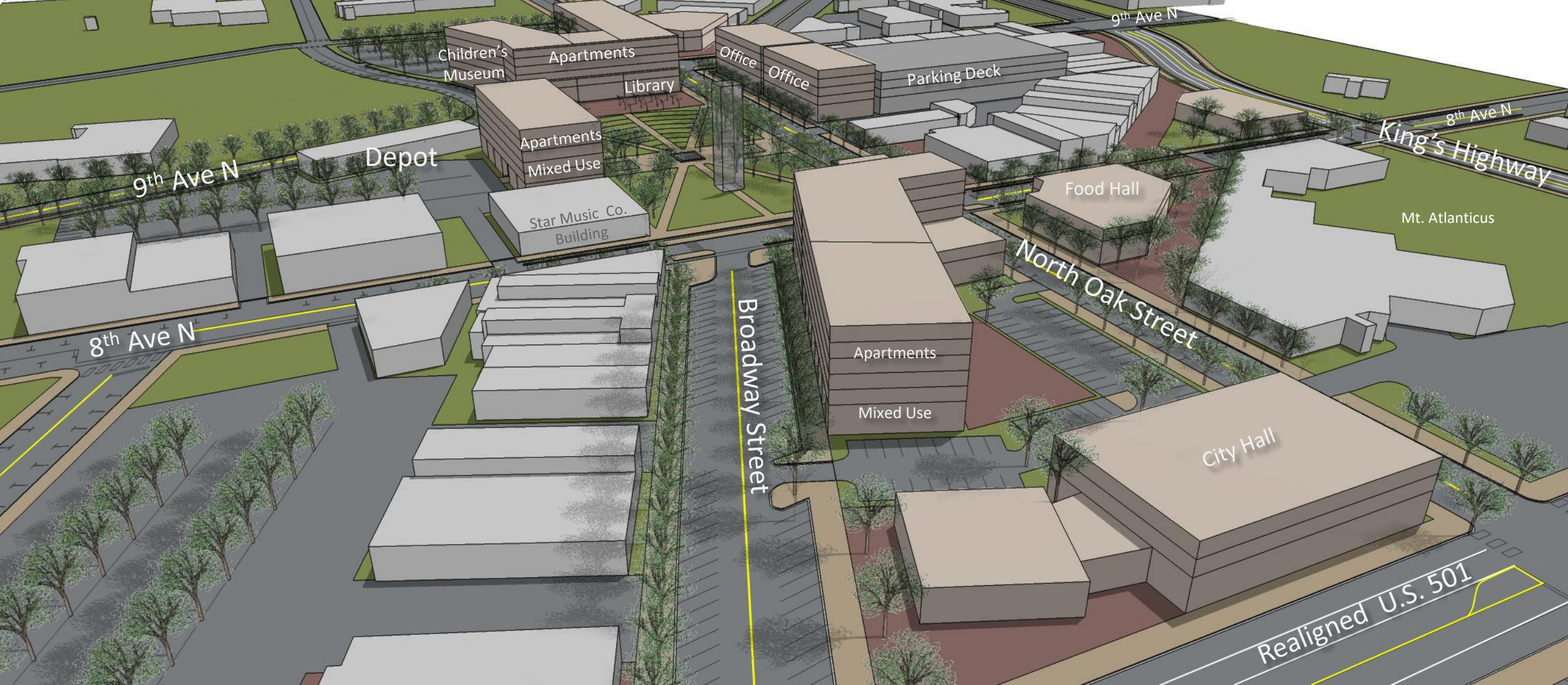
Diagram of uses forming the City Square and the Arts District



Looking toward Broadway from corner of 9<sup>th</sup> Ave North and entrance to Library



Broadway Street looking north – current conditions



Broadway Street looking north – City Square Development Concept



8<sup>th</sup> Ave North looking west – current conditions



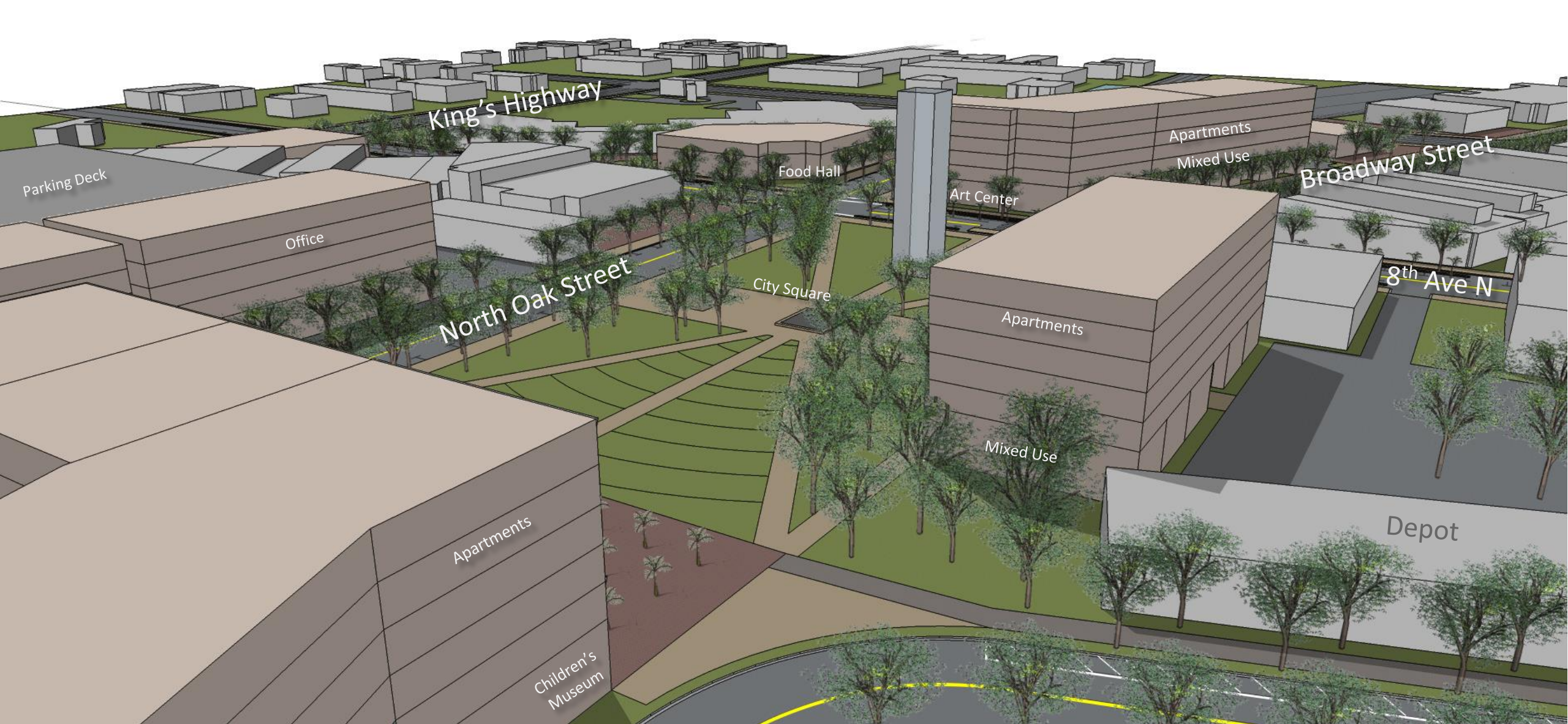
8<sup>th</sup> Ave North looking west – City Square Development Concept



8<sup>th</sup> Ave North into the City Square from Food Hall



Depot looking southeast – current conditions



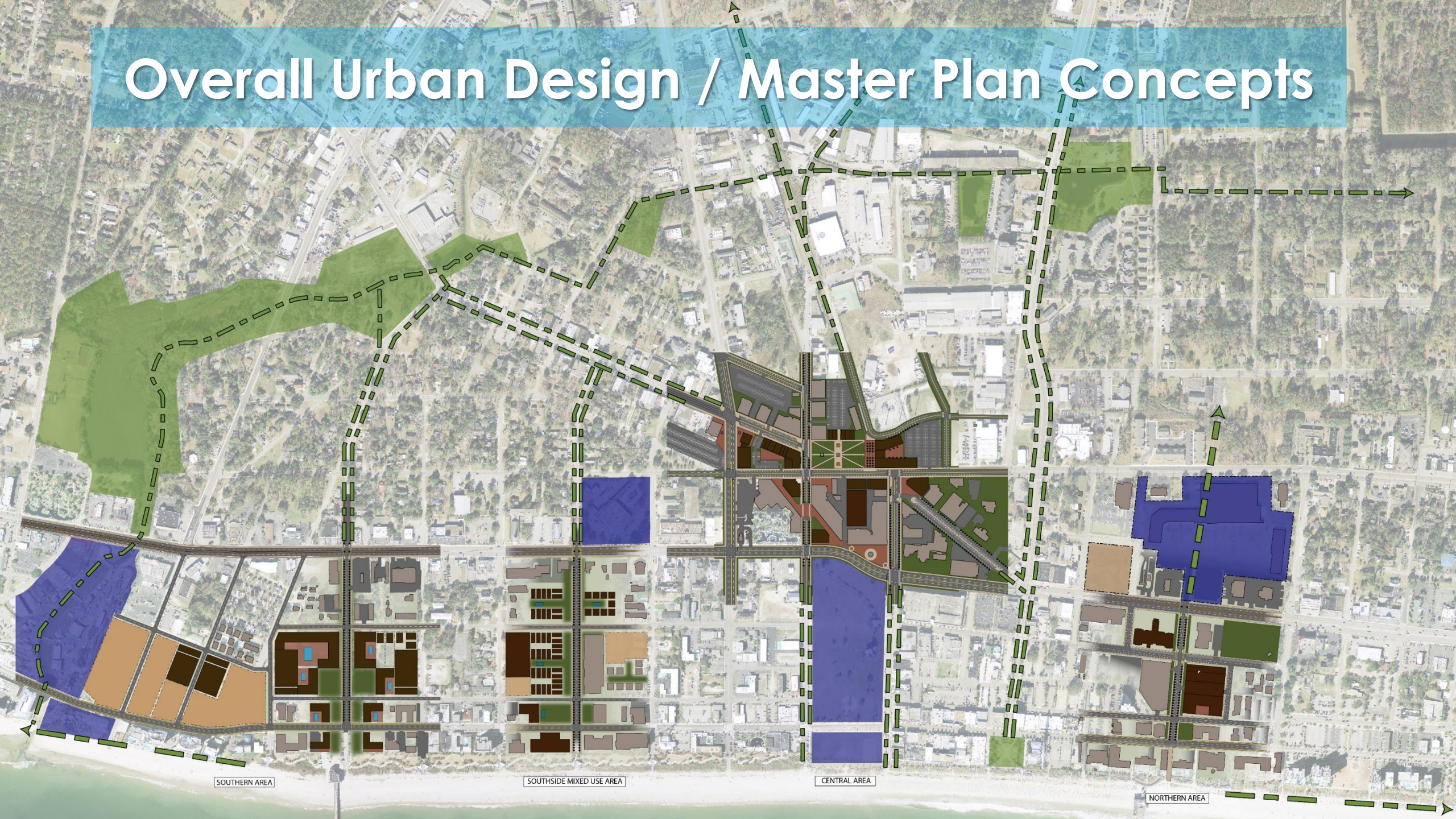
Depot looking southeast – City Square Development Concept

## #2 – Urban Design Manual

Create an urban design manual that establishes standards for public and private development in downtown by district. Establish your community's vision and regulatory framework for future development.

- Urban Design Standards guide for the implementation of complete streets in downtown – especially along 2<sup>nd</sup>, 5<sup>th</sup>, 8<sup>th</sup>, 9<sup>th</sup> and 14<sup>th</sup> Avenues North.
- Detailed landscape standards to guide the greening of the Oceanfront and King's Highway.
- Identify potential National Historic Districts to leverage tax credits and preserve the built history of Myrtle Beach.
- Encourage ground level active uses to support lively sidewalk activity and great pedestrian experiences.
- Development concepts and options that illustrate ways to pull energy from the Ocean front inland.

# Overall Urban Design / Master Plan Concepts



SOUTHERN AREA

SOUTHSIDE MIXED USE AREA

CENTRAL AREA

NORTHERN AREA

# Corridor Plans Overview –2<sup>nd</sup>, 5<sup>th</sup>, 8<sup>th</sup>, 9<sup>th</sup> and 14<sup>th</sup> Avenues North

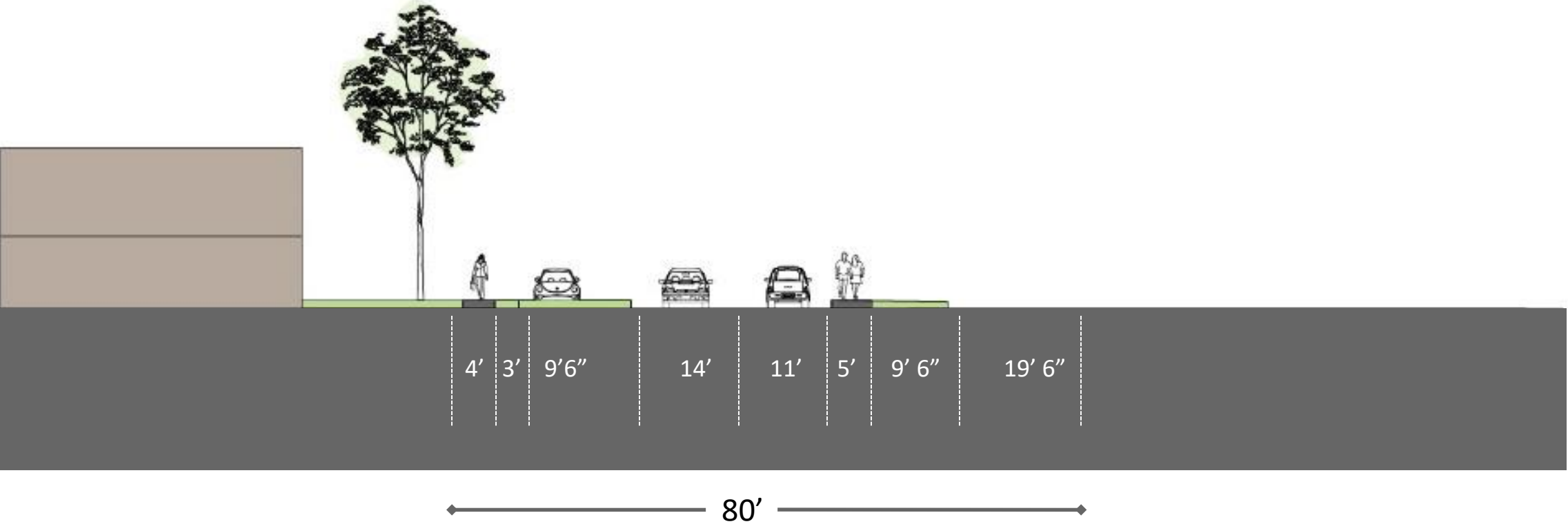
- Implement a Complete Streets Policy – on these streets peds and bikes have priority.
- Each street comes with a new public space/square along Ocean Blvd.
  - Adds value to neighboring sites. Focuses higher density development around them.
  - Provides relief from surface parking and narrow sidewalks along Ocean Blvd.
  - Can be acquired over time as sites become available.
  - Provides opportunity for each corridor to define an identity - arts, events, fountains, and landscaping.
- Use Setback Policy to create wider green spaces along the streets. A 20' setback on both side creates a 120' wide public space along each street.
- The concepts illustrate various ways to pull energy from the Oceanfront inland. Uses strategically located parking structures to open existing surface parking for redevelopment.
- Any one of these development models could be exchanged with another corridor. They are NOT meant to illustrate actual development schemes.
- Each corridor connects a potential future Destination Development Site to the Oceanfront and Downtown.



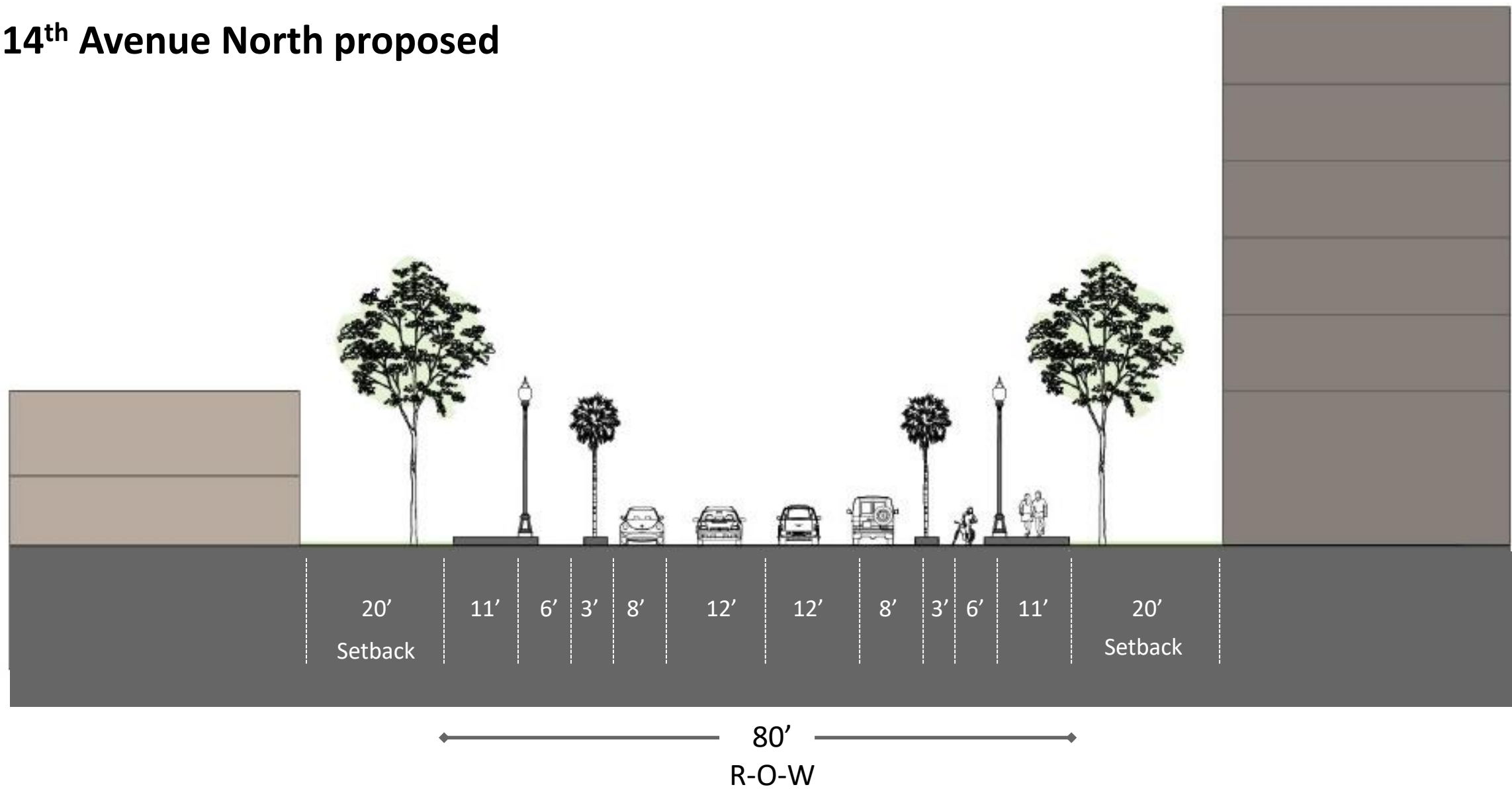
## 14<sup>th</sup> Avenue North

- Old shopping center is potential major tourism destination
- Church becomes Wedding Venue/Boutique Hotel/Technology Center. Chapin Library reused and repurposed. Chapin Park is unchanged
- Redevelopment concept leverages low rise Ocean frontage. Uses parking decks with development stacked on top to maintain views for the 2<sup>nd</sup> and 3<sup>rd</sup> rows.
- New Park along Ocean Blvd.
- Boardwalk extends along new Hilton Site

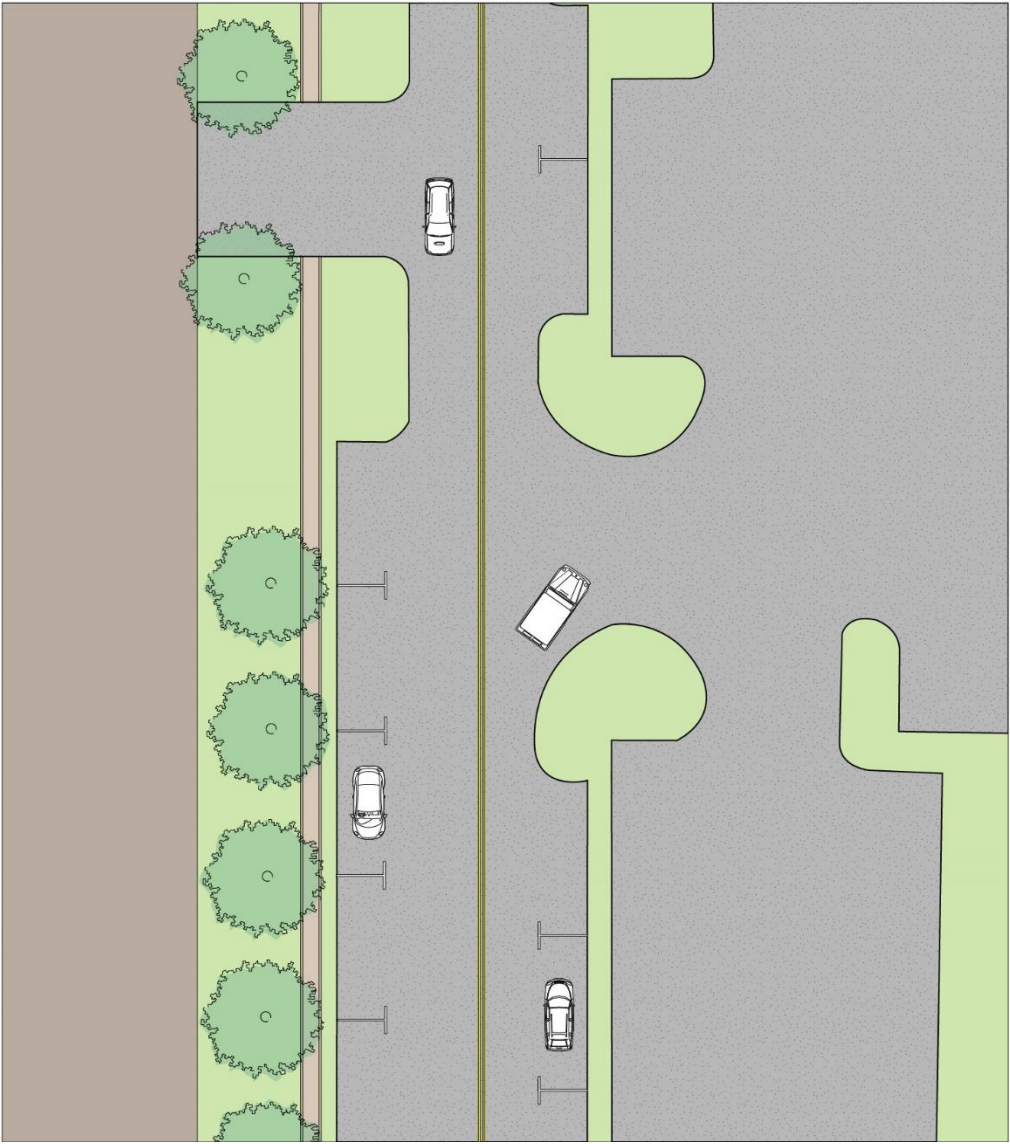
14<sup>th</sup> Avenue North....existing



# 14<sup>th</sup> Avenue North proposed

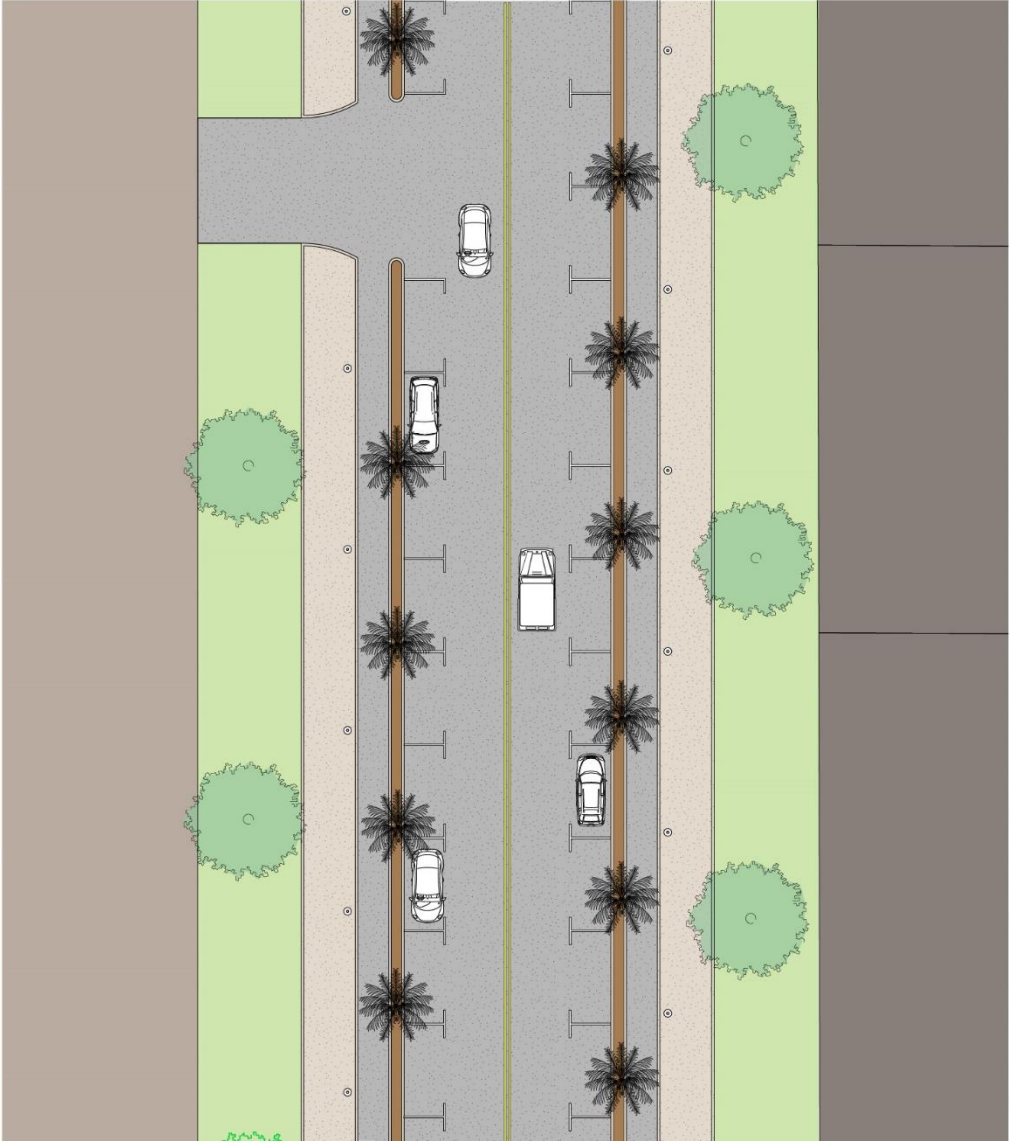


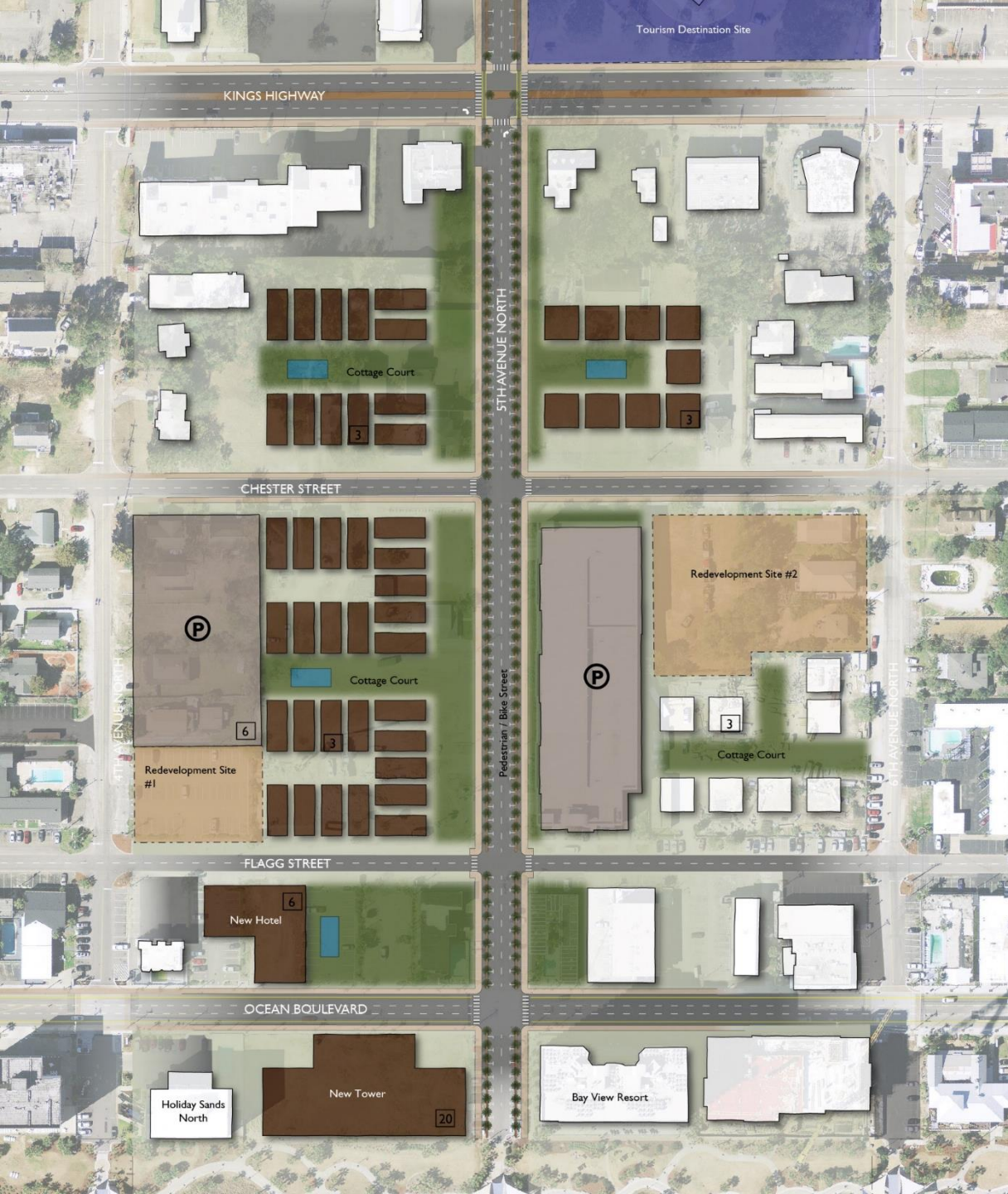
existing



14<sup>th</sup> Ave N

proposed

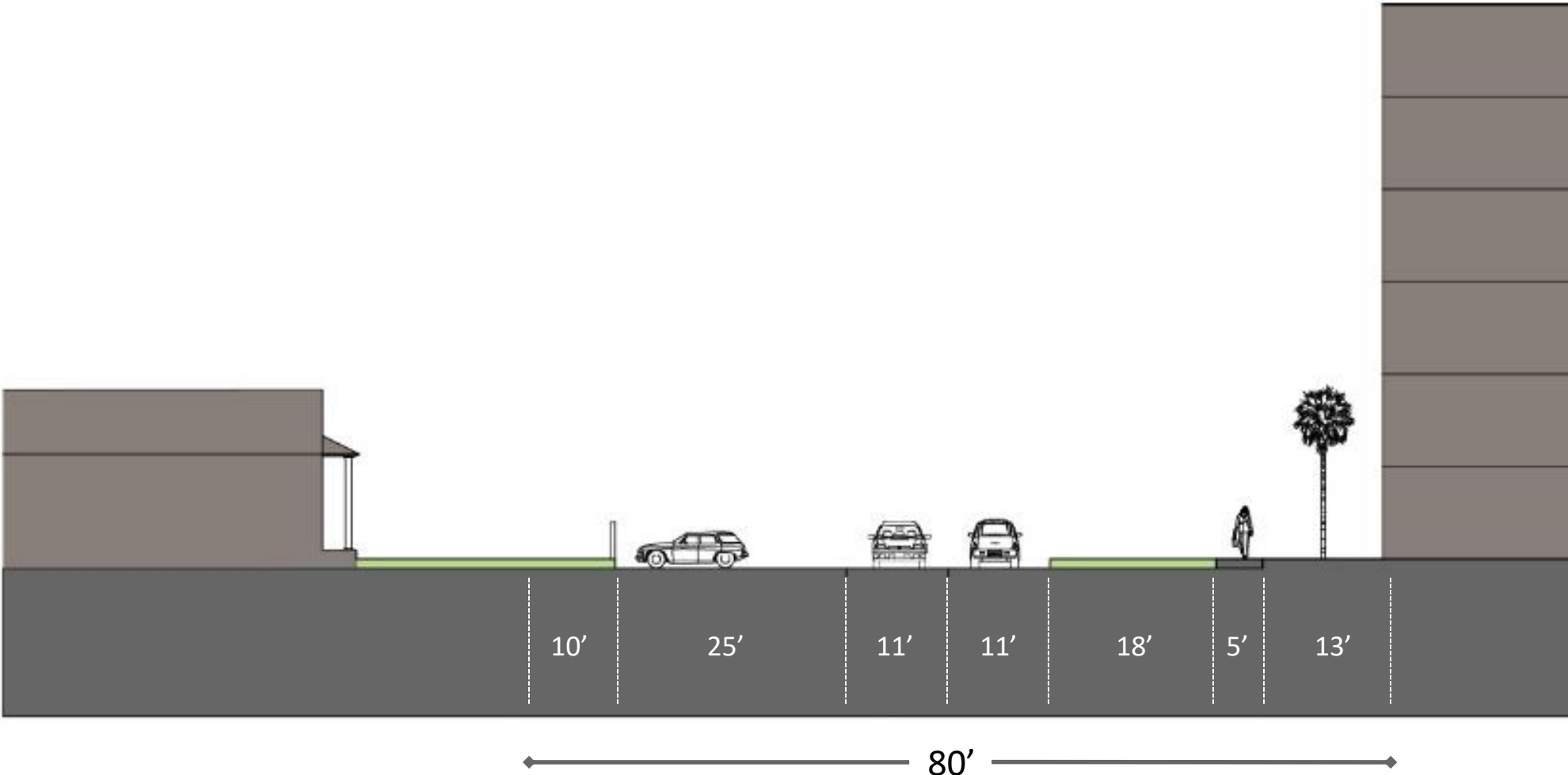




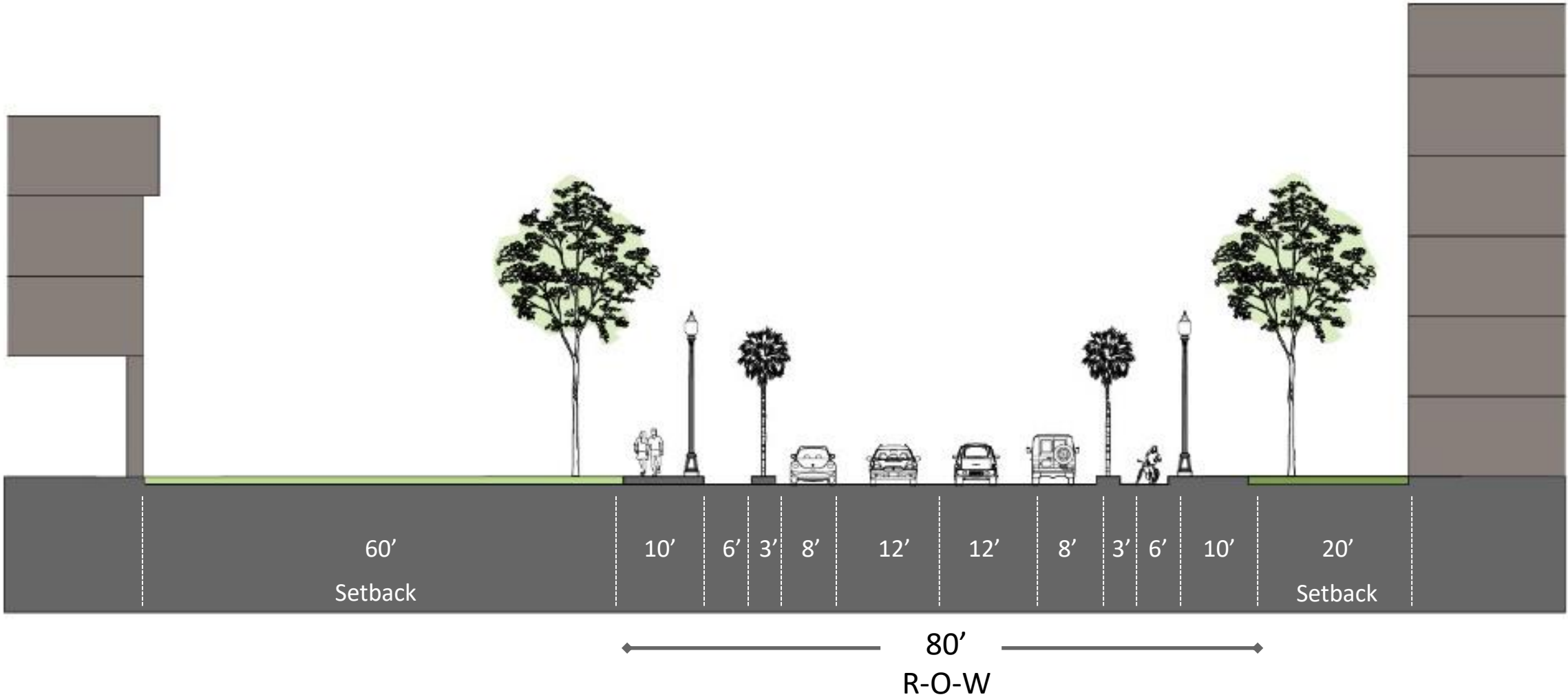
## 5th Avenue North

- Resort Development Model – tower on Ocean front, 6 story hotel in row 2 and cottage rentals in rows 3 and 4. All served by one large parking deck
- A 40' setback along the southern side of 5<sup>th</sup> creates a linear park feel
- Cottage courts open onto the linear park
- Linear park terminates in new public space on Ocean Blvd.
- Long term potential to reuse the Post Office block as a community Amphitheater or other tourism destination

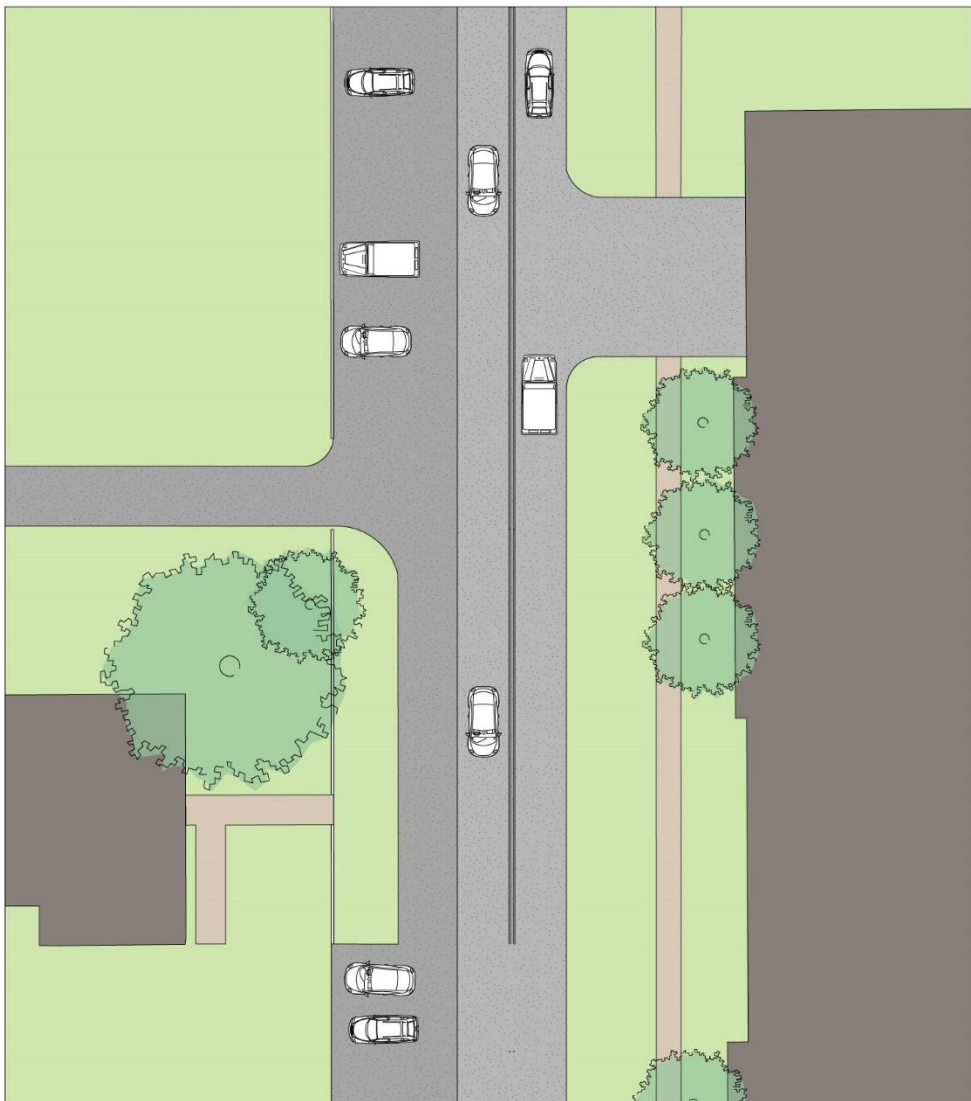
5<sup>th</sup> Avenue North....existing



5<sup>th</sup> Avenue North....proposed

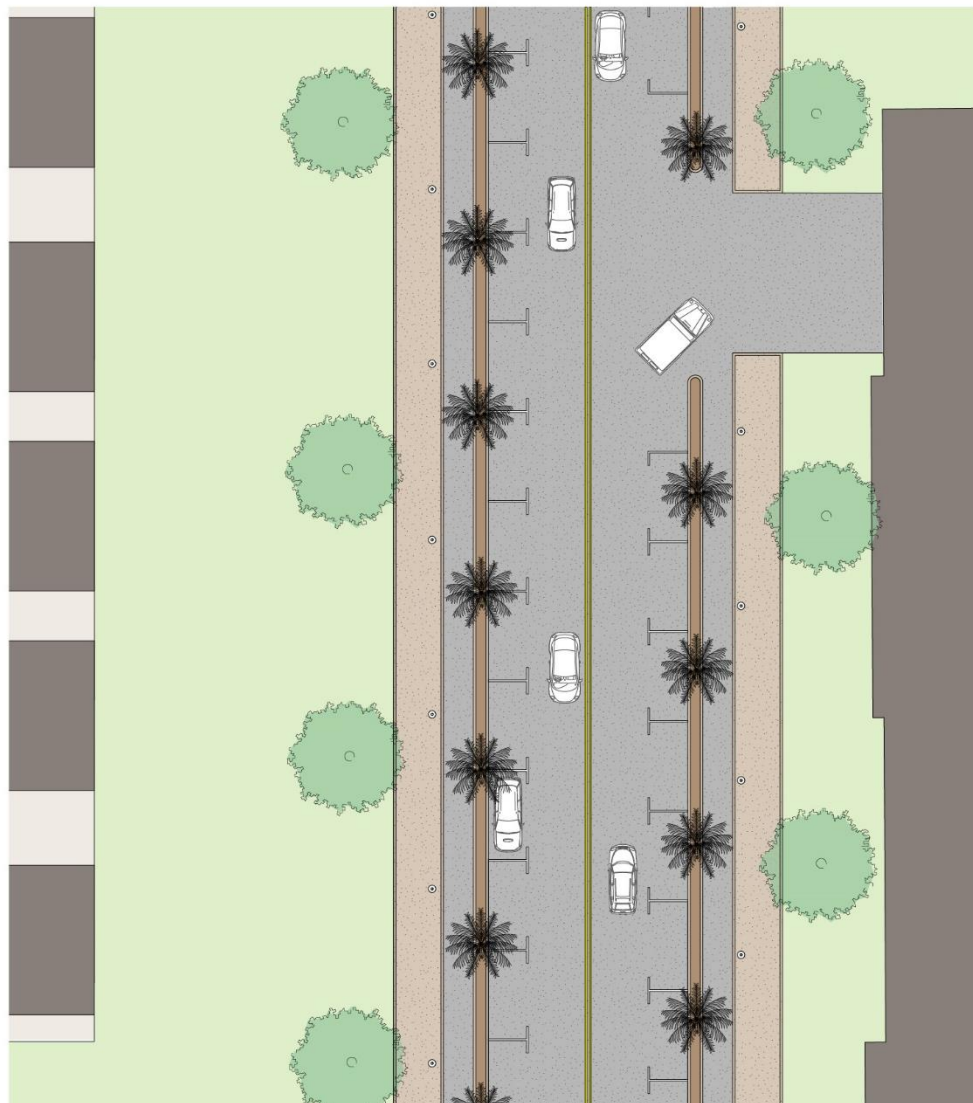


existing



## 5<sup>th</sup> Ave N

proposed

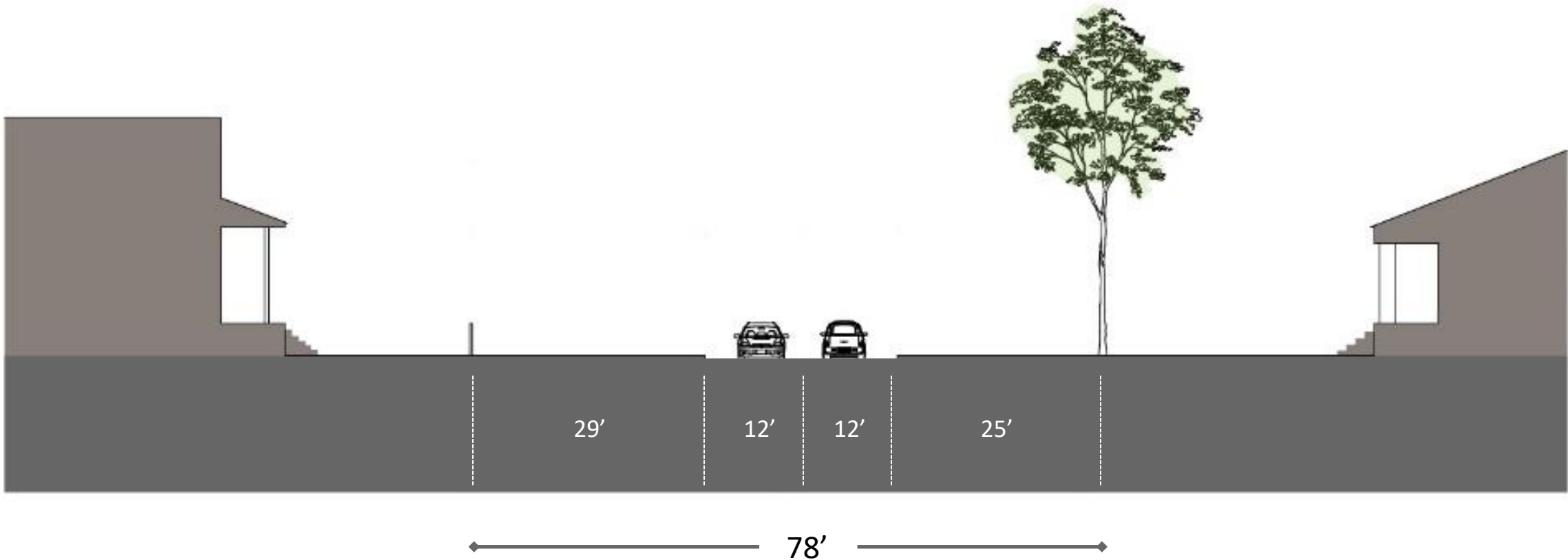




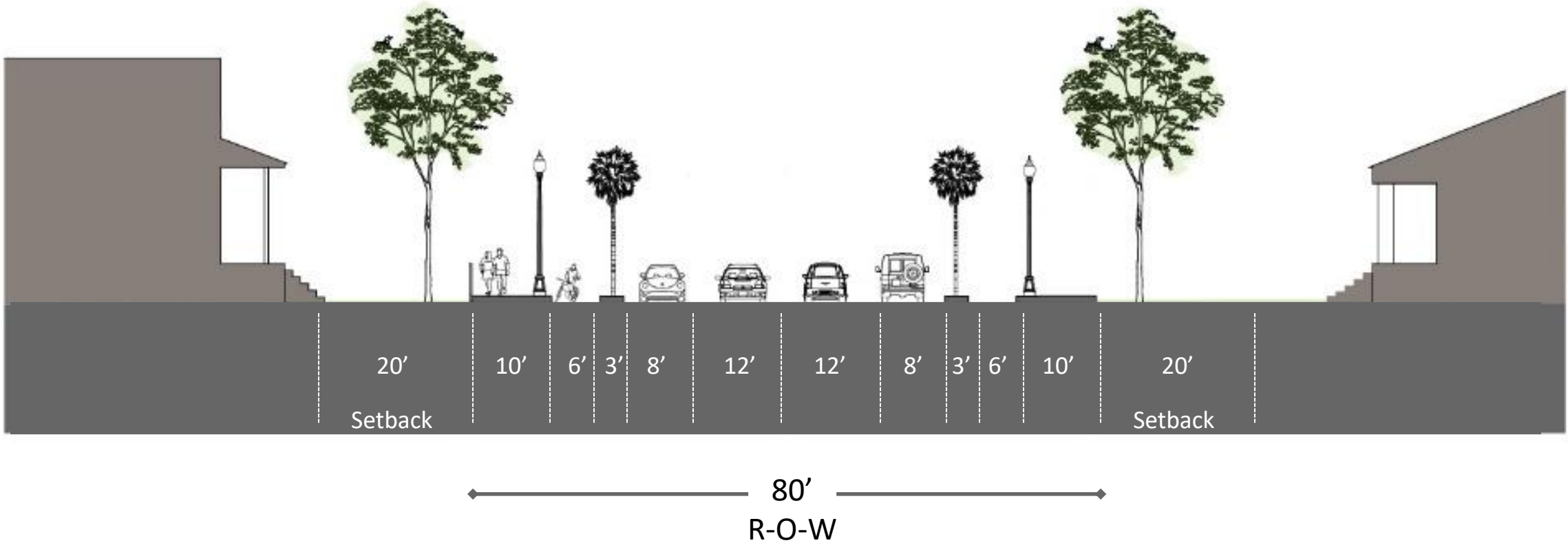
## 2<sup>nd</sup> Avenue North

- Two new towers on the vacant Ocean front sites, mid-rise hotels in the second row and residential in the 3<sup>rd</sup> row. This is a higher density/urban model.
- New parking decks needed to support higher density
- Workforce housing can “line” future parking deck frontages. Screens the deck and fills a housing need.
- A series of public spaces step up the hill and give projects further back – ocean views. This the most expansive park model.

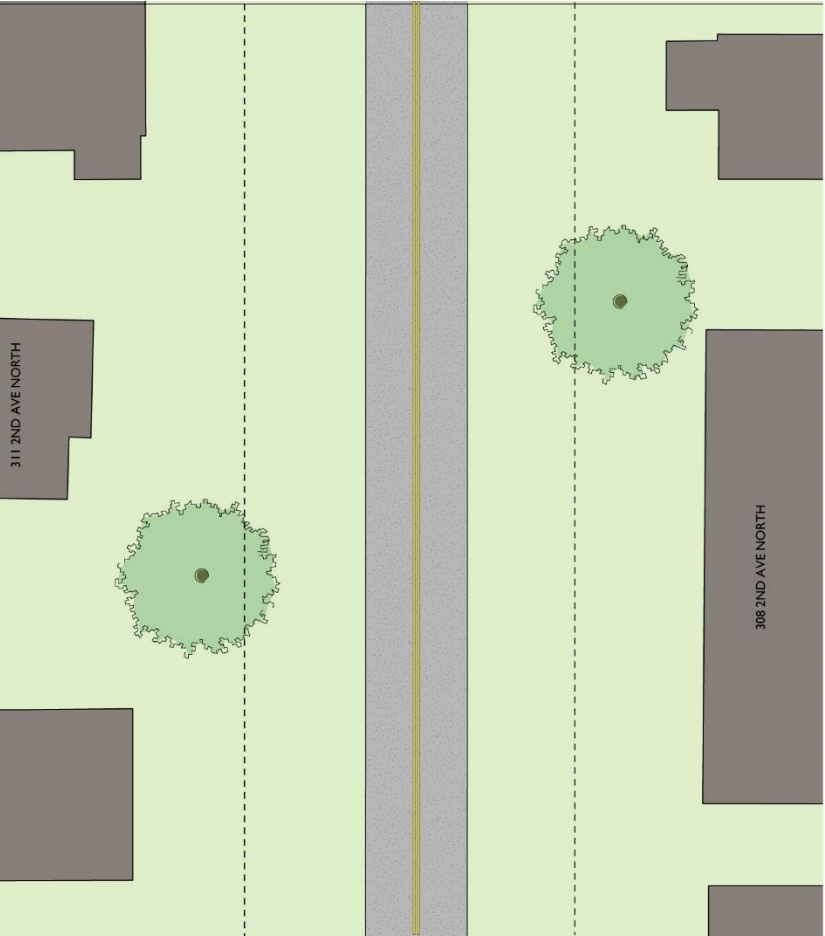
2nd Avenue North....existing



# 2<sup>nd</sup> Avenue North....proposed

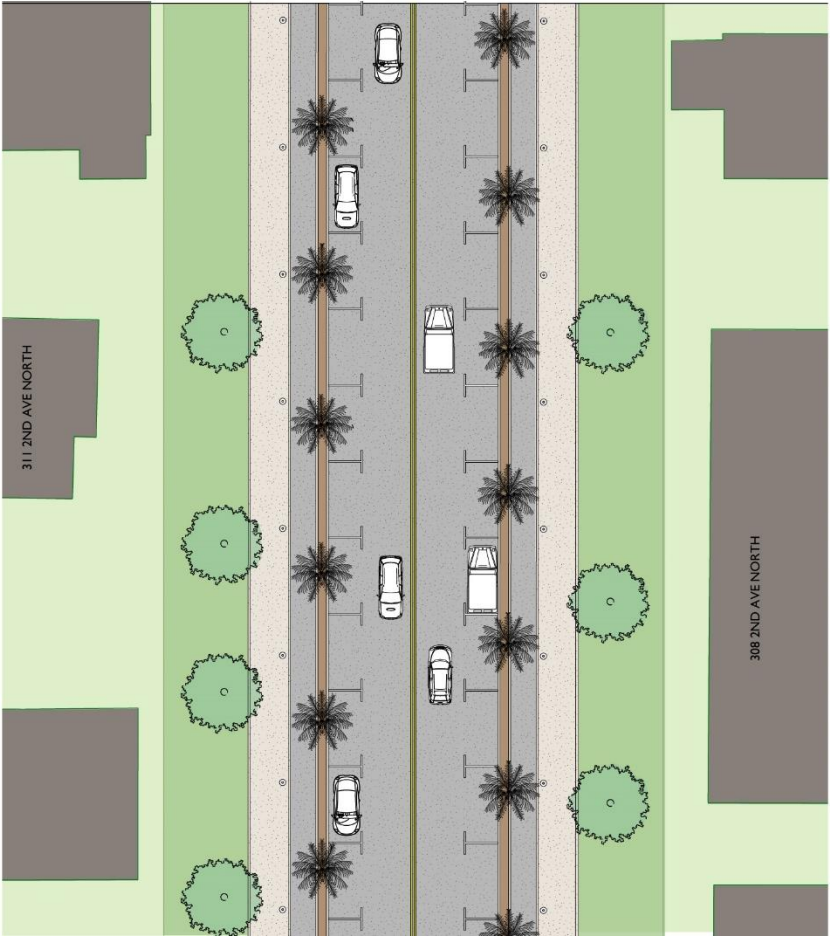


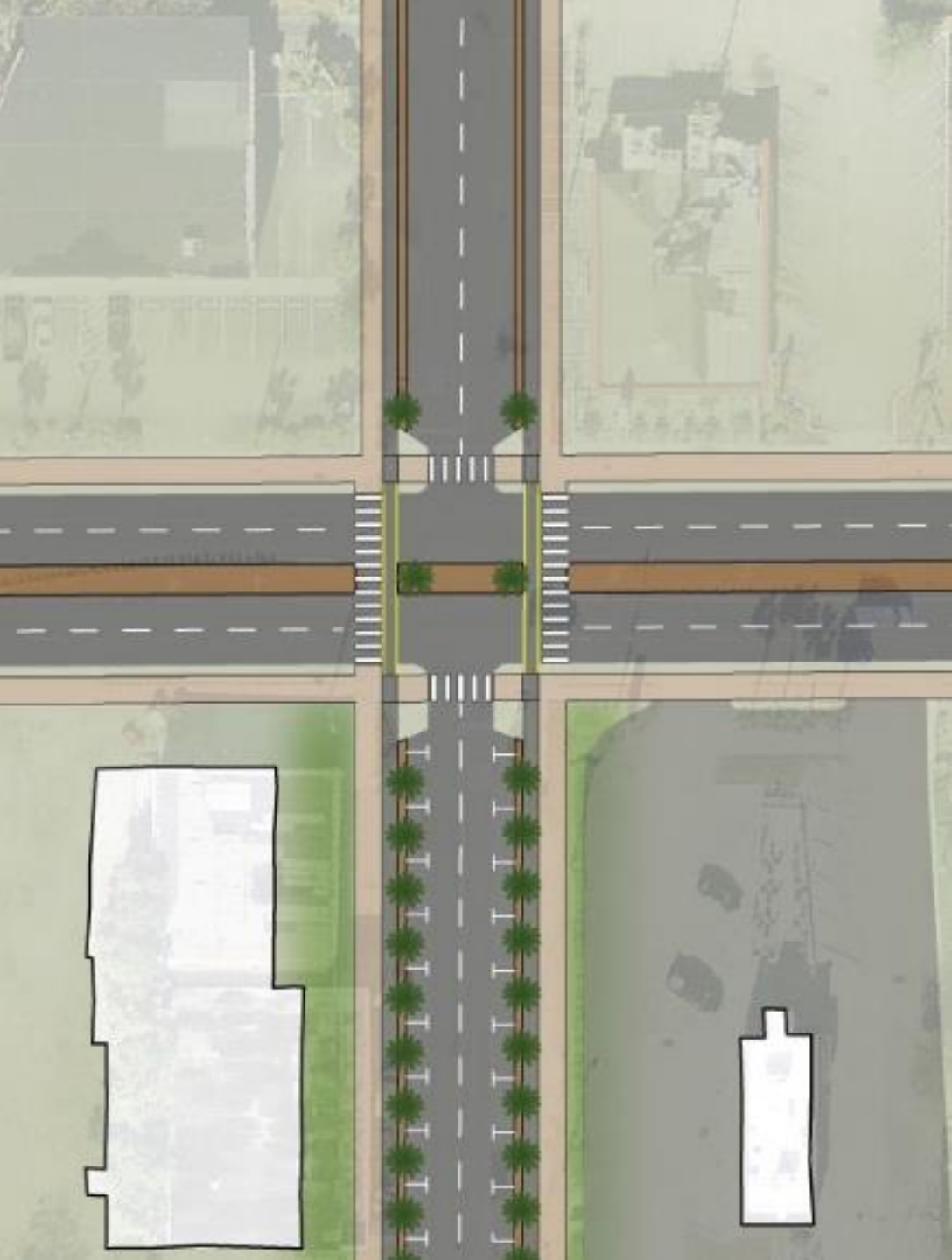
existing



2<sup>nd</sup> Ave N

proposed





## Pedestrian Crossings on Kings Highway

- Protected pedestrian crossings at intersections where new bicycle and pedestrian facilities are planned. Right in – Right out on cross streets – 2<sup>nd</sup>, 5<sup>th</sup> and 14<sup>th</sup> Avenues North.
- As new destinations are developed west of Kings Highway – begin implementing the new crosswalk – with median – to alleviate safety and traffic concerns.

# **#3 – Regulatory Improvements**

**Conduct a regulatory improvement process that removes barriers to desirable businesses, activities and uses that will help create an active and vibrant downtown. Make it easy to do what you want.**

- **Establish a committee made up of business owners, property owners, developers, preservation groups, event planners, and others to guide the discovery.**
- **Create a focused process to uncover the most impactful regulatory changes (zoning, codes, licensing, etc.) that can easily be implemented during the first year – look for those regulations that have a high private cost and low public benefit, are confusing or not easily enforceable.**
- **Make it a simple process for establishing things you want to encourage like outdoor cafes, small scale sign changes, secure event approvals, shared parking requirements.**
- **Bring forth a city-initiated improvement package in one action.**

## **#4 – Improve Perception of Downtown Myrtle Beach**

**Develop a comprehensive strategy to improve the public perception of downtown through the enhancement of public safety, building conditions, community appearance and pedestrian, bicycle & traffic safety.**

- **Develop a communications plan/strategy to address misconceptions of reality.**
- **Consider a range of tools enabled by State statute to improve the basic indoor condition of rental units and hotel rooms. Enforce a set of minimum standards by use and in targeted areas.**
- **Develop a companion strategy to incentivize the rehabilitation/redevelopment of underperforming, neglected and abandoned properties in downtown.**
- **Continue working on CPTED initiatives and explore grant incentives for targeted improvements.**
- **Identify the worst performing vehicle intersections for significant safety improvements that reduce conflicts, accidents and injuries.**
- **Implement a coordinated Wayfinding strategy for all of downtown.**

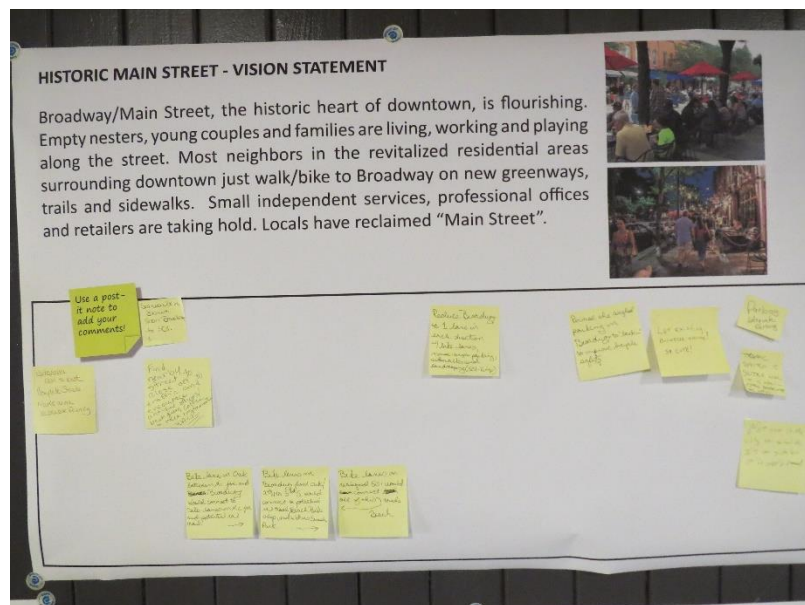
## #5 – Leverage Public Assets in Downtown

Create a development strategy and financial model that seeks to maximize the return on investment for all city owned assets in downtown. Leverage public projects to attract people, private investment and value in downtown.

- Develop a full inventory of municipal real property assets within downtown. Have appraisals conducted on surplus property.
- Time any sale of public assets in such a way to add value to other properties in the portfolio.
- Establish a list of city priorities for evaluating potential private development proposals on city owned property.
- Develop an evaluation matrix to determine the financial strength of proposed private development on city owned property.
- Prepare the groundwork to take advantage of state and federal incentives (opportunity zone, historic tax credits, etc.) Create new federal Historic Districts in ocean front, downtown and adjacent neighborhoods.

# Additional Recommendations

- As previously mentioned, 12 themes were identified with 71 strategies
- The strategies are organized by theme and will be included in the Master Plan
- They were not included in the presentation tonight to focus on the Top 5 in 5 overall implementation recommendations of the Master Plan.



# Draft New Development Return on Investment Calculations

|  | Size in Square Feet<br>or Spaces (gross) | Cost/ft. or<br>cost/space built | Cost to Build       | \$220,000 acre Cost<br>to Private Developer |
|--|--|---------------------------------|---------------------|---|
| <b>Superblock/East Square</b>            |  |                                 |                     |   |
| 2 New pavilions in Main Street ROW       | 64,000                                   | \$150                           | \$9,600,000         | \$202,000                                   |
| Office                                   | 62,500                                   | \$150                           | \$9,375,000         | \$60,600                                    |
| Office Expansion                         | 62,500                                   | \$150                           | \$9,375,000         | \$60,600                                    |
| Office Parking                           | 400                                      | \$20,000                        | \$8,000,000         | \$164,125                                   |
|  |  |                                 |                     |   |
| <b>North Square - Library/Children's</b> |  |                                 |                     |   |
| Office                                   | 15,000                                   | \$150                           | \$2,250,000         | \$1,005,400                                 |
| Apartments                               | 172,000                                  | \$125                           | \$21,500,000        |   |
|  |  |                                 |                     |   |
| <b>West Square - Depot</b>               |  |                                 |                     |   |
| Retail/Ground Floor                      | 13,000                                   | \$150                           | \$1,950,000         | \$80,000                                    |
| Office                                   | 16,000                                   | \$150                           | \$2,400,000         |   |
| Apartments                               | 64,000                                   | \$125                           | \$8,000,000         |   |
|  |  |                                 |                     |   |
| <b>South Square - Art and City Hall</b>  |  |                                 |                     |   |
| Apartments                               | 116,800                                  | \$125                           | \$14,600,000        | \$110,000                                   |
| Office                                   | 36,000                                   | \$150                           | \$5,400,000         |   |
| Ground Floor/Retail                      | 13,500                                   | \$150                           | \$2,025,000         |   |
|  |  |                                 |                     |   |
| <b>Totals</b>                            |  |                                 | <b>\$94,475,000</b> | <b>\$1,682,725</b>                          |

# Draft New Property Tax Return on Investment Calculations

|                          |   |                                       |
|--------------------------|---|---------------------------------------|
| <b>\$96,157,725</b>      | <b>\$5,769,464</b>                      | <b>\$464,442</b>                      |
| <b>New Taxable Value</b> | <b>6% Non Owner<br/>Occupied Assets</b> | <b>.0805 Myrtle Beach<br/>Millage</b> |

# Draft Return on Investment Calculations

| Superblock Buildings List (not Theater) | Purchase Price |
|---|----------------|
| N. Oak                                  | \$560,000      |
| 9th                                     | \$160,000      |
|   | \$400,000      |
|   | \$328,000      |
|   | \$300,000      |
|   | \$325,000      |
|   | \$300,000      |
| Kings Hwy                               | \$453,000      |
|   | \$160,000      |
|   | \$159,000      |
| Interior Bldg.                          | \$100,000      |
|   |                |
| Total                                   | \$3,245,000    |

Assume a **25% increase** in value after plan adopted and new public investments commence.

New Value (up 25%) \$4,056,250

New Property Tax Revenue (superblock) \$19,592

New Property Tax Revenue (private dev) \$464,442

Total New Property Tax Revenue \$484,034

# Draft Surplus Property Return on Investment Calculations

| Surplus Property Disposition Revenue | Estimated Sales Price | Annual Property Tax |
|--------------------------------------|-----------------------|---------------------|
| Old City Hall                        | \$1,035,000           | \$4,999             |
| Annex                                | \$747,000             | \$3,608             |
| Library                              | \$1,500,000           | \$7,245             |
| Art Museum                           | \$1,008,000           | \$4,869             |
| Totals                               | \$4,290,000           | \$20,721            |

New Tax Values \$4,290,000

New Property Tax Revenue (private dev) \$464,442

New Property Tax Revenue (superblock) \$19,592

New Property Tax Revenue (surplus prop.) \$20,721

Phase 1 Total New Property Tax Revenue \$504,755

# Draft Return on Investment Calculations

| City Investments                                | Size - SF   | Cost - SF | Built Cost | Land Cost | Notes on Funding  |
|---|-------------|-----------|------------|-----------|---|
| Library   | 48,000      | 250       | 12,000,000 | 0         | County funds contribute? State funds? City carries the rest.                  |
| Children's Museum                               | 15,000      | 150       | 2,250,000  | 0         | Private funds (museum) and Tourism funds contribute? Admission fees?          |
| Art Center                                      | 22,500      | 150       | 3,375,000  | 300,000   | Private funds (arts center) and Tourism funds contribute? Buy the gas station |
| Theater   |             |           | 6,000,000  | 1,000,000 | City and CCU Funds? State funds thru CCU? Theater can also make money.        |
| City Square                                     | +/- 2 acres |           | 3,000,000  | 0         | City owns all land now. Taxpayers and new developments.                       |
| Streetscapes - Main, 9th, 8th, Broadway, N. Oak |             |           | 10,000,000 | 0         | City - State and County road funding (not counting any utilities)             |
|   |             |           | 36,625,000 | 1,300,000 | Lastly, approach the state for downtown earmarks for funding.                 |
|   |             |           | 37,925,000 |           | Total Built Costs   |

# Draft Summary Return on Investment Calculations

| Return on Investment Summary  | Values       | Property Tax |   |
|---|--------------|--------------|---|
| Total land and built cost to city for all public projects                       | \$35,112,500 | 0            | Does NOT include City Hall. Minus 50% of the cost for the arts center and children's museum..... <b>privately raised. (\$2,812,500)</b> |
| Subtract Total sales. Add tax rev. value of surplus superblock properties       | \$4,056,250  | \$19,592     |   |
| Subtract Total sales. Add tax rev. value of surplus - non superblock properties | \$4,290,000  | \$20,721     |   |
| Total new tax revenue of private developments on square                         |              | \$464,442    | Estimated at \$96,157,725   |
| Total Cost - minus surplus prop. sales returns                                  | \$26,766,250 |              |   |
| Phase 1 Total property tax revenues   |              | \$504,755    |   |
| Phase 2 Sales of city services and behind city hall/along JWP                   | \$2,000,000  | \$241,500    | Assumes \$50,000,000 in new development at these sites  |
|   |              |              |   |
| Total cost and annual property tax returns after Phase 2                        | \$24,766,250 | \$746,255    | $\$24,766,500 \div \$746,255 = 36$ years to pay   |

## NEXT STEPS

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