

RESOLUTION



**STATE OF SOUTH CAROLINA
COUNTY OF HORRY
CITY OF MYRTLE BEACH**

Resolution Recommending
Adoption of the
Comprehensive Plan Rewrite
for the City of Myrtle Beach,
South Carolina

WHEREAS, the Planning Commission, in order to guide the development and redevelopment of the area, developed a comprehensive planning process; and

WHEREAS, over the course of 2021 the Planning Commission, during the Covid pandemic, assessed present conditions and numerous plans adopted by the City in the past 10 years related to the following elements: population, economic development, natural resources, cultural resources, community facilities and services, housing, land use, transportation, resilience, and priority investment; and

WHEREAS, the 2021 Comprehensive Plan is an expression of the Planning Commission recommendations to the Myrtle Beach City Council and reflects prudent and efficient use of public funds, advisable sustainable guidelines for future development and redevelopment within the City, and thoughtful consideration of the fiscal impact on property owners.

NOW, THEREFORE, BE IT RESOLVED THAT the Planning Commission, in session duly assembled, and by the affirmative vote of a majority of its members hereby recommends the attached 2021 Comprehensive Plan to the Myrtle Beach City Council for adoption.
Done on this 5th day of October 2021.

William Pritchard, Chairman

Attest: Kelly Mezzapelle, Planner

CITY OF MYRTLE BEACH COMPREHENSIVE PLAN 2021



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Table of Contents

ABOUT MYRTLE BEACH.....	A1-4
Vision Statement	A-1
Strategic Initiatives	A-1
Organizational Mission Statement	A-2
Comprehensive Plan Implementation Strategy	A-2
About The Artist	A-3
Supplemental Plans	A-3
Population Element	Pop1-4
Population Characteristics	Pop-1
Age	Pop-1
Race and Birthplace	Pop-1
Income	Pop-1
Educational Attainment	Pop-1
Non-Resident Population	Pop-2
Homeless Population	Pop-2
Population Goal and Objectives	Pop-4
Economic Development Element	ED1-8
Economic Data	ED-1
Retail Sales and Tourism	ED-2
Major Employers	ED-2
Educational Institutions and Partners	ED-2
Public Investment	ED-3
Economic Development Affiliates	ED-3
Economic Development Goal and Objectives	ED-4
Natural Resources Element	NR1-11
Natural Resources Background	NR-1
Coastal Resources	NR-1
Agriculture and Forest Land	NR-1
Animal Habitats	NR-2
Climate	NR-2
Floodplain	NR-3
Air Quality	NR-4
Natural Resources Goal	NR-4
Stormwater Management Objectives	NR-4
Floodplain Management and Mitigation Objectives	NR-6
Parks Objectives	NR-7
Conservation Objectives	NR-8

Cultural Resources Element	CR1-7
Historic Preservation	CR-1
Arts	CR-2
Cultural Resources Goal	CR-3
Historic Preservation Objectives	CR-3
Arts and Culture Objectives	CR-5
Community Facilities and Services Element	CF1-19
Utilities	CF-1
Solid Waste	CF-2
Public Safety and Emergency Medical	CF-3
Education	CF-3
Communications and Quality of Life	CF-3
Community Facilities and Services Goal	CF-4
General Government Services and Facilities Objectives	CF-4
Water and Sewer Objectives	CF-7
Solid Waste Collection and Disposal Objectives	CF-8
Quality of Life Objectives	CF-9
Public Safety and Emergency Medical Objectives	CF-10
Recreation and Sports Tourism Objectives	CF-13
Library Objectives	CF-15
Educational Facilities Objectives	CF-17
Communications Objectives	CF-18
Housing Element	H1-4
Household and Family Status	H-1
Housing Type	H-1
Housing Occupancy and Affordability	H-2
Regulations, Incentives, and Programs	H-2
Housing Goal and Objectives	H-3
Land Use Element	L1-9
Zoning	L-1
Residential Land Uses	L-1
The Cabana Section	L-2
Gateway and Downtown Opportunity Zones	L-2
Development Incentives	L-2
Land Use Goal	L-3
General Land Use Objectives	L-3
Residential Land Use Objectives	L-5
Commercial Land Use Objectives	L-6
Industrial Land Use Objectives	L-6
Agricultural Land Use Objectives	L-7
Public and Quasi-Public Land Use Objectives	L-7
Parks and Recreation Land Use Objectives	L-8
Open Space Objectives	L-9
Objectives for Vacant or Undeveloped Land	L-9

Transportation Element	T1-13
Roadway Network	T-1
Evacuation Routes	T-2
Bicycle & Pedestrian Facilities	T-2
Transit Services	T-2
Air Travel	T-2
Parking	T-3
Transportation Goal	T-3
General Transportation Objectives	T-3
Roadway Objectives	T-5
Bicycle & Pedestrian Objectives	T-7
Golf Cart Objectives	T-11
Transit Objectives	T-11
Air Travel Objectives	T-12
Parking Objectives	T-13
Resilience Element	Res1-8
Impacts of Flooding/High Water	Res-1
Other Local Impacts of Natural Disasters	Res-1
Inventory of Resiliency Conditions by Lifeline	Res-2
Resilience Goal and Objectives	Res-5
Disaster Recovery Goal and Objectives	Res-6
Priority Investment Element	PI1-6
Analysis of Projected Federal, State and Local Funds	PI-1
Intergovernmental Coordination	PI-4
Capital Improvements Plan	PI-4
Priority Investment Goal and Objectives	PI-5
Comprehensive Plan References	Ref1-2

ABOUT MYRTLE BEACH

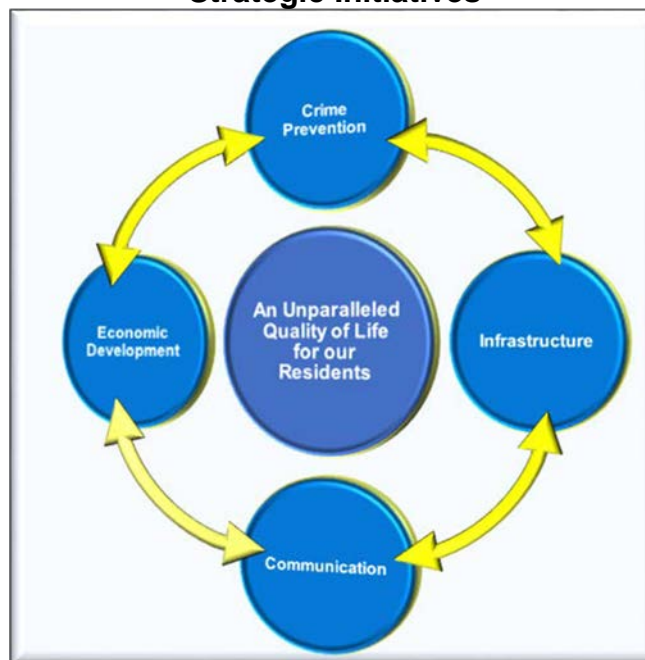
Myrtle Beach is a residential community and vacation destination at the heart of the Grand Strand, a 60-mile stretch of natural beauty on South Carolina's northeastern coast. Myrtle Beach is South Carolina's 13th largest municipality, the largest municipality in Horry County, and the 1078th largest city in the United States. Our 36,000 permanent residents and millions of visitors enjoy the wide beaches, the warm weather and an incredible range of entertainment, nightlife, golf, shopping, and dining.

Myrtle Beach was incorporated in 1938 and became a city in 1957, when the permanent population first topped 5,000. The City operates under a council-manager form of government. Council is the legislative body of government, comprising seven elected members, including the Mayor, each serving four-year teams. A professional City Manager is appointed by Council and serves at the pleasure of the Council on a contractual basis. The Manager administers the daily operations of the City through appointed executive staff members and department heads. The city's 900 staff members are dedicated to being "First in Service."

Vision Statement

The City of Myrtle Beach balances the socioeconomic needs of our citizens, business owners, and visitors, connects with community roots, and grows harmoniously, capitalizing on our ideal oceanfront location to create an environment where all can live, work, and play with pride and pleasure in the best resort, business, and residential community on the East Coast.

Strategic Initiatives



Organizational Mission Statement

The employees of the City of Myrtle Beach are a diverse group of individuals who blend their unique talents to create the most effective, elite team of public servants in South Carolina.

First in Service

Safety -- Comes First

Excellence -- Constantly Improving

Respect -- For Ourselves and Others

Value -- The Individual and the Organization

Integrity -- Fairness and Honesty

Communication and Courtesy -- To All

Education -- Knowledge to Help

Comprehensive Plan Implementation Strategy

Each Comprehensive Plan Element includes goals, objectives and actions, with timeframes for accomplishing each. The City Manager will assign implementation actions to optimal staff. In carrying out these tasks, staff will seek out the expertise of area governments, local organizations, stakeholders and concerned citizens.

Comprehensive Plan Revisions

Objective	Action	Timeframe
1. Update a minimum of one Element annually.	1a. Identify the Element timeliest for an update.	<i>Annually</i>
	1b. Identify stakeholders, including sitting city boards, committees and commissions; outside agencies; area governments; neighborhoods; and interested citizens.	<i>Annually</i>
	1c. Research and implement safe and equitable public outreach techniques.	<i>Annually</i>
	1d. Create methods for extracting straight-forward and creative ideas.	<i>Annually</i>
	1e. Pull consensus ideas into a unified vision for Future Myrtle Beach pertaining to the specific element.	<i>Annually</i>
	1f. Utilize the vision as the basis of the Comprehensive Plan Element Update	<i>Annually</i>

About The Artist

Little River based graphic artist Suzanne Pritchard has been making art about her home state of South Carolina for her entire career. As a landscape architect, planner, and arborist, Suzanne loves all the unique landscapes and ecologies of the Grand Strand. From the Longleaf Pine forests to the Sabal Palm lined boulevards, Suzanne's work focuses on the intersection of the natural materials and neon, the natives and tourists who all come together in this corner of our state.

Supplemental Plans

The following plans are adopted by reference and will be implemented as indicated in each:

Beach Management Plan of the City of Myrtle Beach, prepared for the Myrtle Beach Planning Commission, dated 2012.

Plan for the Air Base Planning Area, prepared for the Myrtle Beach Planning Commission, dated March 1993 and most recently revised in June 1998 (*Urban Village Redevelopment Master Plan*).

Community Tree Planting Plan for Myrtle Beach, South Carolina – 2nd Edition prepared for the Myrtle Beach City Council, dated September 2001.

Supplement to the Community Tree Planting Plan for Myrtle Beach, South Carolina – USDA Forest Service Fact Sheets for Recommended Tree Species prepared for the Myrtle Beach City Council, dated July 1998.

A Neighborhood Development Plan for Planning Area 3 – 2000-2020 and Mr. Joe White Avenue Corridor Development Design Guidelines prepared by the Myrtle Beach Planning Department, dated March 2004.

The Floodplain Management and Hazard Mitigation Plan, prepared for the Myrtle Beach City Council, adopted April 13, 2021.

Withers Swash District Plan, Myrtle Beach, South Carolina prepared for the City of Myrtle Beach, dated March 2010.

Kings Highway Corridor Study prepared by The LPA Group, Haden Stanziale, and Thomas & Hutton for the Grand Strand Area Transportation Study (GSATS) and the City of Myrtle Beach, dated March 2008.

Bicycle and Pedestrian Master Plan prepared by the City of Myrtle Beach Bicycle & Pedestrian Advisory Committee, dated 2018.

City of Myrtle Beach Downtown Master Plan prepared by Benchmark Associates for the Downtown Redevelopment Corporation, dated March 2019.

City of Myrtle Beach Arts and Innovation District Advanced Planning and Architecture prepared by LS3P for the City of Myrtle Beach, adopted by City Council December 8, 2020.

S-215 Mr. Joe White Avenue Bicycle and Pedestrian Road Safety Audit prepared by Stantec for SCDOT December 2019.

S-241 21st Avenue North Bicycle and Pedestrian Road Safety Audit prepared by Stantec for SCDOT December 2019.

Road Safety Assessment, US 17 Business (South Kings Highway) from MP 9.0 (29th Ave S) to MP 13.0 (27th Avenue N) prepared by AECOM for SCDOT February 2020.

Charting a Course to 2040: South Carolina Multimodal Transportation Plan prepared by CDM Smith for SCDOT November 2014.

GSATS Metropolitan Transportation Plan Update prepared by the Grand Strand Area Transportation Study dated October 2017.

Myrtle Beach Complete Streets Policy adopted by Resolution 2015-35 June 23, 2015.

City of Myrtle Beach Disaster Recovery Plan prepared by Adkins for the City of Myrtle Beach and adopted by ordinance **November 9, 2021**.

Population Element

Myrtle Beach Population Characteristics

- Growth rate: 2.48% annually
- Population increase: 34.49% 2010-2020
- Population density: 1,547 people per square mile.

	2010	2020	% Increase
Permanent, full-time population	27,109	36,459	34.5%

Age

The average age of the community has continued to increase as the entire Grand Strand region has increasingly become a retiree magnet. According to the American Community Survey 2019:

- The 65 and older population in Myrtle Beach is 21.5% of the total (approximately one out of every five Myrtle Beach residents)
- Since 2010 the median age of the population increased by 9.8 years (35.4 to 45.2).

Race and Birthplace

- Myrtle Beach has a predominantly non-Hispanic white population of 68% of the total. The number of white (non-Hispanic) residents declined by 1.8% between 2010 and 2019.
- Myrtle Beach's 2019 non-Hispanic Black population is 14.5% of the total (a 2% increase since 2010).
- In 2019, the Hispanic or Latino population was 13%, which had increased by 2.4% in the City between 2010 and 2019.
- In 2019, 33.8% of City residents were native-born in the State of residence.
- In 2019, 52.7% of City residents were in a different state.
- In 2019, 1.4% of City residents were born outside of the U.S.

Income

2019	Myrtle Beach	Horry County
Median Household Income	\$43,200	\$50,704

2019	Myrtle Beach	South Carolina
Residents living below the poverty level	21.6%	13.8%.

Educational Attainment

In 2019, 88.4% of adult Myrtle Beach residents had attained a High School education, with the following breakdown:

28.5% High School or equivalent degree

20.9% Some college, no degree

10.2% Associate's degree

19.1% Bachelor's degree

9.7% Graduate or Professional degree

2019	Myrtle Beach	South Carolina	USA
Average 3-part SAT Score	1044	1021	1039

Non-Resident Population

The influences of tourism on public facilities and services are not overlooked. Many visitors stay a few days, while others remain for an extended period. There are a large number of persons living in transient accommodations for six months or longer. Many are families with children attending schools in Myrtle Beach.

While the US Census Bureau does not count non-resident populations, such as persons living in hotel rooms and other transient accommodations, with these additional numbers, the public facilities, services, and infrastructure must accommodate the fluctuating population. The non-resident or tourist composition is:

Age (yrs)	Percentage of Adult Myrtle Beach Travelers
35 to 44	16%
45 to 54	24%
55 to 64	30%

Annual Household Income	Percentage of Myrtle Beach Travelers
Less than \$45k	22%
\$45k-\$75,999	28%
\$76k-\$99,999	32%
\$100k or more	18%

- 77% of travelers took a leisure trip.
- 66% of travelers are traveling as a couple or family
- \$3,280: Average economic impact per party per vacation
- \$827: Average spent on accommodations per party per vacation
- \$156: Average nightly accommodations cost
- 5.3 nights: Average length of stays for a median party of four (two adults, two children)

Homeless Population

As of January 2020, South Carolina had an estimated 4,287 (0.74% of the total population) experiencing homelessness on any given day, as reported by Continuums of

Care to the U.S. Department of Housing and Urban Development (HUD). Characteristics include:

- 279 family households
- 202 unaccompanied young adults (aged 18-24)
- 428 Veterans
- 864 chronically homelessness

South Carolina public school data, reported to the U.S. Department of Education during the 2017-2018 school year, shows that an estimated 12,545 public school students experienced homelessness over said year.	
2,098 students	unsheltered
960	in shelters
1,864	in hotels/motels
7,621	doubled up

According to the 2019 South Carolina State of Homelessness Report PIT Count, Horry County has the highest rate of persons experiencing homelessness in the state. The debilitating effect on those that are homeless is observed in the surrounding community. The existence of homeless camps has a significant negative impact on the quality of life for the adjacent residents, and the tourism economy.

In 2011 the City Council adopted an official homelessness policy and umbrella agency, New Directions, intending to aid homeless individuals committed to breaking out of the homelessness cycle and those who cannot escape said cycle due to physical or mental impairment. As of 2018, New Directions established more than 30 local partnerships for job and education programs, counseling, transportation and long-term housing, while consistently operating the shelters more economically than previously.

	Horry County	Served by New Directions
Sheltered Homeless	196	92%
Unsheltered Homeless	600	

Population Goal: Population growth is accommodated through a well-designed growth management program that meets the needs of current and future residents, businesses and visitors to the area.

Objective	Action	Timeframe
1. Research and analyze accurate and reliable information to improve population projections, including the number of tourists, and long-term temporary residents not counted by the U S Census.	1a. Collaborate with the US Bureau of the Census, SC Budget and Control Board and other sources analyzing the most up-to-date demographic data.	<i>Annually</i>
2. End homelessness in Myrtle Beach.	2a. Support New Directions and the faith-based community in their efforts to assist those in need by providing shelter, a meal, and basic necessities.	<i>Monthly</i>
	2b. Aid and assist New Directions and the faith-based community to implement their strategies to reintegrate our homeless population to society, to raise hope and desire in individuals, and to breed positive change in our community.	<i>Annually</i>
3. Research and analyze annual income and poverty rate comparisons for the city's neighborhoods, neighboring municipalities, Horry County, SC, and US.	3a. Collaborate with the US Bureau of the Census, SC Budget and Control Board, and other sources analyzing the most up-to-date annual income and poverty data and trends including determining problems areas and issues to address.	<i>Annually</i>
4. Design and build an environment that meets the needs of our growing Senior population to be as independent as possible.	4a. Activate the Senior Citizen Advisory Committee in matters of public and private facilities design.	<i>Monthly</i>
	4b. Identify facilities and infrastructure design standards that unintentionally require dependency.	<i>2023</i>
5. Ensure that city policies and procedures foster equity across all population sectors, including but not limited to ages, income levels, races, ethnicities, genders, and religions.	5a. Listen to those in underserved communities to identify policies and procedures that directly or indirectly lead to inequitable opportunities.	<i>2022</i>
	5b. Examine longstanding policies and procedures through a modern, learned lens, and change those that need changing.	<i>2022</i>

Economic Development Element

Myrtle Beach recognizes that a healthy, sustainable economy depends on supporting its businesses, the employees of those businesses, and the location of the businesses. The economies of Horry County and the Myrtle Beach Metropolitan Statistical Area (MSA) provide context for economic development within Myrtle Beach, where specific data is not reported. During 2019 total Gross Domestic Product (GDP) for the Myrtle Beach MSA (including Horry, Georgetown, and Brunswick (NC) counties) was \$18.4 billion, a 55.9% increase from 2010.

The unexpected and significant economic downturn in 2020 due to COVID-19 has affected growth in the community, and statistical data is continuously being interpreted. All industries have felt the unexpected curveball in the Myrtle Beach area, but the hospitality industry was the hardest hit. The recent recovery of jobs in the region points to what economists refer to as a U-shaped recovery- a smooth and round decline followed by a similar rise.

Economic Data

In 2018 according to the U.S. Census Bureau's American Community Survey (ACS), a substantial share of jobs was visitor/tourist-supporting or resident-supporting:

- Accommodation and Food Services (37.4%).
- Retail Trade (15.8%).
- Health Care and Social Assistance (9.9%).
- Arts, Entertainment and Recreation (5.2%).

Comparatively, Myrtle Beach has a relatively small share of jobs in:

- Professional, Scientific, and Technical Services Sector (4.2%)
- Finance and Insurance (2.7%)
- Manufacturing (.08%)

The City of Myrtle Beach has:

- 663 overnight lodging establishments
- 513 restaurants (not including mobile food services and caterers)
- Four 18-hole golf courses
- 2 par-3 golf courses
- 12 miniature/other golf courses

Included in the accommodations total are hotels, motels, condotels, campgrounds, timeshares and short-term rentals in single-family homes (through Airbnb and the like). In all, more than 7,000 short-term individual property rentals are under umbrella business licenses held by real estate companies. The large concentration of tourism-related activity has contributed to a seasonal economy; however, 80% of jobs in the Grand Strand are now year-round and full-time.

- Per capita income estimate (2019): \$31,219
- Median household income (2019): \$43,200
- Estimated number of jobs in Myrtle Beach (2019): 41,000
- Estimated labor force (2019): 26,717
- Labor force participation rate (2019): 59%

- Civilian-employed labor force (2019): 54.8%
- Unemployment rate (2019): 7%.

Retail Sales and Tourism

Gross retail sales in Horry County were \$11.3 billion in 2020 from 11.9 billion in 2019. In 2019, an estimated 20.6 million visited the Grand Stand representing an increase of 19.7% since 2014. Growth in City's lodging revenues declined expectedly due to COVID-19, but the baseline forecast expects to recover by 2024.

Major Employers

Horry County is home to a variety of businesses and industries that comprise a diversified and dynamic economic base and boasts opportunities in many different sectors. The principal employers in Horry County are as follows:

- Horry County School District with 5,540 employees, 4.07% of total county employment.
- Wal-Mart with 3,120 employees, 2.29% of total county employment.
- Coastal Carolina University with 2,724 employees, 2% of total county employment.

Educational Institutions

The County and the City comprise many higher education institutions that ready students and graduates for the workforce.

Coastal Carolina University (CCU):

- Public comprehensive liberal arts institution
- 95 baccalaureate degree programs
- 27 master's degree programs
- 2 educational specialist degrees
- 2 doctoral programs
- 49% of enrollment students are from out-of-state
- 2% of enrolled is students are international
- \$550 million annual economic impact on the State, primarily Horry County

Horry Georgetown Technical College (HGTC):

- 2-year public college
- 4th largest technical college in South Carolina
- 70 associate degrees, diplomas, and certificate programs
- 8,000 students annually
- 2,000 participants in Workforce Development courses
- 169 full time and over 149 part-time employees

Other notable institutions:

- Webster University Myrtle Beach
- Pittsburgh Institute of Aeronautics (PIA)
- Miller-Motte Technical College
- Pinnacle Real Estate Academy, LLC
- Fortune Academy of Real Estate

Horry County School (HCS) District serves the Myrtle Beach attendance area, with Myrtle Beach High, Middle, Elementary and Primary Schools, and the Early Childhood Center. In the 2019-2020 school year, the HCS District reported:

- 13,004 high school students
- 1,500 students at Myrtle Beach High School
- 2,887 classroom teachers in the HCS District
- \$55,230 average teacher salary

Public Investment

The City's Downtown Development Office (DDO) serves the function of the City's Economic Development Office. The DDO is implementing strategic initiatives in order cultivate a diverse economy.

- Capital investment in the Arts & Innovation District and revitalization of the downtown area:
 - Upgrades to underground utility systems and streetscape improvements that include bike and pedestrian-friendly enhancements.
 - Creating the foundation to spur opportunities for redevelopment and job creation.
 - Revitalization of the popular Boardwalk attraction.
 - Partnering with Horry County to repurpose a section of abandoned railroad in support of a community rails to trails amenity.
- Creating a citywide bike-friendly network associated with:
 - The East Coast Greenway
 - Neighborhood trail systems
 - Creating multi-modal corridors and associated wayfinding to connect select destinations
- Capital investment in citywide developer contributed capital assets
- Upgrades to the underground utility systems
- State and local roadway rehabilitation
- Upgrades to convert overhead electrical and telecommunications utilities underground
- Upgrade of the solid waste transfer station

Economic Development Affiliates

Economic development fosters and encourages business growth to increase job opportunities, expand the tax base, and improve quality of life.

- Myrtle Beach Area Chamber of Commerce is a membership organization supported by more than 2,700 businesses and nonprofit organizations. The Chamber promotes the interests of these small businesses by providing programs and services that encourage professional development and help small businesses thrive.
- The Myrtle Beach Regional Economic Development Corporation is a nonprofit designed to encourage County manufacturing growth and job creation. It incorporates the efforts and resources of public and private entities to promote

long-term, community-wide strategies for enhancing and diversifying the local economy.

- One Grand Strand is a privately funded nonprofit that elevates the quality of life for residents in the greater Myrtle Beach Area. The company comprises local business and community leaders who wish to support the efforts of local organizations diversifying the economy, revitalizing downtown Myrtle Beach, and advancing opportunities for residents and their families.
- The Downtown Development Alliance is under contract as the City's place management organization.

Economic Development Goal: To improve the economic and social well-being of a community through efforts that encourage the creation and retention of jobs, enhance the tax base and improve the quality of life.

Objective	Action	Timeframe
1. Increase and diversify the area's economic base.	1a. Work with existing businesses, educational resources, regional economic development agencies and governmental institutions to define the attributes and that will provide the City a competitive edge in terms of long term economic development.	2022
	1b. Identify the roles in economic development activities within City government and regionally.	2022
	1c. Identify on-going economic development funding needs and sources.	Annually
2. Assess and redefine City economic development vision, incentives and define strategies to achieve that vision.	2a. Through the EDO, bring key business leaders and City Council together to review and assess both the vision and ongoing City strategies.	2022
	2b. Reassess the long-term impact and overall value of current City economic development incentives. Confirm they build and maintain a positive and competitive business-friendly climate that will retain, grow and attract high-quality businesses.	2022
	2c. Confirm the City has an adequate supply of developable employment lands and supporting infrastructure to accommodate forecasted growth to accomplish the City's economic development	2022

	goals.	
	2d. Support access to development incentives and other forms of financial assistance to encourage entrepreneurship, innovation and business growth.	<i>Annually</i>
3. Provide post-disaster recovery necessary to support and retain local businesses.	3a. Identify and clear obstacles to economic recovery.	<i>Within a week of the disaster</i>
	3b. Facilitate staffing.	<i>Within a month of the disaster</i>
	3c. Resolve supply-chain issues.	<i>Within a month of the disaster</i>
	3d. Support relocation if needed.	<i>Within 6 months of the disaster</i>
4. Create an <i>Economic Development Strategic Action Plan (ED-SAP)</i> .	4a. Conduct a business survey and series of interviews conducted by a collaborative team of economic development practitioners and partner agencies to define the City's economic development goals, policies, and strategic commitments. The project lead will be the EDO.	2022
	4b. Conduct an online survey designed to assess the strengths and weaknesses of the business environment in Myrtle Beach and Horry County.	2022
	4c. Identify and interview numerous key business leaders, economic development professionals, and City and County leaders.	2022
	4d. Combine survey results with the results of the interviews to produce an analysis of the strengths, weaknesses, opportunities and threats (or SWOT) related to the economies of City of Myrtle Beach and Horry County. The results of the SWOT analysis will be used to develop the economic development visions and to define strategies to achieve that vision.	2022
5. Increase the competitiveness	5a. Contact major employers to	2022

of existing businesses through targeted assistance strategies and the <i>ED-SAP</i> .	discover labor, marketing, planning and other business needs.	
	5b. Encourage greater communication between existing businesses; and between businesses and local educational, governmental, development, and other institutions to identify potential growth areas.	2022
	5c. Identify and ensure that key sectors of the local economy are supported.	2022
	5d. Identify and focus additional attention on industry sectors offering potential growth.	2022
	5e. Develop measures for a positive and competitive business-friendly climate that will retain, grow and attract high-quality businesses.	2022
6. Strengthen, grow and diversify the tourism industry.	6a. Expand marketing the area as a premier resort destination and evaluate new tourism markets especially those that may result in greater shoulder season activity (e.g. expanded sports tourism, cultural tourism, eco-tourism, etc.).	2022
	6b. Identify potential amateur and professional sporting event markets, cultural tourism and eco-tourism opportunities, and identify the competitive advantages and disadvantages of attracting these events and the visitors they will bring.	2022
	6c. Expand marketing the Myrtle Beach area as a premier resort destination utilizing all available technology and media, improving customer service, and evaluating the existing and potential tourism markets including a SWOT analysis of area's competitive advantages.	2022
7. Revitalize the downtown area.	7a. Strengthen the downtown area as a local and regional destination for specialty shopping, dining, nightlife, employment, culture and the arts.	2022
	7b. Acquire downtown property for	2022

	redevelopment through public-private partnerships, new market tax credits, tax increment financing, and innovative land acquisition tools.	
	7c. Establish an inventory of space above commercial buildings to make businesses more neighborhood-oriented and to provide workforce housing.	2022
	7d. Provide Development Incentives to make infill and redevelopment attractive to a broader range of business partners.	2022
8. Search for new opportunities and emerging industries/economic sectors with potential to expand the International Technology and Aerospace Park.	8a. Work with the the Myrtle Beach Regional Economic Development Corporation (MBREDC) to expand business recruitment.	2023
9. Expand retail trade opportunities along Kings Highway and 501. Reduce vacant storefronts.	9a. Establish an inventory of vacant space.	2023
	9b. Create public-private partnerships with real estate professionals, developers, and property owners to recruit new retail and restaurants to occupy vacant buildings and undeveloped land. Utilize mixed-use land development concepts to establish residential housing to accommodate need for workforce housing.	2023
	9c. Promote existing development incentives.	2023
10. Work with local educational institutions to support the City's workforce to match skill sets needed by today's employers as well as being prepared for new industries required skill sets.	10a. Create a public-private partnership with local and regional educational institutions.	2023
	10b. Confirm secondary, postsecondary and vocational opportunities in the Myrtle Beach regional area are matched to current employer needs and future job trends.	2023
	10c. Create an environment that retains college-educated talent from our regional post-secondary institutions to meet workforce needs.	2023

	10d. Create direct and available pathways to connect Myrtle Beach workers to long-term employment opportunities with identified potential for prosperity with particular emphasis on workers living in poverty.	2023
	10e. Integrate immigrants, migrants, and refugees into the workforce with resources to allow them to reach their full potential and bring skills from their home countries to good use in Myrtle Beach.	2023

Natural Resources Element

Natural Resources Background

Myrtle Beach has many natural resources that add to the quality of life:

Ocean	Trees	Wildlife
Beach	Parks	Recreational Paths
Swashes	Scenic Areas	other Outdoor Places

Challenges of rapid urbanization can lead to sprawl, destruction of wildlife habitat, water pollution, and heavy traffic. The commitment to conservation secures finite resources' ongoing availability while also ensuring a vibrant economy for the community.

Coastal Resources

Coastal environments such as beaches, barrier islands, wetlands, and estuarine systems are all elements of the Grand Strand's coastal resources. Action must be taken to ensure the longevity of these resources.

The City of Myrtle Beach adopted a Coastal Protection Zone in Article 18 of the Zoning Ordinance. The purpose of the coastal protection zone is to provide supplementary regulations for oceanfront property seaward of the projected 50-year erosion control line. Essentially, the regulations:

Help Control Erosion	Safeguard Property
Preserve & Maintain a Recreational Beach	Promote Public Safety

In collaboration with the Myrtle Beach Area Chamber of Commerce and South Carolina Department of Health and Environmental Control, the “Check My Beach” campaign educates beachgoers about beach safety and water quality. Public outreach includes brochures, signage, social media messaging, and a website (www.checkmybeach.com).

South Carolina has weathered several notable storms over the last several years, which ate away at the sacrificial berms that protect the dunes and everything behind it, including infrastructure. The Army Corps of Engineers, via its Federal Emergency Funding Account, invested close to \$86 million for beach renourishment projects to repair the damage. Within the 26 miles of coastline along the Grand Strand, the Corps returned approximately 4.2 million cubic yards of sand, the equivalent of 420,000 dump trucks, for the beach to be brought back to design specification.

Agriculture and Forest Land

In 2020, the city celebrated its 24th year as a Tree City USA, a program sponsored by the Arbor Day Foundation in cooperation with the US Department of Agriculture's Forest Service and the National Association of State Foresters. One of the benefits of being a Tree City USA is to receive grants from the SC Forestry Commission's Urban and Community Forestry Assistance program funded by the US Department of Agriculture Forest Service. The grant funds are traditionally used to plant trees in public spaces.

In order to enhance the natural environment and quality of life, Myrtle Beach has had in place a Community Tree Planting Plan since 1998. The Plan establishes tree themes for the area and serves as a guide for:

- Community developers and landscapers in selection of trees for new projects.
- The Community Appearance Board in their review of landscape plans.
- The expenditure of Capital Improvement and Tree Preservation Account funds for planting, maintenance, and the replacement of trees on public lands.

Agricultural production has not been a major part of the Myrtle Beach economy for many years.

Animal Habitats

The Grand Strand area is home to many native and invasive species. Assistance and management are needed for some animals to survive in the web of life in urban areas as they adjust to human-altered environments.

Loggerhead turtles depend on SC's sandy beaches for nesting. Fourteen sea turtles nested inside the Myrtle Beach city limits during the 2021 nesting season. All of the nests were spotted by city staff (Beach Patrol and Parks Division), who alerted rangers at Myrtle Beach State Park. In addition, eight “false crawls” were reported where the turtle came ashore, but changed her mind and didn’t lay eggs on that trip. All of the nests were relocated to less-busy parts of the beach. Sea turtles typically live between 30 and 50 years, although some have been documented at more than 100 years old. When it’s time to lay eggs, sea turtles return to the same spot on the beach where they were hatched to start the life cycle all over. It is illegal to disturb or harass sea turtles, with steep monetary fines for violations.

Horry County Federal Endangered Species:

- Shortnose Sturgeon
- Red-cockaded Woodpecker
- Atlantic Sturgeon
- Chaffseed plant

Horry County Federal Threatened Species:

- Loggerhead Sea turtle
- Wood Stork
- West Indian Manatee
- Seabeach Amaranth
- Black Rail Bird
- Bald Eagle

In our urbanizing area, three types of habitat could be managed for indigenous and migratory wildlife:

- Habitat connections via streams, ditches, and utility corridors
- Pockets of natural vegetation within developed areas (large parks and reserves)
- Yards, small parks, and roadsides planted to provide food, shelter, and nesting areas.

Climate

The weather is greatly influenced by the Atlantic Ocean, which typically keeps the city cooler in the summer and warmer in the winter compared to inland cities. Despite being

right on the Atlantic, hurricanes rarely make direct landfall in Myrtle Beach. Historically speaking, Myrtle Beach is most prone to tropical systems in August and September.

Globally, upper ocean heat content reached record highs in 2020 in the upper layer measured from the surface to 2,300 feet (700 meters), according to four of the five datasets analyzed in the NOAA 2020 State of the Climate report. This record heat reflects the continuing accumulation of thermal energy in the top 2,300 feet of the ocean. Ocean heat content was also record high in the deeper layer beneath, from 700 to 2,000 meter depth, according to all five datasets. Oceans absorb more than 90% of Earth's excess heat from global warming. The warmer upper ocean waters can drive stronger hurricanes and increase melting rates of ice sheet glaciers around Greenland and Antarctica.

For the ninth consecutive year, global average sea level rose to a new record high and was about 3.6 inches (91.3 millimeter) higher than the 1993 average, the year that marks the beginning of the satellite altimeter record. Global sea level is rising at an average rate of 1.2 inches (3.0 centimeter) per decade due to changes in climate. Melting of glaciers and ice sheets, along with warming oceans, account for the trend in rising global mean sea level.

Floodplain

Floodplains are hydrologically important, environmentally sensitive, and ecologically productive areas that perform many natural functions. Maintaining healthy floodplains is a challenge along this heavily developed coast, where much of the polluted stormwater runoff flows into tidal basins and creeks that traverse beaches to connect directly to the ocean. Known locally as “swashes,” these floodplains fuel hypoxia in coastal waters, provide wildlife habitats, provide breeding and feeding grounds for fish, and are rich in vegetation. Five main swash areas exist within the City of Myrtle Beach:

- Bear Branch Swash
- Cane Patch Swash
- Deep Head Swash
- Midway Swash
- Withers Swash

The City is undergoing a multi-phased Citywide Watershed-based Stormwater Master Plan. Phase 1 in 2019 involved Withers Watershed; phases 2 and 3 are underway. The key objectives of the project are to:

- Evaluate hydrologic and hydraulic capacity for the existing stormwater conveyance systems
- Develop a citywide and select sub-basin water quality model
- Identify and prioritize stormwater management programmatic and capital needs
- Evaluate and integrate existing city stormwater utility inventory data
- Integrate relevant portions of the CRS, NPDES, and EPA 319 programs/protocols into the final watershed master plan

Air Quality

Air quality in Myrtle Beach meets or exceeds the State requirement for total suspended particulates. Particulate matter can come from natural resources or human activity. New developments will increase the population, so emissions and pollution are expected to increase.

Natural Resources Goal: To integrate the natural and developed environments creating a sustainable urban habitat with clean air and water, habitable for indigenous wildlife, that provides comfortable and secure places for people to live, work, play, and raise a family.

Stormwater Management

Objective	Action	Timeframe
1. Upgrade the infrastructure of the public stormwater management system.	1a. Assess the current system through routine operation and maintenance activities and identify necessary upgrades.	<i>Monthly</i>
	1b. Budget for operational needs and associated upgrades of capital assets.	<i>Annually</i>
2. Evaluate the city's public utility (<i>stormwater management</i>) system.	2a. Development of a Citywide Watershed-based Stormwater Master Plan with Phase 1 of Withers Watershed complete.	<i>Remainder of the city: 2026</i>
	2b. Inventory and evaluate the condition of current infrastructure to identify and prioritize repairs and upgrades based upon the needs of our growing city.	<i>Annually</i>
	2c. Determine the optimal balance of in-house crews and contractor services to inventory and evaluate the utility system and identify the repair/rehabilitative and expansion project to include within annual operational maintenance activities or the capital improvement plan.	<i>2028</i>
3. Plan for periodic and emergency rehabilitative nourishment of the Federal Myrtle Beach Shore Protection Project – Reach 2 (Myrtle Beach) and northern extent of our jurisdictional beachfront (Bear Branch to Singleton Swash).	3a. Collaborate with Army Corps of Engineers (Charleston District) and Horry County representatives on renourishment needs.	<i>Annually</i>
	3b. Take into consideration seasonal project impairing impacts associated with storm events and the availability of qualifying Flood Control and Coastal Emergencies	<i>Annually</i>

	(FCCE) funding to support rehabilitative efforts	
	3c. Take into consideration State of South Carolina grant funding opportunities in support of beach renourishment activities	<i>Annually</i>
	3d. Budget for local sponsor cost-share for beach renourishment activities – sand placement, sand fencing, and dune vegetation	<i>Annually</i>
4. Plan for beach walkover renovations.	4a. Survey the condition of the beachfront walkovers.	<i>Monthly</i>
	4b. Budget for annual repair/rehabilitation needs of the walkovers within the capital plan.	<i>Annually</i>
5. Assess encroachments (ex. fences, landscaping, and structures) within existing public utility easements and communicate corrective action to mitigate.	5a. Utilize Pictometry to identify encroachments throughout the city.	<i>2022</i>
	5b. Communicate to residents/businesses about how hard and soft encroachments can impede utility operation and maintenance access.	<i>2022</i>
	5c. Determine if encroachments installed without an approved permit issued by the City of Myrtle Beach.	<i>Monthly</i>
	5d. Evaluate the impact of each encroachment to the operation of the utility and determine corrective action to be taken by property owner.	<i>Monthly</i>
	5e. Communicate with the property owner of required corrective action.	<i>Monthly</i>
6. Evaluate the routine maintenance needs and construction prioritization of future ocean outfalls.	6a. Reference the City of Myrtle Beach Master Plan for Potential Ocean Outfalls (2009) and recent beach monitoring water quality data to provide recommendations for the next phase of outfalls to construct.	<i>Annually</i>
	6b. Design, budget for within the capital plan, and construct ocean outfalls where needed.	<i>Annually</i>
	6c. Establish, and budget for within the capital plan, a long-term ocean outfall maintenance schedule.	<i>Annually</i>

7. Evaluate the needs for inland water quality improvements.	7a. Reference the Citywide Watershed-based Stormwater Master Plan to identify prioritized stormwater management programmatic and capital needs of the stormwater system; water quality-based stormwater improvement project focus.	<i>Annually</i>
	7b. Implement post-construction stormwater inspections, key outfall inspections, and illicit discharge detection and elimination (IDDE) inspections associated with minimum control measures of our NPDES Phase 2 MS4 permit through SCDHEC to detect observable non-stormwater discharge activities.	<i>Monthly</i>
	7c. Design, budget for within our capital plan, and construct water quality improvement projects where needed and budget for associated water quality monitoring pre- and post-construction to evaluate success of the project.	<i>Annually</i>

Floodplain Management and Mitigation

Objective	Action	Timeframe
8. Prevent and reduce natural hazard impacts to residents and businesses, including the risk from flooding.	8a. Inform and educate residents and business owners about natural hazards that exist in the city and how to reduce the risk that such hazards may pose, as identified in the city's Floodplain Management and Hazard Mitigation Plan.	<i>Monthly</i>
	8b. Make information readily available about high natural hazard risks such as the location of floodplain areas as indicated on the Federal Insurance Rate Maps (FIRM) and as identified in the plan; and wetland areas as identified by the Department of Natural Resources.	<i>2022</i>

9. Avoid or mitigate increased risk from natural hazards to persons or property that are caused by development.	9a. Limit new development in flood-prone areas.	As plans are submitted for review
	9b. Continue to implement development standards that require stormwater control features in new subdivisions and new commercial and industrial development.	As plans are submitted for review
	9c. Establish development buffer zones along all waterways and drainages subject to flooding (i.e. the natural floodplain and floodway areas).	2022

Parks

Objective	Action	Timeframe
10. Identify and secure additional green/open space properties so that growth and development will not outpace the city's ability to provide and protect passive recreational resources.	10a. Evaluate underutilized city properties for recreational opportunities.	2022
	10b. Conduct an ecological survey of the city to identify properties with significant and irreplaceable properties.	2023
	10c. Seek out opportunities to create a large passive park on the north end of the city.	2023
	10d. Work with property owners on mutually beneficial means of conservation	As plans are submitted for review
	10e. Identify funding sources for property and easement acquisitions.	Annually
11. Utilize a minimum of 50 percent native landscaping in City-owned green space and parks.	11a. Create and maintain a list of native materials conducive to various environmental conditions.	2022
	11b. As opportunities arise to new planting or re-plantings, refer to the list for materials choices.	As plans are submitted for review
12. Incorporate park-like amenities into the green space of public stormwater ponds or other such features.	12a. Inventory and prioritize city facilities that have the potential to be dual-purposed as passive parks.	2024
	12b. Identify funding sources and establish an annual budget.	2025
	12c. Design each co-park in a minimalist manner, utilizing CPTED	Annually

	principles to maximize safety in design.	
13. Maintain the beach as a healthy leisure environment for residents and visitors.	13a. Provide American Disabilities Act (ADA) compliant beach access every half mile.	2025
	13b. As dune walkovers need major repairs, review placement and determine if any should be relocated.	Monthly
	13c. Maintain all emergency beach access points. Where possible, create small dunes to retain stormwater and reduce beach erosion down-slope of the emergency access points.	Monthly
	13d. Enforce the prohibition of unauthorized vehicles using emergency access points to gain access to the beach.	Daily
	13e. Develop and maintain beach access signs that include international symbols identifying parking permitted or prohibited, handicapped access, emergency access, surfing permitted or prohibited and keeping off the dunes.	Develop:2022 Maintain: Annually
	13f. Provide beach patrol, water safety, and ocean rescue along the nonresidential portions of the beach.	Daily
	13g. Provide automobile, golf cart, and bicycle parking near beach access points.	Annually

Conservation

Objective	Action	Timeframe
14. Reduce bacteria levels at the Wither's watershed beach outlet by 50%.	14a. Restore natural buffers.	2023
	14b. Enhance existing ponds with wetland features.	2025
	14c. Design and build new wetland facilities.	2027
	14d. Re-establish and maintain floodplain reconnections.	Annually

15. Maintain the City's Arbor Day Foundation designation as a Tree City USA.	15a. Maintain a Parks Division responsible for the care of all trees on city-owned property.	<i>Annually</i>
	15b. Maintain and enforce the City's Tree Protection Ordinance.	As plans are submitted for review
	15c. Budget a minimum \$2 per capita for urban forestry.	<i>Annually</i>
	15d. Celebrate Arbor Day.	<i>Annually</i>
16. Require a minimum of 50 percent native landscaping at businesses and other developments.	16a. Drawing from the Community Tree Planting Plan, draft an ordinance defining "native landscaping" and requiring as stated.	2022
	16b. Hold a public hearing and adopt said ordinance.	2022
17. Protect life and property from storms by utilizing the beach and dune system.	17a. Control erosion through periodic beach renourishment in accordance with Reach 2 of the Myrtle Beach Shore Protection Project	<i>As needed and funded</i>
	17b. If proposed land use is subject to the permitting requirements of the SC Coastal Management Act, withhold all permits for improvements seaward of the 40-year setback line until a permit for such land use is granted by OCRM.	As plans are submitted for review
	17c. Maintain a setback line based on erosion over a 50-year period.	As plans are submitted for review
	17d. Offer and participate in educational opportunities through the Coastal Waccamaw Stormwater Education Consortium, the Coastal Training Program, DHEC, NOAA and other agencies that are addressing beach management.	<i>Quarterly</i>
18. Retreat from the beach.	18a. Implement the objectives and strategies of the Floodplain Management and Hazard Mitigation Plan.	As plans are submitted for review
	18b. Require that buildings, parking lots and swimming pools destroyed by natural and man-made causes	As plans are submitted for review

	be reconstructed as far landward as possible.	
	18c. Prohibit temporary or permanent seawalls, bulkheads, revetments or other erosion control structures or devices.	As plans are submitted for review
	18d. Replace destroyed utilities only if needed to serve nearby properties and, whenever possible, relocate the replacement utilities as far landward as possible.	As plans are submitted for review
19. Manage the region's premier natural resource, the beach, so as to promote safety, water quality, and access within the context of the beach's critical role in the tourism economy.	19a. Maintain ocean water quality that meets or exceeds Federal standards.	<i>Continually</i>
	19b. Maintain and enforce the city stormwater management ordinance.	<i>Continually</i>
	19c. Monitor ocean water quality and present results to the public to help ensure that adverse impacts are noted and acted upon.	<i>Monthly</i>
	19d. Ensure that building standards are adequate to control nonpoint source pollution.	2022
	19e. Regulate encroachments of exclusive private land uses on City-owned beachfront property to minimize stormwater drainage problems at the dunes and active beach.	2022
20. Provide protected habitat for native plants and animals.	20a. Manage development so that it respects trees, vegetative communities and wildlife, including rare species in the area.	As plans are submitted for review
	20b. Identify loggerhead turtle nests and take steps necessary to protect them.	<i>Daily during nesting season</i>
21. Reduce the risk of wildfires.	21a. Adopt an ordinance restricting the use of pine straw as mulch on commercial properties.	2022
	21b. Engage the SC Forestry Commission's Firewise Communities program.	2022
	21c. Conduct a community wildfire assessment.	2022

	21d. Complete a Myrtle Beach Wildfire Plan to prevent loss of lives, property and resources to wildfire.	2023
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Cultural Resources Element

Unprecedented growth and development has had a tremendous impact on Myrtle Beach's cultural, historic and natural integrity. The City of Myrtle Beach Cultural Resource Committee's mission is to "provided cultural leadership for the City of Myrtle Beach through the development of diverse, community-wide arts and cultural initiatives designed to enrich the lives and experiences of our citizens and visitors."

Historic Preservation



Once Myrtle Beach was simply beach, swamp and dense forest. In the 1880s a small cluster of homes and businesses were built on the Withers Swash beside Kings Highway. This small village was the core upon which developers built New Town, later to be named Myrtle Beach. Near the end of the 19th century, the Myrtle Beach Farms Company

started acquiring property east of the Waccamaw River from the Withers Family. The company recognized the value of the land for expansion of their farming industry and the beachfront to be used as a vacation spot for their employees.

The 1920s was a time of major expansion for Myrtle Beach. Houses and motels were developed along the beachfront and vacation cottages were scattered about the beach. Since the 1920s, expansion has been the major means by which Myrtle Beach has accommodated economic development. Local business people have redeveloped their properties as changes in the accommodations and amusement industries required new and larger facilities. Major disasters including Hurricanes Hazel and Hugo and changes in financing and marketing (such as the designation of Myrtle Beach as a metropolitan area) have provided their own impetus for redevelopment through the years.



As development occurs, the community strives to preserve history in a compatible and utilitarian way. Examples include:

- Swansgate apartments, transformed from the old Carver Training School
- Balsam Place Apartments, converted from the old Pam's Motel
- Charlie's Place, a former motel now housing a small businesses incubator and event space
- The Myrtle Beach Atlantic Coastline Train Depot, rehabilitated space for civic meetings, weddings, family reunions, community events and more
- The Withers Family Indigo Plantation, now Withers Swash Park with trails, views, and interpretive signage

- General Robert Reed Recreation Center, Crabtree Gym, Warbird Park and Grand Park, all former Myrtle Beach Air Force Base properties



Myrtle Beach Downtown Historic District

A new wave of economic development opportunity arrived in 2019 with two federally designated opportunity zones and the adoption of the Myrtle Beach Downtown Master Plan. Soon to follow was the adoption of the Downtown Advanced Plan focusing resources and revitalization efforts into the newly established Arts & Innovation District. Within the Arts & Innovation District is a new Downtown Historic District encompassing twenty-four commercial buildings.



Currently there are no city regulations in place to mandate historic preservation, however, our central downtown features a Historic District with buildings eligible for State and Federal Historic Tax Credits. As time passes more and more areas and buildings within the city will become eligible for historic preservation incentives as City leadership supports and promotes historic preservation as a positive economic impact priority. As the city works to become a sustainable city what better way to accomplish this goal than preserving our history for future generations.



Arts

The city helps to support the arts through the ongoing development of the Arts & Innovation District, special events and festivals, and the allocation of accommodations tax funds to local arts groups and other tourism-oriented organizations.

As tourism is a major part of the Myrtle Beach economy, it is important to note that cultural tourism is a recognized economic driver. Studies reveal that the cultural tourist spends 38% more per day, stays 22% longer than the average traveler, travels more frequently and is more likely to share travel experiences with friends and on social media.





In 2001 City Council established the Cultural Arts Advisory Committee (now the Cultural Resources Committee). The committee serves in an advisory capacity to City Council through the City Manager. Committee accomplishments include:

- Collaboration with the Planning Commission on appropriate elements of the *Comprehensive Plan*.
- Writing a *Cultural Arts Plan* which was incorporated into the *Comprehensive Plan* in 2006
- Drafting an art in public places ordinance, including a mural ordinance
- “Carousel Horses on Parade” fundraiser for the creation of a cultural arts center
- The Mr. Joe White shoe painting contest
- Murals painted on the buildings at the local recreation centers
- The placement of the Mr. Joe White sculpture in the Historic Myrtle Beach Colored School Museum and Education Center
- Creation of the seating wall in Bathsheba Bowens Memorial Park.

The Myrtle Beach Cultural Resources Committee’s mission is to “provided cultural leadership for the City of Myrtle Beach through the development of diverse, community-wide arts and cultural initiatives designed to enrich the lives and experiences of our citizens and visitors.”



Cultural Resources Goal: to ensure our man-made and natural assets of the community will be protected and enhanced to ensure a high quality of life and healthy climate for economic development.

Historic Preservation

Objective	Action	Timeframe
1. Use historic preservation to enhance neighborhoods, meet community needs such as affordable housing, business diversification, cultural experiences, and walkability/bicycling.	1a. Identify historic properties that can be rehabilitated and reused by the public and private sectors	2023
	1b. Establish an historic preservation program that identifies, preserves, and protects lands, sites and structures that have historical or archaeological significance, based on four guiding principles*	2022
	1c. Study the need to create	2022

	historic guidelines for use when reviewing plans in historic areas.	
	1d. Document community history and local legends to give people a tangible record of their heritage.	2027
	1e. Explore creative ways to interact with our history such as augmented reality.	2022-2031
2. Market historic preservation as an economic driver for the area.	2a. Look to the past to plan for the future.	2022-2031
	2b. Market opportunities on public resources such as Non-Government Organization websites, the City Of Myrtle Beach website and social media outlets.	2022-2031
	2c. Share resources and opportunities with potential investors and current stakeholders directly.	2022-2031
	2d. Explore the economic potential of a historic district of mid-century 2nd and 3rd row properties.	2023
3. Establish historic preservation as a tourist attraction.	3a. Preserve the historic resources in a manner that complements natural attractions to make Myrtle Beach a destination for the history, nature, or eco-tourist.	2022-2031

***Guiding Principles of Historic Preservation:**

- When historical and archaeological resources are destroyed, they are gone forever.
- Historic buildings and sites give Myrtle Beach much of its special character and community identity; therefore historic preservation is an important public service and a responsibility of city government.
- Not everything that is old is worth preserving, nor is historic preservation concerned primarily with the creation of museums or other public attractions. To be considered for preservation, a property must be demonstrably significant in history, architecture, or archaeology and it must also be adaptable to modern needs and uses.
- Historic preservation is entirely compatible with economic development. Everyone profits by recycling historically significant buildings and adapting them to new, economically viable uses.

Arts and Culture

Objective	Action	Timeframe
4. Foster a civic environment where artistic expression and cultural diversity can flourish; where the influence of the arts on the local economy and as a factor in economic development is recognized; and where local government and city leaders legitimize the arts as an essential component of civic support, funding and decision making.	4a. Create a diverse arts and culture approach to economic development that provides education and cultural enrichment for residents and visitors, recognition of local artists, and regional exposure.	2022
	4b. Create a policy to direct the inclusion of works of art in public works projects of the city and to place art on municipally owned or rented property.	2024
	4c. Create a policy to assess a public art fee or require on-site public art of equal value for eligible new construction projects.	2024
	4d. Research and compile funding from various sources to establish a dedicated fund for distribution to local arts and cultural organizations.	2024
5. Develop the Arts & Innovation District as an area inclusive to all cultural arts disciplines.	5a. Research best practices and ideas to incorporate public art within the District.	2022
	5b. Analyze opportunities for art and cultural elements within the district.	2022
	5c. Define a brand and style for the district to attract like-minded business and visitors.	2023
	5d. Study the interest and feasibility of creating satellite studios for established art and cultural organizations like the Art Museum and Brookgreen Gardens.	2022
6. Establish cultural centers throughout the city to enrich our community through the promotion of arts, history, religion, and heritage of the diverse cultures that live, invest, and visit here.	6a. Assess the need, desire and requirements for a one-roof Cultural Center in the heart of Myrtle Beach.	2024
	6b. Complete a new Performing Arts Center inside the Downtown Historic Broadway Theater.	2025

	6c. Replace the existing Chapin Memorial Library with a modern, expanded state-of the art facility.	2026
	6d. Build a Children's museum within the Arts & Innovation District.	2027
	6e. Update the Community performing Arts Center at the Myrtle Beach High School Auditorium.	2025
	6f. Design and build a new Franklin G. Burroughs & Simeon B. Chapin Art Museum relocated in the heart of the new Arts & Innovation District.	2031
	6g. Work with local arts organizations, cultural groups, foreign exchange and work visa programs, and other appropriate agencies to provide valuable insight for facilities development.	Annually
7. Support intergenerational, multi-cultural community arts programs.	7a. Enhance day-school arts programs.	Annually
	7b. Enhance after-school, evening, and summer arts programming for children and adults.	Annually
	7c. Work with local arts organizations and appropriate agencies to provide community-wide arts programs.	Annually
8. Provide all residents and visitors, as well as business and industry wishing to locate here, with information concerning the cultural arts.	8a. Strengthen the exchange of information and the coordination of activities of the arts organizations.	Annually
	8b. Work with the Coastal Carolina Association of Realtors, the MB International Airport and other public transit, Myrtle Beach Regional Economic Development Corporation, North Eastern Strategic Alliance, the Myrtle Beach Area Chamber of Commerce and media outlets in getting information to newcomers about the arts and culture	Weekly

	opportunities available in this community.	
9. Expand cultural tourism through signature events in the city that promote the arts.	9a. Identify existing and potential cultural tourism opportunities in the area.	<i>2024</i>
	9b. Implement a marketing plan to bring visitors to the area that are interested in cultural tourism.	<i>Annually</i>

Community Facilities and Services Element

The City of Myrtle Beach invests heavily in human capital within our city workforce. Services require skilled labor certifications and licensures to:

- work on and operate equipment
- manage water distribution and wastewater collection systems
- manage roadway and traffic systems
- manage development and construction activities
- manage solid waste services
- manage stormwater systems
- manage citywide fleet services
- adhere to a variety of associated regulatory requirements

As technology advances, these positions are becoming more skilled and operations become faster paced. Employees benefit from annual training and professional networking opportunities, career growth, and a promote-from-within philosophy to retain high performing employees and retain historical/operational knowledge.

The City of Myrtle Beach performs various renewal and replacement projects, as growth results in increased maintenance requirements. Infrastructure projects conducted annually include:

- Intersection improvements, resurfacing, and signalization throughout the City.
- Neighborhood enhancements including sidewalk, curb and guttering, infrastructure restoration, and signage.
- Construction, replacement, and extension of the water delivery system and the sewer system infrastructure and pump station upgrades.
- Facility maintenance and upkeep on its 97 existing structures/facilities, including several major roof replacement projects.
- Maintenance of 50 City playgrounds, passive and active parks, dog parks, and picnic shelters.

Public amenities that position Myrtle Beach among the best resort, business, and residential location on the East Coast include:

- 1.2-mile Oceanfront Boardwalk featuring shops, cafes, and an oceanfront park.
- 12.5 miles of the East Coast Greenway.
- 37 City Parks including 17 playgrounds and 18 ball fields.
- 3 full-service recreation centers
- 9.25 miles of beaches that include 141 public beach accesses.
- 18-hole championship Whispering Pines Golf Course.
- Myrtle Beach Convention Center with over 250,000 square feet, with the neighboring 402-room Sheraton Myrtle Beach Convention Center Hotel.
- Myrtle Beach Colored School, Historic Train Depot, historical sites, and community centers.
- The Myrtle Beach Sports Center, a 100,000 square foot indoor sports facility.

Utilities

The City operates under a 10-year plan of prioritized water, sewer, and stormwater infrastructure projects to assist with long-range financial planning.

The city is made up of a series of integral stormwater management facilities, some public and some private. A portion of our public infrastructure is located off the right-of-way, often out of sight and encroached upon with fences, landscaping, and in some cases structures/buildings. In order to keep stormwater flowing, the City operates under a policy that establishes various public/private stormwater facilities maintenance agreements.

The Myrtle Beach water treatment plant, operated by the Grand Strand Water and Sewer Authority, treats up to 40 million gallons of water from the Atlantic Intracoastal Waterway each day. The Atlantic Intracoastal Waterway is our essential watercourse, classified as:

- suitable for drinking water supply after treatment
- primary and secondary contact recreation
- fishing
- industrial and agricultural uses

The City of Myrtle Beach water and sanitary sewer system includes:

- 406 miles of water mains
- 257.8 miles of gravity sewer lines
- 187 miles of storm sewers
- 99.7 miles of sewer force-mains
- 6,596 manholes
- 5,972 clean-out locations
- 520 force-main valves
- 165 air release valves

In all, that's 357.5 miles of underground sewer lines serving residents, businesses and visitors. Despite Covid-19, water and sewer operating indicators changed little in 2020:

- Average Water Daily Consumption in FY2020 was 9.8 million gallons, compared to 10 million gallons in FY2019.
- Average Sewer Daily Treatment in FY2020 was 8 million gallons, compared to 8.1 million gallons in FY2019.

In order to manage the flow, the City utilizes residential and commercial water meters that allow for remote water meter readings.

Solid Waste

The City of Myrtle Beach's Solid Waste Division collected 39,952 tons of solid waste during the fiscal year that ended June 30, 2021. That's 79,904,000 pounds in all, or 2,443 pounds per capita. The total includes:

- 63,677,600 pounds of garbage
- 8,554,040 pounds of yard waste
- 4,238,080 pounds of commingled recyclables
- 3,317,940 pounds of bulky junk
- 76,800 pounds of scrap metal
- 27,380 pounds of electronic waste (computers, monitors, printers and TVs)

- 12,160 pounds of commercial cardboard.

To do so the City utilizes:

- A six-position Solid Waste crew
- 32 collection trucks, two rear loaders, and two knuckle booms
- The state-of-the art top-loading Jake Abraham Solid Waste Transfer Station supports collection of four waste streams (yard waste, household waste, recycling, and bulk waste).
- A regulatory team of two staff members who address illegal dumping and enhance city-wide beautification efforts.

Public Safety and Emergency Medical

The City has adopted a Public Safety Initiative to continuously implement the Police recruitment and retention plan, increase the utilization of technological tools in the public safety departments, maintain Emergency Service presence and encourage development in underutilized areas of the City. Supporting this initiative, the following steps were taken:

- In 2020, 10 Police Officer positions were added, providing additional resources for the Department and allowing deployment of the resources throughout the City.
- Expansion of the K-9 unit, with the addition of a patrol K-9 officer.
- Continued support for the Seven Year Staffing, Deployment, Recruitment, and Retention Plan to create and retain a police force sized adequately for the community.
- The introduction to the Crash Data Retrieval System (CDRS), assisting with major collision investigations.

The previous measures were considered and taken as the 2020 operating indicators were released for the City. There are three police stations in the City, including the main headquarters, police annex, and joint use of Fire Station #4. There are a total of six fire stations in the City.

- Police Calls for Service: 119,084
- Arrests: 25,651
- Calls for service to Fire patrol per Engine Company was 15,047.

Education

In addition to three religious-based private schools, Myrtle Beach is home to a cluster of public Horry County Schools that shares recreational facilities with the City:

Myrtle Beach Primary School
Myrtle Beach Elementary School
Myrtle Beach Middle School*

Myrtle Beach Intermediary School
Myrtle Beach High School
Myrtle Beach Continuing Education Center

* This energy positive school features thermal energy storage, centralized geothermal HVAC, solar panels, LED lighting, natural daylight, enhanced building HVAC automation, and indoor air quality monitoring to produce more energy than it consumes.

Communications and Quality of Life

The City operates under a Communication Initiative to be open and transparent in deliberations and decision-making, welcome public input and involvement, and remain responsive to our community. Proactive initiatives include:

- “Beachside Chats” hosted by the City’s Neighborhood Services Department to openly discuss race and healing.
- “Homebound Delivery” launched by Chapin Library, delivering library items to shut-ins or people with health or physical impairments.

- “Unparalleled Quality of Life Initiative” focusing on three objectives to help residents and businesses achieve their goals: crime reduction, economic development, and neighborhood enrichment. Programs established to attain an unparalleled quality of life include the Quality of Life Court, the Guardian Academy, Community Fire Risk Reduction, No-Questions-Asked Drug Disposal Service, and Gold Cap Ambassadors.
- Responsive to residents’ speeding concerns by installing a series of driver feedback signs within the Market Common area to capture traffic data and hopefully improve driver behavior
- The Traffic Engineering team in collaboration with our Fire Department installed traffic preemption devices on a number of traffic signals. Traffic preemption devices improve the quality of life for our residents through enhanced response times of our public safety teams.
- The citywide Watershed-based Stormwater Master Plan involves a community stakeholder engagement element. Creation of the plan assists with improving our Community Rating System (CRS) status. The CRS is a voluntary incentive program through FEMA that recognizes and encourages community floodplain management practices that exceed the minimum requirements of the National Flood Insurance Program (NFIP). Our participation and status provides flood insurance discounts to our residents/business owners within our community.
- The Neighborhood Watch Program was initiated to increase communication, provide information about crimes occurring in specific neighborhoods as well as establish a direct liaison within the police department. The Crime Prevention Officer coordinates the Neighborhood Watch Program and works with community members to facilitate communication among all community members. Currently, the Myrtle Beach Police Department works with over 32 active Neighborhood Watch programs throughout the city.

Community Facilities and Services Goal: Through sound management and strategic investments, community facilities and services promoting health, safety, and an enhanced quality of life are provided and maintained efficiently, responsively and sustainably.

General Government Services and Facilities

Objective	Action	Timeframe
1. Rebalance revenue allocations.	1a. Evaluate revenue shortfalls resulting from Covid-19.	2022
	1b. Prioritize funds that fell short during the pandemic.	2022
	1c. Reformulate revenue allocations accordingly.	2022
2. Maintain strong unassigned fund balances.	2a. Study the effects of Covid-19 on the 2019-2020 and 2020-2021 budgets.	2022

	2b. Extract lessons learned to determine necessary “emergency” fund balances; budget accordingly.	2022
3. Keep pace with infrastructure maintenance and developer-contributed capital expansion.	3a. Create and maintain a database of zoning, subdivision, and building plans submitted for review and approval.	Create:2022 Maintain: Monthly
	3b. Calculate trends to determine future needs for expansion and maintenance.	Annually
	3c. Budget necessary resources to meet projected needs.	Annually
4. Transition from reactive to a proactive needs-based maintenance program.	4a. Budget for additional staffing and equipment to support growing workloads.	2022
5. Develop a plan for renovating or replacing numerous aging city facilities, infrastructure, and technology.	5a. Evaluate existing conditions and estimate life expectancy of aging infrastructure, technology, and facilities.	Annually
	5b. For each, determine the best course of action: renovation or replacement.	Annually
	5c. Identify funding sources and budget accordingly.	Annually
6. Ensure city buildings have adequate office and meeting space.	6a. Utilize Pictometry to create floorplans for each city building, complete with room dimensions.	2023
	6b. Survey staff to determine current and future needs for office and meeting space. Prioritize Quality of Life in planning for these spaces.	2024
	6c. Create a plan that meets current and future needs through existing use, reconfiguration, expansion, and building replacement.	2024
	6d. Estimate costs, prioritize improvements, and budget accordingly.	Annually
7. Establish a maintenance plan for non-city owned infrastructure (eg. gateway improvements, corridors and residential neighborhoods).	7a. Document above-standard improvements. Establish and maintain a database.	2022
	7b. Identifying any maintenance or funding agreements established at the time of installation.	2022

	7c. Decide if each will be maintained into the future, and if so by whom.	2023
	7d. Draft a maintenance procedure and schedule, including budget, for reference by staff.	2023
8. Provide social and human services, public safety, and health services as disasters impact the community.	8a. Work with private and non-profit partners to provide and/or restore basic services needed to sustain the community.	<i>Within a week of the disaster</i>
	8b. Provide support and coordinate unmet needs and other ongoing needs remaining from the response phase.	<i>Within 6 months of the disaster</i>
9. Sustain lifelines and restore infrastructure and private facilities after a community disaster.	9a. Facilitate continuity of lifeline utilities and services and infrastructure restoration.	<i>Within a week of the disaster</i>
	9b. Maintain operations related to debris clearance and disposal.	<i>Within a week of the disaster</i>
10. Establish realistic level of service expectations.	10a. Determine acceptable response times for issues raised by the public. Establish a standard to be applied across all departments.	2022
	10b. Draft standard operating procedures that prioritize hierarchy levels of response. SOP shall identify specific decision-makers within each department, responsible for prioritizing each request.	2022
11. Accomplish a great deal with limited staff.	11a. Poll staff to identify unintended inefficiencies in city policies.	2022
	11b. Identify ways in which departments can work together to eliminate redundancies.	2022
	11c. Compare comp time and overtime policies to the cost of hiring additional employees, and adjust policies accordingly.	2022
12. Recruit qualified job candidates.	12a. Research existing area- and nation-wide salaries and expectations.	<i>Annually</i>
	12b. Maintain a current and realistic assessment of moving and local living expenses.	<i>Annually</i>

	12c. Work with local realtors to locate housing for potential job candidates.	<i>Monthly</i>
	12d. Create and maintain a dossier Describing Myrtle Beach and the benefits of living here.	<i>Create:2022 Maintain: Annually</i>
	12e. Create a marketing campaign touting Myrtle Beach as a great place to live and work, so top candidates seek out Myrtle Beach jobs.	<i>Create:2022 Update: Annually</i>

Water and Sewer

Objective	Action	Timeframe
13. Upgrade the infrastructure of the public water distribution and sanitary sewer collection systems.	13a. Assess the current systems through routine operation and maintenance activities and identify necessary upgrades.	<i>Annually</i>
	13b. Budget for operational needs and associated upgrades of capital assets.	<i>Annually</i>
14. Plan for required utility relocations associated with redevelopment and major roadway improvement projects.	14a. Track subdivision and building permit approvals to identify trends.	<i>Monthly</i>
	14b. Communicate with regional water system partners (GSWSA and City of North Myrtle Beach) to identify water demand needs and establish standard operating procedures of water system interconnections.	<i>Annually</i>
	14c. Work closely with SCDOT and Horry County in the planning phases of major roadway projects to ensure necessary utility relocations are considered during the engineering/construction phase. Should the City not have prior rights of utilities, estimated values for proposed utility relocation shall be considered within the capital plan.	<i>Quarterly</i>
	14d. Identify and budget for needed right-of-way acquisition and utility easements.	<i>Annually</i>
15. Evaluate the city's public utility (water distribution and	15a. Inventory and evaluate the condition of current infrastructure to identify and prioritize repairs and	<i>Annually</i>

sanitary sewer collection) systems.	upgrades based upon the needs of our growing city.	
	15b. Determine the optimal balance of in-house crews and contractor services to inventory and evaluate the utility systems and identify the repair/rehabilitative and expansion projects to include within annual operational maintenance activities or the capital improvement plan.	2026
16. Assess encroachments (ex. fences, landscaping, and structures) within existing public utility easements and communicate corrective action to mitigate.	16a. Utilize Pictometry to identify encroachments throughout the city.	2022
	16b. Communicate to residents/businesses about how hard and soft encroachments can impede utility operation and maintenance access.	Quarterly
	16c. Determine if encroachments were installed without an approved permit issued by the City of Myrtle Beach.	Monthly
	16d. Evaluate the impact of each encroachment to the operation of the utility and determine corrective action to be taken by property owner.	Monthly
	16e. Communicate with the property owner of required corrective action.	Monthly

Solid Waste Collection and Disposal

Objective	Action	Timeframe
17. Anticipate future solid waste collection route adjustments based upon the growth of the city.	17a. Track subdivision and building permit approvals to identify trends.	Monthly
	17b. Identify needed route adjustments and resource needs.	Monthly
	17c. Budget for necessary resources.	Annually
18. Plan for enforcement of compliant collection.	18a. Provide fee structure for cost of services delivered over and above the standard level of service.	2022
	18b. Track violations and identify problem areas; utilize the Quality of Life Court as necessary.	Monthly
	18c. Use public education hang tags to notify customers and	2022

	encourage involvement at Neighborhood Watch, HOA/POA meetings, or other public meetings to educate the public on solid waste management issues.	
	18d. Consider an in-truck software solution to monitor solid waste service routes and verify service, extras, and compliance issues.	2022
	18e. Budget for resources necessary to educate and enforce.	<i>Annually</i>
19. Plan for infrastructure upgrades and smart technology advancements.	19a. Transition from existing compaction units to an open-top solid waste transfer station to afford operational efficiencies gained from the ability to segregate recycling materials, stage multiple waste streams on the tipping floor, and manage multiple trucks.	2022
	19b. Replace infrastructure that has reached the end of useful life, such as the joint use compactors in 2020 with upgraded units having load sensing technology, solid waste containers along Ocean Blvd in 2022-2023, and plan for future renovations to compactor unit enclosures.	<i>Annually</i>
	19c. Budget for resources necessary to educate and enforce.	<i>Annually</i>

Quality of Life

Objective	Action	Timeframe
20. Train and educate city staff regarding the city's enforcement policies and Quality of Life Court.	20a. Identify staff who will be directly involved in the program.	2022
	20b. Create a uniform training program to insure training across departments is consistent.	2022
	20c. Host information sessions for staff not directly involved, so all departments are aware of program details and can communicate accurately and effectively when asked.	2022
	21a. Identify key points to be conveyed.	2022

21. Educate the public regarding the city's enforcement policies and Quality of Life Court.	21b. Create a promotional campaign explaining what the program is, why we have the program, how the program may affect members of the public, and how members of the public can help. Instill realistic expectations for the timeframe of noticeable change.	2022
	21c. Disseminate information through the Neighborhood Watch program.	2022
	21d. Provide a point of contact for questions and concerns.	2022
22. Create and maintain an inventory of aging private buildings and infrastructure.	22a. Research city and county records to identify, if possible, construction dates for buildings and accompanying infrastructure.	2023
	2b. Identify areas of the city in which existing structures are typically older than 25 years.	2023
	22c. Create and maintain a database of buildings and infrastructure that do not meet current building and zoning codes.	Create:2023 Maintain: Annually
	22d. As permit and license applications are received, look for opportunities to work with the property owner to bring property improvements up to code.	Monthly
23. Address challenges from long time offenders.	23a. Create and maintain a database of long time offenders, to be used as reference by current and future staff.	Create:2022 Maintain: Monthly
	23b. Utilize diplomatic measures to determine the reasons and possible solutions for noncompliance.	Monthly
	23c. Maintain accurate records of offences and communications for use in court if necessary.	Monthly

Public Safety and Emergency Medical

Objective	Action	Timeframe
24. Replace aging public safety equipment and facilities.	24a. Analyze existing facilities and equipment to determine adequacy of quantity, condition, and effectiveness.	2024

	24b. Apply best and current practices to establish an expansion/replacement plan.	2024
	24c. Once needs are assessed, establish a budget, identify funding sources, and establish a schedule.	2025
25. Establish the impact of Covid-19 on local crime.	25a. Study the impact of Covid-19 on the 2020 and 2021 tourism seasons, and identify any correlations to crime rates and types.	2022
	25b. Analyze and project any long-term Covid-19 effects on crime.	2022
	25c. Adjust practices for any lasting Covid-19 effects.	2022
26. Meet the community's expectations of Public Safety.	26a. Conduct a Public Safety Visioning Process to discuss issues with community members and stakeholders, to establish clear communications regarding realistic expectations.	2022
27. Maintain all required training.	27a. Establish a clear and concise training schedule for each police officer, dispatcher and records keeper.	2022
	27b. Establish a clear and concise training schedule to maintain emergency response team requirements for EMS and ISO certification, and to meet minimum national standards.	2022
28. Meet the future public safety needs of the Country's 2nd fastest growing Metropolitan Statistical Area.	28a. Study geographical and demographic growth data to recognize trends and their effect on local crime.	2023
	28b. Calculate projections for increased crime rates, adequate staffing, emergency responses, beach responsibilities, community outreach, and code enforcement; develop a plan meet the public safety needs of projected growth.	2024
29. Suppress the opioid epidemic.	29a. Document and analyze local data related to the illegal opioid trade.	2022

	29b. Develop a short-range plan for tackling the immediate problem, and a long-range plan for keeping similar crimes from reoccurring.	2023
30. Transact with mental health populations in an effective manner.	30a. Develop policies specific to situations involving those suffering with mental health issues.	2022
	30b. Focus training on the specifics of communicating with, and deescalating dangerous situations involving, those suffering from mental illness.	2022
31. Transact with homeless populations in an effective manner.	31a. Develop policies specific to situations involving homeless people.	2022
	31b. Focus training on the specifics of communicating with, and deescalating dangerous situations involving, the homeless.	2022
32. Recruit and retain the best fire and law enforcement personnel in the country.	32a. Determine the factors affecting employment decisions, looking beyond salary and benefits.	2022
	32b. Develop recruitment and retention plans to attract and maintain the best of the best.	2023
33. Prepare for mass casualty incidents.	33a. Study mass casualty incidents, looking for commonalities in response across varying incident types.	2023
	33b. Create and implement a general plan for mass casualty response, and specific plan variations for the most likely of incidents.	2024
34. Balance adequate special event staffing with service to the overall community.	34a. Study similar communities to determine the standard expected levels of public safety services provided for special events.	2023
	34b. Develop standard policies for level of service, to be applied consistently for tiered event levels.	2024
	34c. Determine the monetary and personnel costs of providing special event services and budget accordingly.	2024

35. Examine the utilization of public safety personnel for non-emergency needs.	35a. Research man hours used over the past five years for non-emergency tasks. Calculate associated tangible and intangible costs. Identify inefficiencies.	2025
	35b. Develop a list of alternatives to eliminate inefficiencies.	2025

Recreation and Sports Tourism

Objective	Action	Timeframe
36. Renovate or replace aging equipment and infrastructure in our city parks.	36a. Evaluate equipment and infrastructure in each park for short- and long-term safety concerns.	2022
	36b. Create and update a maintenance and replacement schedule.	Create:2022 Update: Annually
	36c. Project cost estimates (including personnel), identify funding sources, and budget accordingly.	Annually
37. Connect recreational facilities by expanding existing walking and bicycle trails/trail networks, including the East Coast Greenway, the A10 Mountain Bike Trail, and other assets.	37a. Update and study the city's Bicycle & Pedestrian Facilities Map and the Parks map to identify opportunities for connecting existing recreational facilities.	Annually
	37b. Identify any engineering obstacles to potential connections.	2023
	37c. Identify opportunities to leverage expansions with private development.	Monthly
	37d. Prioritize, estimate costs and budget accordingly.	Annually
38. Developing 4 additional areas with outdoor basketball courts, volleyball courts, bocce ball, and other free-play activities that are available for open, public use.	38a. Identify areas of the city lacking opportunities for free play.	2026
	38b. Identify needed free-play activities for which the city is deficient in facilities.	2026
	38c. Identify specific locations adequate to meet the needs, working with property owners and developers as necessary.	2027
	38d. Estimate costs, identify funding sources, and budget accordingly.	2027

	38e. Design and construct facilities.	<i>Design:2028 Construct:2031</i>
39. Build a new park consisting of a trail along the unutilized rail from the Train Depot to the Intracoastal Waterway, and a riverwalk-type experience along the Intracoastal Waterway.	39a. Work out an arrangement with Horry County for use of their railway.	2022
	39b. Work with the Army Corps of Engineers to design the "Waterwalk."	2024
	39c. Estimate costs and identify funding sources.	2025
	39d. Design and build.	2025
40. Provide balanced access to all facilities, amenities, programs, and services to and across all socio-demographic groups.	40a. Utilize the results of the 2019 Myrtle Beach Parks, Recreation, and Sports Tourism Department Need Assessment to identify deficiencies.	2022
	40b. Reach out to underrepresented socio-demographic groups to gain ideas for new programs and facilities.	2023
	40c. Develop and launch a promotional campaign targeting underrepresented socio-demographic groups.	2024
41. Meet customer demand for recreational facilities and field space.	41a. Estimate revenue lost due to inadequate facilities.	2022
	41b. Analyze the cost of providing additional facilities vs the revenues lost to maximize the return on future investments.	2022
	41c. Explore the possibility and potential of developing a football/soccer 15-field complex to include a championship-level field.	2026
	41d. Explore the possibility and potential of developing a 32-tennis-court and 12- dedicated-pickleball-court facility to include a championship/spectator court.	2028
	41e. Explore the possibility and potential of developing a competitive aquatics complex.	2030
	41f. Explore the possibility and potential of developing an additional rectangle field and	2032

	warm-up track at Doug Shaw Stadium.	
	41g. Explore the possibility and potential of creating a beach sports venue.	2034
42. Create standard operating procedures for Special Events, in order to be pro-active instead of reactive.	42a. Conduct an analysis of special events over the past five years, list all city resources need for each, and tally the dollar and in-kind costs to the city.	2022
	42b. Assess the effects of special events on the community, including the effects of street closures on traffic congestion, increased crowds in concentrated areas, and effect on adjacent businesses.	2022
	42c. Establish and adopt criteria for event approval.	2023
	42d. Adopt a policy establishing basic levels of service to be provided by the city for all special events.	2023
	42e. Draft a fee schedule for special events services offered over and above the basics, with a corresponding staff overtime policy.	2023

Library

Objective	Action	Timeframe
43. Provide support for reading, writing, comprehension, evaluation, and ideas across many topics and platforms, including digital, media, health, and early learning literacies.	43a. Incorporate whole-child approach to instruction and Every Child Ready to Read early literacy skills.	2022
	43b. Incorporate and promote foundational literacy skills across all age groups.	2022
	43c. Obtain and share emerging technologies to prepare our community for the future.	Annually
	43d. Expand e-book offerings.	Annually
	43e. Empower individuals to use digital tools safely, responsibly, and productively.	2023

	43f. Encourage individuals to obtain and understand general health, nutrition, and wellness information.	2022
44. Build enduring relationships through services and programs that respect, empower, and embrace the community.	44a. Incorporate programs that reflect our diverse community.	Annually
	44b. Curate a diverse collection to support the interests and demographics of our residents comprising of own voices and reviewed works.	Annually
	44c. Program beyond the library building through expanding mobile services.	2024
	44d. Focus on residential areas of library non-use and improve equitable access to library services.	2022
	44e. Solicit community input to elevate library offerings and fortify relationships.	2025
45. Embrace our local history and growing community identity by expanding digital access to archived historical documents, photos, and recorded interviews to preserve for generations to come.	45a. Complete digitization of all historical items in local collection.	2025
	45b. Facilitate the accessibility of the local digital collection from outside the library building through a digital platform with offsite storage.	2026
46. Provide youth with resources and opportunities that inspire a thirst for knowledge, spark creativity, celebrate diversity, and encourage active participation in our community.	46a. Provide life skill training for teens.	Monthly
	46b. Expand volunteer opportunities to include empowerment and leadership projects that model excellence to younger children.	2023
	46c. Build lasting relationships with local organizations serving school-age students. Use partner information and resources to formulate and execute impactful programming with intentional outcomes.	Monthly
47. Plan a new library facility that includes multi-use spaces that can be used for expanding existing and new programming including recreational, leisure, and lifelong learning offerings	47a. Research best practices for providing new programs.	2023
	47b. Estimate facility and staffing needs.	2023
	47c. Estimate costs, identify funding sources, and budget accordingly.	2024

and a variety of programs, services, and experiences that support holistic wellness including intellectual, spiritual, social, and occupational development.		
48. Plan the repurpose of the existing historic library facility.	48a. Evaluate the building's potential to provide needed office and meeting space.	2023
	48b. Work with Coastal Carolina University to evaluate potential use for a downtown campus.	2023

Educational Facilities

Objective	Action	Timeframe
49. Assist Horry County Schools' with their vision to be a premier, world-class school system in which every student acquires an excellent education.	49a. Establish points of contact at both HCS and the City of Myrtle Beach for matters regarding Myrtle Beach schools.	2022
	49b. Work in conjunction with HCS to develop the walkable and bike-able Sea Hawk District.	2023
50. Provide city communication platforms to share school district messaging pertinent to Myrtle Beach families.	50a. Cross-share postings on social media platforms.	Daily
	50b. Invite district representatives to present relevant information at broadcasted City Council meetings.	Quarterly
51. Establish a Coastal Carolina University Myrtle Beach Campus.	51a. Provide an opportunity to utilize the historic Broadway Theater and adjacent historic buildings to house the CCU Theater Department in the city's ART District.	2022
	51b. Explore opportunities for relocating the CCU Graduate Early Childhood Education facilities, including a public charter school, to the historic Presbyterian Church and Chapin Library building.	2025
	51c. Explore opportunities for student housing along the downtown roadways connecting the schools of Theater and Early Childhood Education.	2027

Communications

Objective	Action	Timeframe
52. Undertake a 3rd party survey of public opinion on a wide range of topics.	52a. Draft a scope that includes all topics to be surveyed, target audiences, and clear goals.	2022
	52b. Estimate a budget for a third-party consultant and expenses and identify a funding source.	2022
	52c. Draft a Request for Proposals and put the project out to bid.	2023
	52d. Hire a third-party survey team and assist as needed with survey implementation.	2024
	52e. Draft plans of action based on the survey results.	2025
53. Upgrade Council Chambers with new video monitors & audio system improvements.	53a. Research optimal equipment to maximize in-chambers audio and visuals, as well as streaming and broadcast audio and video.	2022
	53b. Examine the Chambers for physical and security limitations.	2022
	53c. Create a schematic and a budget. Identify a funding source.	2022
	53d. Purchase and install equipment.	2022
	53e. Train users on new equipment operation and procedures.	2022
54. Create, update and maintain content on all media platforms.	54a. Study various platforms to determine best practices for information dispersal on each, recognizing that best practices evolve over time.	Annually
	54b. Create a schedule for drafting and dispersing content.	2022
	54c. Monitor each platform to maintain security and integrity.	Daily
55. Provide proof-of-performance on city goals and objectives.	55a. Monitor progress in achieving Comprehensive Plan goals, objectives and strategies.	Annually
	55b. Announce progress on media platforms as it occurs.	Daily
	55c. Celebrate accomplishments with ribbon cuttings and parties that involve the entire community.	Monthly
56. Illustrate and explain city projects and policies.	56a. Remain abreast of projects and new policies.	Weekly

	56b. Maintain a current list, with prepared answers regarding the Who, What, When, Where, Why, and How of each.	<i>Weekly</i>
	56c. Identify those for which pro-action is beneficial and promote/inform accordingly.	<i>Weekly</i>
	56d. Communicate city projects and policies to residents via Neighborhood Watch meetings.	<i>Monthly</i>

Housing Element

Myrtle Beach is an attractive place to live for a number of reasons. Young professionals, growing families and empty nesters who are drawn to the area's mild weather and beaches set down roots here and enjoy the area's relatively low cost of living.

Since 1990, the average age of the community has continued to increase as the entire Grand Strand region has increasingly become a retiree magnet. With warm ocean breezes and average temperatures that range between 54°F and 75°F, many retirees have in-migrated from New York, Ohio, New Jersey, and West Virginia.

Myrtle Beach has many unique characteristics that influence housing development. These characteristics include:

- Reputation/status as a tourist destination and retirement community.
- A concentration of leisure and hospitality employment.
- Competition for employees within the broader region.
- Land cost/availability.
- Seasonal population flows.
- The size of the second home market.

Household and Family Status

Household status is a primary indicator of social and economic conditions in the community. Occupancy is a concern since crowded housing conditions can cause community disruption.

- There were more than 13,000 households in Myrtle Beach in 2019.
- 55.6% of Myrtle Beach households are families, with an average family size of 2.36.
- 44.4% of Myrtle Beach households are nonfamily households.
- 45.7% of the households include individuals aged 60 or older.
- 19.6% of the households in Myrtle Beach have children under 18 years of age.
- A single female heads 10.2% of households in the City with no spouse present.

Homeownership rates have declined sharply among younger households:

- Homeownership rate among households headed by someone aged 25-34 is 20.30%.
- Homeownership rate among households headed by someone aged 65+ is 81.70%.

Housing Type

During the fiscal year ending June 30, 2021 the city permitted:

- \$188,816,267 worth of residential construction
- 635 new single-family residences
- 11 manufactured homes

The highest growth in the City's housing stock over the past ten years is single-family detached homes and multi-family buildings (20+ unit buildings).

- 32.9% of housing units are single-family detached homes
- 30% of occupied units are in multi-family buildings of 20+ units
- 23.3% of occupied units are in multi-family buildings of 3-19 units

Housing Occupancy and Affordability

Myrtle Beach's housing market is irregular as many units are occupied on a seasonal basis:

- 4224 units occupied seasonally.
- 25,020 units occupied year-round.

The standard measurement of housing affordability is to compare household income to housing costs- no more than 30 percent of gross income should be spent on housing costs.

- An estimated 5,531 Myrtle beach households (40%) spend >30% of household income on housing costs
- An estimated 2,805 households (20.3%) spend >45% of household income on housing + transportation costs

Compared to the surrounding communities in Horry County, the City of Myrtle Beach has the highest home sale prices.

- \$297,000 = median sales price (June 2021) for a single-family home on the Grand Strand
- 22% increase in single-family home prices June 2021/June 2020
- \$175,000 = average sales price (June 2021) for a condominium on the Grand Strand
- 21% increase in condominium prices June 2021/June 2020
- 65% of single-family detached homes in Myrtle Beach list for \$400,000 or more.
- 3% of single-family detached homes in Myrtle Beach list for less than \$200,000.

The average full-time worker in Myrtle Beach can feasibly purchase a home priced at no more than \$200,000.

The community has experienced a fairly significant hollowing out of middle-income households, which has important implications for housing. Higher-income households can put upward pressure on prices and rent, placing housing further out of reach for those with more modest incomes. There is widespread interest in seeing the housing needs of workers in several vital occupations met, including those in the education, entry-level/blue-collar, and service-oriented fields.

Regulations, Incentives, and Programs

Myrtle Beach City Council amended the financial incentives available for specific new investment and redevelopment projects in designated areas to encourage further economic activity. Areas designated as redevelopment targets for these investments and the resulting vouchers include the area from Kings Highway to Ocean Boulevard, from 29th Avenue North to the southern intersection of Ocean Boulevard and Kings Highway, and the new Arts & Innovation District. Workforce housing is described as an opportunity for eligible project types.

Habitat for Humanity of Horry County is currently adopting plans and collaborating with developers to create mixed-use and single-family properties. The plans' outline includes homes below the range of \$200,000 and rent at \$875 or less. The incentives require the head of household to work inside the city limits.

The Housing Authority of Myrtle Beach (MBHA) and the East Carolina Housing Organization (ECHO) aim to help those in the community find attainable housing opportunities and become self-sufficient. MBHA offers the following programs:

- Housing Choice Voucher Program (HCV)
- Veterans Affairs Supportive Housing (VASH)
- Family Self-Sufficiency Program (FSS)
- Homeless programs such as Continuum of Care.

ECHO offers:

- Transitional housing
- Long-term and short-term housing programs (in partnership HUD)

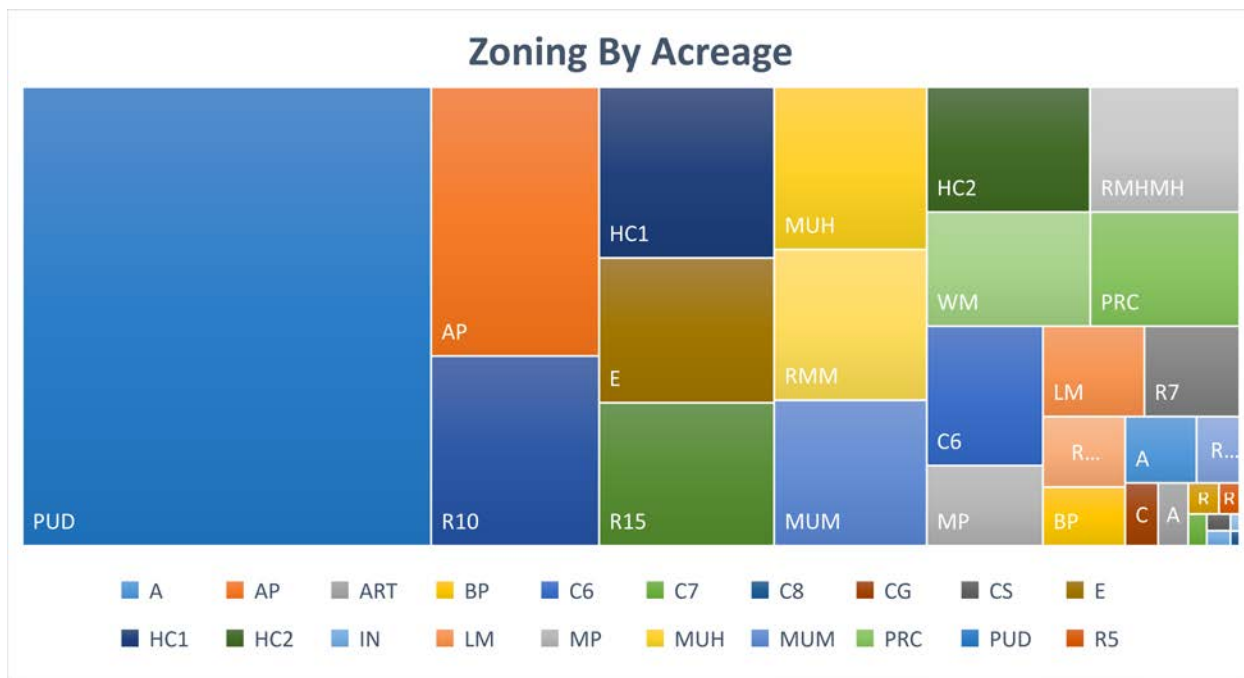
Housing Goal: Housing is sustainable, attainable, diverse, and meets a broad range of consumer needs, including those in the education, entry-level/blue-collar, and service-oriented occupations.

Objective	Action	Timeframe
1. Increase the housing supply utilizing objective criteria that will equitably distribute housing units across the city to meet future housing demand.	1a. Identify the obstacles to high-density housing development.	2022
	1b. Study the costs and benefits of housing at various density levels.	2022
	1c. Incentivize new market rate apartments in downtown.	2022
	1d. Remove obstacles and provide incentives for housing development at optimal density levels. Consider using city land, assets, private partnerships and the affordable housing fund.	Annually
	1e. Plan accordingly for traffic generated by multi-family dwellings.	2023
2. House individuals and families of all income levels.	2a. Increase the supply of rental housing with rents of \$875 or less to meet the needs of our service workforce.	2028
	2b. Increase the supply of "for sale" housing priced below \$200,000 to meet the needs of our moderate-income workforce.	2028
	2c. Develop a J-1 Student housing strategy.	2022
	2d. Research and develop an employer-based housing program, by	2022

	which employers provide attainable housing for their employees.	
	2e. Plan for housing that allows residents to comfortably age in place.	2028
3. Stabilize and improve historic neighborhoods in a prideful manner.	3a. Support Habitat for Humanity Neighborhood Revitalization efforts.	2022
	3b. Consider a range of tools that are available through the state statutes to improve the basic living conditions or rental units through a set of minimum standards in areas where the age of the structure and/or substandard living conditions have been identified.	2022
	3c. Explore the establishment of a Land Bank and a Community Land Trust (CLT) for center city low and moderate income neighborhoods.	2023
	3d. Create and promote additional rehabilitation of low and moderate income housing through low-interest loans and grants.	2024
4. Protect and preserved all neighborhoods, keeping them safe, secure, and aesthetically pleasing, with well-maintained supporting facilities and with convenient connections to nearby, supporting land uses.	4a. Make sustainability a priority when planning and revitalizing neighborhoods.	2022
	4b. Protect and preserve neighborhoods from disruptive intrusions so that they remain vital parts of the city.	Monthly
	4c. Establish neighborhood gateways into residential areas that would help identify the neighborhood.	2028
5. Provide and/or ensure quality housing after a community disaster.	5a. Ensure residents can continue living in settings which are safe, sanitary, and secure.	Within a week of the disaster
	5b. Ensure residents can continue living in settings which are attainable at levels comparable to resident's pre-disaster housing.	Within 6 months of the disaster
	5c. Ensure residents can continue living in settings which are integrated with the rest of the community.	Within 6 months of the disaster
	5d. Ensure residents can continue living in settings which are accessible to public services and transportation.	Within 6 months of the disaster
	5e. Ensure residents can continue living in settings which are compliant with applicable regulations and standards.	Within 6 months of the disaster

Land Use Element

The city consists of 15,720 acres made up of 33 zoning classifications that provide direction in determining the growth patterns for today and for the future.



Thirty-four percent (34%) of the city is zoned PUD (Planned Unit Development). Roughly 102.59 acres are in commercial PUDs, 4719.93 acres are in mixed-use PUDs, and 409.04 acres are in residential PUDs.

Roughly 3.5% of the city is zoned for wholesale and manufacturing uses, with 290 acres zoned WM (Wholesale/Manufacturing) and 257 acres zoned LM (Light Manufacturing).

Myrtle Beach surrounds 37 unincorporated areas of land falling under the jurisdiction of Horry County commonly referred to as “doughnut holes,”. Development within these unincorporated areas will significantly impact the quality of life of City residents, but are not subject to the City’s regulations.

Residential Land Uses

In 2021 US News and World Report determined that Myrtle Beach is the fastest growing place in the United States. The fastest-growing cities in the country are determined by the net migration of each metro area, which is measured by the growth or decline of the population over the past five years. The percent increase in that period of time is how U.S. News determines the metro areas where the most people are moving.

4,883.46 acres are designated for residential use, broken down roughly as follows:

- 2,310.08 acres/8,810 units Single Family
- 1,017.92 acres/2,290 units Vacant Residential Land
- 470.67 acres/1,375 units Time Share
- 230.76 acres/15,261 units Condominium- Free Simple Ownership
- 121 acres/2,375 units Townhouse

The Cabana Section

Established in the 1926 Myrtle Beach Estates Plan, the Cabana Section is a unique row of 25-foot oceanfront lots located between Hampton and Haskell Circles. Through heavy restrictions limiting development and use, and the installation of a Garden By The Sea and an exercise trail, the City is committed to maintaining this district as the largest corridor in the City with a public ocean view.

Gateway and Downtown Opportunity Zones

Congress established the Opportunity Zone program nationwide as a part of the Tax Cuts and Jobs Act of 2017. Its primary goal is to encourage long-term private investments in low-income areas, thereby encouraging job creation and economic growth. South Carolina designated 25 percent of its 538 qualifying census tracts as Opportunity Zones. Opportunity Zones 506 and 507 are in Myrtle Beach and include the following:

- Arts & Innovation (ART) District, is the pulse of downtown with wide sidewalks and tree lined streets. The district has the opportunity to draw locals and visitors year round with live performances, craft beers/sprits, small food hall and market in unique historic structures, and sidewalk cafes.
- Historic Main Street, contains Broadway and Main Street, the historic heart of downtown. Opportunities for this district include small independent services, professional offices, and retail sites available; an envisioned technology hub for the city.
- Kings HWY Corridor, includes HWY 17 Business with over 50,000 motorists daily in season and 20 million visitors annually. Opportunities that arise from this district include affordable under and undeveloped properties and special development incentives for technology, medical providers and experiential retail.
- Oceanfront, comprises two miles of the Atlantic Ocean with sandy beaches and the 1.5 mile Boardwalk and Withers Swash Boardwalk. Opportunities in this area include energy of the oceanfront spreads in three rows to Kings Highway and beyond, and affordable under developed land.
- US HWY 501 Corridor, holds the gateway to Myrtle Beach, the HWY 501 realignment creates a new gateway that spurs new development. Opportunities within this area include zoned highway commercial and mixed-use medium density land, with even more flexibility for zoning.
- Warehouse & Big Box, holds regional access through street and transit networks, surrounded by major corridors in and out of the city. Opportunities that lay in this area are affordable under and undeveloped land and buildings for rehabilitation or restoration.
- Residential Communities, covers well-established neighborhoods, city invested infrastructure, and a strong city government presence. Opportunities stemming from this area include affordable and available land ripe for neighborhood revitalization, and a partnership scope with the city for affordable and workforce housing.

Development Incentives

Incentive Voucher for Demolition and New Construction- project type & minimum investment:

- Transient Accommodations \$5,000,000
- Multi-Family Residential \$1,000,000
- Other Redevelopment Projects \$100,000

Incentive Not To Exceed 2% of the Total Redevelopment Costs, Up To \$2 Million

Incentive for Specific Targeted Businesses-

- Technology, Medical Providers, & Experiential Retail
- Qualified Project = 2% Of Total Investment Up To \$2 Million
- Qualified Project = 3% Of Total Investment Up To \$2 Million In Specific Areas
 - Kings Highway Business Corridor- Structure Vacant > 1 Year
 - Carver Street Renaissance Area
 - The South Mixed-Use Area

Redevelopment District Floating Zone (RDZ) –

Upgrade & Improve Physical, Social, & Economic Character of Area; Promote Mixed-Use Development

- Retail/Residential Uses, Tourism-Related Business/Activity, Cultural Arts/Associated Businesses, Corporate Headquarters, Research/Development, High Technology Growth Business, Mixed-Use or Commercial with Combined Physical Improvements and Acquisition Costs
- Minimum Investment= \$1 Million

Special Property Tax Assessment for Rehabilitated Historic Properties;

- Qualifying “Rehabilitated Historic Properties” or “Low to Moderate Income Rental Property”
- Property Owner Tax Relief for Rehabilitation Work

State & Federal Incentives

- Historic Tax Credit Program
- South Carolina Abandoned Buildings Revitalization Act
- New Market Tax Credits

Land Use Goal: All land uses are based on best available sustainable practices while balancing the socio-economic needs of residents, business owners, and visitors, creating an environment where all can live, work, and play with pride and pleasure.

General Land Use		
Objective	Action	Timeframe
1. Design and construct development so that natural resources are preserved and man-made elements	1a. Inventory natural resources unique and endangered.	2022
	1b. Adopt an ordinance mandating preservation of specific and categorical resources, allowing for	2023

complement natural features of the community.	flexibility in development regulations when necessary.	
	1c. Review development plans within the context of the individual property.	<i>As plans are submitted for review</i>
2. Link land use patterns to the transportation system while promoting sustainability, conserving public investments and promoting efficiency.	2a. Consider the impact of every zoning, subdivision, and building decision on the transportation system (traffic impacts, bike lane/path connectivity, airport compatibility).	<i>As plans are submitted for review</i>
3. Avoid urban sprawl.	3a. Focus expansion efforts inward by pursuing annexation of the unincorporated “donut holes.”	<i>As plans are submitted for review</i>
	3b. Support existing commercial ventures to maximize their financial and social contributions to the city.	<i>As plans are submitted for review</i>
	3c. Support existing neighborhoods to maximize their economic and cultural contributions to the city.	<i>As plans are submitted for review</i>
	3d. Adopt a city-county connectivity plan that provides opportunities for transportation connectors to neighborhoods and corridors outside the city limits, with no adverse impact to existing city neighborhoods and traffic patterns.	2022
4. Create walkable mixed-use centers, corridors, and destinations providing a variety of housing, services, and commodities that meet the needs of residents, business owners, and tourists.	4a. Create a promotional campaign to demonstrate to property owners and developers the benefits attainable in the city’s mixed-use districts.	2022
	4b. Identify viable locations for walkable mixed-use centers, corridors, and destinations. Adjust the zoning map where necessary.	2023
5. Apply the principles of Crime Prevention Through Environmental Design (CPTED) in all zoning and development decisions.	5a. Educate staff in all reviewing and permitting departments, and members of reviewing boards and commissions, on CPTED principles and applicability.	2022
	5b. Create standards and regulations based on CPTED principles.	2022

	5c. Promote CPTED principles to local developers.	<i>As plans are submitted for review</i>
6. Compel private investment in public infrastructure to support the long-term viability of the community as development occurs.	6a. Amend the subdivision regulations that establish standards for, and require installation of, roads, streetscapes, utilities, sidewalks, bikeways, and parks.	2022
7. Update the City's Subdivision Regulations.	7a. Seek the input of local surveyors, developers, and civil engineers to identify outdated requirements.	2022
	7b. Look to subdivisions of the past to identify elements for improvement.	2022
	7c. Draft new regulations.	2023

Residential Land Use

Objective	Action	Timeframe
8. Provide for a variety of residential types and costs.	8a. Identify the characteristics of existing neighborhoods; analyze the needs for preservation and for evolution of each.	<i>As plans are submitted for review</i>
9. Strengthen neighborhoods.	9a. Study and document the cultural and natural features of each neighborhood.	2027
	9b. Don't subdivide existing residential lots into parcels that are out of area and dimensional character with the established neighborhood.	2022
	9c. Buffer residential back yards from primary roads.	2022
	9d. Identify opportunities to create a unique sense of place for each neighborhood through centers, gateways, and other streetscape aspects.	2027
10. Protect neighborhood edges against intrusive land uses and their impacts.	10a. Consider potential impacts of zoning decisions on abutting neighborhoods.	<i>As plans are submitted for review</i>

Commercial Land Use

Objective	Action	Timeframe
11. Provide business and employment opportunities, balancing the importance of tourism and the need to accommodate the expansion of business and employment opportunities in other sectors, while meeting institutional and recreational needs.	11a. In making zoning decisions, consider the effects on the land use balance.	<i>As plans are submitted for review</i>
	11b. Support the Chamber of Commerce in its efforts to accommodate an expanded year-round tourism industry that taps new markets.	<i>As plans are submitted for review</i>
	11c. Proactively search and recruit new tourist attractions.	<i>Quarterly</i>
12. Recognize and accommodate retail trends resulting from increasing internet sales and from Covid-19.	12a. Consider and implement zoning changes to encourage creative and forward-thinking retail development.	2023
13. Encourage public art, outdoor cafes, sidewalk sales, busking, and other activities to add life to walking routes.	13a. Evaluate current regulations to identify existing opportunities and barriers.	2023
	13b. Adopt regulations that allow the activities responsibly.	2023
	13c. Promote opportunities.	<i>Monthly</i>

Industrial Land Use

Objective	Action	Timeframe
14. Protect land designated for industrial development from incompatible uses.	14a. Adopt and maintain regulations establishing buffers, setbacks and performance standards.	2022
	14b. In reviewing zoning and subdivision requests, consider short- and long-term effects of, and on, nearby industrial districts.	<i>As plans are submitted for review</i>
15. Encourage appropriate and compatible industrial development in designated districts.	15a. Adopt appropriate economic incentives to encourage compatible industrial development.	2024
	15b. Plan and construct infrastructure necessary to facilitate future industrial development.	2031
	15c. Assist where necessary to market available land.	<i>Monthly</i>
16. Target small craft manufacturing for downtown infill development.	16a. Identify compatible industries that may include distilleries, breweries, hot-rod garages, custom	2022

	bicycle builders, and other creatives.	
	16b. Create a marketing campaign to encourage local entrepreneurs and to attract established manufacturers.	2022

Agricultural Land Use

Objective	Action	Timeframe
17. Expand the opportunities for indoor urban farms.	17a. Study the latest methods and technologies.	2023
	17b. Determine appropriate locations; adjust zoning where necessary.	2023
18. Establish a marketplace designed to pair South Carolina farmers with Myrtle Beach restauranteurs.	18a. Research the characteristics of similar markets in cities with a predominance of restaurants.	2025
	18b. Work with the Clemson Exchange to reach farmers, inventory their products, and determine the logistics of bringing their goods to the Myrtle Beach market.	2026
	18c. Communicate with local restauranteurs to determine their raw materials and logistical needs.	2026
	18d. Identify a location, budget, and funding source.	2027
	18e. Develop and implement a management and marketing strategy.	2027
	18f. Build and open the marketplace.	2030

Public and Quasi-Public Land Use

Objective	Action	Timeframe
19. Provide opportunities and places for people of all ages to engage with one another.	19a. During the plan review process, identify opportunities for the creation of formal and informal gathering places that are convenient and accessible, whether by car, bike, foot, or public transportation.	<i>As plans are submitted for review</i>
	19b. In public infrastructure and facilities planning, seek out opportunities to create spaces of	<i>As plans are submitted for review</i>

	public engagement, both formal and informal, that are convenient and accessible, whether by car, bike, foot, or public transportation.	
	19c. Consider where people already gather, and assess for possible comfort, flexibility, and accessibility enhancements.	2023
20. Define downtown with public anchors like City Hall and Chapin Library.	20a. Strategize development of the Town Common Neighborhood in the Arts and Innovation District Advanced Plan.	2022
	20b. Work with the Federal General Services Administration to establish the Post Office as a downtown anchor, in its current location or within the Town Common Neighborhood.	2025
	20c. Evaluate each major new anchor as a partner for additional private investment.	<i>As plans are submitted for review</i>

Parks and Recreation Land Use

Objective	Action	Timeframe
21. Provide for active and passive recreational lands, with opportunities for regional facilities, urban plazas, and neighborhood parks throughout the city.	21a. Create new parks and open spaces in areas exposed to flooding or environmentally sensitive ecosystems.	<i>As plans are submitted for review</i>
	21b. Target streams, selected rights-of-way, and the rail bed for potential greenways.	<i>As plans are submitted for review</i>
	21c. Include public plazas or open space at all new public buildings.	<i>As plans are drafted</i>
	21d. Consider public/private partnerships to create meaningful public spaces.	<i>As plans are submitted for review</i>
22. Expand the park and greenway along Withers Swash.	22a. Acquire and retain properties or easements along the swash and tributaries between the Mary C. Canty Recreation Center and the ocean.	<i>By 2028</i>
	22b. Plan, install, and maintain an urban greenway that connects existing neighborhoods and attracts infill developers.	2031

Open Space

Objective	Action	Timeframe
23. Establish public open spaces that are convenient and accessible to new and existing residential development.	23a. Adopt regulations that preserve Withers Swash and Raccoon Run.	2022
	23b. Utilize utility and transportation corridors and funding opportunities to link open spaces to create an open space system.	<i>As plans are submitted for review</i>
24. Require open spaces in residential developments.	24a. Establish a minimum usable open space requirement, either in the form of private yards or common areas.	2022

Vacant or Undeveloped Land

Objective	Action	Timeframe
25. Encourage infill development that is compatible relative to density and unity type using design guidelines that address density, massing, architecture, building materials, building setbacks, and screening.	25a. Inventory vacant lots and identify characteristics and opportunities unique to each lot.	2023
	25b. Adopt financial incentives for compatible infill development.	2024
	25c. Work with property owners, realtors, and developers to market and develop infill lots.	2024
26. Foster development of a major new destination on the former Pavilion Site.	26a. Engage and work with the site owner to develop a strategy.	2022
	26b. Utilize our connections with the Urban Land Institute and others to market the property to developers that share the city's vision.	<i>Quarterly</i>
27. Assemble and market tourism destination and opportunity sites identified in the Downtown Master Plan.	27a. Meet with property owners to establish a strategy for each property.	2023
	27b. Establish a cohesive marketing plan for distribution to local realtors.	2023

Transportation Element

Roadway Network

Myrtle Beach adopted a Complete Streets Policy in 2015 to provide a community in which all residents and visitors can safely and efficiently use the public right-of-way to meet their transportation needs regardless of their preferred mode of travel. As it evolves, the transportation system will advance the well being of travelers, supporting development goals, promoting healthy living, reducing negative environmental impacts, and meeting the needs of the diverse populations that comprise our community. This Complete Streets Policy suggests that a context-sensitive solution process and multi-modal approach be considered by the Planning and Public Works Departments during the development of all transportation facilities and projects within the city.

Myrtle Beach's network of streets consists of roughly 295.79 miles of residential roads, numbered avenues, and a few major highways, including U.S. 17 Business, U.S. 17 Bypass, and U.S. 501. New roadway and associated sidewalks, street trees, stormwater, sanitary sewer, and water utility systems are constructed primarily by private developers. These public rights-of-way are dedicated to the city for ownership at the completion of large-scale residential projects.

Prominent connectors and secondary roads that alleviate congestion during the high tourism season include:

- Oak Street
- Highway 15/Broadway St
- Robert M. Grissom Parkway
- Harrelson Boulevard/George Bishop Parkway
- Farrow Parkway/S.C. 707
- Highway 31

In an effort to improve neighborhood livability by reducing the negative impact of vehicular traffic on residential streets, the City operates under a policy pertaining to traffic calming construction requests from citizens. Traffic calming methods are carefully designed to promote safe and pleasant conditions for non-motorized street users while maintaining the safe movement of local residential vehicular traffic. The policy encourages citizen involvement in neighborhood traffic management plans, and prioritizes traffic calming projects through the efficient use of city resources.

The City participates in the Grand Strand Area Transportation Study (GSATS) Study Team, a stakeholder group comprised of local municipal and county planning officials that provide feedback on development of long-range regional metropolitan transportation plans (MTP). The City also has two representatives on the GSATS Policy Committee that rank and prioritize regional projects in accordance with predetermined GSATS scoring criteria, and allocates Federal Highway Administration funding to local projects based upon priority and readiness of the jurisdiction.

The City is eligible to use C Program funds derived from the state gasoline user fee. The C Program is a partnership between SCDOT and the 46 counties to fund improvements of state roads, county roads, city streets, and other local transportation projects. From 2017 – 2019 the annual Horry County C Program allocations have ranged from \$5M to \$6M. Horry County is identified as a donor county. As such, Horry County receives an additional \$1.7M - \$1.8M in donor C Program funding every year to allocate to improvement projects. Myrtle Beach makes application to the Horry County Transportation Committee (CTC) to fund transportation projects within the city.

Evacuation Routes

The South Carolina Emergency Management Division has partnered with the South Carolina Department of Public Safety (SCDPS), the lead agency for emergency traffic management, and the SC Department of Transportation (SCDOT) to provide information that pertains to emergency traffic management in the event of a hurricane. Routes depend on conditions at the time of evacuation. In the event of an evacuation real-time evacuation routes are promoted by the State, and may be found at <https://www.scemd.org/prepare/know-your-zone/hurricane-traffic-management/>.

Bicycle & Pedestrian Facilities

The City of Myrtle Beach offers pedestrian or bicycle trails, paths, and mountain bike trails for many riders. The current length of pedestrian and bicycle facilities is 142 miles of sidewalks, 27 miles of bike paths, and 20 miles of bike lanes.

The City operates under a policy pertaining to sidewalk construction requests from citizens along local residential and neighborhood collector streets. The sidewalk system must be designed and constructed in such a manner that it will enhance pedestrian safety and minimize conflict with vehicular traffic. The Public Works Department annually updates a sidewalk request prioritization matrix. Projects within the matrix are referenced when selecting sidewalk improvement projects supported by the capital plan.

Transit Services

Coast RTA Public Transit, a local bus service, serves Horry and Georgetown Counties, covering Myrtle Beach and most of the Grand Strand. The service offers eight bus routes covering the most popular parts of the Myrtle Beach area, such as North and South Ocean Boulevard, Myrtle Beach Airport connector, and The Market Common shopping and dining district. The Coast RTA also offers a Para Transit service.

Air Travel

The Myrtle Beach International Airport, MYR, consists of a single 9,500-foot-long runway, terminal complex with a 128,000 square-foot passenger waiting area for commercial flights, a general aviation terminal, and aircraft storage and maintenance facilities. The airport's commercial carriers include:

Allegiant
American
Delta

Frontier
Porter
Southwest

Spirit
Sun Country
United

In March 2021, the number of people arriving on flights (deplanements) totaled 74,725 compared to 88,319 in March 2019. Total passenger traffic in March 2021, including both arriving and departing passengers, totaled 141,081.

Parking

Myrtle Beach's parking management area is east of Kings Highway, from 29th Avenue South to 82nd Avenue North. There are 2,400 parking meter spaces in areas where parking is in high demand. The meters are in effect from March 1 through October 31. Parking meters show indicators of how tourism is booming along South Carolina's popular beach. Parking meter revenue shows an increase in both March and April of 2021 compared to 2019.

Transportation Goal: Develop a multi-modal transportation system that reduces dependence on the automobile, which includes public transit, walking, bicycling, golf carts, and air and water transportation based on land use patterns and the principles of sustainability.

General Transportation

Objective	Action	Timeframe
1. Coordinate with SCDOT, GSATS, Horry County, and neighboring municipalities to create a coordinated and connected regional multi-modal transportation system.	1a. Establish standard procedures for transportation infrastructure connections across jurisdictional boundaries.	2022
	1b. Collaborate with the SCDOT to have the area of 48th Avenue N to 21st Avenue N traffic signals upgraded to fiber optic to improve communications with emergency vehicles and surveillance cameras.	2022
	1c. Maintain an active role on the GSATS Policy Committee, supporting and implementing the GSATS Metropolitan Transportation Plan and the SCDOT South Carolina Multimodal Transportation Plan "Charting a Course to 2040."	Quarterly
	1d. Pursue contract services to perform annual road safety audits and traffic signal coordination studies.	Annually
	1e. Communicate regularly with neighboring transportation planners and maintenance managers to coordinate efforts.	Quarterly
	1f. Take an active role in RIDE 4 planning, advocating for more	Annually

	jurisdictional flexibility in fund applications.	
	1g. Evaluate transportation management improvement project requests based upon city policy and Manual on Uniform Traffic Control Device standards.	<i>As plans are submitted for review</i>
	1h. Design, budget for within our capital plan, and construct transportation management improvement projects where needed.	<i>Annually</i>
2. Create a wayfinding system that integrates and adapts to latest technology, to guide drivers, cyclists, pedestrians, and transit users safely and efficiently around town.	2a. Identify best routes for best modes.	2026
	2b. Identify popular destination areas.	2026
	2c. Identify effective modes of communication for each audience.	2026
	2d. Develop branding for cohesive messaging.	2027
	2e. Identify installation and maintenance funding sources, and launch.	2028
3. Establish a realistic system-wide maintenance program.	3a. Study current conditions, identifying detailed short- and long-term maintenance requirements throughout.	2022
	3b. Identify maintenance materials, equipment, and staffing needs.	2022
	3c. Identify funding sources and budget accordingly.	<i>Annually</i>
4. Establish an effective and efficient evacuation plan.	4a. Work with visitor accommodation establishments to establish evacuation needs and challenges for tourists.	2022
	4b. Work with neighborhood leaders, Neighborhood Watch Meetings, and homeowners associations to establish evacuation needs and challenges for residents.	2022
	4c. Coordinate efforts of transportation providers to meet all evacuation needs.	2022

Roadway

Objective	Action	Timeframe
5. Evaluate the condition of the roadways within our jurisdiction.	5a. Determine the optimal balance of in-house crews and contractor services to inventory and evaluate the pavement condition of our current city-owned roadway infrastructure to identify and prioritize repairs/rehabilitative needs based upon the increased utilization of our citywide road system.	<i>Annually</i>
	5b. Communicate with SCDOT to document the pavement condition of State-owned roadway segments within our jurisdiction and track scheduled resurfacing/rehabilitative projects occurring within our jurisdiction.	<i>Quarterly</i>
	5c. Proactively review these SCDOT project locations and perform any maintenance-related activities or upgrades prior to commencement of the project.	<i>Quarterly</i>
	5d. Reference the roadway condition assessment effort and develop annual project lists and corresponding budget values to meet the lifecycle maintenance needs of the roadway system.	<i>Annually</i>
6. Utilize a complete-streets strategy to balance the needs of all street users, with universal design that guarantees accessibility for those with disabilities, planning a transportation network that allows residents to comfortably age in place.	6a. Evaluate major intersections for safety design and maintenance needs.	<i>2022</i>
	6b. Utilizing Ride III funding, coordinate downtown Hwy 501 realignment design with SCDOT, One Grand Strand, and the Bicycle & Pedestrian Advisory Committee in a way that improves accessibility, rationalizes the street grid, and creates a new gateway into downtown.	<i>2023</i>
	6c. Implement the recommendations of the 2008 GSATS/City of Myrtle Beach Kings Highway Corridor Study,	<i>Annually</i>

	considering recommendations in the 2020 SCDOT Road Safety Assessment of US 17 Business (29 th Ave S – 27 th Ave N).	
	6d. Conduct a speed limit analysis of Kings Hwy to determine if adjustments are necessary to improve safety.	2022
	6e. Compile lists of customer service requests or recommendations from city staff or consultants for bike and pedestrian safety improvements, traffic-calming improvements, and intersection improvements.	Quarterly
	6f. Target the worst performing intersections for significant safety improvements that reduce conflicts, accidents, and injuries. Refer to the <i>Signalized Intersections Analysis and Recommendations</i> prepared by the Bicycle & Pedestrian Advisory Committee November 5, 2019 for recommended improvements to Oak St & 28 th Ave N, Oak St & 29 th Ave N, Hwy 17 Bypass & 62 nd Ave N, and Kings Hwy & 17 th Ave S.	2022
	6g. Examine long segments of Kings Hwy lacking traffic signals (Farrow Pkwy – 17 th Ave S, 29 th Ave N – 38 th Ave N, 48 th Ave N – 62 nd Ave N, 67 th Ave N – 76 th Ave N, with an eye for safe pedestrian crossings.	2022
	6h. Redesign and balance downtown travel lanes, sidewalks, bike lanes and parking according to the Downtown Master Plan.	2025
	6i. Study the safety effects of flashing yellow lights at fire station locations, and consider integrating pedestrian signals.	2022
	6j. Re-evaluate the City's Complete Street Policy to stay ahead of emerging trends in transportation, including ride-share drop-off areas	Annually

	and electric vehicle charging stations in roadway design.	
	6k. Utilize Ride III to coordinate with SCDOT to extend Fred Nash Blvd to Harrelson Blvd.	2023
7. Make sure roadway resurfacing and rehabilitation needs keep pace with current City and SCDOT funding levels.	7a. Maintain a running list of roadway resurfacing and rehabilitation needs, current and projected.	Monthly
	7b. Identify funding sources and budget accordingly.	Annually
8. Institute a neighborhoods road takeover program.	8a. Inventory the ownership status of all roads within residential neighborhoods.	2022
	8b. Assess roadway conditions of non-city-owned roads and draw comparisons to city road standards.	2025
	8c. Work with neighborhood leaders and Homeowner's Associations to weigh the pros and cons of city roadway ownership.	Annually
	8d. Utilize CTC and CDBG monies to bring neighborhood roads into compliance with city standards.	Annually
	8e. As completed, transfer roadway ownership to the city.	Annually
	8f. Establish a funding source for long-term maintenance.	2025

Bicycle & Pedestrian

Objective	Action	Timeframe
9. Prioritize multi-modal bicycle and pedestrian safety infrastructure improvement projects.	9a. Implement the 2018 City of Myrtle Beach Bicycle and Pedestrian Master Plan.	Annually
	9b. Implement the recommendations of the 2019 SCDOT Mr. Joe White Ave Bicycle and Pedestrian Road Safety Audit.	Annually
	9c. Implement the recommendations of the 2019 SCDOT 21 st Avenue N Bicycle and Pedestrian Road Safety Audit.	Annually
	9d. Study bicycle and pedestrian involved accident data to identify infrastructure safety needs.	Annually

	9e. Examine private bicycle and pedestrian infrastructure, existing and pending, to identify opportunities for leveraging public improvements in order to create a connected network.	<i>As plans are submitted for review</i>
10. Implement roadway-specific recommendations of the Bicycle & Pedestrian Advisory Committee and the Downtown Master Plan.	10a. Create bicycle- and pedestrian-prioritized corridors along 2 nd Ave N, 5 th Ave N, 7 th Ave N, 8 th Ave N, 9 th Ave N, and 14 th Ave N.	<i>Annually</i>
	10b. Plan and install sidewalks along the Avenues that connect the commercial segments of Ocean Blvd to Kings Hwy.	<i>Annually</i>
	10c. Re-sculpt 82nd Parkway with one lane in each direction and bike lanes to facilitate staff biking to and from Grand Strand Medical Center and to other health care establishments.	2026
	10d. Install Bike Boxes as recommended by the National Association of City Transportation Officials (NACTO) everywhere that bike lanes cross controlled intersections.	<i>Annually</i>
	10e. Create a marquee intersection in the ART District, utilizing public art and innovative technologies to produce a creative and iconic bicycle and pedestrian crossing. This may include an artistic gateway bicycle and pedestrian bridge, artistic crosswalks, playful pedestrian signals, a “scramble cycle” where all cars are stopped and pedestrians can cross on the diagonal, and innovative features we haven’t even dreamed yet. Suggested locations are Highway 501 & Broadway St, Highway 501 & Kings Hwy, or Mr Joe White Ave & Oak St.	2026
	10f. Continue the proposed bike lanes on 9th Avenue N across Kings Hwy all the way to the Boardwalk. Install ample bicycle parking in the	2026

	10th Ave Streetend. Program a Pedestrian-Only cycle into the 9 th /Kings traffic signal when the pedestrian button is pushed.	
	10g. Continue the existing bike lanes on Mr. Joe White Ave across Kings Hwy all the way to the Ocean Boulevard. Install ample bicycle parking in Plyler Park. Program a Pedestrian-Only cycle into the Mr. Joe/Kings traffic signal when the pedestrian button is pushed.	2022
	10h. Continue the existing bike lanes on 3rd Avenue S across Kings Hwy all the way to the Boardwalk. Install ample bicycle parking in the 3rd Ave Streetend. Program a Pedestrian-Only cycle into the 3 rd S/Kings traffic signal when the pedestrian button is pushed.	2023
	10i. Install new bike lanes on Broadway St. between Highway 501 and 3rd Ave S, connected to proposed Oak Street bike lanes and to the existing bike lanes on 3rd Ave S.	2027
	10j. Reconfigure Oak Street between 38th Ave N and Mr. Joe White Ave with bike lanes on each side, to seamlessly connect with the proposed lanes in the ART District.	2027
	6k. Install sidewalks along both sides of Flagg and Chester Streets.	2027
11. Use the underutilized railroad right-of-way as a bicycle and pedestrian way connecting the adjoining neighborhoods to transit, shopping, jobs, and recreation.	11a. Reach an agreement with Horry County regarding corridor use and control.	2022
	11b. Design the rail-trail and an adjoining Waterway Walk, establish a budget, and identify funding sources.	2023
	11c. Build the trail.	2023
12. Adopt standard bicycle and pedestrian pavement markings that clearly identify facilities to pedestrians, cyclists, and drivers.	12a. Make ladder-style crosswalks the minimum standard throughout the city.	2022
	12b. Make green Methyl Methacrylate (MMA) the standard	2022

	surface for bike lanes and bike boxes, complete with frequent directional arrows and stencils located so as to be visible from every driveway and intersection.	
	12c. Require the new standards for all new construction. Replace existing markings during routine maintenance.	2022
	12d. Budget funding and personnel for long-term maintenance.	Annually
13. Improve the safety and visibility of crosswalks utilized by large Convention Center crowds.	13a. Reconfigure the intersection of 21 st Ave N & Oak St as a pedestrian showcase, with high-visibility crosswalks, increased pedestrian-oriented lighting, and a pedestrian “scramble” segment in the traffic signal cycle.	2022
	13b. Upgrade pedestrian safety elements in the intersection of 21 st Ave N & Kings Hwy to accommodate abundant pedestrian traffic between the Convention Center and the beach.	2022
	13c. Upgrade pedestrian safety elements in the intersection of 21 st Ave N & Robert Grissom Pkwy to accommodate abundant pedestrian traffic between the Convention Center and the Broadway at the Beach.	2022
14. Improve the safety and visibility of crosswalks and bike lanes on Ocean Boulevard.	14a. Regulate delivery vehicles that hinder crosswalk visibility from parking in the center turn lane during peak hours.	2022
	14b. Regulate delivery vehicles parking in the bike lanes at all times.	2022
	14c. Regulate new construction to include adequate on-site loading and receiving facilities when feasible.	As plans are submitted
15. Reclaim pedestrian space on Ocean Boulevard.	15a. Work with private property owners to expand and activate sidewalks.	As plans are submitted for review
	15a. Repair/replace existing decking.	2022

16. Expand and revitalize the Boardwalk southward to Withers Swash.	16b. Replace sail shades.	2023
	16c. Expand the Boardwalk southward to connect to the Withers Swash Greenway.	2026
17. Build a public Bicycle Hub near the Rail Trail Trailhead at the Myrtle Beach Train Depot. Encourage creative, artistic, innovative design.	17a. Plan a facility that has bike lockers, space for a future bikeshare station, and kiosk maps of bike lanes and paths throughout the city.	2024
	17b. Identify a funding source and build the facility in conjunction with implementation of the Downtown Advanced Plan.	2026

Golf Carts

Objective	Action	Timeframe
18. Accommodate golf cart usage safely and efficiently.	18a. Evaluate golf cart rental regulations.	2022
	18b. Study crash data to determine regulatory and enforcement needs.	2022
	18c. Evaluate and plan for current and future golf cart parking needs (quantity, location).	2022

Transit

Objective	Action	Timeframe
19. Work with Coast Rapid Transit Authority to operate routes and equipment as necessary to meet community needs.	19a. Establish a baseline on what increased investment in transit would do in terms of ridership and other transit investments.	2022
	19b. Develop plans for the bus system so that the urban form map can be refined to provide more geographically specific future land use policies and designations.	2023
	19c. Increase frequencies.	2022
	19d. Establish new transit service on Grissom Pkwy and Farrow Pkwy.	2022
	19e. Provide a vanpool program to support large employers getting people to work.	<i>small-scale</i> 2022, <i>regional</i> 2026
	19f. Provide a large-scale demand response system for seniors, without limitations on trip purpose.	2026
	19g. Work with Habitat for Humanity and workforce housing developers to	<i>Quarterly</i>

	identify and secure development sites along transit routes.	
	19h. Expand the Entertainment Shuttle with better frequency, wider distribution and new rolling stock.	2031
	19i. Establish a fixed guideway system into downtown Myrtle Beach.	2031
	19j. Study adding mass transit options other than buses to the mix.	2031
20. Replace the Myrtle Beach Transit Center.	20a. Convene a planning group to look at potential locations.	2022
	20b. Work with representatives from various transportation modes (CoastRTA, Greyhound, taxi companies, etc) to consolidate efforts and space.	2022
	20c. Plan and construct the new center.	2026
21. Accommodate transit providers from Georgetown and Williamsburg Counties that bring the workforce into the city from afar.	21a. Communicate with providers and local employers to understand passenger needs and long-term plans.	2023
	21b. Provide amenities as needed, maximizing efficiency in investment and service.	2025
22. Improve the transit experience for Myrtle Beach riders.	22a. Install 8 bus shelters at the CoastRTA stops where they are most needed.	2022
	22b. Install sidewalk connections to all bus stops.	2027

Air Travel

Objective	Action	Timeframe
23. Support Horry County's MYR Master Plan.	23a. Work closely with Horry County Airports in their planning process to ensure that airport plans square with Myrtle Beach land use plans.	2022
	23b. Review airport-adjacent zoning requests for compatibility with the MYR Master Plan.	<i>As plans are submitted for review</i>
24. Coordinate integration with ground transport.	24a. Study the way in which airline passengers arrive at their final destinations (taxi, ride share, shuttle, bus, rental car).	2024

	24b. Study the way in which tourists arriving by air travel around the city during their stay.	2024
	24c. Work with all providers to coordinate cooperation to remove redundancies and build a system that maximizes service and efficiency.	2026
25. Plan for advances in air mobility and its potential impact on the city.	25a. Stay abreast of emerging technologies, including electric vertical takeoff and landing vehicles (eVTOLs), and their commercial viability.	Monthly
	25b. Identify infrastructure needs and potential hub locations.	2025
	25c. Identify and regulate potential conflicts with building heights, trees, residential neighborhoods, and view corridors.	2025

Parking

Objective	Action	Timeframe
26. Develop a smart parking strategy.	26a. Leverage shared public/private parking opportunities, and encourage shared private parking design.	<i>As plans are submitted for review</i>
	26b. Analyze current and future public and private bicycle and golf cart parking needs; regulate and plan accordingly.	2024
	26c. Balance on-street spaces with necessary ride share pick-up locations.	2022
	26d. Expand public and private parking facility standards to account for curbside drop-off and pick-up of passengers and goods.	2022
	26e. Weigh the economics of replacing surface parking lots with structured parking garages.	2030

Resilience Element

The City of Myrtle Beach has been impacted by many hazards in our history. Resiliency explores the impacts of flooding or high water, and natural hazards on individuals, communities, institutions, businesses, economic development, public infrastructure and facilities, and public health, safety and welfare. An inventory of existing resiliency conditions, promotes resilient planning, design, and development, and is in coordination with adjacent and relevant jurisdictions and agencies. The current state of the City's resiliency is addressed and explores potential programs, policies, and projects that would increase our resiliency.

Repetitive natural hazards and their risk association in Myrtle Beach are as follows:

High Risk	Flood, Wind, Tropical Storm/Hurricane
Moderate Risk	Ice Storm, Northeaster, Sea Level Rise, Erosion, Hail Storm, Tornado, Wildfire, Pandemic
Low Risk	Earthquake, Tidal Wave/Tsunami, Landslide, Sinkhole, Drought

Impacts of Flooding/High Water

Myrtle Beach: Located between the Intracoastal Waterway and Atlantic Ocean, floods take on multiple forms in the city limits. Floods have occurred from tidal sources (high tides, hurricanes, storm surge), swash areas (water comes from both tides and inland runoff), the Atlantic Intracoastal Waterway, and from rainwater ponding or street flooding in low-lying areas.

As of 2021, the City of Myrtle Beach is projected to allocate \$75 million to enhance its stormwater systems throughout the next several years. To keep track with development and update its existing infrastructure, the City's Capital Improvement Plan allots \$30 million each for outfall maintenance and stormwater planning & maintenance.

Individuals: Property Damage, Traffic Crashes, Entrapment, Infrastructure Damage, Flood Insurance Claims, "Repetitive Loss" properties

Institutions, Business & Economic Development:

Lack of affordable housing in the city results in a majority of employees commuting to work, crossing bodies of water in the process. In the aftermath of recent hurricanes, riverine flooding has impacted operations by stranding workers who were unable get into the city over flooded routes.

Public Infrastructure, Facilities, Safety and Welfare:

Myrtle Beach's critical facilities are located out of a regulatory flood zone, with the exception of Fire Station #2. Flooding has not been an issue in public facilities, but public infrastructure floods regularly, often as a form of design.

The high number of road closures due to rainfall flooding in the 20th century, has led to new design standards that avoid roadway flooding, such as inverted crown roadways.

Other Local Impacts of Natural Disasters

- Saturated root systems in collaboration with strong winds topple trees.
- Windborne debris causes personal injury and property damage.
- Icy tree limbs cause property and infrastructure damage.

- Icy road conditions cause unskilled drivers to crash.
- Excessive high temperatures lead to heat stress, exhaustion, hyperthermia, and stroke.
- Collapsed overhead power lines result in extended power outages.
- Panic and infrastructure damage impacts availability of goods and services.
- Workplace closures and job loss lead to rent and mortgage arrears and increased foreclosures.
- School closures impact education and family care.
- Labor costs to prepare city facilities prior to the inherent hazard and refurbishing the facilities during the aftermath.
- Recurring expenses increased in the wake of a storm include beach cleaning and grooming, debris management and collection, neighborhood policing, and utility repair.
- Economic impact of evacuated tourists, stay-at-home orders, and cancelled events.

Inventory of Resiliency Conditions by Lifeline

Community lifelines allow emergency managers to quickly characterize the incident and identify the root causes of priority issue areas, and distinguish the highest priorities and most complex issues from other incident information. The following lifelines were adopted through the National Response Framework in 2019, and consist of the following components:

- Safety and Security
- Food, Water, Shelter
- Health and Medical
- Energy
- Communications
- Transportation
- Hazardous Materials

Myrtle Beach Program, Policy or Plan	Hazard Addressed	FEMA Community Lifeline Components
5G cell infrastructure	All	<i>Safety & Security Communications</i>
City-owned ambulances and partnership with County in Rescue Squads	All	<i>Safety & Security Health & Medical</i>
Horry Georgetown Technical College Culinary Institute	All	<i>Food, Water, Shelter Communications</i>
Underground Fiber network connecting City buildings	All	<i>Safety & Security Communications</i>
Water delivery system	All	<i>Safety & Security Food, Water, Shelter Health & Medical</i>
Water treatment plant	All	<i>Safety & Security Food, Water, Shelter Health & Medical</i>
Building codes	Earthquake	<i>Safety & Security Food, Water, Shelter</i>
Regional USAR teams	Earthquake	<i>Safety & Security</i>
Erosion control measures on Withers Swash Tributaries	Erosion	<i>Safety & Security</i>
Policies to protect dunes (stay off of them)	Erosion	<i>Safety & Security</i>
Renourishment	Erosion	<i>Safety & Security</i>
Sea oat planting projects	Erosion	<i>Safety & Security</i>
Three ocean outfall structures that each take 8-12 pipes off the beach	Erosion	<i>Health & Medical</i>

Bond rating good enough to help us raise money after an event	Financial	<i>Safety & Security</i>
Reserve funds	Financial	<i>Safety & Security</i>
Fire codes for structures	Fire	<i>Safety & Security Food, Water, Shelter</i>
Incident Action Plan framework in place for storm/disaster	Fire	<i>Safety & Security</i>
ISO 1 (Fire)	Fire	<i>Safety & Security</i>
Strong public outreach	Fire	<i>Safety & Security Public Outreach</i>
Training	Fire	<i>Safety & Security</i>
“Tsunami-Ready” Community	Flood	<i>Safety & Security</i>
CFM training in multiple departments	Flood	<i>Safety & Security</i>
CRS program participation	Flood	<i>Safety & Security Health & Medical Communications Transportation</i>
Freeboard (3 ft above BFE)	Flood	<i>Safety & Security Health & Medical Communications Transportation</i>
ISO Class 5 (Floodplain)	Flood	<i>Safety & Security Health & Medical Communications Transportation</i>
Non-conversion agreement	Flood	<i>Safety & Security Food, Water, Shelter</i>
Ocean Rescue/Water Rescue Teams	Flood	<i>Safety & Security</i>
Open space at the frontal dune line owned by the city	Flood	<i>Safety & Security Food, Water, Shelter</i>
Post-construction inspections of private stormwater systems to ensure they’re working	Flood	<i>Safety & Security Health & Medical</i>
Routine maintenance on the city’s drainage structures	Flood	<i>Safety & Security Health & Medical</i>
Stormwater goals from 2001 bond met	Flood	<i>Safety & Security</i>
Stormwater master plan in progress; Phase 1 complete	Flood	<i>Safety & Security</i>
HAZMAT team	Hazardous Materials/WMD	<i>Safety & Security Hazardous Materials</i>
Regional WMD team	Hazardous Materials/WMD	<i>Safety & Security Hazardous Materials</i>
“Storm-Ready” Community	Hurricane	<i>Safety & Security Food, Water, Shelter Communications</i>
BCEGs Class 3	Hurricane	<i>Safety & Security</i>
Building codes	Hurricane	<i>Safety & Security Food, Water, Shelter</i>

Evacuation routes	Hurricane	<i>Safety & Security Transportation</i>
Schools certified as shelters for Category 1 hurricanes	Hurricane	<i>Safety & Security Food, Water, Shelter</i>
Solar Farm, S Kings Hwy	Hurricane	<i>Safety & Security Energy (Power & Fuel)</i>
Strong public outreach via social media	Hurricane	<i>Safety & Security Communications</i>
Underground utilities	Hurricane	<i>Safety & Security Energy (Power & Fuel)</i>
Warning system – HyperReach	Hurricane	<i>Safety & Security Communications</i>
Weather radios in hotels	Hurricane	<i>Safety & Security Communications</i>
Facilities able to host/house mass vaccination clinics	Pandemic	<i>Safety & Security Health & Medical</i>
Firefighters trained to vaccinate	Pandemic	<i>Safety & Security Health & Medical</i>
Level I Trauma Center (Adult)	Pandemic	<i>Safety & Security Health & Medical</i>
Level II Trauma Center (Pediatric)	Pandemic	<i>Safety & Security Health & Medical</i>
Mask ordinances	Pandemic	<i>Safety & Security Health & Medical</i>
Multiple departments trained in keeping FEMA records	Pandemic	<i>Safety & Security Health & Medical</i>
Procurement proficient in finding resources	Pandemic	<i>Safety & Security Health & Medical</i>
Strong public outreach	Pandemic	<i>Safety & Security Health & Medical Communications</i>
Dunes maintained	Storm Surge	<i>Safety & Security Food, Water, Shelter</i>
Mosquito spraying, May - Oct annually	Pandemic	<i>Health & Medical</i>
Mosquito spraying after floods	Pandemic	<i>Health & Medical</i>
Mosquito trapping for DHEC to identify potential parasites, diseases	Pandemic	<i>Health & Medical</i>
Beach water sampling every week, annually	Pandemic	<i>Health & Medical Hazardous Materials</i>
Clear, visible safety signage at every public beach access	All	<i>Safety & Security Health & Medical Communications</i>
Expanded capacity for the transfer station	All	<i>Safety & Security Health & Medical</i>
Cleaning of 48 beach stormwater pipes, 3x per week	Pandemic	<i>Safety & Security Health & Medical Hazardous Materials</i>
Debris management plan in place	Hurricane	<i>Safety & Security</i>

		<i>Health & Medical Communications Transportation Hazardous Materials</i>
Sand fencing	Erosion	<i>Safety & Security</i>
Swift-water rescue team	Flood	<i>Safety & Security</i>
Street sweeping done every week to keep debris, trash out of stormwater system	Flood	<i>Safety & Security Transportation</i>
Street sweeping done every day in the Boardwalk area to keep debris, trash out of stormwater system	Flood	<i>Safety & Security Transportation</i>

Resilience Goal: Myrtle Beach will prioritize resiliency in all city plans, policies, actions, and regulations.

Objective	Action	Timeframe
1. Ensure that all departments are aware of the risks from natural disasters, and have a departmental plan for operating after an event.	1a. Invite an outside training partner to bring a community resilience course to the city.	2023
	1b. Make resiliency a key component of team building efforts. Instill and maintain an “all hands on deck” camaraderie in times of disaster.	2025
	1c. Cross-train employees to do multiple jobs when the time comes.	2025
	1d. Make every city vehicle a potential response vehicle. Ensure they all have a first aid kit, a roll of tape to mark off an area, small traffic cones, a portable power source, phone chargers, and potable water.	2024
	1e. Train all employees in incident command principles, with annual updates on new practices and procedures. Have an annual disaster simulation event to evaluate procedures and analyze unexpected results.	2025
2. Prioritize policies that place safety and resiliency first.	2a. Make resiliency the focus of comprehensive plan edits. Review each element with the goal of finding ways to replace “sustainable” with “resilient.”	<i>Annually</i>
	2b. Implement Crime Prevention Through Environmental Design (CPTED) policies.	2022
	Implement resiliency development standards for properties on the oceanfront.	2025

	2c. Develop and implement a plan to return the city's ISO Building Code Effectiveness Grading Schedule (BCEGs) rating to Class 2/2.	2025
	2d. Develop and implement a plan to increase the National Flood Insurance Program Community Rating System (CRS) rating to Class 4.	2025
	2e. Create a cross-departmental Parks Safety Team to develop and implement a Parks and Open Space Activation Plan for safe and effective outdoor gathering during events in which indoor assembly is unsafe.	2024
	2f. Implement cooling stations near outdoor activity centers to help keep residents safe from heat impacts.	2025
	2g. Develop and implement a plan for encouraging low-impact design (LID) and green infrastructure.	2026
	2h. Incrementally relocate all utilities underground.	Annually
	2i. Inventory private stormwater and drainage systems, and ensure each is in control of a central ownership group.	2028
3. Increase the city's financial resiliency.	3a. Maintain sufficient financial reserves.	Annually
	3b. Create and communicate a clear emergency financial maintenance and austerity plan.	2022
	3c. Identify the true cost of single family housing to the city.	2022

Disaster Recovery Goal: Rebuild and redevelop in a manner that addresses resiliency, sustainability, and greater prosperity to secure the city's long-term success.

Objective	Action	Timeframe
4. Be Proactive and Prepared.	4a. Establish and maintain an inventory of critical capabilities, assets, and resources.	Annually
	4b. Identify appropriate legal authorities, triggers, and safeguards such that critical governmental and non-governmental functions and activities can be executed with maximum efficiency.	2022
	4c. Educate elected officials and policy makers on priorities and decision-making processes which support	Annually

	transparent and credible allocation of resources.	
	4d. Establish relationships with public and private stakeholders who are key to the recovery process.	<i>Monthly</i>
	4e. Establish and maintain an understanding of state and federal recovery funding resources.	<i>Monthly</i>
	4f. Pre-identify resources, providers, and restoration and reconstruction priorities.	<i>Annually</i>
	4g. Identify codes and ordinances relevant to recovery and uncover gaps and needs.	<i>2022</i>
5. Coordinate with Other Local Areas.	5a. Ensure the city is coordinating with local areas and recovery planning is synchronized. The city will support planning efforts in surrounding areas.	<i>Annually</i>
6. Establish and Maintain the City's Leadership Role.	6a. Define and execute recovery.	<i>Define: 2022 Execute: As Disaster Strikes</i>
	6b. Establish the City's leadership role in such a way it can integrate into federal, state, county, local, and regional recovery efforts and access external funding streams.	<i>Annually</i>
7. Leverage Existing Relationships with Private and Non-profit Partners.	7a. Provide leadership and participate to match needs to providers and to reduce resource overlaps and gaps.	<i>Monthly</i>
8. Promote Legitimacy and Credibility.	8a. Implement post-disaster recovery characterized by transparency, community participation, and intense stakeholder outreach and involvement.	<i>During and immediately following a disaster</i>
9. Focus on Fairness.	9a. Fairly and transparently resolve competing legitimate interests among diverse community organizations and economic drivers.	<i>Monthly</i>
10. Build on Existing Plans and Asset Prioritization.	10a. Base pre- and post-disaster decision making on existing deliberative plans and policies.	<i>Annually</i>
11. Provide Effective Command and Coordination.	11a. Utilize The Myrtle Beach Disaster Recovery Plan to guide the establishment and continuity of coordinated, effective, flexible, scalable, and responsive command and coordination.	<i>Monthly</i>

12. Maximize Funding Opportunities.	12a. Leverage state and federal recovery technical and financial assistance.	<i>Annually</i>
	12b. Identify and pursue additional sources of recovery funding and financing.	<i>Monthly</i>
13. Communicate recovery efforts effectively.	13a. Communicate useful, practical, relevant, accurate, and timely information regarding services and resources to impacted communities and residents.	<i>Immediately after disaster strikes</i>
	13b. Coordinate public communication locally and with the state and federal government.	<i>Immediately after disaster strikes</i>

Priority Investment Element

The City's capital improvements plan is a schedule for the financing and construction of physical assets such as buildings, streets, sewers, and recreation facilities. The plan extends over a 10 year planning period indicating the beginning and ending date of each project, the amount to be expended in each year, the methods of financing those expenditures and the anticipated operating costs that will be associated with them. The City defines a capital improvements project as a project to acquire or construct an asset generally with a value exceeding \$25,000 and an expected life of 10 years or more. Capital improvement project appropriations continue in effect for the life of the project. It is characteristic that these projects span several years due to the scope of work being performed.

Virtually any new capital investment will require staffing, materials, power and other services if it is to serve its purpose to the community. Some capital projects will generate revenues to the City and will help to promote the community's general economic health and well-being, as well as enhance its quality of life. While it is difficult to quantify the exact costs of future operations and maintenance of a project, most can be estimated with reasonable accuracy based upon experience.

Analysis of Projected Federal, State and Local Funds

Below is an inventory of available funding opportunities that have been used by the City of Myrtle Beach (*) or could be made available in the future.

- An ***ad valorem tax**, a tax per unit of property value, is levied upon all real property and certain classes of tangible personal property as that property is assessed and equalized for State and County purposes for any tax year. As a matter of local policy, only current taxes are used to meet recurring operating expenditures. Because of the difficulty in predicting when prior year delinquencies might become available, these delinquent taxes and penalties are used to support the Capital Projects Fund.
- A ***building permit fee** charged for a written warrant or license issued by a local building official that authorizes the construction or renovation of a building or structure at a specified location.
- The State imposes a ***5 percent admissions tax** on all places of amusement when an admission price has been charged. SC Code § 12-21-6510-6590 allows for municipal designation of an Admissions Tax District when a major tourism and recreation facility meets the minimum investment requirement of the State statute. Upon designation of the district, one-fourth of the license tax on admissions collected by the State is paid to the City and one-fourth is paid to a special State fund. Funds held by the State fund are distributed as infrastructure development grants to be used for additional infrastructure improvements within and serving the established district.
- Vendors of alcoholic beverages may purchase licenses from the State to allow them to sell alcoholic beverages on Sundays. A portion of the proceeds of these license fees collected from licensees, known as the ***Sunday Liquor**

Sale Revenue, located inside the City is paid back to the City and may be used for purposes generally restricted to capital projects.

- The unappropriated and undesignated balance of the Capital Projects Fund may grow over time as a result of revenues coming in over estimates or expenditures coming in under budget. When unappropriated and undesignated ***Fund Balance** levels exceed that which is necessary for working capital purposes, the City Manager may recommend using the excess to fund new projects.
- ***Private participation** occurs on some occasions when the City will construct items of public infrastructure that benefit certain residential neighborhoods or commercial establishments. In many such instances, the financing consists of a combination of City funds and private funds contributed, on some matching basis, by the property owner or developer.
- The City levies a tax of one percent on all receipts from the rental of transient accommodation units, prepared foods and beverages and admissions charges in the City. Proceeds of this levy, known as the ***hospitality fee**, are restricted for use in the acquisition or construction of assets that support the City's tourism economy, either by direct expenditure or by the leveraging of debt.
- A ***local option tourism development fee** of one percent on all taxable sales may be used for out-of-market advertising. An amount equal to four percent must be used for property tax relief for primary residents of the city and an additional 16 percent may be used for either property tax relief or for capital projects related to tourism infrastructure.
- A ***local accommodations tax** of 0.5 percent is levied on all receipts from the rental of transient accommodation units in the city. Proceeds of this levy are restricted for use to the acquisition or construction of assets that support the city's tourism economy.
- A **transfer of development rights (TDR)** occurs when the City designates "Sending Areas" where the city desires more conservation, and "Receiving Areas" to establish the areas where the community desires more development. The property owners in the sending areas are allocated a number of development credits which can be sold to developers wishing to build in the receiving area. In return for selling their development credits, the landowner in the sending area agrees to place a permanent conservation easement on their land. The purchaser applies the acquired development credits to develop at a higher density than otherwise allowed on property within the receiving area.
- ***Tax increment financing (TIF)** is a method of funding public investments in an area slated for redevelopment (the TIF district) by recapturing, for a designated time period, all or a portion of the increased tax revenue that may result if the public investment in redevelopment stimulates private investment. As private investments add to the tax base within the redevelopment area (TIF district), the increased tax revenues for a designated time period are placed in a special fund that can only be used for public purposes permitted by law (SC Code § 31-6) in the TIF district.

- ***A Municipal Improvement District** is any area designated by City Council within which an improvement plan is to be implemented. The purpose of the improvement plan is to preserve property values, prevent deterioration of urban areas, and preserve the tax base of the city while encouraging and promoting private or public development within the municipal improvement district.
- ***Impact fees** are financial payments made to a local government by a developer to fund a proportionate share of certain-off-site capital improvements. Impact fees do not always cover the actual capital costs of new construction but help in reducing the amount of the burden that is often shifted to the existing residents. These fees pay for infrastructure with bonds that are repaid through a property tax. Impact fees are typically a fee per unit paid at the time of development or purchase.
- ***Water and sewer impact fees** are used to acquire, construct and install the infrastructure necessary to ensure the delivery of safe drinking water to its customers, and to provide for the collection and transmission of sewage to be cleaned and returned to the waterways downstream.
- The ***Urban County US Housing and Urban Development (HUD) Entitlement Grant** program is designed to assist low and moderate income residents by improving infrastructure and public services. The City of Myrtle Beach and the City of Conway partner with Horry County in their status as an entitlement county. Horry County is the primary beneficiary of the US Department of Housing and Urban Development's Community Development Block Grant Program - Urban County Entitlement Grant. The City has a three-year agreement with Horry County to receive a percentage of those funds.
- The South Carolina Local Government Development Agreement Act, SC Code § 631-10 et seq. authorizes local governments to enter into formal voluntary ***development agreements** with developers for the completion of relatively large scale or multiphase development projects.
- ***Grants** represent discretionary, lump-sum funding for specific one-time projects. In most cases grantors require the City to spend additional dollars meeting local cash match requirements.
- **Priority Investment Zones**, authorized by the Priority Investment Act, SC Code § 6-29-510(D), allow local governments to adopt market based incentives to include density bonuses, relaxed zoning regulations such as lot area requirements or setbacks, reduced or waived fees, fast track permitting and design flexibility.
- The City participates in the ***Grand Strand Area Transportation Study (GSATS)** Study Team and has two representatives on the Policy Committee. The Study Team is a stakeholder group comprised of local municipal and county planning officials that provide feedback on development of long-range regional metropolitan transportation plans (MTP). Regional projects are ranked and prioritized in accordance with predetermined GSATS scoring criteria, and Federal Highway Administration funding received by the State is allocated to local projects based upon priority and readiness of the jurisdiction.

- On November 8, 2016, Horry County voters supported a one-cent capital projects sales tax for roadways (***Ride III**). This tax went into effect on May 7, 2017 and will expire on April 30, 2025. The tax increases the level of sales tax in Horry County an additional penny on all retail sales, accommodations and prepared food/beverage. Groceries (unprepared food) are exempt from the sales tax. It is anticipated that Horry County will receive \$592 million over the eight-year life of the one-cent capital projects sales tax.

Intergovernmental Coordination

In compiling and prioritizing the Capital Improvement Plan, the City has worked in coordination with:

- Horry County
- The City of North Myrtle Beach
- The City of Surfside Beach
- Grand Strand Area Transportation Study (GSATS)
- Waccamaw Regional Council of Governments (COG)
- Coast Rapid Transit Authority
- Horry County Schools
- Coastal Carolina University
- Horry Georgetown Technical College
- Grand Strand Water and Sewer Authority
- Horry County Solid Waste Authority
- The State of South Carolina

Capital Improvements Plan

The Comprehensive Plan and its elements serve as a guide for establishing a Capital Improvements Plan (CIP) for the City's public infrastructure and facilities and the annual budgeting process. The latest Capital Improvements Plan includes the following major projects:

General Pay as You Go:

- Renovation & Renewal Projects

Oceanfront/Historic Boardwalk District Projects:

- Boardwalk Revitalization & Extension
- Ocean Boulevard Decorative Railing

Arts & Innovation District Projects:

- Performing Arts Theater
- Rails to Trails Project
- Transportation & Utility Infrastructure
- New COMB Library

Stormwater Projects:

- Multi-year funding commitment to Flood Risk Mitigation Projects (Pass Through Drainage Areas)

- Citywide Watershed-Based Stormwater Master Plan Implementation Projects
- Stormwater Land Acquisition Bank for Flood Risk Mitigation
- Neighborhood Drainage Improvement Projects
- Stormwater System Inventory and Evaluation

Water & Sewer System Projects:

- Upgrade Water Longitudinal Distribution Main, Sanitary Sewer Pump Stations, Gravity and Force Main Pipelines, Valve Replacements, and Sanitary Sewer System Inventory and Evaluation.
- Focus on reducing inflow and infiltration into the sanitary sewer collection system with manhole and pipeline inspection and lining projects.
- Advanced Metering Infrastructure.

Public Safety Projects:

- Renovations to / Expansion of Fire Station 3
- New Fire Station 7
- Police Annex Expansion

Other City Facilities Projects:

- MB Convention Center Renewal & Replacement
- Whispering Pines Sand Bunker Renovation
- Baseball Stadium Renewal & Replacement

Priority Investment Goal: Engage in long-term thinking and planning about capital improvements and facility needs, their funding sources, intergovernmental coordination, and planning of CIP projects based on the best available sustainable practices.

Objective	Action	Timeframe
1. Create a repository of current city plans, including the Comprehensive Plan, to be used as a reference when establishing the annual Capital Improvements Plan.	1a. Gather plans from various city departments and coordinating agencies.	2022
	1b. Cross reference adopted plans for commonalities and economies of scale.	<i>As new plans are adopted</i>
	1c. Prioritize capital improvement projects across all plans.	<i>Annually</i>
2. Forecast Federal, State, and local funds available for public infrastructure and facilities into the 10 year planning horizon.	2a. Remain abreast of financial resources available through Federal, State, local, and private resources.	<i>Monthly</i>
	2b. Forecast CIP funding needs and correlated funding availability.	Annually
3. Communicate and coordinate with adjacent municipalities,	3a. Create and maintain a list of all relevant agencies.	2022

Horry County, Horry County Schools, Waccamaw COG, Coast RTA, state agencies, utilities, civic groups, charitable organizations and other relevant agencies to maintain and further the goal of becoming a sustainable community.	3b. Establish and maintain regular means of communication in order to coordinate local efforts and regional plans.	<i>Quarterly</i>
	3c. Provide each agency with written notification and an opportunity to comment on recommended public infrastructure and facility projects.	<i>As plans are submitted for review</i>

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