

2011



City of Myrtle Beach Comprehensive Plan



**Becoming a
Sustainable City**

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Introduction

Myrtle Beach was incorporated as a town in 1938 and became a city in 1957. Its name comes from the wax myrtle, a shrub that grows abundantly in the area. Our 29,971 permanent residents welcome millions of visitors to this full-service resort community. Guests come to enjoy the wide beaches, the Atlantic Ocean, and an incredible range of activities, entertainment, golf, shopping and dining.

History records that the first tourists were a party of Spaniards from Hispaniola, who landed about 50 miles north of present-day Myrtle Beach and, in 1526, eventually established the first European settlement in the US about 30 miles to the south. That settlement, San Miguel de Guadalupe, was abandoned the following year and the group returned to Hispaniola.

In the next three centuries, the region's population grew, but slowly. In the late 1800s and early 1900s, people began to "vacation" here, although it was quite rustic. Houses and camps were sparse, and there were only a few permanent residents at the turn of the century. But, drawn by the ocean, sand and trees, people began to call Myrtle Beach "home" as the 1900s progressed.

Today, Myrtle Beach is a well known destination for vacationers from around the country, Canada and abroad. It has been featured on national television and recognized in countless magazines and on websites.

While the city continues to receive recognition by others for being an outstanding vacation destination, the residents understand that there are ongoing improvements and progressive ideas needed to maintain that standing. According to the 2000 Census, the city is in one of the fastest growing metropolitan areas in the US. The citizens of Myrtle Beach want the city to be one of the best places in the US in which to live, work, play and raise a family.

State Mandate

The Myrtle Beach *Comprehensive Plan* is required under the SC's *Local Government Comprehensive Planning Enabling Act of 1994*, SC Code § 6-29-510. The *Act* requires local governments wishing to exercise authority to zone land uses and regulate subdivision of property to prepare a comprehensive plan.

The City's *Comprehensive Plan* depicts where our community has been, where it is presently, where it wants to go and how it plans to get there. State law requires that "at least once every five years the *Comprehensive Plan* shall be re-evaluated by the Planning Commission and all elements of the *Plan* must be updated at least every ten years" SC Code § 6-29-510(E).

Previous Comprehensive Plan

The City's first *Comprehensive Plan* was written in 1970 as shown in *Appendix A* which details the legislative history of the City's *Comprehensive Plan*. The last *Comprehensive Plan* for the City of Myrtle Beach was adopted in 1999. Since then, it has been amended several times, with the most thorough review of the neighborhood and land use elements



having taken place in 2006. That review was done in preparation for the development of specific neighborhood plans for the seven neighborhood planning areas in the city.

2009-2010 Comprehensive Planning Process

Much has changed in our community over the last ten years. Based on feedback from the community, we can tell how attitudes have shifted in relation to changes that have occurred throughout the city. The rewrite of the *Comprehensive Plan* is necessary to assess these new needs, develop solutions for new and long-term challenges, and to plan for new growth while enhancing our existing community. The dreams and priorities of the residential, business and visitor community have set a new direction for the city.

Myrtle Beach strives to be a “Sustainable City” from the quality of life it offers to the delivery of services to its residents, businesses and visitors. A Native American proverb reminds us that “Every decision must take into account its effect on the next seven generations.” Sustainability refers to the long term social, economic and environmental health of our community.

The 2011 *Comprehensive Plan* is based on principles of sustainability and will cover the next twenty years and beyond. This means we must strike a balance to meet current needs of this community while also protecting resources so they will remain available and plentiful for future generations. The citizens of Myrtle Beach seek to maintain and improve the economic, environmental and social characteristics of this city so we can continue to lead healthy, productive, enjoyable lives here. Sustainability does not mean stopping growth but continually changing, improving and developing in ways that enhances the quality of life for residents, businesses and visitors. A sustainable community is not stagnant. Sustainability does not mean things never change. On the contrary, it means always looking for ways to improve a community.

Myrtle Beach has already started to work toward this goal with citizen commentary as the centerpiece of comprehensive planning. The Planning Commission decided that for the 2011 *Comprehensive Plan* it would use input from the residents, visitors, businesses, City Council, and other boards and commissions to create a set of guiding principles to establish a direction for becoming a sustainable city. Core values are the fundamental principles that guide the *Plan* and the ultimate measure of its success or failure. The *Plan*'s core values — sense of community, economic opportunity, social equity and environmental stewardship — are key components of sustainability. Separately, they are necessary but inadequate; taken together they become a solid foundation upon which to build a sustainable future for ourselves and generations to come. The community understands the interconnections among community, economy, society and environment as explained below:

- Sense of community - A home and place to work for people of various backgrounds while being the primary tourism center of the region.
- Economic opportunity - A healthy economy with a diversity of industry and job opportunities is a critical step toward the creation of a livable and vibrant community.
- Social equity - A place where all people have the opportunity to live in adequate housing in healthy neighborhoods, and earn decent, livable wages while being friends and neighbors, sharing, cooperating, and solving common problems together.
- Environmental stewardship - A community committed to reducing air pollution and greenhouse gas production, conserving energy, protecting native wildlife and our shoreline, preserving environmentally sensitive land, conserving water resources, and providing educational programs.

The guiding principles will provide the framework and direction for all decisions found in the plan. These guiding principles were developed after comparing the 1999 *Comprehensive Plan* vision with the elements of an ideal community identified in a community-wide focus group meeting in April 2008; a business thank you picnic in May 2008; City Council and boards and commissions workshop in May 2008; and four Planning Commission appointed Comprehensive Planning Subcommittees discussing Population/Economic Development, Housing/Neighborhoods, Land Use/Transportation, and Natural Resources/Cultural Resources (with representatives from the business and residential communities and professionals in the field) at meetings in June 2008 through January 2009. The guiding principles include:

- We will respect resident, business and visitor rights and responsibilities to participate in a sustainable community.
- We will have a vibrant democracy with an informed, involved citizenry.
- We will protect our natural resources and be sensitive to the environmental impacts of our decisions.
- We will provide affordable housing choices for people of all income levels.



- We will seek to diversify our economic base while enhancing our tourism industry.
- We will work with our neighboring jurisdictions to provide opportunities for all members of the community to improve their quality of life and create a premier vacation destination for our visitors.

The initial building blocks of the *Comprehensive Plan* are the "elements" required by the *Local Government Planning Enabling Act of 1994* SC Code § 6-29: population, economic development, natural resources, cultural resources, community facilities and services, housing, land use, transportation and priority investment. The City's *Plan* also includes elements addressing neighborhoods, tourism, and implementation.

Implementation, monitoring, and maintenance will be essential to the success of this *Comprehensive Plan*. The goals, objectives, strategies and actions of the *Plan* are not static. As conditions in the area change and new issues emerge, the Planning Commission and City Council may need to reconsider and alter the *Plan*. For this reason the *Plan* is updated every five years.

One of the biggest challenges of becoming a sustainable community is the implementation of new policies and initiatives. Much of sustainability is about individual choice—and without strategies to ensure buy-in and support from government and the community as a whole, these initiatives will never happen. Planning is essential to creating a sustainable community and a well-designed strategy for helping us to reach our goals.

During the 2011 comprehensive planning process the citizens of Myrtle Beach have imagined what a safe, livable, healthy and sustainable community might look like. Through new policies and initiatives citizens have created a vision of what our community might be and developed steps toward making these visions come true.

In a healthy, livable or sustainable community, these efforts are integrative, inclusive and participatory. In Myrtle Beach issues are being addressed in an interconnected manner. These innovative strategies can produce a sustainable Myrtle Beach that is a great place to call home, to work, and to visit with an emphasis on being environmentally sound, economically prosperous, and socially equitable.

Implementation of the Comprehensive Plan

This plan serves as a starting point. Upon adoption of the *Comprehensive Plan* by City Council, the City recognizes that the real work will begin. This *Plan* emphasizes implementation, including the preparation of additional studies and plans, adoption of City regulations and guidelines, review of development proposals, and funding of capital improvement projects. It is one of the Planning Commission's duties to provide City Council with advice and analysis to ensure that City Council's decisions reflect the public consensus developed in the comprehensive planning process.

Time Frames for Implementation of Objectives and Action Steps

Time Frame	Completion Dates
Immediate	2011-2013
Short Term	2011-2015
Mid Term	2011-2020
Long Term	2011-2030
Ongoing	2011+



Becoming a Sustainable City

City of Myrtle Beach Comprehensive Plan Executive Summary

Overview

Myrtle Beach, located on the Atlantic Ocean, is an exceptional place to live, work, and play with its distinctive neighborhoods, active businesses, and a socio-economically diverse population.

As we enter a new decade in the 21st century, the City and the quality of life of its citizens are increasingly affected by the forces of change such as:

- An increasingly growing population.
- A need to attract new business and industry to the area to diversify our economy.
- Rapid urbanization with challenges including loss of open space, sprawl, development of wildlife habitat, water and air pollution, inefficient energy consumption, greater reliance on foreign oil, and increasing traffic congestion and commute times.
- A need to reduce activities that encroach upon nature.
- Distinguishing the Myrtle Beach vacation destination from competing places.
- Preserving our culture, history, and historic landmarks.
- Lack of attention to Kings Highway, once the only north-south corridor through the city.
- A need for providing cultural arts opportunities.
- Aging infrastructure and municipal buildings.
- A need for affordable housing for workers, older adults, special needs populations and homeless individuals.
- A need for alternative modes of transportation to reduce dependence upon fossil fuels.
- Commercial encroachment into single-family residential neighborhoods.
- A need for mixed-use development that promotes the co-existence of many community locales and services within close proximity to reduce automobile dependency.
- Loss of a sense of community.

For the residents, businesses and visitors in our community change is not new and is welcomed. Change is what makes Myrtle Beach an attractive and exciting place to live, work, and play. The City of Myrtle Beach has made a pledge to become a “Sustainable City” from the quality of life it offers to the delivery of services to its residents, businesses, and visitors. Sustainability does not mean things never change, in fact it means just the opposite. Sustainability means always looking for new ways to improve a community.

Prepared through the intensive efforts of city residents and leaders, the *Plan* is a formally adopted statement of policies to guide the city as it seeks to secure its future as a sustainable community. The *Plan* describes the actions that City decision-makers can take to make the vision of becoming a sustainable community a reality.

This *Plan* is important in that it fulfills the State of SC mandate regarding comprehensive planning, serves as a statement of the City’s public policies regarding future development and redevelopment, and most importantly reflects an attempt to build a consensus in the community regarding issues important to all residents, businesses and visitors in the city.

State Requirements

The *Comprehensive Plan* is required under SC’s *Local Government Comprehensive Enabling Act of 1994*, SC Code § 6-29-510.

Goals of the Comprehensive Plan



- **Population** - Population growth within the Myrtle Beach planning area will be accommodated through a well-designed growth management program that meets the needs of current and future residents, businesses and visitors to the area. This program will support a sustainable community with a strong local diversified economy, protected environment and social equity.
- **Economic Development** - Economic development will concentrate on increasing and diversifying the area's economic base.
- **Tourism** - Retain the economic and social advantages of tourism development while reducing or mitigating any undesirable impacts on the natural, historic, cultural or social environment. This is achieved by balancing the needs of tourists with those of the local community.
- **Natural Resources** – Create a sustainable urban habitat with clean air and water, habitat for fish and wildlife, and comfortable and secure places for people to live and work.
 - **Parks and Recreation** - The parks and recreation system will reflect the unique coastal plain ecosystem and meet the multi-use recreational and educational needs of all ages and interests with appropriate facilities and services.
- **Cultural Resources** - The assets of the community will be protected and enhanced to ensure a high quality of life and a healthy, sustainable climate for economic development.
 - **Historic Preservation** - Lands, sites and structures that have historical or archaeological significance will be identified, preserved, and protected.
 - **Community Appearance** - The Myrtle Beach community will be aesthetically appealing and recognized for the beauty and cleanliness of its built and natural environments while encouraging development with high aesthetic standards that are compatible with adjoining land uses.
 - **Arts** - A diverse, affordable arts program is expanded that provides education and cultural enrichment, recognition of local artists, and regional exposure.
- **Housing** - Housing opportunities will be sustainable, affordable, diverse, and will meet a broad range of consumer needs.
- **Neighborhoods** - Neighborhoods will be protected, preserved, and kept safe, secure, and aesthetically pleasing, with well-maintained supporting facilities and with convenient connections to nearby, supporting land uses.
- **Land Use** - Land uses will be based on best available sustainable practices. Land uses will also balance the socio-economic needs of residents, business owners, and visitors and will create an environment where all can live, work, and play with pride and pleasure.
- **Transportation** - The region's transportation system will be multi-modal and integrated, both modally and with land use, and will address mobility and access needs, and will encourage less dependence on automobiles while facilitating the safe movement of people and goods to, within, and from the area.
- **Community Facilities and Services** - Community facilities and services will be provided and maintained for all members of the Myrtle Beach community that promote health, safety and an enhanced quality of life in an efficient, responsive and sustainable manner.
- **Priority Investment** - The City will encourage more long-term thinking and planning about capital improvements and facility needs, their funding sources and greater intergovernmental coordination and planning of these projects based on the best available sustainable practices. Capital improvements will also balance the socio-economic needs of residents, business owners, and visitors and will create an environment where all can live, work, and play with pride and pleasure.

Major Principles

The following are major principles reflected in this plan:

- With the goal of becoming a sustainable city, this *Plan* attempts to implement the wishes of the community as expressed during the comprehensive planning process. The *Plan's* goals are based on sound principles of sustainability which includes the long term social, economic, and environmental health of the community. The *Plan's* strategies have their genesis in the ideas and opinions expressed by community-wide focus groups, the business community, visitors, the Planning Commission's comprehensive planning subcommittees, the City Council and its boards and commissions, and City staff. The *Plan* calls for continued significant public involvement as the *Plan* is implemented and amended. The *Plan* seeks to provide what the public has asked for - not only particulars like more parks and improved community appearance, but also the general idea that environmental responsibility, social



equity and economic vitality is of the utmost importance when the city makes decisions about how it will grow.

- This *Plan* attempts to manage, not stop, growth. It accepts and encourages additional growth of population and the economy into the future. At the same time, however, the *Plan* addresses the need to manage growth so that the environment is protected, social equity is achieved, the economy prospers, and governmental funds are spent efficiently providing needed governmental facilities and services.
- This *Plan* encourages development while protecting the environment. Environmentally sensitive lands are permanently protected as open space. The values and functions of important wetlands, floodplains, geological features, vegetative communities, and wildlife habitats are preserved in a system of linked open spaces. In addition, local and regional recreational needs are met at parks that are also parts of the open space system. Development of other lands is controlled so that adverse impacts on the environment are minimized.
- This *Plan* encourages development while being socially responsible. Vital communities meet the needs of all of their citizens. This *Plan* encourages providing good schools, affordable housing, and the basic services that enable even the least affluent to live comfortably.
- This *Plan* encourages economic vitality and diversity. The *Plan* looks at diversifying the economy by investing in our community, providing more good-paying jobs and housing for workers, providing opportunities to build upon the hospitality industry by adding needed services to supplement the industry and planning regionally for economic development.
- This *Plan* relies heavily on intergovernmental cooperation. The *Plan* calls for the City to form partnerships with other municipalities, Horry County, regional authorities, and the State and Federal governments in order to address problems and opportunities that span jurisdictions. The management of growth in general and, in particular, the protection of the environment, the provision of public facilities and services in an efficient manner, and the enhancement of the quality of life—all require the City to forge active partnerships with other governments. The private sector, not-for-profit organizations, and neighborhood associations are also vital allies with the City in implementing the goals and objectives of this *Plan*.
- Implementation is a key component. Implementation strategies that suggest responsible parties and time frames are the heart of the *Plan*. The *Plan* calls for new organizational arrangements—among staff, with City boards and commissions, and with other governmental and nongovernmental entities—to facilitate implementation. The *Plan* calls for the City to make use of all of its powers (including its capital improvement program, its police power, and its authority to tax and impose fees) so that implementation occurs equitably, efficiently, and effectively.
- This *Comprehensive Plan* relies heavily on strategic implementation. It is necessary, given the general need for City government to operate efficiently and the ambitious nature of this *Plan*'s, broad-reaching objectives and strategies. While developing annual goals and work plans the City Council, Boards, Commissions and City Departments should take heed of the goals that the community has set and seek complementary objectives among those of other Boards and Departments. Use of the City's capital improvement program is the most important tool, but only one among many, that can be used to ensure strategic implementation.





Population Element

Population Background

Population factors play an important role in all human undertakings, especially in safeguarding the environment and pursuing sustainable development. Population considerations must be fully integrated into all aspects of planning and policy-making if we are to sustain our community as a good place to live, work and play.

The population element is the most logical starting point in planning for the future of a community. It provides Myrtle Beach with an inventory and assessment of trends in population growth or decline and in the demographic characteristics of the population. The population element forms a foundation for the economic development, natural resources, cultural resources, community facilities and services, housing, land use, transportation, neighborhoods, tourism, and priority investment elements. It contains the most current population forecasts for the Myrtle Beach planning area as of 2011.



Most data has been based on the 2000 US Census Bureau data with plans to update this section of the *Plan* and others when the 2010 US Census Bureau data becomes available.

One of the most important and challenging elements is anticipating and projecting future changes in population. Although it is often a difficult task, it is one that governments must attempt because of the many implications of these projections. It is important to understand the characteristics of the population and to have a reliable projection of future growth so that appropriate land and services for living, working, and recreation can be allocated. Since the Myrtle Beach area has become a major tourist destination, a complete understanding of population in the area must include an examination of both the resident and non-resident (visitor) populations. More detailed information on visitor demographics can be found in the tourism element of this *Comprehensive Plan*.

According to the US Census Bureau statistics released in July 2007, the Myrtle Beach-North Myrtle Beach-Conway Metropolitan Statistical Area (MSA), or Horry County, was the fifth fastest growing area in the US. MSA is an urban area defined by the US Office of Management and Budget (OMB) as having at least one city with a population of 50,000 or more and having adjacent communities that share similar economic and social characteristics. The total population of an MSA is at least 100,000. The OMB establishes and maintains these areas solely for statistical purposes (*Federal Register*, Vol. 65, No. 249, Wednesday, December 27, 2000).

Figure 1: MSA Area



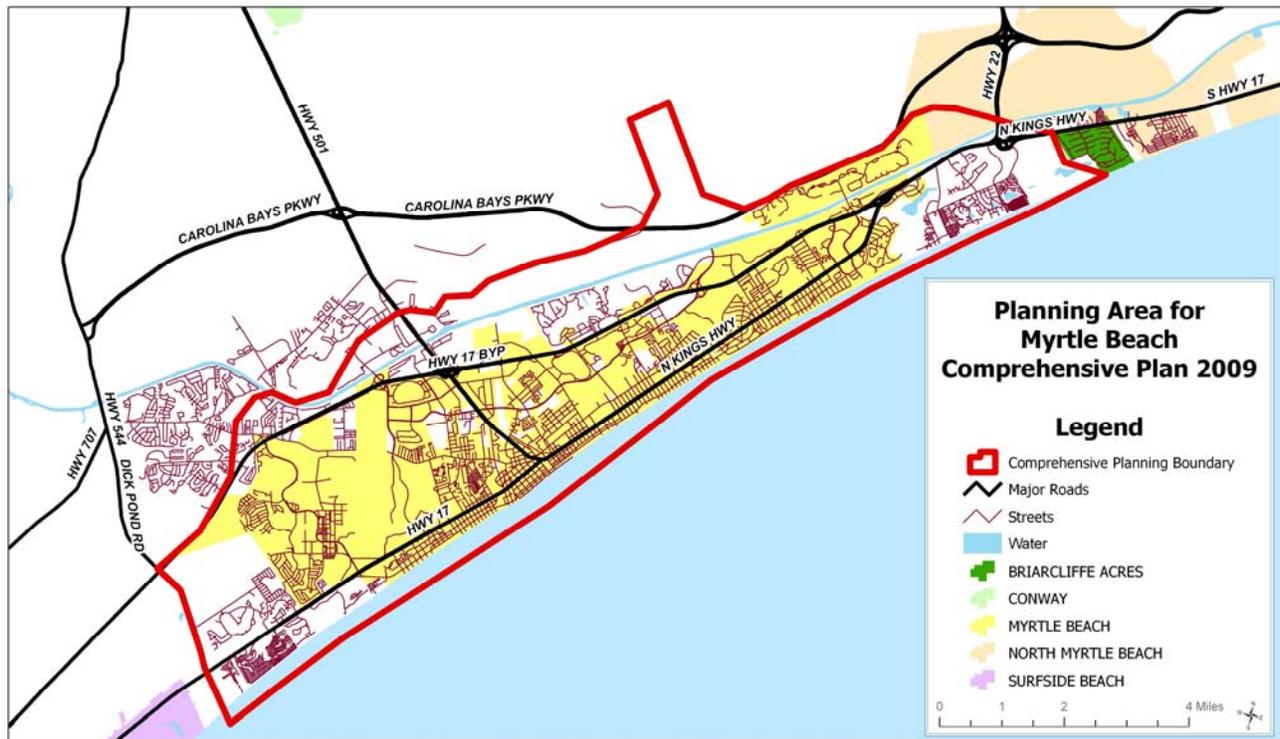
Myrtle Beach, along with the cities of North Myrtle Beach and Conway, are the primary urban centers in a three-county area known as the Waccamaw region that includes Horry, Georgetown and Williamsburg counties. Myrtle Beach is the most populous city within Horry County. Horry County has a total area of 1,255 square miles of which, 1,134 square miles is land and 121 square miles or almost 10 percent is water. The Horry County growth rate of more than 36 percent between 1990 and 2000 significantly outpaced the SC average of only 15 percent for the same period – giving Horry County the second highest increase of all 46 counties. Horry County continued to grow at a rate of approximately 31 percent between 2000 and 2008. As the largest county in SC, Horry had a total estimated population in 2008 of more than 257,000 residents. However, this permanent population swells to more than 400,000 to 500,000 daily during the height of the tourist season. Horry County shares with



Georgetown County an arc-shaped 60 mile strip of sandy beaches and barrier islands referred to as the Grand Strand which is a major US tourist destination and retirement community. As one of the most popular coastal destinations in the US, the Grand Strand attracts more than 15.2 million visitors annually (Myrtle Beach Area Chamber of Commerce 2009).

The Planning Area for the *Myrtle Beach Comprehensive Plan 2009*, as shown in Figure 2, encompasses a region slightly larger than the present city limits. The Planning Area lies primarily east of the Atlantic Intracoastal Waterway (with the exception of the Grande Dunes development), and extends from Dick Pond Road off of Highway 544 northward to include the unincorporated areas up to North Myrtle Beach and Briarcliffe Acres. Population trends for Myrtle Beach, Horry County and SC are important to consider when studying the Planning Area. Data from the 2000 US Census Bureau allows comparisons between the population of these areas and the Planning Area. Since the Planning Area extends beyond the corporate limits it is important to work with local jurisdictions near our city limit lines to ensure that what Myrtle Beach or adjacent jurisdictions plan and implement works to create a livable, sustainable community for us all.

Figure 2: Planning Area for Myrtle Beach Comprehensive Plan 2009



Another region for study, the Myrtle Beach Housing Authority (MBHA) service area, has been identified for demographics research - *Appendix B: Figure 1 Myrtle Beach Housing Service Area*. The MBHA service area covers the eastern third of Horry County and includes Myrtle Beach and the surrounding urban area. The *Myrtle Beach Housing and Community Development Consolidated Plan 2005-2010*, was completed in June 2005 by the Planning Department's Community Development office. The five-year strategic plan is the City's assessment of the state of the city and local government policies and programs to improve the living environment of its low and moderate income residents. Some of the results of that report are included in this element, while the plan in its entirety can be examined in the Planning Department.

Myrtle Beach has grown not only in population but also in size since its original incorporation in 1938. In July 2009 Myrtle Beach covered an area of 23.38 square miles. Areas that have been annexed into the city since 1957 can be seen in *Appendix B - Figure 2: Annexations to the City of Myrtle Beach*. The greatest period of annexation was from 1970-1979, when approximately 5,150 acres were added to the city limits. The majority of this acreage was part of the former Myrtle Beach Air Force Base now known as the Market Common district

which includes The Market Common, Seagate Village, Withers Preserve and Emmens Preserve. Since 2000 approximately 3,300 acres have been added to the city limits.

Table 1: Population of Myrtle Beach From 1940-2000

Year	Population
1940	1,597
1950	3,345
1960	7,834
1970	9,035
1980	19,702
1990	24,848
2000	22,759

Source: US Census Bureau

Myrtle Beach is SC’s fifteenth largest municipality and the largest municipality in Horry County. As illustrated in Table 1 the population has steadily increased since the 1940s. However, from 1990 to 2000, the population of the city declined from 24,848 residents to 22,759. This decline was attributed to the closure of the Myrtle Beach Air Force Base in 1993. The city’s population then grew to an estimated permanent, year-round population in 2008 of 30,596 residents. The permanent population of the city is projected to be 30,714 persons in 2010 and 36,669 in 2020.

Considering past trends, it is not likely that growth will decrease within the Myrtle Beach Planning Area – instead future population growth in the Planning Area is likely to increase. Development in the area has been strong and continues to attract new residents and visitors.

Age

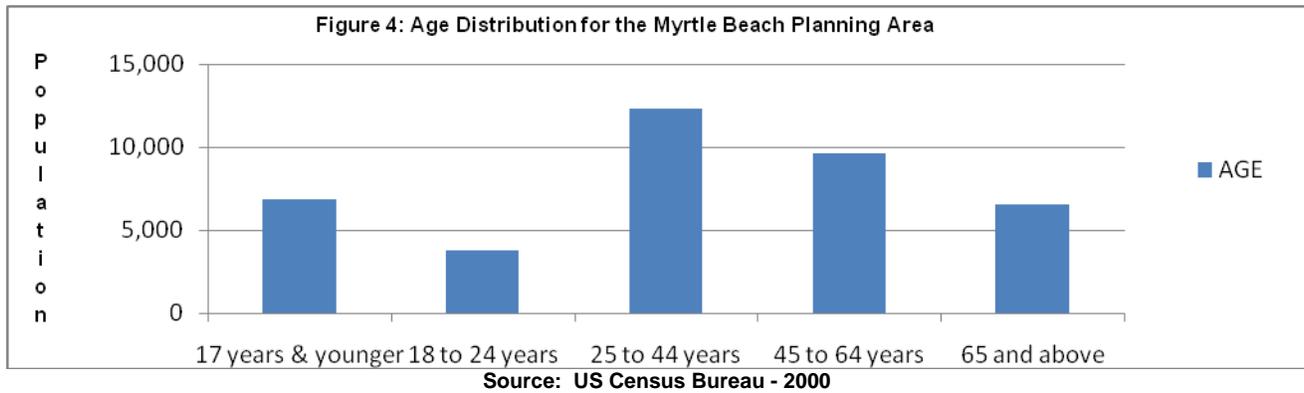
Due to its warm climate and coastal amenities, the Grand Strand region has become a relocation magnet for retirees. *Where to Retire* magazine (September/October 2003) profiled the Myrtle Beach area as a top retirement destination. Continued marketing efforts to attract this population will fuel the continued in-migration of older residents.

Myrtle Beach, the Myrtle Beach Planning Area and Horry County have more older adults than SC as a whole. Horry County significantly outpaced both SC and the US in the growth in population age 55 and older over the last decade, with an increase of nearly 60 percent. The 65 and older segment grew by more than 62 percent, with the number of residents between 65 - 74 growing by nearly four times the SC rate. This demographic shift is expected to continue with a dramatic increase of 85 percent to 115 percent expected by 2025 in the age group of residents age 65 and over.

Seventeen percent of residents within the Myrtle Beach Planning Area are 65 and older. This is slightly larger than the 15 percent of persons this same age both within Myrtle Beach and Horry County, while SC’s percentage for this age category is 12 percent. The percentage of residents between the ages of 45-64 in Myrtle Beach approaches 23 percent, which is nearly equal to the SC percentage but lower than the Myrtle Beach Planning Area at 25 percent and Horry County at 25 percent. In comparison, the Myrtle Beach Planning Area has the smallest number of residents who are age 17 and younger, 17 percent, as compared to Myrtle Beach with 18 percent, Horry County with 21 percent and SC with 25 percent - *Appendix B: Table 2 Age Distribution Data from the US Census Bureau 2000 and the Myrtle Beach Housing and Community Development Consolidated Plan 2005-2010.*

Within the Myrtle Beach Planning Area, the group with the most residents is the 25-44 age group, followed by those who are 45-64 years old. Together, these two age groups comprise over 56 percent of the Planning Area’s population.





The median age for Horry County residents mirrors the national trend towards an aging population. Median age in Myrtle Beach rose by 5.6 years to nearly 37 years from 1990 to 2000 – surpassing the SC median of 35.4 years. The Horry County median rose by 4.5 years to 38.3 years - *Appendix B: Table 3 Median Age Comparisons 1990 to 2000.*

Race

According to 2000 US Census Bureau data, Myrtle Beach and Horry County have a predominantly white population of 81 percent. The racial composition of the Myrtle Beach Planning Area is slightly different with almost 85 percent being white - *Appendix B: Table 4 Comparisons of Racial Composition.*

Although Horry County's black population grew from 1990 to 2000 by more than 5,300, Myrtle Beach's black population declined by nearly 600 residents. The white population in Horry County grew during the same time period, but also dropped within Myrtle Beach by more than 2,300 residents. Both Horry County and Myrtle Beach experienced a significant increase in the Hispanic population during the past decade, with the number of Hispanics nearly tripling in Horry County and rising by more than 178 percent in Myrtle Beach - *Appendix B: Table 5 Changes in Racial Composition 2000.*

Place of Birth

In 2000, 96 percent of Horry County residents and almost 92 percent of Myrtle Beach residents were natives of the US, compared to 97 percent of South Carolinians who were natives of the US. Only 47 percent of County residents who were natives of the US were also born in SC, compared to only 38 percent of Myrtle Beach residents who are both natives of SC and the US - *Appendix B: Table 6 chart reflecting place of birth data for the area.*

Educational Attainment

Educational attainment is a key predictor for future earnings potential. To compete in today's increasing technology-driven economy; workers need to have a minimum of 14 years of education. Persons with a bachelor's degree or more typically earn greater salaries as well. Unemployment is also lower for individuals having higher degrees.

SAT Reasoning Test (formerly known as the Scholastic Aptitude Test) is one of the standardized tests used to meet college entrance requirements. In 2008 Horry County Schools' composite of scores for critical reading and math was 1005, which is 20 points above the State average of 985 and 12 points below the national average of 1017. District-wide, 859 students, or forty-six percent of the senior class, took the SAT. Statewide, more than 24,000, or 61 percent, of high school seniors took the SAT. Horry County Schools' seniors averaged 494 in critical reading and 510 in math tests. Statewide, seniors averaged 488 in critical reading and 497 in math tests. Nationally, seniors averaged 502 in critical reading and 515 in math tests. Myrtle Beach High School increased their SAT composite scores on critical reading and math, 994 in 2008, up three points from 991 in 2007. In the third year of the writing test, the Horry County average was 482, six points above the SC average of 476 and 12 points below the US average of 494 (*Horry County Schools Progress Report 2008-2009.*)



Since 1984, SC has paid for advanced placement instructional materials, paid students' test fees and offered specialized training for teachers. Eligible students at each high school have the opportunity to participate in the College Board Advanced Placement (AP) Program. These are intense college level offerings in courses such as English, American history, biology and calculus. Offerings differ from school to school. These courses prepare students for national AP examinations. (*Horry County Schools Website August 2009*). For detailed information on the schools in the Planning Area see the community facilities element of this *Comprehensive Plan*.

The percentage of residents in Myrtle Beach holding an associate degree or greater is 26 percent with Horry County at 30 percent - *Appendix B: Table 7 Educational Attainment for Persons 25 and Older in 2000*.

By increasing the educational levels of residents and encouraging postsecondary training, the Myrtle Beach community can help to build a more prosperous and sustainable community and offer residents new and rewarding job opportunities.

Income

The American Community Survey (ACS) is a nationwide survey designed to provide communities a fresh look at how they are changing. It is a critical element in the US Census Bureau's reengineered decennial census program. The ACS collects and produces population and housing information every year instead of every ten years. The US Census Bureau uses the following definition of median income:

- Median income is the amount which divides the income distribution into two equal groups, half having income above that amount and half having income below that amount.
- The median for households and families are based on all households and families.
- The median for people are based on individuals 15 years old and over with income.

According to the *American Community Survey 2005-2007* the median household income in Myrtle Beach was \$35,141, \$41,975 in Horry County and \$43,329 in the US.

Thirty-eight percent of households in Myrtle Beach make between \$35,000 and \$99,000 annually, compared to 48 percent of Horry County and 45 percent of SC. Eleven percent of Myrtle Beach residents have an income between \$100,000 and \$200,000+, compared to 11 percent in Horry County and 13 percent in SC. Fifty percent of the population in Myrtle Beach makes \$35,000 or more per year - *Appendix B: Table 8 Household Income and Benefits in 2007 for Myrtle Beach, Horry County and SC*.

Household and Family Status

Household status is a key indicator of social and economic conditions in the community. There are 81,800 households in Horry County, with more than 10,000 of these within Myrtle Beach and almost 18,000 within the Myrtle Beach Planning Area. Nearly 67 percent of county households and 52 percent of city households are families.

More than 25 percent of Horry County and 24 percent of Myrtle Beach households include individuals aged 65 and older – almost one-fourth of all households. More than 10 percent of Myrtle Beach households are comprised of persons over 65 who live alone. Almost 30 percent of households in the Horry County include children less than 18 years of age. Nearly 12 percent of Horry County households and 11 percent of Myrtle Beach households are headed by a single female - *Appendix B: Table 9 Household Type and Characteristics in 2000 for Myrtle Beach and Horry County*.

Housing unit occupancy is a concern since crowded housing conditions can amplify the risk of health and social problems. The number of persons living in each housing unit in Horry County is 2.37 persons with an average family size of 2.84 persons, compared to 2.17 and 2.79 respectively in Myrtle Beach.

Non-Resident Population

As one of the nations' top vacation destinations, the Grand Strand welcomes more than 15 million visitors (Myrtle Beach Chamber of Commerce 2009) every year. The area's beautiful beaches and its range of attractions,



restaurants, theaters, shopping centers and golf courses attract visitors throughout the year. In a discussion of population for the Myrtle Beach Planning Area, the influence of tourism and its impact on public facilities and services (i.e., transportation, water and sewer capabilities, etc.) cannot be ignored. These public goods must be able to accommodate the fluctuating population and provide visitors with efficient and effective service. These visitors are from different locations and different socio-economic backgrounds. While some stay for only a few days, others stay for a few months; but they all use roads, water, sewer and other infrastructure.

Compared to resident population, non-resident population is difficult to count or estimate. The US Census Bureau does not count non-resident population nor would it be possible as the visitor population changes quickly.

Despite the economic downturn of 2008, the Grand Strand remains a popular destination for tourism; therefore growth can expect to continue. More information concerning visitors to the Myrtle Beach area can be found in the *tourism element* of this *Comprehensive Plan*.

Homelessness

Myrtle Beach and the Myrtle Beach Housing Authority (MBHA) service area are located within the Total Care for the Homeless Coalition (TCHC) planning area (*Myrtle Beach Housing and Community Development Consolidated Plan 2005-2010 and 2005 Action Plan*). TCHC is a coalition of 60 housing and supportive service provider organizations that collaborate to offer services for the homeless in Horry, Georgetown, Williamsburg, Sumter, Clarendon and Lee counties in SC.

The Faces of Homelessness: A Study of Homelessness in South Carolina (SC Council on Homelessness, 2007) reports there is no one definition of homelessness but most definitions focus on a household's housing situation. The US Department of Housing and Urban Development (HUD) defines homelessness as lacking a fixed, regular, and adequate nighttime residence. In general, a person is considered homeless by HUD's definition if, without HUD assistance, he or she would have to spend the night in a homeless shelter or in a place not meant for human habitation. More specifically, an individual is considered homeless if the person is sleeping in an emergency shelter; sleeping in places not meant for human habitation, such as cars, parks, sidewalks, or abandoned or condemned buildings; spending a short time (30 consecutive days or less) in a hospital or other institution, but ordinarily sleeping in the types of places mentioned above; living in transitional/supportive housing but having come from streets or emergency shelters; being evicted within a week from a private dwelling unit and having no subsequent residence identified and lacking the resources and support networks needed to obtain access to housing; or being discharged from an institution and having no subsequent residence identified and lacking the resources and support networks needed to obtain access to housing. The US Department of Education includes children and youth who are sharing the housing of other persons due to economic hardship or a similar reason (sometimes referred to as doubled-up). The US Department of Health and Human Services similarly considers the "doubled up" population eligible for its programs.

It is common for the general public to categorize the homeless population as one size fits all. This is certainly not the case in the TCHC region and within Horry County, where the many faces of homelessness represent a variety of races, cultures, gender, and personal and family situations and circumstances. Most people who become homeless have a complex set of issues that are consequences of a mixture of systemic failures, individual behavior problems, and circumstances beyond the control of the individual. In 2009 there were 106 homeless families in Horry County, 440 males and 202 females, 11 males and 14 females unaccompanied youth, and 19 singles with no known birth date. Because most homeless persons living in Horry County tend to either double up with friends or family or gravitate to the more structured services provided in the city, to understand the extent of homelessness in the Myrtle Beach area it is necessary to examine the homelessness throughout the Horry County and SC. Although the methodologies exist to count the homeless who take advantage of services offered by various agencies, it is a challenge to determine the true number of homeless within Horry County. Therefore, the most accurate assessment of the homeless population within the region is provided through bi-annual point-in-time counts done in conjunction with the entire TCHC area and SC. Every two years, HUD requires housing and service providers who participate in the Continuum of Care Homeless Assistance Program to complete a point-in-time count of the people who are homeless in their community. The count must be conducted during the last two weeks of January.



In 2009, in Horry County more than 100 volunteers organized in teams and visited more than 100 different sites, including parks, abandoned buildings, houses not suited for habitation, soup kitchens, food banks, shelters, motels, and camps in wooded areas to talk with and count persons who were homeless and at-risk for homelessness - *Appendix B: Table 10 Homeless Families, Adults and Unaccompanied Youth.*

According to the SC Council on Homelessness, the total homeless population in Horry County was 891 in 2009 and 744 in 2010, an increase of 147 individuals. In 2009 there were 208 individuals in Horry County living in emergency shelters, and 174 in transitional housing - *Appendix B: Table 11 2009 Homeless Count Shelter Type data for Horry, Charleston, Beaufort, Greenville and Richland Counties.* Greenville and Richland Counties, considered more urbanized areas, together are home to 430 unsheltered individuals. Horry County alone is home to 511 unsheltered individuals.

**Table 2: 2009/2007 South Carolina Homeless Count Comparison
(Subpopulations – Disabilities and Other Groups)**

Location	Chronically Homeless		Mentally Ill		Substance Abuse		Veterans		Persons With HIV		Victims of Domestic Violence	
	2009	2007	2009	2007	2009	2007	2009	2007	2009	2007	2009	2007
Statewide	481	477	535	411	723	829	560	436	49	49	741	443
<i>Horry</i>	39	2	76	10	90	10	62	17	5	0	114	21

Source: SC Council on Homelessness 2009

Definitions related to people used in Table 2 include:

- Adult: person 18 or older.
- Youth: an unaccompanied person less than 18 years of age. Children in families do not qualify as youth.
- Family: one or more adults accompanied by one or more children under the age of 18.
- Chronic homeless: refers to an unaccompanied homeless individual with a disabling condition who has either been continuously homeless for a year or more OR has had at least four (4) episodes* of being homeless in the past three (3) years. To be considered chronically homeless, persons must have been sleeping in a place not meant for human habitation and/or in an emergency shelter during that time.
- * Episode is an event that is distinct and separate, though part of a larger series.
- Victims of domestic violence are persons who have fled housing or might flee housing as a result of emotional or physical abuse at the hands of a spouse, minor child or parent (if minor child).

Current attempts in Horry County to address the problems of the homeless include *A Ten Year Collaborative Plan to End Homelessness in Horry County, South Carolina 2010-2020* includes new projects identified to address the homeless issues mentioned above.

Population Findings

We want to sustain our community as a good place to live, work, play and visit. Unplanned growth can erode a sense of place shaped by our built and natural environment. Failing to plan for growth leads to inadequate infrastructure to serve the community and can mean community decline resulting in a loss of jobs, an eroding tax base, growing crime, concentrated poverty and an increased need for social services and related taxes.

Within the overall objectives of sustainable development, the goals of population policy should be to achieve a population that allows a better quality of life without jeopardizing the environment and the resource base of future generations. To accomplish our goal of becoming a sustainable community we must:

- involve local community residents in setting the vision for and developing plans for our community and regions.
- establish avenues for meaningful participation in decision-making for all citizens and in particular for historically disadvantaged people.
- provide equitable educational and job opportunities for all residents.
- promote retraining of those displaced in the short-term by a shift to a more sustainable economy.
- provide a more diversified economy.



- build supportive relationships within families, neighborhoods, and communities.
- ensure every person has food and shelter.
- provide access to health care to promote physical and mental fitness for everyone.
- provide a community that is safe and free from crime.
- provide cultural arts that enrich the quality of life.
- provide a multi-cultural city with freedom from discrimination.
- provide alternative modes of transportation including pedestrian and bicycle access.
- provide open space with opportunities for parks and recreation.
- protect our precious natural resources including the ocean, beach, waterways, natural vegetation, and air quality.

Reliable Data

When considering future growth trends, two problems plague attempts to project population accurately: a general lack of reliable data and the issue of geographic area. The fact that population counts are available is not enough to warrant their credibility. The population counts made by the US Bureau of the Census leave a lot of room for error. During the 1999 *Comprehensive Plan for the City of Myrtle Beach* rewrite process the Planning Department estimated that the city was undercounted by as much as 3,000 people. This is a sizeable difference which affected every estimate and projection based on this count and deprived the City, Horry County, and State of SC of deserved Federal tax dollars and funding opportunities.

During the winter months, Myrtle Beach becomes home to many people, most of whom are older, who wish to escape the colder temperatures of other geographic areas. These “snowbirds” stay for a longer duration than the average tourist, but remain permanent residents in other places. Even though they may be permanent residents of another area, these individuals reside in Myrtle Beach for a substantial amount of time and should be accounted for in some manner. The fact that the US Census Bureau only looks at permanent residents, therefore, decreases its accuracy in an area such as Myrtle Beach which hosts these types of semi-permanent residents.

There are also a large number of persons living in transient accommodations for six months or longer. The US Census Bureau does not count persons living in hotel rooms and other transient accommodations. Many of these persons living in transient accommodations are families with children attending schools in Myrtle Beach.

Another major problem in attempting to analyze population deals with the issue of geographic area. There is a lack of data on unincorporated areas and a lack of clearly defined areas by which to measure nonresident population. Finding reliable data on unincorporated areas is difficult unless the data is within the scope of a tract that also includes part of a municipality. When attempting to examine a larger scope of adjacent areas, it is important to look at these unincorporated sections without municipal data. The reverse problem, however, is also true. When trying to analyze characteristics of individual census tracts within a city, these tracts also include some unincorporated areas that distort the information.

The major consideration for future reports, therefore, is that more accurate and reliable information is needed to improve the population projections. It must be determined whether or not it is prudent to project population when present population has yet to be counted and recorded with accuracy and efficiency.

Population Goal

Population growth within the Myrtle Beach Planning Area will be accommodated through a well-designed growth management program that meets the needs of current and future residents, businesses and visitors to the area. This program will support a sustainable community with a strong local diversified economy, protected environment and social equity.

Population Objectives and Strategies

1. Accept the role and responsibilities of being a major urban center in a large and diverse region.



Action: The City will cooperate with other government agencies and the private sector to provide land and urban services sufficient to accommodate projected population growth in the Myrtle Beach Planning Area.
Time frame: Ongoing
Potential funding source: Capital improvements program, general fund, grants, and private investment.

2. Schedule the amendments and rewrite of the population and other elements of the *Comprehensive Plan* to occur after the completion and release of the 2010 US Census Bureau data.
Action: The Planning Commission recommends, with approval from City Council, scheduling the amendments and update or rewrite of the population element and other elements of the *Comprehensive Plan* to occur after the completion and release of the 2010 census data in order to have the most current data, trends and forecasts.
Time frame: Immediate.
Potential funding source: General fund and grants.
3. Improve the accuracy of local population counts, estimates, and forecasts.
 - Assist with the 2010 and 2020 census of population and housing to provide a high quality census count.
Action: The City Manager's office directs appropriate department staff to assist with the 2010 and 2020 Census in making sure accurate and up to date information is collected and reported.
Time frame: Immediate and mid-term.
Potential funding source: General fund.
 - Create a local information gathering method to obtain current data about local residents and tourists for better trend analysis.
Action: The Planning Department staff works with the Construction Services and Finance Departments, Myrtle Beach Area Chamber of Commerce, Myrtle Beach Area Hospitality Association, Horry County Planning Department, Horry County Schools, Coastal Carolina University's Clay Brittain Jr. Center for Resort Tourism and the BB&T Economic Development Center, and the Waccamaw Regional Council of Governments to develop a methodology and schedule for reliable counts, estimates, and forecasts of population.
Time frame: Immediate and ongoing.
Potential funding source: General fund and grants.
 - Create a method to inventory permanent and transient housing units in order to more accurately estimate local planning area population.
Action: The Planning Department staff, in cooperation with the Clay Brittain Jr. Center for Resort Tourism and the BB&T Center for Economic Development, will create a method to inventory permanent and transient housing units on an annual basis to more accurately estimate local planning area population.
Time Frame: Immediate and ongoing.
Potential funding source: General fund and grants.
4. Use the population forecast adopted in the population element as the basis for developing land use planning policy and planning and budgeting for the needs of the resident, business and visitor populations (current official population projections: 33,692 in 2015, 36,669 in 2020 and 45,557 in 2030).
Action: The City Manager's Office, with the assistance of the Planning Department staff, will keep abreast of population forecasts for the city when developing land use policy and planning and budgeting for the needs of the resident, business and visitor populations.
Time frame: Ongoing
Potential funding source: General fund.
5. Eliminate unincorporated areas (properties) within the city limits, referred to as "doughnut holes", that are not legally a part of the city limits.
Action: City Council, with the assistance of the City Manager's Office, will contact the SC legislative delegation and request a change in the annexation laws while continuing efforts to evaluate the feasibility of annexing all areas within city limit boundaries that are not presently a part of the city and work with property owners to petition for annexation into the city.
Time frame: Ongoing.
Potential funding source: General fund.



6. Study for the expansion of city limits west of the Atlantic Intracoastal Waterway.
Action: The City Manager's office will continue to study the feasibility of annexations to the city up to and west of the Atlantic Intracoastal Waterway.
Time frame: Ongoing.
Potential funding source: No additional funding needed at this time for study.

7. Continue to provide a safe and clean environment for the existing and future populations.
Action: All City departments will continue to work through the City Manager's Office to ensure that a safe and clean environment is available for the existing and future populations of the city.
Time frame: Immediate and ongoing.
Potential funding source: Capital improvements program.

8. Continue to keep the city safe.
Action: The City continues to work with neighborhoods and the business community to prevent crime and keeping our community a clean and attractive community in which to live, work, play and visit.
Time frame: Immediate and ongoing.
Potential funding source: General fund, grants and neighborhood and business community sweat equity.





Economic Development Element

Economic Development Background

Myrtle Beach recognizes that a healthy, sustainable economy depends on supporting its businesses, the people employed by those businesses, and the places in which businesses are located.

While Myrtle Beach faces its own unique issues, challenges, and opportunities, it is useful to look first to the Horry County economy to provide context for economic development within Myrtle Beach.

Horry County: Gross Domestic Product

Gross domestic product is one of the broadest measures of economic activity. GDP measures the total market value of all goods and services produced annually within a given area. GDP has been a primary gauge of economic activity at the national level. Only more recently has GDP become more regularly analyzed at the local level. Currently, GDP is available for metropolitan statistical areas (MSAs) throughout the US from 2001 through 2006.

During 2006, total GDP for Horry County was \$9.06 billion. Between 2001 and 2006, Horry County's GDP grew a total of 42 percent. During the same time, SC's GDP grew by almost 25 percent. From 2001 to 2006, Horry County's GDP as a percentage of SC's GDP increased from 5.4 percent to 6.2 percent.

Horry County's rapid growth was driven in large part by the housing boom that fueled output from the construction, finance and insurance sectors. Also adding to rapid growth during the period was the strength of tourism demand driving the local accommodations and restaurant sectors, and the area's population growth leading to strong gains within health care and local government.

On the heels of this strong growth, the housing market has since sharply reversed course, with a pronounced and sustained downturn beginning in 2006. More recently, consumer spending and tourism activity has softened substantially. During the last half of 2008 and the first months of 2009, consumer spending along the Grand Strand declined by double-digit percentages compared with the previous year's pace. Further, the overall national economic recession greatly reduced household mobility leading to a pull back in population movement and in-migration into the local area. Therefore, the current environment is one in which the primary drivers of local economic growth over the last decade have all but disappeared, at least temporarily. This reliance on a few main drivers of economic growth point to a need for a more diverse Horry County economy.

Horry County: Employment and Unemployment Trends

Total nonagricultural employment in Horry County stood at 123,800 in 2008. Bureau of Labor Statistics' *Current Employment Statistics* program. The comparable total for jobs within Horry County stood at 65,600 in 1990 and 103,800 during 2000.

Total employment in Horry County has grown substantially faster than the SC average in recent decades. Since 1990, for example, the number of jobs in Horry County grew a total of almost 89 percent compared to 25 percent



for SC. In 1990, the number of jobs in Horry County represented four percent of all jobs in SC. By 2008, Horry County was responsible for six percent of all jobs in SC.

Since 1990, Horry County has consistently posted faster rates of job growth than the SC average, with the exception of recessionary periods in 2001 and 2008. Indeed, since 1990, Horry County has grown jobs above the SC average during periods of economic growth, but also sees jobs fade more quickly during an economic downturn. This phenomenon can be traced to the heavy reliance of cyclical sectors such as housing and consumer spending in the local economy.

Horry County's rapid job growth during the 1990s led to a sharp reduction in the local unemployment rate. Horry County's jobless rate stood at nine percent in 1993. By the end of the economic expansion of the 1990s, unemployment in Horry County had fallen to three percent. After rising during the recession of the early 2000s, Horry County's jobless rate remained between five and six percent each year from 2002 to 2007. Horry County's unemployment rate rose to an annual average of seven percent in 2008 and rose sharply during the final months of 2008 and the first quarter of 2009. The 2009 recession took a sharp toll on Horry County's economy, causing the local unemployment rate to rise above the SC average during 2008, the first time since the late 1990s.

The breakdown of employment by industry provides useful information on the structure of the local economy. Using an alternative dataset from the US Bureau of Economic Analysis allows for the calculation of industry-level employment shares for Horry County. Here, the most recent data are for 2007, and the totals differ from the earlier nonfarm job counts due, in part, to the inclusion of self-employment. These data indicate a total job count in Horry County of 154,017 in 2007.

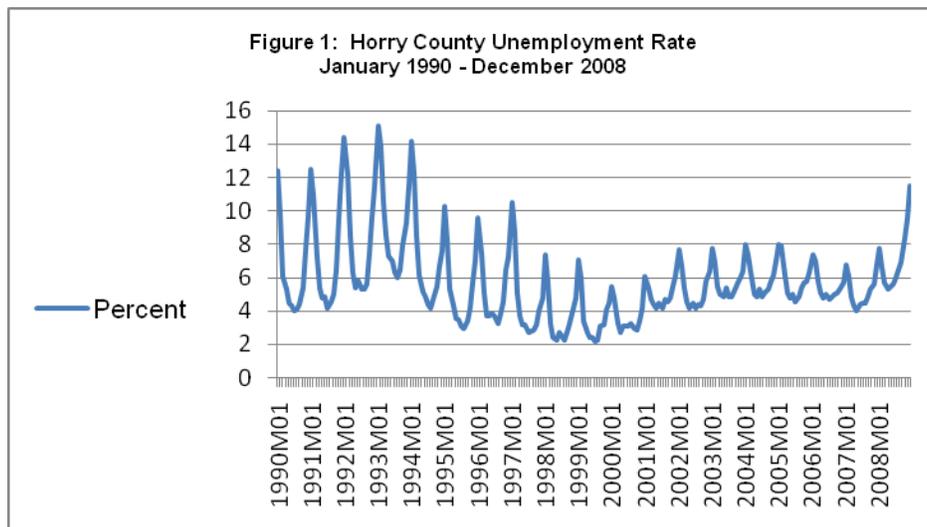
The largest single employment sector in Horry County is accommodations and food services at 19 percent. This is more than twice the SC average. The second largest sector locally is retail trade with 15 percent which is higher than the SC average of almost 12 percent. The next largest sector during 2007 was construction, which accounted for another 10 percent of all jobs, and was again higher than the corresponding SC average of almost eight percent - *Appendix C: Table 1 Industry Employment – Horry County and SC 2007*.

Looking at the three largest employment sectors in Horry County reveals that nearly 45 percent of all jobs during 2007 were in industries directly tied to the health of consumer spending and housing. Statewide, these same three sectors accounted for about 27 percent of total employment.

Additionally, the fifth largest employment sector in Horry County in 2007 was real estate at almost nine percent. It is this reliance on heavily cyclical sectors that contributes to Horry County's pronounced swings over the course of the business cycle with above average job growth during expansions and above average job losses during recessions.

The large concentration of tourism-related activity also contributes to a highly seasonal economy. There are several ways to visualize this, but the pattern becomes clear by looking at unemployment trends in Horry County. Figure 1 illustrates Horry County's unemployment rate by month from 1990 through 2008. The data indicate substantial seasonal variation. One observation from this graph, however, is the fact that the seasonal swings in local unemployment have diminished over time. For example, during the early 1990s, Horry County would routinely see swings of eight percentage points in unemployment between the winter and summer. By the mid-2000s, the typical year would see roughly a three percentage point difference between the winter and summer seasons.





Source: Coastal Carolina University's BB&T Center for Economic Development, Schunk 2009

This reduction in the seasonal variation in local economic activity can be attributed to two main factors. First has been the growth of the permanent population, helping to transform the local economy into a year-round economy. Second has been the growth of tourism during the so-called shoulder seasons of spring and fall.

Horry County: Per Capita Income and Average Wage Trends

Two key indicators used to gauge local economic performance are per capita income and average wages. These measures provide insight into not only the pace of job growth, but also into changes in living standards. Per capita income in Horry County was \$28,307 in 2007. This was 91 percent of the SC average of \$31,103. Horry County ranked nineteenth out of SC's 46 counties in terms of the level of per capita income. Horry County's per capita income in 2007 was 73 percent of the US average of \$38,615.

Horry County has lost some ground relative to the SC average in recent years. As recently as 1997, per capita income in Horry County exceeded the SC average. In 2003, Horry County stood at almost 97 percent of the SC average. As of 2007, the most recent data available, Horry County had slipped to just 91 percent of the SC average.

However, it is important to recognize that per capita income can be a misleading measure. For example, per capita income is simply an area's total level of annual income divided by total population, regardless of demographic or socio-economic characteristics of that population. Horry County's rapid population growth certainly pressures its per capita income statistics. Further, a growing retiree population specifically can work to hold back per capita income growth as these retirees add to the area's population base, but may see relatively low levels of annual income.

For a broader perspective on area income, it is useful to also examine trends in average wages. In 2007, the average annual wage in Horry County was \$29,385. This was almost 84 percent of SC's average wage of \$35,100. Overall, Horry County ranked 33rd across all counties in SC. While Horry County has slipped recently in terms of relative per capita income, it has made improvements in terms of average wages. During the 1980s, average wages in Horry County averaged 80 percent of the SC average. During the 1990s, wages in Horry averaged 80 percent of the SC average. Meanwhile, from 2000 to 2007, average wages in Horry County have averaged 84 percent of the SC average.

Horry County has a relatively high labor force participation rate. As such, the path towards greater prosperity in Horry County lies in increasing average wage levels. This is not true everywhere in SC. For example, many rural areas in SC are faced with very low rates of labor force participation coupled with very high rates of unemployment. In these areas, the wage level is not as critical as simply the quantity of jobs.



However, in Horry County, the economy is typically operating at near full employment during times of economic expansion. For this reason, the quality of new jobs becomes critically important for the area to reverse the recent trend in terms of per capita incomes. It does seem that Horry County has made some gains in terms of average wages, but there is certainly room for far greater improvement. As of 2007, average wages in Horry County were just 67 percent of the average wage nationwide.

Horry County: Retail Sales and Tourism

Total retail sales in Horry County were \$8.6 billion during 2008. This figure represents a decline of over seven percent from total sales of about \$9.3 billion in 2007. This sharp pullback in retail sales highlights the depth of the 2009 recession and in particular the recession's impact on consumer spending and tourism.

The Myrtle Beach Area Chamber of Commerce has estimated that over 15 million visitors came to the Grand Strand during 2009. Tourism is the number one driver for the local economy. According to a study "*The Economic Impact of Visitor Spending on the Grand Strand*" (Schunk, May 2008) a recent estimate of visitor spending in the area indicates that in 2008 visitors spent a total of \$4.2 billion in Horry and Georgetown Counties. Considering additional ripple effects, the estimated total impact of visitor spending on the local economy amounts to \$5.8 billion. While the local economy is becoming a more diversified, year-round economy, tourism will likely always be the largest industry in Horry County, and will continue to be the largest determinant of the overall health of the local economy.

City of Myrtle Beach: Employment and Unemployment Trends

In 2008, the labor force within Myrtle Beach was estimated at 18,889. This represents the number of Myrtle Beach residents who were either working or actively seeking work. This represented a 36 percent increase over the 2000 labor force estimate of 13,738. Of the 18,889 Myrtle Beach residents in the labor force in 2008, 16,597 were employed while 2,292 were unemployed. This resulted in a city-level unemployment rate of 12 percent in 2008.

From 1990 to 2005, Myrtle Beach's unemployment rate was nearly identical to Horry County's unemployment rate. Over this period, the jobless rate in Myrtle Beach was an average of about 0.2 percentage points above the Horry County rate. However, from 2006 to 2008, Myrtle Beach's jobless rate rose sharply against Horry County's rate. By 2008, Myrtle Beach's jobless rate of 12 percent was five full percentage points greater than the Horry County average.

The increase in Myrtle Beach's unemployment rate since 2006 was caused by ongoing growth in the size of the city's labor force coupled with essentially flat employment levels. It is important to note, however, that city-level data on unemployment can be subject to potentially large revisions that could alter these recent trends.

Employment and unemployment in Myrtle Beach is highly seasonal as it is county-wide. Seasonal hiring trends typically lead to swings in Myrtle Beach's unemployment rate of roughly six percentage points between the winter and summer seasons.

City of Myrtle Beach: Employment by Industry

The *Local Employment Dynamics* (LED) program of the US Census Bureau reports in 2002 there were a total of 36,473 jobs within Myrtle Beach. As of 2006, the job count had increased to 40,664. These job totals represent the total number of positions within Myrtle Beach, whereas the figures given earlier relative to employment and unemployment represent the status of city residents regardless of where they work. Here, these job counts represent positions within Myrtle Beach regardless of where the workers live.

In 2006, the largest sectors within Myrtle Beach included accommodations and food services with 35 percent of all jobs, retail trade with almost 13 percent of jobs, and construction at eight percent. Horry County's economy is heavily dominated by tourism, retail and construction activity. Myrtle Beach is the center of the area's tourism sector, and as such is even more reliant on tourism-related jobs as a major source of economic activity, employment, sales and income - *Appendix C: Table 2 Myrtle Beach Employment by Industry for 2002 and 2006.*



Another way to consider industry-level employment is to look at employment trends of Myrtle Beach residents. That is, the previous data summarized the types of jobs located within Myrtle Beach, but it can also be useful to consider the employment patterns of residents of Myrtle Beach regardless of where these residents work.

According to the LED data, 14,305 Myrtle Beach residents were employed during 2006 - *Appendix C: Table 3 Employment by Industry for Myrtle Beach Residents*. Generally, similar patterns emerge from these data. The top three sectors employing Myrtle Beach residents are accommodations and food services at 29 percent, retail trade at 14 percent and construction at eight percent.

City of Myrtle Beach: Employment by Earnings Paid

The LED data also allow for a breakdown of employment by different earnings levels. Specifically, the distribution of jobs within Myrtle Beach can be analyzed for three earnings ranges: \$1,200 per month or less, \$1,201 to \$3,400 per month, and more than \$3,400 per month. Of the 40,664 jobs located within Myrtle Beach during 2006, 16,834 jobs or 41 percent generated earnings of less than \$1,200 per month. Another 17,429 jobs or 43 percent provided earnings between \$1,201 and \$3,400 per month. Meanwhile, there were 6,401 jobs or 16 percent in the highest range of more than \$3,400 per month.

As expected there are some stark patterns that emerge. Consider Myrtle Beach's largest employing sector, accommodations and food services. Of 14,384 total jobs in this sector, 8,685 or 52 percent have total earnings of less than \$1,200 per month. Another 5,012 jobs or 29 percent in the sector have earnings of \$1,201 and \$3,400. Meanwhile, 687 hotel and restaurant jobs or 11 percent fall in the highest earning category of more than \$3,400 per month - *Appendix C - Table 4 Sector-Level Breakdown of Jobs 2006*.

Next consider the role of manufacturing and government jobs within Myrtle Beach. In total, manufacturing makes up just three percent of all jobs, and government jobs account for another three percent of all positions in Myrtle Beach. However, when looking at the highest paying jobs in Myrtle Beach, the manufacturing sector accounts for almost nine percent and government makes up another seven percent. Taken together, these two sectors account for almost seven percent of total employment in Myrtle Beach, but they are responsible for nearly 15 percent of the highest paying jobs in Myrtle Beach. The same pattern also holds true for the finance and insurance and professional, scientific, and technical services sectors.

City of Myrtle Beach: Income and Poverty

The US Census Bureau's *American Community Survey* (ACS) provides timely data on local area income and poverty. The most recent data released through the ACS for the City of Myrtle Beach provides average statistics for 2005-2007.

The most recent data indicate that there were 11,345 households within Myrtle Beach. Across these households, median household income within Myrtle Beach stood at \$35,141. This was 84 percent of the SC figure of \$41,975, and 70 percent of US median household income of \$50,007.

This relatively low level of median household income results in relatively higher poverty rates for families and individuals within Myrtle Beach. In the most recent period, 2005 to 2007, nearly 22 percent of all Myrtle Beach residents were below the poverty line. This figure is higher than the comparable 16 percent in SC and almost 13 percent nationwide.

Meanwhile, the poverty rate for individuals under 18 years old in Myrtle Beach was almost 41 percent. Again, this was noticeably higher than the comparable 25 percent statewide and nearly 18 percent nationally.

Economic Development Findings

McClure and Woodward on their website "*Beyond Sustainability: Developing for the Long Term*" (July 2009) explain that economic development and sustainability are not necessarily synonymous. Many times sustainability practices tend to be viewed as impediments to economic development. However, if sustainability practices are



utilized correctly, it can be quite the contrary. Economic development strategies can benefit greatly through the incorporation of sustainability programs. Sustainability provides a way for communities and their economic development professionals to distinguish their community from competing places, demonstrates a community's commitment to quality development and encourages mechanisms and activities related to public/private partnerships, which in general increase the options for attracting preferred businesses.

In a local economy that is currently going through difficult times sustainability concepts add another dimension to community competitiveness. By planning for the long term the Myrtle Beach area can acquire an additional layer of appeal by embracing sustainability principles, and can also operate more efficiently in the process.

Myrtle Beach and the Grand Strand have experienced rapid economic growth in recent years. However, much of the growth between 2000 and 2007 was centered in tourism, residential and commercial development. Since 2007, the local economy has suffered due to this reliance on a few key drivers of economic growth.

The local economy is in the midst of a long-term evolution towards becoming a more industrially diverse and year-round economy. However, this is a slow process. During a deep recession, this process can seem agonizingly slow. Yet, it is important to remember that the area is making progress in terms of diversification.

Sustainability programming allows communities to make progress in the face of adversity, which sends a strong positive message to potential investors (in both the private and public sectors). "Taking action" is the normal path to both psychologically and economically transitioning from a recessionary to a healthy economy.

Horry County and the City have taken such action with construction of the new Myrtle Beach International Technology and Aerospace Park. The new 460 acre park, located in close proximity to the Market Common district, the new 11,000 square foot General Aviation Terminal and Myrtle Beach International Airport, is planning to offer an all digital, IP-based network with all fiber optic lines buried and have instant re-routing over multiple fiber optic SONET rings. Broadband and data services will be available. Just outside of Myrtle Beach, Blue Cross and Blue Shield of SC and PGBA, LLC Tricare Division also provides diversification in the economy employing over 800 workers in the insurance industry.

Business and industry are now re-evaluating their need to be in certain locations, and exploring ways in which operational components could be re-distributed in order to maximize values (in land and facilities). Commuting patterns of employees are more critical than ever, and freight costs could also be more important factors than they have been in the past.

Myrtle Beach sits at the heart of Horry County. Business and industry employees are attracted to the warm climate and beautiful coastline. A regional location strategy could make the region more economically efficient, and thereby more attractive to employers. Transportation and housing options have been a critical factor in attracting new business and industry to the Myrtle Beach area. With the rising cost of gasoline a well planned transportation system with a variety of modes is now more important than ever. The existing transportation system and housing policies need to be re-evaluated utilizing a regional perspective. Coordinating housing policies on a regional level could help change the current housing-market conditions and free up housing for commuting workers in more advantageous locations. *For more information about transportation and housing strategies refer to the transportation and housing elements of this Comprehensive Plan.*

Del Birch, in the *ICMA Public Management* magazine (August 2009), explains that for years, it was assumed that the primary strategy for growing a local economy was to attract or recruit new businesses to the community. This view seems to make sense, especially when you read about a community that has attracted a project generating huge capital investment and hundreds of new jobs. Yet it has been proven that the primary way to grow jobs and investments is by working with businesses already located in a community. These are the same businesses that are usually ignored as communities work to attract new businesses. Up to 80 percent of job growth in any community—whether a fast- or slow-growth community—is generated by existing businesses, not through business attraction.



The primary economic development strategy for Myrtle Beach should include: creating a sound business retention strategy, continuing to seek ways to diversify the local economy and continuing to seek ways to reduce the seasonal variation of the local economy. Against the background of increased diversification and less reliance on seasonal activity, however, must be an ongoing commitment to continue to strengthen and diversify the tourism industry. That is, the goal of diversification should not come at the expense of tourism. Rather, Myrtle Beach must seek ways to grow tourism while also growing other segments of the local economy.

Economic Development Goal

To become a sustainable community, economic development will concentrate on increasing and diversifying the area's economic base and strengthening existing businesses.

Economic Development Objectives and Strategies

1. Adopt a regional perspective to economic development and ongoing economic development program.
Action: The Myrtle Beach Regional Economic Development Corporation, with assistance from Northeastern Strategic Alliance (NESAs), Myrtle Beach Area Chamber of Commerce, Horry-Georgetown Technical College, Coastal Carolina University (CCU), Horry County, City of Myrtle Beach and other municipalities, forms a multi-jurisdictional "blue ribbon" committee to meet with prospective businesses and investors interested in locating in the Myrtle Beach region. Members must be prepared to help market the strengths of the area, and most importantly, to present a unified image of the region regardless of political jurisdiction.
Time frame: Immediate.
Potential funding source: No funding needed.
Action: The Myrtle Beach Regional Economic Development Corporation, with assistance from the League of Cities and Horry County Council and other elected officials, facilitates the establishment of a permanent economic development policy committee and technical committee following the example of the national transportation planning model. The Grand Strand Area Transportation Study (GSATS) is the local example. The policy committee composition should be the same as the above mentioned "blue ribbon" committee. The technical committee should be made up of staff members from each of the member organizations making up the policy committee. The technical committee would maintain data and analyze trends and important issues in the local economy while serving as a technical resource to the policy committee.
Time frame: Immediate and ongoing.
Potential funding source: No funding needed.
2. Create a sound business retention strategy.
Action: Following models such as the Santa Clarita "Shop Local" program, the technical committee with assistance from the Myrtle Beach Area Chamber of Commerce prepares an assessment of local businesses which is instrumental in identifying gaps in service and possible solutions to make our community more competitive in economic development terms and creating an environment where businesses can succeed even when times are tough.
Time frame: Immediate and ongoing.
Potential funding source: No funding needed.
3. Continue to strengthen and grow the travel and tourism industry.
Action: The SC Department of Parks, Recreation and Tourism, Myrtle Beach Area Chamber of Commerce, Myrtle Beach Area Hospitality Association and other appropriate agencies will continue to expand marketing of the Myrtle Beach area as a premier resort destination utilizing all available technology and media and improving customer service.
Time frame: Ongoing.
Potential funding source: Monies appropriated by the State, Horry County and the City for tourism marketing purposes and other appropriate funding sources designated for this purpose.
4. Continue to maximize the potential of the Myrtle Beach Convention Center.
Action: The Myrtle Beach Convention Center staff will work through the City Manager's Office to maintain the convention center as a state-of-the-art convention facility that can compete with larger cities that host large



business conferences and special events throughout the year and continue its efforts in cooperation with the Myrtle Beach Area Convention and Visitors Bureau in recruiting business for the convention center facility.
Time frame: Ongoing.
Potential funding source: Capital improvements program and grants.

5. Continue to work with existing components of the travel and tourism industry that have helped to diversify the tourism market.
Action: *The Myrtle Beach Area Chamber of Commerce, in cooperation with the Hospitality Association and CCU's Clay Brittain Jr. Center for Resort Tourism and working with various components of the travel and tourism industry, evaluates the existing and potential tourism markets including an analysis of opportunities and threats to the area's competitive advantages.*
Time frame: Ongoing.
Potential funding source: Myrtle Beach Area Chamber of Commerce, Hospitality Association and CCU.
6. Continue to diversify the travel and tourism industry by increasing the role of amateur and professional sporting events, eco-tourism and cultural tourism in Myrtle Beach.
Action: *The Myrtle Beach Area Chamber of Commerce, Department of Cultural and Leisure Services, SC Department of Parks, Recreation and Tourism, CCU's Clay Brittain Jr. Center for Tourism, SC Arts Commission, Horry County Arts and Cultural Council, Cultural Arts Advisory Committee and Tourism Committee work to 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.*
Time frame: Immediate and ongoing.
Potential funding source: Myrtle Beach Area Chamber of Commerce and the SC Department of Parks, Recreation and Tourism, SC Arts Commission, CCU's Clay Brittain Jr. Center for Resort Tourism and City of Myrtle Beach Accommodations Tax.
7. Work to internalize travel and tourism industry linkages.
Action: *The City of Myrtle Beach Tourism Committee, Myrtle Beach Area Chamber of Commerce and the Myrtle Beach Area Hospitality Association in partnership with the Myrtle Beach Regional Economic Corporation and CCU's BB&T Center for Economic Development and the Clay Brittain Jr. Center for Resort Tourism establish a committee to explore ways to internalize the travel and tourism sector's supply network to encourage local travel and tourism businesses to partner with existing and new local firms to form a larger travel and tourism supply chain.*
Time frame: Immediate and ongoing.
Potential funding source: Myrtle Beach Area Chamber of Commerce, Myrtle Beach Area Hospitality Association, Myrtle Beach Regional Economic Corporation and CCU's BB&T Center for Economic Development and the Clay Brittain Jr. Center for Resort Tourism.
8. Increase the competitiveness of the major industry sectors that currently make up the city's economic base through targeted assistance strategies.
Action: *Myrtle Beach Regional Economic Development Corporation and NESAs in cooperation with educational institutions, and others, develop and deliver targeted assistance programs to ensure that the key sectors of the local economy are given appropriate forms of assistance to increase their competitiveness, which in turn will help grow the local economy. The city's major employers are contacted for the purpose of discovering business needs in terms of labor, marketing, general business planning and other areas of need. Generally, there should be greater communication between the existing business community and local educational, governmental, development, and other institutions.*
Time frame: Immediate and ongoing.
Potential funding source: No additional funding is needed.
9. Focus additional attention on industry sectors that offer potential growth.
Action: *The Myrtle Beach Regional Economic Development Corporation, NESAs, and Myrtle Beach Area Chamber of Commerce along with the Planning Department, working through the City Manager's Office, identifies potential areas of growth and works with area economic development partners to seek ways to encourage growth in these sectors.*



Time frame: Short term.

Potential funding source: No funding needed.

10. Prepare assistance action plans.

Action: The Myrtle Beach Regional Economic Development Corporation, NESAs, and Myrtle Beach Area Chamber of Commerce along with the Planning Department working through the City Manager's office, in partnership with SCORE and the BB&T Center for Economic Development assist in the development of action plans for appropriate situations involving business retention and expansion. These targeted strategies address such issues as workforce development and training, real estate and site location services, infrastructure services, financial services, and governmental permits and licenses.

Time frame: Short term and ongoing.

Potential funding source: SCORE and CCU's BB&T Center for Economic Development.

11. Continue to diversify the city's economic base by attracting new businesses.

Action: The Myrtle Beach Regional Economic Development Corporation, Downtown Redevelopment Corporation, NESAs, Myrtle Beach Area Chamber of Commerce and other appropriate agencies will work to help attract new businesses to the city.

Time frame: Midterm and ongoing.

Potential funding source: Myrtle Beach Area Economic Development Corporation and NESAs

12. Continue to improve the public infrastructure on Kings Highway to attract private investment.

Action: Establish a Kings Highway Corridor Committee, to make recommendations on how to bring business back to Kings Highway and serve in an advisory capacity on the implementation of the Kings Highway Corridor Study completed by the GSATS (Grand Strand Area Transportation Study) Committee in 2008 which recommends improving the public infrastructure on Kings Highway.

Time frame: Immediate.

Potential funding source: Capital improvements program, Downtown Redevelopment Corporation, Myrtle Beach Regional Economic Development Corporation and private investment.

13. Continue to encourage businesses that reduce activities that encroach upon nature and meet human needs fairly and efficiently.

Action: The various City departments work with the economic development corporations and new businesses to ensure that unsustainable environmental impacts are minimized while sustainable social and economic impacts are maximized.

Time frame: Immediate and ongoing.

Potential funding source: Private sector investment.

14. Devise national and international marketing strategies that make Myrtle Beach more visible as a future business location for new office, production, and research operations.

Action: The Myrtle Beach Regional Economic Development Corporation, NESAs, and Myrtle Beach Area Chamber of Commerce along with the Planning Department, working through the City Manager's Office, in partnership with appropriate organizations works to devise national and international marketing strategies that make Myrtle Beach more visible as a future business location

Time frame: Midterm.

Potential funding source: Myrtle Beach Regional Economic Development Corporation and NESAs.

15. Create a collaborative business incubator project.

Action: The Planning Department, working through the City Manager's Office, in partnership with the Downtown Redevelopment Corporation, the Myrtle Beach Regional Economic Development Corporation, SCORE, and CCU's BB&T Center for Economic Development study the feasibility of creating a collaborative business incubator project to provide specific forms of assistance to new small businesses to encourage their success.

Time frame: Midterm.

Potential funding source: Grants, Myrtle Beach Regional Economic Development Corporation, Downtown Redevelopment Corporation, SCORE, and CCU's BB&T Center for Economic Development.



16. Maintain an annual report card of economic development progress.

Action: *The Planning Department working through the City Manager's Office maintains an annual report card on the economic development progress in the city.*

Time frame: *Immediate and ongoing.*

Potential funding source: *No funding needed.*





Tourism Element

Tourism Background

Myrtle Beach has been a long-standing vacation destination since the late 19th century. The beginnings of the Myrtle Beach that exist today date to the late 1800s when in 1881 the Burroughs and Collins Company of Conway, SC, purchased much of the land that had once belonged to the Withers family. Because of its proximity to the Waccamaw River, Conway was the first settlement in Horry County to prosper. The community grew around the ship building industry, and eventually the timber industry. Toward the end of the 19th century, the Myrtle Beach Farms Company started acquiring property to the east of the Waccamaw River from the Withers family. The founders of Myrtle Beach Farms, Franklin G. Burroughs and Benjamin G. Collins, recognized the value in this vast wild property for expansion of their farming facilities. A secondary benefit was the beachfront, which they intended to use as recreational property for employees of Myrtle Beach Farms.

Myrtle Beach is known worldwide and the unsurpassed beauty of the beach and the mild climate will continue to attract tourists to the area year-round. The Myrtle Beach area, also known as the Grand Strand, is a 60-mile stretch of coastline from Little River on the SC - NC state line through Pawleys Island in Georgetown County. Myrtle Beach is less than 1,000 miles from 31 major cities in the US and Canada. Beautiful clean, white beaches and a wide variety of attractions, entertainment theaters, shopping centers, restaurants and golf courses draw visitors throughout the year. The average air temperature is 75°F and water temperature is 67°F.

Economically, as well as socially, tourism provides numerous positive benefits to the Myrtle Beach community. For a town of its size, Myrtle Beach has a higher than normal amount of diverse businesses and services available to residents as well as visitors. Taxes generated by visitor expenditures help contribute to City revenues. Visitor spending provides income for businesses and more job opportunities are available within the community.

Tourist visits vary considerably in their purpose, length of stay and economic impact. Some day-visitors drive through the Myrtle Beach area, stop and visit for a minimal time, if at all, and then drive on. Other day visitors spend several hours in the area, visit the beach and several area attractions, eat one or more meals and make additional retail purchases before leaving. However, the tourist who makes the greatest economic impact is the destination tourist who stays in the Myrtle Beach area for one or more nights, eats several meals in the area and makes more and larger retail purchases than the day-visitors. The Myrtle Beach Area Chamber of Commerce, recognizing the disparate impact of the destination tourist, aims most of its marketing and promotional efforts at destination visitors.

Considered one of the nation's top vacation destinations, the area hosted an estimated 15.2 million visitors in 2009 - *Appendix D: Figure 1 Number of Visitors to the Myrtle Beach/Grand Strand Area*. This is an increase of 2.3 million visitors since the *Comprehensive Plan* rewrite in 1999. A statistically sound process of data collection and analysis is used to estimate the number of annual visitors. Estimates have been provided by D.K. Shifflet and Associates, Ltd. Visitor count estimates include day trippers and overnight visitors, both in paid and unpaid accommodations. Independent research by the Myrtle Beach Area Chamber of Commerce has been used to evaluate D.K. Shifflet's estimate of visitors staying in paid accommodations, including local occupancy rates as published by various sources. The research staff at the Chamber also used growth in lodging tax collections as



well as relevant data (average length of stay, average number of travelers in traveling party, etc.) from in-market surveys to gauge the accuracy of D.K. Shifflet's study (Myrtle Beach Area Chamber of Commerce, 2009).

A study prepared for the SC Department of Parks, Recreation and Tourism, *The Economic Impact of Travel on South Carolina Counties 2007* (Travel Industry Association, July 2008) has shown that domestic (US) travelers directly spent more than \$9.7 billion on transportation, lodging, food, entertainment/recreation and incidentals in SC during 2007, up almost seven percent from 2006 - *Appendix D: Figure 2 Domestic Travel Expenditures in SC by Industry in 2007*. Domestic travel has been defined as activities associated with all overnight and day trips to places 50 miles away or more, one way, from the traveler's home and any overnight trips away from home in paid accommodations.

Travel-generated payroll is the wage and salary income paid to employees directly serving the traveler - *Appendix D: Figure 3 Percentage of Domestic Travel-Generated Payroll in SC by Industry in 2007*. Domestic travel-generated employees in SC earned nearly \$2 billion in payroll income in 2007. This represented a six percent increase from 2006. On average, every dollar spent by domestic travelers produced 20.5 cents in wage and salary income for SC residents in 2007.

On average, every \$84,225.00 spent by domestic travelers in SC during 2007 generated one job. Domestic travel expenditures in SC directly generated 115,200 jobs in 2007, an increase of almost three percent over 2006. These jobs generated by domestic travel spending in SC composed almost six percent of the total state non-agricultural employment in 2007.

In 2007, total tax revenue generated by domestic traveler spending in SC reached nearly \$1.5 billion, up nine percent from 2006. On average, each travel dollar spent by domestic travelers in SC produced nearly 15.2 cents in tax receipts for Federal, State and local governments that rely on these funds to support infrastructure and public programs. In 2007 the Federal government share was \$593.6 million and the State received \$547.5 million (State sales and excise tax and taxes on personal and corporate income). Sales and property tax revenue in the amount of \$331.2 million was generated for local governments.

Horry County which includes Myrtle Beach, received nearly \$3.1 billion in domestic travel expenditures to lead all of SC's 46 counties. Charleston County ranked second with \$1.6 billion, followed by Beaufort County with more than \$1 billion.

At least 79,974 international travelers, excluding Canadians and Mexicans, reported SC as their first or primary destination on their trip to the US according to the *US Immigration and Naturalization Service form I-94 data* (ITA Office of Travel and Tourism, 2008). *The Statistical Abstract for the Myrtle Beach Area of South Carolina - 18th Edition* (Myrtle Beach Area Chamber of Commerce 2007) indicated in 2005 the largest number of overseas visitors were from Germany and England. The annual Canadian visitation is 852,400 with Ontario having 69 percent as their primary origin and Quebec having 24 percent in second place. Vacationers account for 78 percent of these visitors. Approximately 58 percent of the Canadian visitors that come to SC spend the night.

According to the Chamber's 2007 conversion study conducted of visitors to the Grand Strand 18 percent of our visitors came from NC. Another 35 percent traveled from NY, PA, OH and VA. The top ten visitor inquiries at the Chamber in 2007 were from NY, OH, PA, NC, VA, GA, TN, KY, MD and NJ.

The Chamber's website recorded 2,962,298 visits and 16,588,121 page views in 2008. The Chamber reports that visitor inquiries have consistently been from OH, PA, NC, NY and VA. In 2008, the Chamber received over 17,000 inquiries from foreign countries with more than 95 percent of those inquiries coming from Canada. Inquiries also came from Japan, France, Germany and England.

Visitor phone inquiries at the Chamber totaled 83,672 in 2008. Over 92,950 walk-in visitors were served at the Chamber's three locations. Internet requests totaled 228,205 for *The Official Myrtle Beach Area Vacation Guide*.

The Myrtle Beach International Airport, a full service facility, is located approximately one mile from the oceanfront and serves as the only commercial airport for Horry County. The airport is currently redeveloping and expanding. A new general aviation complex completed in 2009 includes a passenger and pilot lounge, snack bar, conference



room and a state-of-the-art business center. The existing commercial terminal facilities are undergoing renovations in order to better meet the future needs of the airport. Arrival and departure numbers have continued to fluctuate for the past eight years - *Appendix D: Figure 4 Arrival and Departure Data for Myrtle Beach International Airport 2000-2008*.

Above 62 percent of the visiting population has some college, an associate or a college degree. Approximately 94 percent of visitors were under the age of 65 - *Appendix D: Table 1 2008 Grand Strand Visitor Information*. The Grand Strand attracts middle to high income travelers. The area continues to attract adults traveling with children. The average traveling party size with children was four. Visitors tend to stay five days for leisure travel and three days for the business traveler. Visitors traveling for leisure to the Grand Strand spend an average of \$115 per day, and group business travelers average \$194 per person per day. Eighty-six percent of visitors typically use their own cars as their primary transportation. Most Grand Strand visitors 59 percent stayed in hotels, while 25 percent stayed in condos or villas (*Myrtle Beach Area Chamber of Commerce In-Market Visitor Profile Study, 2008*)

Tourism generates and supports businesses such as restaurants, golf courses, entertainment theaters, specialty shops, outlet malls, and recreational facilities that can be enjoyed by residents as well as visitors, thus enhancing the quality of life. There is no one who lives or works in Myrtle Beach that does not benefit from tourism spending. The consequences of tourism spending are felt by all. When tourists go to a restaurant their direct spending goes to restaurant owners, personnel, food and beverage suppliers, linen service, utilities, rent, telephone, and other operating expenses. Indirectly, their spending filters from those sources to other sources throughout the Grand Strand. For example, each of the restaurant employees buys groceries, pays rent or makes mortgage payments, buys clothing and other personal items, puts money in local banks, buys insurance, visits doctors/dentists, pays taxes, and the list goes on and on.

The Clay Brittain Jr. Center for Resort Tourism at Coastal Carolina University reports there are approximately 89,000 bedrooms available for rent along the Grand Strand. This number has doubled since the *Comprehensive Plan* rewrite in 1999 - *Appendix D: Figure 5 Types of Accommodations – Grand Strand*.

The average daily rate for hotel rooms in the Myrtle Beach area has been an average of \$126.81 for the past three years - *Appendix D: Table 4 SC Coastal Tourism Economic Indicators*. The occupancy rates in the Myrtle Beach area had been on a downward slide since 2006 with Charleston and Hilton Head Island reporting larger declines. However, according to the Clay Brittain Jr. Center for Resort Tourism, during the month of July 2009 the occupancy rates have slowly been increasing in Myrtle Beach. Admissions tax collections for golf, driving range and tennis have also seen a decline with other attractions increasing.

The occupancy rates for the summer months on a national and regional level have also declined during the past three years with the largest decline in 2008 while food, beverage and gasoline sales have increased - *Appendix D: Table 5 National and Regional Economic Indicators*.

Visitors pay sales tax and other special taxes such as admissions, accommodations, and hospitality on rooms and entertainment venues. *Appendix D: Table 2 SC 2% Accommodations Tax Collection* reflects the SC two percent accommodations tax revenue collections from hotels, motels, condos and vacation rentals. In the first quarter for fiscal year 2008-2009 Myrtle Beach collected \$4,147,947.82 in accommodation taxes and received \$3,357,935.08 in distribution from the SC Department of Revenue (*South Carolina 2% Accommodations Tax Revenue Distribution Q1 FY 2008-09 Report*).

Visitors pay a five percent entertainment/recreation admissions tax to the State. Admissions tax collections in Horry County during fiscal year 2005-2006 was \$9,258,535, fiscal year 2006-2007 was \$9,422,331 and fiscal year 2007-2008 was \$9,905,591. *Appendix D: Table 3 SC 5% Entertainment/Recreation Admissions Tax Collections* reflects the admissions tax collections during the peak summer months.

According to the Travel Industry Association the most impressive contribution that travel and tourism makes to the SC economy is the number of businesses and jobs it supports. These jobs include a large number of executive and managerial positions, as well as service-oriented jobs. Restaurants and other eating and drinking places provided more jobs than any other industry sector. In 2005, the SC Employment Security Commission reported



that 68 percent employment in Horry County is tourism related (*The Sun News, May 14, 2009*). Coastal Carolina University has reported that seven of every ten locals work at tourism-related businesses along the Grand Strand (*The Sun News, May 16, 2009*).

Almost 12,000 people have joined the labor force in Horry County since 2006 - *Appendix D: Table 6 Number of People in the Labor Force and the Unemployment Rate*. The figures represent a yearly total for 2006, 2007 and 2008. In April 2009, there were 133,195 people in the labor force in Horry County with an 11 percent unemployment rate which are the latest figures for 2009 released by the SC Employment Security Commission.

The tourism industry is very labor intensive and requires a large number of employees. This industry creates jobs not only for the Grand Strand but the surrounding counties as well. Work is mainly in the support industries, services and retail trade. The Grand Strand's tourism industry offers employment opportunities not only to skilled workers, but also to large numbers of unskilled and semi-skilled workers, who might otherwise have to seek public assistance. A number of these jobs do not generate high levels of income but there are some important benefits associated with them:

- Tourism is a substantial source of employment and an economic boost not only for the local economy but Horry County and SC.
- There are some jobs with advancement potential such as in the areas of recreation, amusement, hotel/motel/restaurant management, and cultural services.
- The youth of this community clearly benefit from the tourism industry. When they are seeking part-time and summer employment, jobs in the tourism industry provide them an opportunity to work in their home community. Summer employment or part-time jobs often teach these young people very valuable work skills, provide future job contacts, and help them develop to support the tourism industry.
- With the growing number of retirees moving into this area, the tourism industry provides full-time and part-time jobs for persons desiring to supplement their retirement income. In addition, these jobs provide retirees an opportunity to stay active and continue to make a contribution to the community.

The tourism industry provides other benefits such as new people, new skills, and new industries in our community. This makes the Grand Strand not only a better place to live and work, but also attracts additional business and employment opportunities to support the tourism industry.

The tourism industry in the city has a dramatic impact on the remainder of the Grand Strand and vice versa. Planning for tourism cannot take place in a vacuum. The jobs that tourism creates, the taxes brought in, and the other benefits are not without their costs. It is critical that the local community identifies all of the facilities provided and services performed by local government and consider how they are affected by the tourism industry.

Tourism Findings

Tourism Planning

Tourism is big business in the US, in the world, in the state, and along the Grand Strand. According to the *South Carolina Tourism Action Plan* (October 2006) tourism and travel is now one of the world's largest industries and the world's largest service industry, growing at an average annual rate of nearly five percent worldwide. Tourism currently contributes \$10.9 billion a year to gross state product and employs 216,000 people.

The United Nations World Tourism Organization defines sustainable tourism as tourism that meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. Sustainable tourism is an industry committed to making a low impact on the environment and local culture, while helping to generate income and employment for local people. The aim of sustainable tourism is to ensure that development is a positive experience for local people; tourism companies; and visitors themselves. Tourism must be sustainable if it is to be a successful part of the Grand Strand's economy. It must be properly planned and managed to ensure a continued high quality experience for the visitors to this area and the residents that reside in this community.

The objective of sustainable tourism is to retain the economic and social advantages of tourism development while reducing or mitigating any undesirable impacts on the natural, historic, cultural or social environment. This is achieved by balancing the needs of visitors with those of the community.



Without proper planning and controls, the Myrtle Beach Planning Area will suffer from an increased tax burden, pollution, congestion, litter, poor water quality, higher prices, and the loss of sense of community. With careful development, tourism costs communities less than any other form of economic development.

Using a tourism planning process to guide the development of the tourism industry improves the Grand Strand's ability to adapt to the unexpected, create the desirable and avoid the undesirable.

Planning for tourism also promotes the opportunity for improving the total community rather than improving one part of the community at the expense of another. Tourism should and must be a total community effort.

The impacts of tourism can be grouped into three categories. Direct impacts are those that arise from the initial tourism spending, such as money spent at a restaurant. The restaurant in turn then buys goods and services from other businesses, thereby generating indirect impacts. Restaurant employees spend part of their wages to buy various goods and services, thereby generating induced impacts. If the restaurant purchases the goods and services from outside the region, the money provides no indirect impact to the region and simply leaks away.

The City must continue its role in providing opportunities for input from all facets of the community, Horry County, and SC in planning for tourism in this area. Collaborative efforts will help to ensure that the needs of the visitor as well as the permanent resident are met and the industry will continue to thrive in a sustainable community.

Cultural Tourism

The nonprofit arts and cultural tourism industry in the US generates \$166.2 billion in economic activity each year - \$63.1 billion in spending by organizations and an additional \$103.1 billion in event-related spending by audiences. According to a study, *Arts and Economic Prosperity III* (Americans for the Arts 2006) the national impact of this activity is significant, supporting 5.7 million jobs and generating \$29.6 billion in government revenue - *Appendix D Figure 6: Growth of the Nonprofit Arts and Cultural Tourism Industry 1992 - 2005*.

Arts and cultural organizations are valuable contributors to the business community. They are employers, producers, consumers and key promoters of their cities and regions. Cultural tourism, unlike many industries, leverages a significant amount of event-related spending by its audiences. Attendance at arts events generates related commerce for local businesses such as restaurants, parking garages, hotels and retail stores. Nonlocal attendees spend twice as much as local attendees (\$40.19 versus \$19.53), demonstrating that when a community attracts cultural tourists, it harnesses significant economic rewards (Americans for the Arts 2006).

Congressional Arts Caucus Co-Chair and US House of Representatives member Louise M. Slaughter from NY has said that "Across America, cities that once struggled economically are reinventing and rebuilding themselves by investing in art and culture – a proven catalyst for growth and economic prosperity. By creating cultural hubs, nonprofit arts businesses help cities define themselves, draw tourists and attract investment" (Americans for the Arts 2006).

Sports Tourism

Sports tourism has become one of the hottest businesses in sports. It is already one of the fastest growing travel and tourism industries with an estimated value in 2003 as high as \$51 billion. It encompasses both fans traveling to watch sport competitions and people participating in sports. Many cities around the world are increasingly reliant on the visiting golfer or the traveling football or baseball supporter. The sport tourist is at the heart of the strategies that spend tens of millions of dollars attracting national and international events. These flagship events help to build new facilities and infrastructure according to *The Business of Sport Tourism Report* (Biddiscombe 2004). The Myrtle Beach community has already benefited from sports tourism events which helped to renovate Doug Shaw Stadium and build the Grand Park softball complex into state of the art sports facilities for amateur and professional sporting events. BB&T Coastal Field is the new home for the Texas Rangers professional baseball farm team and also hosts many amateur and college sporting events. Biddiscombe reports that sports tourists are passionate, high-spending, enjoy new sporting experiences and often stimulate other tourism. The



direct benefit of the sports tourist to a destination is cash and their indirect benefit can be years of follow-on tourists.

Ecotourism

The Nature Conservancy and the World Conservation Union (2009) define ecotourism as “environmentally responsible travel to natural areas, in order to enjoy and appreciate nature (and accompanying cultural features, both past and present) that promote conservation, have a low visitor impact and provide for beneficially active socio-economic involvement of local peoples.”

Ecotourism can provide much needed revenues for the protection of parks and other natural areas, revenues that might not be available from other sources. Ecotourism also helps to educate travelers, making them more enthusiastic and effective agents of conservation.

Ecotourism plays a particularly important role because it can create jobs in areas that historically have benefited less from economic development programs. This economic impact can increase political and financial support for conservation. Protected areas and nature conservation generally, provide many benefits to society, including preservation of biodiversity, maintenance of watersheds, and so on. Unfortunately, many of these benefits are intangible. However, the benefits associated with recreation and tourism in protected areas tend to be tangible. For example, kayakers in waterways or bicyclists cycling down the East Coast Greenway spend money on lodging, food, and other goods and services, thereby providing employment for local and non-local residents. These positive economic impacts can lead to increased support for the protected areas with which they are associated. This is one reason why ecotourism has been embraced as a means for enhancing conservation of natural resources.

Impact of Visitor Behavior

There are numerous factors that affect travel by consumers. According to the University of Missouri’s Department of Recreation and Park Administration the reasons for travel, activities enjoyed during travel, a person’s general interests and opinions about travel, and a person’s values all affect tourism for that individual.

Myrtle Beach has a long history of being a community that attracts many different kinds of visitors including large groups of visitors attracted to events taking place in the community. Over the years residents and visitors alike have expressed some concern over the noise and behavior of certain groups visiting the area.

The city has taken a strong stand against undesirable visitor behavior. Visitors are welcomed to the area but are requested to abide by the laws and respect the privacy of local residents and visitors to our community.

Tourism Committee

Myrtle Beach is one of the top vacation destinations in the country. The city has experienced unprecedented growth in the last twenty years and continues to grow by leaps and bounds. With this in mind the city has realized that it needs a strategy both to capture its share of regional development activity and to ensure that the continued growth it captures respects the city’s historical heritage and contributes to the betterment of the community.

The overwhelming increase in tourism-related activity in the city over the past twenty years has pushed the alarm button of local residents concerned with maintaining the quality of life in our city.

The Myrtle Beach City Council established a permanent Tourism Committee on October 10, 1995. The Committee serves in an advisory capacity to City Council through the City Manager, and provides input to the Planning Commission on appropriate elements of the *Comprehensive Plan*. The Committee’s mission is to plan for tourism creating a great place for visitors, balancing tourism with residents’ needs, minimizing adverse environmental impacts, and maximizing economic benefits to the community.

The Tourism Committee began its rewrite of the tourism element of the *Comprehensive Plan* in February 2008. To accomplish this task the Committee reached out into the community for input from professionals, business



owners, and residents. Panel discussions were organized for the Tourism Committee's monthly meetings with representatives from hotels, restaurants, economic development, Myrtle Beach Area Chamber of Commerce, Myrtle Beach Area Hospitality Association, banks, real estate, public schools, Coastal Carolina University and Horry-Georgetown Technical College and the golf industry. Panel members were asked to discuss the following three questions:

- What are the existing conditions of tourism development, city image, transportation and labor as they relate to tourism?
- What are the key tourism issues for the next ten years?
- What is the vision for the tourism industry for the next 10-20 years?

In April 2008 the Committee hosted a panel of representatives from the hotel and restaurant industry. This panel talked about the need to overcome the negative perceptions about Myrtle Beach. The city's image was important in 1999 during the last visioning and comprehensive planning process and many issues have still not been addressed. Building awareness about what Myrtle Beach is and has to offer through increased marketing will go a long way in bringing more visitors to our area. Myrtle Beach was once the destination of choice but we are now competing with Virginia Beach, Nags Head, Outer Banks, etc. Without expanded marketing programs visitation will be flat.

Providing a good experience for the visitor starts when they leave home and when they return to their homes. A regional and local wayfinding signage program could help make the driving commute easier and more interesting. Mass transit is also needed and expected by the visitors to the area. Unique transportation alternatives once they arrive will encourage more visitation to the area and reduce the traffic congestion on the roadways.

Labor affects the quality of service. The area has had to become reliant on foreign labor to fill positions in the hospitality industry. An assessment of the worker's needs is in order. Affordable housing, day care, and alternative modes of transportation for our labor force needs addressing.

In June 2008 the economic development panel discussion focused on the need to attract more people to the area who tend to spend more money. Business travelers reportedly spend \$180 per day versus \$115 per day by the leisure visitor. The panel emphasized the need to place more time and effort into growing the potential for corporate/business travel for industry such as AVX or Blue Cross Blue Shield. Traffic at the General Aviation Terminal in Myrtle Beach could be an indicator of the percentage of corporate/business travelers to the area. The business community needs to move beyond the perception that Myrtle Beach is just a tourism destination. There is a need to attract regional and national conventions as well as establishing an institutional presence here for agencies such as AAA and AARP. Myrtle Beach's capacity to host a variety of visitors is significantly larger than cities even twice our size. Expanding the tourism season with a diversity of attractions, entertainment, convention business, etc. will help to improve the economy throughout the area.

Business incubators are seen as a way to start new businesses that would support the tourism industry. To be a truly sustainable community the area should focus on businesses that would make the area self sufficient. Local farming, fishing, linen and uniform laundering, motor coach servicing are just a few of the businesses that could be encouraged to provide services and products to support the local tourism industry. *Please note information on diversifying the local economy can be found in the economic development element of this Comprehensive Plan.*

The tourism industry improves the quality of life for the residents that live here. Many amenities available to tourists make the area attractive to the corporate community that may be considering a move to the area. However, there are some hindrances to the recruitment of corporate executives to the area. Cultural amenities found in larger cities are lacking in the area as well as a well educated and trained labor force. Alternative modes of transportation to transport visitors, residents and workers need improvement and investment. Empty buildings, vacant lots, and unkempt properties along the Kings Highway corridor give the impression that Myrtle Beach is going out of business. The uncertainty of undeveloped property by major landowners is a problem for a community in terms of planning. The community needs to invest in itself to be an attractive place for visitors, residents, and outside industry looking to locate in this area.

During the month of August 2008 the Tourism Committee met with representatives from the banking industry. They expressed a need for economic diversity because the banking community cannot afford to tie up all of their



money in one concentrated area, for example: condos, high-rise hotels and golf courses. They believe economic diversity will help to keep the community economically viable. Hindrances to recruiting executives to the area was also discussed including the need for direct flights, parochial schools, better and expanded educational facilities, and cultural arts.

This panel included in their discussion the need to broaden the 100 days visitors come to the area with expanding our entertainment and attraction options. December was cited as the month for the shopping experience and the community already has everything in place to support this experience and help to grow the season.

With the continuing increase in gasoline prices and unpredictability of what is happening with gas prices the panel supports expanding our mass transit options. The members cited Cancun as a good example of getting workers, residents and visitors from one end of the beach to another. In Cancun people do not use cars because the buses run every 10-15 minutes with very inexpensive fares. Gas prices are causing people to rethink their trips whether vacations or trips to the grocery store.

The family beach image needs to be encouraged and supported by all businesses. Negative national publicity about the congestion and behavior during motorcycle rallies hurts the family business. City image is very important to these banking representatives. Crime and the perception of crime is a problem that needs addressing such as beach and street robberies reported in the daily newspapers and on television. The panel discussed the problem with balancing the need to address crime without giving the image of becoming a police state.

Many visitors are going to other communities because of the local gambling laws. Casino boats are busy in the off-season here as well as the summer season. The mindset locally seems to be changing about gambling. The panel discussed whether the City should be proactive in addressing gambling operations if the law should change in the coming years. However, the panel did question whether the family beach image could be maintained if gambling is allowed.

In September 2008 representatives from the development and real estate community served as panel members. The discussion centered around the slowing economy in 2008 and 2009 with difficulty in selling homes, getting new tenants for new commercial developments and getting loans to purchase homes or start new businesses. A representative from the local board of realtors reported that prior to 2004-2006 the area had been undiscovered but after 2006 the area became an investment market with 67 percent of real estate in Horry County being investments. The projection is that the future will also be an investment market.

Affordable housing was once again discussed. Horry County has established a task force to look at ways to establish affordable housing for workers with Myrtle Beach taking the lead in this area. Programs are needed to help blend affordable housing into residential neighborhoods. Public transportation is a necessary component of affordable housing.

The panel commended the Community Appearance Board for doing a good job of upholding and setting high standards for the community. However, it was suggested that the review process be streamlined and made more efficient by reducing the number of times a developer needs to go before a board or commission. Developers need to be encouraged to reach their goals and to help fund basic infrastructure and projects as done with Crabtree Gym and the park systems. Signage touches every economic element in the community. It was recommended that a better system for helping visitors and locals find their destinations be implemented.

In January 2009 the Tourism Committee hosted a panel of representatives from the educational institutions in the area. These representatives reported there is now a shrinking number of exhibitors at job fairs but a higher number of people looking for jobs. To help remedy the current situation Coastal Carolina University has been asking hospitality employers to look at hiring part time versus full time positions with shorter hours. As the economy improves the hours can be increased as needed. Over 60 percent of the students attending the Resort and Tourism Management Program at Coastal Carolina University are from out of state but stay in the area for their first job. With so many cutbacks in VISA work permits we need to do a better job of supplying a local work force.



Horry County Schools is working on laying a basic foundation to ensure students have the academic skills necessary to get and keep a job. The EEDA (Education and Economic Development Act) requires a comprehensive plan for each student. IGP (individualized graduation plan) is required for each student. Parents are the key components of the plan. There are 54 different majors in Horry County – academic and career orientations. Students and their parents are very apprehensive now as to where the jobs are. The school district is looking at new areas of employment for the students including the hospitality industry. They are looking at what the community needs and where the jobs are. Internships provided by Horry County Schools are free placements. Students go out for a limited time during the day for an internship with teachers supervising. Horry County Schools is finding it more and more difficult to place students because of the job market.

Tourism Goal

The goal of sustainable tourism is to retain the economic and social advantages of tourism development while reducing or mitigating any undesirable impacts on the natural, historic, cultural or social environment. This is achieved by balancing the needs of tourists with those of the local community.

Tourism Objectives and Strategies

1. Continue to recognize the Tourism Committee as a valuable and necessary component of future tourism planning efforts.
Action: The Tourism Committee, with assistance of Planning and other departments, continues to oversee the implementation of the tourism element with recommendations for implementation submitted to the Planning Commission for consideration by City Council.
Time frame: Immediate.
Potential funding source: No funding needed.
2. Continue to make tourism in the Myrtle Beach area socially sustainable.
Action: The Planning Department, with the assistance of the Tourism Committee, works with the travel and tourism industry to make tourism more socially, economically and environmentally sustainable.
Time frame: Immediate and ongoing.
Potential funding source: Private investment.
3. Continue to define and maintain Myrtle Beach as a family beach.
Action: The Myrtle Beach Area Chamber of Commerce and the Myrtle Beach Area Hospitality Association, Planning Department, the Public Information Officer, and City Manager's Office, receives public input and submits the plan of action to City Council for approval.
Time frame: Immediate.
Potential funding source: Myrtle Beach Area Chamber of Commerce and the Myrtle Beach Area Hospitality Association.
4. Continue to value tourists and treat them as guests.
Action: The Public Information Officer, Time Warner Cable, Horry Telephone Cooperative, Myrtle Beach Area Chamber of Commerce and the Myrtle Beach Area Hospitality Association work together in creating a visitor education program.
Time frame: Immediate.
Potential funding source: City of Myrtle Beach accommodations tax monies, Time Warner Cable, Myrtle Beach Area Chamber of Commerce and the Myrtle Beach Area Hospitality Association.
5. Continue to provide public facilities.
Action: The City Manager's Office works with the travel and tourism industry to develop an educational program about facilities.
Time frame: Immediate.
Potential funding source: Capital improvements program and private investment.
6. Continue to create new markets.



Action: The Myrtle Beach Area Chamber of Commerce and the Myrtle Beach Area Hospitality Association develop a program to create new diverse markets, including cultural tourism, sports tourism and eco-tourism, while maintaining Myrtle Beach's special identity.

Time frame: Short term.

Potential funding source: Myrtle Beach Area Chamber of Commerce, Myrtle Beach Area Hospitality Association and accommodation tax monies.

7. Continue to make tourism in the Myrtle Beach area economically sustainable.
Action: The City, economic development corporations, and the travel and tourism industry work to make tourism economically sustainable by engaging in a regional, collaborative approach to sustainable tourism that enhances local economies while preserving the natural environment and strengthening local cultures.
Time frame: Ongoing.
Potential funding source: Capital improvement program and private investment.
8. Participate as an active member in the SC Tourism Alliance.
Action: City Council will work with the SC Tourism Alliance Committee to appoint a representative from the Tourism Committee to serve on the SC Tourism Alliance Committee created by the SC Department of Parks, Recreation and Tourism.
Timeframe: Immediate.
Potential funding source: General fund if needed for dues and travel expenditures.
9. Continue to explore ways to have new development share the burden of the costs of growth.
Action: The Planning Commission, with the assistance of the Planning Department and the Zoning Administrator, works with developers and the travel and tourism industry to develop appropriate methods for funding growth.
Time frame: Short term.
Potential funding source: Development fees.
10. Continue to develop a comprehensive recovery plan for man-made or natural disasters.
Action: The City of Myrtle Beach continues to participate in the efforts of the Myrtle Beach Area Recovery Council to create a comprehensive recovery plan for man-made and natural disasters incorporating all actions needed for temporary and long-term recovery efforts including but not limited to utilities, transportation, communication, housing, food, medical, schools, zoning code and law enforcement.
Time frame: Immediate and ongoing.
Potential funding source: No additional funding needed.
11. Continue to revitalize the downtown area of Myrtle Beach.
Action: The Downtown Redevelopment Corporation, with private sector and the assistance of the City Manager's Office continues its downtown revitalization efforts with appropriate jurisdiction, staff support, and other resources as approved by City Council.
Time frame: Immediate and ongoing.
Potential funding source: Capital improvements program, bonds, special tax districts and private investment.
12. Continue to welcome visitors and citizens alike with handsome gateways, landscaped streets and businesses, and enhanced greenspaces, while preserving the natural beauty of the area.
Action: The Planning Department, with assistance from the Cultural and Leisure Services and Public Works Departments, works with State and regional transportation agencies to develop recommendations that are submitted to City Council for approval.
Time frame: Ongoing.
Potential funding source: Capital improvements program, general fund, grants and private donations.
13. Continue to eliminate visual clutter with compatible contiguous zoning that will accent the area's beauty.
Action: The Planning Department arranges a meeting of City and County Planning Department staff and Planning Commission members to review both jurisdictions' zoning to encourage compatible contiguous zoning; the Planning Commissions recommend appropriate revisions to their Councils.
Time frame: Short term.



Potential funding source: General fund.

14. Continue to create an environment, which ensures that visitors and residents are safe.
Action: The City Manager's Office, with assistance from all departments, works with the hospitality industry and other businesses to ensure safety and security.
Time frame: Immediate and ongoing.
Potential funding source: General fund and capital improvements program.

15. Continue to develop good customer service practices throughout the Grand Strand.
 - Continue to provide hospitality training to employers and employees.
Action: The Myrtle Beach Area Chamber of Commerce and Myrtle Beach Area Hospitality Association in cooperation with the Resort and Tourism Management Program at Coastal Carolina University works with the travel and tourism industry to provide continuous training for hospitality industry employees.
Time frame: Immediate and ongoing.
Potential funding source: Travel and tourism industry.
 - Continue to develop services to accommodate international visitors.
Action: The Myrtle Beach Area Chamber of Commerce and the Myrtle Beach Area Hospitality Association work with local businesses and governments to develop services to accommodate international visitors.
Time frame: Short term.
Potential funding source: General fund, accommodation taxes, Myrtle Beach Area Chamber of Commerce, Myrtle Beach Area Hospitality Association and private investment.
 - Continue to provide off-street and handicapped parking.
Action: The Downtown Redevelopment Corporation and Public Works Departments, works with transportation entities and the developers to develop a program to provide parking; and recommends the proposed program to City Council for approval.
Time frame: Immediate.
Potential funding source: Capital improvements program, grant and private investment.

16. Continue to encourage motorcoach and other high occupancy vehicles in the city but regulate and manage them to minimize adverse effects associated with their numbers and characteristics.
Action: The Myrtle Beach Area Chamber of Commerce and Myrtle Beach Area Hospitality Association, with the assistance of the Planning Department and the Zoning Administrator, works with the travel and tourism industry, motorcoach and bus companies to develop a program to accommodate motorcoaches and other high occupancy vehicles.
Time frame: Immediate.
Potential funding source: Capital improvements program and private investment.
 - Continue to educate motorcoach operators to regulate and minimize adverse impacts.
Action: The Myrtle Beach Area Chamber of Commerce and the Myrtle Beach Area Hospitality Association works with the motorcoach and bus companies to develop a program; any recommendations in the program for City participation are submitted to City Council for approval.
Time frame: Short term.
Potential funding source: Capital improvements program.

17. Increase the Horry County employment pool through coordinated recruitment efforts with governments (local, State, and Federal), educational institutions, and business organizations.
Action: The Myrtle Beach Area Chamber of Commerce and Myrtle Beach Hospitality Association in cooperation with the SC Employment Security Commission and Horry County and its municipalities works with the travel and tourism industry, and educational institutions, to develop an employee recruitment program..
Time frame: Midterm.
Potential funding source: No additional funding needed.





Natural Resources Element

Natural Resources Background

The majority of people living in this community are attracted by the abundance of natural resources which contribute to the quality of life in Myrtle Beach. However, like most urban areas in the country Myrtle Beach faces the familiar challenges of rapid urbanization: sprawl, development of wildlife habitat, water pollution, and heavy traffic.

In the *Planning for Natural Resources - A Guide to Including Natural Resources in Local Comprehensive Planning* (Department of Urban and Regional Planning, University of Wisconsin–Madison/Extension and Wisconsin Department of Natural Resources, January 2002) the authors write about dependence on our natural resources. The resources that provide a clean and abundant supply of groundwater and surface water; assure safe air to breathe; and provide a natural landscape for terrestrial and aquatic habitats, such as forests, the ocean and wetlands are fundamental to a healthy and diverse biological community. Our natural resources include the ocean, beach, swashes, parks, walking and bike paths, scenic areas, and other outdoor places we rely on for recreation. Also, natural resources are essential to a vibrant economy—measured in tourism revenues and enhanced property values. Commitment to conservation secures ongoing availability of finite resources such as an ample supply of safe water, diversity of biological resources, and available energy resources.

Beatley and Brower (1993), in *An Introduction to Coastal Zone Management*, define sustainable coastal communities as:

- minimizing the destruction of natural systems and avoiding consumption and destruction of ecologically sensitive lands;
- minimizing their ecological footprint and reducing wasteful consumption of land;
- promoting compact, contiguous development patterns and the separation of urban lands from natural lands;
- avoiding environmental hazards and reducing the exposure of people and property to coastal hazards by keeping people and property out of coastal floodplains, high-erosion zones, and inlet hazard areas;
- reducing the generation of waste, air and water pollution and the consumption of nonrenewable resources and promoting recycling and reuse of waste products;
- understanding and living within the natural ecological carrying capacities of the area;
- developing and promoting a sense of place and an understanding and appreciation of their immediate and regional surroundings; and
- having a high degree of livability and are aesthetically pleasing with an appropriate scale and sense of place.

Natural Resources Findings

As long as growth rates were slow and the amount of development low, the resources and the systems that they represent were not significantly threatened.



Myrtle Beach's natural resources are facing significant threats due to increasing human demands by a growing resident and visitor population. Our natural resources cannot be taken for granted now or in the future. Our natural resources generally do not increase to meet the extra demand.

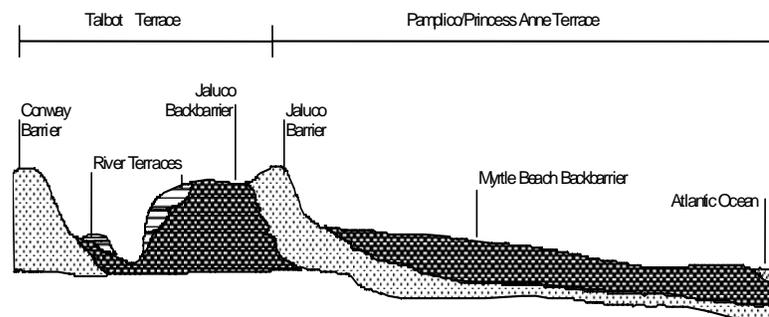
While it is sometimes difficult to identify how local planning policies can address these issues from a global perspective it is important to act responsibly. It can be overwhelming for community leaders to address these issues, particularly when the community has its hands full with local development issues. However, the goal of this *Comprehensive Plan* is to become a sustainable community and through the implementation of goals, objectives and strategies we can balance these efforts with other local demands on our time and resources.

Geology Background

The area can be described in terms of its surface and bedrock geology. The surface geology of this portion of the lower coastal plain comprises layers of sediment that were deposited over the last one million years (the Upper and Lower Pleistocene periods). The top of those sediments range in depth from about 30 feet below sea level at the coastline to about ten feet 15 miles inland. The layering occurred as the sea level rose and fell, leaving behind different types of sediment—fine sand in both offshore areas where there was moderate wave energy and back dune areas where the wind deposited the lighter sand blown from the oceanfront dune; coarse sand where there was an active beach formed by high-energy waves; and silt and clay mixed with decayed organic matter that fell out of very slow-moving water in marsh-like environments. This basic structure has been complicated in places by flooding situations that eroded the original deposits; along rivers, young, fluvial deposits sit atop the older marine deposits. The most recent retreat of the ocean occurred in several stages, which are represented in the area by a series of beach barriers and terraces.

This history is evident in the physiography of the area. Three high sandy beach barriers are present in eastern Horry County: the Myrtle Beach, Jaluco, and Conway barriers, as shown in Figure 1. Between these are the Pamlico/Princess Anne and the Talbot terraces, with the Silver Bluff Terrace lying off shore, except in marshy estuaries at Little River, Murrells Inlet, and Hobcaw. Myrtle Beach rests on the Talbot Terrace. The high ridge of fine sandy soils between Kings Highway and the ocean is an ancient dune, although not a beach barrier (which originally lay farther to the east before it was eroded). Landward of that, in the vicinity of US 17 bypass west of downtown Myrtle Beach and southward, the terrace consists of a former back barrier area with silt, clay, and organic sediments.

Figure 1: General Physiography of the Myrtle Beach Area



Source: Adapted from the *Carolina Bays Parkway Geotechnical Technical Memorandum (Non-Invasive Geotechnical Assessment Volume 1)*

The area's bedrock geology was formed between 1 and 2 million years ago, again by sedimentation as the sea advanced and retreated. Sediments are several hundred feet thick and comprised of soft sandstone, limestone, and shale (interbedded with layers of sand) known as the Pee Dee and Black Bear formations (near Myrtle Beach) and the Black Mingo formation (near Georgetown). It is the Pee Dee formation that is exposed as Hurl Rock on the beach south of 21st Avenue South. Within these formations are a series of aquifers, including the Black Creek, which served as the source of Myrtle Beach's water supply until the late 1980's - *Appendix E: Figure 1 Generalized Bedrock Geology Along Coastal SC.*



Geology Findings

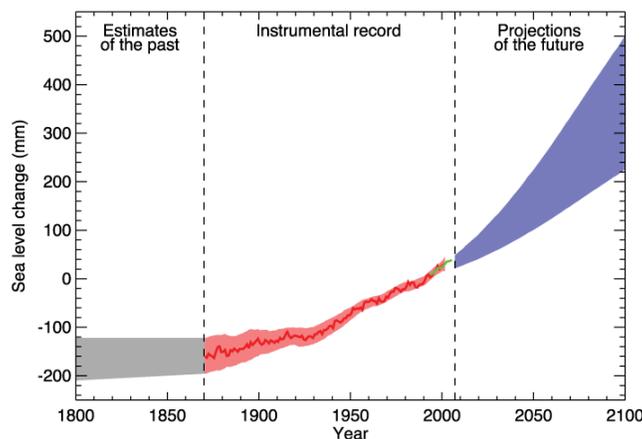
Erosion and Sea Level Rise

Major geological hazards are present in the Myrtle Beach area. The landward movement of the ocean, as a result of both erosion and sea level rise, is the most troublesome hazard. According to the *US Environmental Protection (EPA) website* “Two major processes occur during global warming that cause sea level rise: (1) as the ocean warms, the water expands and increases its volume and (2) land reservoirs of ice and water, including glaciers and ice sheets, contribute water to the oceans.” In addition, the land in many coastal regions is dwindling, adding to the vulnerability of a rising ocean. Recent US and international assessments of climate change show that global average sea level rose approximately .0056 feet per year through the 20th century, after a period of little change during the previous two thousand years. Observations suggest that the rate of global sea level rise may be accelerating. In 2007, the Intergovernmental Panel on Climate Change (IPCC) projected that global sea level will likely rise between 7 and 23 inches by the end of the century (2090 to 2099). According to the IPCC, the average rate of global sea level rise during the 21st century is very likely to exceed the average rate over the last four decades.

Coastal environments such as beaches, barrier islands, wetlands, and estuarine systems are closely linked to sea level. Many of these environments adjust to increasing water level by growing vertically, migrating inland, or expanding laterally. The EPA predicts “if the rate of sea level rise accelerates significantly, coastal environments and human populations will be affected. In some cases, the effects will be limited in scope and similar to those observed during the last century. In other cases, thresholds may be crossed, beyond which the impacts would be much greater. If the sea rises more rapidly than the rate with which a particular coastal system can keep pace, it could fundamentally change the state of the coast. For example, rapid sea level rise can cause rapid landward migration or segmentation of some barrier islands, or disintegration of wetlands.”

In some areas rising sea levels are submerging low-lying lands, eroding beaches, converting wetlands to open water, exacerbating coastal flooding, and increasing the salinity of estuaries and freshwater aquifers. Other impacts of climate change, coastal development, and natural coastal processes also contribute to these impacts. Coastal development, including buildings, roads, and other infrastructure, are less mobile and more vulnerable. Vulnerability to an accelerating rate of sea level rise is compounded by the high population density along the coast, the possibility of other effects of climate change, and the susceptibility of coastal regions to storms and environmental stressors, such as drought or invasive species (The US Environmental Protection Agency website, *Coastal Sensitivity to Sea Level Rise*, January 2009).”

Figure 2: Sea Level Rise Projections to 2100



Source: Intergovernmental Panel on Climate Change 2007

The graph in Figure 2 shows estimates of past sea level rise (from 1800 to about 1870), measured changes in sea level (from about 1870 to 2006), and projections of future sea level rise to the year 2100. Past sea levels at



the beginning of the period were roughly 120 to 200 millimeters (4.7 inches to 7.87 inches) lower than today's levels; projected future sea levels in the year 2100 range from 220 millimeters (8.66 inches) to nearly 500 millimeters (19.68 inches) higher than today's levels. According to NOAA the mean sea level trend is 4.09 millimeters (.016 inches) per year which is equivalent to a change of 1.34 feet in 100 years - *Appendix E: Figure 2 Mean Sea Level Trend Recorded at Springmaid Pier, NOAA 2009.*

At the current rate of sea level rise, coastal residents and businesses have been responding by rebuilding at the same location, relocating, holding back the sea by coastal engineering, or some combination of these approaches. With a substantial acceleration of sea level rise, traditional coastal engineering may not be economically or environmentally sustainable in some areas.

The EPA reports that nationally, most current coastal policies do not accommodate increases in sea level rise. Floodplain maps, used to guide development and building practices in hazardous areas, are generally based upon recent observations of topographic elevation and local mean sea level. These maps often do not take into account accelerated sea level rise or possible changes in storm intensity. As a result, most development policies that rely on setting development back from the coast are designed for current rates of coastal erosion, not taking into account sea level rise.

To minimize the amount of property damage that will occur over time, both the City and State have policies and regulations that call for the retreat of development from the beachfront as the ocean moves landward. The regulations limit what can be built within a certain distance of the dunes—the equivalent of 40 years' erosion for the State and 50 years' for the City.

In addition to those regulations enforcing the policy of retreat, the City has actively maintained the beach by resupplying the sand on the active beach. Since the 1970's, when beachfront development moved close to the active dunes, the beaches in Myrtle Beach have been renourished. According to the SC Department of Health and Environmental Control's (DHEC) Division of Ocean and Coastal Resource Management's *South Carolina State of the Beaches Report 2009* "the eight-mile section of shoreline within the Myrtle Beach city limits has a long-term erosion rate of about one-half foot per year due to its natural geologic setting against the headland. Myrtle Beach was renourished between May and December 1997 as part of the US Army Corps of Engineers Grand Strand renourishment project. That fill stabilized and reached equilibrium within a few years, and the entire area was renourished again by the Corps in 2009. In addition to efforts by the Corp, the City of Myrtle Beach had 800,000 yards of sand trucked in between 1985-1986. The Army brought in between 20,000-30,000 yards of fill as an emergency measure after Hurricane Hugo in 1989-1990 and FEMA (Federal Emergency Management Agency) paid for the beach to be brought back to design specification. For detailed information on the renourishment efforts and the *State of the Beaches Report 2009* please refer to the SCDHEC website.

Earthquakes

The second hazard is earthquakes. Although there are no fault lines in the area, the epicenter of several measurable earthquakes appears to be near Summerville; the most recent occurring on July 10, 2009 with a magnitude of 1.7 on the Richter scale. An estimated \$23 million dollars in damage was caused by one of the great earthquakes in US history in 1886 and 60 people lost their lives. Charleston, SC, and nearby cities suffered most of the damage, although points as far as 100 miles away were strongly shaken. Many of the 20 earthquakes of intensity five or greater that centered within SC occurred near Charleston. A 1924 shock in the western part of the state was felt over 145,000 square kilometers or 55,984.8 square miles (US Geological Survey - Abridged from *Earthquake Information Bulletin, Volume 8, Number 6, November - December 1976*) - *Appendix E: Figure 3 Epicenter-Summerville and Figure 4 Intensity From the 1886 Earthquake and information from the SC Emergency Management Division's website, "Where Are the Earthquakes"*.

The City of Myrtle Beach's *Emergency Operations Plan* identifies the probability of an earthquake as low (a less than 1 in 1,000 chance of actually occurring), with the city's vulnerability as medium (one percent to 10 percent of people or value of property affected). Thus the area has the potential for earthquakes, although significant ones occur only rarely. Nevertheless, the potential for earthquakes in the area raises concern about the water-saturated fine sands that are believed to underlie most of Horry County and other parts of coastal SC.



Groundwater

Another geologic resource is groundwater, which can be found in the surface aquifer, the Black Creek aquifer about 800 feet below the surface, and the Middendorf and Cape Fear aquifers even deeper. The surface aquifer is used as a source for irrigation water (its high iron content the reason for the stains left on sidewalks). The City utilized the Black Creek aquifer as the source of potable water until concerns of excessive fluoride and sodium levels, as well as the potential for salt water intrusion, required the City to begin utilizing the Atlantic Intracoastal Waterway. The Myrtle Beach water treatment plant has been operated by the Grand Strand Water and Sewer Authority since July 1, 2006 and is capable of treating up to 40 million gallons of water each day. The water treatment plant withdraws untreated surface water from the Atlantic Intracoastal Waterway and combines conventional and ozone treatment to provide high quality drinking water to Myrtle Beach and surrounding area.

Carolina Bays and Hurl Rock

The 410 Carolina bays in Horry County are one of four concentrations of aligned, elliptical depressions found in the world. (The others are found in north-central Alaska, the southern Kalahari in Botswana, the Netherlands, and northeastern Bolivia.) Most of the Carolina bays have been drained or otherwise altered. The SC Heritage Trust has purchased 6,400 acres, including 20 bays, for protection in what is now called the Lewis Ocean Bay Heritage Preserve. Another bay is used by the Grand Strand Water and Sewer Authority for tertiary wastewater treatment; the Authority has added a boardwalk to the bay to create the Peter Horry Wildlife Refuge, off Highway 90 south of Wampee.

The other feature is Hurl Rock. Those one- to two-million-year-old rocks, first noted by the Philadelphia naturalist William Bartram on his trip through the Carolinas in late 1700's, are the only native exposed rocks on the SC coast. Hurl Rock is located just south of 21st Avenue South and is now covered by sand.

Soils Background

Soils are a fundamental natural resource for land use planning. Consideration of soils is important for details of construction like building foundations and base material for road construction, and they are important for regional planning such as resource preservation (for example, prime agricultural soils) and limitations for development (for example, soils that cannot be used for septic tank absorption fields). The best source of information on soils in the planning area is the 1986 report, "*Soil Survey for Horry County, South Carolina*." The survey was prepared by the Soil Conservation Service (now the Natural Resources Conservation Service) of the US Department of Agriculture. The following discussion is based on the information found in the survey.

Three subsections address limitations imposed by soils on specific types of development—septic systems, single-family residences without basements, and small commercial buildings. Two subsections deal with other characteristics of soils—hydric classification and erodibility—that also suggest special concerns for development. Finally, two subsections address soil productivity for agricultural crops and timber.

Limitations for Septic Systems

Almost the entire planning area is comprised of soils that substantially increase the cost of constructing septic systems on them. Very little of the planning area's soils have moderate limitations, and a band of soils paralleling the beach, where much of the first development in the city occurred, exhibits slight limitations for septic systems - *Appendix E: Figure 5 Soil Limitations for Septic Systems map, additional information on limitations for septic systems and Table 1 Limitations for Septic Systems – Acreage and Percentage*.

Limitations for Residential Buildings

Most of the soils in the planning area exhibit severe limitations for the construction of single-family residential buildings. Soils in about 78 percent of the planning area have characteristics that substantially increase the cost of building residences on them. Conversely, only about five percent of the area, mostly along the coast, contains soils that do not present significant problems for constructing single-family residences - *Appendix E: Figure 6 Soil*



Limitations for Single-Family Residences map, additional information on limitations for residential buildings and Table 2 Limitations for Single-Family Residences – Acreage and Percentage.

Limitations for Small Commercial Buildings

Most of the soils in the planning area exhibit severe limitations for the construction of small commercial buildings. Soils in about 78 percent of the planning area have characteristics that substantially increase the cost of constructing small commercial buildings. Conversely, only about nine percent of the area, mostly along the coast, contains soils that do not present significant problems for constructing small commercial buildings - *Appendix E: Figure 7 Soil Limitations for Small Commercial Buildings map, additional information on limitations for small commercial buildings and Table 3 Limitations for Small Commercial Buildings – Acreage and Percentage.*

Wetland Soils

Soils in about 51 percent of the planning area may be considered hydric. Small pockets of wetland soils may be found in 39 percent of the area, and another 10 percent, mostly sandy soils along the coast and excavated material along the Atlantic Intracoastal Waterway, is entirely upland - *Appendix E: Figure 8 Wetland Soils map, additional information about wetland soils and Table 4 Wetland Soils – Acreage and Percentage.*

Erodibility

The *Horry County Soil Survey* classifies soils according to their susceptibility to erosion by wind and water. Further, the survey classifies the susceptibility of each soil horizon (that is, each layer of the soil).

Soils in slightly more than half of the planning area have a low potential for erosion, while somewhat less than half have a high potential. Small areas, totaling five percent of the planning area, are unclassified; almost all of those are the beach and excavated soils, such as the spoil areas along the Atlantic Intracoastal Waterway - *Appendix E: Figure 9 Soil Erodibility map, additional information about erodibility and Table 5 Erodibility - Acreage and Percentage.* The USDA is the single authoritative source of soil survey information which is updated and maintained on their website.

Soils Findings

Septic systems are not allowed in the city, although some old ones are still being used. As the systems are discovered, the City requires the owners to connect to the City's sewer system within a certain period of time. Soil suitability for septic systems within the city limits, therefore, is useful only where a decision has to be made about which existing septic systems might need to be replaced by a connection to the City's wastewater treatment system. However, septic systems are allowed in the unincorporated portions of the planning area, and the soils map can help determine areas to be avoided by development, unless connection to a wastewater treatment system is possible.

Many communities often attempt to manage growth so that development does not take place on prime agricultural and timber land. However, agricultural production, and to a certain extent wood crop production, has not been a major part of the economy within the planning area for many years. Therefore, knowledge of prime soils for productivity is less important here than it might be in other parts of Horry County.

As stated previously, locating hydric soils is not the same as identifying regulatory wetlands. The map of wetland soils generally identifies areas that have one of the three required characteristics (hydric soils, wetland vegetation and wetland hydrology) that must be present before an area is determined (by on-site investigation) to be a wetland. Nevertheless, the presence of hydric soils suggests that special construction measures during development and maintenance activities after construction is complete may be necessary, or it may suggest that portion of the site may be better used for open space. The latter becomes more probable if the wetland soils are adjacent to a regulatory wetland or preserved open space.

The US Fish and Wildlife Service (FWS) provides stewardship for the wetlands data that comprise the *Wetlands Layer of the National Spatial Data Infrastructure (NSDI)*. In partnership with the US Geological Survey, the FWS



has made these data available on their website - *Appendix E: Figure 12 US Fish and Wildlife Service Wetlands Survey Map*.

Soil conditions can be of extreme importance for construction. The *International Building Code 2006* used by the City requires that all buildings over 5,000 square feet be constructed according to plans prepared by a structural engineer. Such plans will take into account the load-bearing capacity, as well as other conditions relevant to construction, of the soil.

Current building practices in the city have also minimized the effects that poor soils have on smaller buildings. Sedimentation – the process by which eroded material is transported and deposited – is considered the largest surface water contaminant. Excessive sediment reduces water clarity, fills drainage facilities causing a reduction in storage capacity and flow and could lead to property damage due to localized flooding conditions. Pollutants attach to sediment particles and adversely impact downstream water quality. The City's *Stormwater Management Ordinance* specifies the requirement of installation and continued maintenance of sediment and erosion control devices, as they relate to construction activities.

Climatic Conditions Background

WPDE Channel 15 Chief Meteorologist, Ed Piotrowski, describes Myrtle Beach's climatic conditions as subtropical with hot, humid summers and generally mild winters. The average high temperature for the entire year is 72F and the average low temperature is 53F. The city receives an average of 45.72" of rain per year. The weather is greatly influenced by the Atlantic Ocean. It typically keeps the city cooler in the summer and warmer in the winter compared to inland cities. Despite being right on the Atlantic, hurricanes are a rarity. In any given year, Myrtle Beach has a two percent chance of a hurricane making landfall. Historically speaking, August and September are the months Myrtle Beach is most prone to tropical systems. Two category four hurricanes have hit the SC coast over the past 150 years. Hurricane Hazel slammed into Little River with 140 mph winds on October 15, 1954. Hurricane Hugo roared ashore with 135 mph winds north of Charleston, SC one minute past midnight on September 22, 1989. At the other end of the spectrum, snow is also a rarity. The city averages less than an inch per year, but often goes years without measurable snow. Every seven to ten years, a strong coastal storm will dump six to twelve inches of snow on the area. Two memorable snowstorms produced measurable snow in the last 20 years. The great Christmas snow of 1989 dumped 13" in Myrtle Beach starting on December 23rd. Then on January 25, 2000, six inches of snow fell in Myrtle Beach.

Tornadoes are extremely rare and less frequent than hurricanes and snow combined. The last significant tornado in Myrtle Beach was on July 6, 2001. An F2 (winds of 150 mph) touched down in the heart of the city, producing extensive damage, but no significant injuries or deaths. This is the only tornado of its size to touch down in the city over the past 100 years and prior to that the City's *Emergency Preparedness Plan* did not consider those to be a severe threat – *Appendix E: Breakdown of Seasonal Changes*.

Storms

According to the SC State Climatology Office a tropical cyclone is a non-frontal, low pressure system that develops over tropical or subtropical waters and has a definite organized cyclonic (counterclockwise) circulation. On the basis of the sustained (one minute average) wind speed near the center of the storm, tropical cyclones are classified as: tropical depression, less than 34 knots (less than 39 miles per hour); tropical storms, 34 to 63 knots (39-73 miles per hour); or hurricanes, greater than 63 knots (greater than 73 miles per hour). Only tropical storms and hurricanes are assigned names. The official Atlantic hurricane "season" begins June 1 and ends November 30 each year; however, the season can begin earlier and end later than its official time - *Appendix E: Tropical Storms and Hurricanes*.

Northeasters are also a common threat to the SC coast. The high winds and rain that are sustained over several days can cause flooding, wind damage, and beach erosion. The winds and flooding from northeasters are typically less severe than that of hurricanes; however, beach erosion is often worse, making beachfront property more susceptible to future flooding. The City's Hazard Mitigation/Floodplain Committee looked at occurrences during the past ten years. The 1993 northeaster that hit Myrtle Beach during the annual Can-Am festival had a definite impact on the local economy. With typical methods of weather prediction, it is possible to reliably project



when northeasters will develop with sufficient warning time for emergency personnel and the general public to prepare for the storm.

According to the *City of Myrtle Beach Floodplain Management and Hazard Mitigation Plan (2007)* floods are perhaps the most serious and most frequent hazards that threaten Myrtle Beach. It is important to understand the types of floods—that is, their source and frequency—as well as the historical record of floods and flood damage in the area.

Flooding in Myrtle Beach can occur from three major sources. (1) Hurricanes and other tropical storms bring abnormally high tides, heavy wave action, erosion, and usually, heavy rains for a few hours. (2) Northeasters have the same conditions, but their effects typically extend over several days. (3) Heavy rainfall unaccompanied by the strong winds of hurricanes and northeasters are a third, frequent cause of flooding in Myrtle Beach. Northeasters and heavy rainfalls may occur anytime during the year.

Flooding from rainfall occurs along all six swashes in Myrtle Beach—Midway, Withers, Deep Head, Canepatch, Bear Branch, and Singleton—and in other low-lying areas. Flooding is exacerbated in these areas by high tides, when the discharge points of these drainage systems are blocked by a high tide. The water floods low areas along natural watercourses and within the man-made stormwater system. This high tide effect is apparent throughout the city since the discharge points at the ocean and the swashes are affected by the tides. The Atlantic Intracoastal Waterway, another discharge point, near the city is the least affected by the tides.

Typical monthly precipitation records do not provide sufficient information to determine if flooding may result. The amount of rainfall within a one-hour or 24-hour period is used to determine the potential for flooding. The accompanying table provides the amount of rain (falling within one hour and 24 hours) to create a variety of storm events in Horry County. For example, a storm that is so intense it has a 20 percent chance of occurring in any single year will result in 2.48 inches of rain falling in one hour or 5.5 inches falling in 24 hours. The design criteria for onsite stormwater detention facilities in the city are based on the 25-year, 24-hour event. According to the records of the National Climatic Data Center, no precipitation that has fallen within a 24-hour period since 1989 has produced the 7.6 inches of rain that qualify as a 25-year storm.

Table 8: Amounts of Rain for Storm Events in Horry County

Storm Interval	One-Hour Storm	24-Hour Storm
Five-year	2.48 inches	5.50 inches
Ten-year	2.88 inches	6.55 inches
25-year	3.29 inches	7.60 inches
50-year	3.67 inches	8.35 inches
100-year	4.18 inches	9.60 inches

Source: National Climatic Data Center

The amount of flooding (inundation) that a hurricane can cause is dependent upon the intensity of the storm (including wind speed and atmospheric pressure), the direction from which it comes, and its timing relative to the tides. The US Army Corps of Engineers has prepared SLOSH maps estimating the flooding that would occur in the worst possible situation, a slow moving storm (up to a category 5) approaching the coast from the southeast at high tide. The resulting flooding from that projection would encompass nearly the entire city. Residences and businesses in the Grand Strand should be prepared for flooding somewhere between our recent experiences and those worse case projections. Depicting where inundation is likely to occur, how deep the water may get, and likely causes of inundation is a very important part of the community preparation process. As a key component of the coastal risk assessment and planning process, inundation maps provide information on location of coastal inundation risks and what is vulnerable to these risks (*NOAA Coastal Services Center 2009*).

Tidal Waves/Tsunamis

According to the Geophysics Department of the University of Washington: “A “tsunami” is a wave train, or series of waves, generated in a body of water by an impulsive disturbance that vertically displaces the water column. Earthquakes, landslides, volcanic eruptions, explosions, and even the impact of cosmic bodies, such as



meteorites, can generate tsunamis. Tsunamis can savagely attack coastlines, causing devastating property damage and loss of life.”

Although storm surges are monitored with every tropical storm event, rarely do tsunamis or tidal waves occur along the Atlantic coast. There is no historical record of a tsunami or tidal wave occurring in Myrtle Beach.



According to the National Weather Service as of August 2009 there were 67 TsunamiReady™ sites including Charleston, Horry and Georgetown counties, Myrtle Beach, North Myrtle Beach and Surfside Beach. Through the TsunamiReady™ program, NOAA's National Weather Service gives communities the skills and education needed to survive a tsunami before,

during and after the event. TsunamiReady™ helps community leaders and emergency managers strengthen their local tsunami operations. TsunamiReady™ communities are better prepared to save lives from the onslaught of a tsunami through better planning, education and awareness. No community is tsunami proof, but TsunamiReady™ can help communities save lives (NOAA August 2009).

Winter Storms

Severe winter storms are huge, intense low-pressure systems that have the potential of causing substantial damage to property. If the storm is accompanied by high winds or ice, damage can be severe. The loss of exposed power and telephone lines from ice (or falling limbs) may require a significant amount of time and work before other repairs and restoration can be accomplished. Although Horry County has been listed as having an ice storm even as recently as 2004, Myrtle Beach has no record of ice storms within the last ten years.

Drought

Drought conditions can be expected every 10 to 12 years, on average, in Horry County. The effects of drought include loss of crops in the rural parts of the county and ornamental landscaping in developed areas. In late August 1999, the SC Department of Natural Resources (DNR) included Horry County in its list of counties experiencing moderate drought; and in 2007, declared a severe drought condition statewide.

Erosion

Beach erosion is a possibility with every tropical storm system or northeaster that hits Myrtle Beach. Historically, a portion of the beach washes away annually. The city has not historically had catastrophic beach loss. Sea level rise will eventually cause erosion problems along the coastline.

Climatic Conditions Findings

Myrtle Beach has participated in the National Flood Insurance program since 1978. In that year, the Federal government provided affordable flood insurance for property owners within areas that it mapped as lying in the 100-year-flood zone, where special zoning regulations apply. According to those maps, Myrtle Beach has two types of flood zones. In the coastal floodplain, subject to wave action, flooding occurs as a result of northeasters and tropical storms. In riverine floodplains, flooding occurs as a result of rainfall. The most expensive land in the planning area, the oceanfront properties, is also subject to the most intensive flooding, the coastal floodplain.

Hurricanes and other tropical storm systems (tropical depressions, tropical storms, etc.) are perhaps the greatest hazard threatening Myrtle Beach. Hurricanes embody multiple threats: flooding, beach erosion (and thus reduced protection against future floods), high winds (damage structures and trees), falling trees and wind-thrown limbs (further damage to buildings), downed power and telephone lines, and contaminated water systems. Additionally, moving thousands of vacationers safely out of the city during an evacuation has, historically, been one of the more challenging events surrounding a hurricane watch.

In 1998, the City initiated a committee to write the *Floodplain Management and Hazard Mitigation Plan*. The committee was comprised of City staff, local and State officials, and Planning Commissioners. It was prepared as a guide to facilitate the implementation of floodplain management, as well as provide a guide for reconstruction



and redevelopment of flood prone areas and as a means to reduce or eliminate future flood damage. In 2008 the City received a grant from the SC Department of Natural Resources to rewrite and update the plan. The plan was approved by FEMA in January 2011.

To adequately prepare for natural and man-made disasters the City has created The *City of Myrtle Beach Basic Disaster Plan (2007)* which establishes a framework through which the City may prevent or mitigate the impacts of, prepare for, respond to, and recover from, a wide variety of disasters that could adversely affect the health, safety or general welfare of the citizens and visitors of Myrtle Beach. This emergency operations plan outlines a method of incident management called the Incident Command System (ICS) that includes a coordinated (multi-department and or multi-agency) response to incidents beyond the scope of normal City operations. Provisions are made for the needed flexibility of direction, coordination, and method of operation.

Often, the Grand Strand's tourism economy is negatively impacted by the publicity of an approaching tropical storm or hurricane. Even if the storm passes causing little or no damage to the area, likely visitors are scared away by the negative publicity which often goes uncorrected after the storm. The Area Recovery Council (ARC) was formed by the Myrtle Beach Area Chamber of Commerce immediately after Hurricane Hugo in 1989 to allow for a collaborative effort between private industry and local non-profit organizations to counter the negative publicity received from that hurricane. The council has been in place since that time and has served to counter negative publicity by dozens of storms and hurricanes, as well as the wildfires in 2009. ARC's purpose is to provide accurate, updated reports to local, regional and national media and, where appropriate, to employ paid advertising to build awareness of the area's status.

The ARC has expanded its mission beyond communications. In 2008 representatives from Horry County, including Chamber employees, attended the *Integrated Emergency Management Course* hosted by the Federal Emergency Management Agency (FEMA). The class focused on hurricane recovery and mitigation. Horry County Emergency Management led local stakeholders through two week-long FEMA training sessions. The second session, designed to help communities prepare for long-term recovery, revealed the need for improved long-term recovery plans for the region. In some instances, the plans do not exist at the level needed. In other instances, the plans exist but require more coordination within the region including the private sector.

Air Quality Background

Ambient (Outdoor) Air

According to the *US Conference of Mayors website in September 2009* "Scientific evidence and consensus continues to strengthen the idea that climate disruption is an urgent threat to the environmental and economic health of our communities. Many cities, in this country and abroad, already have strong local policies and programs in place to reduce global warming pollution, but more action is needed at the local, state, and federal levels to meet the challenge. On February 16, 2005 the Kyoto Protocol, the international agreement to address climate disruption, became law for the 141 countries that have ratified it to date. On that day, Seattle Mayor Greg Nickels launched this initiative to advance the goals of the Kyoto Protocol through leadership and action by at least 141 American cities. By the 2005 US Conference of Mayors Annual Meeting in June, 141 mayors had signed the agreement – the same number of nations that ratified the Kyoto Protocol. In May of 2007, Tulsa Mayor Kathy Taylor became the 500th mayor to sign on. Under the agreement, participating cities commit to take the following three actions:

- *strive to meet or beat the Kyoto Protocol targets in their own communities, through actions ranging from anti-sprawl land-use policies to urban forest restoration projects to public information campaigns;*
- *urge their state governments, and the federal government, to enact policies and programs to meet or beat the greenhouse gas emission reduction target suggested for the US in the Kyoto Protocol – seven percent reduction from 1990 levels by 2012; and*
- *urge the US Congress to pass the bipartisan greenhouse gas reduction legislation, which would establish a national emission trading system."*

As of September 2009 six SC mayors have signed the US Conference of Mayors Climate Protection Agreement.



DHEC recognizes the relationship between air pollution and energy consumption and is supporting, promoting and implementing energy efficiency and mobile source initiatives as strategies to reduce greenhouse gas emissions and other emissions that contribute to ozone and PM2.5 (particulate) air pollution.

DHEC's Bureau of Air Quality and its predecessors have operated an air quality monitoring network in SC since 1959. Since that time, the network has continually evolved to meet the requirements and needs of the department's air program - *Appendix E: Figure 13 2010 Proposed Myrtle Beach-Conway-Georgetown CSA Network Air Quality Monitoring Sites map*. Any sampling network that monitors air quality needs to provide information that answers several questions:

In October, 2006, the EPA published revisions to the ambient (outside air) monitoring regulations (71 FR 61236, October 17, 2006) requiring quality assurance, monitor designations, minimum requirements for both number and distribution of monitors among metropolitan statistical areas (MSAs), and probe siting changes. The regulation also included the requirement for an annual monitoring network plan and periodic network assessments.

The *National Ambient Air Quality Standards* (NAAQS) are air quality standards set by the EPA for six "criteria pollutants" which are among the most harmful to public health and the environment. Since the amendment to the Clean Air Act (CAA) in 1990, EPA is required to set NAAQS for the criteria pollutants. The law requires EPA to review these standards once every five years to determine if they are appropriate or if new standards are needed to protect public health. In SC, DHEC is the agency responsible for monitoring air quality and reporting to EPA the levels of each of these pollutants in our air. More information on each of the criteria pollutants can be found on the EPA website.

Nationally, air quality has continued to improve during the past 10 years and beyond for all six criteria pollutants: lead, carbon monoxide, sulfur dioxide, nitrogen dioxide, ozone, and particulate matter (PM2.5 and PM10). Since 2000, air quality in SC has continued to demonstrate a steady trend of improvement (*South Carolina Air Program, 1990-2005, A Decade and Beyond – SCDHEC website 2009*).

SC and the Myrtle Beach area share a problem with thirty other states that may be related to air quality. High levels of mercury found in coastal waterways such as the Waccamaw River and the Atlantic Intracoastal Waterway are the reason for the DHEC's consumption advisories for fish caught in those waters. The most likely source of the mercury appears to be airborne mercury that has precipitated into water bodies. Although mercury is a naturally occurring element, the presence of mercury in such levels is believed to be the result of man-made pollution. Pollution from distant industries may be the cause but the primary source at this time is thought to be automobiles.

DHEC enforces air quality regulations pertaining to open burning. Open burning creates particulates and haze, and therefore the department has standards for location, time, size, and materials that may be burned in open fires. It is against the law to burn in the outdoor setting the following: cardboard, paint, plastic, asphalt and asphalt materials, heavy oils, items containing natural or synthetic rubber, treated wood, metals, tires, household chemicals, paper, construction debris, dead animals, demolition debris, petroleum products, or any other trade wastes which produce smoke in excess of 40 percent opacity.

Fires purposely set in accordance with *Smoke Management Guidelines for Vegetative Debris Burning Operations in South Carolina*, administered by the SC Forestry Commission and acceptable to DHEC include:

- prescribed burning of forest lands for specific management practices;
- fires purposely set for agricultural control of diseases, weeds, pests, and for other specific agricultural purposes; and
- open burning of trees, brush, grass and other vegetative matter for game management purposes (DHEC 2009).

The City allows burning permits available through the Fire Department which states:

- No person shall kindle or maintain any bonfire or rubbish fire or authorize any such fire to be kindled or maintained on any private land unless the location is not less than 50 feet from any structure and adequate provision is made to prevent fire from spreading within 50 feet of any structure, or the fire is contained in an approved waste burner located safely not less than 15 feet from any structure. Distance



from the structure may be reduced to 25 feet where the pile size is three feet or less in diameter and two feet or less in height.

- A competent person shall constantly attend bonfires and rubbish fires until such fire is extinguished. Such person shall have a garden hose connected to the water supply, or other fire extinguishing equipment readily available for use.
- Burning of hazardous or toxic materials is prohibited.
- Smoke and/or other products of combustion shall not create a health hazard or nuisance for other members of the community (*Permit to Conduct Opening Burning – International Fire Code Section 307*).

Indoor Air

DHEC's Bureau of Air Quality does not receive any funding for an indoor air program. The agency does recognize the importance of indoor air quality and offers certain referral services and resources to the many calls they receive concerning indoor air quality in the workplace, schools and private residences. In 2004, the agency had received approximately 1,405 calls concerning indoor air quality as compared to 58 calls in 1999. As more research is reported to the general public on indoor air quality and its effect on the quality of life and health of individuals more calls are expected as well as more calls for action. DHEC currently participates in the SC Asthma Alliance which works to improve health management and quality of life for children and adults with asthma. The following are asthma facts as reported by DHEC:

- The asthma prevalence rate is highest among those under 18 years old.
- In 2003, asthma and related conditions were the leading causes of hospitalizations in SC for children ages 18 years and younger.
- In 2003, there were 5,843 hospitalizations of children due to asthma.
- Asthma is the leading cause of disability among children.

In 2003 Horry County had one of the highest rates of emergency room visits due to primary diagnosis of asthma among individuals younger than 18 years of age - *Appendix E: Figures 14 and 15 Rate of ER Visits Due to Primary Diagnosis of Asthma Among 18 Years of Age and Younger and Rate of ER Visits Due to Primary Diagnosis of Asthma in SC*.

Air Quality Findings

The data reveal that the air quality in Myrtle Beach meets or exceeds the State requirement for total suspended particulates. Particulate matter (PM) is small solid particles, like dust, or liquid droplets that are suspended in the air. Some particles are large or dark enough to be seen as soot or smoke, while others are so small they can be detected only with a microscope. The level of pollutants in the air is very low in Myrtle Beach. Almost all of the pollutants in the air can be attributed to automobiles and buses. As new development brings additional cars and buses with more traffic congestion, pollution can be expected to increase. As the economy diversifies with new industries, more emissions can be expected. New development also brings land disturbance, which raises particulates (fugitive dust) into the air, the other source of air pollution here.

As mentioned in the section on vegetation, air quality standards limit the ability of foresters to manage forests by means of controlled burns. Development is moving into forested areas, which in this area is susceptible to wildfires in the spring. In order to reduce the fuel for the eventual wildfire, foresters rely on controlled burns. However, such fires bring, along with the threat of buildings burning, smoke, particulates, and visibility problems. The prohibition of controlled burns for the sake of air quality increases the likelihood of even worse wildfires in the future.

Many businesses and most public buildings in the area no longer allow cigarette or cigar smoking inside. This has helped to improve the air quality in buildings and outdoor area - *Appendix E: Figure 16 A Comparison of Smokers in 2008 Versus 2006 in the Myrtle Beach-Conway-North Myrtle Beach Metropolitan Area (MSA)*.

Water Quality Background

SC is blessed with many fresh water resources. River basins, such as the Savannah, Santee, Salkehatchie, Edisto, Broad, Saluda, Catawba/Wateree, and Yadkin/Pee Dee provide fresh water for drinking, agricultural and



industrial uses. Groundwater sources, like the Upper Florida aquifer, also provide these needed resources and activities. Like interstate highways and railroads, natural resources such as rivers, lakes and aquifers can cross state lines. Several of SC's water resources are shared with NC and GA. Therefore, the States coordinate efforts to address water quality concerns and the fair allocation of water resources. In some cases, such as the Catawba/Wateree River basin, the problems surrounding upstream water use affect downstream water quantity and quality. Government committees in SC, GA, and NC, as well as public groups such as the Yadkin/Pee Dee River Association and the Catawba/ Wateree Relicensing Coalition, are working to address the challenges of achieving a sustainable water supply –(*Healthy People Living in Healthy Communities, SCDHEC website 2009*).

Over the past ten years through the various comprehensive planning processes residents, business owners and professionals in the field have voiced concern about the quality of waters in and around the city. Consensus was formed on strategies calling for protection of the ocean as the area's major tourist attraction and of wetlands and watercourses as critical elements of the natural environment. Participants saw the City's authority to manage development and provide stormwater controls as tools that should be used to realize the goals and strategies.

Atlantic Intracoastal Waterway

DHEC has the responsibility to enforce clean water laws in the state. To fulfill this duty, the Department operates numerous monitoring stations along major rivers, as well as periodic grab sample monitoring along the coastline during the heavy beach swimming season. The most important watercourse that is monitored in the area is the Atlantic Intracoastal Waterway.

Water quality within the surface waters of the planning area can be measured in several ways. One is to classify waterbodies and watercourses according to the DHEC's regulations and to determine if the quality of the water supports those designated uses for the waterbody. All surface waters in the planning area, except the Atlantic Intracoastal Waterway north of Route 9, are classified as FW Freshwater. Under that classification, surface waters are suitable as a source for drinking water supply after treatment, and for primary and secondary contact recreation, for fishing, and for industrial and agricultural uses.

Fish Consumption and Shellfish Harvesting

Another type of measurement is the fish consumption and shellfish harvesting advisories applicable to a watercourse. As with all rivers in coastal SC, all of the freshwater portions of the Atlantic Intracoastal Waterway have fish consumption advisories issued by DHEC for mercury. Water quality conditions within Singleton Swash, Cane Patch Swash, Withers Swash, and Midway Swash prohibit shellfish harvesting. For current information on fish consumption advisories visit the SCDHEC website for current updates on what types of fish should be avoided - *Appendix E: Figure 17 Fish Consumption Advisory map 2009*.

Ocean Water Quality Monitoring

Establishing beach priorities is important to the local economy and tourism industry, public opinion, and public input. SC's coastline is a well-known feature of the state drawing over 15 million visitors annually to the Grand Strand area alone.

The City, in conjunction with DHEC, regularly monitors coastal beaches for the bacterial indicator enterococci (ETCOC) to assure residents and tourists that the water is safe for swimming and wading. This is a naturally occurring bacterium which only becomes an issue to public health in elevated concentrations. According to DHEC the goal of the monitoring program is to allow the public to make informed decisions concerning playing in waters presenting a potential for adverse health effects. The most common problem from swimming in ocean water with elevated bacteria levels is acute gastroenteritis and diarrhea from accidental ingestion. Most illnesses associated with swimming are neither protracted nor life threatening, but they can result in discomfort and a visit to the doctor. No studies have been conducted on SC ocean water to relate bacterial densities with actual incidence of swimmer illness. Although not everyone will become ill after swimming in contaminated water, the risk of illness has been correlated with increasing bacteria densities.

From 1991 to 1993 the US Geological Survey monitored Withers Swash, tributaries to it, and the ocean near the



swash for fecal coli form bacteria. The study showed increased levels of bacteria during wet weather periods. The monitoring in the ocean was limited, but did not show a persistent problem. Bacteria concentrations were elevated in the surf at the immediate output of Withers Swash, but were at acceptable levels 70- 100 feet on either side of the swash. This showed a dilution and dispersion of the stormwater and its contaminants.

In 1997, DHEC, in conjunction with several local governments, conducted a study to determine levels of bacteria in the ocean water of beaches under varying site and environmental conditions. DHEC used this data and experience to develop a model sampling plan. In 1998, the General Assembly allocated non-recurring funds to DHEC for ocean water quality monitoring. These funds were used to carry out the sampling plan established by the 1997 study for Region 6 (Horry and Georgetown counties). Routine monitoring in Regions 6, 7 and 8 began in 2000 and has continued each year to present with slight modifications.

In October 2000, the *Beaches Environmental Assessment and Coastal Health (BEACH) Act* was signed into law, amending the *Clean Water Act*. In part, this amendment allows the EPA to award grants to assist state and local governments in developing and implementing monitoring and public notification programs for coastal waters. To date, SC has received grant monies for fiscal years 2002 through 2009. This grant money has allowed SC to continue to carry out a comprehensive monitoring and notification plan despite severe budget restraints. As a condition of these grants, DHEC has implemented a risk-based monitoring and public notification program that is consistent with performance criteria published by EPA under the act.

Today, DHEC samples at 125 sites along the SC coast, 43 are in Horry County and 11 in Georgetown County with the balance found in the southern counties of the state. DHEC monitors approximately 9.7 miles of coastline within the city. The 12 DHEC ocean water quality sampling sites are located at Bear Branch Swash, 77th Avenue North, Cane Patch Swash, 64th Avenue North, Deep Head Swash, 50th Avenue North, 34th Avenue North, 24th Avenue North, 8th Avenue North, Withers Swash, 23rd Avenue South and Midway Swash.

In the fall of 2006, a rain model was developed to predict advisory posting for the 2007 beach monitoring season and seasons thereafter. This model was developed using data from the five previous sampling seasons. The model looks at real-time data in the form of rainfall totals and then calculates the probability of elevated bacteria levels based on historically similar conditions (tidal stage, previous dry days and proximity to outfall pipes or swashes are just a few of the variables).

Currently the University of SC is in the process of updating this model to reflect new data collection methods and reassess the sites that have changed over the course of the last six years (outfall pipes removed, beach renourishment, etc). This will give DHEC a much more accurate tool with which to predict rainfall effects in a given area of the beach.

Permanent warnings are issued at specific swashes and stormwater outfalls based on continuous poor water quality in these areas, especially following heavy rainfall events. Permanent signs are posted at these sites warning that swimming or playing in runoff is not recommended. The City of Myrtle Beach elected to install permanent signage at all 12 DHEC sampling sites in 2008 to avoid having to provide public service announcements, after the fact, each time a specific site demonstrated elevated bacteria levels. Ongoing testing results are available on the SCDHEC website.

The City has for a number of years and continues the process of combining small diameter beach outfall pipes into a singular larger diameter pipe so as to limit the number of stormwater discharge pipes along the popularly visited oceanfront. Thus far the City has invested in the construction of three deep ocean outfall pipes in an effort to reduce the number of drainage pipes that discharge urban stormwater runoff onto the beach. These deep ocean outfall pipes discharge stormwater approximately 1000± feet off-shore and water quality testing is ongoing as to the ability of salt water to dissipate urban stormwater pollutants. The City intends to construct additional deep ocean outfall pipes as capital expenditures permit.

As in all urbanizing areas, surface waters within the City suffer from nonpoint-source pollution – natural and human-made pollutants that are transported by stormwater runoff and deposited into watercourses. The City's *Stormwater Management Ordinance (City of Myrtle Beach Code of Ordinances Chapter 18)*, *Solid Waste Management Ordinance (City of Myrtle Beach Code of Ordinances Chapter 17)*, *sewer use regulations (City of*



Myrtle Beach Code of Ordinances Chapter 21), landscaping regulations (City of Myrtle Beach Zoning Ordinance Section 910), and activities and programs implemented pursuant to the City's National Pollutant Discharge Elimination System (NPDES) general stormwater permit ensure that such adverse effects are minimized.

Water Quality Findings

The source of water for the city's water system is the Atlantic Intracoastal Waterway, and for the Grand Strand Water and Sewer Authority, the water supply is Bull Creek. The Waccamaw River provides a 7 +/- mile-long bubble of freshwater in the Atlantic Intracoastal Waterway, from which the City receives its treated water supply from Grand Strand Water and Sewer Authority. The City still maintains seven deep wells tapping the Black Creek aquifer for emergency use. The city's peak day was 30.179 million gallons in July 2009. The Grand Strand Water and Sewer Authority is permitted to withdraw a maximum of 40 million gallons a day, but actual withdrawals are less than 24 million gallons per day average during the peak demand period.

The City has a *stormwater management ordinance* that attempts to protect municipal stormwater facilities and waters of the state from illicit, or non-stormwater discharges; control the quantity of stormwater runoff for new development with a suite of technical requirements specified within the civil engineering plan review phase of the building permit cycle; protect private and municipal stormwater facilities during construction activities; and monitor private and municipal stormwater facilities after a development project has completed construction.

The civil engineering plan review technical specifications for construction activities require applicants to perform an impact analysis of the predicted impacts of the proposed development, inclusive of the surface water quality on the stormwater runoff; upstream and downstream stormwater facilities; erosion, aesthetics and water quality of oceanfront beach areas; water quality of the Atlantic Intracoastal Waterway as a drinking water source; existing stormwater conveyance systems; and onsite water elevations for the 100-year frequency, 24-hour duration storm (considers approximately 9.8 to 10 inches of rainfall). Further, the technical specifications also outline a series of permanent flow control design standards and soil erosion and sediment control plan guidelines.

The permanent flow control design standards attempt to control the quantity of stormwater runoff released from a developed site by stating the peak rate of discharge and volume of runoff from a site after the proposed development or redevelopment shall approximate the peak rate of discharge and volume of runoff from the site prior to development or redevelopment as compared to a 25-year frequency, 24-hour duration storm (the "design storm" that considers approximately 7.8 to 8 inches of rainfall). However, this design standard, which is consistent with State requirements for minimum stormwater retention, does not provide protection for rainfalls in excess of the "design storm." At a minimum, the first inch of rainfall from each storm over the developed portion of the site must be retained onsite, as this quantity of water has been shown to contain higher concentrations of urban stormwater pollutants. Stormwater released into watercourses and wetlands should approximate the natural flow that occurred before development and channeling runoff directly on the beach for new development is prohibited.

The soil erosion and sediment control plan guidelines attempt to reduce sedimentation by providing design criteria that allow engineers and developers to consider temporary and permanent structural and non-structural best management practices. Best Management Practices (BMPs) are effective, practical, structural or nonstructural methods, which prevent or reduce the movement of sediment, nutrients, pesticides and other pollutants from the land to surface water, or to ground water, following rainfall events.

Non-structural BMPs are considered passive and tend to be source control or pollution prevention activities that reduce the opportunity for stormwater runoff to be exposed to pollutants. Some non-structural BMP examples include:

- public education and outreach on stormwater impacts,
- public involvement/participation in stormwater-related activities (ex. volunteer storm drain marking program or volunteer water quality monitoring program),
- street sweeping and drainage system and maintenance activities,
- material use controls (ex. having spill kits readily available to employees or offer employees training on proper application and disposal of job-related chemicals or waste),
- preservation of existing vegetation to control erosion and naturally filter urban stormwater pollutants,



- the action of routinely inspecting and maintaining the sediment and erosion control devices during construction activities, and
- implementing a post-construction stormwater maintenance program to ensure the continued performance and structural integrity of permanent stormwater facilities.

Structural BMPs refer to physical structures designed and constructed to remove pollutants from stormwater runoff, reduce downstream erosion, provide flood control, and recharge groundwater. Some structural BMP examples include the use of the following in the stormwater management design:

- bioretention and stormwater wetlands,
- wet detention ponds designed with forebays,
- sediment basins and rock check dams, and
- permanent proprietary engineered devices that allow for the settlement and ultimate removal of suspended solids during routine maintenance activities.

The City has implemented a policy to remove stormwater outlets from the beach. The City has tried a variety of methods to reduce the amount of runoff that flows through those pipes. The City is now undertaking studies that will evaluate the benefits of stormwater detention on a watershed-basis. Although the major concern of those studies is the reduction of flooding, water quality is also an issue. Many communities are preserving wetlands and creating new ones in order to address these concerns, and the City's current studies will take such measures into consideration. Myrtle Beach, with its short distances to critical receiving water bodies, the ocean and the Atlantic Intracoastal Waterway, is not blessed with abundant wetlands that can be used to clean stormwater runoff.

In an effort to reduce and eliminate the occurrence of sanitary sewer discharges into municipal and private stormwater facilities, City ordinances require developed properties in the city to connect to the City's sanitary sewer system. In an effort to reduce the occurrences of sanitary sewer overflows, City staff attempts to educate the public about the proper disposal of household cooking oils and grease and the prohibition of stormwater to enter the sanitary sewer system. Similarly, properties annexed into the city must also abandon any on-site septic system or temporary holding tanks and directly connect to the City's sanitary sewer system. Thus over time, the number of septic systems and temporary holding tanks is being reduced and/or eliminated.

Finally, in an effort to reduce the bacteria levels within urban stormwater runoff, the *City of Myrtle Beach Code of Ordinances Chapter 4* includes a pet waste ordinance and seasonal restriction of pets from the recreational areas of the beach.

Energy Efficiency Background

The SC Energy Office (SCEO) works to mitigate environmental pollution and encourage energy dollars to remain and circulate in the State's economy. SCEO promotes the use of renewable energies and sustainable development practices throughout the State. The office has programs in place to address renewable energy, which includes biomass, wind, solar, small hydropower, geothermal and hydrogen from renewable sources which can mitigate SC's dependence on imported energy and reduce energy costs.

"The timely integration of sustainable development issues into the comprehensive planning process at the local level is vital to achieving sensible growth in SC. Energy is undeniably a crucial resource in terms of its availability, use and cost. It is a common thread woven throughout the traditional comprehensive plan elements of housing, economic development, environmental resources, community facilities and transportation. Energy conservation is an integral part of any discussion on sustainable practices and the case for including an energy dimension in the comprehensive planning process is clear and compelling. When households, businesses, institutions and governments cut energy expenses, they have more disposable income to spend on other priorities. Local schools can spend more money on education instead of paying excessive energy costs. Local governments can use funds to improve or increase direct services instead of heating and cooling aging buildings that are not energy-efficient. Reducing energy use and investing in efficiency measures also keeps more dollars circulating in the local economy. Because energy use can adversely affect air quality and other natural resources, energy issues are also environmental quality issues. An effective energy conservation plan can help reduce air pollution,



improve water quality, and protect prime agricultural lands and wildlife habitats.” (Matheny-Burns Group in *Preparing an Energy Element for the Comprehensive Plan (November 2000)*).

Net Metering

The SCEO, along with the SC Office of Regulatory Staff, released a report in December 2008 entitled *"Net Metering in South Carolina: Current Status and Recommendations."* The document is a response to H. 3395 (2008), a joint resolution which asks for recommendations for establishing net metering programs in SC.

Some utilities offer different versions of net metering. These include:

- Net billing: Like net metering, but kWh value is based on the time of day the customer-produced electricity is sold to the grid thereby giving a value to the time the energy is produced.
- Dual metering: Two separate meters measure the customer-produced electricity and the electricity sold to the grid. These systems cost more for the customer and the utility and the customer usually pays for the second meter. The value of the kWh is usually at avoided cost (the amount it costs the utility to generate the kWh).
- Smart metering: The customer-produced electricity is given a real-time price for each kWh sold to the grid. This is a more advanced approach to net billing.

In the fall of 2007 Santee Cooper announced the addition of a pilot net billing program in which they would buy excess power from customers who make their own electricity with solar panels and other generators. Instead of cash, participating customers would be credited on a sliding scale based on the utility's system-wide demand at the time the extra electricity is fed onto the grid. For instance, a homeowner generating solar power on a hot summer day would be credited more for that electricity than on a cooler fall day when the grid is not being utilized by tens of thousands of air conditioners (*SC Solar Council website – September 2009*).

Solar Energy

Solar energy utilizes the light from the sun to produce power. This energy is in the form of solar radiation, which makes the production of solar electricity possible. Unlike fossil fuels, solar energy is available anywhere on earth. Solar energy is free, immune to rising energy prices, and can be used to provide heat, lighting, mechanical power and electricity.

Using solar panels is a great way to generate clean and renewable electricity to power remote appliances, or even the average home. There are two main forms of solar cells in existence today, solar electricity panels and solar hot water panels. The two different technologies allow us to either generate electricity for our homes or to heat the water we use.

Wind Turbines

According to the SCEO wind turbines have been used for hundreds of years to pump water from wells, but they have only been used to produce electricity for about three decades. Wind turbines require a sustained wind speed of 12.5 mph to generate electricity cost efficiently. SC wind resources are a viable economic energy resource, however, a scarcity of reliable documentation on local wind power has prevented its use.

Coastal Carolina University in cooperation with the SCEO and Santee Cooper began research on a wind farm project off the coast of the Grand Strand in 2009. Buoys equipped with weather instruments measure wind speeds to determine if enough winds are sustained in the area to use wind turbine technology. The use of wind turbines could be a way to provide a source of clean and renewable energy for a home or business.

Biomass Energy

Biomass energy is a renewable, homegrown energy source for the production of electricity and automotive fuel from trees, farm crops, manure, plants, and landfill gas. Biomass is commonly divided into three categories: waste (effectively methane), forestry products (woody products), and energy crops (alcohols).



Geothermal Energy

Geothermal technology, which takes advantage of the earth's constant temperature, has been in use for many years. In the Southeast, the temperature of the earth below the ground stays a fairly constant 67 degrees year round, with a change in temperature of only plus or minus five degrees. Geothermal systems which use the stable temperature of the earth are much more efficient than conventional air-to-air systems that must interface with outside air temperatures which can range well above 100 degrees in the summer, or drop below 0 degrees in the winter.

Recycling

Recycling helps to reduce the amount of certain substances which need to be produced from raw materials such as petroleum products. Some of these substances are: glass, paper and plastic. The process of recycling not only helps to conserve the levels of certain raw materials, but it also helps to conserve energy in the production of new products. Recycling old products to turn them into new products generally requires less energy than it would take to create a new product from the original raw materials.

Recycling programs were initially begun by the City in 1994. At that time commercial and residential recycling programs were implemented. In April 2008 the City stopped using blue recycling bags and provided blue bins for residential curbside recycling.

Energy Efficiency Findings

The City began conducting an energy audit of its facilities in 2009. Numerous projects have been underway such as changing out all light bulbs to more energy efficient ones, setting the thermostats at comfortable settings, lowering the setting on hot water heaters, placing decals on all light switches to remind employees and visitors to turn out the lights when they leave a room, replacing some light switches with automatic sensors that turn the lights on and off, purchasing recycled paper, unplugging equipment when not in use and setting computers to go into sleep mode when not being used. The City has applied for Federal stimulus funds through the SC Department of Energy's office and Horry County to purchase new T-8 lamps and electronic ballasts replacing all T-12 lamps and ballasts in City-owned buildings.

Vehicle maintenance has always been a priority with the City with regular vehicle maintenance required on all City-owned vehicles. Many State and local agencies are now using alternative fuels in their vehicles. The University of SC (USC) has installed its own ethanol pumps to run 70 flexible fuel vehicles and trucks. USC estimates it displaces around 43,000 gallons of gasoline annually. Furman University is also using biofuel from its own dining hall grease to fuel lawn mowers and tractors. Many agencies are now adding hybrid vehicles to their fleet.

To help reduce the amount of waste that is sent to the landfill a mandatory residential and commercial recycling program should be implemented and enforced. Businesses and government offices should request a recycling audit by the Horry County Solid Waste Authority to help determine what is recyclable and what recycled products can be purchased.

Green Building Background

The City of Seattle, Washington has for years been a leader in creating a sustainable city using green building practices. The City of Seattle website describes sustainable development in terms of economic, environmental, and social benefits. The building industry has expanded upon this concept, and applied it to "the built environment," creating the term sustainable or green building. The purpose of green building is to reduce the adverse human impacts on the natural environment, while improving our quality of life and economic well-being.

Green Hospitality Program



The Department of Health and Environmental Control's (DHEC) Green Hospitality Program is a free, voluntary program designed to: 1) help SC's hospitality industry reduce the environmental impact of its operations and incorporate environmental stewardship and sustainability in its business practices and 2) promote and recognize hotels, restaurants and other hospitality facilities for their environmentally conscious practices. The program provides free, confidential, non-regulatory technical assistance to help facilities begin or expand green practices.

DHEC also has partnered with the SC Hospitality Association to form the SC Green Hospitality Alliance. Facilities interested in becoming members of the Alliance must complete a certification process centered on green practices. Hotels, motels and restaurants must be a member of the SC Hospitality Association to participate. According to an article in *The Sun News* on Sunday, November 22, 2009 several years ago the Hilton Myrtle Beach Resort and Kingston Shores and Embassy Suites at Kingston Plantation initiated a green hotel program to conserve energy and water and reduce solid waste. In July 2009 the Myrtle Beach Area Hospitality Association created the Green-Clean-Safe program with grant funding through the Waccamaw Council of Governments. To date approximately 12 hotels have received certification through this program.

Green Building Findings

Green building practices is a fairly new concept for the construction industry here in Myrtle Beach. The city's first LEED (Leadership in Energy and Environmental Design) certified commercial building, Beach First National Bank (now known as BNC Bank), was built in 2008 at the corner of 38th Avenue North and Robert M. Grissom Parkway. According to the *Myrtle Beach Herald* (March 25, 2008), "The bank building holds three firsts. It is an applicant to be the first green building to be constructed on the Grand Strand, the first green bank building in SC and in the southeastern US and the first multi-tenant green building in SC."

Green building adds value to construction projects by helping to save money on utility bills, decreasing maintenance costs, and helping to protect the value of real estate investment. It also enhances the health and well-being of the occupants of a building by creating indoor environments with better air quality and day lighting.

Green building is good for the environment helping to minimize waste, preserve natural resources, and protect forests, wildlife, air and water quality. It can help create better neighborhoods, a thriving local economy, and a better quality of life for all.

The International Code Council established a committee in 2009 to draft a "International Green Code" and held public hearings in 2010. The final code will be ready for implementation in the 2012 International Code.

Vegetation Background

It is common to describe an area by the vegetative communities that exist or that would exist if development and other human disturbances had not occurred. The Myrtle Beach area is located in the outer coastal plain, where several plant communities exist:

- Dune—salt spray, soil salinity, and dry soils are the reasons for the limited number of species that grow in this oceanfront community. Sea oats and marsh elder are the dominant species. In the planning area very little of the native dunes or their vegetation remains as a result of storms destroying the primary dunes and development leveling the back dunes.
- Marsh—muck soils within the tidal zone create a harsh environment. Smooth and marsh hay cordgrass, glasswort, groundsel, and marsh elder are the dominant species.
- Maritime forest—although this community consists of vegetation resistant to salt spray, such as live oak, wax myrtle, and yaupon, nevertheless it is characterized by a canopy that has been sheared by wind and salt.
- Longleaf pine/wiregrass—this community once covered most of the well-drained soils in the coastal plain before man disturbed natural processes. Slash and loblolly are the other pines in this community, with toothache grass, wiregrass, and broomsedge as the common groundcovers. Fire and the high soil acidity caused by fallen pine needles keep large numbers of hardwoods from reaching maturity. The Federally endangered red-cockaded woodpecker makes its home in this community.
- Oak-hickory—when fires do not occur regularly, pine communities in drier soils can evolve into oak-hickory forests. Willow, southern red, laurel, water, and post are typical oaks, usually with short heights at



maturity because of the low level of nutrients in sandy soils. In the moister soils, the grassy groundcover is often replaced by shrubs, such as wax myrtle, inkberry, and persimmon.

- Mixed pine/hardwood—these communities, which are the most extensive in the planning area, represent transitional stages between the pine communities and the oak-gum. Moderately moist soils support loblolly pines; white, southern red, and post oaks; and sweetgums, pignut hickories, and red maples. The understory may comprise flowering dogwoods, redbuds, hollies, ti-tis, wax myrtles, and red and loblolly bays.
- Oak-gum—as a mixed pine/hardwood forest matures in the absence of fire, moister soils support a community comprising a variety of pines and tupelo, blackgum, sweetgum, and oak species.
- Hardwood bottomland—moist soils in low-lying areas support a variety of communities that are here collected under the term “hardwood bottomland” forest. Hardwoods include bald cypress, tupelo, sweetgum, green ash, sycamore, river birch, swamp chestnut, overcup, and laurel oaks. Loblolly pines may grow among the hardwoods. Beneath these canopy trees is usually a rich understory of smaller trees, shrubs, and groundcovers. Fortunately, the Waccamaw River below SC Route 9 is home to a stand of cypress trees believed to be over 100 years old, now protected within the Waccamaw Heritage Trust Preserve by the Department of Natural Resources.
- Carolina bay—infamously thick vegetation grows in ovals of peaty soils aligned in a southeast/northwest direction and edged by sandy rims. Pond pine, red bay, loblolly bay, and wax myrtle, along with greenbriar and muscadine vines, make this community almost impenetrable. Carolina bays are located north of US highway 501 and west of the Atlantic Intracoastal Waterway.
- Agricultural/pine plantation—because of the high value of land east of the Atlantic Intracoastal Waterway and the poor agricultural soils west of the waterway, there is little or no farmland in the planning area.

The above classification of vegetative communities cannot be applied to urban areas, where it is difficult to see much evidence of the native vegetation. However, as part of the *City of Myrtle Beach Community Tree Planting Plan (available in the Planning Department)* planting themes have been identified in different sections of the city based on what trees are growing now or would be expected to grow given soil, moisture, and wind conditions. The purpose of the plan is to provide guidance to the public and private sectors that will help to restore and enhance some of the native vegetation and forest ecosystems - *Appendix E: Myrtle Beach Planting Themes General Location Map* identifies 33 forest themes in the city and *Table 8 Forest Theme Composition Chart*.

Wildfires

In addition to agriculture, silviculture (forestry), and urban development, wildfires have significantly influenced the native landscape in Horry County. The longleaf pine forests that once covered the uplands in Horry County depended on wildfires to maintain that plant community. Significant wildfires seem to occur about every five years in Horry County with the state’s worst urban interface wildfire occurring in April 2009. Almost all wildfires are started by humans, with over 42 percent caused by careless debris burning. Very few wildfires are caused by lightning during severe storms.

Wildfire history in the area as reported by the SC Forestry Commission includes:

- 1955 – Bombing range fire at the former Myrtle Beach Air Force Base (now referred to as The Market Common district) burned 10,162 acres.
- 1967 – Buist tract fire burned 6,000 acres.
- 1976 – Clear pond fire burned 30,000 acres (largest in terms of size in the state's recorded history).
- In the past ten years the SC Forestry Commission has responded to fires at Legends, Long Bay, Walker Woods, Avalon, and Black Creek Plantation - all in the same area.
- As a result of the Forestbrook fire in 1996, a State Fire Warden has been located on Forestbrook Road. That tractor/plow unit is one of eight in the county, and with assistance from county and municipal fire departments, provides a ready response to fires in the developing area between Conway and Myrtle Beach.

Horry County experienced the worst SC wildland urban interface fire referred to as the Highway 31 fire in April 2009, which was caused by the burning of household garbage at a residence which got out of control. Seventy-six homes were destroyed totaling \$25 million dollars in damage. A total of 19,130 acres burned which is the



most destructive in terms of loss in state recorded history. Forested woodland damage was estimated at \$17 million dollars (SC Forestry Commission *website* 2010).

The SC Forestry Commission works to promote the national *Firewise Communities* program which is a multi-agency effort designed to reach beyond the fire service by involving homeowners, community leaders, planners, developers, and others in the effort to protect people, property, and natural resources from the risk of wildland fire - before a fire starts. The *Firewise Communities* approach emphasizes community responsibility for planning in the design of a safe community as well as effective emergency response, and individual responsibility for safer home construction and design, landscaping, and maintenance.

Vegetative Communities Findings

The Heritage Trust Program of DNR has made significant purchases of forested areas in an attempt to protect them from development pressures. The program has made purchases of hardwood bottomland along the Pee Dee and Waccamaw rivers, as well as Lewis Ocean Bay, a complex of relatively undisturbed Carolina bays harboring populations of rare, threatened, and endangered plants and animals. Almost half of the Heritage Trust Program's purchases of environmentally sensitive land has been in Horry County. The Federal Government has approved the creation of a national wildlife reserve along the lower Pee Dee and Waccamaw Rivers.

Horry County, with its vast forest and timberlands, has a long history of fires. As development continues to extend into the vast forested parts of the county, the community's vulnerability to this hazard can be expected to increase. Mitigation includes landscaping regulations for developed parcels in the forest and requiring fire breaks and other measures to be taken where development abuts significant forests. The most effective mitigation is forest management through prescribed burns; however, concerns about air quality and such fires spreading out of control have resulted in policies that prevent this activity and thereby increase the likelihood of a severe wildfire.

Residents in Myrtle Beach continually request a greener community. The goals that were developed from these concerns include a call for more parks and open space but also the protection of trees in all areas. The City continues to strengthen the tree protection and landscape ordinances with a landscape code enforcement officer assigned to enforcing these regulations. Currently a person in a code enforcement position is an ISA (International Society of Arboriculture) certified arborist which has helped the city with many tree planting and maintenance issues generated from public and private sector development. Residents and visitors recognize the benefits of trees, which include improving community appearance and providing habitat for animals.

Experience has shown that having an ISA certified arborist on staff has benefited the city greatly. Certified arborists are trained and knowledgeable in all aspects of arboriculture. An ISA certified arborist has met all certification requirements set by the International Society of Arboriculture. A code of ethics for certified arborists was implemented in June 2009 to help strengthen the credibility and reliability of the work force.

This year the city is celebrating its 14th 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 - *Appendix E: Tree City USA Standards*. 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 City is also a member of Trees SC, the SC Urban and Community Forestry Council, which provides continuing education training for planners, urban forestry staff, and others. The City has received grants to conduct a street tree inventory, updating the community tree planting plan, providing on-site training for Parks Division staff and other members of the community such as utility line workers and tree care companies, creating educational signage about the eco-systems and climatic conditions for tree planting areas, providing educational programs for the community on the importance of trees and how to maintain them, removing and mitigating hazardous trees and allowing staff members to attend conferences and seminars that focus on the care and maintenance of trees.

Rare, Threatened, and Endangered Species Background

Some animals lived in the area before human settlement took place, and some animals have been brought here by humans. Most species need assistance if they are to survive as a part of the web of life in urban areas.



Management is needed for those animals that have difficulty adjusting to environments altered by humans or that must compete with other species that readily adapt to human settlements. Red-cockaded woodpeckers and loggerhead sea turtles lose nesting habitat in urbanizing areas: the woodpeckers need large areas of mature longleaf pine forests with little undergrowth, and the turtles need sandy beaches that are quiet and dark. Neotropical migrants (songbirds, warblers, and other birds that nest in North America and winter in the Caribbean, Central America, and South America), ladybugs, and butterflies are hard pressed to find critical food supplies during their migrations in areas where food supplies have been replaced by buildings and roads – *Appendix E: Table 9 SC Rare, Threatened and Endangered Species Horry County.*

Migrants

Myrtle Beach's location on the southeastern coast of North America is an important consideration for migrating species. Transient animals may breed here and winter somewhere to the south, may breed to the north and winter here, or may pass through the area in the spring and fall on their way between breeding and wintering grounds. In particular, coastal SC is considered a staging area for birds using the Atlantic flyway, as they take off from and arrive on this continent during migrations to the Caribbean, Central America, and South America. These neotropical migrants need shelter to rest and food to replenish energy stores needed for flights that may last forty to sixty hours. Similarly, many varieties of butterflies travel up the coast. Their colorful fluttering animates the entire beachfront as they respond to their instinct to travel. The black bear, also transients, roam along the Waccamaw River between the Lewis Ocean Bay complex and Lake Waccamaw in Columbus County, NC.

Finally, loggerhead turtles depend on SC's sandy beaches for nesting. SC United Turtle Enthusiasts (SCUTE) monitor approximately 78 km (48.5 miles) of beach in northern Georgetown and Horry Counties. Nesting and count information can be found on the SCUTE website.

Rare, Threatened, and Endangered Species Findings

Even in the most urban of places, animals share space with man. Generally, animals are welcome additions to cities and other human settlements. They add to man's understanding of himself and his environment; that is, they improve the quality of life. Wildlife is also an indicator of environmental quality. While humans can withstand a tremendous amount of environmental degradation, more sensitive animals give early warnings that humans must adjust the way they are living.

Wildlife can be managed in three ways: by controlling pests, regulating the killing of wildlife, and preserving habitats. Pest control in the planning area includes spraying chemicals to kill mosquitoes, enforcing laws that prohibit refuse to be kept on properties, and capturing nuisance animals and stray cats and dogs. Both the City and the County have such programs.

The city is a bird sanctuary, where killing birds is prohibited. Hunting of any kind is prohibited in the city, but it is allowed in the County subject to State regulations. DNR maintains three wildlife management areas, where hunting is allowed, in eastern Horry County—at its Lewis Ocean Bay and Waccamaw River heritage preserves, as well as in the Bucksport area. Fishing is allowed in any water body subject to State regulations. Animal species that are listed as endangered cannot be killed and their habitat cannot be destroyed - *Appendix E: Table 10 Wildlife Management Area Properties in Horry County.*

According to DNR Myrtle Beach has high rise condominiums on the dune field leaving little room for sea turtle nesting. The beach is raked every morning beginning at 4:30 am. Hatchlings are known to be disorientated in this area due to the beachfront lighting.

At the local level, regulations specifically protecting sea turtles can be found in the *Zoning Ordinance - Appendix E: Zoning Ordinance – Regulations Protecting Sea Turtle Nesting.*

What regulations and protection programs that do exist, as discussed above, are intended for the protection of species most threatened by extinction. No program exists for the conservation of habitats of wildlife generally. In our urbanizing area, three types of habitat could be managed for indigenous and migratory wildlife: habitat connections to the relatively undeveloped hinterland (such as stream, ditch, and utility corridors), pockets of



natural vegetation within developed areas (large parks and reserves), and yards, small parks, and roadsides that have been planted to provide food, shelter, and nesting areas for wildlife.

Natural Resources Goal

To integrate the natural and developed environments creating a sustainable urban habitat with clean air and water, habitat for fish and wildlife, and comfortable and secure places for people to live, work, play and raise a family.

Natural Resources Objectives and Strategies

1. Continue to work with Horry County in respecting and rehabilitating the natural environment and fostering its enjoyment by the public by consistent regulation and enforcement.
Action: The City and Horry County Planning Commissions, with assistance from their Planning Departments, develop a method for coordinating the City's and County's methods of respecting and rehabilitating the natural environment.
Time frame: Ongoing.
Potential funding source: No funding needed.
2. Continue to review with DHEC zoning regulations to ensure that performance standards for land uses and levels of emissions are adequate.
Action: The Planning Commission, with assistance from the Planning Department and the Zoning Administrator, reviews standards and recommends appropriate amendments to City Council for adoption.
Time frame: Short term.
Potential funding source: No funding needed.
3. Continue to review subdivision and stormwater management regulations to ensure that performance standards are adequate to minimize fugitive dust.
Action: The Planning Commission, with assistance from the Planning and Public Works Departments, reviews regulations and recommends appropriate amendments to City Council for adoption.
Time frame: Immediate.
Potential funding source: No funding needed.
4. Enlist a wildland/urban interface specialist from the SC Forestry Commission's *Firewise Communities* program to complete a community wildfire assessment and create a wildfire plan that identifies agreed-upon achievable solutions to be implemented by the community.
Action: The Fire Department works with the SC Forestry Commission's Firewise Communities Coordinator to complete a community wildfire assessment and a plan that identifies agreed-upon achievable solutions to be implemented by the community to prevent loss of lives, property and resources to wildfire.
Time frame: Immediate and ongoing.
Potential funding source: No funding needed.
5. Continue to regulate burning in the city for compliance with DHEC's and the SC Forestry Commission's standards as part of the *Firewise Communities* assessment and plan.
Action: The Fire Department works with State agencies to review the City's open burning regulations; with recommendations for any necessary revisions of City regulations to City Council for adoption.
Time frame: Short term.
Potential funding source: No funding needed.
6. Develop a plan and standards for controlled burns in forested areas and habitats within the planning area.
Action: The Fire Department works with State agencies to develop appropriate regulations for controlled burns with recommendations for any necessary revisions of City regulations to City Council for adoption.
Time frame: Short term.
Potential funding source: No funding needed.
7. Continue the policies of beach renourishment and retreat, as outlined in the *Beach Management Plan*.



Action: *The Planning Commission and all other City boards and departments take into account the policies of beach renourishment and retreat as they make decisions that affect the beach; when requested, the Planning Commission advises boards and departments on how the policies relate to their decisions.*

Time frame: *Ongoing.*

Potential funding source: *No funding needed.*

8. Continue the policies of *The Floodplain Management and Hazard Mitigation Plan*.

Action: *The Floodplain Coordinator coordinates the Floodplain Management and Hazard Mitigation Plan annual update and necessary rewrites and keeps the Planning Commission and all other boards and departments abreast of the floodplain policies as they make decisions that affect floodplains; when requested, the Planning Commission advises boards and departments on how policies relate to their decisions.*

Time frame: *Ongoing.*

Potential funding source: *No funding needed.*

9. Continue to participate in the National Flood Insurance Program and the Community Rating System.

Action: *The Zoning Administrator, Flood Plain Coordinator and Building Inspectors make on-site inspections to ensure that the regulations are enforced.*

Time frame: *Ongoing.*

Potential funding source: *No funding needed.*

10. Continue to review the *Zoning Ordinance* and subdivision regulations for ways to link floodplains within the park system.

Action: *The Planning Commission, with assistance from the Planning Department, the Zoning Administrator, and the Cultural and Leisure Services Department, reviews regulations and recommends appropriate amendments to City Council for adoption.*

Time frame: *Immediate.*

Potential funding source: *No funding needed.*

11. Continue to review *The Floodplain Management and Hazard Mitigation Plan* to consider additional steps the City may take, such as establishing a program of transfer of development rights (TDR) to reduce susceptibility to coastal flooding, as well as to help realize the policy of retreat from the beach.

Action: *The Planning Commission, with assistance from the Planning Department and, the Zoning Administrator, reviews alternatives and recommends appropriate amendments to City Council for adoption.*

Time frame: *Immediate.*

Potential funding source: *No funding needed.*

12. Continue to enforce the most current version of the *International Building Code* to ensure earthquake resistant construction that balances risk and cost.

Action: *The Construction Services Department enforces current building codes and recommends revisions to City Council for adoption.*

Time frame: *Ongoing.*

Potential funding source: *No funding needed.*

13. Continue to work with the Myrtle Beach Area Chamber of Commerce's Area Recovery Council in planning for recovery and mitigation.

Action: *The Risk Manager and Emergency Preparedness Director work with the private sector and the Area Recovery Council for a regional perspective on emergency preparedness and to review areas within the mitigation plans that will help get the local economy back on track after a disaster.*

Time frame: *Ongoing.*

Potential funding source: *No funding needed.*

14. Continue to manage use of groundwater so that supply is not depleted, infiltrated by salt water, and contaminated by pollutants.

Action: *The Public Works Department monitors reports of groundwater quality and quantity from DHEC.*

Time frame: *Ongoing.*

Potential funding source: *No funding needed.*



15. Continue to manage use of the beach so that it remains a preeminent recreational beach that is a major contributor to the tourist economy and the quality of life of residents.
Action: *City Council continues to provide for trash collection, police protection, and water safety service, while taking steps to ensure water quality and to prevent encroachments onto the public beach or into the coastal protection zone.*
Time frame: *Ongoing.*
Potential funding source: *No funding needed.*
16. Continue to protect remnant dunes and their vegetation.
Action: *The Departments of Cultural and Leisure Services, Police, Planning and Public Works reviews alternatives and recommends appropriate amendments to City Council for adoption.*
Time frame: *Immediate.*
Potential funding source: *No funding needed.*
17. Encourage the Legislature to fund the purchase of open space in the planning area through the SC Department of Natural Resources' *Heritage Trust Program* .
Action: *City Council contacts the legislative delegation to encourage DNR's Heritage Trust Program to purchase open space in the planning area.*
Time frame: *Immediate.*
Potential funding source: *No funding needed.*
18. Continue to work with DNR and the SC Forestry Commission to manage the area's vegetative communities and wildlife, including rare species of the area and consider legislation, if necessary, to manage development so that it respects the vegetative communities and wildlife, including rare species of the area.
Action: *The Landscape Code Enforcement Officer and Parks Division in cooperation with State agencies, reviews zoning, land development, and other regulations to ensure an adequate level of management so that vegetative communities are protected and enhanced.*
Time frame: *Ongoing.*
Potential funding source: *No funding needed.*
19. Continue to implement stormwater management strategies that will ensure water quality is adequate for supporting current and future designated uses, minimize property damage from flooding, and satisfy the public education and outreach on stormwater impacts and public involvement and participation requirements of the City's National Pollutant Discharge Elimination System (NPDES) General Permit for Stormwater Discharges from Regulated Small Municipal Separate Storm Sewer Systems (MS4s) with active membership of the City within the Coastal Waccamaw Stormwater Education Consortium.
Action: *The Planning and Public Works Departments and the Zoning Administrator reviews stormwater regulations and recommends any necessary revisions to City Council for adoption.*
Time frame: *Immediate.*
Potential funding source: *No funding needed.*
20. Continue to maintain water quality monitoring of inland waters and the ocean that meets or exceeds Federal and State standards and publicize the results.
Action: *The Public Works Department, with assistance from the City Manager's Office, monitors water quality; the Public Information Officer distributes the results of the monitoring to the public.*
Time frame: *Ongoing.*
Potential funding source: *Some suggested elements may require additional funding resources such as grants.*
21. Continue to monitor water supplies that are needed to meet the needs for drinking water in the region and publicize findings.
Action: *The Grand Strand Water and Sewer Authority, with assistance from the Public Information Officer, cooperates with other entities and distributes the results of the monitoring to the public.*
Time frame: *Ongoing.*
Potential funding source: *No funding needed.*



22. Solicit information from State and Federal agencies about new users of water from the Pee Dee River and Waccamaw River as they propose new or additional withdrawals.
Action: *The Public Works Department is notified by DHEC of any new request for withdrawals and allows public comment on each permit request. The Grand Strand Water and Sewer Authority contacts other entities on a regular basis and notifies City Council of such an occurrence.*
Time frame: *Ongoing.*
Potential funding source: *No funding needed.*
23. Continue to manage development so that it respects and rehabilitates wetlands in the planning area.
Action: *The Planning and Public Works Departments, in cooperation with DHEC and the US Army Corps of Engineers, monitors permit applications and reviews for wetland disturbances within the planning area and reviews City regulations to ensure that they contain adequate performance standards for management of wetlands.*
Time frame: *Immediate.*
Potential funding source: *No funding needed.*
24. Reach an agreement with the US Army Corps of Engineers and DHEC about wetland mitigation practices.
Action: *The Public Works Department reviews with the regulatory agencies their processes and decisions in light of the Comprehensive Plan.*
Time frame: *Immediate.*
Potential funding source: *No funding needed.*
25. Continue to work toward utilizing alternative energy sources to reduce reliance on fossil fuels.
Action: *The City institutes energy saving programs that includes the use of more energy efficient motor vehicles such as hybrids and those using biofuels, conducting energy audits of all facilities and creating more energy efficient buildings, working toward having all City-owned facilities LEED certified, using less paper for copies (use both sides of paper and e-mail when possible), using at least 30 percent post consumer content recycled paper, creating mandatory recycling programs for residential and commercial and all City-owned facilities, installing recycling containers in public spaces, using green landscaping for medians and public spaces, installing LED traffic lights and street lighting, and other energy cost saving practices that are good for the environment.*
Time frame: *Immediate and ongoing.*
Potential funding source: *Purchasing and capital improvements program.*
26. Continue to review codes to determine what could be barriers to adoption of green building practices without forcing excess cost on developers, owners and buyers.
Action: *The Planning and Construction Services Departments will review and recommend necessary changes to the Code of Ordinances to determine where barriers may exist to allowing green building practices with consideration given to the following:*
Time frame: *Immediate and ongoing.*
Potential funding source: *No funding needed.*
27. Continue to educate the City's boards and commissions and the general public about the importance of using green building practices.
Action: *The City will partner with agencies such as the North Inlet – Winyah Bay Coastal Training Program (CTP), Coastal Carolina University, Coastal Waccamaw Stormwater Education Consortium, Santee Cooper and LEED certified architects to provide needed training in green building practices for all City boards and commissions, construction industry and the public at-large to encourage using renewable natural resources and energy efficiency in construction activities.*
Time frame: *Immediate and ongoing.*
Potential funding source: *No funding needed.*

Parks and Recreation Subelement



Parks and Recreation Background

According to the National Recreation and Parks Association website *“Parks and outdoor recreation lands are the essential green infrastructure of our communities and nation. From the first public commons in colonial American villages to the vast national parks and forests of the American West, our nation’s health, wealth and heritage are tied to the acquisition and wise management of parks and public recreation lands and programs. Parks make communities livable and desirable and are integral to viable economic development and responsible growth policies.”*

Throughout the various comprehensive planning processes held during the past 20 years the residents, businesses and visitors have indicated a very strong interest in providing adequate parks, open space and recreation activities for all ages - *Appendix E: Table 11 City of Myrtle Beach Parks, Open Space, and Recreational Facilities.*

Major Recreation Facilities in the Planning Area

In addition to the City’s recreation facilities, other entities provide parks and recreation programs in the area. One of the largest properties is Myrtle Beach State Park, owned and operated by the SC Department of Parks, Recreation and Tourism. The State also owns significant acreages of Heritage Trust preserves in Lewis Ocean Bay and along the Waccamaw River north of Conway. The Horry County School District has recreational facilities at its complex on Robert M. Grissom Parkway between 29nd and 38th Avenues North and at other schools. The Claire Chapin Epps Family YMCA, off of US Highway 17 near 62nd Avenue North offers full aquatic, fitness and sports. The Horry County Parks and Recreation Athletic Department has a number of parks, recreation and athletic facilities and programs including a number of boat ramps.

Many private companies operate commercial recreation businesses in this resort area. Although it is common practice to list such facilities in an inventory of recreational facilities and programs, they are not included here because most primarily serve vacationers. Where the City has identified a public need that is not met by the private sector, it will provide similar facilities and services. Examples include after-school, arts, and other programs, and Whispering Pines Golf Course, which offers greens fees at a rate more affordable to the local population than the private courses which seek to attract vacationing golfers.

East Coast Greenway

The East Coast Greenway is the nation’s most ambitious long-distance urban trail project, spanning nearly 3,000 miles as it winds its way from the Canadian border of ME to Key West, FL. Along its path the greenway links all of the major cities of the eastern seaboard on a network of trail segments entirely on public rights-of-way. In SC the East Coast Greenway enters the state from NC at Little River and exits into GA near Savannah. Numerous segments are complete in the Grand Strand including more than 13 miles in the city. Those segments that are open in Myrtle Beach include the Bob Bell Pass Trail beginning on a frontage road west of the Atlantic Intracoastal Waterway at Carolina Bays Parkway and extending to 62nd Avenue North, Perrin’s Path running from 62nd Avenue North to 48th Avenue North, the Grissom Parkway Trail extending from 48th Avenue North to Harrelson Boulevard, the Harrelson Boulevard Trail, and the Seagate Village Trail extending from 27th Avenue South to Withers Preserve. Plans are in the preconstruction stage to complete the remaining segments of the East Coast Greenway in Myrtle Beach by 2012.

Parks and Recreation Findings

Research has shown that more trees, wildflowers, parks and greenspace in a neighborhood promotes a multitude of community and individual benefits. These benefits range from lower crime rates, stronger social ties, positive effects on health, and higher test scores in children. The environmental benefits that come from an increase in trees, wildflowers, and other native vegetation are also numerous: reduced flooding and erosion, air pollution filtration, air cooling, and protection of biodiversity, to name a few. Sustainable development, which incorporates more native greenery along with other environmental considerations, meets the needs of and improves the quality of life for the present without compromising the ability of future generations to meet their needs. A shift from purely recreation-based parks to sustainable community parks is one that not only improves the quality of the



natural environment, but also enhances a park visitor's experiences and the community in general ("*Building Livable Communities*," William Hosler, *Sylvan Communities*, Winter/Spring 2006.)

Public policy must focus on promoting parks, green space and outdoor recreation lands and services that make communities more livable and desirable and serve as a primary driver of effective economic development strategies in that they attract businesses, tourists and the creative workforce.

Cultural and Leisure Services Department

The Cultural and Leisure Services Department was established approximately 55 years ago (formerly known as the Parks and Recreation Department) and maintains Myrtle Beach's green space, open space and parks and provides recreational programs for residents of the city and county, as well as visitors to the area.

The City's parks and recreation system in part consists of over 44 parks and 126 beach access points. It is important to point out that these parks total some 673 acres, which equates to about 22 acres per 1,000 permanent residents. The City's park system has grown about 173 acres in size since the *1999 Comprehensive Plan* rewrite. It is also important to note that the City's park system is used by a population much larger than the approximately 30,000 year-round city residents—other county residents, part-time city residents, snowbirds here for a six-month period, business travelers and vacationers all make use of the City-provided recreational facilities and services.

In December 2000 the *Parks and Recreation Plan for the City of Myrtle Beach Cultural and Leisure Services* was created. The plan called for a new orientation in the delivery of Cultural and Leisure Services Department services in Myrtle Beach and how and where parks would be developed. Since the creation of the *Parks and Recreation Plan* the Department has met most of the goals and continues to acquire park land and greenways while expanding facilities to meet the growing demands of the area.

Classification of City Parks

Only one facility, Grand Park, meets the broader recreational needs and therefore can be classified as a community park. Plans are being implemented for a 120-acre nine-field multi-complex that will ultimately house softball, baseball, youth soccer, lacrosse and flag football at the Grand Park.

There are numerous neighborhood parks, passive and active, and beach access points with park amenities.

The city has three natural resources parks, Withers Swash Park, Grand Park (lake and urban forest) and Seaside Park (a trail through the wetland at 25th Avenue South).

City Recreation Programs

Recreation programs can be divided into categories: aquatics, youth programs, fitness, sports, arts and crafts, special events, after school, special populations and general interest. These programs serve youth, teens, adults and seniors. Wherever the City has identified a public need that is not met by the private sector, it will provide similar facilities and services. The City provides a wide range of programs, some of which cannot accommodate additional participants. The range of programs is limited to a certain extent by availability of staff and facilities. Students participating in the comprehensive planning process and their parents have indicated an interest in more teen recreational programming and facilities.

Use of City Facilities

Recreation facilities have been increased over the years to keep up with the growing demands of the community. However, city residents account for about 40 percent of the participants in at least some of the recreation programs. Until recently, the Cultural and Leisure Services Department did not differentiate between residents and non-residents for fees and charges to use facilities or participate in programs. Myrtle Beach, like Conway, North Myrtle Beach and Surfside Beach, now charge differential rates based on residency but still at a very reasonable cost.



The City has an exceptional participation rate in organized team sports. As a result, much of the park land in the city comprises athletic fields and facilities, improved to accommodate league play in a variety of sports. The funding for parks and recreation facilities and programs can best be described as primarily supporting “athletics in parks,” or active parks. At the same time that much of the existing park inventory is devoted to athletics, a substantial number of participants in the comprehensive planning process expressed a desire for unstructured and passive recreation.

Most of the City’s parks, with the exception of Grand Park, are not large enough to accommodate a diverse range of recreation activities. Therefore, more park land would have to be acquired to provide the passive recreational opportunities. Any such new park land of course requires money for acquisition and maintenance. However, it should be noted that passive parks, while not without cost, are less expensive facilities than the more intensively developed active parks.

Special Events and Museums

Special events and activities is a large component of cultural and leisure services. The annual Arbor Day celebration, Beach Boogie and Barbeque festival, Military Appreciation Days are just a few of the events that have been scheduled on an annual basis.

Since the last rewrite of the *Comprehensive Plan* the old Myrtle Beach Train Depot has been renovated, the Historic Myrtle Beach Colored School Museum and Education Center constructed and museum exhibits commemorating the former Myrtle Beach Air Force Base are housed in the Base Recreation Center.

Parks and Recreation Goal

The parks and recreation system will reflect the unique coastal plain ecosystem and meet the multi-use recreational and educational needs of all ages and interests with appropriate facilities and services.

Parks and Recreation Objectives and Strategies

1. Update the *Parks and Recreation Master Plan* including the sustainability policies set by the National Recreation and Parks Association.
Action: The Cultural and Leisure Services Department works with parks and recreation professionals, citizen volunteers, supporters, advocates and community leaders to update the comprehensive Parks and Recreation Master Plan which includes elements as recommended by the National Recreation and Parks Association – Appendix E.
Time frame: Immediate.
Potential funding source: Capital improvements program and grants.
2. Develop guidelines and regulations for mixed-use centers that provide a centrally located park, linkages to open space outside the centers, and neighborhood and mini-parks within the neighborhood.
Action: The Planning and Cultural and Leisure Services Departments develop the guidelines and regulations. The Planning Commission recommends them to City Council for adoption.
Time frame: Immediate.
Potential funding source: No funding needed.
3. Review the definition of and requirements for “open space” in the *Zoning Ordinance* and *subdivision regulations* to ensure that development adequately provides for parks and open space.
Action: The Planning Commission, with assistance from the Planning and Cultural and Leisure Services Departments and the Zoning Administrator, develop the guidelines and regulations; the Planning Commission recommends any necessary revisions of regulations to City Council for adoption.
Time frame: Immediate.
Potential funding source: No funding needed.



4. Continue to supply all parks and open space areas that lend themselves to congregations of people with proper and separate trash and recycling containers and pet waste stations.
Action: *The Public Works Department and the Parks Division should consider separate trash and recycling containers in all public parks, beach and open spaces area.*
Time frame: *Immediate and ongoing.*
Potential funding source: *General fund.*
5. Require performance based planting in the *landscape ordinance* for all City-owned green space and parks extending regulations to include businesses and other development.
Action: *The Planning and Construction Services Departments reviews the regulations in the landscape ordinance to require a minimum of 50 percent native landscaping in all public and private sector development projects, parks and green space.*
Time frame: *Immediate and ongoing.*
Potential funding source: *Private sector contributions and general fund.*
6. Advertise the park adoption or sponsorship program for local businesses, civic groups, etc.
Action: *The Cultural and Leisure Services Department advertises the adopt a park or sponsor a park program allowing opportunities for businesses, civic groups or individuals to assist with park maintenance and purchase of land for parks.*
Time frame: *Immediate and ongoing.*
Potential funding source: *Private sector contributions.*
7. Continue to emphasize natural habitat in creation of green space versus “man-made” green space.
Action: *The Cultural and Leisure Services Department will work to allow natural vegetative communities to thrive in the open space rather than bringing in plant material.*
Time frame: *Immediate and ongoing.*
Potential funding source: *No funding needed.*
8. Continue to increase connectivity between parks/open space and between parks and places of business/residence by providing connectivity via greenways and habitat corridors.
Action: *The Planning and Public Works Departments will work to provide connectivity to neighborhoods and businesses using the parks and open space as linkages by adding sidewalks and bike paths.*
Time frame: *Immediate and ongoing.*
Potential funding source: *Capital improvements program.*
9. Take advantage of areas that are set aside for public stormwater ponds or other such features and incorporate park-like amenities into the green space.
Action: *The City should take advantage of the stormwater ponds and turn them into attractive park-like amenities with special attention given to physical and health safety precautions.*
Time frame: *Immediate and ongoing.*
Potential funding source: *Capital improvements program.*
10. Ensure that street corners and other small patches of currently-designated green space actually serve a purpose; if too small for active use, use as beautification, rain gardens, etc.
Action: *The City should take advantage of small patches of grass currently designated as green space and convert it into a small active or passive use using plant materials that are low maintenance or establishing rain gardens.*
Time frame: *Immediate and ongoing.*
Potential funding source: *General fund, donations, grants.*
11. Continue to ensure that spaces designated as parks and open space are permanently protected as such.
Action: *The City, through the Planning Commission and City Council, enforces the parks, recreation and conservation district in the Zoning Ordinance and permanently protects parks and open space.*
Time frame: *Immediate and ongoing.*
Potential funding source: *No funding needed.*



12. Develop a wayfinding system that can be used at the beach access points to help visitors and especially children remember their location.
Action: *The Cultural and Leisure Services, Planning and Public Works Departments work together to create a wayfinding system for the beach access points that will assist visitors and especially young children in remembering their location.*
Time frame: *Immediate and ongoing.*
Potential funding source: *Sponsorships, grants, donations and capital improvements program.*

13. Coordinate all road construction and right-of-way renovation work to include appropriate landscaping and facilities for bicyclists and pedestrians.
Action: *The City Manager's Office with the assistance of the Public Works Department establishes an interdepartmental mechanism to coordinate all road construction and right-of-way renovation work including appropriate landscaping and facilities for bicyclists and pedestrians, and the Planning Department regularly reports activities to the Planning Commission.*
Time frame: *Immediate.*
Potential funding source: *No funding needed.*

14. Develop an agreement with Santee Cooper and other utilities to use utility corridors for links in the park system.
Action: *The Public Works Department contacts Santee Cooper and submits any proposed agreement to City Council for approval.*
Time frame: *Immediate.*
Potential funding source: *No funding needed.*





Cultural Resources Element

The 1994 “*South Carolina Local Government Comprehensive Planning Enabling Act*” defines cultural resources as including historic buildings and structures, unique commercial or residential areas, unique natural or scenic resources, archaeological sites, educational, religious or entertainment areas or institutions and any other feature or facility relating to the cultural aspects of the community.

Cultural resources planning builds a great community. It is not a new concept. Cultural planning is an effective means of identifying and resolving community issues and needs, improving a community’s overall quality of life and improving community and economic development. Effective cultural planning can shape the look, feel, spirit and design of the community (*Cultural Resources: Preparing a Cultural Resources Element*, SC Chapter of the American Planning Association, 2002). Unprecedented growth and development has had a tremendous impact on our cultural, historic and natural integrity, and, as a result, we could lose our cultural resources that define our community.

Historic Preservation Subelement

Historic Preservation Background

At one time Myrtle Beach was simply beach, swamp and dense forest. 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 founders of Myrtle Beach Farms 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.

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.

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. Redevelopment has also been used here. 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 after the 1990 US Census) have provided their own impetus for redevelopment through the years. All of this, combined with the native desire to eliminate the area’s isolation and improve its chances for participating in the economic mainstream, has meant that many of the buildings that made Myrtle Beach’s history do not survive today – Appendix F: *A Development History of Myrtle Beach*.

Myrtle Beach contains many houses built between 1880 and 1954 (the year of Hurricane Hazel) many of which are characteristic of beach cottage style architecture worthy of historic preservation. A special historic preservation analysis titled “*Myrtle Beach Local District Research – A Historic Planning Analysis of the Withers Swash District*” (1995) recommends that “planning measures be adopted to preserve the unique character of the



Withers Swash District.” The Withers Swash neighborhood, the oldest residential neighborhood in Myrtle Beach, was the primary residential and commercial section of Myrtle Beach until a major expansion process began during World War II.

In Myrtle Beach, which relies on the beach and golf courses as the major attractions, the historic character of the community has never been a major concern. In the face of the most recent round of development, however, residents of Myrtle Beach are beginning to realize that their opportunities for historic preservation are dwindling.

In 2009 Horry County commissioned the *Horry County Historic Resource Survey* by New South Associates. The Chapin Foundation through Chapin Library and the Myrtle Beach and Horry County Planning Departments held a public meeting in the spring of 2006 at the old Myrtle Beach train depot. Over 100 people attended the meeting with 27 attendants filling out a brief survey. In response to the question “What is your biggest concern about the historic resources in your county” citizens wrote: “demolition of most,” “most have already been destroyed be sure Pine Lakes Clubhouse is preserved,” “that they are not being preserved,” “that they are being eradicated in the name of development,” “most of our Black American history has not been recorded or well-kept by churches or families or other black organizations adequately,” “they are being torn down for other developments in the name of money and profits,” “that aggressive development is changing the community faster than residents can determine and appreciate the value of its cultural and natural resources.” Most of those who filled out the survey have lived in Myrtle Beach between 12-58 years. These citizens have been in a position to witness vast changes in Myrtle Beach, and their concerns are important reflections of community interest in preservation.

Historic Preservation Findings

Historic resources are a major draw for the growing cultural tourism industry. Preservation of the area’s historic resources could complement the natural attractions in the area to make Myrtle Beach a destination for the nature, or eco-tourist.

Currently there are no city regulations in place to mandate historic preservation, and there are no city guidelines or incentive programs to encourage such preservation. Until recently there has been limited public interest in preserving Myrtle Beach history. The city and the rest of the community have traditionally focused on economic improvement through the tourism industry.

The preservation philosophy behind a successful historic preservation program rests upon four basic assumptions:

- Historic properties are scarce, non-renewable community resources.
- Historic preservation is an important public service and a legitimate 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.
- Historic preservation is entirely compatible with economic development and growth.

Historic preservation increases property values, creates more jobs, provides substantial economic benefits, and encourages neighborhood investment. The continuing use of existing buildings for residential and commercial purposes is an efficient use of resources.

Historic Preservation Goal

Lands, sites and structures that have historical or archaeological significance will be identified, preserved, and protected.

Historic Preservation Objectives and Strategies

1. Appoint a historic preservation commission.
Action: City Council, with assistance from the City Manager’s Office, appoints a Historic Preservation Commission with appropriate jurisdiction, staff support and other necessary resources.
Time Frame: Short term.
Potential funding source: Grants and private investment.



2. Use historic preservation to meet potential and existing needs experienced by the community such as affordable housing, business diversification, walk ability and/or bikes.
Action: *The Planning Department helps to identify historic properties that can be rehabilitated and reused by the public and private sectors.*
Time frame: *Short term.*
Potential funding source: *US Department of Housing and Urban Development, capital improvement program, private investors, and grants.*

3. Enhance neighborhoods by preservation of historic houses.
Action: *The Historic Preservation Commission, with assistance from the Planning and other appropriate departments, works with neighborhood organizations, property owners, and developers to review regulations; the Historic Preservation Commission recommends the plans to City Council for adoption.*
Time frame: *Immediate.*
Potential funding source: *No funding needed.*

4. Develop a historic preservation plan.
Action: *The Historic Preservation Commission, Planning Department, Planning Commission and Community Appearance Board, recommends the plan to City Council to be adopted as part of the Comprehensive Plan.*
Time frame: *Short term.*
Potential funding source: *Grants.*

Community Appearance Subelement

Community Appearance Background

Since the beginning of Myrtle Beach's history as an oceanfront vacation destination, its appearance has played an important role. The Woodside family was captivated by the area's natural beauty and planned a development that was attractive in its own right. The combination of the natural and built environments was an important business strategy and was highlighted in advertising for the new resort. During the building boom of the middle 1990s through the early part of the 21st century, considerations of urban design have not held the same level of importance. In their early efforts, property owners relied on design to make their developments marketable. Some of their careful attention to urban design is still evident as was the case in the development of the Ocean Forest hotel. People remember the Ocean Forest as a grand hotel. Perhaps more grand than its architecture was its carefully crafted place in the landscape. Two diagonal streets, Poinsett and Calhoun, cut dramatically across the grain of nearby streets to focus on the spot where the hotel once stood. The developers made a conscious decision to include a very subtle feature to this arrangement: the width of the pavement of the two streets increases to emphasize the hotel's visual importance. Along the two diagonal streets, two landscaped islands were planned to interrupt Kings Highway (US 17 Business) to slow traffic and announce the presence of the residential neighborhood. These are three design features whose only purpose was to heighten the visual effect and improve the aesthetics of the development. Unfortunately, the landscaped islands were removed to accommodate vehicular traffic and the buildings that replaced the Ocean Forest were not designed to take advantage of the very special stage that had been created for the hotel.

Tree preservation, landscaping, regulation of billboards and other signs, and telecommunications, all of which have been the subject of much study and new regulations, are certainly critical to community appearance. In addition, views of the ocean, waterways, and other natural areas are potentially key ingredients to maintaining and improving the appearance of Myrtle Beach.

There are some potential views of the ocean that are completely or partially blocked by buildings erected directly on the ocean front. There are also potential ocean views completely or partially blocked by trees, either on undeveloped ocean front lots or on heavily landscaped ocean front lots and in city parks. There are also many clear, open views of the water.



While investigating the views of the ocean, staff discovered some attractive aspects of the streets themselves. Trees play an important role in Myrtle Beach's vistas, effectively framing our views with nature instead of hardscape.

Community Appearance Findings

Community pride is projected through the development and maintenance of a distinctive, attractive image. Throughout the comprehensive planning process residents, business owners and visitors to our community have supported enhancing the city's entryways, business corridors, and neighborhoods.

Kings Highway, once the only north-south corridor through the city, is a product of a changing economy and thus a lack of attention to appearance. Numerous businesses have closed leaving empty unkempt buildings. Many businesses have been torn down leaving vacant lots. Some of the existing businesses have allowed their facades and landscaping to deteriorate. All of this leaves the image of a much blighted area in the heart of our city which attracts crime or gives the perception of a high crime area.

For a tourist destination community appearance is of the utmost importance. Any city with an economic reliance on tourism has to be as attractive as possible. In fact, when families are making their travel plans, they look to vacation somewhere nicer than the place that they live. The obvious example is Walt Disney World, where cleanliness, maintenance, decor, and exquisite landscaping are the norm. Back in 2004 during the W.I.N. (Working to Improve Neighborhoods) planning process community appearance was the most pressing concern and is still a major concern today. Residents, business owners and visitors continue to see a need to pay attention to beauty and cleanliness of commercial areas, neighborhoods, beaches, and waterways; for preserving trees, open space, ocean, swashes, and eliminating the visual clutter of overhead power lines, billboards, other signs, parking lots, and poorly designed buildings.

SC Enabling Legislation

The *SC Planning Enabling Legislation* allows a local government to create a board of architectural review or similar body by specific provisions in the local zoning ordinance, *SC Code § 6-29-870*. A board of architectural review is a part of the administrative mechanism designed to implement the zoning ordinance for specific areas. In an effort to ensure attractive community development, the Myrtle Beach City Council created the Community Appearance Board in the 1980s to serve as the board of architectural review. *Section 603 of the City of Myrtle Beach Zoning Ordinance* outlines the jurisdiction, duties and powers of the board.

In certain zoning districts, the Planning Commission has special authority for reviewing site plans. Cluster housing developments, developments in the golf course multi-purpose districts (GC) and in the neighborhood commercial districts (C-4), and the establishment of planned development districts (PDD) are subject to design review. Again, however, the Commission's review is hampered by the absence of specific design guidelines and the Planning Department staff does not include a design professional.

The City has taken a number of proactive steps to improve community appearance. In an effort to improve the landscape of the city, City Council amended the *tree protection ordinance* in 1996 which regulates removal of certain protected and landmark trees, as defined by the ordinance, and provides guidelines for pruning.

The city has been designated a Tree City USA by the National Arbor Day Foundation each year since 1996. This designation has helped to make the City eligible for urban forestry grants which have been used to create a community tree planting plan, street tree inventory and provide training for the Parks Division and Planning Department staff in urban forestry practices.

Landscaped medians have been added and upgraded on the major thoroughfares and gateways into the city. During the City's annual Arbor Day celebration in December trees are planted in various locations throughout the city. For three consecutive years, GreenKeepers, a group of local residents, raised money for public tree plantings along Robert M. Grissom Parkway, made improvements to a landscaped median on Kings Highway and planted trees on the greenway near the new YMCA Center off of Claire Chapin Epps Boulevard. The City's Trees



for Tomorrow program has helped to raise money for tree plantings in medians and public rights-of-way to honor and memorialize individuals.

For two consecutive years the City participated in the SC Department of Transportation Youth Corps program hiring high school and college students between the ages of 16 and 21 to work in improving the landscaped medians along Farrow Parkway, Mr. Joe White Avenue and Kings Highway. Day lilies and other perennials have been added to these corridors by students participating in the program.

The Downtown Redevelopment Corporation in cooperation with the City has completed a number of functional and aesthetic improvements identified in the *Pavilion Area Master Plan (November 1998)*. Utilities have been upgraded or added, overhead power lines buried, pedestrian friendly sidewalks and crosswalks installed, landscaping added, and new ornamental street lighting have been accomplished in the Mr. Joe White Avenue gateway and Ocean Boulevard streets between 9th Avenue North and 16th Avenue North. Additional similar sections of Ocean Boulevard and the 3rd Avenue South gateway have been designed.

A one-acre oceanfront park at the foot of Mr. Joe White Avenue has replaced vacant and blighted buildings. Plyler Park opens up access and views to the oceanfront and accommodates active and passive pedestrian activities including concerts and other entertainment events.

Kings Highway in the downtown core area intersection with US Highway 501 has new median landscaping and ornamental street lights. Utilities have been placed underground from 21st Avenue North to 3rd Avenue South and along Ocean Boulevard from 6th Avenue South to Kings Highway.

New storm water collection pipes and an underwater outfall system has been installed which has gotten the old discharge pipes off the beach. This system cleans the stormwater and discharges it off shore via an undersea pipe system thus preventing pollution and erosion of the beach from heavy rain events.

The Myrtle Beach Pavilion and Amusement Park were demolished in 2007. Myrtle Beach's downtown was overdue for a new and exciting attraction. In the spring of 2010 a new boardwalk opened along the oceanfront between 14th Avenue North and 1st Avenue North. The Boardwalk has been extremely well received by visitors and guests alike and has spurred private reinvestment in the area including the "Skywheel project" – featuring a 240 foot ferris wheel with a built in light show scheduled to open in 2011.

The former Myrtle Beach Air Force Base property has seen a dramatic transformation since its closing in 1993. Farrow Parkway has been widened and bike and walking paths added. A variety of canopy trees now line the streets decorated with attractive street lighting. Stormwater ponds have been transformed into attractive lakes providing habitat for wildlife and a serene setting for residents and visitors.

In addition to directly funding public landscape plantings, maintaining the beach and City owned property, placing utilities underground and other beautification efforts the City encourages:

- Working with citizen groups, residents and business owners to acquire and plant street trees in residential and commercial areas through the Trees for Tomorrow program;
- Providing litter control, pet dropping disposal, tree pruning, and recycling literature, etc. to encourage citizen and visitor participation in those efforts;
- Enforcing regulations to rid the neighborhoods of junk vehicles, high weeds and grass, and rundown buildings;
- Obtaining grants for tree-planting and landscaping efforts throughout the city;
- Requiring underground utility projects in new developments;
- Providing solid waste containers for residents to remove yard and home debris from neighborhood clean-up efforts;
- Seeking developer commitments of quality architecture, landscape planting, lighting and signage;
- Awarding residential and commercial community appearance awards to recognize outstanding improvements and/or developments and
- Working with the Myrtle Beach Housing Authority on the Federally funded neighborhood stabilization program, which is designed to modernize and improve the appearance of the city's aging neighborhoods.



Community Appearance Goal

The Myrtle Beach community will be aesthetically appealing and recognized for the beauty and cleanliness of its built and natural environments while encouraging development with high aesthetic standards that are compatible with adjoining land uses.

Community Appearance Objectives and Strategies

1. Create corridor and district plans.
Action: *The Planning Department creates and staffs a sustainability community master plan task force with representation from the residential and business communities, LEED certified architects, architects, developers, engineers, landscape architects, Planning Commission, Community Appearance Board, Downtown Redevelopment Corporation, and other appropriate persons that will be responsible for creating sustainable corridor and district plans based on the goals and objectives of this Comprehensive Plan.*
Time frame: *Short term.*
Potential funding source: *General fund if outside resources are utilized in writing the plan.*
2. Develop regional development guidelines and standards in a cooperative agreement with the Horry County Planning Commission to address specific types of development and the location of development within street corridors, districts, or centers providing direction relative to site planning, architectural character and treatment, landscaping, signs, on-site lighting, and other related design and community appearance concerns.
Action: *The City of Myrtle Beach and Horry County Planning Commissions, with assistance from the Community Appearance Board and the two Planning Departments, develop the standards, which would be presented to both City and County Councils.*
Time frame: *Short term.*
Potential funding source: *No funding needed.*
3. Continue meaningful and enforceable tree protection and landscape requirements.
Action: *The Planning Department, Landscape Code Enforcement and the Zoning Administrator reviews existing requirements and submits necessary revisions to the Planning commission for review and City Council for adoption.*
Time frame: *Short term.*
Potential funding source: *No funding needed.*
4. Develop an area-wide wayfinding system.
Action: *The Planning and Public Works Departments, works with State and regional transportation agencies to develop recommendations for the development of an area wayfinding system that guides visitors to local businesses and attractions and is consistent with the community appearance goal. Recommendations are submitted to the Planning Commission for review and City Council for approval.*
Time frame: *Short term.*
Potential funding source: *Capital improvements program.*
5. Continue to clean up and eliminate unkempt properties.
Action: *The Construction Services Department reviews existing maintenance codes for necessary amendments to the Zoning Ordinance and is given authorization and personnel to renew efforts to ensure compliance with those codes, within limits established by State law.*
Time frame: *Short term.*
Potential funding source: *General Fund*
6. Continue to gain regional and national recognition for beautification efforts.
Action: *The Planning Department and the Public Information Officer, works with appropriate entities to develop a recognition program. Any recommendations in the program for city participation are submitted to City Council for approval.*
Time frame: *Midterm.*
Potential funding source: *Myrtle Beach Area Chamber of Commerce*



Arts Subelement

Arts Background

Myrtle Beach's cultural, entertainment, and natural amenities provide residents and millions of visitors with unique opportunities to play. These amenities provide activities for all segments of the population, from youth and families to older adults.

According to a study conducted by Americans for the Arts (*Arts and Economic Prosperity, June 2007*), nationally the nonprofit arts and culture industry generates \$166.2 billion in economic activity every year—\$63.1 billion in spending by organizations and an additional \$103.1 billion in event-related spending by their audiences.

Residents have asked for and supported the arts in the area. The arts have also benefited from the local tourism industry, which supplies a much larger audience for local artists. Many visitors to the area are in town for other reasons but may decide to see an art show or festival based on a brochure or advertisement. Similarly, groups here to visit Legends in Concert one night may want to attend a Long Bay Symphony performance the next.

The Myrtle Beach area benefits from rich and varied cultural offerings. Activities ranging from music theaters to fine arts festivals are prevalent along the Grand Strand. Researchers have found that the baby boom generation not only is interested in golf, shopping, and the beach, but boomers are looking for cultural enlightenment as well.

Many of the local places of worship offer programs such as a puppet ministry, musicals, children and adult choirs, interpretative dance, hand bell choir, organ and piano concerts, opera and gospel – just to name a few. The culinary arts are celebrated through events like Taste of the Town; Italian, Greek, German and Latino festivals; Beach, Boogie and Bar-b-que festival; Myrtle's Market cook-offs and Horry-Georgetown Technical College's culinary arts program. Dance opportunities abound in Myrtle Beach with the annual shag and ballroom dance exhibitions and competitions, ballet, tap, hip hop and jazz. Many cultural programs are held at the Franklin G. Burroughs and Simeon B. Chapin Art Museum and the Historic Myrtle Beach Colored School Museum and Education Center to celebrate Chinese New Year, Gullah heritage, *Ida de los Muertos*, Martin Luther King Day and Black History month. Chapin Memorial Library, the only city owned library in the state offers story hour for children, local author's receptions, "Let's Talk About It" and the Friend's of the Library book sale. Museums are available throughout our community including the Franklin G. Burroughs and Simeon B. Chapin Art Museum, the Children's Museum of SC, the SC Civil War Museum, the Historic Myrtle Beach Colored School Museum and Education Center, the Historic Myrtle Beach Train Depot and the former Myrtle Beach Air Force Base outdoor museum in Warbird Park and indoor Air Force memorabilia displays at the Base Recreation Center and Crabtree Gym. Concerts are offered throughout the year in the downtown area, the train depot, BB&T Coastal Field, the Palace Theater, during the annual Sun Fun Festival, at Myrtle Beach High School, in Valor Memorial Garden and at the Grand Park. Private music lessons are also available for learning how to play wind instruments, string, keyboard and voice lessons. Many arts and crafts events are held at the Myrtle Beach Convention Center and in Chapin Park and Valor Memorial Garden. Local community theater is presented at the Grand Strand Senior Center. Most of the local visual arts display is located at the Franklin G. Burroughs and Simeon B. Chapin Art Museum and galleries throughout the area.

Opera, symphony, ballet, community theater, and other performing and visual arts programs are held at various facilities throughout the Grand Strand and other areas within a short driving distance of Myrtle Beach. These facilities include Coastal Carolina University's Wall Auditorium and Wheelwright Auditorium, Theater of the Republic in Conway, Murrells Inlet Community Theater, Swamp Fox Players in Georgetown, Castaways Repertory, Atlantic Stage, the Carolina Opry, Legends in Concert, Alabama Theater, and Medieval Times .

ACE and the Waccamaw Arts and Crafts Guild

There are a number of organizations promoting the arts along the Grand Strand, the largest being the Horry County Arts and Cultural Enhancement (ACE) and the Waccamaw Arts and Crafts Guild. ACE, a nonprofit organization for the arts, offers information and assistance to artists, arts-related organizations, and to the people and visitors of the Grand Strand. ACE provides a variety of programs and services including funding grants,



promoting area activities, and serving as an information and clearinghouse for residents and visitors needing arts-related assistance.

Cultural Arts Advisory Committee

In 2001 City Council established the Cultural Arts Advisory Committee. The committee serves in an advisory capacity to City Council through the City Manager. The Committee also coordinates its activities with the Planning Commission on appropriate elements of the *Comprehensive Plan*. Since its establishment the Committee has written a *Cultural Arts Plan* which was incorporated as an amendment to the arts subelement of the *Comprehensive Plan* in 2006; has been responsible for an art in public places ordinance, a mural ordinance, the "Carousel Horses on Parade" fundraiser for the creation of a cultural arts center, the Mr. Joe White shoe painting contest at the local recreation centers and the placement of the Mr. Joe White sculpture in the Historic Myrtle Beach Colored School Museum and Education Center.

The city helps to support the arts through special events and festivals and the allocation of accommodations tax funds to local arts groups and other tourism oriented organizations.

Arts Findings

A sustainable community is one that acknowledges economic, environmental and social issues are interrelated and that these issues should be addressed "holistically." A sustainable community also understands its natural, cultural, historical and human assets and resources and acts to protect and enhance them.

Economic development corporations such as NESA (North Eastern Strategic Alliance) and the Myrtle Beach Area Economic Development Corporation have stated that new business and industry considering locating in our area is looking at quality of life issues which include a broad base of visual and performing arts activities for all ages. Many people moving to Myrtle Beach from large cities where the arts are prevalent have expressed a need and desire for more cultural arts programming in the area. The arts add to the diversity and quality of life that people seek in their hometown.

Most people think of tourists as visitors from other areas of the country or other countries altogether. But because Myrtle Beach hosts so many varied vacation and cultural experiences, it benefits us all to expand our definition of tourists as people who live close by, in the next town over, or across the state. Cultural tourism is the travel industry's term describing travel and visitation activities directed at an area's arts, heritage, recreational and natural resources. It is not a new phenomenon. Tourists have come to Myrtle Beach for decades to experience these things but it is a new way of connecting with visitors eager for a cultural excursion. These multi-cultural and multi-generational visitors make destination choices related directly to a region's performance, artistic, architecture and historical offerings.

Arts Goal

A diverse, affordable arts program will be created that provides education and cultural enrichment, recognition of local artists, and regional exposure.

Arts Objectives and Strategies

1. Continue to support the Cultural Arts Advisory Committee that serves in an advisory capacity to the Planning Commission and City Council regarding the implementation of the arts subelement of the *Comprehensive Plan*.
Action: The Cultural Arts Advisory Committee with assistance from various City staff recommends to the City Manager and the Planning Commission appropriate cultural arts activities that support the implementation of the arts subelement of the *Comprehensive Plan*.
Time frame: Immediate.
Potential funding source: General fund, grants, and donations.



2. Support the idea of a full-time cultural arts and special events effort.
Action: ACE, the City, and the Myrtle Beach Area Chamber of Commerce should coordinate in cultural and special event planning.
Time frame: Short term.
Potential funding source: General fund, accommodations tax, grants and donations.
3. Continue to keep well informed as to the cultural arts activities, needs, and desires of Myrtle Beach.
Action: The Planning Department will stay well informed as to the cultural arts activities, needs, and desires of Myrtle Beach.
Time frame: Ongoing.
Potential funding source: None needed.
4. Continue to develop more visible public art in the community and include as a component of all new construction projects.
Action: The Cultural Arts Advisory Committee, with the assistance of the Planning Department, Planning Commission, and Community Appearance Board, will assist in the development and proliferation of more visible public art in the community.
Time frame: Ongoing.
Potential funding source: Capital improvement program for public buildings
5. Continue to review the role that Chapin Memorial Library plays in the overall Library system.
Action: The Chapin Library Librarian makes recommendations to the City Manager
Time frame: Short term.
Potential funding source: Capital improvement program, Horry County, Chapin Foundation, grants and donations.
6. Continue to make consideration of public art an important element in the requirements of the Community Appearance Board.
Action: The Community Appearance Board, with the assistance of the Cultural Arts Advisory Committee, Planning Department, and Planning Commission, will include public art as an important element when considering community appearance.
Time frame: Immediate.
Potential funding source: No funding needed.
7. Construct a cultural arts center as part of the Myrtle Beach Convention Center improvements.
Action: The Myrtle Beach Performing Arts Center Board works to raise money to construct a new performing arts center at the Myrtle Beach Convention Center.
Time frame: Immediate.
Potential funding source: Capital improvement program, Myrtle Beach Performing Arts Center Board's fundraising activities, grants and donations.
8. Consider the feasibility of a downtown arts district for all cultural arts disciplines.
Action: The Planning Commission will formulate a plan and help to create a downtown arts district.
Time frame: Short term.
Potential funding source: Private sector development.
9. Continue financial support of the arts in the private sector.
Action: The Cultural Arts Advisory Committee, Horry County Arts and Cultural Enhancement (ACE) and the SC Arts Commission will identify and disseminate data on the economic impact of the arts activities on local business and tourism. ACE, in conjunction with the Cultural Arts Advisory Committee, will research and conduct a feasibility study for the development of a united arts fund appeal.
Time frame: Midterm.
Potential funding source: Grants.
10. Develop cultural arts programs for intergenerational and multi-cultural community members.



Action: ACE will work with local arts organizations and appropriate agencies to provide intergenerational and multi-cultural arts programming for the community.
Time frame: Ongoing.
Potential funding source: General fund, grants and donations.

11. Enhance after-school, evening, and summer arts education programs to be made available to children and adults.
Action: Horry County Schools, Myrtle Beach Family Life Center, non-profit organizations, Franklin G. Burroughs and Simeon B. Chapin Art Museum, Children's Museum of South Carolina, Myrtle Beach Senior Center, Waccamaw Arts and Crafts Guild, and all transportation providers to enhance the arts education programs in the community.
Time frame: Short term.
Potential funding source: General fund, grants, Horry County Schools, Myrtle Beach Family Life Center, Franklin G. Burroughs and Simeon B. Chapin Art Museum, Children's Museum of South Carolina, Coastal Carolina University, Grand Strand Senior Center, Waccamaw Arts and Crafts Guild, and transportation providers.
12. Broaden the scope of arts programming in the schools.
Action: Horry County Schools in cooperation with local arts organizations should work to broaden the scope of arts programming.
Time frame: Immediate and ongoing.
Potential funding source: Horry County Schools and local arts organizations.
13. Continue to provide residents and visitors in the area, as well as business and industry wishing to locate here, with information concerning the cultural arts.
Action: Local arts organizations and ACE will work with the Coastal Association of Realtors to get information to newcomers about the arts opportunities available in this community. These organizations will also work with the Myrtle Beach Regional Economic Development Corporation, NESAs and the Myrtle Beach Area Chamber of Commerce. The Myrtle Beach Area Chamber of Commerce promotes the cultural arts through their website and a video presentation in the lobby of the visitor centers. ACE informs the visitors and residents of cultural arts programming through their organization and website. Local arts organizations are encouraged to use the cultural arts calendars provided by ACE, SC Arts Commission and the Myrtle Beach Area Chamber of Commerce.
Time frame: Ongoing.
Potential funding source: Organizations identified in implementation.
14. Strengthen the exchange of information and the coordination of the activities of the arts organizations to improve their administrative, financial management and grant writing skills by supporting and promoting ACE as the umbrella arts organization.
Action: The local arts organizations should support ACE in its efforts to help improve the administrative and financial management of local arts groups when requested.
Time frame: Immediate.
Potential funding source: ACE and local arts organizations.
15. Continue to hold individual artists and arts organizations receiving accommodation tax monies from the City strictly accountable for their expenditure of all monies granted to them.
Action: An annual budget report will be provided to the City and Accommodations Tax Committee before and after the expenditure of funds.
Time frame: Immediate.
Potential funding source: No funding needed.
16. Encourage individual artists and arts organizations receiving City funding to take advantage of SCORE and other programs designed to improve their administrative and financial management.
Action: The Office of Budget and Evaluation will provide information to individual artists and arts organizations on the various programs available that would help to improve the recipient's administrative and financial management.



Time frame: Immediate.

Potential funding source: SCORE.

17. Continue to diversify the travel and tourism industry by expanding cultural tourism opportunities in the Myrtle Beach area.

Action: ACE, the Cultural Arts Advisory Committee, Myrtle Beach Area Chamber of Commerce, SC Arts Commission and the SC Department of Parks, Recreation and Tourism work together to identify existing and potential cultural tourism opportunities in the area and implement a marketing plan to bring visitors to the area that are interested in cultural tourism.

Time frame: Immediate and ongoing.

Potential funding source: ACE, Accommodations Tax, SC Arts Commission and SC Department of Parks, Recreation and Tourism.





Community Facilities and Services Element

A sustainable community has a local government that helps to meet the diverse needs of existing and future residents, is sensitive to the environment, and contributes to a high quality of life. Sustainable communities are safe and inclusive, well planned, built and run, and offer equality of opportunity and good services for all.

Community facilities and services are important in assuring a high quality of life for residents, workers and visitors. These individuals rely on community and public facilities and services to meet their transportation, telecommunications, energy, health, educational, water, sewage, stormwater management, cemeteries, garbage and recycling, police and fire protection, emergency response, recreational, cultural and other daily living needs. Municipalities do not, and cannot, provide all the facilities and services demanded, many such services are being provided by other levels of government or private organizations. Nevertheless, without diligent and ongoing attention to the operation and maintenance of existing facilities and services, and planning for new facilities and services, a municipality can fall short in adequately serving its residents, workers and visitors.

General Government Background

Myrtle Beach is a municipal corporation of the State of SC and as such, possesses all the general powers granted to municipalities by the State's *Constitution* and general statutes. Myrtle Beach operates under the council-manager form of government, in which the City Council sets policy and hires a full-time professional city manager as chief executive officer and chief administrative officer to oversee day-to-day operations of the city and its staff.

City Council

City Council provides policy guidance in all activities of the city, approves the annual budget and financial plans, sets tax and fee policies and rates, adopts policies, goals, and objectives to direct the city's growth and development; and adopts rules, regulations, and ordinances for the general welfare of the community and its visitors.

Boards, Commissions and Committees

The City is served by a number of boards, commissions and committees. Volunteers devote considerable time and effort in an unpaid capacity to represent residents and businesses while assisting the City government perform its duties. Serving on boards is an important form of citizen participation in local government. For a detailed description of these boards, commissions and committees please refer to *Myrtle Beach Code of Ordinances, Chapter 2, Article 5*.

There are a number of boards and commissions that have been established pursuant to *SC Code Title 6, Chapter 29* with particular relevance to the comprehensive planning process.

Myrtle Beach Municipal Planning Commission, a nine-member commission is established and governed by the provisions of *SC Code Title 6, Chapter 29*. The Planning Commission serves as a citizen advisory group which carries out a continuing planning program for the physical, social and economic growth of the community.



The Planning Commission reviews, plans, and studies planning related ordinances. As the advisory and oversight body on planning matters, the Commission drafts the *Comprehensive Plan for the City of Myrtle Beach*, *Zoning Ordinance of the City of Myrtle Beach* and land development or subdivision regulations.

Board of Zoning Appeals (ZBA), a seven-member board is established and governed by *SC Code Title 6, Chapter 29*. The board hears and decides appeals of a decision or determination made by an administrative official in administration or enforcement; hears and decides special exceptions to the terms of the *Zoning Ordinance*; authorizes variance from the terms of the *Zoning Ordinance* that will not be contrary to the public interest and enforcement would result in unwarranted hardship and injustice, but would accomplish the purpose and intent of the ordinance; hears and decides on applications for interpretation of the *Zoning Map* where there is any uncertainty about the location of a district boundary.

Community Appearance Board (CAB) (board of architectural review), a nine-member board is established and governed by the provisions of *SC Code Title 6, Chapter 29*. The Board reviews and approves all projects as required under *Article VI of the Zoning Ordinance* before a building permit is issued for a new building or for the erection or construction of a sign, or for physical changes affecting exterior appearances including fences, walls, landscaping, or signs.

City of Myrtle Beach Administration

City Manager's office is responsible for the overall administration of all City operations and assists City Council in its policy-making role by providing recommendations, background material, and technical analysis.

- **City Manager** is the CEO (Chief Executive Officer) and CAO (Chief Administrative Officer).
- **City Clerk** is ex-officio clerk of the City Council. The City Clerk shall give notices of meetings, post the agenda, attend regular and special meetings, record votes of Council, keep minutes of Council meetings and perform such other duties as may be assigned by the City Manager.
- **Office of Budget and Evaluation** produces the City's budget and other financial planning documents each year including the ten-year capital improvements plan (CIP). The Budget Office also provides long-term financial planning, debt management functions, grants coordination including the administration of capital and operating grants across City departments. The Office provides staff support for the Accommodations Tax Committee.
- **Public Information Office** issues news releases, responds to media inquiries and provides background information on City services, programs and projects. The Office publishes monthly and quarterly newsletters and an annual report, and serves as webmaster for the City of Myrtle Beach home page. The Office also programs and manages MBTV, Channel 15 on the Time Warner Cable system. City Council meetings are broadcast live on this channel. The Office provides staff support for the Senior Citizens Advisory Committee.
- **Risk Management Office** protects the assets of the City against losses, which may adversely affect its operation and continuity of services. This is done through a program of identifying and assessing hazards and loss exposures and by selecting the best technique to avoid, control, assume or transfer the risk. The Risk Management Office manages the insurance program, including the workers compensation program, employee safety training, compliance with Federal and State safety and environmental regulations, safety committees, environmental safety, accident investigation and emergency management protocols.

Legal

City Attorney is the chief legal counsel to the City, Mayor and members of City Council, City Manager, and other officers and department heads of the City.

Human Resources

Human Resources Department provides comprehensive human resource support services to the management and employees of the City through policy and procedures enforcement; policy interpretation and recommendations; recruitment and employment activities; job classification and pay plan administration; employee benefit programs administration; employee training and development activities; employee relations, retention, and recognition activities; and programs as may be appropriate for the well-being and development of the City's human resources. The Department provides support to the Myrtle Beach Human Rights Commission,



the Employee Recognition Selection Committee and the annual volunteer luncheon and volunteer of the year awards program.

Finance

Finance Department administers the City's financial operations. The Department is divided into several groups, including accounting and financial reporting, purchasing and inventory management, business licenses and fees, information services (computer network), and utility billing and collections.

- **Accounting and Financial Reporting Division** is the proper administration of the City's financial operations, accounting, and reporting functions; managing the City's cash flow and investments; keeping the City's books of accounts in accordance with recognized governmental accounting standards; and updating the comprehensive annual financial report.
- **Purchasing Division** develops specifications and contracts, releases purchase orders, and acquires supplies, equipment and services for the City and its operations. The Purchasing Office obtains goods and services for the City through "Invitations for Bids," "Requests for Proposals" and "Requests for Quotes." Purchasing also disposes of surplus property and equipment.
- **Business License and Fees Division** issues business licenses and collects hospitality fees and the local accommodations tax.
- **Information Services Division** maintains a functional data processing capability for user departments, providing training in computer software and applications, and maintaining the City's addressing system.
- **Utility Billing and Collections Division** bills for services and collects and records City revenues.

Planning

Planning Department provides professional planning services to protect and promote the health, safety, and welfare of its citizens, businesses, and visitors so that Myrtle Beach may grow and prosper while maintaining a high quality of life for all.

- **Current Planning Services** include providing assistance to all segments of the development community which involves processing applications for zoning text amendments, annexations, planned development districts, rezoning, street naming, encroachments into public property and rights-of-way and subdivision of property. Development review includes providing information on the development process and conducting case management for development applications leading to review and consideration by the Planning Commission and City Council. The services also involve the application and administration of grants that assist with planning and development studies and activities, infrastructure improvements, transit design, and urban forestry.
- **Long Range Planning Services** engages citizens in Myrtle Beach's future, playing a central role in guiding the long term development of the built and natural environment, developing and monitoring the implementation of the *Comprehensive Plan* and the *Beach Management Plan*, developing sub-area and urban design plans, drafting land use policy, updating the *Zoning Ordinance*, providing technical assistance in the region's multi-modal transportation infrastructure planning, conducting special studies, administering grants that assist with planning and development studies and coordinating with other departments, governments, and agencies undertaking planning and plan implementation.
- **Community Development Services** administers activities funded by the Community Development Block Grant (CDBG) program. CDBG funded activities must further the national goals of providing decent and affordable housing, a suitable living environment, and expanding economic opportunities for low and/or moderate income persons. Additional funding is sought from Federal and State programs to compliment and add to the CDBG program activities. Private housing developers are sought to construct new affordable housing.
- **Historic Preservation Services** works with other government and non-profit agencies seeking to preserve historic landmarks in the community. The Department has been involved in the restoration of the Historic Myrtle Beach Train Depot, the reconstruction of the Historic Myrtle Beach Colored School, and the former Myrtle Beach Air Force Base preservation projects. The Department has worked to place eight historic structures and two residential historic districts on the National Register of Historic Places and erect four historic markers in the city.
- **Staff Support Services** works directly with the Planning Commission, Cultural Arts Advisory Committee, Tourism Committee, Myrtle Beach Housing Authority, Grand Strand Housing and Community



Development Corporation, Waccamaw HOME Consortium, Home Alliance Inc., Myrtle Beach Air Force Base Historic Signage and Museum Committee, and the Historic Myrtle Beach Colored School Museum and Education Committee.

Construction Services

Construction Services Department enforces City laws pertaining to zoning, signs, tree protection, abandoned vehicles, lighting and glare, landscaping, weed and trash control, plan review, solicitation, construction inspections, trade permits and overall development requirements.

- **Plan Review and Permitting Services** include reviewing plans and approving necessary permits.
- **Zoning Administration and Code Enforcement Services** ensure that all structures are constructed safely and in compliance with City codes and ordinances and the *International Building Code*. Tree cutting, demolition, exterior lighting and sign permits are available through the Department. The Department also handles complaints from the citizenry and other departments regarding code violations.
- **Floodplain Services** administers the flood insurance and community rating system (CRS) programs, prepares and administers the *Floodplain Management and Hazard Mitigation Plan*, applies for flood mitigation grants and acts as the liaison between the City, State and National Flood Insurance Program Office.
- **Staff Support Services** include providing staff to work directly with the Community Appearance Board, Board of Zoning Appeals and the Standard Code Board of Adjustment and Appeals.

Cultural and Leisure Services

Cultural and Leisure Services Department encompasses several divisions, including parks, recreation, building maintenance, Chapin Memorial Library and Whispering Pines Golf Course.

- **Parks Division** plants and maintains the City's landscaping including grass, trees and shrubs in the highway medians and rights of ways and parks. The Division cleans the beach each day and provides litter control services on Kings Highway and other heavily traveled areas.
- **Recreation Division** is divided into facilities and programs. Facilities available for public use include four indoor recreation centers, a roller rink and a skateboard park. The recreation centers include weight rooms, meeting rooms, gymnasiums, game rooms, indoor pools, dressing rooms, arts and crafts rooms, racquetball courts, dance floors, a stage and other spaces. Recreation programs include sports, aquatics, youth care, special events and special population instruction, all serving a wide range of ages and abilities. The Recreation Division also operates and maintains 16 outdoor sports fields and a state-of-the-art stadium and track. These are used for softball, baseball, football, soccer, track and field, and special events. Outdoor basketball and tennis courts are located throughout the city for public use. In addition, the City has a joint-use agreement with Horry County Schools to operate the Tennis Center at 3302 Robert M. Grissom Parkway. The center has a full-time tennis pro and recreation assistant offering youth and adult clinics, and USTA (US Tennis Association) sanctioned events and league play.
- **Building Maintenance Division** maintains 97 city facilities and 132 dune walkovers at street ends along the beach. Services include, but are not limited to, carpentry, electrical, plumbing and painting.
- **Whispering Pines Golf Course** offers 18 convenient and beautiful holes of golf. The course covers 6,771 yards through 250 acres of mature hardwoods and pines.
- **Chapin Memorial Library** is the only municipally owned and operated library in the state. It serves the citizens as an addition to the Horry County Library system and interacts closely with the County and State library systems. The library has many programs available to the public. Aside from checking out books and audiovisual materials, patrons use public computers and wireless connections, outside groups use meeting and conference rooms, children and adults take part in the summer reading programs, and students use the on-line Homework Help service. During 2009, the library added 5,222 new customers from 700 zip codes in 43 states and 23 other countries.

Myrtle Beach Convention Center

The Myrtle Beach Convention Center is now a fully integrated convention, tradeshow and entertainment venue 100,000 square feet of flat floor space, 20,000 of meeting and ballroom space and with an attached 400-room



convention style hotel. The City has undertaken a plan to add a performing arts center, black box theater, gallery and office space. This addition will improve the Center's success in attracting both meetings and convention events and serve the greater community with both local and national theatrical, dance and musical performances as well as visual arts displays.

General Government Findings

Chapin Memorial Library

The fourth and largest expansion of the library resulted in the dedication of the present, 25,000-square-foot building in 1989. In 2008-2009 circulation increased dramatically to 230,303. At the current time there is no available wall space for adding additional shelving.

There has been some discussion over the years in terms of having Chapin Memorial Library become a part of the Horry County library system. Chapin Memorial Library continues to work with the Horry County system in many ways.

The largest stresses on the library are parking and safety in addition to funding for library materials. The library has 24 parking spaces. The library is adjacent to Kings Highway with heavy traffic and Chapin Park which is occupied by homeless and unemployed individuals. The public often sees this environment as a threat which influences use and perception of the library. Problems due to the physical layout present security and supervision problems for staff.

In the face of pressures to increase the size of the library, such as lack of parking and land on which to expand, suggests that an alternative site may have to be found. Residents have asked for a mobile library unit, library branch or a more centrally located facility that would be within walking distance of the residential neighborhoods. There are a growing number of families and retirees moving to the area that are accustomed to pedestrian friendly streets and public transportation in cities with easy access to library facilities.

The current building is not designed for the type of library use needed today and to accommodate the computers in place and the network necessary to run them efficiently. People are becoming more reliant on their local libraries for computer and especially Internet use and assistance with resume writing. In an attempt to save money individuals and families are checking out reading materials, movies, etc. rather than spending money to purchase these items. Once considered quiet havens for study and research, modern public libraries are creating a new niche for themselves in community life. From bridging the digital divide to offering solutions to societal challenges, the public library has evolved into the essential "go to" facility for young and old alike—both physically and in cyberspace, *ICMA Management Perspective October 2007 "Local Government Managers and Public Libraries: Partners for a Better Community"*.

Myrtle Beach Convention Center

The lack of more large convention styled hotels within walking distance; direct air service to Myrtle Beach and some of the sophistication enjoyed by larger cities often puts the Myrtle Beach Convention Center at a disadvantage when selling to large national events.

In the mid-1990s a study was undertaken to determine the long term potential for the Myrtle Beach Convention Center. The hotel located on the property was considered phase one of an overall expansion plan that would eventually increase exhibition space to exceed 250,000 square feet and add 60,000 square feet of meeting and ballroom space. The study has been referred to as the "twenty-year" plan although no timelines have been established with respect to any expansion beyond the Performing Arts Center addition proposed for 2010. A professional theater on the site will increase the Myrtle Beach Convention Center's potential to attract new events.

In 2006, with the assistance of the State, the City secured an additional 28 acres for expansion possibilities. This purchase creates a 60-acre site that allows the City to plan for future expansions and overall development of a Convention Center District.

The planned access to the Myrtle Beach Convention Center from Robert Grissom Parkway with easy access to the entertainment complex "Broadway at the Beach" would be considered ideal by Convention Center users.



With an expansion in the works at the Myrtle Beach International Airport and the possibility of increased air service to Myrtle Beach will make the Myrtle Beach Convention Center more competitive with larger cities. Sporting events have been recognized as some of the best events to solicit as participants often bring family members along and the average stay is typically longer than the traditional convention attendee. Any further convention center expansion plans will explore the use of flexible space that allows the Myrtle Beach Convention Center to not only host larger conventions, but larger sporting competitions, concerts, festivals, and public events that will continue to drive economic impact from guests and serve the citizens of Myrtle Beach.

In order to continue attracting lucrative events, the Myrtle Beach Convention Center has to keep the facility in the best condition possible. Some consideration to a long term maintenance schedule and budget is warranted in the near future.

Future expansion plans have included adding an additional 330,000 square feet of floor space. This would include a new 200,000 square foot exhibit hall, 28,000-30,000 square feet of new meeting room space with the remainder of the square feet dedicated to storage, back of house, and offices. The current 100,000 square foot exhibit hall would be retrofitted to include a 40,000 square foot ballroom with additional meeting space above the ceiling with the possibility of making the remaining 60,000 square feet into flexible space to include 3,000 elevated seats and room for an additional 2,500 floor seats for concerts, general sessions, etc. This area could also double as exhibit space.

Plans call for the extension of Burroughs and Chapin Boulevard from Oak Street to Robert Grissom Parkway with a new entrance for the Myrtle Beach Convention Center off of Burroughs and Chapin Boulevard. The Center currently has 1,700 surface parking spaces with 400 more spaces in the parking garage adjacent to the hotel. The Center will need approximately 6,500 parking spaces after the expansion.

City-Owned Property

The City owns and maintains numerous properties for a variety of purposes both inside and outside the city limits - *Appendix G: Table 1 for a listing of City-owned properties.*

During the Working to Improve Neighborhoods (W.I.N.) process in 2006 residents asked for bus shelters to be installed in neighborhoods for children boarding and unboarding on Horry County Schools' buses. In 2007 the City in partnership with Coast RTA and Horry County Schools installed ten covered bus shelters to be used as public school bus stops. The Planning Department staff worked with the School Bus Supervisor for Horry County Schools in determining the best location for these shelters. The shelters are located in the following locations:

- Cedar Street and 3rd Avenue North
- 27th Avenue South and Yaupon Drive
- 65th Avenue North and Tindal Street
- Canal Street near Nance Street
- Greens Boulevard near 21st Avenue North
- Highway 15 near 17th Avenue South
- Spivey Avenue at Futrell Park
- Osceola Street @ Sandysgate Apartments
- Swallow Avenue near Cactus Street
- Mallard Lake Drive @ Barc Park

In 2006 the City in partnership with Coast RTA created a new bus transfer station on 10th Avenue North between Broadway and Oak Streets with three covered bus shelters for riders. Important features of these bus shelters used by the public schools and Coast RTA are the solar powered panels on the roofs that provide lighting in the shelters in the evening hours. Restrooms are not available on site and riders are using the restrooms in City Hall. *For additional information about transportation issues see the transportation element.*

The City also owns property outside the city limits on South Kings Highway between Myrtle Beach and Surfside —the site formerly occupied by the Magic Harbor Amusement Park and a portion of the sites currently occupied by Pirateland Campground and Lakewood Family Campground. The City leases those properties to private



businesses, and the revenue from the leases are split 75/25 by Horry County and City of Myrtle Beach as per an agreement executed in 2004.

City Owned Property Findings

Most of the buildings owned and occupied by the City were built between 1949 and 2000 with many being renovated several times over the years - *Appendix G: Table 2 Approximate Dates of Construction and Renovations*.

In 2008 the Building Maintenance Division began an energy audit of the City office buildings. Minor adjustments such as replacing lighting fixtures with more energy efficient light bulbs were accomplished. By incorporating energy efficiency, renewable energy and water conservation into City-owned buildings, Myrtle Beach is able to save energy and taxpayer dollars at the same time. The community wins when buildings are designed and constructed that reduce environmental impact, reduce fossil fuel use, preserve or enhance the site's natural characteristics, use materials with lower energy usage and toxicity, landscape appropriately and manage stormwater runoff effectively.

Larger meeting space for City Council, boards and commissions is needed. The space should be spectator and media friendly allowing for the airing and taping of meetings, displaying and viewing of presentation materials and accommodating small and large groups. The City has purchased land adjacent to the current City Services building for a future building.

Many communities have adopted green building initiatives and are using low impact design standards recommended by the US Green Building Council's Leadership in Energy and Environmental Design (LEED) green building rating system. As the City begins to develop additional buildings or needs to replace HVAC systems in existing ones new building technologies should be taken into consideration and implemented.

More energy efficient vehicles are now being used by many local, State, regional and Federal government agencies. The City of Myrtle Beach looked at hybrid vehicles in 2007. The problem at that time was that there were few hybrids for the vehicles that the City would purchase such as police vehicles and pick-up trucks. As the number of these more fuel efficient vehicles increases, the City will be better able to adapt these to its uses.

Budget Background

Financial Policy and Planning

The budgeting process operates under a comprehensive set of fiscal policies. The policies seek to implement the mission statement of the *FY 2009-10 Budget & 2010-2014 Financial Plans*, "Maintain the financial resiliency necessary to provide continuing high-quality municipal services and to make reasonable and consistent progress toward the vision established in the *Comprehensive Plan*." Policy statements are of long standing but are reviewed annually in the context of strategic financial planning. They cover a range of topics including operating revenues and expenditures, interfund transfers, fund balance and contingency levels, capital improvements, debt management and capital formation, investment, and cash management.

The City attempts to use a mix of operating revenues that will ensure reasonable stability for operation at continuous service levels, and will provide the elasticity necessary for responding quickly to the increasing demands of new development. To accomplish this, the City (1) uses a portion of the property tax levy to stabilize the revenue base for payment of debt service and capital leases; (2) uses more economically sensitive revenues (such as business license fees) in the general fund to allow more timely response to increased service demands during high-growth periods and to ease the immediate burden on the ad valorem tax rate; and (3) uses more volatile sources (such as building permits) for pay-as-you-go capital improvements.

Budget Findings

The annual budget is an ideal vehicle for the integration of the City's comprehensive and financial plans into a single document. It serves as a policy document, a one-year financial and operational guide, and a vehicle for public education and accountability.

Significant input into the formulation of budgetary policy each year may come from the *Comprehensive Plan*. As part of the *Comprehensive Plan* update, statutes require the Planning Commission to prepare and recommend



policies, procedures, and strategies to the City to facilitate implementation of the *Comprehensive Plan's* elements and to recommend a ten year capital improvements requirement to implement the *Comprehensive Plan*.

Several issues will affect the City's ability to provide services at a level that is acceptable to residents and businesses. With the city's growth through redevelopment or annexation, City services will have to be provided. During the *Comprehensive Plan* planning process all departments have indicated they expect continued growth will require additional staff and facilities. Finally, this *Comprehensive Plan* update contains goals, objectives, and strategies that represent new or more intensive activities. All of these may result in needs for additional staff and facilities. A special study will have to be conducted that can assess the implications of growth and new policies on the city's staff and facilities. *Information on property taxes, property tax burden, user fees, taxes and fees - Appendix G – Figures: 1-5.*

Public Utilities Background

City of Myrtle Beach Public Works Department

The **Public Works Department** includes the administration, street and stormwater, engineering, traffic maintenance, equipment maintenance, solid waste, water, and sewer divisions.

- **Solid Waste Division** collects residential garbage weekly utilizing rollout containers called "Pelicans" for wet garbage. Blue bins for recyclables are available from the City for free. The city is divided into four collection zones to improve solid waste services for our residential customers. In each zone household garbage, recycling, yard waste and bulky junk are picked up on the same day each week. The Division also operates 29 joint use compactors along the ocean and a transfer station located on Mr. Joe White Avenue.
- **Engineering Division** reviews public and private development projects, conducts construction inspections of water, sewer, street, drainage, stormwater and solid waste improvements and oversees mapping and graphics preparation and calculates water and sewer tap and impact fees.
- **Water and Sewer Divisions** provide water and sewer service to areas primarily east of the Intracoastal Waterway, from the Market Common district on the south end to Ocean Creek Resort on the north end including installing and maintaining water and sewer lines, above ground water storage tanks and below ground sewer pumping stations.
- **Street and Stormwater Division** maintains city streets, sidewalks, stormwater drainage and beach pipes, as well as mosquito control.
- **Traffic Engineering Division** designs, installs and maintains signs, traffic signals, road markings, streetlights and festival lights on city streets and public parking areas.
- **Equipment Maintenance Division** maintains the City's fleet of cars, trucks, heavy equipment, and other miscellaneous types of vehicles.

Grand Strand Water and Sewer Authority

In the early 1970's, the founders of **Grand Strand Water and Sewer Authority (GSWSA)**, saw a need for clean, potable water and sewer services in the rapidly developing non-municipal area west of the Intracoastal Waterway in Horry County. In addition to water and sewer services the GSWSA offers service line maintenance, rural service programs and compost and turf sales.

The GSWSA provides contractual services to six of the County's municipal water and sewer utilities and two public water companies. GSWSA purchased the City's Surface Water Treatment and Water Reclamation facilities in July 2006.

The Waccamaw River provides a 7+/- mile-long bubble of freshwater in the Atlantic Intracoastal Waterway, from which the City receives its treated water supply from GSWSA. The Myrtle Beach Water Treatment Plant withdraws untreated water and combines conventional and ozone treatment to provide high quality drinking water. The City of Myrtle Beach still maintains seven deep wells tapping the Black Creek aquifer for emergency use. The city's peak day was 30.179 million gallons in July 2009. The GSWSA is permitted to withdraw a maximum of 40 million gallons a day, but actual withdrawals are less than 24 million gallons per day at peak demand.



GSWA also operates the Myrtle Beach Waste Water Treatment Plant. The plant is permitted to treat 17 million gallons of wastewater per day and discharges treated effluent to the Intracoastal Waterway/Waccamaw River near the Georgetown County line. The plant employs several processes to reach the high level of treatment needed for discharge. Construction for expansion to 22.4 mgd (million gallons per day) is underway. Part of the bio-solids by-product is composted to provide the most beneficial, reusable, soil amendment for residential/commercial lawn and gardens. The remainder is applied to farms to enhance growth of agricultural and forest products.

Horry County Solid Waste Authority

The **Solid Waste Authority** provides Horry County with a fully integrated solid waste management plan; which includes landfill management, education, recycling, and state-of-the-art technology. The Solid Waste Authority also has several projects such as the *Green Power Program*, transforming methane from the landfill into a useable energy and a new 40,000 square-foot LEED certified recycling facility.

Over 550 tons of municipal solid waste is placed each day in the 26 acre state of the art Subtitle-D landfill which has a life expectancy to the year 2017. The compactor crushes the waste, helping to preserve space in the landfill. Recycling also takes place at the landfill. Shingles are separated from the waste stream and recycled into road paving material. A compost facility produces high quality compost for the public. Last year the Solid Waste Authority produced over 3,100 tons of compost which is sold to the public.

The Material Recycling Facility (MRF) sorts and processes over 1,100 tons of material a month. Mixed recyclables to be sorted include glass, plastic, aluminum and steel brought to the MRF from 23 convenient centers and local municipalities. Cardboard represents the largest category, by volume, of recyclable material processed at the MRF.

Santee Cooper's "Green Power" is environmentally friendly electricity generated from renewable energy sources, such as methane gas from the Horry County Solid Waste Authority landfill. Consumers have a choice when they buy electricity to buy Green Power. The primary benefit of buying Green Power is environmental protection. The Green Power Program started in September 2001 through a partnership between the Horry County Solid Waste Authority and Santee Cooper. Since its inception, the Green Power Program has expanded to include residential and commercial customers across Horry County. In 2002, the City of Myrtle Beach became SC's first Green Power city.

Public Utilities Findings

Solid Waste Collection and Disposal

In FY2010 a total of 27,937 tons of waste were collected in the city from approximately 12,255 residential locations. By weight, the source of the waste is typically 60 percent residential and 40 percent commercial.

The Department of Public Works also picks up waste from sidewalk receptacles in the center city and at street-ends five days a week during the off season/seven days a week during peak season and dead animals, as needed. The Cultural and Leisure Services Department's Park Division picks up the trash receptacles on the beach.

All commercial properties must collect their solid waste. Multi-family complexes are considered permanent residential if at least 75 percent of the units are occupied by permanent residents. Twenty-nine compactors are shared by multiple users, and 150 properties have their own compactors/dumpsters.

State law has set a goal for municipalities of a 25 percent reduction in the waste stream by recycling; Myrtle Beach currently recycles about 29 percent. The segments of the waste stream that most affect the life of the landfill are construction debris, yard waste, and cardboard boxes. Materials which currently can be recycled economically are cardboard, computer paper, aluminum, and steel.



The City's recycling program accepted 810 tons of commingled recyclables from residences in fiscal year 2008-2009, which are taken to the SWA's materials recycling center. The City also collected 5,224 tons of yard waste during fiscal year 2008-2009 which is taken to the SWA for chipping or composting.

Transfer Station

All of the solid waste collected in the city is delivered to the transfer station. As of April 1999, solid waste collected from commercial properties is accepted for a fee. The transfer station, when it was built in 1976-77 and refurbished in FY 2000, was one of the first in SC.

The transfer station also accepts solid waste collected by private collectors operating in nearby unincorporated areas. Typically, that waste amounts to five to 10 percent of the waste passing through the transfer station.

The transfer station was built to handle a maximum daily capacity based on an 8-hour day of 400 tons of solid waste. The daily average of waste going through the station is 120 tons, but the peak daily tonnage in the summer is 180 tons within a normal eight hour day of operation. Recent 2009 rebuilding of the major compactor equipment should allow for an additional five years of operation before a new transfer station will be needed.

Hazardous Waste

Neither the City nor Horry County collect or dispose of hazardous waste. Health offices and industries that produce hazardous waste contract with certified hazardous waste haulers, which dispose of the waste at certified disposal sites. No such disposal site is in Horry County; medical wastes are disposed of at a facility in Hampton County, and other hazardous wastes are taken to the Laidlaw facility in Richland County.

Many businesses, small and large, use or generate hazardous materials (but do not store them for more than 90 days); the SC Department of Health and Environmental Control (DHEC) regulates those establishments through a permitting process.

Water Supply

The City has used the waterway as the source of its water supply since 1987, but the City also maintains seven deep wells for emergency use. In July 2010, the Myrtle Beach Surface Water Treatment Plant withdrew 767.4 million gallons of water from the waterway, for an average of 24.8 million gallons per day. The peak day withdrawal was 27.9 million gallons.

The freshwater in the waterway comes from the Waccamaw River, the Pee Dee River (including the Little Pee Dee and Lynches Rivers), and Socastee Creek. (The Atlantic Ocean contributes saltwater to the waterway, generally through Little River from the north.) The main source of freshwater in the Atlantic Intracoastal Waterway at Myrtle Beach is the Waccamaw River. Although the volume of water flowing out of the Pee Dee River is substantially more than that from the Waccamaw, the Pee Dee contributes much less freshwater to the waterway at Myrtle Beach than does the Waccamaw. The timing of the major river flows is also important for Myrtle Beach. The greatest river discharges occur in the winter, but the greatest demands on the city's water supply are during the summer tourist season.

Demands on groundwater and surface water to supply the water for the Grand Strand have been the subject of review by the US Geological Survey, SC Department of Natural Resources, and the Waccamaw Regional Planning and Development Council. The Myrtle Beach Water Treatment Plant, with its intake at the end of Mr. Joe White Avenue has a permit from DHEC to withdraw 40 million gallons per day directly from the waterway. That water is treated and provided to households and businesses in the city and northward to and including North Myrtle Beach. The GSWSA is permitted to withdraw 45 million gallons per day at its intake on Bull Creek (a branch of the Pee Dee River); actual withdrawals are approximately 36.5 million gallons per day at peak demand.

Notwithstanding the abundant flow of freshwater up the Atlantic Intracoastal Waterway; water planners generally agree that salinity in the waterway will be a problem for the city's water supply during a severe hurricane. Based on the flow of saltwater during Hurricane Hugo, planners expect that a category 4 or stronger hurricane directly hitting the Grand Strand would probably push saltwater down the waterway as far as the City's intake pipe. It is also expected that the rainfall accompanying such a hurricane would push the saltwater back to its normal location in the waterway within 24 hours of landfall; water could then be withdrawn for treatment.



Projections for growth in population and economic development within the service area for the Myrtle Beach water supply system account for the anticipated demand for water taken directly from the waterway. The City anticipates increases in demand between 2.5 and 3.0 percent of the 1995 level over the next 15 years, to 40 to 45 million gallons per day (the equivalent of 60 to 70 cubic feet per second) in 2015. Although no similar estimates from the other water systems using the lower Pee Dee and Atlantic Intracoastal Waterway are available at this time, it is reasonable to assume that similar growth can be expected for them as well. The anticipated demands within Horry and Georgetown Counties appear to fall well within the limits set by the State's draft water plan so that saltwater should not pose a threat to the intake for the city's water system.

Water System

Two public water systems serve the planning area, owned and operated by GSWSA and the City. Each system comprises a distribution system of pipes and storage tanks. GSWSA owns two surface water treatment plants.

The Myrtle Beach surface water treatment plant, built in 1987, includes treatment by flocculation, sedimentation, and filtration, with ozone being applied for color reduction and disinfection. The plant was originally built with a maximum processing capacity of 20 million gallons per day. The plant has since been upgraded twice to provide its current capacity of 40 million gallons per day. Additions to the water treatment plant have been necessary to accommodate new customers expected within the City's water service area.

The City's distribution system includes fourteen storage tanks, twelve are elevated tanks and two are ground tanks. The tanks provide pressure for firefighting and storage for use at times of peak demand for water. The water supply is provided at sufficient pressure for firefighting purposes. The service area for the City's water system, covering 24± square miles, extends beyond the city boundaries to include unincorporated areas west and north of Myrtle Beach and the City of North Myrtle Beach. The distribution system extends throughout the entire service area, serving 17,000 +/- accounts.

The GSWSA's primary source of water is Bull Creek, where its regional surface water treatment plant is located. The plant currently has a permitted capacity of 45 million gallons per day. The average annual use is 28± million gallons a day, with peak day use in the summer of 36.5 million gallons. The GSWSA also has approximately ten wells for backup use.

Sewer System and Wastewater Treatment

Two public sewer systems serve the planning area. Both systems comprise water reclamation plants and a collection and distribution system of gravity pipes, force mains, and pump stations. Both systems provide service in compliance with *Section 208 of the Clean Water Act's* required area-wide water quality management plan, which was developed and is managed locally by the Waccamaw Regional Council of Governments for DHEC.

The wastewater treatment plant is owned and operated by GSWSA. The City's wastewater collection system consists of over 225± miles of gravity lines varying from 6 to 36 inches in diameter, 100± miles of force mains and 124 pump stations; that extensive network is necessitated by the flat topography of the area. At present, the collection system does not extend throughout the entire service area, which includes large undeveloped tracts. In certain parts of the service area, both pipes and pump stations are needed before service can be provided; in other parts pump stations exist and only pipes need to be provided. The Public Works Department has prepared a plan of expansions to the system over the next 15 years. Priorities in that plan reflect responses to proposed development within budgetary constraints.

Stormwater

Please note that stormwater is covered in the natural resources element in the water quality section.

Public Safety Background

Law Enforcement

The **Police Department** is a full service law enforcement agency tasked with providing around the clock police services to the community. The Department provides patrol, detention, emergency communications,



investigations and a wide range of support services to the residents and visitors. The Department operates four distinct divisions:

- **Support Services Division** is responsible for records, evidence and supplies, detention (adult and juvenile), police/fire dispatch, and assorted clerical and administrative functions in support of police operations.
- **Investigations Division** consists of general investigative services (crimes against property and crimes against persons), narcotics and vice investigations through our association with the 15th Judicial Circuit's Drug Enforcement Unit, and crime scene investigations which include a variety of forensic specialties.
- **Uniform Patrol Division** is responsible for general city-wide patrol functions, and specialty assignments and units including K9, street crimes, traffic, beach patrol, and special operations.
- **Administrative Services Division** consists of all administrative support (payroll, budget, personnel, etc.), training, school resource officers, cadet program, crime prevention, regulatory and special events, and animal control.

The Chief of Police, also currently the designated **Emergency Management Coordinator**, prepares and develops the emergency management plans and directives, training and implementation of the National Incident Management requirements. In addition, the Department supports the Emergency Operations Center located in Fire Station No. 4, and works closely with other department heads and City command staff personnel.

The Police Department offers a number of citizen programs including the Citizen's Police Academy and Neighborhood Crime Watch programs. The Neighborhood, Business, Postal, Fleet and Crime Watch programs take a proactive approach to deter or reduce crime which enhances community involvement in the identification and resolution of criminal activity.

The Department instituted a **Cadet Program** designed for young men and women between the ages of 18 and 21. The cadets are hired as community service officers assisting veteran police officers with their daily work load. When the cadets reach the age of 21 they will have to be qualified as a police officer if they choose to remain with the Department.

Fire and Emergency Services

The **Fire Department** provides fire suppression, emergency medical care, technical rescue, hazard materials mitigation, fire code enforcement, and public education and has an ISO (Insurance Services Office) rating of I - the highest rating offered.

- **Emergency Services Division** handles the daily emergency operations responding from six strategically located fire stations equipped with five engine companies, three ladder trucks, one heavy rescue unit, two medium rescue units, one squad and two ALS ambulances. All firefighters are trained as EMT-Basics, and many are paramedics. Each fire engine has an automatic external defibrillator for use on cardiac arrest patients.
 - Fire Station No. 1 – 1250 Mr. Joe White Avenue
 - Fire Station No. 2 – 5338 North Kings Highway
 - Fire Station No. 3 – 2108 South Kings Highway
 - Fire Station No. 4 – 1170 Howard Avenue
 - Fire Station No. 5 – 804 79th Avenue North
 - Fire Station No. 6 – 970 38th Avenue North
- **Technical Services Division** is the fire prevention and training divisions including citywide enforcement of the adopted fire code and *Myrtle Beach City Code of Ordinances* as they pertain to fire and life safety. Fire prevention officers ensure code compliance through a comprehensive fire inspection program that includes all public facilities. Public education is also a priority within the Division. The Fire Department has received the annual Richard S. Campbell Award for excellence in public fire safety education five times since 1993.
- **Training Division** educates Fire Department personnel in Federal, State, and industry regulations and standards. Each month firefighters receive at least 20 hours of required training, all of which is conducted from numerous training props that include a three-story burn building, smoke house and maze, and a confined space simulator. These and other site props enable the training officers to conduct "real life"



drills. All new firefighters are required to successfully complete a certified 14 week training program at the training academy. The Training Division conducts computer and CPR (Cardio-Pulmonary Resuscitation) classes for City employees and also hosts classes for the SC Fire Academy.

- **Fire Administration** carries out all departmental functions such as policy, payroll, budget, vehicle maintenance, support services, personnel, supply, etc.

Public Safety Findings

Law Enforcement

Response time throughout the city is approximately 6 minutes. Since 1994, when the City first adopted its emphasis on community-oriented policing, the complement of sworn officers has increased to 201. This change has significantly improved the number of officers providing continuous direct services to neighborhoods and major business districts.

The Cadets work alongside the Police Officers and handle a variety of non-enforcement tasks aimed at relieving officers of these responsibilities and allowing them to be available for calls and to conduct proactive patrol. At the same time, the Cadets are learning about police work while on-the-job, and preparing for the Police Academy through continuous training opportunities and real world experience. The police force must be augmented occasionally. The City uses law enforcement personnel from the SC Law Enforcement Division (SLED), the SC Highway Patrol, Horry County, a military liaison, and the State Constables during busy days of the season and for special events.

The comments of people in the 2006 Working to Improve Neighborhoods (W.I.N.) planning process generally reflect a feeling of security. At the same time, however, they expressed concern about pockets of high crime activity, such as certain neighborhoods known for illegal drug activities, thefts and prostitution. They also expressed a concern that a high level of safety be maintained in the face of continued development, such as dealing with the large populations, congested traffic during the tourist season and providing safety for pedestrians and motorists. The Police Department has established motorcycle, bicycle and foot patrols; plain clothes assignments; Street Crimes Unit; Gang Unit; Bomb K9 and Drug K9 teams; and surveillance cameras to address these concerns.

The area's tourism industry brings with it large crowds and their behavior during special events. Noise levels at open-air concerts and the activities of visitors during some motorcycle events have been the source of concern for years. Such events bring the comfort and safety of residents up against the primary industry of the Grand Strand; the Police Department and its ability to maintain domestic tranquility is placed in the middle. The City has a wide range of ordinances aimed at controlling unruly behavior that degrades the quality of life for our visitors and residents.

The City and Horry County have an agreement that the Myrtle Beach Police Department will provide back-up service upon request by the County to areas immediately adjacent to the city limits. The entire staff of the Narcotics Unit (seven employees) has been assigned to the multi-county Drug Enforcement Unit which allows these agents to work drug cases in all of Horry and Georgetown Counties.

The jurisdictions of the Horry County and Myrtle Beach Police Departments are separated by a municipal boundary that most people do not know exists. The boundary is complicated by its irregularity, including areas of unincorporated property totally surrounded by the city. An additional problem is the continual process of annexation that occurs making it difficult for 911 and law enforcement personnel to keep up with the jurisdictional limits. A final geographic problem is the encroachment of development on the training facilities of the Department. The Police Department has a training annex with an indoor firing range and training classrooms. Outdoor range needs are met by using the Conway Police Department's firing range. A driver training area for police officers is also needed. Myrtle Beach police currently use land adjacent to the Myrtle Beach International Airport for driver training; however, as expansion and air travel increases, those locations may not be available in the long term. Driving is the number one liability among law enforcement personnel because most of their entire shift is spent in a vehicle.

Fire Protection



Fire protection services are provided within the city limits and within an extended county service area. As of this writing the protection of the extended service area is established by an auto-aid contract with Horry County. This includes all unincorporated areas east of the waterway from Myrtle Beach Manor to the US Highway 17 Bypass entrance of the Market Common district to Long Bay Estates. Standing mutual aid and automatic aid agreements are in place with all immediately surrounding fire departments.

The Myrtle Beach Fire Department continues to grow to meet the changing needs of the city. The City received an ISO rating of Class 1 in April 2004 which places the department and city in an elite group of only 52 Class 1 fire departments and cities in the US. The fire insurance rates for the taxpayers of the city are the lowest that can be charged.

It should be noted that in the last ten years the Fire Department's call volume has increased by 100 percent mainly due to medical calls. Further increased call volume creates the need for additional personnel and resources in order for the Department to maintain its current level of services and meet the needs of the residents and visitors.

As the city and the surrounding area continue to develop, fire protection will need to expand. A primary component of good fire protection is the proper placement of stations with the correct mix of apparatus. According to the ISO requirements the City should have an engine company within 1.5 miles and a ladder company within 2.5 miles of a structure.

The growth of the south end of the city will require additional fire stations as that area is developed. The land for a Station No. 7 has been purchased in the area of Coastal Grand Mall.

Reduction in structural fires and lack of experienced firefighters create a need for live burn training. In the past the Department was able to utilize condemned and dilapidated buildings for this type of training. Due to lack of structures and highly populated areas, the opportunity to perform live fire training has become non-existent. The current burn building was built by shift firefighters over 10 years ago and only allows for minimal firefighting exercises and training. Without a new burn building the new fire fighters do not get the live burn training needed to enhance their skills and gain needed experience.

Another issue that the Fire Department faces is the ability to inspect all buildings on an annual base. The City is required by ISO to conduct annual pre-plan inspections in every commercial building within the city limits.

The Department's fire safety inspection effort is split between the Technical Service Division and the Emergency Services Division. The Technical Services Division performs annual fire inspections in buildings that are considered to be special hazards, including but not limited to, high-rise buildings, motels, restaurants, factories, large retail buildings, and daycares for the young and the elderly.

The Emergency Services Division performs bi-annual inspections on buildings that are deemed not to be special hazards. This type of inspection must be completed by a fire apparatus and crew, which allows for inspections every two years. All businesses must be inspected when a business license is issued, which places a large burden on the Department's three Fire Prevention Officers. The Fire and Life Safety Officer has also been utilized to inspect buildings, which takes personnel away from fire prevention programs.

Technological requirements have created a demand to maintain the various servers, computers and software used by the Department. Currently the Department has over 70 computers, laptops in apparatus and ambulances and every fire station has multiple work stations that have to be maintained and up-dated. The Fire Department has three servers, SQL database server, web server, and lab server. The Department uses a special relational database management system that takes countless hours to maintain updates. The Fire Department uses *Crystal Reports*, reporting software to create data reports showing needed information about incidents, training, inspections, inventory, personnel, and hydrant testing to name a few.

For several years, the management of the City's radio system has been overseen by the Fire Department, which includes the system administration and coordination of FCC (Federal Communications Commission) licenses and software programming duties.

Energy and Telecommunications Background



The City of Myrtle Beach has franchise agreements with Time Warner, Santee Cooper, SCE&G, and Horry Electric.

Electric Energy

The **SC Energy Office (SCEO)** is part of the State Budget and Control Board. The SCEO through the *Plan for State Energy Policy*, provides a broad range of resources designed to help citizens, businesses, and public entities save energy - and money - through greater efficiency, better information and enhanced environmental quality. Since 1995, the SCEO has helped save SC citizens over \$250 million through public and private energy-saving measures and new energy technologies. Services and programs include: technical assistance and audits, workshops, financial assistance, public awareness and informational materials, and project grants, loans and rebates.

Santee Cooper and Horry Electric Cooperative, Inc. provide electrical energy to the Myrtle Beach planning area. Santee Cooper is a State-owned electric and water utility, and the State's largest power producer, supplying electricity to more than 163,000 retail customers in Berkeley, Georgetown, and Horry Counties. Approximately two million South Carolinians receive their power directly or indirectly from Santee Cooper.

Horry Electric Cooperative, Inc. services nearly 64,000 active meters through 22 substations across more than 4,000 miles of distribution line in Horry County. Of the 20 electric cooperatives in SC, Horry Electric Cooperative is the fourth largest. Since 2002, Horry County and Horry Electric have experienced tremendous growth, making Horry Electric number one in terms of meter growth.

Santee Cooper owns and operates generating facilities throughout the state, totaling 5,672 megawatts (MWs, 1 MW = 1,000,000 watts). The nearest main generating stations to Myrtle Beach are the 170-MW Grainger Generating Station in Conway, the 1,155-MW Winyah Generating Station in Georgetown and the 3-MW Green Power generating station located at the Horry County landfill. Additionally there are three standby combustion turbines in the Myrtle Beach area, and these "peaker" units are capable of providing 90 MWs of short-term power. Horry Electric does not own generating stations; instead they interconnect with and buy power generated by Santee Cooper.

Santee Cooper has 16 substations with 23 115-12 kV transformers serving the residential and commercial load in the Myrtle Beach area. This represents 515.2 MVA. These substations are located in the areas bounded by Briarcliffe Acres at the north, Hwy 544 at the south, and Hwy 31 at the west.

Santee Cooper in 2001 became the first utility in SC to offer renewable Green Power to its customers with the installation of the Horry County Generating Station at the SWA in Conway. Using the methane produced by decomposing garbage, the Horry County Generating Station generates 3 MWs of renewable energy. In 2007, Santee Cooper set the ambitious goal to create 40 percent of its energy from non-greenhouse gas emitting resources, biomass fuels, energy efficiency and conservation by 2020. In doing so, Santee Cooper created the Department of Conservation and Renewable Energy, which oversees the lineup of renewable energy, conservation and energy efficiency programs.

In 2006, Santee Cooper and CCU dedicated the state's first solar Green Power site. From these roots grew Santee Cooper's Green Power Solar Schools program where Santee Cooper partners with local electric cooperatives and school districts to install a 2-kilowatt solar power system at select middle schools. In 2008, Santee Cooper introduced the Solar Homes Initiative, which offered 10 residential customers the opportunity to offset a portion of the costs associated with installing solar-panel equipment. Santee Cooper also launched the Green Energy Buy Backs program that pays residential customers who produce excess renewable energy.

In 2009, Santee Cooper, in partnership with CCU, NC State University, the SCEO and others, began a research project to measure wind speeds off the coast of Georgetown and Little River to determine the feasibility for offshore wind energy.

Santee Cooper historically has promoted the benefits of energy conservation and in 2008 began offering 12 free compact fluorescent light bulbs to its 135,000 residential customers. The energy savings potential of this program would eclipse 68,000 MWh a year.



In 2009 Santee Cooper introduced the comprehensive *Reduce the Use South Carolina* campaign, which includes 42 energy efficiency programs designed to encourage energy efficiency among its residential and commercial customers. Combined, these initiatives are expected to achieve 209 million kWh of energy savings a year.

Gas Energy

SC Electric and Gas Company (SCE&G), the principal subsidiary of **SCANA Corporation**. SCE&G purchases gas at two major sites, Aiken and Blacksburg, SC. The gas is then delivered to the planning area through a transmission pipeline to a regulator station just east of the Atlantic Intracoastal Waterway off Highway 501. From that site there are a series of distribution mains that allow gas to be delivered throughout the planning area via service line taps to the meters of end users - *Appendix G: Figure 6 Number of Natural Gas Customers in SC Annually*.

Telecommunications

Local governments use technology to increase communication between officials and residents, to enable residents and businesses to apply for permits and licenses online and to process financial transactions. Local government web sites offer a wide range of information to visitors. Geographic information systems (GIS) have helped local governments determine where to locate new facilities, and 311/CRM systems provide connections between citizens and the local government (*ICMA website – Technology and Telecommunications, 2009*).

Residents and business owners can access their utility accounts on-line anytime, anywhere, and 24-hours a day. Account balances and a detailed history of the account such as consumption history and transaction history for the past 12 months are available. Payment can be made using a credit card. Internet access and a browser are needed to use the **City of Myrtle Beach Utility E-Service**. Parking meter violation payments can also be made on-line.

On-Line Request for Any City Service is available on the City's website. This on-line service allows visitors to request information about the City, any of its facilities or programs. It is intended for non-emergency requests only. Users can also let City staff know how they are doing by providing comments and suggestions for improvements. Once a request is submitted, a request number is assigned to the request and City staff begins working to fulfill the request. The person requesting service can check the status of their request by returning to the website and entering the request ticket number. This number calls up the request file and presents the status of the item being worked on.

The Purchasing Division provides notices of formal solicitations for goods, services and construction projects which are advertised in the local newspaper and/or on-line. The City also offers a number of on-line forms for business licenses and other fees, as well as for employment applications, special events information and maps. The *Comprehensive Plan*, *Code of Ordinances* and the *Myrtle Beach Housing and Community Development Consolidated Plan 2005-2010* as well as applications and forms utilized by the various departments are also available on-line.

Various geographic information systems (GIS) are utilized by the City departments for use in maintaining the *City Limits* and *Zoning Maps*, providing maps for public utilities and infrastructure projects, City Council and boards and commissions meetings, etc.

HTC, Inc. (Horry Telephone Cooperative) and **HTC Communications, LLC** offer local telephone service, long distance, digital wireless, digital cable, high-speed Internet access, and advanced business services such as Remote Recovery Services, Local Area Network (LAN) and Wide Area Network (WAN) design, firewall and Virtual Private Network (VPN) security.

HTC also provides home security and fiber to the home technology called HTC Bluewave, a fiber optic network that delivers bandwidth for extremely high-speed Internet access and data transmittal, 100 percent digital cable TV video, and traditional voice service through a single delivery point to a customer's home.

Frontier Communications Corporation offers digital phone long distance and local callings plans, high speed Internet, and local and HD television channels to residential and business customers.



Time Warner Cable provides video, Internet and telephone services. Time Warner Cable serves more than 14 million customers who subscribe to one or more of its video, high-speed data and voice services. Time Warner Cable Business Class offers a suite of phone, Internet, Ethernet and cable television services to businesses of all sizes. Time Warner Cable Media sales, the advertising arm of Time Warner Cable, offers national, regional and local companies advertising solutions. More than 1,800 schools are connected to cable in the classroom in SC and NC.

By 2001 Time Warner Cable completed a nationwide system upgrade to create a hybrid fiber coaxial cable network, resulting in the development of new services including Digital Cable, Video on Demand, Digital Video Recorder, High Definition Television (HDTV), High Speed Online access via cable modem, Digital Phone, Start Over, Quick Clips, Active Advertising and more. In 2002, Time Warner Cable launched Video on Demand, allowing customers to order movies and other programming instantly and to control the program with features like rewind, fast-forward, pause and stop. Through Road Runner and other ISP providers, Time Warner Cable has more than 8 million residential High-Speed Data customers. The company also offers a Wireless Home Networking service, which gives all computers in a home access to a single high-speed cable modem.

Time Warner Cable has begun decreasing their business impact on the environment. Efforts are focused on fleet management, paperless operations such as an eCommerce site, power usage and recycling. In addition, Time Warner Cable is using the US Green Building Council's Leadership in Energy and Environmental Design (LEED) sustainability rating system as a standard protocol for all facility construction projects.

Energy and Telecommunications Findings

Santee Cooper and **Horry Electric Cooperative** will be able to maintain into the future the excess of capacity over demand in the planning area. Santee Cooper's utility 10-year distribution capacity plans call for the addition of two more substation transformers, one each in two new substations to be constructed. Each of these substation transformers will add another 22.4 MVA (megavolt ampere) to the system. These capacity additions are expected to occur in 2013 and 2017, making the available capacity 537.6 MVA at the end of 2013, and 560 MVA at the end of 2017. There are also three 115-34 kV substation transformers, located in two substations, that serve large commercial and industrial load in the area. These transformers represent an additional 114.6 MVA, but are dedicated to industrial and commercial loads.

Placement of existing overhead utilities underground has been a priority for the City since 1996. In addition to improving the area's appearance, placing utilities underground increases safety and reduces the length of the recovery period after such disasters as hurricanes, tornadoes, and ice storms. The City requires new subdivisions and planned developments to have electrical, telephone and cable utilities placed underground. Existing utility poles, in addition to supporting the electrical wires, may carry transformers, isolating switches, fuses, and power factor correction capacitors. In a program that converts existing overhead electrical utilities to underground, one option for such components is to contain them in housings mounted on the ground that can be surrounded and effectively hidden by suitable landscaping. Another, far more expensive option is to specify underground vaults for the housing of such components. Much work has been accomplished to date with placing overhead wires underground along Ocean Boulevard and portions of Kings Highway. Much work needs to be done to place overhead utility lines underground throughout the planning area.

Alternative energy sources are available and should be utilized such as solar and wind energy. *For more detailed information about solar and wind energy in the Myrtle Beach community see the natural resources element of this Comprehensive Plan.*

Santee Cooper owns the street lighting in Myrtle Beach. Santee Cooper is using high pressure sodium, and metal halide with wattage varying from 150 to 400. These types of lights are not cost effective and do not protect the environment. LED street lighting cost more than traditional lights, but last longer because they don't have filaments and use less electricity. Solar panels could power them, so higher costs for an LED streetlight can be quickly offset and excess energy fed back into the power grid.



In 2003 Myrtle Beach began converting all of its traffic signals to LED technology. It took approximately two years for the conversion process. The City has seen a 67 percent savings in energy costs and 92 percent savings in maintenance costs.

Health Care Background

Grand Strand Regional Medical Center is a 219-bed acute care hospital serving residents and visitors of Horry and surrounding counties. The hospital offers the only cardiac surgery program in Horry and Georgetown Counties and is currently a level III State designated trauma center. The hospital has more than 250 physicians, over 1,000 staff members and over 200 hospital volunteers. Grand Strand has been approved by DHEC for the addition of 50 beds and an expansion of the existing emergency department costing approximately \$54 million. This project is scheduled for completed by March 2012. With the completion of the expansion project, Grand Strand will be able to improve the coordination of the only comprehensive cardiovascular services in the planning region. The cardiac surgery program has been ranked the number one program in SC for 2010 by *HealthGrades*, the leading independent healthcare ratings organization. The cardiac surgery program is also in the top five percent in the nation.

Grand Strand has recently added cardiology electrophysiology services; added a 64-slice CT, digital mammography service and the daVinci robotic surgical system. In 2010, Grand Strand will begin the provisional year in pursuit of American College of Surgeons (ACS) level II trauma verification. Once achieved, Grand Strand will be the only ACS verified trauma center in SC. ACS verification brings a very structured and protocol driven delivery of trauma care requiring immediate coverage of multiple surgical specialties including but not limited to general/trauma surgery, orthopedics and neurology.

In addition to the main hospital facility, Grand Strand Regional Medical Center has four off-site departments in the Myrtle Beach planning area to provide convenient health care. The facilities are located as follows:

- Grand Strand Regional Diagnostic & Women's Center
- South Strand Ambulatory Care Center
- South Strand Senior Health Center
- HealthFinders, a community resource center located in Coastal Grand Mall

HealthFinders at Coastal Grand Mall offer hundreds of ongoing seminars, classes and low cost and free screenings from childbirth education and health seminars to babysitting classes and peripheral artery disease screenings. Free and low cost walk-in screenings include blood pressure, weight, cholesterol, and A1C.

Grand Strand Regional Medical Center has four additional off-site departments located within close proximity to the Myrtle Beach planning area boundary. These facilities are located at the Carolina Forest Senior Health Center, Carolina Forest Imaging Center, North Strand Diagnostic Center and North Strand Senior Health Center.

In 2009 Grand Strand Regional Medical Center donated state of the art cardiovascular exercise equipment to the new Claire Chapin Epps YMCA Center off of Highway 17 Bypass and 62nd Avenue North. Grand Strand Regional Medical Center also has space at the YMCA building for blood pressure checks, cholesterol and lipid profile screenings, health education seminars, etc.

Grand Strand Regional Medical Center has a comprehensive hurricane preparedness plan to ensure that patients, and staff who care for them, are safe before, during and after a storm. Emergency communications, several days worth of food and supplies are available at the hospital well in advance of a storm to ensure the hospital is self-sustaining for several days. Transfer processes and plans are in place with local and regional facilities should patients need to be relocated to or from the hospital.

Myrtle Beach VA (Veteran Affairs) Primary Care Clinic provides primary care and outpatient mental health services to over 8,000 veterans in the greater Myrtle Beach area. The clinic's 40+ member team includes physicians, psychiatrists and psychologists, pharmacist, nurses, laboratory and radiology technicians and other support personnel. Radiology, laboratory, retinal eye camera, and telemental health services are also provided at the clinic. Specialty care is provided for Myrtle Beach veteran patients at the Ralph H. Johnson VA Medical Center, located in Charleston. The Ralph H. Johnson VAMC, which is a tertiary care facility offering



comprehensive services ranging from cardiology to neurology, supports four primary care clinics along the South Carolina and Georgia coast.

Myrtle Beach Health Department, a medical clinic under DHEC, offers immunizations for adults and children, AIDS drug assistance program, breast and cervical cancer screening (Best Chance Network), dental health, developmental services for infants and toddlers (BabyNet), family planning, Healthcare Professional's Quick Reference, home health, laboratory testing services, new born hearing screening (First Sound), newborn home visits, nutrition services for women, infants and children (WIC), primary care, public health notifications, quit smoking/tobacco use, and STD/HIV testing as well as birth and death certificates.

Little River Medical Center is a community health center (CHC) which is part of the SC Primary Health Care Association (SCPHCA). CHCs offer community-based care representing public and private partnerships working together to improve the health status of their respective communities. With a focus on primary care, prevention, education, and case management, CHCs accept most health insurance plans including Medicare and Medicaid and for those patients without insurance, services are provided on a sliding fee scale based on the patient's income and family size. CHCs receive Federal grants through the US Department of Health and Human Services Bureau of Primary Health Care (BPHC) to partially support the cost of providing health care to the nation's growing uninsured population. Little River Medical Center has a number of locations in the planning area offering women's cancer screenings including mammogram and pap tests, family planning including yearly exam and birth control, behavioral health counseling, transportation services to the centers, community outreach programs, medical assistance programs, free health education seminars, and Medicaid application assistance.

Coastal Carolina Chapter of the American Red Cross serves Horry, Georgetown and Williamsburg Counties. The American Red Cross shelters, feeds and counsels victims of disasters; provides nearly half of the nation's blood supply; teaches lifesaving skills; and supports military members and their families.

The Red Cross is a provider of health and safety education by offering training to give the skills needed to prevent and respond to emergencies and save lives. Courses are taught primarily at two locations: Chapter Headquarters, 2795 Pampas Drive, Myrtle Beach and the Georgetown Service Center, 537 Lafayette Circle, Georgetown. Training is available on adult and infant CPR (cardio pulmonary resuscitation), AED (automated external defibrillator), first aid, blood borne pathogens, professional rescuer and health care provider CPR, babysitter training, pet first aid, swimming and lifeguarding.

The Chapter's **Grand Strand Blood Donor Center**: Blood drives are also held throughout the community at companies, community groups, churches and synagogues, colleges, universities and high schools. The need for blood is constant, and the only source for blood is through volunteer blood donors. The American Red Cross SC Blood Services Region provides life-saving blood to patients in 54 hospitals. Approximately 500 people need to give blood or platelets each week day to meet hospital demand. The Chapter collected 13,303 units of blood in fiscal year 2008-2009.

Health Care Findings

As the community continues to grow with more retirees and families with children moving into the area the health care needs will continue to increase. The Myrtle Beach community is very fortunate to have so many state of the art health care facilities in our city. Grand Strand Regional Medical Center continues to expand its services and facilities. Wellness programs are available throughout the area encouraging a healthy community.

As Horry County grows, its projected 2010 veteran population of 26,432 is expected to increase to 26,751 by 2020. The clinic plans to open a mental health annex in 2010 to expand those services for veterans in this community. The Myrtle Beach VA Primary Care Clinic and the Ralph H. Johnson VA Medical Center will continue to meet the health care needs in this area for generations of veterans to come.

Education Background



Horry County Public Schools is a county-wide school system encompassing 48 schools in the nine attendance areas of Myrtle Beach, Carolina Forest, Conway, Socastee, North Myrtle Beach, Loris, Aynor, Green Sea Floyds, and St. James. With over 37,796 students and more than 5,000 employees in school year 2009-2010, the school district is the third largest among the state's 85 districts and the county's largest employer - *Appendix G: Figure 7 Horry County Schools Attendance Area Map*.

A 12-member Board of Education, elected from single-member districts governs the school district, with the Chair being elected at-large. Members serve a four-year term of office, with elections staggered. The Superintendent is appointed by the Board. The following are some quick facts about Horry County Schools (*Horry County School 2008-2009 Progress Report – Horry County Schools website and SC Statistical Abstract 2008*):

- The average daily attendance rate was 96 percent.
- There were 1,790 high school graduates in 2008.
- Eighty-two percent of the high school graduates reportedly planned to attend a two or four-year college/university. They collectively earned \$40 million in scholarships.
- Some of the post-secondary schools our graduates are attending include: Brown University, Carnegie Mellon University, Duke University, University of Tennessee, Ohio University, Wake Forest University, Boston University, US Naval Academy, University of SC, Clemson University, Coastal Carolina University, Furman University, Winthrop University, SC State University, Wofford College, Citadel, and College of Charleston.
- The total number of full-time employees is 4,870, and the total number of classroom teachers is 2,331.
- The average annual teacher's salary is \$52,697.
- The salary range for a teacher with a bachelor's degree is \$33,000 to \$56,329.

According to the *Progress Report 2008-2009* Horry County Schools is among the fastest growing districts in SC. Horry County Schools has added nearly 10,000 students in the past decade. The student population is 67 percent white, 21 percent African American, and 12 percent other minorities. Sixty percent of students are eligible for free or lunches.

Horry County Schools (HCS) offers the following programs that may not be found in other school districts in the state:

- The Scholars' Academy serves the highest achieving students in grades 9-12 on the campus of Coastal Carolina University and offers college level and accelerated programs of study.
- The Early College High School targets students who are underrepresented in post-secondary education and allows students to achieve two years of college credit at the same time as they are earning a high school diploma. Students attend school on the campus of Horry-Georgetown Technical College. HCS offers multiple dual credit opportunities through local post-secondary institutions and the Internet.
- A fine arts program features instruction in visual and performing arts, with orchestra, band, chorus, and drama available at middle and high schools.
- HCS has the largest child development program in the state serving identified 4 year-olds.
- Foreign language instruction is available in grades six through twelve.
- High school athletics include football, basketball, baseball, track and field, softball, volleyball, wrestling, soccer, cheerleading, golf and tennis.
- All classrooms are networked to the Internet and the use of wireless labs is expanding. During the last three years, more than two million dollars has been allocated for a laptop initiative for teachers, giving them equipment and training to enhance the use of technology and instruction.
- HCS uses an innovative computer-based testing program for grades two through 10 with tests in mathematics, language, and reading. It also provides results quickly to enable teachers to monitor instruction and address student needs.
- The average class size is lower than allowed by the State. For HCS, class sizes are: kindergarten, 25:1; grades one to three, 21:1 and grades four to five, 24:1.

Myrtle Beach Primary School is an award winning school with approximately 900 students in pre-kindergarten, kindergarten, and first grade. Myrtle Beach Primary serves students in special education through



its three-year-old classes, two self-contained classes, two resource classes, and occupational and physical therapy – *Appendix G: Table 3 Myrtle Beach Primary School Profile.*

According to the *State of SC 2007 Annual Report Card*, Myrtle Beach Primary School received a rating of “Good” which means the school performance exceeds the standards for progress toward the *2010 SC Performance Goal.*



Myrtle Beach Elementary School celebrated a banner year in 2007-2008 according to the *State of South Carolina 2008 Annual Report Card.* The school continues to meet the academic, social, emotional, and physical needs of the students on a daily basis. In 2008 Myrtle Beach Elementary received, for the fifth year in a row, the honor of “Closing the Achievement Gap.” This honor shows the effort of the school to monitor the progress of all students – *Appendix G: Table 4 Myrtle Beach Elementary School Profile.*

Lakewood Elementary School is celebrating its 50th year of operation. Lakewood Elementary has gotten a face lift with new construction added for the 2009-2010 school year. Although the school is located just outside the city limits it is within this planning area. The mission of Lakewood Elementary School, a progressive and nurturing community, is to assure that each child develops a strong foundation of personal and academic excellence through comprehensive, diverse and innovative learning experiences. According to *The State of South Carolina 2008 Annual School Report Card* the school received an excellent rating. Excellent is defined by the district rating terms as “performance substantially exceeds the standards for progress toward the 2010 SC Performance Goal” – *Appendix G: Table 5 Lakewood Elementary School Profile.*



In 2008 Myrtle Beach Intermediate School staff and students were recognized and honored for *Closing the Achievement Gap* which means that test scores in two student groups showed significant increases. Myrtle Beach Intermediate staff and students were also recognized for their community service in working with the SWA in a year-long recycling program that promoted good stewardship of our land, air, and water. In conjunction with that effort the school and community business partners created a rain garden in a back courtyard to provide students with first hand experiences related to protecting and preserving our environment through progressive stormwater methods.

According to *The State of South Carolina 2008 Annual School Report Card* the school received an average rating which is defined as “performance meets the standards for progress toward the 2010 SC Performance Goal” - *Appendix G: Table 6 Myrtle Beach Intermediate School Profile.*



Myrtle Beach Middle School continues to receive awards and accolades in the following areas: 41 eighth grade students are *SC Junior Scholars*, 15 eighth grade *Explore Scholars*, 3 seventh grade *Duke TIP Scholars*, six *John Hopkins CTY Scholars*, 115 students received high school credit for algebra I (49 of whom were seventh graders), 24 students received high school credit geometry, and 122 students passed the keyboarding proficiency test for one-half unit of high school credit. The fine arts program, with over 300

students participating in band, chorus, orchestra, and winter guard, stood head and shoulders above the rest in 2008-2009 and received superior ratings at district, state and regional competitions. The school’s athletic teams (baseball, cross-country, soccer, softball, tennis, and track and field) all had winning seasons. Extracurricular activities include the Math Count teams, Student Council, Writer’s Club, and Ambassador’s Group.



According to *The State of South Carolina 2008 Annual School Report Card* Myrtle Beach Middle School received a rating of average which is defined as “performance meets the standards for progress toward the 2010 SC Performance Goal” - *Appendix G - Table 7 Myrtle Beach Middle School Profile*.



At **Myrtle Beach High School** the graduating class of 2008 had 73 *LIFE scholarship* recipients and was awarded more than \$4.2 million in scholarship monies. Extracurricular activities are an essential part of student growth. A variety of clubs and organizations are found at the school including Model UN, Academic Team, Interact, NJROTC Drill Team and Color Guard, Key Club, National Honor Society, and Beta Club. Students are involved in various community service projects to ensure constant connection between the school and community. The fine arts program represents approximately 25 percent of the student body in the areas of band, chorus, art, and orchestra. The varsity athletic teams continue to be strong competitors in all areas - *Appendix G:*

Table 8 Myrtle Beach High School Profile. According to *The State of South Carolina 2008 Annual School Report Card* Myrtle Beach High School received a rating of Excellent which is defined as “performance substantially exceeds the standards for progress toward the 2010 SC Performance Goal.”

The **Academy for the Arts, Science and Technology** is organized around nine career majors: Advanced Art, Dance, Digital Communications, Education, Entertainment Technology, Environmental Science, Pre-engineering, Pre-medicine, and Theatre. Juniors and seniors from any of the Horry County high schools may choose to come to the Academy. The Academy offers a full range of academic courses that juniors and seniors need to meet graduation requirements and to prepare them for post-secondary education or entry into the workplace. The mission of the Academy for the Arts, Science, and Technology, a new kind of secondary school organized around specific career majors, is to ensure that the students are successfully prepared to enter their career choice or next level of education in pursuit of life goals through personalized, integrated, technologically-supported, mastery-based programs of study – *Appendix G: Table 9 Academy for the Arts, Science and Technology Profile*.

According to *The State of South Carolina 2008 Annual School Report Card* the Academy for the Arts, Science and Technology received a rating of Excellent which is defined as “performance substantially exceeds the standards for progress toward the 2010 SC Performance Goal.”

The **Myrtle Beach Family Learning Center**, a division of Horry County Schools Adult Education, is open to anyone aged 17 and older who wishes to attend adult education classes and who has a child from 6-weeks to five years of age. The Family Learning Center is comprised of four components: Adult Education, Early Childhood Education, Parenting, and Parent and Child Together Time. Educational childcare is available for parents who are participating in adult education. The educational child care is free; however, parents must participate in parenting classes and *Parent and Child Together Time*. A menu of parenting classes is available at the Conway, Myrtle Beach, and Socastee Education Centers to help educate and support moms and dads in their parenting roles such as developing early literacy skills, *Motherhead*, toddler tips, nutrition, and health and safety. *Parent and Child Together Time* is offered weekly with instructional activities encouraging the parent to become the child's first teacher. Educational childcare is available only on days that the adult education centers are open.

Horry County Schools Adult Education program offers GED preparation and Adult Basic Education classes at the **Historic Myrtle Beach Colored School Museum and Education Center**. **Horry County Schools College and Career Transition Services** provides services to adult education students to ensure greater success with college and careers. Students can explore career pathways, complete career assessments, formulate interest inventories, investigate college majors, search for employment and learn about military careers.

Education Findings

Myrtle Beach's enrollment has held steady for a number of years and future forecasted enrollments are not expected to be significantly larger than the design capacity – *Appendix G: Table 10 School Capacity in Myrtle Beach Comprehensive Planning Area*.

The school district is dealing with long-term solutions by implementing a program of building, expanding, and upgrading facilities. Currently, Phase III of the program is wrapping up and planning is beginning for Phase IV. Phases I – III totaled over \$500 million in new construction, additions and renovations.



St. Andrew Catholic School has an educational program that meets both the requirements of the SC Department of Education and the curriculum set by the Diocese of Charleston. Since 1956 strong emphasis is placed on the basic skills of reading, writing, language, math, science, and social studies. In addition, the school offers programs of music, art, physical education, library science, and computers. Spanish is taught to all students. Students who meet the requirements in grade eight are offered high school credit in Algebra I Honors, Spanish I, English I Honors and keyboarding. Students in grades 7 and 8 are required to perform at least ten hours of service at school, the church, or a community agency.

In November 2005, St. Andrew School was named a *National Blue Ribbon School* by the US Department of Education. Nomination for this prestigious designation was predicated upon the students' excellent scores on the *Iowa Test of Basic Skills*, a national standardized test which is given each fall. The evaluation committee looked for evidence of exceptional instruction techniques, innovative programs, parental and community involvement, and a balanced extracurricular program. St. Andrew received high marks in all areas.

A new gymnasium opened in November 2007. It is used for physical education, organized sports and many school and parish gatherings. Today St. Andrew provides education for students in grades kindergarten thru eighth. An extended care program is available for students each afternoon until 5:30 PM. The additions of algebra in grade eight, Spanish, art, music, computers, and Accelerated Reader have enriched the curriculum.

Chabad Academy is a thriving educational environment that connects the Jewish community of Myrtle Beach. Chabad has served thousands of people over its 22 years of existence. Children from first through ninth grades are steeped in their Jewish values as well as a complete secular education that exceeds SC's basic requirements. Creative writing, drama, technology, physical education, Hebrew, art, career development, and chorus round out a comprehensive standards-aligned curriculum. Cultural field trips and special out-of-state trips to complement children's education are organized throughout the year. Children are taught in a nurturing environment with a low student/teacher ratio of 7:1.

Chabad also offers a preschool early education program in which the foundations for a lifetime of creative learning are developed within the child. Due to an excellent teacher/student ratio, as well as a fundamental belief in the creative ability of the children, the Chabad Academy provides instruction which is child-centered and emphasizes the individuality of the child.

Myrtle Beach Christian Academy, established in 1995, is an independent, college preparatory school whose purpose is to assist Christian parents in the educational and spiritual development of their children. Christian Academy offers kindergarten through 12th grades and is accredited by ACSI (Association of Christian School International), SACS (Southern Association of Colleges & Schools), CITA (Commission International & Trans-Regional Accreditation) and SCISA (South Carolina Independent School Association).

Home Schools

According to *SC Code § 59- 65-40* parents or guardians may teach their children at home if the instruction is approved by the District Board of Trustees of the district in which the children live. District Board of Trustees can approve a home school program which meets certain standards.

Alternative home schooling requirements allow parents or guardians to teach their children at home if the instruction is conducted under the auspices of the SC Association of Independent Home Schools. Bona fide membership and continuing compliance with the academic standards of SC Association of Independent Home Schools exempts the home school from the further requirements of *SC Code § 59-65-40*.

Higher Education

The **SC Lottery Tuition Assistance (LTA) Program** was established in 2001 under the *SC Education Lottery Act (SC Code § 59-150-10)* and implemented for the first time during 2002-03 academic year. LTA is a unique scholarship for full-time or part-time students of any age attending one of the colleges within the SC Technical College System, one of the two-year branch campuses of the University of SC, or Spartanburg Methodist College (*SC Education Lottery website*).



Coastal Carolina University (CCU) was inspired by its founding in 1954 to serve the educational needs of the immediate area. CCU, a public comprehensive liberal arts institution, has grown with the region to become a mid-sized regional comprehensive university. In the fall of 2008, CCU had a student enrollment of 8,100 students from 44 states and 33 foreign countries. Forty-six percent of the first-time freshmen and 54 percent of the undergraduate students are SC residents. The student population is made up of 46 percent male and 54 percent female. The average SAT score is 1,039 and the average high school grade point average is 3.35 for the first-time freshmen.

CCU offers baccalaureate degrees in 40 major fields of study and 37 undergraduate minors. The university also offers master's degree programs and is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools - *Appendix G: Table 11 Coastal Carolina University Programs*. CCU's many international partnerships make it possible for students to study in places such as Australia, China, Costa Rica, France, Germany, India, Ireland, Japan, Russia and Spain .

The University has 294 full-time teaching faculty. Eighty percent of the faculty has doctoral or terminal degrees. The student to faculty ratio is 18:1.

CCU is a NCAA Division I school in the Big South conference. Women's varsity teams include basketball, cross country, golf, indoor track and field, soccer, softball, tennis, outdoor track and field, and volleyball. Men's varsity sports include baseball, basketball, cross country, football, golf, soccer, tennis, and outdoor track and field.

The campus has 53 main buildings on 307 acres including the Burroughs and Chapin Center for Marine and Wetland Studies and the Coastal Science Center. Waites Island, 1,105 acres of pristine barrier island, provides a natural laboratory for extensive study in marine science and wetland biology. Students enrolled in the professional golf management program staff the Quail Creek Golf Club at CCU, a public 18-hole golf facility adjacent to the campus. CCU also offers courses at the Waccamaw Center for Higher Education in Litchfield Beach, Myrtle Beach, North Myrtle Beach and Georgetown. Classes began in the fall of 2009 at the **Myrtle Beach Education Center** at 79th Avenue North and Highway 17 bypass.

The Osher Lifelong Learning Institute at CCU seeks to provide opportunities for older adult, noncredit students to achieve intellectual stimulation, as well as cultural and social growth. A variety of courses are offered in the areas of art and photography; computer technology; foreign languages; history and government; literature and writing; music, theater and film; personal growth and skills; religion and philosophy; science and nature and travel opportunities.

The Myrtle Beach branch of the Lifelong Learning Institute is located in the Myrtle Beach Education Center. The Osher Lifelong Learning Institute also has campuses in Conway at the Foundation Center and Waccamaw Higher Education Center in Litchfield Beach. Members of the Institute are eligible for discounts and other special offers through the University.

In 2005, on Campus Sustainability Day (October 26) the University launched the **CCU Campus and Community Sustainability Initiative**. The Initiative represents CCU's commitment to be a regional leader in environmental sustainability.

The Sustainability Initiative is focusing its activities on campus operations, curriculum, and outreach. CCU recognizes that it is essentially a small city, and as such consumes significant energy and material resources and produces waste in large amounts. The University understands its' moral obligation to clean up its own house by applying significant financial, operational, and intellectual resources to minimizing the University's impact. The Sustainability Initiative program is reaching out into the community as well offering workshops on sustainability. One such workshop was offered at the Waccamaw Higher Education Center in 2008 for builders, developers, planners, engineers, and elected and appointed officials providing information on green building and LEED (Leadership in Energy and Environmental Design) certification programs. The University has also been involved in research on wind turbines off the coast of Myrtle Beach. *For more detailed information about this partnership with Santee Cooper please see the Natural Resources Element of this document.*

Wheelwright Auditorium, the first performing arts center in the Myrtle Beach area, was constructed in 1981 as part of the CCU campus. The \$3.1 million auditorium was funded almost entirely by private donations from local residents and businesses, including a gift of more than \$1 million from the late Dr. and Mrs. William Kimbel. The



auditorium is named for Mrs. Kimbel's maternal grandfather, John Wheelwright, who was involved in the early 1900's with the cotton trade in SC. In 2000, the auditorium underwent a half million dollar renovation. The total seating capacity is 790.

Horry-Georgetown Technical College is a part of the largest higher education system in the state. The SC Technical College System provides a comprehensive education to its 114,000 credit and 128,000 continuing education students. The technical education system of SC began in 1961. Since then the program has grown into a statewide network of 16 community colleges with Horry-Georgetown being the eighth to be established. The Horry-Marion-Georgetown Technical Education Center was created by leaders in Horry, Marion, and Georgetown counties in 1966. In 1968, Marion withdrew. The Horry-Georgetown Technical Education Center grew and prospered. In 1975, the General Assembly approved the center's request to change its name to Horry-Georgetown Technical College (HGTC). Horry-Georgetown Technical College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools and governed by the Horry-Georgetown Commission for Technical Education to award associate degrees, diplomas and certificates. HGTC has three locations including campuses in Conway, Georgetown and Myrtle Beach. However, the College also caters to online learners, who prefer a web-based college experience, providing more than five dozen online classes and courses, and a business degree available entirely over the Internet. The College is a comprehensive two-year community/technical college offering more than 70 associate degree, diploma and certificate programs of study for students seeking quick entry into the workforce or desiring to transfer to pursue a bachelor's degree or beyond, and HGTC also specializes in continuing education and professional training for employees and employers who want short-term, skill-specific learning - *Appendix G: Table 12 Programs Offered at HGTC.*

The Grand Strand campus is located in the Market Common district in Myrtle Beach. The Grand Strand Campus is HGTC's second largest campus, but is currently the most rapid in growth for facilities and student enrollment.

The SC Technical College System has joined the sustainability movement offering courses through their Energy Efficiency Training Centers (EETC), which are strategically located at six of the technical colleges across the state including Horry-Georgetown Technical College. The EETCs are designed to deliver short-term energy audit, energy efficiency and weatherization training program - *Appendix G: Table 13 EETC Program Courses.*

In addition to the numerous programs of study, classes and courses, the College provides a number of services for the public, including dining in the culinary arts facilities, personal services in dental care, cosmetology and esthetics; rental facilities for conferences, classes and other uses; and a high-tech Library for on-site and online reading and research. The Grand Strand Campus Conference and Business Center offers flexible-use meeting space including computer training facilities and the Thomas C. Maeser Auditorium, a 3,650 square-foot ballroom to accommodate small to medium-sized functions. The center is equipped with a complete complement of audio-visual equipment and offer support systems including satellite and web conferencing capabilities. The center also provides free wireless Internet access for clients and guests, as well as breakfast, lunch, dinner and beverage services.

Webster University established a graduate program in 1976 to serve the military personnel stationed at the former Myrtle Beach Air Force Base. The graduate program was later made available to the civilian community in SC and NC. Classes are scheduled to accommodate the working adult by offering weeknight, Saturday and Sunday sessions. Webster established a metropolitan campus in 1992 due to base closure. It has become a viable educational institution in the surrounding communities.

The Myrtle Beach campus is now housed in two separate buildings separated by a commons area where students can lounge, study or have lunch in an open air environment. The main administration building has the computer lab, learning resource center, student lounge, several classrooms, academic advising offices, faculty coordinator office and general administration offices. Webster Hall, located next to the main building, has four state of the art classrooms and a student break room - *Appendix G: Table 14 Courses Offered - Myrtle Beach Metropolitan Campus.*

Education Findings

Horry County Schools



The *Local Comprehensive Planning Enabling Act of 1994*, which authorizes the writing, adoption, and implementation of this *Comprehensive Plan*, requires any entity proposing to build a public way, grounds, or building to submit plans for such facilities to the local planning commission to determine their compatibility with the *Comprehensive Plan*. School districts are among the entities governed by this provision.

The School District's Planner is charged with assisting the Horry County School Board in assessing the needs of the school district for staff and facilities. The information needs for the District's planning process include accurate counts of residents, regular notification of development approvals, and geographically specific projections of anticipated students. HCS had offered quarterly planning sessions with local and Horry County planning staff to discuss growth and building needs of the local schools. These sessions should continue to better coordinate the needs of the school district with the municipalities and Horry County.

Horry County will continue to have growth that will include families with children. Due to various factors HCS has increased the pupil-teacher (P/T) ratio in some grades which has created some capacity in many of their buildings. HCS is also looking at ways to utilize existing buildings. School officials are predicting the amount of growth in the short term will not be as fast as it was over the past 5 years, but in the mid to long-term it is likely to increase at a similar pace. This will eventually create the need for additional schools, additions to existing facilities, and, as some facilities begin to age, renovations. The use of *Virtual Schools* and other innovative learning opportunities will also begin to see more use as time goes on. HCS has discussed including low impact design or green buildings but no action has been taken to date.

HCS offer a number of specialized training programs for those planning to enter the workforce directly out of high school. CCU, Webster University, and HGTC provide a variety of programs that meet the training needs of the labor force in this area. A number of joint programs involving the City and private sector provide opportunities for students to gain experience in government, civic responsibilities, and business. The City of Myrtle Beach participates in the job shadowing program with students from Myrtle Beach High School. Students from HGTC and CCU have participated in summer internship opportunities offered by the City of Myrtle Beach.

Many of the City's parks and recreation facilities are used to the maximum extent possible, while facilities belonging to HCS are underutilized during after-school hours and during the summer months. HCS use a number of City-owned facilities for recreational activities. Recreational facilities belonging to HCS should be made available to expand recreational opportunities during after-school hours and the summer months.

The primary modes of transporting school children to and from school are the private automobile and school bus. Sidewalks and bike paths are rare and do not connect with the school sites. Traffic congestion is such that buses are delayed on a regular basis. Parents dropping off their children at school are adding to the traffic congestion problem. When high-traffic weekends or holidays occur, such as Labor Day, all traffic including school buses is often at a standstill.

In 2008 Myrtle Beach Middle School participated in the SC Department of Transportation's *Safe Routes to Schools* training workshop and had an on-site inventory of walking and bike paths conducted by the *Safe Routes to Schools* Coordinators. Federal grant monies are available through the *Safe Routes to Schools* program for providing sidewalks, bike paths, education programs, *Walk and Bike To School Days*, etc. for the various schools in the community.

The City of Myrtle Beach and Coast RTA partnered with Horry County Schools to provide bus shelters in certain locations of the city. These shelters should be expanded throughout the city to provide adequate shelter for children riding the school buses.

Community Facilities Goal

Through sound management and strategic investments, community facilities and services will be provided and maintained for all members of the Myrtle Beach community that promote health, safety and an enhanced quality of life in an efficient, responsive and sustainable manner.

Community Facilities Objectives and Strategies



1. A comprehensive community facilities and services master plan for the City of Myrtle Beach is created and implemented.

Action: *The City Manager's Office, with assistance from the various departments, creates and implements a community facilities and services master plan with consideration given to energy efficiency and low impact design standards with recommendations submitted to City Council that helps the community in its efforts to become a sustainable community.*

Time frame: *Immediate.*

Potential funding source: *Capital improvements, general fund and grant sources.*

 - Include a design and implementation plan for a new solid waste transfer station.

Action: *The Public Works Department creates a design and implementation plan for a new transfer station that is submitted as part of the capital improvements program.*

Time frame: *Short term (5 years).*

Potential funding source: *Capital improvements program.*

 - Include police substations as the City continues to expand geographically.

Action: *The Police Chief, with the assistance of the City Manager's Office, will create a design plan for providing police substations as the City continues to expand geographically.*

Time frame: *Midterm.*

Potential funding source: *Capital improvements program and grants.*

 - Continue to review the need to expand the Myrtle Beach Convention Center.

Action: *The City Manager's Office, with assistance from the Myrtle Beach Convention Center staff, will create and implement a design plan for the expansion of the Myrtle Beach Convention Center and its services with consideration given to low impact design and energy efficiency, flexible space that could be utilized by sporting and other special events, larger exhibit hall and meeting space, additional parking and improved access from Burroughs and Chapin Boulevard, new HVAC systems, repairs as needed, and a long term maintenance plan with a budget.*

Time frame: *Short term.*

Potential funding source: *Capital improvements program and grant funding.*

2. Continue to utilize more energy efficient vehicles and equipment to provide necessary City services.

Action: *The City Manager's Office, with assistance from the various departments, begins to replace vehicles and equipment with consideration given to energy efficiency, safety for the user and the environment, less emissions into the air, and money savings.*

Time frame: *Immediate.*

Potential funding source: *Capital improvements, general fund and grant sources.*

3. Explore the role that Chapin Library will play in the overall library system.

Action: *The City Manager's Office, with assistance from the Library staff, will provide Council with information to assist in continually determining the role that the library will play within the overall system.*

Time frame: *Immediate.*

Potential funding source:

4. Continue to maintain the general budgetary approach while incorporating the goals, objectives and strategies of this *Comprehensive Plan*.

Action: *City Council, with assistance from the City Manager's Office and the Office of Budget and Evaluation, adopt budgetary policies that incorporate the goals, objectives and strategies of the Comprehensive Plan.*

Time frame: *Immediate.*

Potential funding source: *Various sources as outlined in the budget and financial plans.*

5. Continue to revise the process for developing the capital improvements program to include a ten-year planning horizon for forecasting Federal, State, and local funds available for public infrastructure and facilities.

Action: *The City Manager's Office, with assistance from the Office of Budget and Evaluation and Planning Department, proposes a revised process for developing the capital improvements program as mandated by the SC Priority Investment Act with recommendations given to the Planning Commission for City Council approval.*

Time frame: *Immediate.*

Potential funding source: *No funding needed.*



6. Continue to develop procedures across departments, divisions and boards and commissions to give due consideration to the goals, objectives and strategies of the *Comprehensive Plan* rewrite in meeting the goal of becoming a sustainable community.
Action: *The Planning Department, with assistance from the City Manager's and City Attorney's Offices, develops procedures for departments, divisions, board and commissions with consideration given to the goals, objectives and strategies of the Comprehensive Plan.*
Time frame: *Immediate.*
Potential funding source: *No additional funding needed.*
7. Continue to maximize public involvement.
Action: *The City Manager's Office and the Public Information Officer suggest opportunities for public involvement for City Council approval taking advantage of technological innovations, as well as using more traditional methods to ensure opportunities are designed to be engaging, meaningful, and equitable. In recognition of the interdependence among the City, other nearby municipalities, and unincorporated areas, the City strives to include representation from outside the city whenever appropriate.*
Time frame: *Ongoing.*
Potential funding source: *General fund.*
8. Continue efforts to increase recycling among residential, commercial businesses and visitors.
 - Continue to encourage area businesses to participate in recycling programs and keep their solid waste containers clean and odor free.
Action: *The SWA with help from the Public Works Department and Myrtle Beach Area Chamber of Commerce works with the travel and tourism industry to develop a program*
Time frame: *Immediate and ongoing.*
Potential funding source: *SWA and private investment.*
 - Continue to provide recycling containers and recycling education programs for residents and visitors.
Action: *The Public Works Department works with the hospitality industry and the SWA to develop a program; any recommendations in the program for City participation are submitted to City Council for approval.*
Time frame: *Immediate and ongoing.*
Potential funding source: *General fund, capital improvements program, grants and private investment.*
9. Continue to participate in planning for regional solid waste disposal including the need for a hazardous waste collection and disposal site.
Action: *The Public Works Department continues to cooperate with regional solid waste planning efforts including the need for hazardous waste collection and disposal.*
Time frame: *Ongoing.*
Potential funding source: *No additional funding needed.*
10. Remain an active cooperator in regional planning and provision of water and sewer services.
Action: *The Public Works Department in cooperation with GSWSA, with assistance from the Planning Department, continues to cooperate with regional utilities planning.*
Time frame: *Ongoing.*
Potential funding source: *No additional funding needed.*
11. Continue to work with Horry County to resolve the law enforcement problems occurring in the unincorporated areas of the Horry County adjacent to or surrounded by the City limits.
Action: *The Police Chief, with assistance from the City Manager's Office and City Council, continue to work with the Horry County Police Department and Horry County Council in determining solutions to this recurring problem.*
Time frame: *Ongoing.*
Potential funding source: *No additional funding needed.*
12. Work with other jurisdictions to determine the best alternative for an outdoor firing range and a Police Officer driving training area.
Action: *The Police Chief, working with other jurisdictions determines adequate property and space needs for an outdoor firing range and driving training area and makes recommendations to City Council with consideration given to a regional approach.*



Time frame: Short term.

Potential funding source: Capital improvements program.

13. Strive to maintain ISO Rating of #1.

Action: The City will continue to work toward setting aside land and working with developers to prepare for needed expansion of fire services that will ensure the City maintains the highest ISO rating.

Time frame: Ongoing.

Potential funding source: General fund, capital improvements, land donations, etc.

14. Work with other jurisdictions to create a live burn fire training area that includes a multi-purpose building that will allow for different types of fire and rescue training.

Action: The Fire Chief works with other jurisdictions to design and implement a live burn building training area with a multi-purpose building that will allow for different types of fire and rescue training with consideration given to a regional approval.

Time frame: Mid-term.

Potential funding source: Capital improvements program and grant funding sources.

15. Continue to remove existing overhead energy and communications lines.

Action: The Public Works Department, with assistance of the City Manager's Office, works with the utility companies, neighborhoods, and commercial interests to prepare the plan. The plan is submitted to the City Council for approval.

Time frame: Ongoing.

Potential funding source: Capital improvements program.

16. Work with utility companies to provide for energy conservation and alternatives.

Action: The City Manager's Office continues to work with Santee Cooper and other public utilities to reduce our reliance on oil and gasoline and to provide for energy conservation and alternatives such as LED street lighting, solar panels and wind energy.

Time frame: Ongoing.

Potential funding source: No additional funding needed.

17. Continue to encourage a healthy community that includes access to health care services that focus on both treatment and prevention for all members of the community.

Action: The City works with area health care providers to ensure that our community remains a healthy community with access to health care services that focus on both treatment and prevention for all members of our community.

Time frame: Ongoing.

Potential funding source: No funding needed.

18. Continue to cooperate with Horry County Schools (HCS) in determining the appropriate locations of new schools in the planning area.

Action: The Planning, Construction Services and Public Works Departments continue to work with HCS to provide needed information on population counts, notification of development approvals, building permits, and infrastructure linkages to schools.

Time frame: Ongoing.

Potential funding source: No additional funding needed.

19. Continue to encourage HCS to retrofit existing buildings and new construction sites using low impact design and higher density school construction allowing for green space, sidewalk connectivity with neighborhoods, etc.

Action: The Planning, Construction Services and Public Works Departments works with HCS to encourage higher density, low impact design for retrofitting existing buildings and new construction allowing for open space with trees, sidewalk connectivity to neighborhoods, etc.

Time frame: Ongoing.

Potential funding source: HCS.



20. Work with the public schools and higher education institutions to ensure an adequately trained workforce for the local hospitality industry and to attract new business to the area.
Action: HCS, CCU, HGTC, Webster University and the Myrtle Beach Area Chamber of Commerce work with public and private sector agencies to ensure we have a well trained work force in the area to accommodate the needs of the hospitality industry and to attract new industry to the area.
Time frame: Ongoing.
Potential funding source: HCS, higher education entities and the private sector.
21. Continue to provide opportunities for students and the general citizenry to interact with local government.
Action: The City continues to provide opportunities for students and the general citizenry to interact with local government through special programs, committees, planning processes, etc.
Time frame: Ongoing.
Potential funding source: General fund and grants.
22. Study transportation alternatives for students and teachers to travel to school.
Action: The Planning and Public Works Departments, working in concert with Horry County, SCDOT and HCS provide for alternative means of transportation for students and teachers.
Time frame: Ongoing.
Potential funding source: Capital improvements program, SCDOT, and Horry County Schools.
23. Continue to use zoning and site design to make residential areas and schools conveniently accessible.
Action: The Planning and Construction Services Departments reviews the zoning and design regulations with HCS making residential areas and schools conveniently accessible.
Time frame: Immediate and ongoing.
Potential funding source: No additional funding needed.





Housing Element

Housing Background

Myrtle Beach has a warm climate, a beautiful coastline on the Atlantic Ocean and an abundance of recreational activities that have historically attracted people from across the country and from all over the world. In addition to the daily visitors to the area, many people are choosing Myrtle Beach as their retirement home.

Tourism has been and will most likely continue to be the most important determinant of the health of the Myrtle Beach economy. Just over one-third of all jobs within Myrtle Beach are either restaurant or hotel jobs. Many vital members of our community-- teachers, firefighters, policemen, paramedics, and service industry workers - cannot afford housing for their families. Our growing population of elderly citizens, as well as those who have physical or mental challenges, also need clean and decent housing.

According to *The Sustainable Comprehensive Plan* (American Planning Association National Conference, April 2009) housing diversity is key to sustainable housing. Choices must be provided to meet the needs of different segments of the city's population. There are a number of sample sustainability indicators such as a mix of housing types versus housing demand based on demographics, affordability and access to services such as community facilities, parks and recreation, retail and alternative modes of transportation, to name a few.

Strong neighborhoods contribute to the tax base, safe communities, a stable workforce, and an environment that invites economic opportunity and growth. For these reasons all representatives of a community should be concerned with housing quality, affordability and choice, not just as a matter of social equity, but as a fundamental element of community viability and economic development.

There are 122,085 housing units in Horry County with 14,608 of those units in Myrtle Beach - *Appendix H: Table 1 Type of Housing Units – Myrtle Beach, Local Municipalities and County, 2000.*

According to the US Census Bureau in 2000 the average household size (2.16) in Myrtle Beach is lower than in Horry County (2.37) and the US (2.59). The same is true for the average family size at 2.79 persons compared to 2.84 in Horry County and 3.14 in the US.

Since 1939 the largest number of homes built in Myrtle Beach was constructed between 1980 and 1989. At that time 4,998 houses were built. From 1990 to March 2000 home construction was down reflecting construction activity seen prior to 1940. Construction activity had significantly increased in Horry County from 1980 to 1989 but again dropping off considerably in 1999 to March 2000 - *Appendix H: Table 2 Year Housing was Built.*

Over 52 percent of the homes in Myrtle Beach are owner-occupied. This is significantly less than Horry County at 73 percent and the US at 66 percent.

Just over one-fourth of the housing units in Myrtle Beach are vacant. In Horry County one-third of the housing units are vacant as compared to less than one-tenth in the US - *Appendix H: Table 3 Occupied and Vacant Housing Units.*

One-third of the owner-occupied housing units in Myrtle Beach pay less than \$700 in monthly housing costs including mortgage payments. About 60 percent of the owner-occupied housing units in Myrtle Beach pay less



than \$1000 in monthly housing costs including mortgage payments - *Appendix H: Table 4 Monthly Housing Costs Including Mortgage Payment as a Percentage of Owner-Occupied Housing Units.*

Approximately 24 percent of owner-occupied households in Myrtle Beach pay more than 35 percent of their income for monthly housing costs including mortgage payment - *Appendix H: Table 5 Monthly Housing Costs Including Mortgage Payment as a Percentage of Owner-Occupied Household Income.*

The median gross monthly rent for renter-occupied units in Myrtle Beach is \$634 as compared to \$594 in Horry County -*Appendix H: Table 6 Gross Monthly Rent for Renter-Occupied Units.*

Approximately 31 percent of renter-occupied households in Myrtle Beach are paying more than 35 percent of their household income for gross rent - *Appendix H: Table 7 Gross Rent as a Percentage of Household Income for Renter-Occupied Unit.*

Less than ten percent of the households in Myrtle Beach have no vehicle. More than 80 percent have one to two vehicles per occupied household - *Appendix H: Table 8 Distribution of Vehicles per Occupied Household.*

Housing Findings

Housing is very important for any community and the people who live there. Housing costs are the single largest expenditure for most residents. In addition to its social importance, housing plays a critical role in state and local economies. Housing is also a major source of revenue for many local communities in the form of property taxes. For many communities housing is one of the largest land uses and the largest capital asset. By considering housing related issues now, as a part of a comprehensive planning process, Myrtle Beach can be better prepared to meet its future housing needs.

The Priority Investment Act

While municipalities and counties in SC have some flexibility in drafting other elements of the *Comprehensive Plan*, the housing element must comply with elaborate statutory provisions. According to the *South Carolina Priority Investment Act Implementation Guide for Local Government (SCAPA 2008)* the “housing element” described in *SC Code § 6-29-510(D)(6)* has been expanded by the General Assembly in 2008 to require local governments to analyze “unnecessary housing regulatory requirements that add to the cost of developing affordable housing but are not necessary to protect the public health, safety, or welfare” and to include “an analysis of market-based incentives that may be made available to encourage development of affordable housing”.

“Affordable housing” is defined in *SC Code § 6-29-1110(1)* as using the total cost for a dwelling unit for sale, including mortgage, amortization, taxes, insurance, and condominium and association fees. By SC law, qualified affordable housing for low income families constitutes no more than 28 percent of the annual household income for a household earning no more than 80 percent of the area’s median income, by household size, as reported by the US Department of Housing and Urban Development (HUD). In the case of a rental unit for low income families, the total cost for rent and utilities can constitute no more than 30 percent of the annual household income for a low income family household earning no more than 80 percent of the area median income, by household size, as reported by HUD.

Over the last several years, housing prices have increased dramatically across SC, leading to less affordable housing for a growing number of low and moderate income households although the recession of 2009 reversed this trend. The *Priority Investment Act* highlights the need for affordable housing as a key component in a community’s strategy for developing a strong economy, healthy environment, and sustainable transportation system. A lack of housing is a problem that threatens the economic, environmental and social quality of life.

2009 Analysis of Market-Based Incentives and Unnecessary Nonessential Regulatory Requirements

According to the Myrtle Beach Housing and Community Development Consolidated Plan 2005-2010 when considering the barriers to affordable housing, it is clear that a number of factors impact the availability of affordable housing including the availability and price of land, financing, and the regulations and fees governing development and construction. While the private sector seeks to fill the demand for housing in terms of type, size



and value, the public sector impacts the process through policies including development regulations, zoning, building code enforcement, provision of infrastructure, and through the fees charged to implement these policies.

A review of zoning and subdivision regulations for the City of Myrtle Beach found that the regulations, while somewhat more restrictive as befits an urban area, do not excessively restrict the development of affordable housing. Higher density multi-family housing is allowed in many areas and while manufactured housing is very restricted, the location of single-family modular homes is encouraged in small subdivisions and on infill lots throughout the city in an effort to help keep housing costs affordable.

The following information is based on the *Questionnaire for HUD's Initiative on Removal of Regulatory Barriers and Common Signs that Local Regulations are Contributing to the Affordable Housing Problem (April 2009)*.

Overall, no regulatory barriers to affordable housing have been found. However, in completing the analysis for HUD, staff has developed recommendations to be included in the proposed *Zoning Ordinance* rewrite that could be helpful in furthering development of affordable housing.

The *Myrtle Beach Zoning Ordinance, Zoning Map and subdivision regulations* conform to the *Comprehensive Plan* regarding housing needs by providing sufficient land use and density categories; and sufficient land zoned or mapped "as of right" in these categories, that can permit the building of affordable housing addressing the needs identified in the *Comprehensive Plan*. The *Zoning Ordinance* does not set minimum building size requirements that exceed the local housing or health code.

Myrtle Beach does not have development impact fees as defined in *Article 9 of Title 6 of the SC Code of Laws - South Carolina Development Impact Fee Act. §6-1-930* permits local governments with a comprehensive plan or a capital improvements plan to impose impact fees. The City does have water and sewer connection fees specified and calculated under local statutory criteria. The statute provides criteria that sets standards for the allowable type of capital investments that have a direct relationship between the connection fees and the development, and a method for fee calculation. In certain circumstances, upon request, Myrtle Beach does pay connection fees for affordable housing.

Myrtle Beach has adopted building code policies regarding housing rehabilitation that encourages such rehabilitation through graduated regulatory requirements applicable as different levels of work are performed in existing buildings. If the housing is not located in a flood zone, only the work currently being permitted has to meet current code. If the housing is in a hazard flood area, when the accumulative amount of all past and present work exceeds 50 percent of the appraised value the entire structure will have to meet current codes. Myrtle Beach uses the latest version of the *International Building Code* without significant technical amendment or modification.

Within the past five years Myrtle Beach officials have convened and funded comprehensive studies to review the rules, regulations, development standards, and processes of Myrtle Beach to assess impacts on the supply of affordable housing.

During the past five years Myrtle Beach initiated major regulatory reforms as a result of the *Canal/Nance Neighborhood Revitalization Plan*. The City has adopted two new single-family residential zoning districts (R-5 and R-8) that allow manufactured housing to be built among site-built housing. One of these districts (R-5) allows single family lots smaller than those allowed in any other single-family district (5,000 square feet).

Within the past five years Myrtle Beach has modified infrastructure standards or authorized the use of new infrastructure technologies to significantly reduce the cost of housing (*Section 917 of the Zoning Ordinance for Traditional Neighborhood Design Standards*).

Myrtle Beach does not give "as of right" density bonuses sufficient to offset the cost of building below market rate units as an incentive for any market rate residential development that includes a portion of affordable housing.

As of this writing the *Zoning Ordinance* rewrite is proposing to allow one additional fair-market value dwelling unit per every one affordable dwelling unit. "Affordable" should be defined as housing in which mortgage, amortization, taxes, insurance and condominium or association fees, if any, constitute no more than 28 percent of the annual household income for a household earning no more than 80 percent of the area median income, by



household size, for the Metropolitan Statistical Area (MSA) within which Myrtle Beach is located, as published from time to time by HUD.

In the case of dwelling units for rent, housing for which the rent and utilities constitute no more than 30 percent of the annual household income for a household earning no more than 80 percent of the area median income, by household size, for the MSA within which Myrtle Beach is located, as published from time to time by HUD. All affordable dwelling units should be interspersed with the market rate-sold dwelling units and should be similarly equipped to avoid any negative stigmatization and geographic segregation of eligible residents.

Myrtle Beach has not established a single, consolidated permit application process for housing development that includes building, zoning, engineering, environmental, and related permits. The City conducts sequential reviews for all required permits and approvals.

Myrtle Beach's permitting process is efficient and quick as compared to other jurisdictions, so much so that concurrent processing could lead to unintended errors. Current building permit applications are processed in three days on average (after Community Appearance Board approval, if necessary) and zoning amendments in two months. Myrtle Beach does not provide for expedited or "fast track" permitting and approvals for all affordable housing projects in the community. Myrtle Beach has not established time limits for government review and approval or disapproval of development permits in which failure to act, after the application is deemed complete, by the government within the designated time period, results in automatic approval.

Myrtle Beach does not allow "accessory apartments" in single-family residential districts. It is recommended as drafted in the proposed *Zoning Ordinance* rewrite to allow accessory apartments in multi-family districts and mixed-use districts.

Myrtle Beach does not have an explicit policy that adjusts or waives existing parking requirements for all affordable housing developments. It is recommended as drafted in the proposed *Zoning Ordinance* rewrite that if the developer of a development other than a single-family development provides evidence satisfactory to the Zoning Administrator that the units are being constructed for use as housing for special needs populations who have fewer vehicles, then the minimum parking requirement shall be 0.75 parking spaces per dwelling unit.

Myrtle Beach does not require affordable housing projects to undergo public review or special hearings when the project is otherwise in full compliance with the *Zoning Ordinance* and other development regulations.

Housing Market Analysis

The Grand Strand has a history of housing boom and bust cycles. The bottom of the past cycle was the local recession of 1992 and 1993 coinciding with the national recession and the closing of the Myrtle Beach Air Force Base. Beginning in 1995 the local economy shot upward with the resurgence of the national economy and construction of the Broadway at the Beach and former Fantasy Harbor projects. The exceptionally strong population growth and housing construction trend in Horry County attracted the attention of numerous housing developers from throughout the southeast region. However, local housing experts with long-term experience in the Myrtle Beach housing market were cautious of a growing trend of overbuilding, particularly the multi-family and condominium market. Their concerns were well placed, and the condominium market was left with a glut of inventory when the national housing market took a downturn in 2008. The economic downturn left several planned multi-family and single-family housing projects incomplete in Horry County. The unsold inventory, along with the national banking and lending crisis, resulted in a decrease in housing values.

Housing for the Workforce

Residents give an area its character. The City is constantly struggling to strike a balance between the needs of its tourists and the needs of its residents. Large numbers of workers travel from Horry and neighboring counties to Myrtle Beach to work every day.



Table 1: Number of Workers Traveling From Horry and Neighboring Counties to Myrtle Beach in 2006

Traveling From	Number of Workers	Percentage of Total
Horry County	29,881	73.5%
Georgetown County	2,132	5.2%
Florence County	1,084	2.7%
Charleston County	969	2.4%
Richland County	807	2.0%
Williamsburg County	676	1.7%
Lexington County	587	1.4%
Berkeley County	453	1.1%
Sumter County	318	0.8%
Marion County	302	0.7%
All other locations	3,455	8.5%

Workforce housing can refer to almost any housing, but always refers to affordable housing. Workforce housing may include single-family detached homes, rental apartments, condominiums, co-ops and shared housing that workforce families can afford. Workforce housing is intended to appeal to key members of the workforce whom we think of as the backbone of any successful community such as individuals working in tourism, services, government service, retail trade and construction (all of which are primary employment sectors in Myrtle Beach). Most appropriately, workforce housing is located in or near employment centers (as opposed to distant suburbs) and is sometimes cited as one solution to urban sprawl. (American Planning Association, 2009)

Funding for workforce housing projects is very limited as most Federal programs serve households at 80 percent or below of the area median income. Increasingly those who need more affordable housing are gainfully employed, thanks in part to the nationwide employment shift toward a service industry economy. Unfortunately, wages have not kept up with escalating housing costs. There continues to be a significant group of wage-earners who earn too little to afford the median priced home in the Myrtle Beach area and earn too much to qualify for many programs that could help them become homeowners.

The availability of decent quality housing for persons and families of low and moderate incomes has historically been a significant issue in Myrtle Beach. The needs of the individuals in this large segment of the population vary greatly. Rental housing is important to new arrivals to the area and individuals who are not ready or unable to invest in home ownership. First time homeowners such as young singles and families need starter type housing with a small down payment and a low monthly mortgage payment. The wages of tourism industry service workers are relatively low when compared to local housing costs. These employees are vital to the proper functioning of the tourism industry which accounts for 68 percent of all Horry County employment, according to the SC Employment Security Commission's 2005 data.

Housing for the Special Needs Population

People and families with special needs require a higher level of housing assistance than the balance of the population. The homeless, frail elderly, developmentally and physically disabled, victims of domestic violence, persons recovering from substance abuse, and those experiencing extraordinary problems require special help. These individuals need assistance with temporary, transitional, and permanent housing. The Planning Department's Community Development Program began aggressively addressing the housing needs of these special populations approximately 15 years ago but much remains to be done - *Appendix H affordable rental housing, emergency shelters, and affordable owner-purchase housing projects in the city.*

According to the *Myrtle Beach Consolidated Annual Performance and Evaluation Report (July 2008 – June 2009)*, the total number of government funded/subsidized affordable rental housing units/shelter beds is 1,303 in the greater Myrtle Beach area. Of those 1,303 units there are 892 units in the city limits of Myrtle Beach. The total number of government funded/subsidized affordable housing-purchase housing units is 136 in the greater Myrtle Beach area with 109 units located in the city limits of Myrtle Beach.

As part of its responsibilities as a recipient of a Community Development Block Grant (CDBG) from the US Department of Housing and Urban Development (HUD), the City prepared a five-year strategic consolidated plan in 1995 and has updated that plan every five years since. In 2008 the City partnered with Horry County to develop an annual county-wide consolidated plan, which includes projects specific to Myrtle Beach. The City will



be working closely with Horry County to implement the consolidated plan. The current (2005) plan addresses both city-wide housing needs and activities, and targeted community development projects. The plan identifies city-wide housing needs that include those of lower income and special needs populations (e.g. homeless, elderly, and disabled) and housing in substandard condition. The plan's activities include programs of the Myrtle Beach Housing Authority and several non-profit organizations that provide support services to their clients through various State funded social service programs. The plan targeted community development projects for the Booker T. Washington (BTW) neighborhood that included the Futrell Park Homes subdivision, Swansgate Apartments, a new neighborhood fire station on Mr. Joe White Avenue, and improvements to streets and the stormwater system. The current plan targets the Canal and Nance neighborhoods, including improved street connectivity, infill low and moderate income housing development, and housing repair and rehabilitation projects. The *Myrtle Beach Housing and Community Development Consolidated Plan 2005-2010* is available on the City's website.

Preservation of Existing Affordable Housing

The Housing Rehabilitation Program is composed of two separate activities: the Emergency Repair Program and the Full-Code Compliance Program. Both programs are aimed at helping very low-income homeowners preserve their housing in livable condition. The Emergency Repair Program target homes with emergency conditions that need to be fixed. The Full-Code Compliance program aims to restore the house to full City building code compliance.

Housing for Older Adults

According to HUD's summary, *The Baby Boomer Generation: What We Can Learn From the 2005 American Housing Survey* (2005) the US population has surpassed the 300 million mark. This milestone causes many to focus their attention on the post-World War II generation because they make up 26 percent of the US population and will retire soon. The first baby boomers will reach age 65 in 2011. Compared with their predecessors, baby boomers represent a smaller percentage of homeowners, but they generally own larger, more expensive homes. They incur higher monthly housing costs but have the lowest housing cost burden. Baby boomers are more likely to dwell in single-family detached homes and are the least likely to live in multifamily structures or condominiums or cooperatives.

Housing In-fill and Redevelopment

Residential neighborhoods in Myrtle Beach contain vacant lots that would make suitable housing sites if they were available for sale and if the City had programs and projects to acquire, clear, redevelop, and sell these properties as sites for in-fill housing. Many lots remain undeveloped due to complications arising from multiple heirs to a single property living outside the area. One prime example is the Booker T. Washington neighborhood located both north and south of Mr. Joe White Avenue near downtown. This neighborhood is primarily a minority low and moderate income neighborhood containing approximately 75 vacant lots. Quality single-family housing is a much-needed product for local low and moderate income families.

Manufactured Housing

In 1974 Congress designated HUD as the government agency to oversee the *Federal Manufactured Housing Program*. A manufactured home (formerly known as a mobile home) is built to the *Manufactured Home Construction and Safety Standards (HUD Code – US Federal Regulations, Title 24, Volume 5, Chapter XX, Part 3280)* and displays a red certification label on the exterior of each transportable section. Manufactured homes are built in the controlled environment of a manufacturing plant and are transported in one or more sections on a permanent chassis.

Historically, Myrtle Beach zoning regulations inhibited low and moderate income housing by prohibiting manufactured housing in single-family zoning districts. In 2006 the City adopted two new single-family zoning districts that allow manufactured housing as long as the housing meets design standards necessary for the manufactured homes to match the architectural character of stick-built homes. Myrtle Beach now allows *HUD-Code* housing in the R-5 (one family residential district with lot size 5,000 square feet or more), R-8 (one family residential district with lot size 8,000 square feet or more), MH-1 (manufactured home park district), MH-2 (manufactured home subdivision district), and MH-3 (manufactured home/single family district). Manufactured



homes in the R-5 and R-8 districts are subject to design regulations that are not applicable to housing that would be deemed really irrespective of the method of construction.

Housing for a Sustainable Community

The idea of more sustainable housing, for both the environment and the consumer, is starting to take hold. The interest in green building is increasing and many communities are starting to encourage, and even require, designs and construction practices that have less of a “footprint” on the environment – and on the consumer’s pocket book. Two key initiatives with the ability to make an immediate impact are: more realistically-sized housing and requiring energy efficiency in design and appliances.

The Sun News (August 22, 2009) reports in an article, *Codes Changing*, that local home builders are getting ready for more energy efficiency and documentation regulations in the building code. SC adopted the 2006 *International Energy Conservation Code* in 2009 which will impact properly sealing and insulating homes to improve energy efficiency. Builders will also be required to post an energy efficiency certificate at each home detailing the materials used in construction.

Housing Goal

Housing opportunities will be sustainable, affordable, diverse, and will meet a broad range of consumer needs.

Housing Objectives and Strategies

1. Improve the accuracy of local housing counts, estimates, and forecasts by cooperating with the 2010 and 2020 Census.
Action: The City, with assistance from the Finance Department’s IS Division and the Planning Department, provides information to Horry County, State and Federal agencies as requested to ensure that the US Census Bureau 2010 and 2020 Census count is accurate.
Time frame: Immediate.
Potential funding source: No additional funding needed.
 - Create and periodically update an inventory of housing.
Action: The Planning Department works with the Construction Services and Finance Departments including the IS Division, Myrtle Beach Area Chamber of Commerce, Myrtle Beach Area Hospitality Association, Horry County, Horry County Schools, and Waccamaw Regional Council of Governments to develop a methodology and schedule for reliable counts, estimates, and forecasts of housing units.
Time frame: Ongoing.
Potential funding source: No additional funding is needed.
 - Update the housing element of the *Comprehensive Plan* as soon as data is available from the 2010 US Census.
Action: The Planning Department will review the 2010 US Census data and make appropriate amendments to the housing element of this *Comprehensive Plan* in order to provide the most current data and strategies for housing.
Time frame: Immediate.
Potential funding source: No additional funding needed.
2. Continue to recognize the relationship of housing with other elements of the *Comprehensive Plan* in order to use housing as a determinant of urban form.
Action: The Planning Commission, with assistance from the Planning Department, emphasizes the impact of housing as it works with City Council, Horry County Planning Department, and Waccamaw Regional Council of Governments.
Time frame: Ongoing.
Potential funding source: No additional funding needed.
3. Periodically review and identify rules and requirements that bar or deter construction of affordable housing without justification directly tied to public health, safety, or welfare as required by the 2008 *Priority Investment Act*.



Action: The Planning and Construction Services Departments with the assistance of the Myrtle Beach Housing Authority continues to study issues related to affordable housing in the community, solicits input from developers and non-profit agencies, and conducts a staff review of administrative processes, housing regulations, and building code.

Time frame: Ongoing.

Potential funding source: Community Development Block Grant program.

4. Undertake a special study to analyze market-based incentives that may be available for the development of affordable housing.

Action: The City will analyze market-based incentives as required by the 2008 Priority Investment Act to encourage the development of more affordable housing in the community.

Time frame: Ongoing.

Potential funding source: Community Development Block Grant program.

Action: The Planning Commission, with assistance from the Planning Department and the Zoning Administrator, studies zoning alternatives and recommends appropriate amendments to City Council for adoption.

Time frame: Ongoing.

Potential funding source: No funding needed.
5. Continue implementation of the Myrtle Beach Housing and Community Development Consolidated Plan and work in conjunction with Horry County to develop the 2010-2015 Consolidated Plan as a subsection to the Horry County Urban County Community Development Block Grant program.

Action: The Planning Department, with assistance from the Myrtle Beach Housing Authority and other community groups, recommends revisions to the Consolidated Plan as updates to the Comprehensive Plan and works to implement the objectives of the Consolidated Plan.

Time frame: Ongoing.

Potential funding source: Community Development Block Grant program.
6. Continue to increase the availability of housing for special needs populations.

Action: Home Alliance, Inc. with assistance from Horry County, Conway, Myrtle Beach, Knight Foundation and Waccamaw Community Foundation continue their efforts to complete a ten year continuum of care for special needs populations including homeless persons.

Time frame: Immediate.

Potential funding source: No additional funding needed.

Action: The City assists in the expansion of a local public/private non-profit housing development organization to implement the continuum of care, affordable and workforce housing opportunities for LMI (low and moderate income) families and special needs populations.

Time frame: Immediate and ongoing.

Potential funding source: New local funding sources required.

Action: City Council and staff support ongoing efforts of the Myrtle Beach Housing Authority and local non-profit housing organizations to increase plans, programs, and projects to close the gap on needed affordable housing resources.

Time frame: Ongoing.

Potential funding source: Grants and additional local funding sources.
7. Continue to increase the availability of rental and owner housing for low and moderate income individuals and families.

Action: The Myrtle Beach Housing Authority and Grand Strand Housing and Community Development, Inc. with assistance from the Planning Department and in cooperation with public and private entities, implement the plan; where appropriate, they request assistance from City Council for implementation.

Time frame: Short term.

Potential funding source: No funding needed.
8. Explore the establishment of a City of Myrtle Beach Local Housing Trust Fund.



Action: City Council will explore the establishment and funding of a City of Myrtle Beach Local Housing Trust Fund to support the development of affordable housing for those residents who are the low and moderate income earners in this community.

Time frame: Immediate and ongoing.

Potential funding source: Special tax allocation and grants.

9. Explore the establishment of a Community Land Trust (CLT) for center city low and moderate income neighborhoods focusing initially on the Canal and Nance/Acline neighborhoods as a mechanism to create affordable workforce housing and neighborhood revitalization.
Action: City Council establishes a Community Land Trust for center city low and moderate income neighborhoods focusing initially on the Canal and Nance/Acline neighborhoods.
Time frame: Immediate and ongoing.
Potential funding source: Special tax allocation, donation of land and grants.
10. Create and promote additional rehabilitation of low and moderate income housing through low-interest grants city-wide.
Action: The Planning Department prepares, with assistance from the Myrtle Beach Housing Authority and nonprofit housing organizations, and recommends to City Council a housing rehabilitation low-interest loan program for low and moderate homeowners and/or rental property owners.
Time frame: Short term.
Potential funding source: Community Development Block Grant and other grant sources and private lenders.
11. Work cooperatively with Horry County, and developers to develop and implement a workforce housing needs assessment and workforce housing plan.
Action: The Planning Department working with large employers in the community, Myrtle Beach Area Chamber of Commerce, Myrtle Beach Area Hospitality Association and Coast RTA undertakes a survey to determine the housing needs of workers and if the lack of workforce housing is impacting the ability of employers to recruit and retain employees.
Time frame: Immediate and ongoing.
Potential funding source: No funding needed.
Action: The City working with developers, employers, and employees create a workforce housing plan for wage-earners who earn too little to afford the median priced home in the Myrtle Beach area and earn too much to qualify for many programs that could help them become homeowners.
Time frame: Immediate and ongoing.
Potential funding source: No funding needed.
12. Create a plan to address the housing needs of older adults that are still working or retired.
Action: The Planning Department will plan for more infill development for older adult residents, whether working or retired, in locations near the facilities they frequent. Special high density provisions may be required to accommodate this need.
Time frame: Immediate and ongoing.
Potential funding source: No funding needed.
13. Address in-fill and redevelopment on vacant land that could be used for suitable housing sites for workforce, mixed subsidized and market-rate housing.
Action: The Planning Department, working with the City Manager's Office, identifies vacant land in the city and creates a program for annexing, acquiring, clearing, developing/redeveloping and selling vacant lots that could be used for in-fill housing for workforce, mixed subsidized and market-rate housing.
Time frame: Immediate and ongoing.
Potential funding source: Grants, private investment, and the general fund.
14. Continue to strive for implementing green sustainable housing standards.
Action: The City will work to educate designers, developers, builders, and homeowners about using the US Green Building Council's LEED certification program as guidelines for development and renovation practices and offer incentives for the implementation of green building practices.
Time frame: Immediate and ongoing.
Potential funding source: No funding needed.





Neighborhoods Element

Neighborhoods Background

Neighborhoods are the lifeblood of any city and before developing and implementing any neighborhood plan it is essential that we have an understanding of the health and stability of our neighborhoods. Further, neighborhoods have their own identity and character established by the persons living and working there, building types, ages and styles, and social, economic and environmental activities. Each neighborhood has different needs, issues, and problems which necessitate a variety of actions to address identified concerns. To that end, in 2004 the City initiated the Working to Improve Neighborhoods (W.I.N.) process which allowed citizens to establish the framework for their neighborhood.

The W.I.N. process began with identifying the boundaries of the neighborhood planning areas. As shown in Figure 1 the community was divided into seven neighborhood planning areas following closely the US Census Bureau census tract boundary lines.

Figure 1: Myrtle Beach Neighborhood Planning Areas



Source: City of Myrtle Beach Planning Department (WIN 2004)



The end result of the neighborhood planning process is a neighborhood plan for each neighborhood that includes the setting, demographics, community facilities, land use, identification of strengths/weaknesses/opportunities/threats, priorities, key issues, objectives to address these key issues and implementation strategies.

Neighborhood Planning Area I

Neighborhood Planning Area I consists of the northern-most part of the city. The area runs from a southern boundary along 54th Avenue North to beyond the Dunes Cove subdivision on the north end and from the Atlantic Ocean on the east, to the western edge of the Grande Dunes.

Based on the 2000 census data this neighborhood planning area consists of about 6,823 residents, which is about 30 percent of the total population of the city - *Appendix I: Table 1: Neighborhood Planning Area I, Population Characteristics, 2000, which includes Census Tract 503 and a large portion of 504.*

About 79 percent of the population in Neighborhood Planning Area I is over the age of 25, with 947 people 17 years and under, 569 people between 18-24 years of age, 2,046 between 25-44 years of age, 1,688 between 45-64 years of age, and 1,573 people over the age of 65. Slightly more females (3,268) reside in this neighborhood planning area than males (3,555). The average family size for the area is two persons, while about 13 percent of the families have children under the age of 17.

An overwhelming majority of residents (6,514), or 95 percent, living in this neighborhood planning area are white. This is much higher than the statistics for Myrtle Beach and Horry County at 81 percent. Less than two percent of the population in the neighborhood planning area is black (63) or Hispanic/Latino (188) or other races (246), which is a good deal lower than figures given for Myrtle Beach, Horry County, and the US - *Appendix I: Table 2 Neighborhood Planning Area I, Race, 2000.*

This neighborhood planning area has a highly educated population. Approximately one-fourth of the population over 25 years of age in the neighborhood planning area has a high school diploma, while about nine percent do not. Almost 33 percent, or 1,749 persons, over 25 years of age has at least some college and about 24 percent of the population has a bachelor's degree. Approximately 12 percent of the population in the neighborhood planning area holds a master's degree or higher, which is larger than the almost six percent in Horry County, and almost seven percent in Myrtle Beach that hold the same degree - *Appendix I: Table 3 Neighborhood Planning Area I, Education, 2000.*

The median household income for the neighborhood planning area is approximately \$43,298 which is \$7,800 higher than figures for Myrtle Beach. Approximately 20 percent of the households in this neighborhood planning area exceed \$100,000 in yearly income, and about five percent of the population is below poverty. Almost 45 percent of persons 16 years and over living in the neighborhood planning area are employed as managers, professionals, or in related occupations - *Appendix I: Table 4 Neighborhood Planning Area I, Economic Characteristics, 2000.*

Owner-occupied housing units make up about 66 percent of the housing units for Neighborhood Planning Area I, while rental units consist of about 34 percent of total housing units. Median gross rent per month is \$654, which is comparable to that of the Myrtle Beach (\$634), and somewhat higher than the median rents for Horry County (\$594) and the US (\$602). Over 34 of the housing units are vacant and about 81 percent of those units are seasonal - *Appendix I: Table 5 Neighborhood Planning Area I, Housing Characteristics, 2000.*

According to the US Census Bureau's data for 2000, the median value of owner-occupied units is \$166,450, which is an increase from the 1990 median home value of \$161,700. This is considerably higher than the median value of owner-occupied units in the US, which is \$111,800 according to the 2000 census data. It also exceeds the median home values for Myrtle Beach (\$103,700) and Horry County (\$95,400).

Neighborhood Planning Area II



Neighborhood Planning Area II is located in the north central portion of the city. This area is bounded on the north by 53rd Avenue North, on the east by the Atlantic Ocean, on the south by 21st Avenue North, and on the west by Highway 17 bypass.

The majority of Neighborhood Planning Area II is in Census Tract 505. A very small portion is in Census Tract 504 which includes portions of Pinewood Avenue, Jasmine Avenue, Yucca Avenue, Camellia Drive, Pine Lake Drive, and Little River Road. The population count for this portion of Census Tract 504 is approximately 600 people. In 1990 the US Census Bureau reported 3,329 people living in Census Tract 505. According to the 2000 census data 4,568 people are living in Census Tract 505 an increase of 1,239 people.

Planning Area II has a population of approximately 5,000 people, 22 percent of the total population of the city. The majority, 76 percent of the population for Neighborhood Planning Area II, is over the age of 25, with 699 people 17 or under, 406 people between 18-24 years of age, 1,621 people between 25-44 years of age, 1,037 people between 45-64 years of age, and 805 persons 65 and over. About 52 percent of the neighborhood planning area population is female, while about 48 percent is male. The average household size for the neighborhood planning area is approximately two persons, and about 15 percent of households have children under the age of 17 - *Appendix I: Table 6 Neighborhood Planning Area II, Population Characteristics, 2000.*

An overwhelming majority of residents (4,060), or 89 percent living in Neighborhood Planning Area II are white. About three percent of residents in this neighborhood planning area are black, while four percent are Hispanic or Latino, and eight percent are of other races - *Appendix I: Table 7 Neighborhood Planning Area II, Race, 2000.*

About 26 percent of the population over 25 years of age in the neighborhood planning area has a high school diploma, while about 11 percent do not. Approximately 36 percent over 25 years of age have at least some college and about 20 percent of the population holds a bachelor's degree. Approximately eight percent of the population has earned a master's degree or higher - *Appendix I: Table 8 Neighborhood Planning Area II, Education, 2000.*

According to the 2000 US Census Bureau the median household income for Neighborhood Planning Area II is approximately \$39,068. About nine percent of the households in this neighborhood planning area exceed \$100,000 in yearly income. Approximately six percent of the families with related children under the age of 18 are living in poverty. Almost 31 percent of persons 16 years and over living in the neighborhood planning area are employed as managers, professionals, or in related occupations - *Appendix I: Table 9 Neighborhood Planning Area II, Economic Characteristics, 2000.*

About 53 percent of the housing units in this neighborhood planning area are owner-occupied, while rental units make up about 47 percent of total housing units. Median gross rent per month for these units is \$632, which is comparable to Myrtle Beach (\$634), and somewhat higher than the median rents for Horry County (\$594) and the US (\$602). Vacant housing units consist of about 18 percent of the housing stock and almost 58 percent of those units are considered seasonal. Almost 39 percent of renter households in this neighborhood planning area pay more than 30 percent of their household income for rent, which is comparable to Myrtle Beach 38 percent and to some extent higher than Horry County 35 percent and the US at 37 percent - *Appendix I: Table 10 Neighborhood Planning Area II, Housing Characteristics, 2000.*

The US Census Bureau reports that the median value of owner-occupied units for this neighborhood planning area is \$111,600, which is an increase of \$15,600 from the 1990 US Census median home value of \$96,000. This is considerably higher than the median value of owner-occupied units in the US, which is \$111,800 and also exceeds the median home values for Myrtle Beach (\$103,700) and Horry County (\$95,400).

Neighborhood Planning Area III

Neighborhood Planning Area III is located in the central portion of the city. This area is bounded on the north by 21st Avenue North, on the south by Highway 501, on the east by Kings Highway, and on the west by Highway 17 bypass.



In 2003 the Planning Department developed the *Neighborhood Plan for Planning Area 3 – 2000-2020* to provide a comprehensive strategy for dealing with multiple problems facing the Booker T. Washington (BTW), Canal/Nance and Osceola Street neighborhoods. The planning process used to create this neighborhood plan began in the mid-1980s with the formation of the Booker T. Washington Neighborhood Association. While earlier efforts toward community problem solving had been attempted, little progress was made until James Futrell was elected as a member of City Council. Councilman Futrell's efforts to bring this area into the City Council's "radar screen" in time brought rewards in the form of City resources being directed toward overcoming some of the most serious problems of blight and neglect. Plans were developed for the reuse of the old Carver Elementary School and a proposed housing project with a park. Councilman Futrell died in 1990 and was succeeded by Councilman Crain Woods and Councilman Michael Chestnut who continued the work to create and maintain funding for the site and other needed infrastructure. Many improvements have been made in this neighborhood planning area that were recommended in the *Neighborhood Plan for Planning Area 3 – 2000-2020*.

Like many older neighborhoods, the Canal/Nance neighborhood has seen better times. Located in the heart of Myrtle Beach, the Canal/Nance neighborhood is an historic neighborhood and one of the centers of African American heritage for the city. Over the years commercial encroachment has closed in on this neighborhood and many long time residents have moved to other locations, and lack of means and absentee landlords have left behind a number of decaying homes. However, the citizens of the Canal/Nance neighborhood along with the City of Myrtle Beach are interested in seeing the neighborhood remain a vital part of the residential character of the city and wish to preserve housing opportunities for residents while providing opportunities for new growth that enhances the character of the neighborhood. In 2006 the Planning Department established the Canal/Nance Neighborhood Steering Committee to work with a consulting team to develop the *Canal/Nance Neighborhood Revitalization Study and Plan*. The plan was completed in July 2007 and serves as a planning resource for the neighborhood. As a result of the efforts of the steering committee, the City, and the private sector are working to implement this revitalization plan.

The entire Neighborhood Planning Area III lies within Census Tract 506. In 1990 the US Census Bureau reported 3,482 people living in Census Tract 506. According to the 2000 US Census Bureau data 3,705 people are living in this neighborhood planning area, a 223 decrease in population since 1990.

Planning Area III is one of the older neighborhoods in Myrtle Beach being established in the late 1800s. The majority, 74 percent of the population in this planning area, is under 45 years of age. About 52 percent of the population is male. The average household size is about three persons and 61 percent of the families have children under the age of 18 - *Appendix I: Table 11 Neighborhood Planning Area III, Population Characteristics, 2000*.

Fifty-six percent of the population living in Neighborhood Planning Area III is black while 38 percent are white, and almost 12 percent are Hispanics, Latinos or other races. Seventy-two percent of the population between 0-17 years of age is black - *Appendix I: Table 12 Neighborhood Planning Area III, Race, 2000*.

Almost 35 percent of the adults age 25+ in Neighborhood Planning Area III have a high school diploma or equivalency while about 28 percent do not. Approximately 24 percent over age 25+ have some college and 13 percent over age 25+ have earned a bachelor's degree or higher - *Appendix I: Table 13 Neighborhood Planning Area III, Education, 2000*.

The median household income for Neighborhood Planning Area III is \$22,202. Less than four percent of the households equal or exceed \$100,000 in yearly income. Over 25 percent of the persons with income are below poverty. Less than 15 percent of the employed persons over 16 are employed as managers, professionals or related occupations - *Appendix I: Table 14 Neighborhood Planning Area III, Economic Characteristics, 2000*.

Approximately 34 percent of the housing units are owner-occupied in this neighborhood planning area, while rental units make up over 65 percent of the total housing units. Median gross rent per month is \$556 which is less than \$634 elsewhere in Myrtle Beach. Vacant housing units consist of almost 19 percent of the housing stock and about 32 percent are considered seasonal. Forty-one percent of renter households are paying more than 30 percent of household income for rent. The median value of owner occupied housing is \$80,700 which is \$23,000 less than the median value for Myrtle Beach - *Appendix I: Table 15 Neighborhood Planning Area III, Housing Characteristics, 2000*.



Neighborhood Planning Area IV

Neighborhood Planning Area IV is located in the center of the city and includes the downtown redevelopment area. This area is bounded on the north by 16th Avenue North, on the east by the Atlantic Ocean, on the south by 6th Avenue South and west by portions of Broadway and Oak Streets.

Neighborhood Planning Area IV includes approximately 1,425 residents, six percent of the total city population. About 70 percent of the population is over the age of 25, with 294 people 17 years and under, 130 people between 18-24 years of age, 650 between 25-44 years of age, 269 between 45-64 years of age, and 82 people over the age of 65. Slightly more males (800) reside in this neighborhood planning area than females (625). The average household size for the area is approximately two persons, and about 55 percent are families with related children under the age of 18 - *Appendix I: Table 16 Neighborhood Planning Area IV, Population, 2000.*

The majority of residents (1,191), or almost 84 percent, living in this neighborhood planning area are white. This is slightly lower than the statistics for Myrtle Beach at 81 percent. About eight percent of the population in the neighborhood planning area is black and over 16 percent are Hispanic/Latino or other races - *Appendix I: Table 17 Neighborhood Planning Area IV, Race, 2000.*

Over 47 percent of the population over 25 years of age in the neighborhood planning area has a high school diploma and about 15 percent do not. Twenty-four percent over 25 years of age have some college and almost 14 percent of the population has a bachelor's degree or higher - *Appendix I: Table 18 Neighborhood Planning Area IV, Education, 2000.*

The median household income for the area is approximately \$24,769, which is notably lower than the median household income for the US (\$41,994), Myrtle Beach (\$35,498) and Horry County (\$36,470). About 30 percent of households in this neighborhood planning area have incomes that fall below poverty and about two percent of households have incomes that exceed \$100,000. Sixteen percent of persons 16 years and over living in the neighborhood planning area are employed as managers, professionals, or in related occupations - *Appendix I: Table 19 Neighborhood Planning Area IV, Economic Characteristics, 2000.*

Owner-occupied housing units make up about 25 percent in Neighborhood Planning Area IV, while rental units consist of approximately 76 percent of total housing units. Median gross rent per month is \$583. Thirty percent of the housing units in the neighborhood planning area are vacant and 30 percent of those units are seasonal. The median value of owner-occupied units was \$151,700. It also exceeds the median home values for Myrtle Beach (\$103,700) and Horry County (\$95,400) - *Appendix I: Table 20 Neighborhood Planning Area IV, Housing Characteristics, 2000.*

Neighborhood Planning Area V

Neighborhood Planning Area V's southern boundary generally follows the northern edge of the Myrtle Beach International Airport – running along 29th Avenue South, 17th Avenue South and Harrelson Boulevard. The northern boundary runs along Highway 501. The east is bounded by the Atlantic Ocean, and the west by the Atlantic Intracoastal Waterway.

Neighborhood Planning Area V is composed mostly of Census Tracts 508 and 509. In 1990 the US Census reported 6,323 people living in Census Tracts 508 and 509. This is approximately 28 percent of the city's population.

Census Tracts 508 and 509 complete the area known as Neighborhood Planning Area V. Neighborhood Planning Area V has a population of about 6,351 persons. About 67 percent of the population in this neighborhood planning area is over the age of 25, with 20 percent aged 17 and under, over 13 percent are 18-24 years of age, almost 32 percent 25-44 years of age, about 24 percent 45-64 years of age, and almost 11 percent of the population is over 65 years of age. The male to female population ratio is about 1:1 with 2,702 females and 2,701 males residing in the neighborhood planning area. The average number of persons per household is two, and about 51 percent of the families have children under the age of 18 - *Appendix I: Table 21 Neighborhood Planning Area V, Population, 2000.*



About 81 percent of the population in this neighborhood planning area is white and almost 14 percent is black. Approximately four percent of the population in this neighborhood planning area is categorized as Hispanic, Latino, or other races. It is significant to note that there are no Hispanic, Latino or other races under 17 in Census Tract 508 - *Appendix I: Table 22 Neighborhood Planning Area V, Race, 2000.*

Almost 20 percent of the population in Neighborhood Planning Area V does not have a high school degree, and about 37 percent have attained high school diplomas. Almost 31 percent over 25 years of age has at least some college, with about eight percent of the population having a bachelor's degree. Approximately four percent of the population has a master's degree or higher - *Appendix I: Table 23 Neighborhood Planning Area V, Education, 2000.*

The median household income for the neighborhood planning area is approximately \$30,344. This figure is lower than the median household income for the US (\$41,994) figures for Myrtle Beach (\$35,498) and Horry County (\$36,470). Only around two percent of the households in this neighborhood planning area exceed \$100,000 in yearly income and about 13 percent of the persons with income are below poverty level. Just over 19 percent of population age 16 years and over living in the neighborhood planning area are employed as managers, professionals, or in related occupations - *Appendix I: Table 24 Neighborhood Planning Area V, Economic Characteristics, 2000.*

The median value of owner-occupied units for this neighborhood planning area is \$156,400 for Census Tract 508, and for Census Tract 509 at \$60,200 and approximately \$108,300 for the planning area. About 49 percent of the housing units are owner occupied and almost 51 percent are renter occupied. Fifty-three percent of the housing units in Census Tract 508 are vacant compared to 17 percent in Census Tract 509. Just over 56 percent of the vacant housing units are seasonal. Almost 37 percent of renter households are paying more than 30 percent of their household income for rent - *Appendix I: Table 25 Neighborhood Planning Area V, Housing Characteristics, 2000.*

Neighborhood Planning Area VI

Neighborhood Planning Area VI runs from the northern boundary of the Myrtle Beach International Airport – running along 29th Avenue South, 17th Avenue South and Harrelson Boulevard southward to the city limits. The east is bound by the Atlantic Ocean and Kings Highway, and the west by the Atlantic Intracoastal Waterway. Neighborhood Planning Area VI represents the southernmost portion of the city.

Neighborhood Planning Area VI is made up of Census Tract 510 and a small portion of Census Tract 515. The US Census Bureau reported in 2000 the population for Census Tract 510 was 1,865. Almost 40 percent of the population in Census Tract 510 is between 25 and 44 years of age. There are 836 females and 1,029 males living in Census Tract 510. Just over 54 percent of the families living in Census Tract 510 have related children under the age of 18 - *Appendix I: Table 26 Neighborhood Planning Area VI, Population, 2000.*

Approximately 88 percent of the people living in Census Tracts 510 and 515 are white. Less than six percent of the population in this planning is black, Hispanic or Latino and other races - *Appendix I: Table 27 Neighborhood Planning Area VI, Race, 2000.*

Almost 26 percent (460) of the people in Census Tract 510 do have a high school diploma or equivalency and about 14 percent do not. Around 40 percent have some college while 15 percent have an undergraduate degree. Six percent of the people in Census Tract 510 have a master's degree or higher - *Appendix I: Table 28 Neighborhood Planning Area VI, Education, 2000.*

In Census Tract 510, the median household income is \$42,576. This is similar to the median for the US (\$41,994), and somewhat higher than Myrtle Beach (\$35,498) and Horry County (\$36,470). Around nine percent of the households in Census Tract 510 have incomes that fall below poverty level and nearly four percent have incomes that are beyond \$100,000. Employment in professional careers for those age 16 and older is about 25 percent. These include managers, professionals, and related occupations – *Appendix I: Table 29 Neighborhood Planning Area VI, Economic Characteristics, 2000.*



Almost 23 percent of the housing units are owner-occupied in Census Tract 510 and 77 percent are renter-occupied. Median gross rent per month for these units is \$796 for Census Tract 510, which is significantly higher than Myrtle Beach (\$634), Horry County (\$594) and the US (\$602). Twenty-nine percent of the housing units were vacant. The average median value of owner-occupied units is approximately \$103,000 for Census Tract 510. It exceeds the median home value for Horry County (\$95,400) and has approximately the same median value for Myrtle Beach (\$103,700). Nearly 34 percent of renter households pay more than 30 percent of their household income on rent - *Appendix I: Table 30 Neighborhood Planning Area VI, Housing Characteristics, 2000.*

Neighborhood Planning Area VII

Many parts of Neighborhood Planning Area VII are outside the city limits of Myrtle Beach but within the comprehensive neighborhood planning area. Neighborhood Planning Area VII is bordered by Highway 17 bypass on the west side, the Atlantic Intracoastal Waterway on the east, Highway 501 on the south and 48th Avenue North on the north end.

Neighborhood Planning Area VII is covered by Census Tract 501 and in 2000 had an estimated population of 2,590 people. The majority, 32 percent of residents in the neighborhood planning area are between the ages of 45 to 64 years of age. Males make up 49 percent of the neighborhood planning area population, while females make up another 51 percent. The average household size for the area is two persons, while about 13 percent of families have children under the age of 17 - *Appendix I: Table 31 Neighborhood Planning Area VII, Population, 2000.*

A large majority, 96 percent, living in this neighborhood planning area are white. This is much higher than the statistics for Myrtle Beach and Horry County at 81 percent. Less than one percent of the population in the neighborhood planning area is black and nearly four percent are other races. There were no Hispanics or Latinos reported by the US Census living in this planning area - *Appendix I: Table 32 Neighborhood Planning Area VII, Race, 2000.*

The population in this neighborhood planning area is highly educated with about 22 percent of the population over 25 years of age having obtained a high school diploma, while about six percent has not. Almost 30 percent of the population over 25 years of age has at least some college and about 28 percent of the population holds a bachelor's degree. Approximately 15 percent of the population has obtained a master's degree or higher - *Appendix I: Table 33 Neighborhood Planning Area VII, Education, 2000.*

In 2000, the median household income for the area was roughly \$47,617, which is markedly higher than the median household income for the US (\$41,994), Myrtle Beach (\$35,498) and Horry County (\$36,470). Less than four percent of households in this neighborhood planning area have incomes that fall below poverty while almost 16 percent of households have incomes that exceed \$100,000. Nearly 51 percent of persons 16 years and over living in the neighborhood planning area are employed as managers, professionals, or in related occupations - *Appendix I: Table 34 Neighborhood Planning Area VII, Economic Characteristics, 2000.*

Approximately 78 percent of the housing units in this neighborhood planning area are owner-occupied, while rental units make up 22 percent of total housing units. Median gross rent per month for these units is \$704, which is much higher than the comparable rents for Myrtle Beach, Horry County, and the US. Vacant housing units make up about 39 percent of the housing stock and close to 49 percent of those units are classified as seasonal. Nearly 26 percent of renter households in Neighborhood Planning Area VII pay more than 30 percent of their household income for rent, which is rather low compared to Myrtle Beach (38 percent), Horry County (35 percent), and the US (37 percent) - *Appendix I: Table 35 Neighborhood Planning Area VII, Housing Characteristics, 2000.*

Neighborhoods Findings

The concept of sustainability was originally concerned with the conservation and/or degradation of natural resources and environments. Increasingly, it is being linked to the physical and emotional health of individuals and their neighborhoods.



Three types of measures – condition, stability indicators, and revitalization potential – are used for Myrtle Beach neighborhoods to gauge their health. The condition of the neighborhood can be used as a snapshot of the neighborhood’s current health at a given moment of time. This is a starting point to measure the symptoms a neighborhood may have and to what extent they are occurring. More detailed problem identification is performed during neighborhood planning exercises and neighborhood association meetings, but their condition gives us a basic measure of how we should allocate our resources for improvement.

High concentrations of poverty have become one of the most reliable indicators of performance in school, crime rates, family fragmentation, job readiness, housing conditions, etc. Neighborhoods with higher concentrations of poverty are generally underserved by commercial services because they are perceived as having less buying power.

Public safety is a symptom indicating that the local environmental conditions may be conducive to crime. Another symptom is how well a neighborhood is organized to prevent crime from occurring and their willingness to do something about it.

Property values are in part a reflection of the quality of housing supply and the image of a neighborhood. School choices, perceived safety, protection from more intensive development, etc. can all combine to ultimately affect a household’s decision to buy a house or rent in a given area. Some neighborhoods are threatened by poor maintenance of the houses within them or the commercial buildings at their edges. As the property values decline, the quality of life deteriorates and the pressure for conversion to commercial land uses increases. However, more neighborhoods in Myrtle Beach suffer from the opposite problem—property values escalating to the point where neighborhoods are losing their social and economic character as the population turns over. The variety of housing types is decreasing and so the diversity of the population is threatened.

Loss of neighborhood identity is an important condition. Inappropriate infill development, erosion at the edges, overpowering commercial structures on adjacent major highways, and the loss of native vegetation has contributed to this situation. A neighborhood’s identity often becomes an extension of our own identity creating tremendous loyalty for the area we live in.

The percentage of homeowners residing in a neighborhood can be an indication of the willingness (or ability) to invest in the area. The most important indicator of this is how many single-family dwellings are owner-occupied since these homes were built for individual ownership. The percentage of homeowners residing in single-family dwellings will indicate the level of investment confidence in the neighborhood.

Unkempt properties and/or boarded up properties are another concern. The private owners of residential buildings are responsible for the condition of their buildings. Most owners are performing routine maintenance and repairing or rehabilitating their buildings. Based on the high percentage of buildings that currently need repair work, much more attention to building maintenance is needed throughout the neighborhood planning areas. The City has construction and building codes that require buildings to be maintained to minimum code standards. The enforcement program has been in existence for many years. However, until 2005 the enforcement method was based on a complaint system. In July 2005, a property maintenance inspector and an administrative position was established and funded.

Some neighborhoods have limited room to expand, being squeezed between limiting features such as the ocean and the commercial corridor along Kings Highway, between two commercial highways such as Kings Highway and Oak Street and Robert M. Grissom Parkway, and being on the edge of commercial areas such as the downtown. As commercial development continues and as the market calls for larger commercial properties, many neighborhoods are feeling the pressure of encroachment of commercial uses into residential areas.

The effect of roadway designs on neighborhoods is another indicator to be considered. As development continues, with almost total dependence on the automobile for travel, neighborhoods are threatened by extensions or widening of roads. When roads are improved for through traffic, they isolate neighborhoods or intrude upon their residential character. With careful attention to the design of the road and with alternative routes for cars and alternative transportation modes for everyone, roads can serve as front yards for neighborhoods and seams between neighborhoods.



Neighborhoods need connectivity to the world outside their neighborhood. The older parts of the city enjoy the benefits of the street grid, which offers multiple connections between neighborhoods. However, within the grid, some neighborhoods are isolated by natural features or by streets with high traffic volumes. In many cases the commercial development at the edges of neighborhoods serve the transient population rather than nearby residents. New subdivisions intentionally isolate themselves with gates at their entrances and streets that do not connect with adjacent subdivisions. Children and adults need open space, parks, bike paths and sidewalks in addition to roadways to keep the neighborhood healthy physically and socially. Public spaces within neighborhoods are important for physical and social connectivity within the neighborhood.

Where the condition of a neighborhood tells us its health status, stability indicators will tell us whether or not the condition of a neighborhood is getting better or worse. These indicators detect trends over a period of time related to the desirability of a neighborhood and whether or not people or families are investing in the neighborhood and it is critical to understand where a neighborhood is in its life cycle.

Typically, there is no better indicator for the judging the stability of a neighborhood than whether or not people are coming or going. A loss in population is a sign of more serious neighborhood social, economic, and physical problems to follow. Since most neighborhoods are generally built-out, an increase in population is not expected unless a neighborhood has bottomed-out and has experienced significant in-fill development.

New residential/demolition ratio measures how many new residential units were constructed versus demolished for a neighborhood. Housing unit growth, or lack thereof, closely parallels population change as a basic measure of stability. It will indicate the declining/inclining condition of housing stock and whether or not the housing was replaced.

Actual sale prices are the most compelling indicator for market value and subsequent demand to live in an area. This value is a reflection of all factors that go into making location decisions and is a better indicator of areas undergoing revitalization through rehabilitation of the housing stock.

Healthier neighborhoods should correspond to healthier public schools which is a direct result of participation in school as measured by attendance or drop-out rates. The more stress placed on a child's learning environment outside the classroom, the greater the odds the school will need to spend more time on issues not related to education. A productive learning environment is a responsibility of the home, neighborhood, and school and attendance rates measure their performance. School enrollment figures should generally mirror neighborhood population and have similar meanings – are people leaving or moving into the neighborhood.

Assessing a neighborhood's revitalization potential is another important consideration to make when identifying and targeting areas for revitalization. It should not, however, be the only consideration. Concentrating revitalization efforts only in blighted areas that have significant revitalization potential can result in the diversion of attention away from areas with significant economic, social and physical needs.

Neighborhoods Goal

To become a sustainable community, neighborhoods will be protected, preserved, and kept safe, secure, and aesthetically pleasing, with well-maintained supporting facilities and with convenient connections to nearby, supporting land uses.

Neighborhoods Objectives and Strategies

Planning

1. Continue to make sustainability a priority when planning and revitalizing neighborhoods.
Action: The Planning Commission will recommend to City Council working toward creating sustainable neighborhoods by giving attention to building standards such as LEED (Leadership in Energy and Environmental Design) certification, access for alternative modes of transportation such as bike paths and sidewalks throughout the community, protection of our valuable natural resources including trees and other



natural vegetation, more proactive stormwater retention solutions, alternative energy sources such as solar power, reliable public transportation and helping to improve the community health and quality of life, etc.

Time frame: *Immediate.*

Potential funding source: *Private investment and capital improvements program.*

2. Continue to protect and preserve neighborhoods from disruptive intrusions so that they remain vital parts of the neighborhood planning area.
Action: *The Planning Commission, with assistance from Planning and other appropriate City Departments including the Zoning Administrator, works with neighborhood organizations, property owners, and developers as zoning changes are proposed.*
Time frame: *Immediate.*
Potential funding source: *No funding needed.*
3. Continue to enhance neighborhoods by appropriate expansion and intensification.
Action: *The Planning Commission, with assistance from Planning and other appropriate City Departments including the Zoning Administrator, works with neighborhood organizations, property owners, and developers to review regulations. The Planning Commission recommends the plans to City Council for adoption.*
Time frame: *Immediate.*
Potential funding source: *No funding needed.*
4. Continue to support neighborhoods with appropriate facilities and connections.
Action: *The Planning Commission, with assistance from Planning and other appropriate City Departments including the Zoning Administrator, works with neighborhood organizations, property owners, and developers to review regulations. The Planning Commission recommends any necessary revisions to City Council for adoption.*
Time frame: *Ongoing.*
Potential funding source: *No funding needed.*
5. Continue to establish neighborhood gateways into residential areas that would help identify the neighborhood.
Action: *The City will work with neighborhoods interested in establishing a gateway into their neighborhood.*
Time frame: *Ongoing.*
Potential funding source: *Sign grant program in the capital improvements program and private investment.*
6. Continue to address homeless shelter needs without concentrating services and shelters in downtown area or near residential neighborhoods. Increase the availability of housing for special needs populations.
Action: *The Planning Department's Community Development Program and local homeless agencies will continue to improve services for the homeless in the area while taking into consideration the proximity of the services to residential neighborhoods and downtown area.*
Time frame: *Ongoing.*
Potential funding source: *Community development block grant funds, agencies serving the homeless and private developers.*
7. Continue to ensure access to city government.
Action: *All boards, commissions, committees, and departments, with the assistance of the City Manager's Office and the Public Information Officer, develop programs to enhance public accessibility.*
Time frame: *Immediate.*
Potential funding source: *No funding needed.*
8. Continue to encourage residents to voice their concerns and make suggestions to all City Council members throughout the city.
Action: *Encourage residents to voice their concerns and make suggestions to all City Council members throughout the city by providing town hall meetings, neighborhood planning sessions and neighborhood crime watch programs.*
Time frame: *Ongoing.*
Potential funding source: *No funding needed.*



Action: The City Manager's Office creates a database of neighborhood, business, property owner, and homeowner associations and convenes a meeting of their representatives for the purposes of creating a neighborhood association council. The City provides technical assistance as needed to establish and nurture the organization. The City Manager's Office creates a how-to-manual for establishing a neighborhood association to include what powers or status they have under the provisions of City ordinances or State laws.
Time frame: Short term and ongoing.
Potential funding source: No funding needed.

9. Update 2004-2005 specific plans for neighborhoods
Action: The Planning Commission, with assistance from Planning and other appropriate Departments, works with neighborhood organizations to develop plans. The Planning Commission recommends the plans to City Council for adoption.
Time frame: Ongoing.
Potential funding source: No funding needed.
10. Continue to examine density issues.
Action: The Planning Commission will require density studies by the developer to evaluate parking needs, family occupancy, beach access, beachfront, etc. on each project proposed to the Planning Commission and City Council.
Time frame: Immediate and ongoing.
Potential funding source: Private developers.
11. Continue to re-evaluate zoning districts throughout the city where density is a problem.
Action: The Planning Commission with assistance from Planning and other City Departments including the Zoning Administrator will re-evaluate zoning districts in and around single family neighborhoods where too much density is creating problems and the Planning Commission will send recommendations to City Council for consideration.
Time frame: Immediate and ongoing.
Potential funding source: No funding needed.
12. Continue to support and provide opportunities for the continuation of mixed-uses in the residential areas.
Action: The Cultural and Leisure Services Department and the YMCA work together to meet the recreation needs for residents. The Planning Commission will continue to support opportunities for compatible mixed uses such as the new YMCA center, Grand Strand Regional Medical Center, restaurants, small businesses, retirement and congregate care centers in all neighborhood planning areas.
Time frame: Immediate and ongoing.
Potential funding source: No funding needed.
13. Continue to improve the appearance of buildings on major gateways into the city such as Mr. Joe White Avenue.
Action: The Planning Commission and Community Appearance Board will assist in the development of Zoning Ordinance text amendments that regulate design for major gateways into the city and improve the appearance of new and existing buildings.
Time frame: Immediate.
Potential funding source: No funding needed.
14. Continue to make improvements in the downtown redevelopment area.
Action: The Downtown Redevelopment Corporation with the support of the City Council will continue to make improvements in the downtown redevelopment area with the assistance of the local business owners and residents.
Time frame: Immediate and ongoing.
Potential funding source: Capital improvements program and private investment.
15. Continue to provide and support opportunities for encouraging businesses that would attract a more family friendly clientele to the downtown area.



Action: The Downtown Redevelopment Corporation will work to recruit businesses that would enhance improvements in the downtown area.

Time frame: Immediate and ongoing.

Potential funding source: No funding needed.

16. Continue to encourage quality development that helps to increase the value of property in the city.
Action: The City establishes design guidelines and standards for new development that are consistent with the goals of the Comprehensive Plan. The design guidelines are specific to types of development and the location of development within street corridors, districts, or centers. The guidelines will provide direction relative to site planning, architectural character and treatment, landscaping, signs, on-site lighting, and other related design and community appearance concerns. The new guidelines are illustrated and establish a vocabulary to be used in both development and redevelopment projects. The vocabulary ensures continuity of character throughout the neighborhood planning area. The Planning Commission, with assistance from the Community Appearance Board and the Planning Department, develops design guidelines and standards and sends to City Council for consideration.
Time frame: Immediate and ongoing.
Potential funding source: No funding needed.
17. Continue to work with local realtors, developers, and business owners to encourage the revitalization and reuse of vacant buildings and ensure the property is properly maintained along Kings Highway.
Action: The City implements the Kings Highway Corridor Plan developed by GSATS and works with local business and area economic development corporations to encourage revitalization of the corridor.
Time frame: Immediate.
Potential funding source: Capital improvements program and private investment.
18. Continue to improve the quality of life for residents and implement a structure to sustain those improvements once the project is completed.
Action: Residents, property owners, property management companies, and City departments will work together to improve property maintenance, crime, animal control, street lighting, parking, and graffiti. A structure to continue and sustain the improvements will be developed and implemented.
Time frame: Immediate and ongoing.
Potential funding source: General fund and private investment.
19. Continue to provide complementary public services and facilities.
Action: The Planning Commission, with assistance from Planning and other City Departments and the City Manager's Office, works with neighborhood organizations, property owners, and developers to provide complementary public services and facilities. The Planning Commission recommends any necessary City activities to City Council for approval.
Time frame: Immediate.
Potential funding source: Capital improvements program, grants and other government agencies.
20. Improve access and businesses near the intersection of Highway 17 bypass and Farrow Parkway.
Action: The Planning Commission and Planning Department staff will encourage Horry County's Planning Commission and Planning Department staff to develop a revitalization plan for the businesses near the intersection of Highway 17 bypass and Farrow Parkway.
Time frame: Immediate.
Potential funding source: No funding needed.
21. Continue working to improve vacant lots and large undeveloped tracts of land.
Action: The Planning Department will carefully guide private development to create new developments with appropriate community facilities on large vacant tracts of land that will meet neighborhood needs without creating additional problems. The Department of Construction Service's Property Maintenance and Landscape Code Enforcement Officers will work with property owners to keep vacant and undeveloped tracts of land free of high underbrush and grass.
Time frame: Immediate and ongoing
Potential funding source: No funding needed.



Zoning

22. Continue to enforce existing zoning regulations.
Action: *The Construction Services Department will continue to enforce the existing zoning regulations. Code Enforcement staff will be added as needed. The ZBA will closely examine the merit of variance requests.*
Time frame: *Immediate and ongoing.*
Potential funding source: *General fund.*
23. Continue to ensure that street numbers are visible on all commercial and residential properties for identification and safety reasons and the numbers being posted are correct.
Action: *The Finance Department's IS Division Addressing Coordinator with the assistance of the Fire Department, identifies all residential and commercial buildings that have not posted their street number. Fire Department staff will be responsible for calling on the property owners that are not in compliance. When the property owner/renter is unable to post the numbers the City will provide the numbers that can be installed by the Fire Department staff. Violators of the street naming and numbering regulations will be reported to Construction Services for appropriate action to bring the property into compliance. City Council will take action against violators.*
Time frame: *Immediate and ongoing.*
Potential funding source: *Capital improvements program.*
24. Continue to enforce local solicitation laws.
Action: *The Construction Services and Police Departments will enforce the solicitation laws and eliminate street hawking.*
Time frame: *Immediate and ongoing.*
Potential funding source: *No funding needed.*
25. Educate residents about home occupation laws and enforce zoning regulations regarding businesses being conducted in homes.
Action: *The Construction Services Department's Code Enforcement Division and Finance Department's Business License Division will continue to investigate complaints from the residents regarding businesses being run out of homes in residential areas and enforce the regulations. The Business License Division and Public Information Officer will develop an educational program concerning home occupations that will be shared with the community at-large through the water bills, citizen newsletters, TV Channel, and City's website.*
Time frame: *Immediate and ongoing.*
Potential funding source: *No additional funding needed.*
26. Better regulate the occupancy (number of dwellers) regulations for single family and multi-family units.
Action: *The Planning Department and Zoning Administrator will continue to research regulations to control the number of occupants living in a single-family and multi-family dwelling.*
Time frame: *Immediate and ongoing.*
Potential funding source: *No funding needed.*
27. Plan accordingly for traffic generated by multi-family dwellings.
Action: *Residents will advise the City when occupancy levels exceed legal limits. The Planning Commission, with assistance from the Planning and Public Works Departments, other transportation entities and developers, will plan for traffic generated by multi-family dwellings.*
Time frame: *Immediate and ongoing.*
Potential funding source: *No additional funding needed.*
28. Continue to strengthen the *Tree Protection and Landscape Ordinances* to protect old and new trees and provide for the maintenance of trees. Eliminate tree and lighting conflicts.
Action: *The Planning Commission, with assistance from the appropriate City departments, reviews regulations to strengthen the Tree Protection and Landscape Ordinances. To comply with the Tree City USA standards City Council establishes a tree board, a group of concerned volunteer citizens, charged by*



ordinance with developing and administering a comprehensive tree management program. Balanced, broad-based community involvement is encouraged. The board should consist of forestry professionals, nursery operators, arborists, business owners, residents, and developers.

Time frame: Immediate and ongoing.

Potential funding source: No funding needed.

29. Continue to require landscape plans and landscaping for all commercial properties (old and new).
Action: The Community Appearance Board, with the assistance of the Construction Services Department's Landscape Code Enforcement Officer, will require landscape plans and landscaping for all commercial properties. The Public Works Department will require litter and debris be cleaned up in parking areas and around dumpsters. City Council will take action against violators.
Time frame: Immediate and ongoing.
Potential funding source: No funding needed.
30. Continue to require trees and shrubs be pruned properly that are encroaching upon the sidewalk.
Action: Standards will be developed in the Landscape Ordinance to prevent obstruction of sidewalks by overgrown shrubs and trees that will be shared with all property owners by the Public Works and Cultural and Leisure Services Departments.
Time frame: Immediate and ongoing.
Potential funding source: No funding needed.
31. Continue to eliminate sight triangle problems on roadways and in parking lots.
Action: The Construction Services Department will conduct a survey of sight triangle problems throughout the city. The Department's Landscaping Code Enforcement Officer shall notify the owner or the person in possession of the property to correct the violation.
Time frame: Immediate and ongoing.
Potential funding source: No additional funding needed.
32. Enact an aggressive sign ordinance that retrofits existing signs and regulates future signs.
Action: The Planning Commission, with assistance from the Planning and Construction Services Departments, will provide specific guidelines and illustrations in the Sign Ordinance of permitted sizes, placement, materials, light and glare with regulations on changeable copy. Recommendations are sent to City Council for consideration.
Time frame: Immediate and ongoing.
Potential funding source: No funding needed.
33. Regulate residential rental signs.
Action: The Construction Services Department's Sign Code Enforcement Officer will continue to regulate the number of rental signs allowed at each property. Residents and businesses will be encouraged to notify Code Enforcement when violations are observed. The Community Appearance Board will review and approve all permanent residential rental signs.
Time frame: Ongoing.
Potential funding source: No funding needed.

Property Maintenance

34. Continue to regulate property maintenance.
Action: The Construction Services Department reviews existing maintenance codes and submits any necessary revisions to the Planning Commission for review and City Council for consideration. The Construction Services Department is given authorization and personnel to ensure compliance with maintenance codes. The Property Maintenance Code Enforcement Officer will be responsible for implementation of the property maintenance regulations. Residents and businesses are encouraged to keep the Property Maintenance Code Enforcement Officer aware of violations.
Action: In order to combat the trash and junk problem the Public Works Department's Solid Waste Division should develop a special program to provide more intensive trash pick-up services in areas with this problem. The special program should also include a code enforcement mechanism by which habitual abusers of the



solid waste regulations are ticketed and fined by the court. Another feature of the special program should be a call-in service for special pick-ups of old furniture, mattresses, and other large objects. Many lower income residents cannot afford to hire private haulers for such junk objects and need a special service. The call-in service should also be available for removal of tree limbs and yard trash.

Time frame: Immediate and ongoing.

Potential funding source: No additional funding needed.

35. Continue to work with residents to improve or eliminate dilapidated housing and commercial buildings.

Action: The Construction Services Department's Property Maintenance Code Inspector will make recommendations to the City Manager concerning the needed improvements or removal of dilapidated housing and commercial buildings. Recommendations will be given to City Council for action.

Time frame: Immediate and ongoing.

Potential funding source: No additional funding needed.

36. Continue to create buffers in residential areas fronting heavily traveled roads. Consider the use of more medians or other traffic calming devices on heavily traveled roads.

Action: The Planning Commission will recommend buffers in residential areas to reduce traffic noise. Traffic calming devices will also be studied by the Public Works Department.

Time frame: Midterm and ongoing.

Potential funding source: No additional funding needed.

Law Enforcement

37. Continue to prohibit people from burning trash and other debris in their yards.

Action: The Fire and Police Departments will enforce the laws regarding open burning in the city. The Public Information Officer will develop an educational program that explains the open burning regulations in the city and provide this information to residents and visitors through the water bills, citizen newsletters, City's television channel and website.

Time frame: Immediate and ongoing.

Potential funding source: No additional funding needed.

38. Continue to enforce laws concerning illegal out-of-state tags.

Action: The Horry County Auditor's Office enforces the laws regarding car registration. Citizens are encouraged to contact the Auditor's office to report violators.

Time frame: Ongoing.

Potential funding source: No funding needed.

39. Continue to prevent registered vehicles that are not used for transportation purposes from being used for storage and permanently parked on streets. Enforce the laws concerning abandoned cars and cars with expired license tags.

Action: Residents are encouraged to report any unused vehicles that are being permanently parked on City-owned streets to the Construction Services Department's Code Enforcement Division. The Code Enforcement Officer will investigate and make recommendations to City Council. Expired tags on vehicles will be reported to the Horry County Auditor's office.

Time frame: Ongoing.

Potential funding source: No funding needed.

40. Continue to reduce crime and provide for community policing throughout the city.

Action: The Police Department will provide for community policing throughout the city. Targeted areas with high crime rates will be considered a priority. The Police Department works with local media outlets to expose the users of prostitution and drug dealers when arrested.

Time frame: Ongoing.

Potential funding source: Grants or capital improvements program to purchase mobile police substation.

41. Continue to expand and strengthen Neighborhood Community Watch Programs.



Action: The Police Department and department heads will work with residents and businesses to set up Neighborhood Community Watch Programs. The Neighborhood Community Watch Program Coordinator will help to identify neighborhoods interested in having a crime watch program and residents to serve on a neighborhood crime watch committee. Neighborhood Community Watch Captains will be selected for each program and this group will meet to share information on how to improve the programs in their neighborhoods.

Time frame: Ongoing.

Potential funding source: No additional funding needed.

42. Continue to enforce the noise ordinance.

Action: The Police Department will continue to enforce the noise ordinance with stronger more effective enforcement of existing laws. Barricades with “residents only” signs will be located in neighborhoods as needed.

Action: The Public Information Officer, in cooperation with the Myrtle Beach Area Chamber of Commerce and the Myrtle Beach Area Hospitality Association, will develop an educational program making visitors and residents aware of the noise ordinance through brochures in hotel and motel rooms, water bills, citizen newsletters, TV Channel, and the City’s website.

Action: Residents will contact their legislators and ask that a motorcycle helmet law in SC be created and enforced.

Action: Residents will contact Horry County Police Department for assistance with noise problems at commercial and vending sites and bars outside the city limits.

Time frame: Ongoing.

Potential funding source: No additional funding needed.

43. Continue to enforce traffic laws and eliminate speeding and running traffic lights.

Action: The Police Department will be using various means for slowing traffic including enforcement of the speed limit and the running of traffic lights. The Police Department will continue to enforce all traffic laws with a more aggressive enforcement policy.

Time frame: Immediate and ongoing.

Potential funding source: No additional funding needed.

44. Continue to enforce leash and removal of animal waste laws.

Action: The Cultural and Leisure Services Department will furnish animal waste bags for the beach access points and City parks. The Police Department’s Beach Patrol will continue to enforce the animal waste laws on the beach. Riders of horses will be responsible for cleaning up manure on the beach west of the mean tide line. The Public Information Officer will develop a program that educates residents and visitors concerning animal waste laws throughout the city using the water bills, newsletters, City’s TV Channel and City’s website.

Time frame: Ongoing.

Potential funding source: No additional funding needed.

Action: The City will continue to enforce leash laws. The Public Information Officer will continue to provide educational information on the City’s television channel and website about leash and removal of animal waste laws.

Time frame: Ongoing.

Potential funding source: No additional funding needed.

45. Continue to enforce laws regarding the use of golf carts on streets, bike paths and sidewalks.

Action: The City will enforce laws regarding the use of golf carts in the public domain.

Time frame: Immediate and ongoing.

Potential funding source: No additional funding needed.

46. Continue to enforce litter laws on the beach and clean up litter in residential and commercial areas.

Action: The City and Beach Franchisees will work together to continue to improve the cleanliness of the beach daily by providing receptacles for trash and recycling and enforcement of the litter laws. Regulations regarding animal waste laws and litter will be enforced. The Public Information Officer will develop an educational program concerning litter, recycling, and removal of animal waste to be aired on the City’s television channel and distributed to transient accommodations through the Myrtle Beach Area Chamber of



Commerce and Myrtle Beach Area Hospitality Association. The educational program will be geared toward residents and visitors alike.

Time frame: Immediate.

Potential funding source: No additional funding needed.

Action: The Departments of Cultural and Leisure Services and Public Works will continue to provide street cleaning services and litter pick up throughout the community with additional personnel being added as needed.

Time frame: Ongoing.

Potential funding source: General fund.

Parking

47. Continue to provide adequate parking for visitors and residents in the downtown area.

Action: The Downtown Redevelopment Corporation continues to study ways to provide adequate parking for visitors and residents. A downtown parking plan will be developed and land purchased for parking. Longer time limits on the parking meters in the downtown area will also be studied.

Time frame: Immediate and ongoing.

Potential funding source: Capital improvements program.

48. Continue to provide for more public parking at parks and beach access points for local residents and visitors. Research density issues to determine needs.

Action: The City undertakes a beach density study to help determine the need for additional beach access, parks and parking. The City puts aside monies each year to purchase property for a land bank that would be used for public beach access, parks, and parking. The City offers the opportunity for residents to donate land for public beach access, parks and parking.

Time frame: Immediate and ongoing.

Potential funding source: Capital improvements program and possible donation of land.

49. Restrict or limit the parking of heavy commercial vehicles and equipment such as dump trucks, tractor-trailer, back hoes, etc. on residential streets.

Action: The Planning Commission, with assistance from the Planning and Construction Services Departments, will study more restrictive codes concerning parking of heavy commercial vehicles and equipment in residential neighborhoods. The Construction Services Department's Code Enforcement Division will investigate the parking of heavy commercial vehicles overnight and equipment on a permanent basis. Recommendations will be sent to the City Council for consideration.

Time frame: Immediate and ongoing.

Potential funding source: No additional funding needed.

50. Explore the need for a park and ride lot to be utilized by day-trippers coming to the beach via Highways 31, 22, 17 and 501.

Action: The Public Works Department working with other transportation entities and Horry County study and make recommendations concerning park and ride lots to be utilized by day trippers coming to the beach using Highways 31, 22, 17, and 501. Incentives to encourage the use of the park and ride lots should be taken into consideration.

Time frame: Short term.

Potential funding source: Horry County, SC Department of Transportation and GSATS.

Transportation

51. Continue to provide transportation connections beyond neighborhoods.

Action: The Planning Commission, with assistance of the Planning and Public Works Departments, works to establish connectivity beyond neighborhoods including public transportation, sidewalks and bike paths.

Time frame: Immediate.

Potential funding source: Public transportation agencies and capital improvements program.

52. Encourage reliable public transportation with sidewalks bus shelters.



Action: The Planning and Public Works Departments work with Coast RTA to plan a bus system that meets current needs including routes, major stops, inter-modal connectivity, schedules, convenience, appearance, safety, shelters, price, and reliability. Sidewalks need to be installed where bus stops and shelters are located.

Time frame: Short term and ongoing.

Potential funding source: Capital improvements program to cover sidewalk costs and Coast RTA to cover cost of public transportation and bus shelters.

53. Search for new location for a larger airport. Maintain large trees to help in buffering noise from airplanes on the ground.

Action: The City Manager's Office continues to work with Horry County and NESAs to study options for the long-term relocation of the airport. Alternative locations provide adequate room for an airport that can serve the region, has adequate land that can affordably be developed for air-related industries, and minimizes adverse environmental and social impacts.

Time frame: Immediate.

Potential funding source: Horry County.

Streets

54. Continue to make improvements to the road system that reduces traffic congestion that cannot be remedied by improvements to alternative modes of transportation.

Action: The Planning and Public Works Departments continue to work with area transportation agencies to improve the roadway system including access for alternative modes of transportation.

Time frame: Immediate and ongoing.

Potential funding source: Grants, GSATS, and capital improvements program.

55. Construct new segments of streets to connect isolated portions of neighborhoods to facilitate travel throughout the city.

Action: The Public Works Department will work to improve the facilitation of travel the city. Streets with unfinished segments will be completed and opened for easy access.

Time frame: Midterm.

Potential funding source: Capital improvements program and appropriate transportation agencies.

56. Continue to provide wide streets when appropriate with on-street parking.

Action: The Planning Commission with assistance from the Planning and Public Works Departments will continue to better regulate the size of residential streets with the need for on-street parking. Neighborhood associations will discourage the practice of parking on islands in roadways and in front yards on the grass.

Time frame: Ongoing.

Potential funding source: No funding needed.

Action: The Public Works Department and appropriate transportation entities will continue to plan accordingly for wide streets when and where appropriate.

Time frame: Ongoing.

Potential funding source: Grants and capital improvements program.

57. Continue to provide appropriate public safety signage as needed throughout the city such as "Watch for Children" and posted speed limits in neighborhoods and on busy streets.

Action: The Public Works Department working with the neighborhood associations will determine the appropriate placement for children at play signs. The Public Works Department will survey the area and post speed limit signs as needed. The Public Works Department will continue to monitor the need for public safety signage throughout the community.

Time frame: Immediate and ongoing.

Potential funding source: General fund.

58. Continue to determine street lighting needs throughout the city. Continue to work with Santee Cooper to have a regular maintenance agreement to replace burned out lights and make other repairs as needed. Study the feasibility of adding LED street lights to replace the lamps used and implement.



Action: The Public Works Department working with Santee Cooper and area residents will set street lighting standards for residential areas. The City Manager's Office will work with Santee Cooper to develop a regular maintenance agreement for streetlights and investigate the use of LED street lighting on City streets and implement.

Time frame: Immediate and ongoing.

Potential funding source: Capital improvements program and Santee Cooper.

Pedestrian Access

59. Develop a pedestrian network while updating the sidewalk master plan to include handicapped accessible sidewalks from houses to the beach and in school areas.

Action: The Public Works Department, in cooperation with the Planning Department and GSATS (Grand Strand Area Transportation Study) staff, creates a pedestrian master plan providing connectivity for the neighborhoods with consideration given to handicapped accessibility. The City plans and constructs a pedestrian network that provides paths but also other amenities, such as landscaping, appropriately scaled lighting, and benches. The pedestrian network will include sidewalks, hiking paths, bike paths, bike lanes and bike routes within street rights-of-way in a linked open space system. The bike system includes designated travel-ways but also route signs and maps, safety and training brochures, and parking. The City Manager's Office considers designating a staff person as its pedestrian coordinator to ensure that this objective is met and that walking and biking are promoted.

Time frame: Immediate and ongoing.

Potential funding source: General fund, capital improvements program and grants.

60. Continue to ensure pedestrians are allowed to walk across the streets at intersections safely.

Action: Pedestrian crossing safety devices will be installed where needed. Timers will continue to be monitored to allow older adults, disabled persons, large group, families with strollers and others to cross the street safely. Pedestrian crossing striping and signage will be added to all intersections to alert motorists of pedestrian crossings and yielding to pedestrians.

Time frame: Immediate and ongoing.

Potential funding source: Capital improvements program.

Stormwater

61. Continue to address stormwater flooding problems.

Action: The Public Works Department will continue to work on stormwater drainage problems. More proactive and sustainable stormwater projects will be utilized to prevent major flooding. All ditches will be cleaned or piped in a timely manner. The Public Works Department will continue to monitor and improve the stormwater problems throughout the city.

Time frame: Immediate and ongoing.

Potential funding source: Capital improvements program and grant opportunities.

Solid Waste

62. Continue to enforce a policy to address trash items and containers being left at curbside before the day of pick up.

Action: Regulations should be enforceable concerning trash receptacles being left at curb before and after the day of garbage and trash pick-up. Currently the City works with the homeowner and neighborhoods to assure the receptacles are removed from the right-of-way. The Nuisance Ordinance can also be used to address general trash and litter on private property. Consideration should be given to Monday pick-up for rental units and use a roving truck for trash left a curb before pick-up day. The Public Works Department will review the current solid waste regulations

Time frame: Immediate and ongoing.

Potential funding source: General fund for purchase of roving truck.

63. Provide recycling (separating glass, plastic, and aluminum) and trash containers for residents and visitors in public areas. Consider making recycling programs mandatory for residential and commercial areas.



Action: the Solid Waste Authority and private waste haulers to identify markets that would use the recyclable materials. To support and grow the recycled products industry the City places priority on using recycled products.

Time frame: Immediate and ongoing.

Potential funding source: Capital improvements program, Horry County Solid Waste Authority, DHEC and private waste haulers.

64. Provide sufficient number of trash receptacles. Continue to clean up trash in the right-of-way.
Action: The Public Works Department's Solid Waste Division with the assistance of the Construction Services Department's Code Enforcement Division, Police Department, and Cultural and Leisure Services Department's Parks Division will closely monitor the need for additional trash receptacles and place them where needed.
Time frame: Immediate and ongoing.
Potential funding source: General fund.
65. Continue to ensure business owners and private garbage and trash haulers keep 8 yd containers (dumpsters) clean.
Action: The Public Works Department will continue to work with business owners and private haulers of solid waste products to ensure the 8 yd containers are kept clean and orderly. An operational policy change will be studied.
Time frame: Immediate and ongoing.
Potential funding source: No additional funding needed.
66. Continue to provide prompt storm debris pickup.
Action: The Public Works and Cultural and Leisure Services Departments will continue to provide prompt storm debris pickup throughout the community.
Time frame: Ongoing.
Potential funding source: FEMA and grants.

Recreational Facilities

67. Continue to provide recreational facilities and programs throughout the city. Continue to provide and improve neighborhood parks with curbing, landscaping, sidewalks, picnic tables, fitness trails, and other amenities. Review the definition of and requirements of "open space" in the *Zoning Ordinance* and subdivision regulations to ensure that development adequately provides for parks and open space. Continue to improve the recreational facilities in the city.
Action: The Cultural and Leisure Services Department will update the Parks and Recreation Master Plan and will continue to provide and improve neighborhood parks with curbing, landscaping, sidewalks, picnic tables, and fitness trails where land is available and large enough to accommodate upgrades. City Council will establish a land bank for future park use.
Time frame: Ongoing.
Potential funding source: Capital improvements program, grants and private investment.
68. Examine ways to make parks more user-friendly for all residents and visitors.
Action: Laws are currently in place to prevent loitering. Teams of Police Officers are currently assigned to these areas. The City Attorney should investigate stronger fines for loitering. The Public Works and Police Department will make recommendations concerning better lighting for the park areas.
Time frame: Immediate and ongoing.
Potential funding source: No additional funding needed.
Action: The Public Works Department and Downtown Redevelopment Corporation work to establish more parking and sidewalk connectivity for these parks that are easily accessible by residents and visitors.
Time frame: Immediate and ongoing.
Potential funding source: Capital improvements program.
69. Continue to ban dog owners in city parks for aggressive dog behavior and not cleaning up after their pets.



Action: The dogs owners will need to continue to self regulate aggressive dog behavior and clean up. Leash laws will be enforced before and after leaving the park area.
Time frame: Immediate and ongoing.
Potential funding source: No additional funding needed.

Community Appearance

70. Improve the appearance of portable toilets.

Action: The Planning Department in cooperation with the Public Works Department, Construction Services Department's Flood Plain Coordinator, and impacted residential and commercial areas will continue research on adding additional bathroom facilities including showers in heavily trafficked areas and improving their appearance. City recently installed two trailer units that will be evaluated over the summer.

Time frame: Immediate and ongoing.

Potential funding source: Capital improvements program, grants and private investment.

71. Continue beautification programs throughout the city.

Action: The Cultural and Leisure Services Department will continue to provide landscaping and other beautification projects throughout the city.

Time frame: Immediate and ongoing.

Potential funding source: Capital improvements program, grants, donations and local businesses.

72. Welcome visitors and citizens alike with handsome gateways, landscaped streets and businesses, and enhanced greenways, while preserving the natural beauty of the area.

Action: Cultural and Leisure Services Departments develop a plan for improving all gateways into the community. Money is appropriated for a gateway project to enhance or create new gateways into the community as the budget allows.

Time frame: Immediate and ongoing.

Potential funding source: Grants, private donations and capital improvements program.

Action: Establish a volunteer committee including students from the local horticulture programs and the Master Gardeners to analyze all avenues, along with Cultural and Leisure Services and Planning Departments. The Cultural and Leisure Services Department, with the assistance of the committee, will establish a plan for landscaping medians with low maintenance. When new commercial development occurs require a contribution to median projects.

Time frame: Short term and ongoing.

Potential funding source: Contributions from commercial development and residents and the capital improvements program.

73. Work with utility companies to beautify transformer and traffic control boxes on city streets and in residential neighborhoods.

Action: The Public Works Department works with utility companies and traffic control devices to make them blend better into the natural and built environment.

Time frame: Short term and ongoing.

Potential funding source: Utility companies, SCDOT and the general fund.





Land Use Element

Land Use Background

The land use element, in concert with the other elements of the *Comprehensive Plan*, establishes a planning process designed to achieve a well-integrated and efficient decision making process.

According to the *Smart Communities Network website (August 2009)* the way we plan the physical layout, or land use, of our communities is fundamental to sustainability. Two main features of our land use practices over the past several decades have converged to generate haphazard, inefficient, and unsustainable urban sprawl. Zoning ordinances isolate employment locations, shopping and services, and housing locations from each other and low-density growth planning aimed at creating automobile access to increasing expanses of land.

The problems and challenges shared by cities throughout the US are evidence of the impacts of urban sprawl—increasing traffic congestion and commute times, air pollution, inefficient energy consumption and greater reliance on foreign oil, loss of open space and habitat, inequitable distribution of economic resources, and the loss of a sense of community.

Community sustainability requires a transition from poorly-managed sprawl to land use planning practices that create and maintain efficient infrastructure, ensure close-knit neighborhoods and sense of community, and preserve natural systems.

Sprawl is a post-World War II land development pattern supported by policies and institutions that promote:

- new low density development.
- preference for undeveloped land over upgrading or renovating older buildings and infrastructure.
- widespread strip commercial development along roads with extensive visible parking.
- segregated housing.
- segregated land uses.
- new wide roads.
- utility expansion/extension.
- automobile dependency.
- large fiscal disparities between localities.
- lack of coordinated planning.

Smart growth strategically directs financial resources toward programs and policies that support:

- development focused on existing communities.
- a range of housing choices.
- walkable neighborhoods.
- attractive communities with a sense of place.
- mixed land uses.
- preservation of farmland and natural areas.
- multiple transportation choices



- compact building design.
- alternative energy sources.

The pattern of land uses in Myrtle Beach is generally what would be expected for a coastal city whose formative years occurred in the last half of the 20th century and whose mold was cast in the post-World War II, auto-dominated society. Hotels were built along the oceanfront and Kings Highway was for years the only regional north/south route. Commercial uses grew along the major thoroughfares; and housing was developed on good soils nearby. Expansion of the road system has primarily resulted in increased locations for new commercial development. Along the oceanfront, properties are being redeveloped at greater intensities, as property owners there try to accommodate the growing tourist market or compete with new, larger businesses that have located in newly developing areas to the west – Appendix J: *History of land use planning in Myrtle Beach and land use maps from previous decades.*

Factors having significant effects on individual land use decisions are, after the general economy and the local real estate market, a variety of regulations established by the Federal, State, and local governments. The purpose of the regulations is to ensure that individual land use decisions do not have a major adverse impact on neighboring properties or the community in general. To achieve that purpose often means that property owners must adjust their intended developments, initially designed to maximize return on investment, so that they also meet the public purpose of addressing the good of the community.

To encourage orderly sustainable growth, Myrtle Beach needs to plan and provide for present and future growth. All areas within the city contain resources that make certain land uses more suitable than others. Incompatible land uses can prevent the further productive use of natural and man-made resources. The land use map, along with the adopted goals, objectives and strategies developed through citizen, agency and governmental participation will provide for the orderly development of the planning area.

The city has been divided into a number of land use designations. The intent of these land use categories is to provide direction in determining the growth patterns for today and for the future.

Land Use Findings

Land Use Planning Strategies

According to the *Policy Guide for Planning for Sustainability (American Planning Association 2000)* the following are examples of actions that can be taken in support of sustainability:

- Reduce dependence upon fossil fuels, underground metals, and minerals by promoting:
 - compact development that minimizes the need to drive.
 - a mix of integrated community uses — housing, shops, workplaces, schools, parks, civic facilities — within walking or bicycling distance.
 - human-scaled development that is pedestrian-friendly.
 - development oriented around public transit.
 - home-based occupations and work that reduce the need to commute.
 - local food production and agriculture that reduces need for long-range transport of food.
 - alternative sources of energy such as solar power.
- Reduce activities that encroach upon nature through:
 - guiding development to existing developed areas and minimizing development in outlying, undeveloped areas.
 - maintaining a well-defined "edge" around each community that is permanently protected from development.
 - remediation and redevelopment of brownfield sites and other developed lands that suffer from environmental or other constraints.
 - promoting regional and local designs that respect the regional ecosystems and natural functions which support human communities.
 - planning for climate change and sea level rise and the impacts.
 - creating financial and regulatory incentives for infill development; elimination of disincentives.
- Meeting human needs fairly and efficiently by:



- eliminating disproportionate environmental burdens and pollution experienced by historically disadvantaged communities.

Land use planning for sustainability requires consideration of a wide spectrum of factors including transportation, development density, energy efficiency, natural corridors and open space, and growth management. The following strategies are critical components of comprehensive planning to address the complex land use issues facing our communities.

- Transit-oriented design - Planning and design strategies for the development of mixed-use, walkable communities sited adjacent to transit access.
- Mixed-use strategies - Development that promotes the co-existence of many community locales and services within close proximity, to reduce automobile dependency.
- Urban growth boundaries - A regulatory strategy for limiting urban sprawl by creating a geographical boundary for new development over a period of time.
- Infill development - A strategy to promote greater development density and efficiency within existing urban boundaries.
- Greenways - A strategy to preserve open spaces and natural systems, and provide recreation opportunities, by connecting cities, suburbs, and rural areas through linear corridors such as parks and trails.
- Brownfield redevelopment - A strategy for returning idle and often contaminated urban lands referred to as brownfields into productive use.
- Transfer of development rights - A method of exchanging development rights among property developers to increase development density and protect open space and existing land uses.
- Open space protection - Ways to protect a community's urban open space, farmland, wetlands, riparian lands, rangeland, forests and woodlands, and coastal lands.
- Urban forestry - Planting and maintenance of trees within a city or community as a strategy for reducing both carbon emissions and energy expenditures for heating and cooling.
- Land trusts - Local, regional, or statewide non-profit organizations directly involved in protecting important land resources over the long term.
- Agricultural land protection - Strategies for preserving the land that feeds and clothes us, provides open space, food and habitat for diverse wildlife, and maintains a link to our nation's agricultural heritage.
- Solar access - Regulatory measures to provide for property owners investing in solar energy systems, through solar access ordinances.

Existing Land Use Pattern

The land-use pattern in the city has been determined by a combination of the natural features and automobile-dominated transportation. The ocean has been the major natural feature, attracting development in a long line paralleling the shore. Secondly, poorly draining soils have kept development from occurring in areas where they are present, until recently when property values have made remedial efforts worthwhile. Since World War II, which has been the main period of growth for the Grand Strand, development has also followed major highways and the automobiles that travel along them.

Existing Land Use Inventory

The City of Myrtle Beach updated its existing land use inventory maps during 2009. Included in the land use inventory were the parcels of incorporated and unincorporated land within the planning area of the Comprehensive Plan. The results of this land use update are shown in Figure 1 and include 13 categories of use.

Within the corporate limits of the City of Myrtle Beach, the map provides a breakdown of land uses for approximately 14,950 acres, including approximately 2,000 acres of roads, lakes and ponds. The largest land use category, undeveloped lands, is approximately 4,217 acres which is 33 percent of the total. Large undeveloped tracts include portions of Grande Dunes, Horry County owned lands adjacent to the Myrtle Beach International Airport, Withers Preserve and numerous large inner city tracts owned by Myrtle Beach Farms Company along the Robert M. Grissom Parkway corridor.



The second most common land use category is low density residential accounting for 2,374 acres (18 percent of developable land in the city). These areas of single family homes include the neighborhoods of Grande Dunes, Dunes Club, Pine Lakes, Northwoods, Ramsey Acres, Booker T. Washington and the numerous neighborhoods north of 31st Avenue North and east of Kings Highway.

The third most common land use category is parks and recreation. Accounting for 1,433 acres (11 percent of developable land in the city) these areas of recreational lands include the golf courses of the Grande Dunes, Pine Lakes, Whispering Pines, Cane Patch, and Midway. It also includes all city parks such as Grand Park and the Frank Beckham Complex.

The fourth most common land use category is transportation/utilities. Accounting for approximately 1,300 acres, the primary use in this category is the land associated with the Myrtle Beach International Airport. The more than 2,000 acres of Myrtle Beach dedicated to ground based transportation and our street network, is not included in this category nor is this network considered in the total calculation of developable lands.

The fifth most common land use is general commercial with over 930 acres. While the majority of this type of land use occurs along the Kings Highway and US Highway 501 corridors, large general commercial use clusters also exist in Seaboard Commons and the Coastal Grand Mall area.

The sixth most common land use is the medium density residential. It includes permanent residential development ranging from eight to twenty units per acre and representing over 850 acres and seven percent of the developable land of the city.

While the medium density residential uses are scattered throughout the numerous residential areas of Myrtle Beach, the largest single concentration is the Seagate Village area of the Market Common district.

The seventh most commonly occurring land use is the one most associated with our tourism community – the transient accommodations districts along the oceanfront. This category accounts for approximately 525 acres or four percent of the developable land in the city. These uses can be found in the hotel districts on or adjacent to Ocean Boulevard from 29th Avenue South to the Grande Dunes and also more remote sites such as the time share along Robert M. Grissom Parkway between 29th and 39th Avenues North.

Four land use categories, amusement/entertainment, office professional, institutional/civic and commercial/industrial each account for about two percent of the developable land, ranging from 214 – 285 acres each. The most significant amusement/entertainment uses are associated with the Broadway at the Beach and Myrtle Beach Convention Center complexes.

The office professional uses are concentrated primarily along Oak Street, the office developments between 38th and 48th Avenues North and offices near the Grand Strand Regional Medical Center. The largest institutional and civic use concentrations are associated with the Grand Strand Campus of Horry-Georgetown Technical College and the complex of the Myrtle Beach area public schools between 29th and 38th Avenues North.

The multi-use category, a classification new to this *Comprehensive Plan*, occupies only approximately 60 acres (about .4 percent of developable land). This land use category is represented by the urban village at The Market Common and St. James Square at Robert M. Grissom Parkway and 38th Avenue North.

Current Land Use Management

The City's primary means of land use management are its *Comprehensive Plan*, *Zoning Ordinance*, and subdivision regulations. The previous *Comprehensive Plan* was adopted in 1999 with amendments to update the neighborhoods and land use elements taking place in 2006. The *Zoning Ordinance* has been amended many times over the years. Outside of the city, land use jurisdiction in the planning area rests with Horry County. All of the unincorporated planning area is subject to zoning but subdivisions throughout the planning area must be approved by the Horry County Planning Commission.



Coordination of Efforts at Managing Land Use

In 1997, the City of Myrtle Beach and Horry County Planning Commissions formalized their efforts at coordination by appointing a member of each commission as ex officio to other jurisdiction's commission. This ex officio representation has been inactive since 2001. The City and County Planning Department's staff have been working jointly together for many years. Such efforts include the County's notification to the City of proposed subdivisions and zoning changes, joint participation of the staff committee of the Grand Strand Area Transportation Study (GSATS), and joint participation in each jurisdiction's preparation of its comprehensive plan, and several special committees served by both staffs (including reviewing zoning classifications on either side of the municipal boundary). Horry County Schools is becoming more active in local land use planning.



Figure 1: Existing Land Use Map 2009

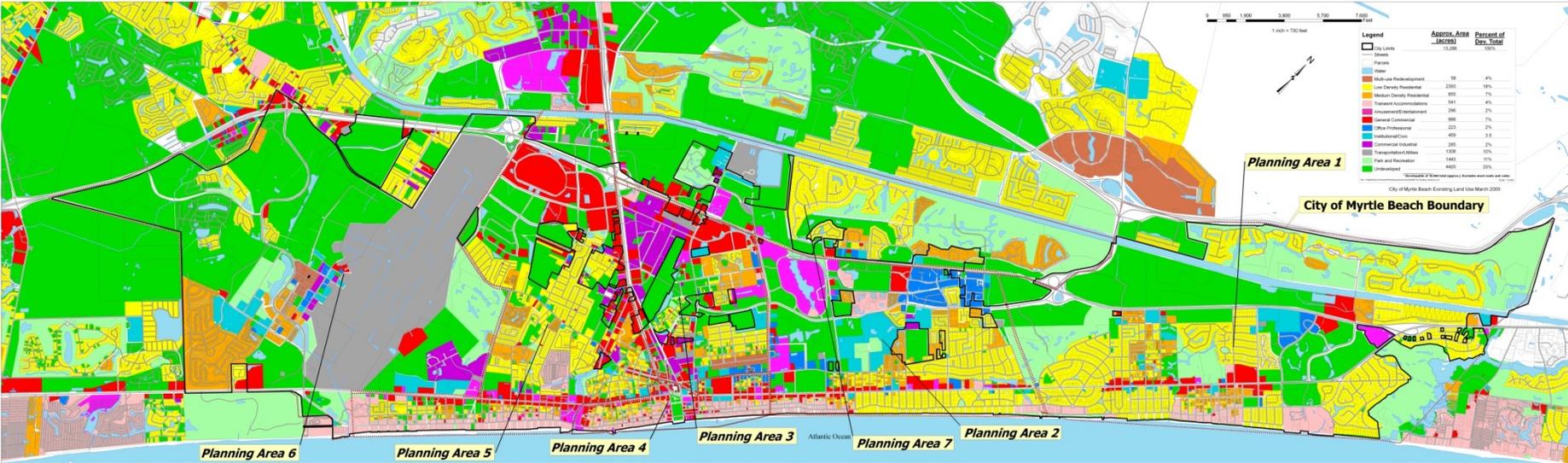
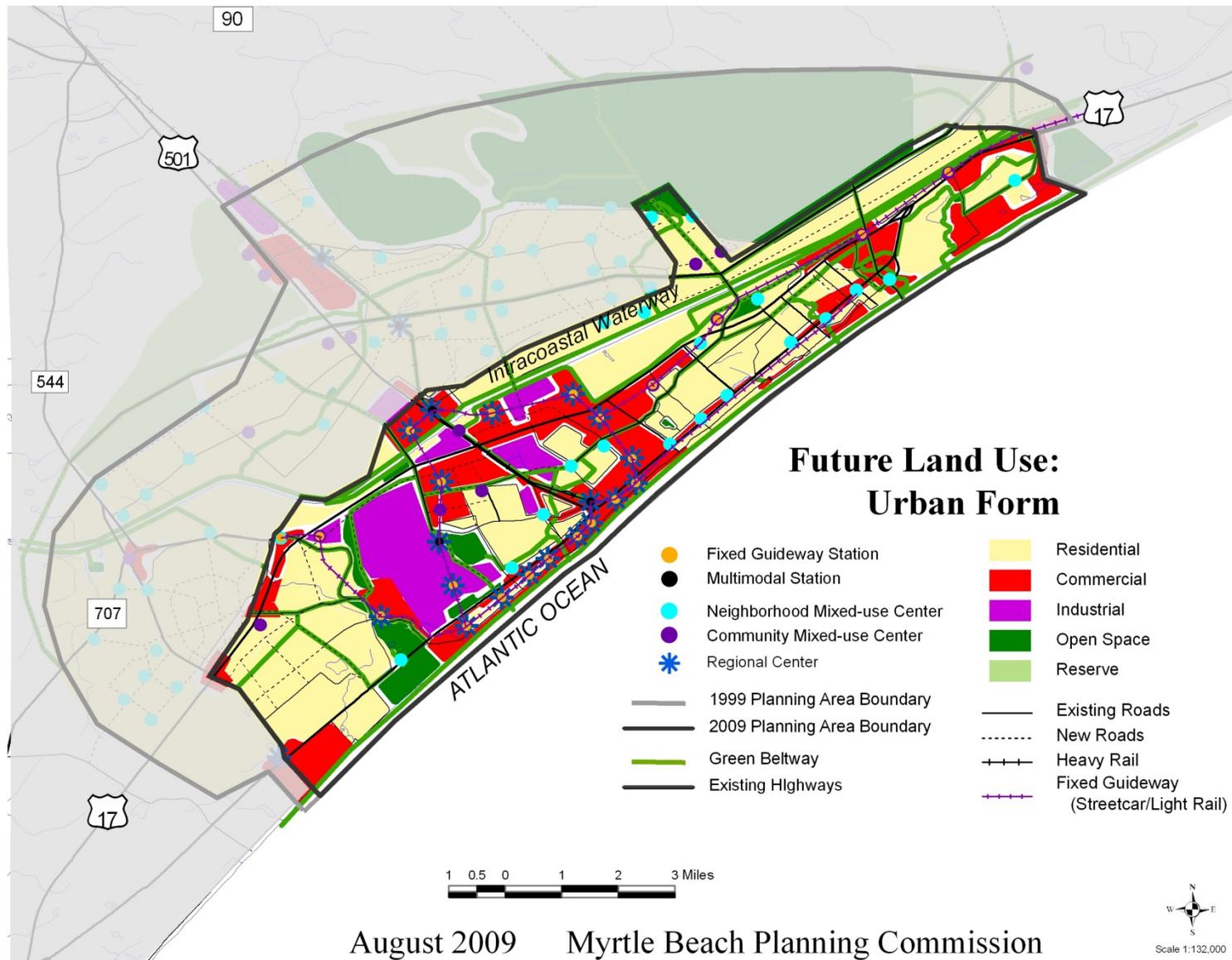


Figure 2: City of Myrtle Beach Future Land Use: Urban Form Map 2009



CompPlan09/FutureLandUse UrbanForm.mxd



Figure 3: City of Myrtle Beach Open Space Map 2009

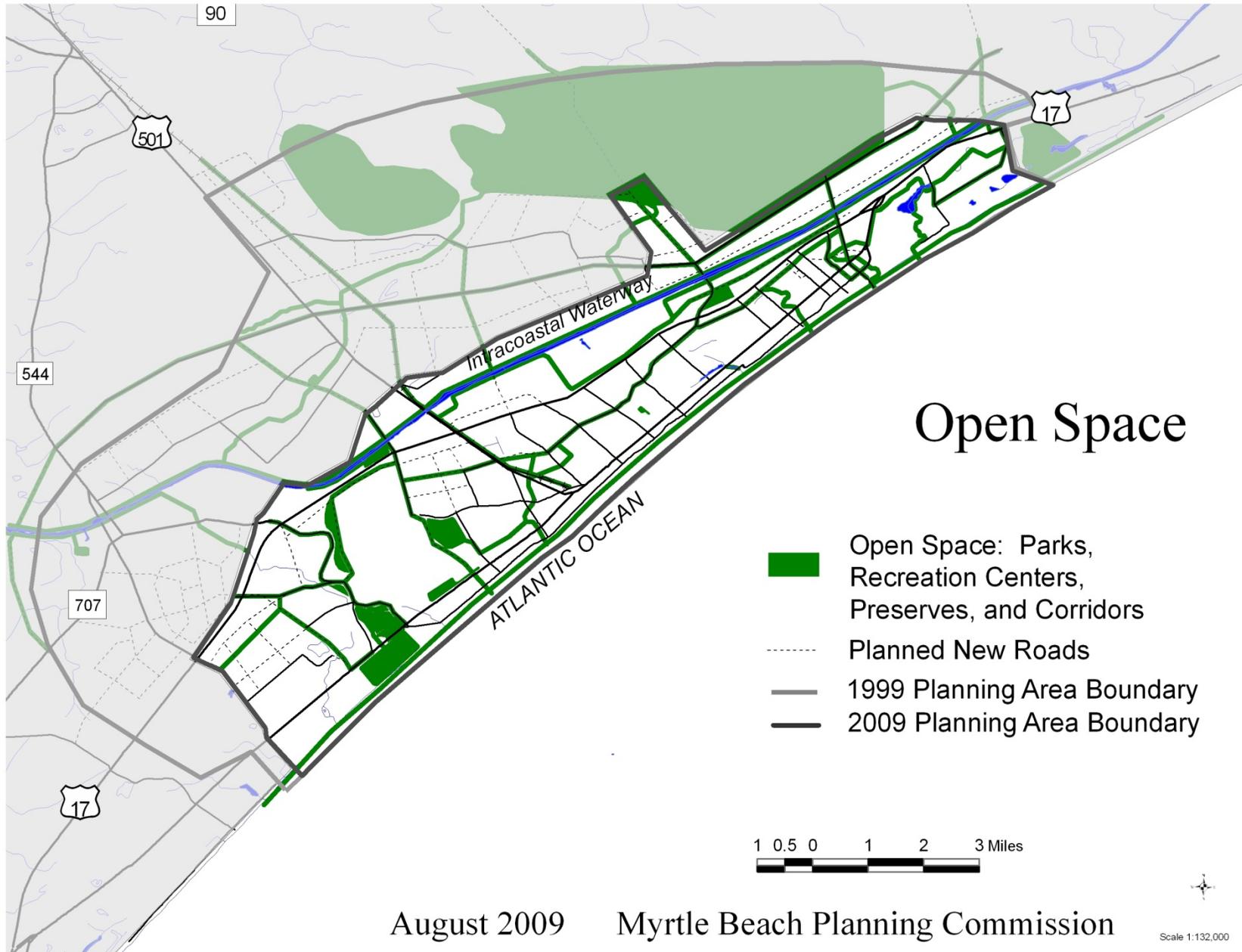


Figure 4: City of Myrtle Beach Road Network 2009

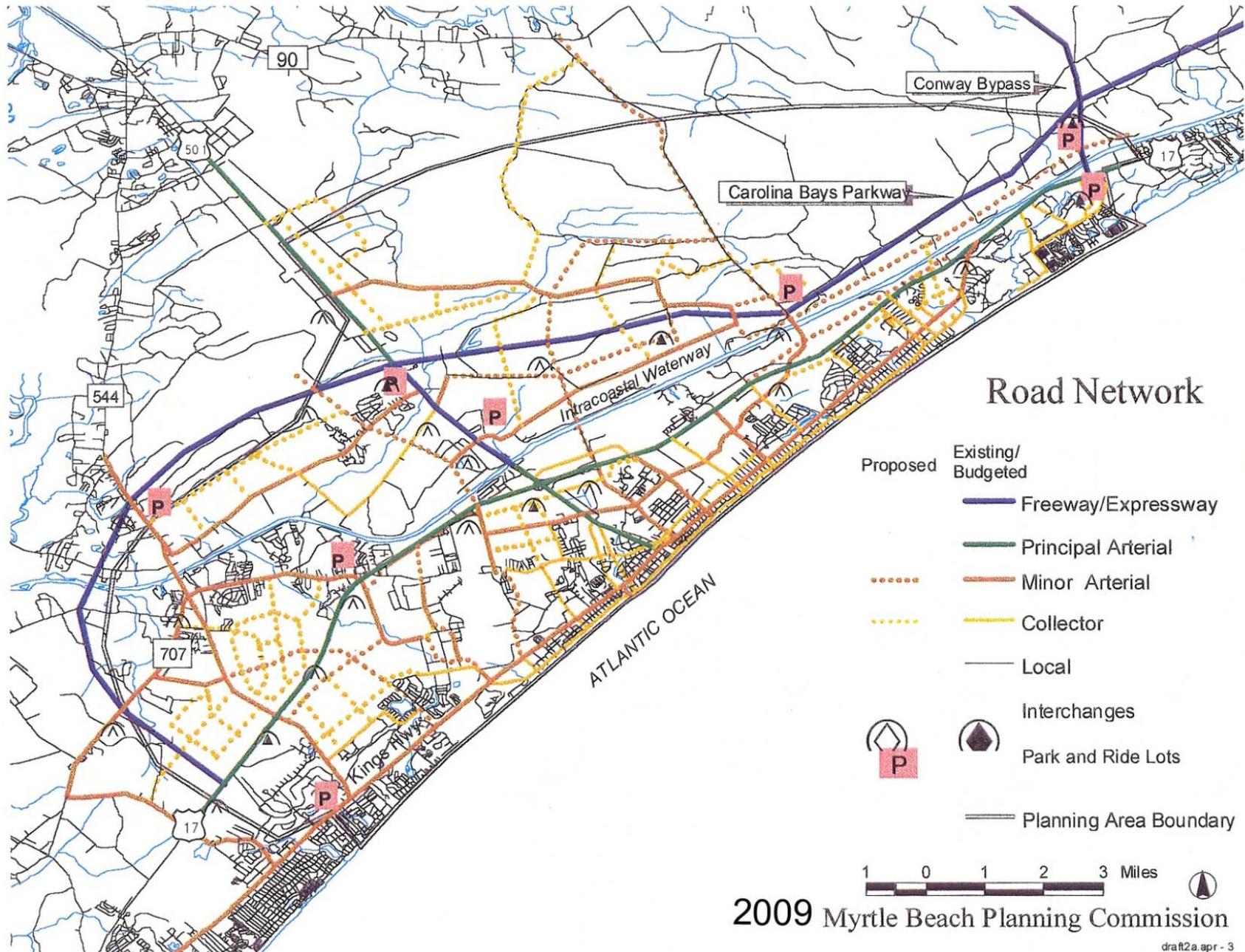


Figure 5: City of Myrtle Beach Public Transportation Systems 2009

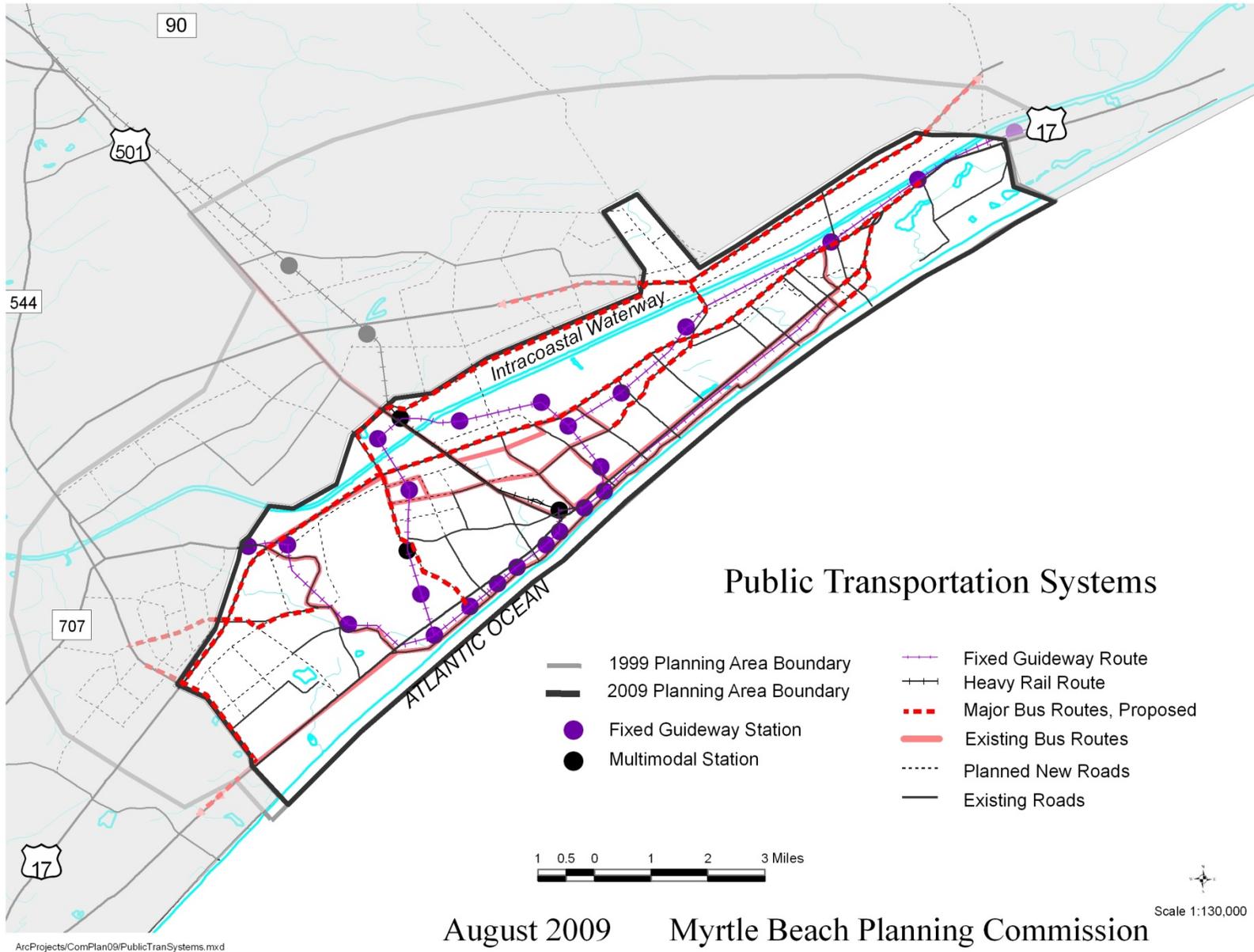
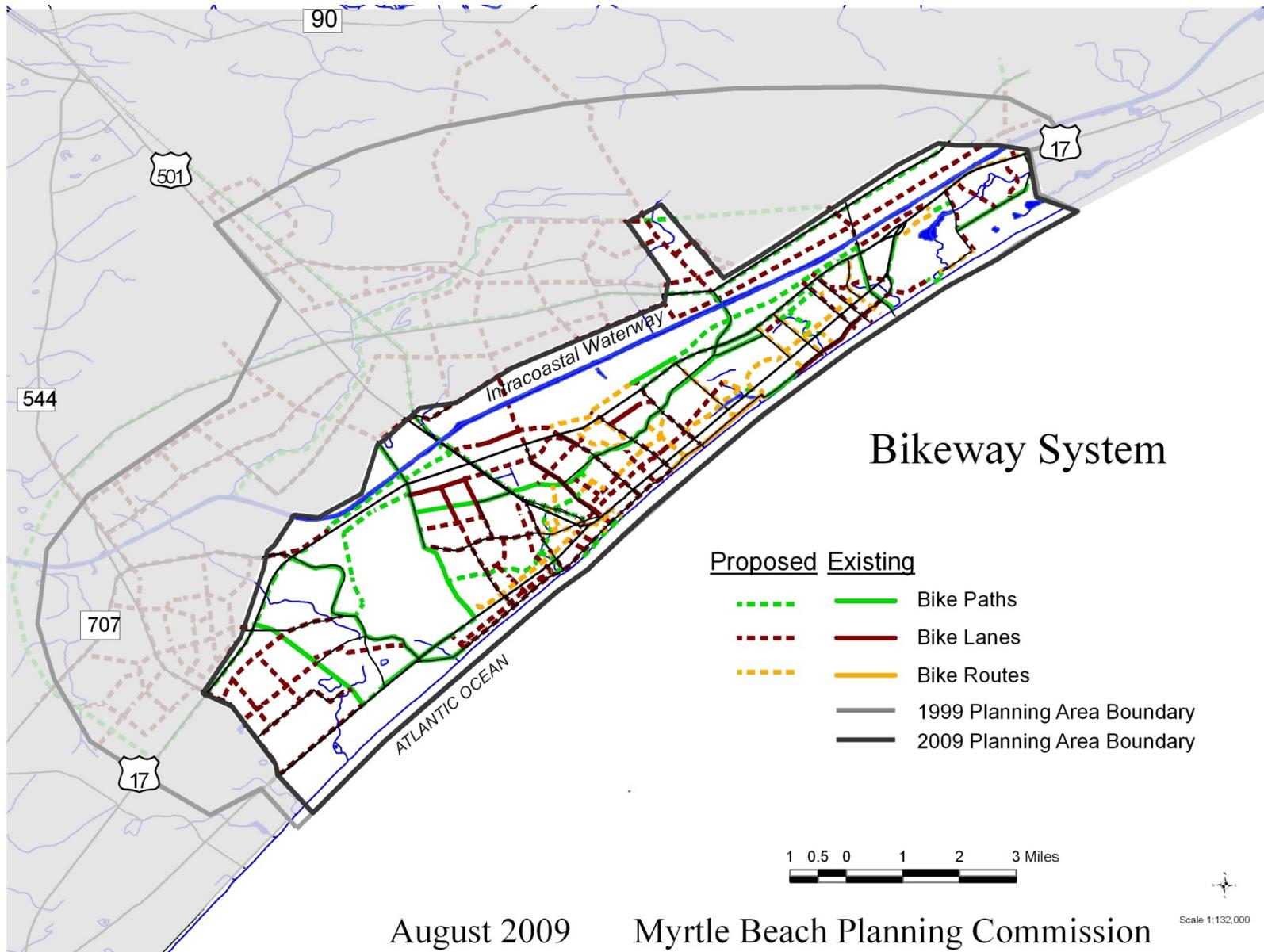


Figure 6: City of Myrtle Beach Bikeway System 2009



ArcProjects/CompPlan09/Bikeway System.mxd



Land Use Goal

In keeping with the *Comprehensive Plan's* theme of sustainability, all land uses will be based on best available sustainable practices. Land uses will also balance the socio-economic needs of residents, business owners, and visitors and will create an environment where all can live, work, and play with pride and pleasure. The *Comprehensive Plan* recognizes that we live in an active tourism community and in a coastal area that will be heavily impacted by rising sea levels associated with global climate change.

Land Use Objectives and Strategies

1. Manage urban form that is based on principles of sustainability which are incorporated in all decision-making regarding land use. Natural resources are assets and any development is placed so that natural functions and values are preserved and man-made elements complement natural features of the community. The transportation system for the area is balanced among a variety of modes but additionally must reduce dependency on single-occupant vehicles; and land use and transportation planning must be done concurrently.
Action: *The City will take proactive steps to manage its urban form. These steps will include adopting and maintaining this Comprehensive Plan; ensuring that all decisions are based on sound sustainable principles and practices, adopting appropriate regulations; using the capital improvements program to encourage sustainable development consistent with the Comprehensive Plan; developing a fiscal strategy, including innovative funding, to encourage sustainable development consistent with the plan; and developing an organizational structure in order that City Council, the Planning Commission, and staff can communicate effectively with other governmental entities, the public, the private sector, and non-profit agencies.*
Time frame: *Immediate and ongoing.*
Potential funding source: *No funding needed.*
2. Base future land-use decisions on the principles that support the urban form map including setting aside certain lands for natural resource protection and open space, developing a multi-modal transportation system, and linking land-use patterns to the transportation system with the overall goal of sustainability.
Action: *The Planning Commission and City Council make land use decisions based on the guiding principles of sustainability of natural resources and open space protection, developing multi-modal transportation systems, and linking land use patterns to the transportation system.*
Time frame: *Immediate and ongoing.*
Potential funding source: *No funding need.*
3. Revise zoning and plan review standards to encourage land use consistent with principles of sustainability and that supports the urban form map. The revision includes an investigation of methods of regulation, including incentives that have not been used in the city and development of procedures and guidelines for subdivision and site plan review so that development supports appropriate urban form development.
Action: *The Planning Commission, with assistance from the Planning and other appropriate departments and the Zoning Administrator, works with State and Federal agencies to develop appropriate regulations including procedures and guidelines for subdivision and site plan review, that encourage land use consistent with principles of sustainability and supports the urban form map. The Planning Commission recommends any necessary revisions of City regulations to City Council for adoption.*
Time frame: *Immediate.*
Potential funding source: *No funding needed.*
4. Develop a more detailed set of guiding sustainability principles to be used in all land use decisions utilizing the example of *The Sanborn Principles for Sustainable Development (1994)*.
Action: *The City will work to incorporate sustainability principles in all land use decisions by the public and private sectors.*
Time frame: *Immediate and ongoing.*
Potential funding source: *No funding needed.*



5. Develop procedures to review city projects based upon the urban form map and the relationship between land use, transportation systems and ecosystem health.
Action: *An interdepartmental committee, with assistance from the City Manager's Office develops coordinated procedures; and the Planning Department regularly reports activities to the Planning Commission.*
Time frame: *Ongoing.*
Potential funding source: *No funding needed.*
6. Develop a multi-modal transportation system, in cooperation with other transportation entities, which includes public transit, walking, bicycling, roads, and air and water transportation based on the principles of sustainability.
- 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 (centers can be identified on the plan rather than relying on the schematic suggestion of locations provided by the urban form map). Equally important are developing plans to make the area more walkable and bikeable, and to study adding mass transit options other than buses to the mix.
 - Encourage the creation of a multi-modal transportation system in regional transportation planning efforts including bus, light rail, and heavy rail systems; networks for pedestrians and bicyclists; and water and air transport.
- Action: *City Council and the Planning Commission coordinate with other local governments and transportation planning entities including Coast RTA, GSATS and Horry County to encourage the creation of a regional multi-modal transportation system.*
Time frame: *Short term.*
Potential funding source: *Coast RTA, GSATS, Horry County and capital improvements program.*
- Develop a detailed plan for the transit system – bus operations initially, while additional studies of feasibility and technological options of street cars and other fixed guide way system are conducted. Decisions about the system (routes, schedule, and projected ridership) suggest locations for local and regional centers.
- Action: *The Planning and Public Works Departments, work with Coast RTA and other local governments and transportation planning entities including Horry County and GSATS to develop a detailed plan for the transit system; recommendations are given to the Planning Commission and City Council for adoption as part of the Comprehensive Plan.*
Time frame: *Short term.*
Potential funding source: *Coast RTA and GSATS.*
7. Link land use patterns to the transportation system while promoting sustainability, conserving public investments and promoting efficiency. Decisions about land use are made only after consideration is given to the impact of the decision on the transportation system, decisions about the transportation system are made only after consideration is given to the effect of the improvement on land use patterns, and decisions about both land use and transportation have been reviewed to assure compliance with principles of sustainability.
- Revise the urban form map to reflect the transit plan. Revisit the urban form map to locate local and regional centers more precisely.
- Action: *The Planning Commission, with assistance from the Planning Department, revises the urban form map; the Planning Commission recommends the revisions to City Council for adoption as part of the Comprehensive Plan.*
Time frame: *Short term.*
Potential funding source: *No funding needed.*
- Revise zoning and plan review standards to encourage sustainable land use that supports a multi-modal transportation system including an investigation of methods of regulation, incentives that have not been used in the city and the development of procedures and guidelines for subdivision and site plan review so that development supports a multi-modal system.
- Action: *The Planning Commission, with assistance from the Planning and other appropriate departments and the Zoning Administrator, works with transportation entities to develop appropriate regulations, including*



procedures and guidelines for subdivision and site plan review, to encourage sustainable land use that supports a multi-modal transportation system. The Planning Commission recommends any necessary revisions of City regulations to City Council for adoption.

Time frame: Short term.

Potential funding source: No funding needed.

8. Encourage the active consideration of land use in transportation planning and of transportation in land use planning.

Action: City Council and the Planning Commission, with the assistance of the City Manager's Office and the Planning and Public Works Departments, contact other local governments and transportation planning entities including Coast RTA, GSATS and Horry County to ensure other jurisdictions are working toward sustainability and a relationship between land use and transportation.

Time frame: Short term.

Potential funding source: No funding needed.

9. Provide for a full range of sustainable land uses including a variety of residential uses in existing and future neighborhoods, which are strengthened through definition (by means of centers, gateways, and other streetscape aspects), expansion (to provide sufficient acreage to create viable neighborhoods), appropriate intensification (by development of vacant lots and accessory residential uses, such as "granny flats"), and protection of their edges against intrusive land uses and their impacts. Opportunities for business and employment are provided for, recognizing both the importance of tourism and the need to accommodate other industries. Institutional and recreation uses are also provided for.

Action: The Planning Commission with assistance from the Planning Department plans for a variety of residential uses in existing and future neighborhoods, which are strengthened through definition (by means of centers, gateways, and other streetscape aspects), expansion (to provide sufficient acreage to create viable neighborhoods), appropriate intensification (by development of vacant lots and accessory residential uses, such as "granny flats"), and protection of their edges against intrusive land uses and their impacts. Opportunities for business and employment are provided for, recognizing both the importance of tourism and the need to accommodate other industries. Institutional and recreational uses are also provided for.

Time frame: Immediate and ongoing.

Potential funding source: No funding needed.

10. Maintain data on existing land uses using a geographic information system (GIS).

Action: The City Manager's Office, with assistance from the Planning and Construction Services Departments and the Finance Department's Business License and Information Technology Divisions, works with the Horry County Tax Assessor's Office and Horry County Schools to collect data.

Time frame: Immediate and ongoing.

Potential funding source: No funding needed.

- Develop projections of land use acreages that can be expected to be consumed by different land use types through the planning horizon of the *Comprehensive Plan*. Those projections are used to prepare a *Future Land Use Map* and amend the *Zoning Map* accordingly while maintaining compliance with the other goals and objectives of this *Comprehensive Plan*.

Action: The City Manager's Office, with assistance from the Planning and Construction Services Departments, develops projections of land acreages regularly that can be expected to be consumed by different land use types during the planning horizon of the *Comprehensive Plan*.

Time frame: Ongoing.

Potential funding source: No funding needed.

11. Coordinate among governments in the area including Federal, State, regional, and local agencies such as Horry County and Waccamaw COG to collect, maintain and share current and accurate data contained in GIS about land uses, regulations addressing land uses and future land use plans and their services and facilities that affect land use.

Action: The City Manager's Office, with assistance from the Planning Department and the Finance Department's Information Technology Division, works with other governments in the area to collect, maintain and share data about land use and their services and facilities that affect land use.



Time frame: Immediate.

Potential funding source: No funding needed.

- Work with Horry County and property owners to develop uniform standards for unincorporated areas including zoning, signage, subdivisions, site access, and landscaping before property is under development that is being considered by the property owner for annexation into the city. If such cooperation cannot be achieved, only two other alternatives are available for managed growth in the Myrtle Beach area: 1) receipt of extra-territorial zoning authority from Horry County and 2) enticements to property owners for annexation before development occurs (such enticements usually include some sort of agreement on how the land may be developed after annexation).

Action: The City Manager's Office, with assistance from appropriate City departments, will continue to work with Horry County and key property owners in establishing standards when property is being considered for development before it is annexed into the city.

Time frame: Immediate and ongoing.

Potential funding source: No funding needed.

12. Provide for mixed land use patterns including an arrangement of mixed-use centers, single-use centers, mixed-used districts, and single-use districts consistent with the urban form map. Varying in size and intensity, the centers are generally transit oriented and the districts generally automobile oriented. (The urban form map will suggest locations for centers schematically; after further study of the bus system and later the fixed guide way system, the centers' locations can be made more definite on the future land use map. The urban form map will also classify land uses into only four categories; as subareas and neighborhood plans are developed, more finely categorized land uses will be mapped. Finally, the urban form map does not indicate precise boundaries for the land use classifications, again, the detailed studies that will be part of preparing subarea and neighborhood plans will result in more definitive boundaries of land use areas.)

Action: The urban form map developed by the Planning Commission with support of the Planning Department will be comprised of an arrangement of mixed-use centers, single-use centers, mixed-use districts, and single-use districts. Varying in size and intensity, the centers are generally transit oriented and the districts generally automobile oriented. (The urban form map suggests locations for centers schematically; after further study of the bus system and later the fixed guide way system, the centers' locations can be made more definite on the future land use map. The urban form map also classifies land uses into only four categories; as subarea and neighborhood plans are developed, more finely categorized land uses will be mapped. Finally, the urban form map does not indicate precise boundaries for the land use classifications; again, the detailed studies that will be part of preparing subarea and neighborhood plans will result in more definitive boundaries of land use areas.)

Time frame: Immediate and ongoing.

Potential funding source: No funding needed.

13. Establish neighborhood mixed-use centers oriented to the bus system (within 2,000 feet) where residents and workers can comfortably walk or bicycle in prime existing neighborhood commercial areas such as along Kings Highway, on vacant land at the edge of one or more existing neighborhoods such as Highway 15 and at key spots with planned unit development such as in Grande Dunes.



Neighborhood centers integrate a variety of uses (residential, commercial, office, and public) with special attention given to the mix of uses, the design of buildings, and the enhancement of public spaces. Residences within a few blocks of the bus stop will be multi-family and single-family residences at a density of 8 to 20 dwellings per acre. Non-residential uses that support the neighborhood are allowed in the core of the center, such as grocery stores, small restaurants, bookstores, dry cleaners, professional offices, day-care centers, and schools; however, no uses dependent on the automobile or special site features (such as drive-in windows) catering to the automobile are allowed. On-street parking and shared off-street parking is



encouraged, and regulations set maximum standards for the number of parking spaces allowed. Careful attention is paid to the design of buildings, parking lots, and street right-of-way within the neighborhood mixed-use centers. Buildings in the core are 2 to 4 stories tall, with residential uses permitted above non-residential uses on at least the ground floor. Design regulations and public/private investments are implemented to make the centers safe and attractive for pedestrians and bicyclists. Wide sidewalks, street trees, benches, many but low light posts, few driveways, doors to buildings near the sidewalk, bicycle lanes and parking facilities, abundant landscaping, and maximum automobile speeds of 25 miles per hour are some of the design features required in neighborhood centers. A neighborhood park is centrally located within the core of the center, and other parks are provided in the residential areas.

Action: The Planning Commission, with assistance from the Planning Department, plans for neighborhood centers which are oriented to the bus system, with the bus stop being a major element of the center. The centers are designed so that residents and workers within about 2,000 feet of the bus stop can comfortably walk or bicycle there. Prime locations for the centers are in existing neighborhood commercial areas (such as along Kings Highway), on vacant land at the edge of one or more existing neighborhoods (such as along Highway 15), and at key spots within planned land developments (such as in Grande Dunes).

Time frame: Immediate and ongoing.

Potential funding source: No funding needed.

14. Establish community mixed-use centers in a few places to support the bus system and at a couple of stops on the fixed guideway (street car or light rail) systems in areas such as the Withers Preserve and along Robert Grissom Parkway.



The community centers have a wide range of uses and are denser than the neighborhood centers, with shopping and employment opportunities large enough to draw on several neighborhoods. Densities of residential development (up to 25 dwelling units per acre) and non-residential development (three to five stories for most buildings) are promoted. As with the neighborhood centers, residential and non-residential uses are mixed together (horizontally and vertically) to encourage walking and bicycling and patronage of the bus and rail systems. Again, careful attention is paid to the design of

buildings and public spaces.

Action: The Planning Commission, with assistance from Planning and other appropriate departments and the Zoning Administrator, works with transportation entities to develop appropriate regulations. The Planning Commission recommends any necessary revisions of city regulations to City Council for adoption.

Time frame: Short term.

Potential funding source: No funding needed.

15. Establish regional mixed-use centers in conjunction with the fixed guideway transit (streetcars, etc.) systems as significant destinations within the Grand Strand.

They accommodate denser development because the fixed guideways need and can support more ridership. While most of the mixed-use centers for the bus system are neighborhood centers, the fixed guideway systems support regional centers by providing access from several communities or major hotel areas. The regional mixed-use centers include a range of residential and non-residential uses, although nonresidential uses predominate. Densities of residential development will be 15 to 40 dwelling units per acre and non-residential development will be three to six stories for most buildings, with hotels rising higher. These centers are located at a few of the transit stops, such as downtown, Broadway at the Beach, and The Market Common.



Action: The Planning Commission, with assistance from Planning and other appropriate departments and the Zoning Administrator, works with transportation entities to develop appropriate regulations. The Planning Commission recommends any necessary revisions of city regulations to City Council for adoption.

Time frame: Short term.

Potential funding source: No funding needed.

16. Establish regional single-use centers that have less intensity found in the regional mixed-use centers—usually buildings are only one or two stories, usually residential uses are absent and non-residential uses are of only one or two types (such as retail or retail and entertainment). Examples of this type are the Myrtle Beach International Airport’s terminal, Myrtle Beach Convention Center, Freestyle Music Park, and the amusement area west of the US 17 bypass at Mr. Joe White Avenue and 21st Avenue North. Since a wide range of uses give mixed-use centers several advantages over single-use centers, development of the former rather than the latter is encouraged wherever possible, and single-use districts are encouraged to be retrofitted as mixed-use centers at higher densities to support transit.

Action: The Planning Commission, with assistance Planning and other appropriate departments and the Zoning Administrator, works with transportation entities to develop appropriate regulations. The Planning Commission recommends any necessary revisions of city regulations to City Council for adoption.

Time frame: Short term.

Potential funding source: No funding needed.

17. Establish regional districts with a narrow range of uses—in some cases perhaps a single use—but expand across a larger land area. Gateways, landscaping, and supporting infrastructure define the districts. Access to these highway-oriented areas is primarily by private automobile. A regional wayfinding system makes it easy for residents and visitors to find these districts without relying on massive billboards. Regional districts are established to meet regional needs for economic activity that is more appropriate for a typical suburban arrangement than for a center. These districts are either commercial, specializing in retail, or employment, specializing in industrial and office uses. Regional districts are located at key locations along major highways. Access is primarily by private automobile, although facilities for buses, pedestrians, and bicyclists are included. Commercial corridors, such as Seaboard Commons, sections of Kings Highway, and Wal-Mart/Home Depot area are examples of regional districts. Examples of employment districts include the Seaboard industrial area and the land zoned for industry and offices on and near the airport.

Action: The Planning Commission, with assistance from Planning and other appropriate departments and the Zoning Administrator, works with transportation entities to develop appropriate regulations. The Planning Commission recommends any necessary revisions of city regulations to City Council for adoption.

Time frame: Short term.

Potential funding source: No funding needed.



18. Establish outlying districts that are less intensive areas with a single predominant use. Subdivisions of single-family residential dwellings, at densities of one to three units per acre, are the prevalent type of outlying district. These residential districts cover large areas of land between local and regional centers. These districts are dependent upon automobile access and where possible limited bus service. Their road system creates a continuous network among subdivisions and between residential and non-residential areas. The districts are also linked by the open space system so that they are integrated by hiking/biking trails to other parts of the region.

Action: The Planning Commission, with assistance from Planning and other appropriate departments and the Zoning Administrator, works with transportation entities to develop appropriate regulations. The Planning Commission recommends any necessary revisions of city regulations to City Council for adoption.

Time frame: Short term.

Potential funding source: No funding needed.

19. Establish open spaces. The area's urban form is based in large measure on the open spaces that have been preserved for resource protection and recreation. The beach remains the premier element of the open space system, but joining it are significant acreages containing significant wetlands, floodplains, waterbodies, vegetative communities, and wildlife habitats. Some have already been preserved, such as the Lewis Ocean Bay Heritage Trust Preserve. Others, such as other Carolina bays, Withers Swash, and Raccoon Run, gain status as preserved areas. Recreational lands at the regional scale include, in addition to the Myrtle Beach State Park, the large urban Grand Park area, and several recreation centers similar to Pepper-Geddings Recreation Center spread throughout the planning area. At the local level, neighborhood parks are provided wherever possible. The mixed-use centers include a central park or plaza, as well as neighborhood parks within the core areas of the centers. As often as possible, the open spaces are linked to create an open space system. The open space system is coordinated with other public works, such as stormwater management and transportation (in parkways and bikepaths), to take advantage of other public money devoted to addressing a variety of community needs. The open spaces are established in many ways, including fee-simple purchase, purchase of easements, grants and donations (perhaps to a local land trust), mitigation for disturbed wetlands, and impact fees and regulatory set-asides.

Action: The Planning Commission, with assistance Planning and other appropriate departments and the Zoning Administrator, develops appropriate regulations and other programs. The Planning Commission recommends any necessary revisions of city regulations and capital expenditures to City Council for approval.

Time frame: Short term.

Potential funding source: No funding needed.

20. Strengthen and enhance neighborhoods and encourage new ones of similar viability.

- Prepare neighborhood plans where needed that address land use, housing, community facilities, traffic and open space needs in a detailed manner.

Action: The Planning Commission, with assistance from the planning and other appropriate departments, works with neighborhood organizations to develop plans. The Planning Commission recommends the plans to City Council for adoption.

Time frame: Immediate.

Potential funding source: No funding needed.

- Create standards for landscaping, roads, curb/gutter/stormwater, sidewalks, bikepaths, and public parks for making public investments in infrastructure and community facilities and services to support the long-term viability of neighborhoods.

Action: The Planning Commission, with assistance from Planning and other appropriate departments, works with neighborhood organizations to develop programs. The Planning Commission recommends any necessary city activities to City Council for approval.

Time frame: Short term.

Potential funding source: Capital improvements program.

- Establish neighborhood gateways which celebrate the diversity of the city's neighborhoods.

Action: The Planning Commission, with assistance from the Planning and other appropriate departments, works with neighborhood organizations to develop programs. The Planning Commission recommends any necessary city activities to City Council for approval.

Time frame: Short term.



Potential funding source: Capital improvements program and private investment.

- Ensure new non-residential development is compatible adjacent to or near neighborhoods.

Action: The Planning Commission, with assistance from Planning and other appropriate departments and the Zoning Administrator, works with neighborhood organizations to develop plans. The Planning Commission recommends the plans to City Council for adoption.

Time frame: Short term.

Potential funding source: No funding needed.

- Encourage infill development within residential neighborhoods that is compatible relative to density and unity type using design guidelines that address density, massing, architecture, building materials, building setbacks, and screening.

Action: The Planning Commission, with assistance from the Planning and other appropriate departments and the zoning administrator, works with neighborhood organizations to develop plans. The Planning Commission recommends the plans to City Council for adoption.

Time frame: Short term.

Potential funding source: No funding needed.

- Ensure connectivity between neighborhoods and non-residential areas to accommodate pedestrians and bicyclists, reducing the need for vehicle trips.

Action: The Planning Commission, with assistance from Planning and other appropriate departments, works with neighborhood organizations to develop programs. The Planning Commission recommends any necessary city activities to City Council for approval.

Time frame: Short term.

Potential funding source: Capital improvements program and private investment.

- Support new neighborhoods that fulfill the vision of the Comprehensive Plan by integrating with mixed uses, connecting to existing neighborhoods and areas, facilitating transit and reducing vehicle trips, providing community facilities, creatively preserving major open space features and ensuring a high level of walkability with housing provided near employers, shopping and services.

Action: The Planning Commission, with assistance from Planning and other appropriate departments, works with property owners and developers to develop programs. The Planning Commission recommends any necessary city activities to City Council for approval.

Time frame: Immediate.

Potential funding source: No funding needed.

21. Facilitate appropriate non-residential development accommodating the further evolution of tourism and the expansion of business and employment opportunities in other sectors of the economy and providing for institutional uses.

- Accommodate an expanded year-round tourism industry that taps new markets.

Action: The Planning Commission, with assistance from Planning and other appropriate departments, works with the hospitality industry to develop programs; the Planning Commission recommends any necessary city activities to City Council for approval.

Time frame: Immediate.

Potential funding source: Capital improvements program.

- Protect land designated for industrial development from incompatible uses using buffers, setbacks and performance standards and facilitate their future development by planning and constructing necessary infrastructure, adopting appropriate economic incentives, and assisting where necessary in marking available land.

Action: The Planning Commission, with assistance from Planning and other appropriate departments, works with property owners and developers to develop viable zoning designations; the Planning Commission recommends any necessary revised regulations to City Council for adoption.

Time frame: Immediate.

Potential funding source: No funding needed.



- Adopt and implement redevelopment plans for the downtown and other areas including corresponding transportation and utility master planning updates, development regulations updates, and design guidelines to aid the development process.

Action: *The Planning Commission, with assistance from Planning and other appropriate departments, works with redevelopment agencies. The Planning Commission recommends the plans to City Council for adoption.*

Time frame: *Immediate.*

Potential funding source: *Capital improvements program and private investment.*

22. Create range of housing opportunities and choices for people of all income levels with attention given to access to transportation, commuting patterns, access to services and education, and consumption of energy and other natural resources.

Action: *The City will provide opportunities for quality housing for people of all income levels.*

Time frame: *Immediate and ongoing.*

Potential funding source: *Private development and grants.*

23. Foster distinctive, attractive communities with a strong sense of place which reflects the values and the cultures of the people who reside there, and fosters the type of physical environments which support a more cohesive community fabric.

Action: *The City plans for fostering distinctive, attractive communities with a strong sense of place.*

Time frame: *Immediate and ongoing.*

Potential funding source: *No funding needed.*

24. Take advantage of compact building design which permits more open space to be preserved and buildings constructed which make more efficient use of land and resources. Consideration is given to growing vertically while reducing the footprint of new construction providing more open space to absorb and filter rain water, reduce flooding and stormwater drainage needs and lower the amount of runoff causing pollution in our streams, rivers and lakes.

Action: *The City will encourage compact building design that reduces the footprint of new construction and preserves more green space.*

Time frame: *Immediate and ongoing.*

Potential funding source: *No funding needed.*

25. Make development that includes the right infrastructure and regulatory decisions predictable, fair and cost effective smart growth.

Action: *The City will work to make development decisions predictable, fair and cost effective.*

Time frame: *Immediate and ongoing.*

Potential funding source: *Capital improvements for needed infrastructure and private investment.*

26. Encourage community and stakeholder collaboration to develop a community that is defined by the people who live and work there.

Action: *The City, in cooperation with the community, will plan for growth that creates great places to live, work and play.*

Time frame: *Immediate and ongoing.*

Potential funding source: *No funding needed.*

27. Preserve open space, natural beauty and critical environmental areas while improving our communities' quality of life and guiding new growth into existing communities.

Action: *The City will work to preserve open space, natural beauty and critical environmental areas.*

Time frame: *Immediate and ongoing.*

Potential funding source: *No funding needed.*

28. Reduce the city's carbon footprint.

Action: *The Planning and other appropriate departments, working with appropriate Federal, State, and local agencies will develop a climate action plan including strategies such as solar power and wind energy that reduces electricity demand, since virtually all of the city's electricity comes from coal, and most experts*



believe coal must be phased out as a fuel source by 2030 or dangerous climatic events, like rising sea level, droughts, fires, etc. may become unstoppable.

Time frame: Immediate and ongoing.

Potential funding source: Grants.

29. Develop a plan for the effects of sea level rise.

Action: The Planning and other appropriate departments, will work with Federal, State and local agencies addressing the issue of sea level rise and make plans for the impacts of a rising sea levels.

Time frame: Immediate and ongoing.

Potential funding source: No funding needed.

30. Comprehensively implement the land use plan.

- Prepare subarea plans.

The *Comprehensive Plan* provides general land use and infrastructure recommendations for the planning area. In order for the City to ensure the plan will be implemented as public and private actions are taken, a series of detailed development plans and implementation strategies for each of the following seven neighborhood planning areas is prepared. These plans are technical in nature and detail land use recommendations at the parcel level. The plans ensure infrastructure is properly planned and can be implemented to support future development. Community consensus is a component as well, to ensure public support of infrastructure and development proposals.

Action: The Planning Commission, with assistance from Planning and other appropriate departments, works with neighborhood and business organizations to develop more detailed neighborhood level plans; the Planning Commission recommends the plans to City Council for adoption.

Time frame: Immediate.

Potential funding source: No funding needed.

- Planning Area I (See Figures 8 and 9 at the end of this section for existing and proposed land use maps.)

The majority of Planning Area 1 is single-family residential. These areas are zoned R-15, R-10 and R-7. The “R” refers to “Residential” and the number indicates the minimum square footage required per lot. Thus, the R-15 zone, with a minimum requirement of 15,000 square feet, is the City’s most restrictive zone. The transitional residential areas are zoned RM-8, RM-12, RM-16 and RM-20. The “RM” indicates “Residential Multi-family” and the number indicates the number of permitted units per acre. The “RM” zones permit apartments, townhomes, condos and other multi-family arrangements. Thus, the higher density developments are found within the RM-16 and RM-20 zones.

The “northern hotel district” of Planning Area I is accommodated by the TA-40, TA-55, TA-80 and TA-120 zones. “TA” stands for “Transient Accommodations” and the number indicates the maximum height of the building. Therefore, the TA-120 zone would have the highest structures at 120 feet. However, it is vitally important to understand that each TA zone allows for a height bonus if additional setbacks are provided. This dramatically affects how these areas impact on the adjacent neighborhoods. A TA-40 zone, does not necessarily guarantee a 40 foot tall building.

All of the commercial development within Planning Area 1 is AC-1, AC-2 or C-2. The AC-1 and AC-2 zones are “Accommodations Commercial” zones. These are transitional zones designed for the edges of residential neighborhoods where the types of uses and arrangement of uses are to be as compatible with the various residential types as possible. These zones are commonly called “neighborhood commercial” and are meant to be fairly restrictive. The C-2 zone is the City’s “Highway Commercial” zone. This zone is designed to accommodate auto-dependent development of almost every type and is not meant to be located adjacent to neighborhoods.

Other zones within Planning Area 1 include M-1, the medical zone (which does not include residential of any type) and is geared toward the physical and mental care of the community’s residents. This zone also permits body piercing and tattooing. The CS (Cabana Section) which is the area along the oceanfront that only permits small shelters of 200 square feet or less in order to protect the unique features of the dunes. The RM-I (Institutional) zone is designed to either permit an institutional use (hospital or similar) or limited residential. And lastly, the PUD (Planned Unit Development) which is a “method by which land is developed



as a unit rather than on a lot-by-lot basis” and “provides a maximum of design freedom by permitting the developer an opportunity to more fully utilize the physical characteristics of a site”.

Proposed land use changes are:

- 1) Neighborhood Commercial – The non-residential parcels along both sides of North Kings Highway from Woodside Drive to 68th Avenue North are recommended to be Neighborhood Commercial (no new parcels are to be added).
- 2) Community Multi-Use Development (CMU) – The parcels along North Kings Highway from (approximately) 76th Avenue North to 82nd Parkway is recommended to be a Community Multi-Use Development.
- 3) New Connector Road – A new connector road between 62nd Avenue North and 48th Avenue North (parallel to Robert M. Grissom Parkway) is recommended.
- 4) Community Multi-Use Development (CMU) – The intersection of Highway 17 bypass and 62nd Avenue North is recommended to be a Community Multi-Use Development.
- 5) Regional Multi-Use Development (RMU) – The area from North Kings Highway, along Grande Dunes Boulevard to Highway 17 bypass is recommended to be a Regional Multi-Use Development (RMU).

Action: The Planning Commission, with assistance from Planning and other appropriate departments, works with neighborhood and business organizations to develop plans; the Planning Commission recommends the plans to City Council for adoption.

Time frame: Ongoing.

Potential funding source: No funding needed

- Planning Area II (See Figures 10 and 11 at the end of this section for existing and proposed land use maps.)

A tremendous amount of Planning Area II is single-family and multi-family residential. The single-family residential areas are zoned R-15, R-10 and R-7. The “R” refers to “Residential” and the number indicates the minimum square footage required per lot. Thus, the R-15 zone, with a minimum requirement of 15,000 square feet, is the City’s most restrictive zone. The transitional residential areas are zoned RM-8, RM-12, RM-16 and RM-20. The “RM” indicates “Residential Multi-family” and the number indicates the number of permitted units per acre. The “RM” zones permit apartments, townhomes, condos and other multi-family arrangements. Thus, the higher density developments are found within the RM-16 and RM-20 zones.

The portion of the main hotel district within Planning Area II is zoned either TA-40, TA-55, TA-80 and TA-120 zones. “TA” stands for “Transient Accommodations” and the number indicates the maximum height of the building. Therefore, the TA-120 zone would have the highest structures at 120 feet. However, it is vitally important to understand that each TA zone allows for a height bonus if additional setbacks are provided. This dramatically affects how these areas impact the adjacent neighborhoods. A TA-40 zone, does not necessarily guarantee a 40 foot tall building.

All of the commercial development within Planning Area II is AC-1, AC-2, C-2 or C-12. The AC-1 and AC-2 zones are “Accommodations Commercial” zones. These are transitional zones designed for the edges of residential neighborhoods where the types of uses and arrangement of uses are to be as compatible with the various residential types as possible. These zones are commonly called “neighborhood commercial” and are meant to be fairly restrictive. The C-2 zone is the City’s “Highway Commercial” zone. This zone is designed to accommodate auto-dependent development of almost every type and is not meant to be located adjacent to neighborhoods. Lastly, the C-12 zone is the Commerce Park designation that was established to “provide commercial activities in harmony with surrounding residential areas”. This zone has been used for the tourism-related developments along Highway 17 bypass that are located near residential developments.

Other zones within Planning Area II include OZ-50, the special activities, recreation and entertainment is designed to “provide areas dedicated to major entertainment, recreation and convention associated activities”. These large-scale entertainment zones must be careful to balance the desires of the tourist-related businesses with the needs of the adjoining residential neighborhoods.

Proposed land use changes are:

- 1) Regional Multi-Use Development (RMU) – The former Myrtle Square Mall site is recommended to be a Regional Multi-Use Development (RMU).



- 2) Transient Accommodations (TA) – The area from the Atlantic Ocean to one lot removed from North Kings Highway, from 21st Avenue North to 31st Avenue North is recommended to stay Transient Accommodations.
- 3) Neighborhood Commercial (NC) – The western side of North Kings Highway (north of 29th Avenue North) is recommended to provide neighborhood commercial uses which compliment adjacent residential areas.
- 4) Neighborhood Multi-Use Development (NMU) – The area along North Kings Highway from 38th Avenue North to beyond 44th Avenue North is recommended to be Neighborhood Multi-Use Development which compliments adjacent residential areas.
- 5) Neighborhood Commercial (NC) – The western side of North Kings Highway, from 48th Avenue North to Pinewood Drive is recommended to provide neighborhood commercial uses which compliment adjacent residential areas.
- 6) Founders Boulevard – A new road connecting Oak Street to Robert M. Grissom Parkway (behind the Founders Center) is recommended to be funded and constructed.
- 7) Community Multi-Use Development (CMU) – The intersection of Robert M. Grissom Parkway and 29th Avenue North is recommended to be a Community Multi-Use (CMU) Development.
- 8) School Loop Road - A new school complex loop road is recommended.
- 9) Community Multi-Use Development (CMU) – The intersections of Robert M. Grissom Parkway and 38th Avenue North and Highway 17 bypass and 38th Avenue North are recommended to be a Community Multi-Use Development.
- 10) Office Professional (OP) – The area northwest of Robert M. Grissom Parkway and 48th Avenue North (outside the city) is recommended to be Office Professional.
- 11) Low Density Residential (LDR) – The area northeast of Robert M. Grissom Parkway and 48th Avenue North is recommended to be Low Density Residential as is proposed in the Pine Lakes Planned Unit Development (PUD).

Action: The Planning Commission, with assistance from Planning and other appropriate departments, works with neighborhood and business organizations to develop plans; the Planning Commission recommends the plans to City Council for adoption.

Time frame: Ongoing.

Potential funding source: No funding needed.

- Planning Area III (See Figures 12 and 13 at the end of this section for existing and proposed land use maps.)

Planning Area III encompasses a wide range of land uses, from single-family and multi-family residential, to commercial and industrial. There is also a tremendous amount of undeveloped land within Planning Area III. The single-family residential areas are zoned R-5, R-8 and R-10. The “R” refers to “Residential” and the number indicates the minimum square footage (in thousands) required per lot. The transitional residential areas are zoned RM-8, RM-12, RM-16 and RM-20. The “RM” indicates “Residential Multi-family” and the number indicates the number of permitted units per acre. The “RM” zones permit apartments, townhomes, condos and other multi-family arrangements. Thus, the higher density developments are found within the RM-16 and RM-20 zones.

All of the commercial development within Planning Area III is AC-1, AC-2, C-2, or C-3. The AC-1 and AC-2 zones are “Accommodations Commercial” zones. These are transitional zones designed for the edges of residential neighborhoods where the types of uses and arrangement of uses are to be as compatible with the various residential types as possible. These zones are commonly called “neighborhood commercial” and are meant to be fairly restrictive. The C-3 zone is the City’s “Highway Commercial” zone. This zone is designed to accommodate auto-dependent development of almost every type and is not meant to be located adjacent to neighborhoods. Lastly, the C-2 zone is the “General Commercial” designation that was established to “provide commercial activities supporting both auto traveling customers and surrounding residential areas”.

Other zones within Planning Area III include C-9 and various PUDs. C-9 is the “Commercial Trade” zone that caters to intense, potentially nuisance-generating land uses. This is commonly referred to as the City’s industrial area. For additional information and greater detail regarding Planning Area III, please refer to A *Neighborhoods Development Plan for Planning Area 3 – 2000 to 2020 and Mr. Joe White Avenue Corridor*



Development Design Guidelines (adopted by City Council on March 24, 2004) and the Canal/Nance Neighborhood Revitalization Study and Plan (Adopted by City Council on January 8, 2008).

Proposed land use changes are:

The following Planning Area III proposed land use plan is the general plan of development for Planning Area III which divides the planning area into nine land use categories. There are three residential, four commercial, one civic, and one parks and recreation categories. A generalized land use category is assigned to each and every property in the study area. The plan also shows proposed stormwater retention ponds, pipes, improved channels, new street segments, and proposed parks and recreation areas. The proposed land use plan recommends the area southeast of the Robert M. Grissom Parkway be developed residentially and as a major outdoor recreation center rather than industrially as currently zoned by Horry County. Other special small area/project development plans have been prepared or proposed for the Mr. Joe White Avenue corridor, the 'lumber yards' or Depot District area, affordable housing project sites, the traditional neighborhood mixed-use center (TNMUC), the Municipal Center Area and the Canal/Nance neighborhoods.

Action: The Planning Commission, with assistance from the Planning and other appropriate departments, works with neighborhood and business organizations to develop plans; the Planning Commission recommends the plans to City Council for adoption.

Time frame: Ongoing.

Potential funding source: No funding needed.

- Planning Area IV (See Figures 14 and 15 at this end of this section for existing and proposed land use maps.)

A very small percentage of Planning Area IV is single-family residential, while there is a fair amount of multi-family residential. All of the residential uses, as well as the main portion of the hotel district is zoned either TA-40, TA-55, TA-80 or TA-120. "TA" stands for "Transient Accommodations" and the number indicates the maximum height of the building. All TA zones allow various types of transient. While the TA-120 zone allows the highest structures, at 120 feet, it is important to understand that each TA zone allows for a height bonus if additional setbacks are provided. This dramatically affects how these areas impact the adjacent neighborhoods. A TA-40 zone, does not necessarily guarantee a 40 feet tall building. Supplemental to the TA zones, Downtown Overlay districts are special overlays created by the Downtown Redevelopment Corporation (DRC) to provide greater development flexibility and to foster diverse redevelopment within the areas along the oceanfront.

All of the non-TA commercial development within Planning Area IV is AC-1, AC-3, C-1, C-2 or Downtown Overlay. The AC-1 "Accommodations Commercial" zone is a transitional zone designed for the edges of residential neighborhoods where the types of uses and arrangement of uses are to be as compatible with the various residential types as possible. These zones are commonly called "neighborhood commercial" and are meant to be fairly restrictive. The AC-3 zone is an amusement zone that permits amusement-related activities of all types. C-1 is the "Central Commercial" zone and governs the main downtown area and handles the unique development issues of this area, such as little or no parking requirements or permitting sidewalk cafes. The C-2 zone is the city's "General Commercial" zone. This zone is designed to accommodate auto-dependent development and certain needs of adjacent neighborhoods.

Proposed land use changes are:

- 1) Regional Multi-Use Development (RMU) – The area including and surrounding the former Pavilion site is recommended to be a Regional Multi-Use Development (see urban form map).
- 2) Office Professional Area – All of the lots between 16th Avenue North and 21st Avenue North, from Legion Street to Oak Street are recommended to be Office Professional.
- 3) Community Multi-Use Development (CMU) – The intersection of Mr. Joe White Avenue and North Kings Highway is recommended to be a Community Multi-Use Development (see sketch in *A Neighborhoods Development Plan for Planning Area 3 – 2000 to 2020 and Mr. Joe White Avenue Corridor Development Design Guidelines* (adopted by City Council on March 24, 2004).
- 4) Transient Accommodations (TA)– The area from the Atlantic Ocean to one-lot removed from Kings Highway, from 1st Avenue South to 7th Avenue North is recommended to stay zoned for Transient



Accommodations but with a greater mix of uses and a stronger pedestrian and transit oriented urban form reflected as “Multi-Use Development” on the proposed land use map which follows.

Action: *The Planning Commission, with assistance from the Planning and other appropriate departments, works with neighborhood and business organizations to develop plans; the Planning Commission recommends the plans to City Council for adoption.*

Time frame: *Ongoing.*

Potential funding source: *No funding needed.*

- Planning Area V (See Figures 16 and 17 at this end of this section for existing and proposed land use maps.

A large percentage of Planning Area V is single-family residential, with an equally large percentage of multi-family residential. The single-family residential uses are zoned R-10 or R-7, which are two of the most restrictive zones in the city. The multi-family zones are RM-8, RM-12, RM-16, RM-20, MH-1, MH-2, MH-3 and MTA. The “RM” zones allow various medium to high-density residential development and the “MH” zones permit manufactured housing. “MTA” is a mobile transient accommodations zone for campground uses. The southern portion of the hotel district is zoned TA-40, TA-55, TA-80 or TA-120. “TA” stands for “Transient Accommodations” and the number indicates the maximum height of the building. All TA zones allow various types of traditional residential housing. While the TA-120 zone allows the highest structures, at 120 feet, it is important to understand that each TA zone allows for a height bonus if additional setbacks are provided. This dramatically affects how these areas impact the adjacent neighborhoods. A TA-40 zone, does not necessarily guarantee a 40 foot tall building.

All of the commercial development within Planning Area IV is TA, AC-1, AC-2, C-2, C-3 or C-4. The AC “Accommodations Commercial” zones are transitional zones designed for the edges of residential neighborhoods where the types of uses and arrangement of uses are to be as compatible with the various residential types as possible. These zones are commonly called “neighborhood commercial” and are meant to be fairly restrictive. The C-2 zone is the City’s “General Commercial” zone. This zone is designed to accommodate many auto-dependent developments. C-2 and C-4 allow for numerous uses which can support neighborhoods but usually are more auto customer oriented. C-3 is “Highway Commercial” and caters to a wide range of commercial uses that would not be appropriate next to residential areas.

Planning Area V also has C-9 and C-11 zones, which are the City’s heavy commercial and light manufacturing zones. These zones permit the widest range of uses and potentially offer the most nuisances to a community.

Proposed land use changes are:

- 1) Transient Accommodations (TA) Zone – The area from the Atlantic Ocean to Yaupon Drive and from 6th Avenue South to 29th Avenue South is recommended to stay zoned for Transient Accommodations but with a greater mix of uses and stronger pedestrian and transit oriented urban form.
- 2) Highway Commercial (HC) – All of the lots that front along South Kings Highway are recommended to be General Commercial (with incentives used to encourage a neighborhood mixed-use center development).
- 3) Low Density Residential (LDR) – The area from (approximately) 23rd Avenue South to 29th Avenue South, from Yaupon Drive to (approximately) Rosemary Avenue is recommended to be Low Density Residential.
- 4) Multi-Use Redevelopment – The area from (approximately) 23rd Avenue South to 6th Avenue South, from Yaupon Drive to one lot removed from South Kings Highway is recommended to be multi-use redevelopment with a stronger pedestrian and transit oriented urban form.
- 5) Neighborhood Multi-Use Development (NMU) – The intersection of South Kings Highway and 17th Avenue South is recommended to become a Neighborhood Multi-Use Development.
- 6) Medium Density Residential (MDR) – A small area along 17th Avenue South (opposite AVX) is recommended to be Medium Density Residential.
- 7) 17th Avenue South – 17th Avenue South is recommended to extend west to connect within the North Industrial Park.



- 8) New Office Professional – The area between Harrelson Boulevard and the airfield is recommended to be Office Professional.
- 9) Community Multi-Use Development (CMU) – The area along Robert M. Grissom Parkway, from (approximately) 17th Avenue South to Harrelson Boulevard is recommended to be Community Multi-Use Development.
- 10) Park – The large undeveloped tract along Pine Island Road is recommended to be a neighborhood park.
- 11) Medium Density Residential (MDR)– The isolated commercial use lands along Pine Island Road are recommended to be redeveloped as Medium Density Residential.
- 12) Low Density Residential (LDR) - The area (outside the city) near the southern foot of the Highway 501 bridge is recommended to be Low Density Residential.
- 13) Commercial Industrial (CI) – The remainder of the area (outside the city) between Highway 17 bypass and the Intracoastal Waterway is recommended to be Commercial Industrial.
- 14) Neighborhood Multi-Use Development (NMU) – The intersection of Grissom Parkway and Pine Island Road is recommended to be a Neighborhood Multi-Use Development.
- 15) Multi-Use Redevelopment – All of the lots that front along 3rd Avenue South from Highway 501 to Withers Swash are recommended to be Multi-Use Redevelopment.
- 16) Neighborhood Commercial (NC) – All of the lots that front along Broadway Street from Highway 501 to Collins Avenue are recommended to be Neighborhood Commercial but with a mixing of residential encouraged.

Action: The Planning Commission, with assistance from the Planning and other appropriate departments, works with neighborhood and business organizations to develop plans; the Planning Commission recommends the plans to City Council for adoption.

Time frame: Ongoing.

Potential funding source: No funding needed.

- Planning Area VI (See Figures 18 and 19 at this end of this section for existing and proposed land use maps.)

A very small percentage of Planning Area VI is single-family residential, with the majority being multi-family of some type. RM-8, C-6 and PUDs (Planned Unit Developments) govern how all of the residential will develop. The “RM” zone allows various medium-to-high-density residential developments. The C-6 zone is the “Urban Village” zone that was created especially for the Market Common district area. The master plan for The Market Common is a neo-traditional type of development that is creating a village center that will offer mixed-uses and pedestrian-friendly building patterns. PUDs are special zones created to achieve specific development types. The large-scale residential developments of Withers Preserve, Emmens Preserve and the Clemson Tract in the Market Common district are examples of master-planned residential development with defined neighborhoods supporting neighborhood commercial, significant open space and an interconnected road and trail network.

Proposed land use changes are:

- 1) Low Density Residential (LDR) – A large portion of the Market Common district is recommended to be Low Density Residential.
- 2) Regional Mixed-Use Development (RMU) – The remainder of the western portion of the Market Common district, including Withers Preserve, Emmens Preserve and the Clemson Tract, are recommended to be a Regional Mixed-Use Development.
- 3) Airport – The southern side of the existing airfield is to be the aviation based technology park.
- 4) Commercial Industrial (CI) – The area between Highway 17 bypass and Emory Road is recommended to be Commercial Industrial.
- 5) Medium Density Residential (MDR) – The area between Highway 17 bypass and the Atlantic Intracoastal Waterway is recommended to be Medium Density Residential.
- 6) Community Mixed-Use Development (CMU) – The intersection of South Kings Highway and Farrow Parkway is recommended to be Community Mixed-Use Development.
- 7) Regional Mixed-Use Development (RMU) – The middle of the Market Common district is recommended to be further developed as Regional Mixed-Use Development completing the plans for The Market Common.



8) Harrelson Boulevard – Harrelson Boulevard is recommended to be extended from its current terminus at the airport east to South Kings Highway.

Action: *The Planning Commission, with assistance from Planning and other appropriate departments, works with neighborhood and business organizations to develop plans; the Planning Commission recommends the plans to City Council for adoption.*

Time frame: *Ongoing.*

Potential funding source: *No funding needed.*

- Planning Area VII (See Figures 20 and 21 at the end of this section for the existing and proposed land use maps.)

A large percentage of Planning Area VII is either single-family residential or multi-family residential of some type. Most of the residential development in Planning Area VII is not within the city limits, therefore City zoning does not apply. The largest zone west of Highway 17 bypass is R-15/OZ-50, which is a special overlay zone for amusement uses. Broadway at the Beach is zoned R-15/OZ-50 and the amusement uses along and west of Highway 17 bypass are zoned for this use. Several of the City's Public Works Department facilities are zoned C-11 (Light Manufacturing), which is a light industrial zone that allows for many nuisance-type uses.

As properties are annexed into the City of Myrtle Beach, great care will be given to ensure that appropriate zoning designations are placed on all properties within Planning Area VII.

Proposed land use changes are:

- 1) Low Density Residential (LDR) – The area along the Atlantic Intracoastal Waterway (near Bridgeport) is recommended to be Low Density Residential.
- 2) Parks and Recreation – The area south of Mr. Joe White Avenue is recommended to allow for Parks and Recreation (Cal Ripken Baseball Park).
- 3) Highway Commercial (HC) – The western side of Highway 17 bypass (south of Mr. Joe White Avenue) is recommended to be Highway Commercial.
- 4) Amusement Entertainment (AE) – The area along Highway 17 bypass from Mr. Joe White Avenue to the "mama ditch" is recommended to be Amusement Entertainment.
- 5) Multi-Use Development – The area along Highway 17 bypass from 38th Avenue North to 48th Avenue North is recommended to be Multi-Use Redevelopment.
- 6) Multi-Use Redevelopment – The area along Highway 17 bypass north of 48th Avenue North is recommended to be Medium Density Residential and Multi-Use Redevelopment.

Action: *The Planning Commission, with assistance from the planning and other appropriate departments, works with neighborhood and business organizations to develop plans; the commission recommends the plans to City Council for adoption.*

Time frame: *Ongoing.*

Potential funding source: *No funding needed.*



Figure 7: Myrtle Beach Planning Area Map

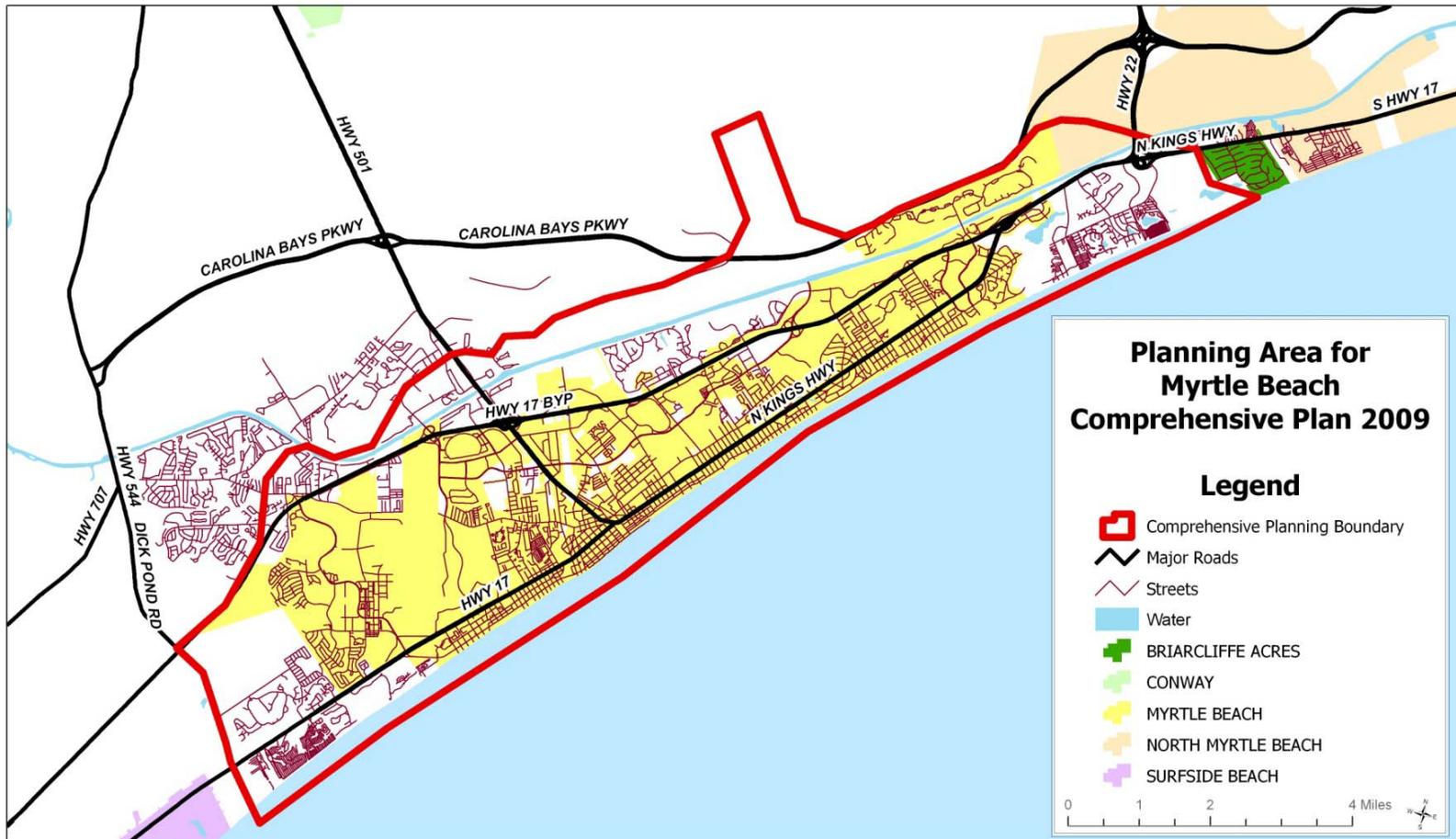
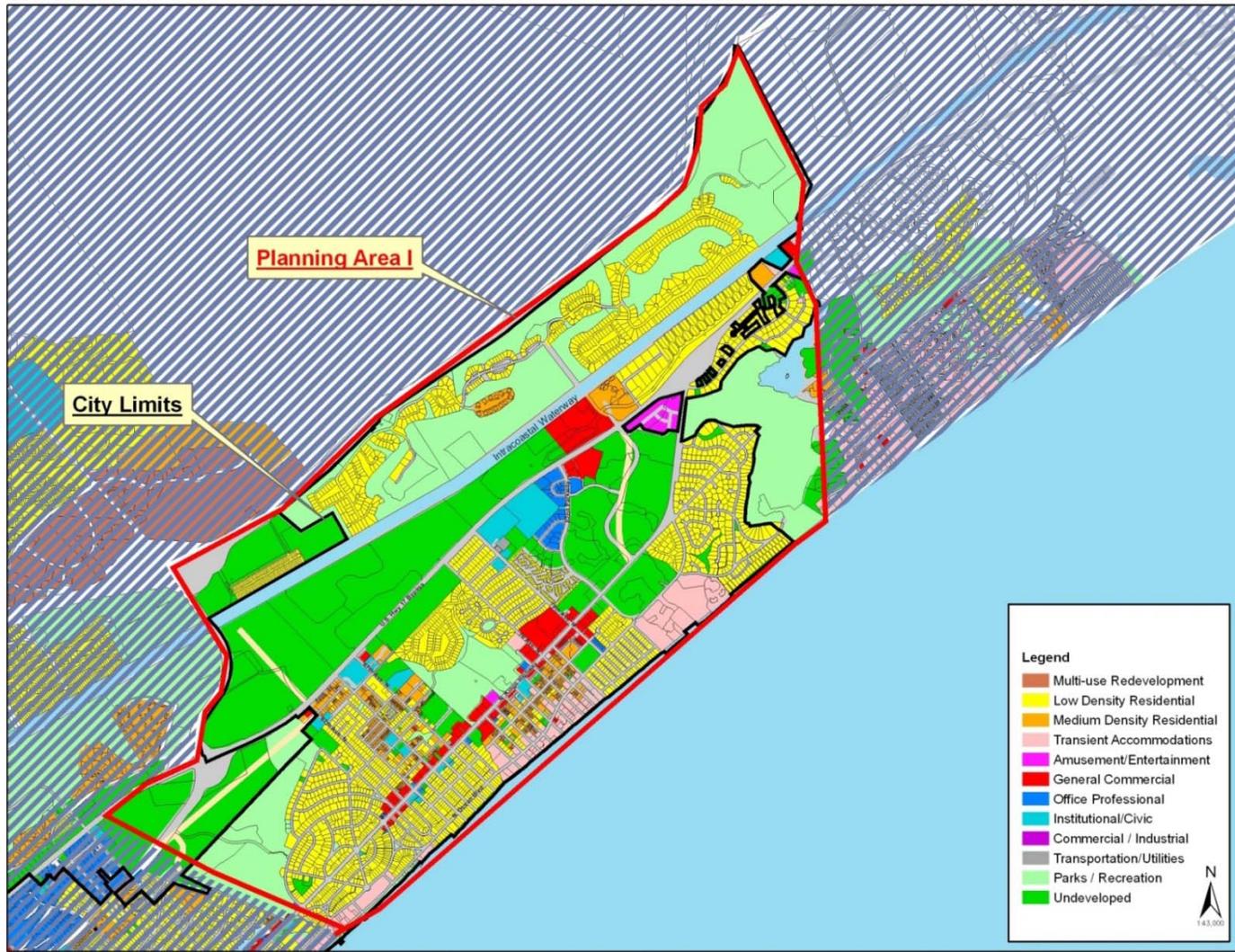


Figure 8: Planning Area I Existing Land Use

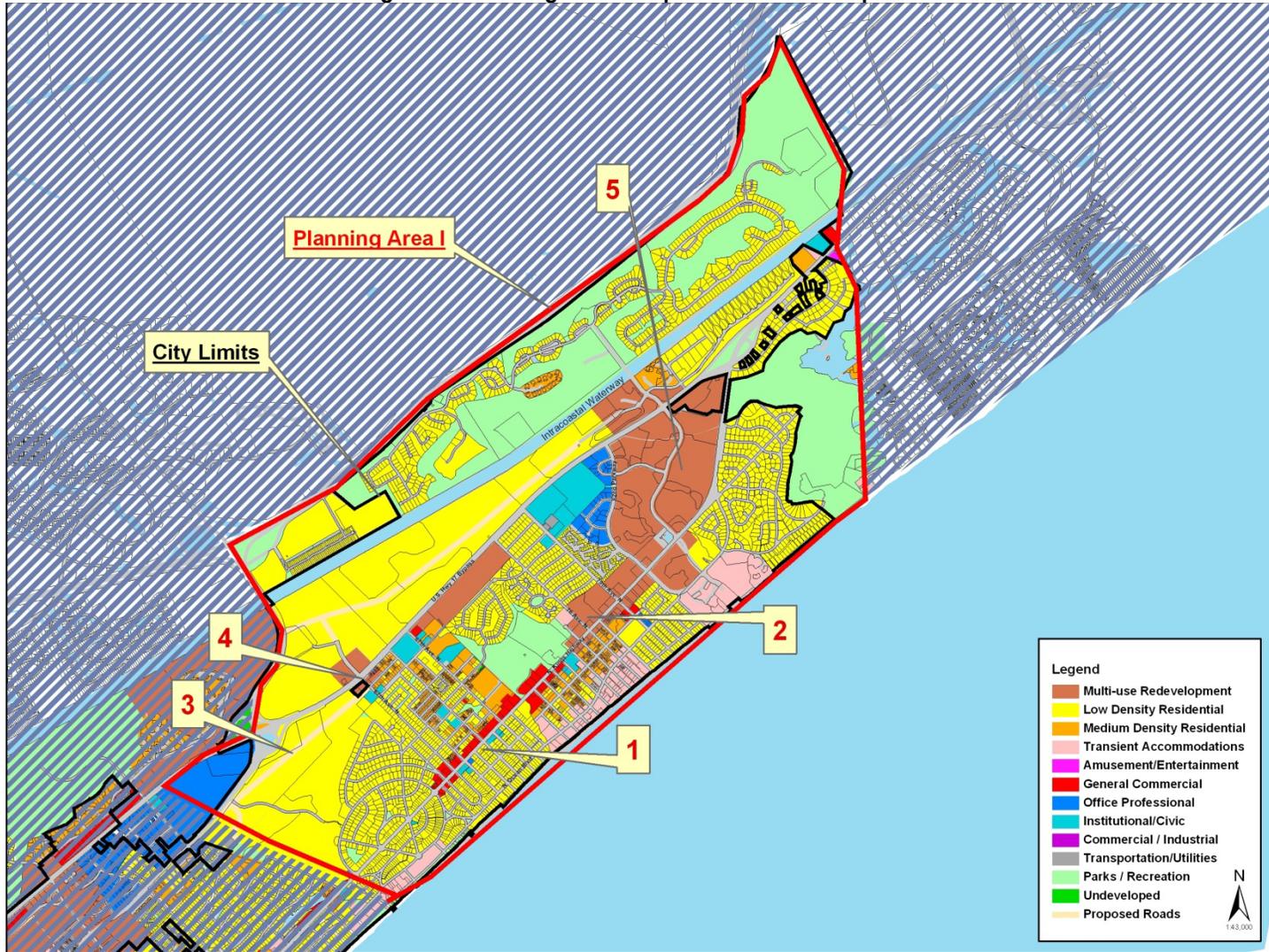


Myrtle Beach Existing Land Use - Planning Area I
August 2009

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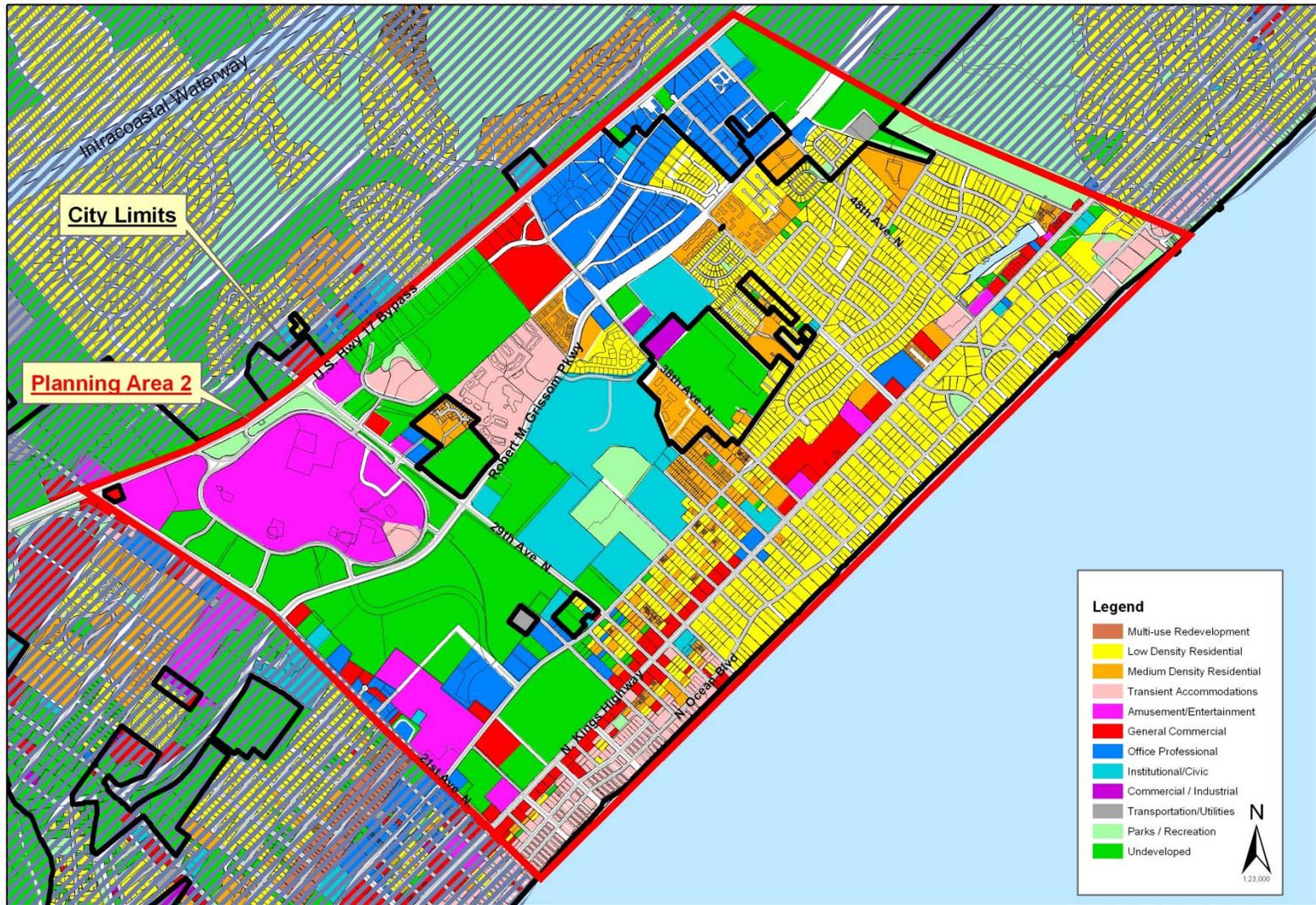
Figure 9: Planning Area I Proposed Land Use Map



Myrtle Beach Proposed Land Use - Planning Area I
August 2009



Figure 10: Planning Area II Existing Land Use Map

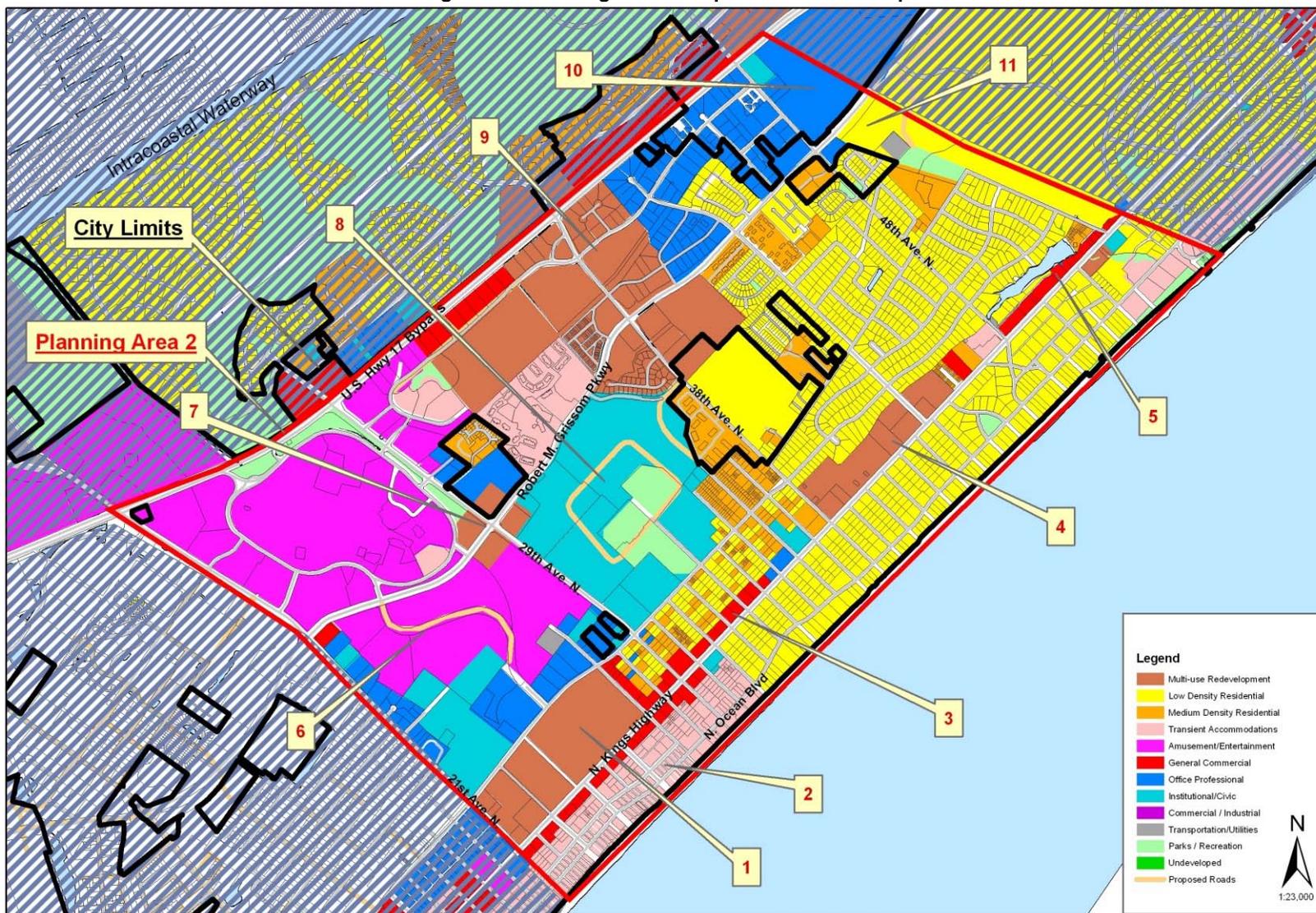


Myrtle Beach Existing Land Use - Planning Area II
August 2009

ArcProjects\CompPlan\09\MB Planning Area 2 Existr. Land Use 8x11.mxd



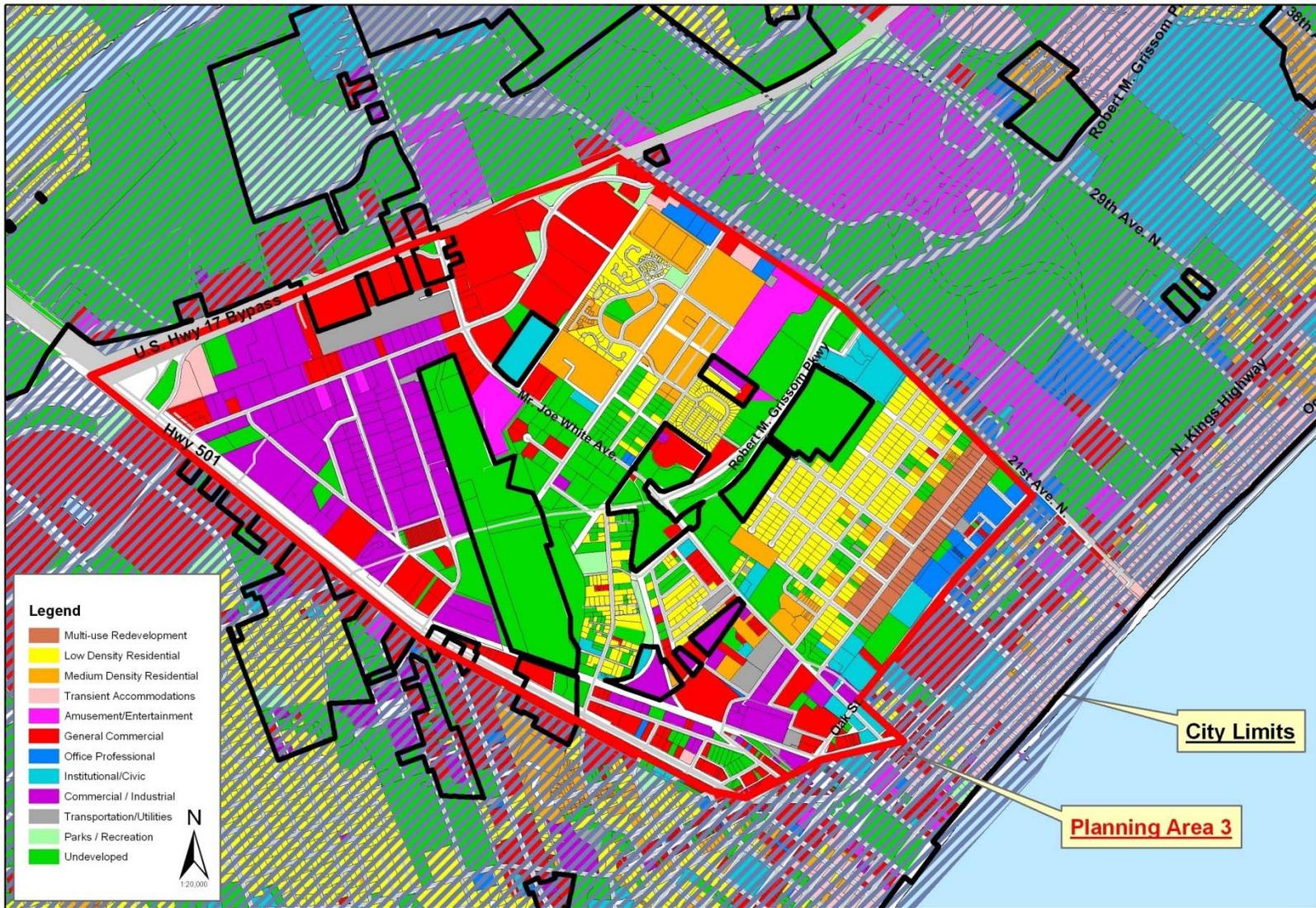
Figure 11: Planning Area II Proposed Land Use Map



Myrtle Beach Proposed Land Use - Planning Area II
August 2009



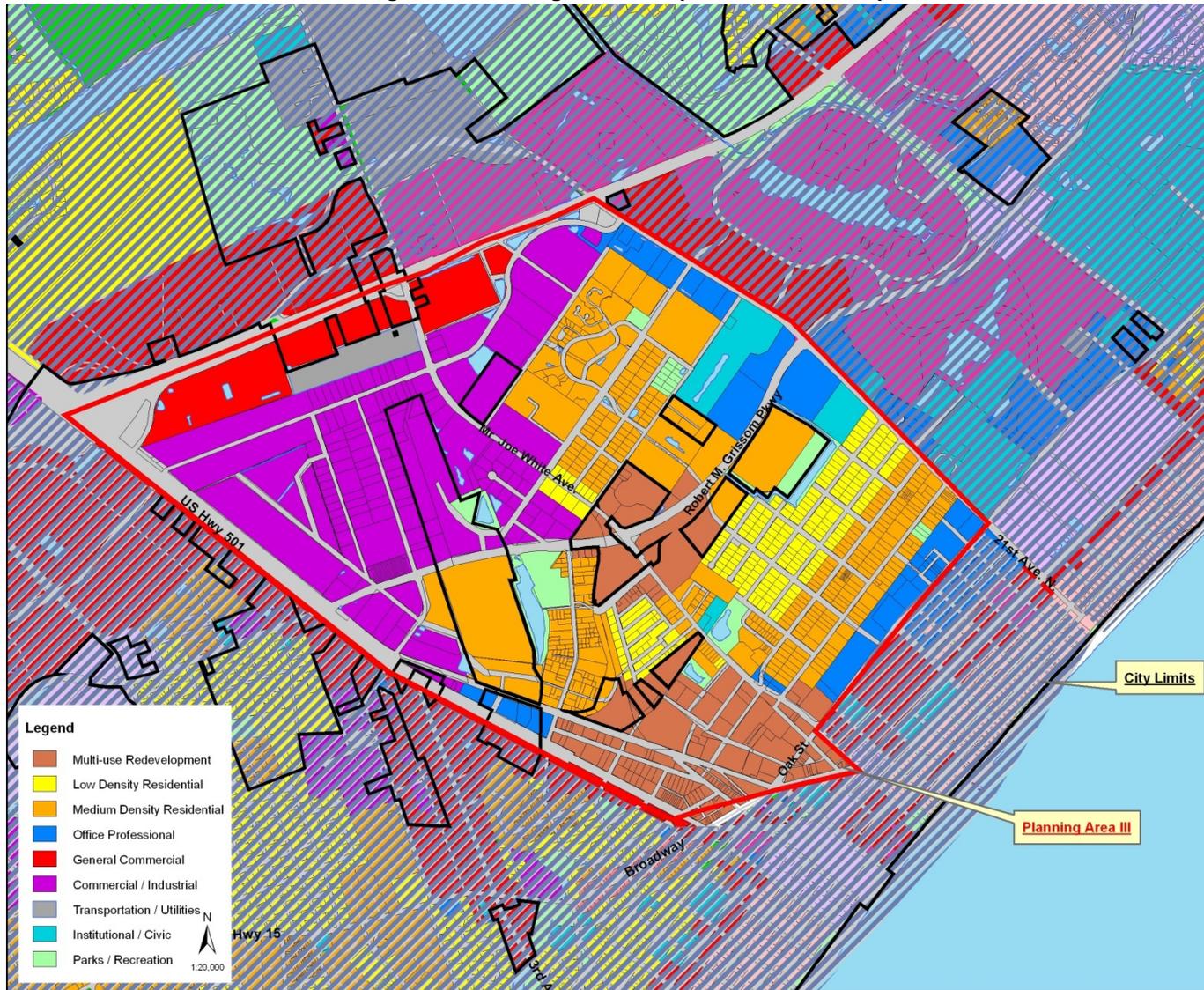
Figure 12: Planning Area III Existing Land Use Map



Myrtle Beach Existing Land Use - Planning Area III
August 2009



Figure 13: Planning Area III Proposed Land Use Map

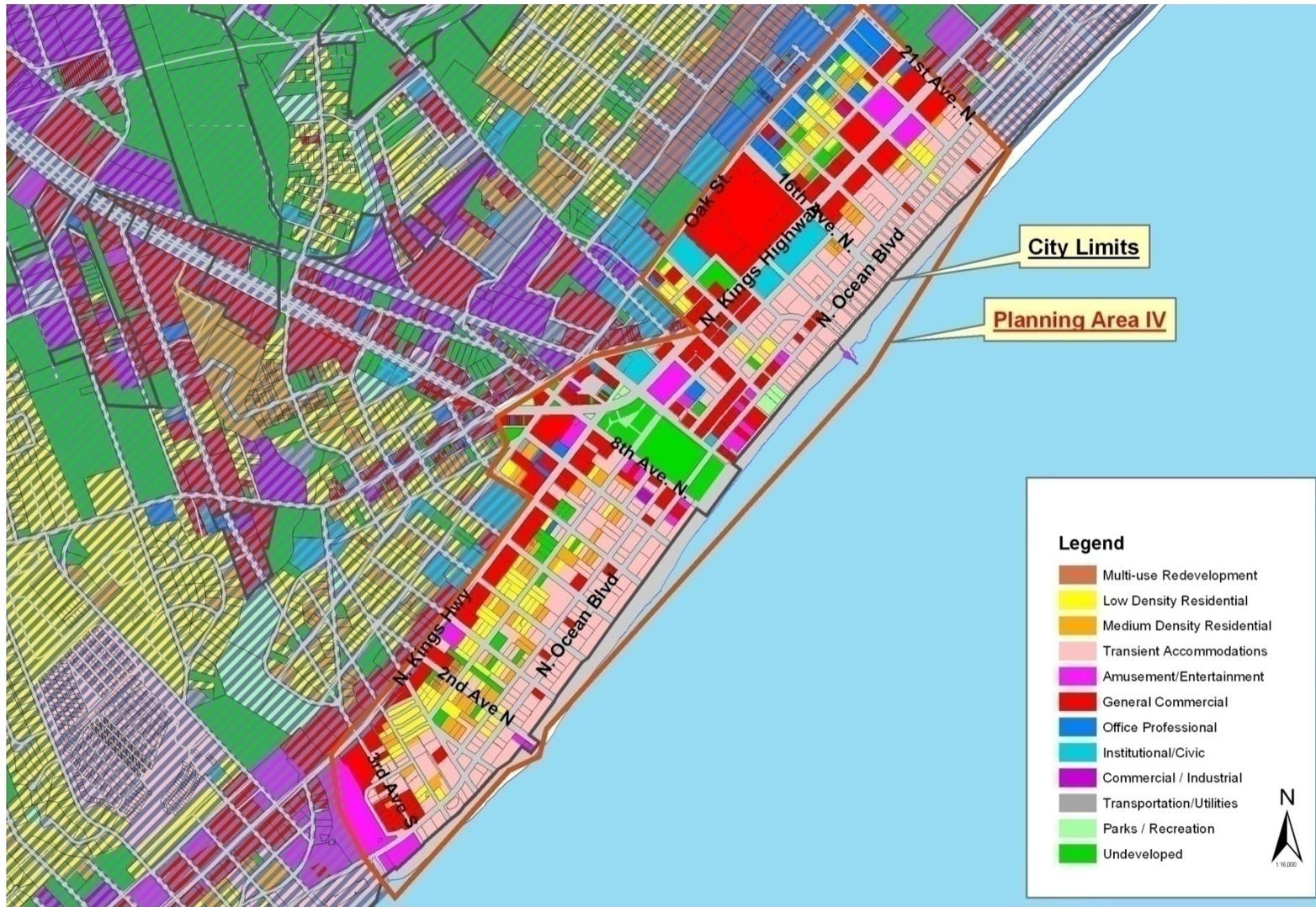


Myrtle Beach Proposed Land Use - Planning Area III
August 2009

C:\web\landuse\09 Planning Area 3 Proposed Land Use.mxd



- Figure 14: Planning Area IV Existing Land Use Map

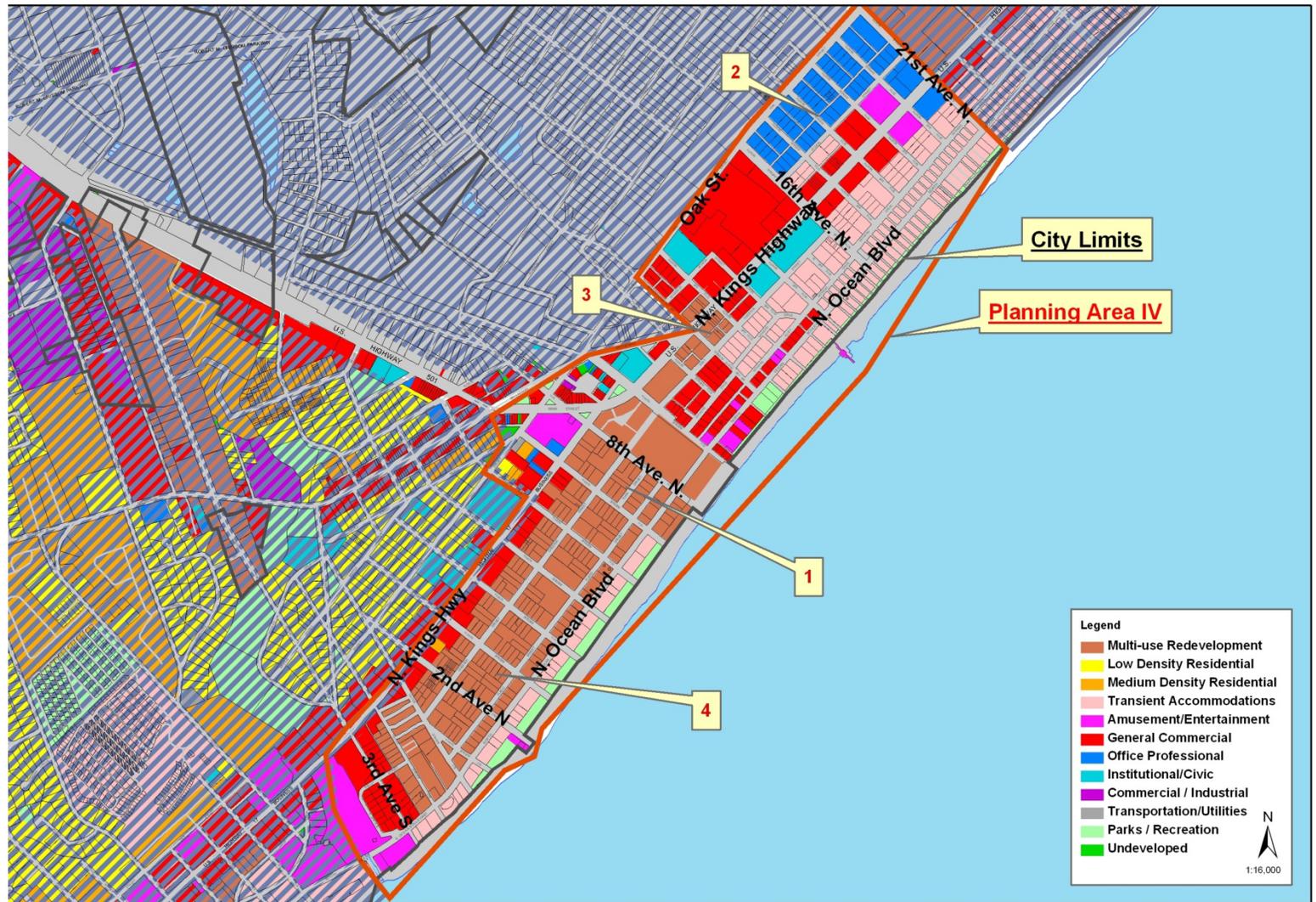


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Myrtle Beach Existing Land Use - Planning Area IV
August 2009



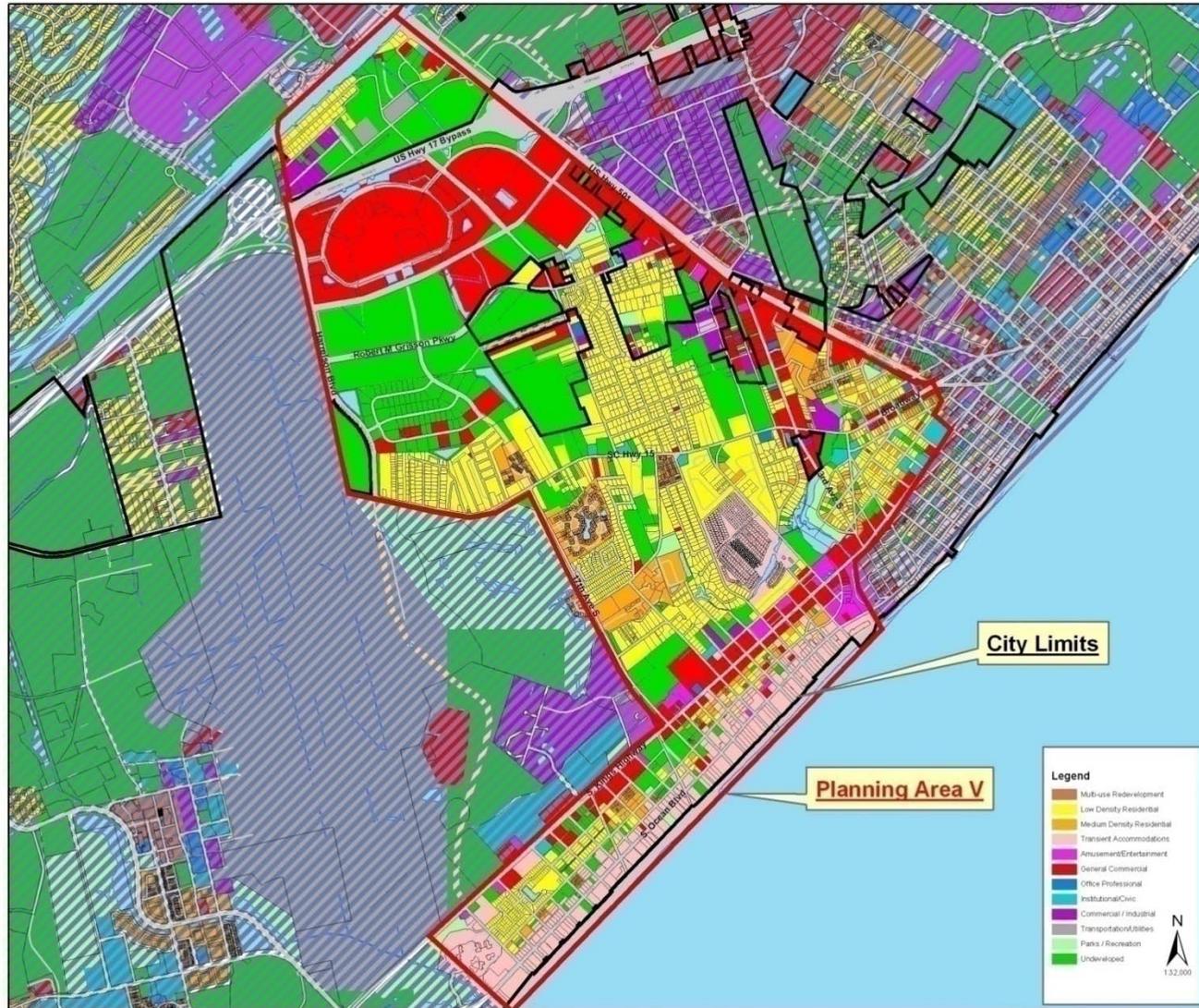
Figure 15: Planning Area IV Proposed Land Use Map



Myrtle Beach Proposed Land Use - Planning Area IV
August 2009



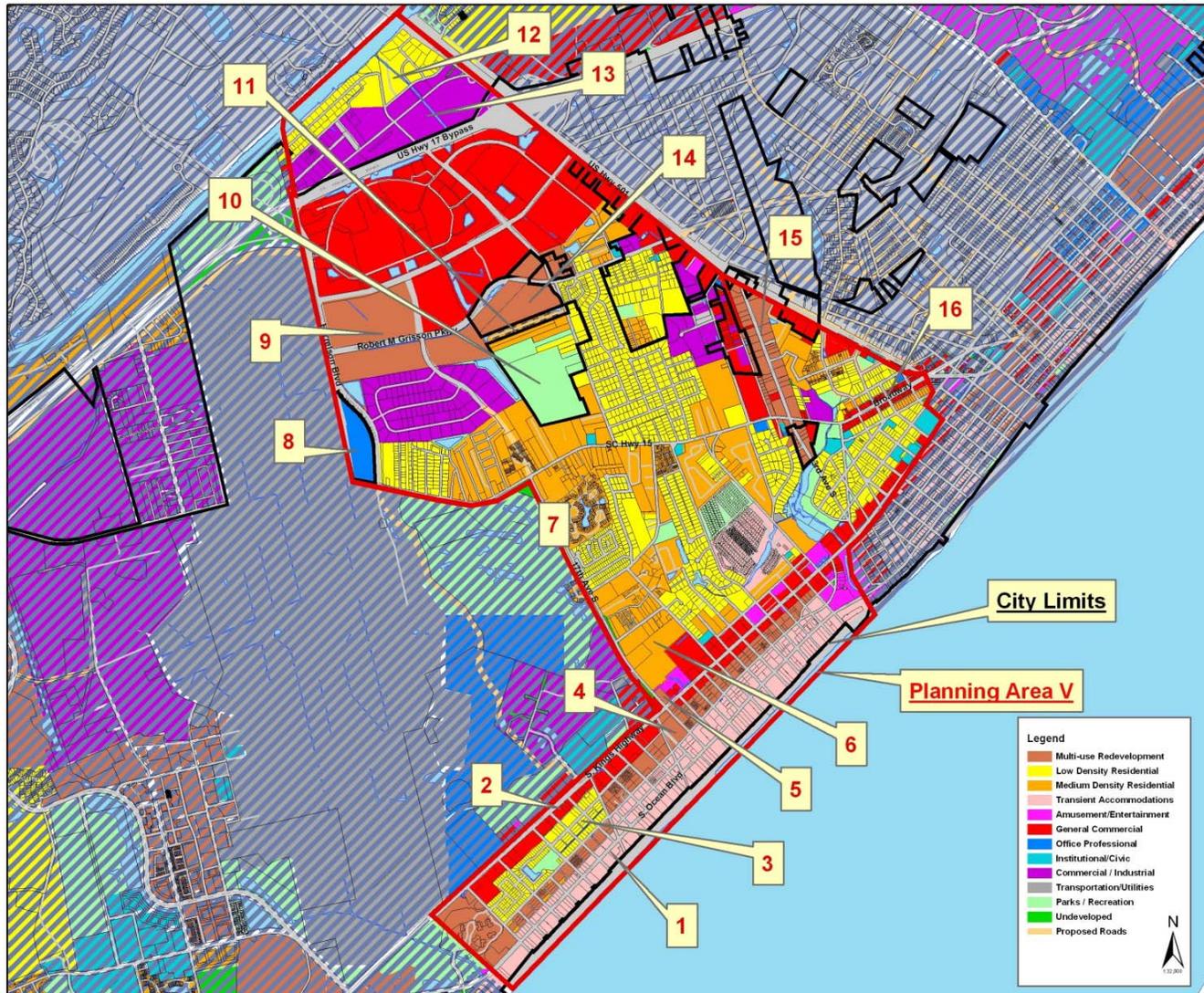
Figure 16: Planning Area V Existing Land Use Map



Myrtle Beach Existing Land Use - Planning Area V
August 2009



Figure 17: Planning Area V Proposed Land Use Map

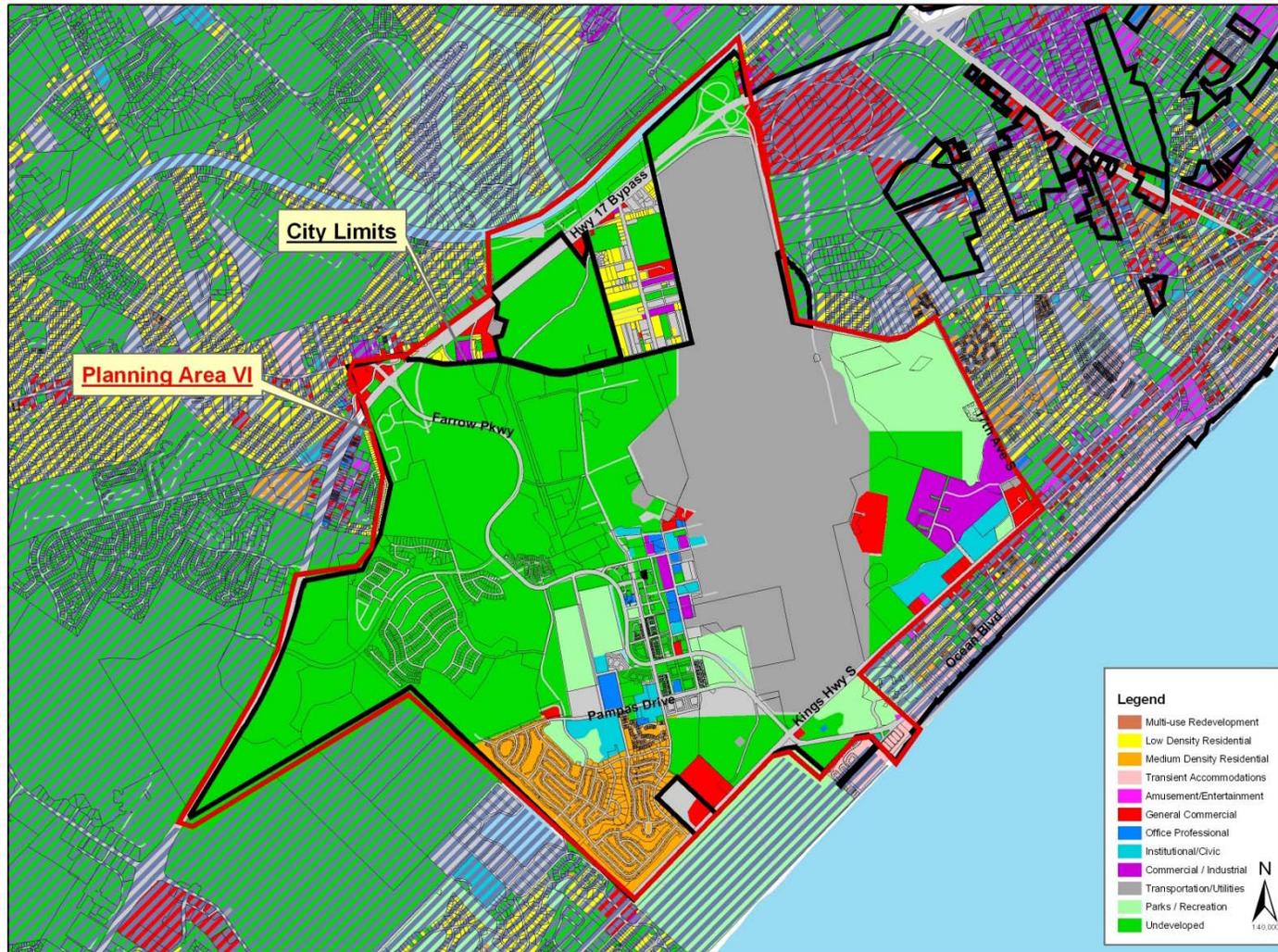


Myrtle Beach Proposed Land Use - Planning Area V
August 2009

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Figure 18: Planning Area VI Existing Land Use Map

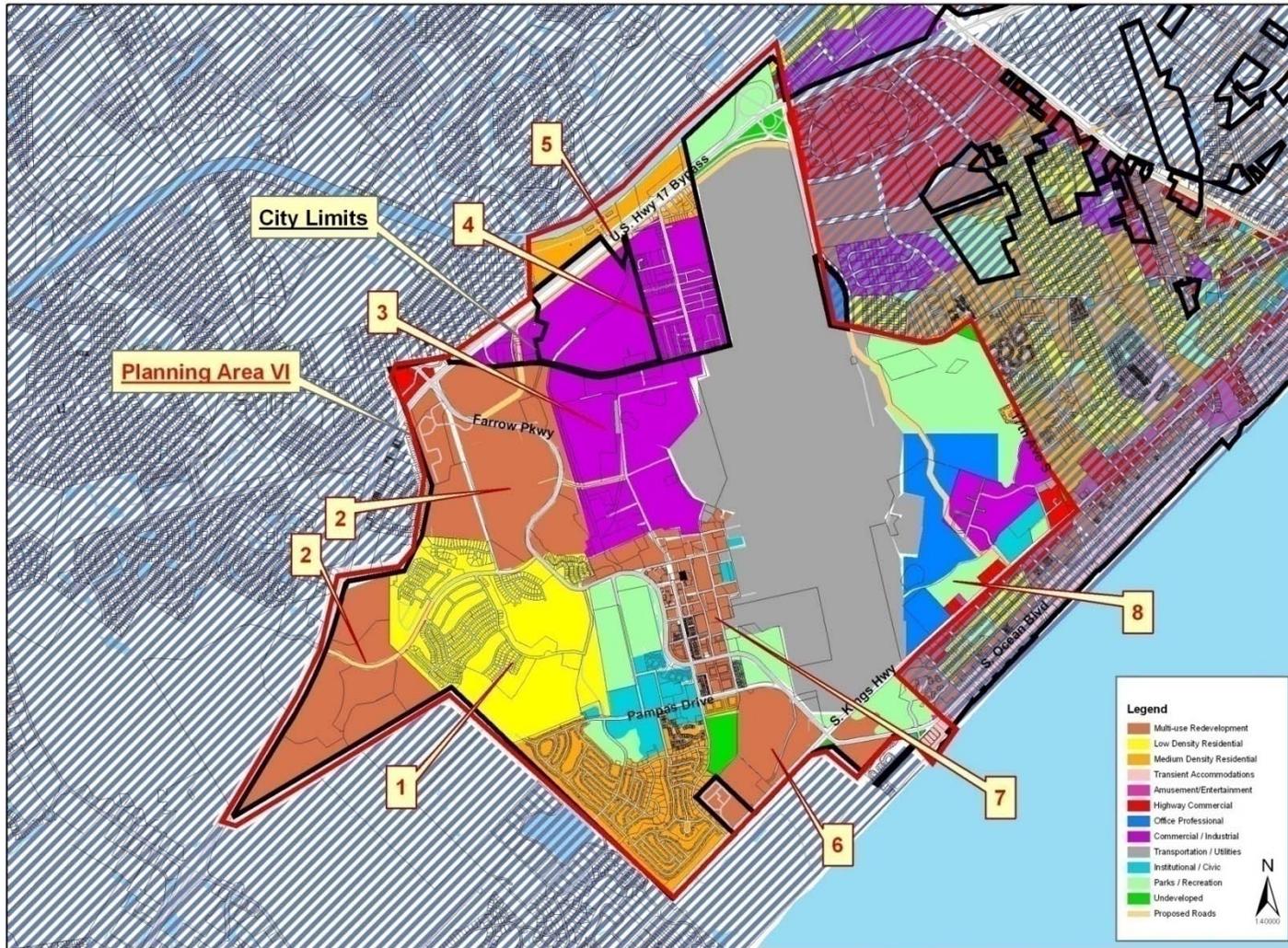


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Myrtle Beach Existing Land Use - Planning Area VI
August 2009



Figure 19: Planning Area VI Proposed Land Use Map

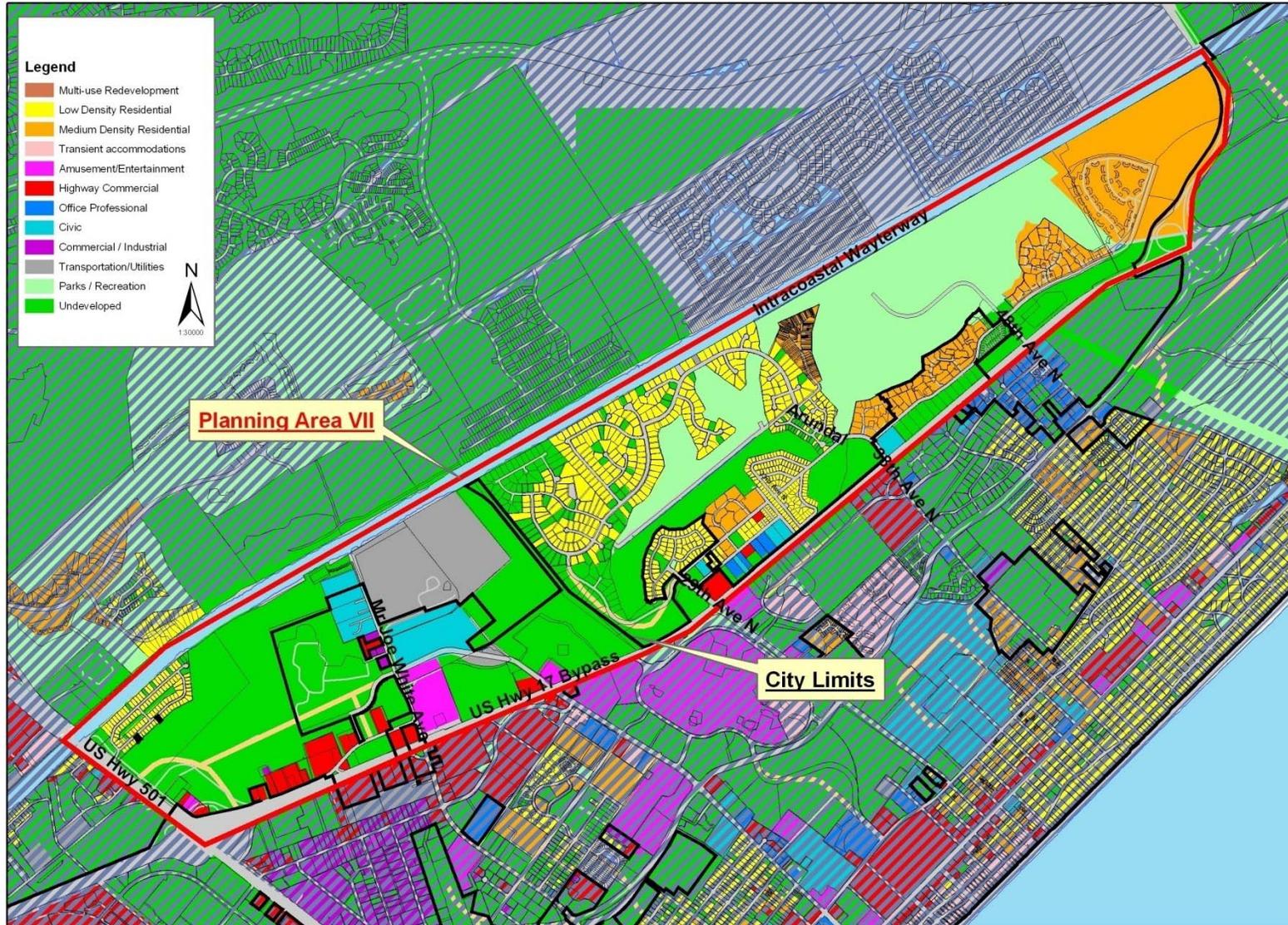


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Myrtle Beach Proposed Land Use - Planning Area VI
August 2009



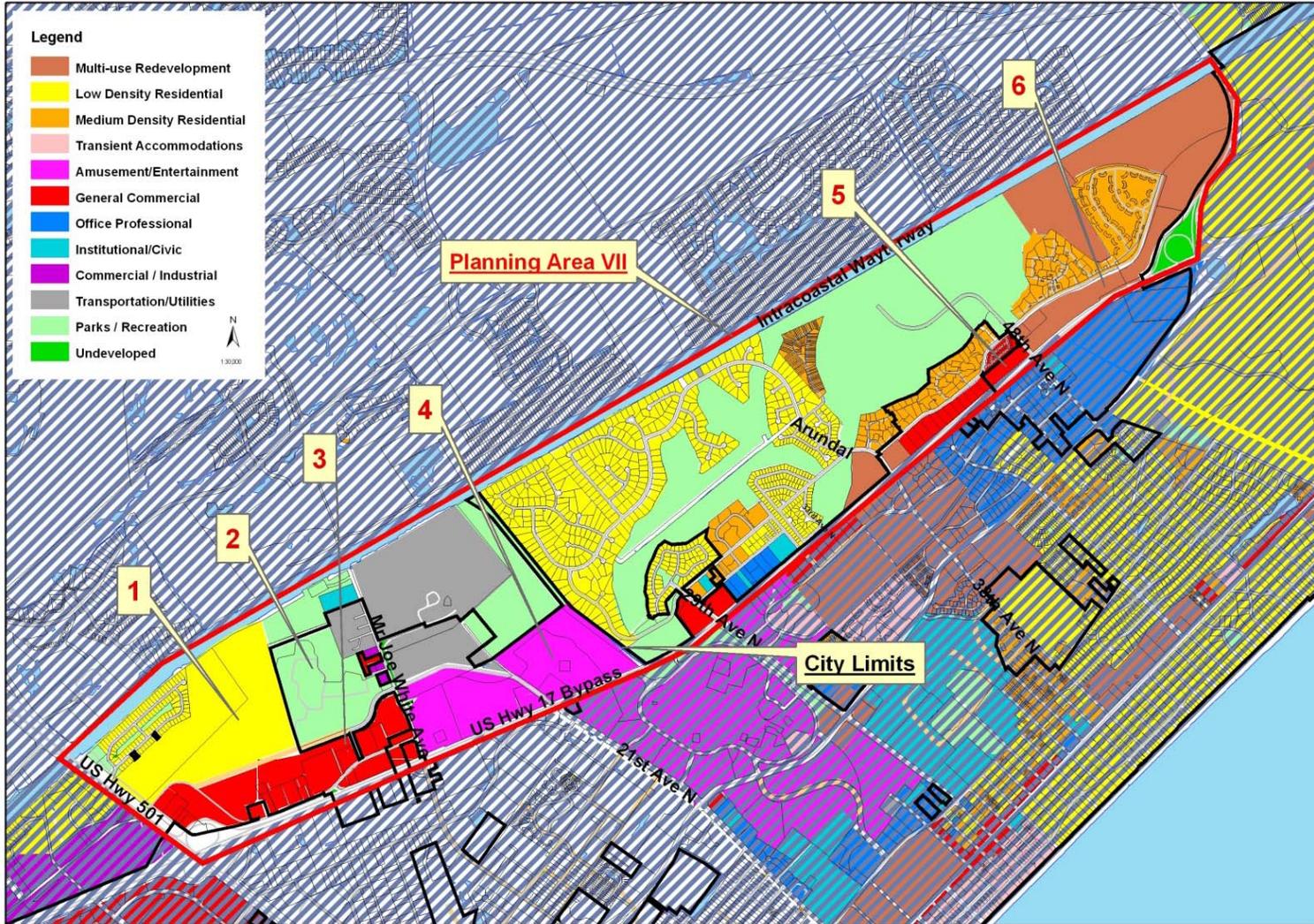
Figure 20: Planning Area VII Existing Land Use Map



Myrtle Beach Existing Land Use - Planning Areas VII
August 2009



Figure 21: Planning Area VII Proposed Land Use Map

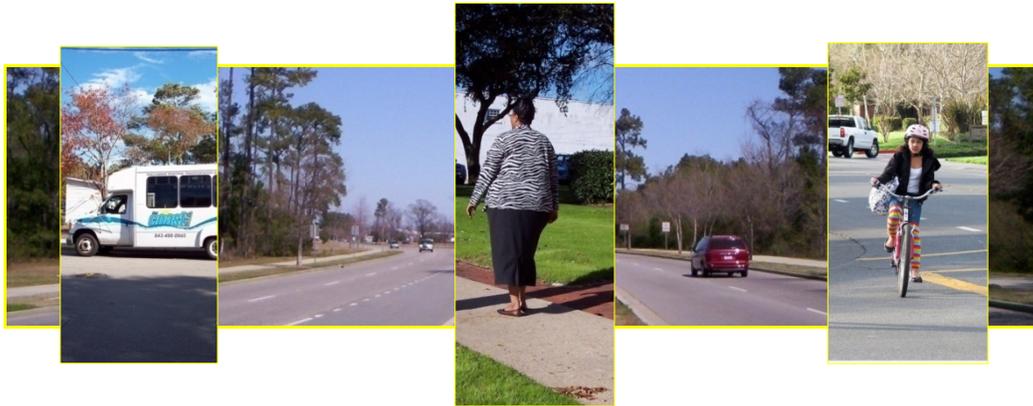


Myrtle Beach Proposed Land Use - Planning Areas VII
August 2009



31. Expand city/county joint planning by undertaking formal planning at the subarea level within the City's planning area including watershed planning (relative to stormwater management, natural resources, open space, etc.).
- Compare the *City of Myrtle Beach and Horry County Comprehensive Plans*.
Action: *The two Planning Commissions, with the assistance of their Planning Departments, develop a schedule to compare plans and resolve inconsistencies; the Planning Commissions recommend any necessary revisions to their Councils for adoption.*
Time frame: *Immediate.*
Potential funding source: *No funding needed.*
 - Coordinated development review.
Action: *The two Planning Commissions, with the assistance of their Planning Departments, develop a program for coordinated review of rezoning, subdivision and development applications located within an agreed upon distance of the City's boundary. Coordinated reviews include projects having regional impact as defined by an agreed-upon level of gross square footage, residential units, forecasted traffic volume, or other relevant standards.*
Time frame: *Immediate.*
Potential funding source: *No funding needed.*
 - Coordinated zoning map and regulations.
Action: *The City and Horry County Planning Commissions, with the assistance of their Planning Departments, identify differences between the City's and County's Zoning Ordinances and Zoning Maps, and land development regulations. The Planning Commissions recommend any necessary revisions to their Councils for adoption.*
Time frame: *Immediate.*
Potential funding source: *No funding needed.*
 - Prepare studies as called for in the plan, especially transportation and natural resources.
Action: *The City and Horry County Planning Commissions, with the assistance of their Planning Departments, initiate joint planning studies that are recommended by each respective comprehensive plan with emphasis given to transportation, natural resources, community facilities and community appearance. The Planning Commissions recommend any new policy documents to their Councils for adoption.*
Time frame: *Immediate.*
Potential funding source: *No funding needed.*
 - Formalize relationship.
Action: *The two Planning Commissions, with the assistance of their Planning Departments, meet on a regular and frequent basis to address the strategies recommended under this objective and other issues as needed.*
Time frame: *Ongoing.*
Potential funding source: *No funding needed.*
 - Consider alternatives for joint planning as provided in State law.
Action: *The City and Horry County Planning Commissions, with the assistance of their Planning Departments, discuss alternatives for coordinated planning as authorized by SC Code 6-29. The Planning Commissions recommend any new policies to their Councils for adoption.*
Time frame: *Immediate.*
Potential funding source: *No funding needed.*
32. Update capital improvement program.
Action: *The Planning Commission, with assistance from the Planning Department, the Budget and Evaluation Office, and the City Manager's Office, annually reviews the proposed *Capital Improvement Plan* to support the development priorities based on the objectives and strategies of this Comprehensive Plan as authorized by the Priority Investment Act in SC Code § 6-29-510(D)(9).*
Time frame: *Ongoing.*
Potential funding source: *No funding needed.*





Transportation Element

Transportation Background

During the 2007 SC General Assembly’s legislative session the *Priority Investment Act* became law. The Act amends the *Local Government Comprehensive Planning Enabling Act of 1994* by requiring a transportation element as part of a local jurisdiction’s comprehensive planning process. The new transportation element is described in *SC Code §6-29-510(D)(8)* as an “*element that considers transportation facilities, including major road improvements, new road construction, transit projects, pedestrian and bicycle projects, and other elements of a transportation network.*” The element examines local transportation issues and possible funding sources. The transportation element must be developed in coordination with the current land use element as described in *SC Code §6-29-510(D)(7)* “*in coordination with the land use element to ensure transportation efficiency for existing and planned development*” (*South Carolina Priority Investment Act Implementation Guide for Local Governments, October 2008, SCAPA website*).

On August 10, 2005, President George Bush signed into law the *Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU)*. With guaranteed funding for highways, highway safety, and public transportation totaling \$244.1 billion, *SAFETEA-LU* represents the largest surface transportation investment in our nation’s history. The two landmark bills that brought surface transportation into the 21st century—the *Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA)* and the *Transportation Equity Act for the 21st Century (TEA-21)*—shaped the highway program to meet the Nation’s changing transportation needs. *SAFETEA-LU* builds on this firm foundation, supplying the funds and refining the programmatic framework for investments needed to maintain and grow our vital transportation infrastructure. Under the Federal legislation, highways are just one component of regional transportation planning which needs to be coordinated with other modes of transportation such as transit, walking, bicycles, air and water (Federal Highway Administration 2005).

SAFETEA-LU addresses the many challenges facing our transportation system today – challenges such as improving safety, reducing traffic congestion, improving efficiency in freight movement, increasing intermodal connectivity, and protecting the environment – as well as laying the groundwork for addressing future challenges. *SAFETEA-LU* promotes more efficient and effective Federal surface transportation programs by focusing on transportation issues of national significance, while giving State and local transportation decision makers more flexibility for solving transportation problems in their communities.

As the Federal legislation mandates highways is just one component of transportation planning. Sustainable transportation planning considers all modes of transportation and their impact on the society, the economy and the environment. “There are a number of guiding principles for sustainable transportation that are listed below.

- People are entitled to reasonable access to other people, places, goods and services.
- The community must strive to ensure social, interregional and inter-generational equity, meeting the basic transportation-related needs of all people including the poor and the disabled.
- Transportation systems should be designed and operated in a way that protects the health (physical, mental and social well-being) and safety of all people, and enhances the quality of life in communities.
- All individuals have a responsibility to act as stewards of the natural environment, undertaking to make sustainable choices with regard to personal movement and consumption.



- Transportation decision makers have a responsibility to pursue more integrated approaches to planning.
- Transportation needs must be met without generating emissions that threaten public health, global climate, biological diversity or the integrity of essential ecological processes.
- Transportation systems must make efficient use of land and other natural resources while ensuring the preservation of vital habitats and other requirements for maintaining biodiversity.
- Transportation decision makers must move as expeditiously as possible toward fuller cost accounting, reflecting the true social, economic and environmental costs, in order to ensure users pay an equitable share of costs” (*OECD International Conference, Vancouver Canada, March 1996*).

In the Myrtle Beach area, the Grand Strand Area Transportation Study (GSATS) Policy Committee is the metropolitan planning organization (MPO) for the Myrtle Beach urbanized area and responsible for carrying out the urban transportation planning process for the Grand Strand area. The GSATS MPO study area boundary includes portions of Horry and Georgetown counties. Several municipalities are also within the boundaries including Myrtle Beach, North Myrtle Beach, Surfside, Conway, Georgetown, Atlantic Beach, Briarcliffe Acres, and Pawleys Island. The primary responsibilities of any MPO are to: 1) develop a long range transportation plan (LRTP), which is the 25-year transportation vision for the metropolitan area; 2) develop a transportation improvement program (TIP), which is the list of specific projects for which federal funds are anticipated; and 3) develop a unified planning work program (UPWP), which identifies in a single document the annual transportation planning activities that are to be undertaken in support of the goals, objectives and actions established in the LRTP.

As the MPO, GSATS provides the forum for cooperative decision making in developing regional transportation plans and programs to meet changing needs. It is composed of elected and appointed officials representing local, State and Federal governments or agencies having interest or responsibility in comprehensive transportation planning. Waccamaw Regional Council of Governments (Waccamaw COG) and the SC Department of Transportation (SCDOT) planning section are designated as the MPO staff. The Waccamaw COG provides transportation planning, through Federal and local (Horry and Georgetown Counties) funding, to administer the transportation programs, collect and compile land use data and gather any additional planning data required.

The transportation staff works with local governments, the GSATS Policy Committee, SCDOT, Waccamaw COG Board of Directors and the Federal Highway Administration in the implementation of the SAFETEA-LU.

For fiscal year (FY) 2008 through FY 2010, the GSATS Policy Committee approved a *TIP* that included 28 roadway projects and 14 transportation enhancement projects. The budget for the roadway and enhancement projects for the three year period is in excess of \$13 million. In FY 2005, the transportation staff concluded its work with local planning staffs on finalizing the *GSATS 25 Year LRTP*.

SAFETEA-LU mandates that the MPO have a *LRTP* which includes environmental, social, and intermodal considerations. The *LRTP* must also provide a financially constrained 25-year vision of future transportation improvements. The *GSATS 2030 LRTP* was adopted in March 2005, and must be updated every five years to reflect changing conditions and new planning principals. The planning for the 2035 LRTP begins in 2010.

The 2005 update established goals and objectives, which form the basis for the initial evaluation of projects submitted for the *TIP*. The process of undertaking major transportation studies, identifying short and long-range needs, and targeting major growth areas in the GSATS area for intensive study has strengthened subsequent programming for the *TIP*. The entire planning/programming/implementation process involves input by Federal, State and local governments and the public in the early planning stages. This support carries through into *TIP* planning.

The *2008-2010 TIP* for the GSATS area is a three-year program of transportation capital projects together with a three-year estimate of transit capital and maintenance requirements. While the *TIP* is usually approved biennially, the document may be amended throughout the year. *SAFETEA-LU*, as well as the metropolitan regulations, mandates that a *TIP* comprise the following:



- Identify transportation improvement projects recommended for advancement during the program years. The projects required are those located within the study area and receiving Federal Highway Administration (FHWA) or Federal Transit Administration (FTA) funds.
- Identify the criteria and process for prioritization for inclusion of projects in the TIP and any changes from past TIPs.
- Group improvements of similar urgency and anticipated staging into appropriate staging periods.
- Include realistic estimates of total costs and revenue for the program period.
- Include a discussion of how improvements recommended from the *L RTP* were merged into the *TIP*.
- List major projects from previous TIPs that were implemented and identify any major delays in planned implementation.

The *TIP* may also include regional highway projects that are being implemented by the State, County and City for which Federal funding is requested.

One such project is the US 17 Business Corridor Study Airbase to Barefoot Landing (also known as the *Kings Highway Corridor Study*) that was completed in March 2008. The purpose of this study is to develop a long-term plan of transportation and land use improvements for Kings Highway that enhances aesthetics, introduces viable transportation options, and provides functional facilities that are safe for all users. The *Kings Highway Corridor Study* is the fourth and final study of US Highway 17 within the Grand Strand Area Transportation Study (GSATS). Previous corridor studies of Georgetown County, Surfside Beach, and North Myrtle Beach have been completed in recent years, and recommended projects are being used in guiding corridor improvements. The *Kings Highway Corridor Study* will be integrated into the planning processes of GSATS, Horry County, and the City of Myrtle Beach as they relate to transportation and land use issues along the corridor.

Transportation Findings

Dominance of the Private Automobile

Myrtle Beach is served by a transportation system that largely relies on a single mode—the private automobile. For example, a 1996 study of transportation conditions in and around the city reported that all but five percent of visitors to the Grand Strand arrive by car. This was later supported in the 2005 GSATS (*Grand Strand Area Transportation Study*) *L RTP* which stated that 95 percent of Grand Strand visitors arrive by auto. Although public buses have served the area for years and air traffic at the airport is growing, the reliance upon the private automobile continues to grow.

Transportation System Under Stress

The area's transportation system is the most stressed of all the area's community facilities. According to the GSATS 2005 Long Range Transportation Plan, the volume of traffic on major roads near the city exceeded the roads' capacity in the summer of 2002—these roads include US Highway 501, US Highway 17 bypass, portions of Kings Highway, SC Highway 544, and SC Highway 707. The area's total reliance on the private automobile, coupled with the low-density, spread-out development pattern, is the reason for the stressed condition. A 1996 transportation study for Myrtle Beach projected that traffic congestion in the area will be slightly better in 2015 only if significant investments are made to expand existing roads and build new ones. These investments have been made and include Robert M. Grissom Parkway, SC Highway 31 and SC Highway 22. Even with these new existing roadways and the full implementation of all elements of the GSATS Long Range Transportation Plan, the region will continue to experience significant congestion in 2030.

In 2008 several transportation and land use related studies were completed that illustrate the need to promote a redefinition of the traditional roadway network that has historically served Myrtle Beach. These include the GSATS facilitated *Kings Highway Corridor Study*, the Downtown Redevelopment Corporation's *Downtown Traffic Circulation Study* and the Myrtle Beach Planning Commission's US 17 Bypass Study Committee's parkway recommendations. The actions recommended by each of these plans (which are included by reference in this Comprehensive Plan) clearly reveal new directions for multi-modalism for Myrtle Beach and they support a more complete streets, pedestrian-friendly and neighborhood sensitive network of transportation improvements in the future. Alternatives to auto travel must be pursued by the Grand Strand and reduced travel trips achieved through



compact mixed use development patterns. Most importantly, the transportation system, without the network enhancements that have been prescribed in the local and regional transportation plans, will have very little reserve capacity to accommodate traffic demands beyond 2015.

Opportunities to Diversify the Area’s Transportation System

Despite the area’s reliance on the private automobile, Myrtle Beach has many opportunities to diversify its transportation system. It has an operating bus system, an important railroad corridor, a dense hotel section that can support a light rail and/or streetcar system, and one of the fastest growing airports in the country. Across the country, cities are beginning to provide for multiple modes of transportation in addition to automobiles. This is due in part to the realization that all of their past efforts to remedy transportation problems by building more roads have not solved the problem. Cities’ interest in transit is also due to the Federal government’s encouragement of regional and local governments to reconsider how they manage transportation. The Federal government is also increasing funds available for investment in all modes of transportation—the current five-year *Federal Transportation Bill (SAFETEA-LU)* includes funding for start up of new rail systems across the country.

Existing Railroad Service

Myrtle Beach was served by the railroad from 1900 to the mid-1950’s. The railroad between Conway and Myrtle Beach is owned by Horry County. In the 1990’s, Horry County Council debated whether to sell or lease the right-of-way. County Council fortunately decided to lease, preserving options for future public transit in that corridor.

Existing Bus Service

The Coast Regional Transportation Authority (Coast RTA), formerly known as Waccamaw RTA or Lymo, has been providing bus service in Horry County since 1983. Coast RTA offers local and express bus routes, as well as paratransit services. Paratransit is an alternative mode of flexible passenger transportation that does not follow fixed routes or schedules. Bus services include a route from Coast RTA’s main station in Conway to the Myrtle Beach transportation center across from City Hall on 10th Avenue North and routes from Georgetown to Barefoot Landing, passing through Myrtle Beach on Kings Highway. Coast RTA has most recently added a route to Charleston with service also being provided to the VA Medical Center in Charleston. *All route maps are available on Coast RTA’s website - Appendix K: Figure 1 Coast RTA Route Maps for Myrtle Beach 2009.*

Bus companies from Georgetown, Williamsburg, Marion, Florence, and Sumter counties provide commuter services for hospitality and other employees working in Myrtle Beach. Greyhound Bus Lines, with a station on Oak Street at 7th Avenue North, provides intercity bus service.

Existing Pedestrian and Bicycle Facilities

The pedestrian and bicycle facilities in the city are few and often disconnected but are being expanded annually. Since 1989, the City has operated under a *Sidewalk Master Plan*, which developed a prioritized list of sidewalks to be constructed over a 15-year period. For several years following the completion of the sidewalk plan, the City funded sidewalk improvements at \$200,000 per year. The City has also been installing pedestrian crossing lights at major intersections on Kings Highway, Oak Street, Robert M. Grissom Parkway, Ocean Boulevard and in the Market Common district. Bike routes and bike paths have been installed along North Ocean Boulevard, Robert M. Grissom Parkway, Mr. Joe White Avenue, Farrow Parkway, Seaboard Street, Grand Dunes Boulevard and Kings Highway. Some of these facilities form the East Coast Greenway as it passes through Myrtle Beach. These have been installed in recent years and paid for by a combination of Federal and local dollars.

Existing Air Service

The Myrtle Beach International Airport is operated under the auspices of the Horry County Department of Airports. The airport consists of a single 9,500-foot-long runway, a terminal complex that includes a 128,000-square-foot passenger waiting area for commercial flights, a new general aviation terminal, and aircraft storage and maintenance facilities. The airport accommodates general aviation and commercial carriers. In 2008, the airport had over 790,000 enplanements. Its growth rate in the early part of the decade was one of the fastest in the



country. Because of that growth, Horry County has decided to revisit its long-term plan for the airport. The new plan includes a new terminal, additional gates and an expanded runway.

Wayfinding System

With the ever-increasing growth in the area residents and visitors are having a difficult time in finding their destinations in a timely and safe manner. Drivers of automobiles cross several lanes of traffic without warning when they quickly identify their destination point creating near misses and some serious accidents. The wayfinding system would help to reduce the motorist's confusion, unnecessary trips, and unsafe traffic, as well as eliminating the need for billboards as directional signs.

Evacuation Routes

The City of Myrtle Beach is exposed to the effects of many hazards, varying widely in type and magnitude. Emergency conditions could result from a number of natural phenomena such as hurricanes, earthquakes, tornadoes, floods, summer/winter storms, coastal flooding, tidal wave, drought, fires (to include grass and forest fires), high winds, or a combination of the above - *Appendix K: Evacuation Routes for the Grand Strand*.

Road Classification System

A street network performs most efficiently and safely from both a traffic operations and a road safety perspective if roads are designated and operated to serve their intended purposes. A road classification system designates streets into different groups or classes according to the type of service each group is intended to provide. This is a fundamental tool for urban development and road management. Grouping roads with similar functions can improve transportation planning, road infrastructure design and maintenance, and traffic and road operations.

But while road classification can help meet the needs of communities for transportation services, just as importantly, it can help protect against the adverse impacts of motorized traffic in residential areas. Some roads should carry higher volumes of traffic at higher speeds, while others (the majority) carry lower volume at lower speeds. This allows residential neighborhoods to exist between main traffic corridors. The absence of a hierarchy of roads would result in less efficient routes for traffic with associated increases in the time and cost of transporting people (whether by foot, bike, bus or car) and goods. The quality of urban life would also decline as motorized traffic would increasingly infiltrate into residential neighborhoods to avoid mounting congestion - *Appendix K: City of Myrtle Beach Roadway Classification Systems Map 2009*.

The following is a glossary of terms used in the roadway classifications system for the city of Myrtle Beach.

- *Minor Street* is a two-lane, residential or commercial, street controlled by stop signs at two-way-stop-controlled intersection.
- *Major Street* is a two-lane, residential or commercial, street not controlled by stop signs at a two-way stop-controlled intersection providing connection to minor and major collectors and minor arterials.
- *Major Commercial* is a two or four-lane commercial street not controlled by stop signs but signalized intersections.
- *Minor Commercial* is a two-lane commercial street controlled by stop signs at intersections.
- *Minor Collector* is a two-lane street providing lane access and traffic circulation within residential, commercial, and industrial areas and connection between major collectors and minor arterials with low density of driveways.
- *Major Collector* is a four-lane street providing lane access and traffic circulation within residential, commercial, and industrial areas and connection between minor arterials with relatively high density of driveways.
- *Minor Arterial* is a functional category of street allowing trips of moderate length within a relatively small geographical area; signalized street that primarily serves through-traffic and secondarily provide access to abutting properties with signal spacing of two miles or less.
- *Principle Arterial* is a major surface street with relatively long trips between major points, and with through trips entering, leaving and passing through the urban area.



- *Street End* is a two lane street with parking providing access to the Beach. The most current traffic counts for the roadways in the planning area can be found on the SCDOT website.

Transportation Goal

With the goal of becoming a sustainable community the region's transportation system will be multi-modal and integrated, both modally and with land use, and will address mobility and access needs, and will encourage less dependence on automobiles while facilitating the safe movement of people and goods to, within, and from the area.

With a sustainable transportation system we will strive to:

- reinforce a livable and economically strong community,
- facilitate modal choice,
- support efficient land uses that reduce travel distances and increase travel options,
- distribute system benefits and burdens equitably across society,
- encourage pricing that reflects true costs,
- reduce emissions of greenhouse gases to avert climate change,
- protect local air and water quality from pollutants,
- transition away from nonrenewable fuels to cleaner renewable alternatives,
- use maintenance and construction practices that are compatible with native habitats and species and which consider habitat fragmentation concerns,
- apply life-cycle costs to transportation investments,
- minimize raw material use and disposal during construction and maintenance,
- improve safety to eliminate accidents and fatalities,
- prioritize accessibility over mobility where appropriate,
- minimize noise impacts to communities and natural areas, and
- be funded with sustainable revenue streams that are publicly accepted and reflect the beneficiary-pays concept.

Transportation Objectives and Strategies

1. Actively plan with an understanding of the link between land use and transportation planning and improvements while developing the Myrtle Beach transportation system to be multi-modal including transit, walking, bicycling, air and water transport to improve the livability of the city.
Action: *The Planning Commission, with assistance from the Planning Department, reviews its decision-making procedures with regard to land use decisions and evaluates their implications for the transportation system including a review of the Zoning Ordinance amendments, Zoning Map changes, revisions to subdivision and land development regulations, and subdivision and land development approvals, as well as amendments to this Comprehensive Plan. For decisions affecting land uses of a certain intensity (to be determined), transportation impact studies are required; the City proactively prepares such studies for areas that are targeted for redevelopment.*
Time frame: *Immediate.*
Potential funding source: *No funding needed.*
Action: *The City works with major transportation planning entities, including GSATS, Coast RTA, the Horry County Airport Advisory Committee, and SCDOT so that their decisions take into account current zoning and the goals and objectives of this Comprehensive Plan. Their decisions about transportation create a multi-modal system that efficiently addresses the needs generated by the variety of land uses that exist and are planned for; the chosen transportation solutions correspond to the characteristics of the land uses, their types and intensities, and to the creation of a sustainable city in the future. The City also works closely with Horry County, which shares the transportation system that is connected to the system within the city.*
Time frame: *Immediate.*
Potential funding source: *No funding needed.*
Action: *The City plans and develops a multi-modal transportation system consisting of the appropriate mix of transportation modes for the land uses that are proposed, with consideration given to social, environmental, and fiscal implications. Connections between the various modes are given special attention to ensure that the*



system is as effective as feasibly possible. The City's planning and implementation decisions about the multi-modal system occur in its capital improvements program, its participation in regional transportation planning, its local land use planning, its efforts at coordination with Horry county, and its reviews of land use regulations and land development applications. The City also reviews its own projects for construction of facilities, parks, and buildings in light of the full-range of issues raised by multi-modal transportation.

Time frame: Immediate and ongoing.

Potential funding source: Capital improvements program, GSATS, and grants.

2. Improve the road system to enable safe, attractive, and comfortable access and travel for all users while reducing reliance on the automobile.
Action: The City works with GSATS, SCDOT, Horry County and other agencies to improve the road system so that it is an efficient part of the transportation system.
Time frame: Immediate and ongoing.
Potential funding source: Capital improvements program, GSATS, and grants.
3. Make improvements to the road system with consideration given to land use patterns and reducing automobile traffic congestion that cannot be remedied by improvements to alternative modes of transportation such as pedestrians, bicycles and buses.
Action: The City calls for a review of the Transportation Improvement Program (TIP) of GSATS and the road improvements of the City's capital improvements program. The purpose of the review is to ensure that road improvements listed in the programs are those that reduce traffic congestion, considering land use patterns, that cannot be remedied by improvements in alternative modes. In addition, the improvements are reviewed to make sure that they do not preclude future improvements in alternative modes. The review also includes an analysis of the GSATS' and the City's programs to see if any road projects can be reduced in scope or eliminated as a result of improvements in alternative modes. Finally, the review ensures that road projects include other modes of transportation, such as pedestrians, bicycles and buses. All supported projects are consistent with the goals and objectives of this Comprehensive Plan.
Time frame: Immediate.
Potential funding source: Capital improvements program and grants.
4. Develop assessment criteria that measure the effectiveness of proposed improvements to the transportation system so that the area is served by a balanced transportation system.
Action: The City, with input from the public and transportation agencies, develops a set of criteria by which the effectiveness of proposed projects in various transportation modes is measured. The criteria are based on improving accessibility and mobility by means of a balanced transportation system, reducing congestion, minimizing adverse social and environmental impacts, staying within fiscal constraints, and achieving the sustainability goals and objectives of this Comprehensive Plan. The City applies the criteria to the transportation improvements of the City's capital improvements program and works with GSATS to apply similar criteria to its Transportation Improvement Program (TIP). Wherever possible, each project itself accommodates multiple modes and nurtures a sustainable relationship with adjacent land uses.
Time frame: Short term.
Potential funding source: Grants and capital improvement program.
5. Create a properly functioning network of connected streets.
Action: Improvements to the road system create a network of streets that provide a variety of routes to choose from and offers more direct routes as well as alternative routes in emergency situations (such as when a wreck closes an arterial).
Time frame: Short term.
Potential funding source: Capital improvements program.
6. Develop transportation system management (TSM) and transportation demand management (TDM) programs that improve accessibility and mobility.
Action: The City works with other transportation planning entities to develop a TSM program that is designed to improve traffic flow, air quality, and movement of vehicles and goods, as well as enhance system accessibility and safety while focusing on increasing the efficiency, safety, and capacity of existing transportation systems. The TDM addresses traffic congestion by reducing traffic demand rather than



increasing transportation capacity and focuses on alternatives such as ride sharing, flextime, increased transit usage, walking, and bicycling.

Time frame: Short term.

Potential funding source: Grants: capital improvement programs.

7. Develop a transportation demand management (TDM) program that improves accessibility and mobility.
Action: The City and other transportation planning entities develop a sustainability focused TDM program for the region that reduces dependency on the private automobile. Car pooling, parking programs, staggered work hours, and transit passes are examples of elements of the TDM program.
Time frame: Short term.
Potential funding source: Grants: capital improvement programs.
8. Develop a wayfinding system to improve traffic flow.
Action: The City and other transportation planning entities develop a wayfinding system for the area that reduces motorists' confusion, unnecessary trips, and unsafe traffic, as well as eliminating the need for billboards and other high speed auto attention seeking visual devices as directional signs. The system includes standardized directional signs, radio frequencies for traffic information, and identification of communities within the Grand Strand (which often have duplicate street names).
Time frame: Short term.
Potential funding source: Capital improvements program, GSATS and grants.
Action: The City in cooperation with the Downtown Redevelopment Corporation, Myrtle Beach Area Chamber of Commerce and the Myrtle Beach Area Hospitality Association, with assistance from the Planning Department, works with State and regional transportation agencies to develop wayfinding systems for Myrtle Beach that is submitted to City Council for approval.
Time frame: Short term.
Potential funding source: Capital improvements program, transportation agencies, and private investment.
9. Support major road projects that improve regional mobility.
Action: The City works with other entities in support of major road projects that improve mobility to and within the region. Such projects include the extensions to Carolina Bays Parkway, I-73 Interstate system, and the retrofit of Kings Highway into a more "complete street" serving the needs of bikes, pedestrians, transit and autos. In order to maximize the functional life of the projects, the City's support includes encouragement for similar major investments for other modes providing mobility to the region. The City's support also includes encouragement for growth management within the areas served by the new roads so that the roads do not generate land developments that congest the proposed and existing major roads.
Time frame: Immediate.
Potential funding source: Capital improvements program, GSATS and grants.
10. Improve the bus system as the first step in developing a mass transit system and review city regulations to ensure that the needs of a bus system are addressed.
Action: The City works with other transportation entities to plan a bus system that meets current needs, serves the local and regional centers of the urban form map (urban form refers to the physical layout and design of the city as illustrated in the land use element) that are developed first, and can be expanded to address future needs. The plan addresses routes, major stops, inter-modal connectivity, schedules, convenience, appearance, safety, and price. At the same time that the bus system is planned and initiated, the City plans and begins implementation of land use regulations and supporting capital improvements for the local and regional centers of the urban form map with emphasis on projects that complement funding for other public and private sector sustainability initiatives.
Time frame: Midterm.
Potential funding source: Coast RTA.
Action: The City reviews its Zoning Ordinance, including parking and loading provisions, and subdivision regulations to ensure that the bus system is addressed to the same degree as other modes of transportation. As the City prepares land development regulations and design guidelines, the needs of the bus system are also taken into account. Interdepartmental procedures for coordinating the preparation of plans for City projects and the review of private plans for City approval are prepared to ensure that the needs of the bus system and ultimately the streetcar system are addressed.



Time frame: Midterm.

Potential funding source: No funding needed.

11. Provide facilities for public transportation.

Action: Coast RTA works with transportation entities and the Myrtle Beach Area Hospitality Association, Myrtle Beach Area Chamber of Commerce and the City to develop a program to provide public transportation and recommends the proposed program to City Council for approval.

Time frame: Immediate.

Potential funding source: Capital improvements program and local transit companies.

12. Maintain the option for a heavy rail line and continue preliminary studies for a light rail system.

Action: The City encourages Horry County to continue to maintain the railroad right-of-way and works with the County to activate the passenger service of the railroad line between Myrtle Beach and Conway. The railroad is used for commuters, tourist excursions, and freight. Activation of the line includes providing adequate parking lots at appropriate locations and bus service connecting to train stops. The City also works with other regional transportation entities, SCDOT, the US Department of Transportation, and Amtrak to study the feasibility of extending the line to other major destinations, including one that is currently served by Amtrak providing connectivity to high speed rail service along the entire east coast. An east coast high speed rail corridor serving Myrtle Beach should be aggressively pursued. Concurrent with efforts to activate the heavy rail line, the City works with the Horry County to plan and implement land use regulations and supporting capital improvements for the regional centers of the urban form map.

Time frame: Midterm.

Potential funding source: Horry County.

Action: The City works with other transportation entities to continue studying the feasibility of streetcar and light rail (passenger) systems as proposed in the urban form map. The study addresses a light rail that passes through the city as a segment of the regional light rail line that is proposed in GSATS' Long Range Transportation Plan (LRTP), and a loop that connects that segment with major destinations to the west and an inner city streetcar connecting major existing and proposed mixed use centers and corridors.

Time frame: Long term.

Potential funding source: GSATS and grants.

13. Update the sidewalk master plan.

Action: The City updates its sidewalk master plan to address the goals and objectives of this Comprehensive Plan, especially for land use and transportation.

Timeframe: Immediate and ongoing.

Potential funding source: Capital improvements program and grants.

Action: The City plans and constructs a pedestrian network that provides paths but also provides other amenities, such as landscaping, appropriately scaled lighting, and benches. The pedestrian network includes handicapped accessible sidewalks within street rights-of-way and hiking paths in the linked open space system. In conjunction with changes to land use patterns and regulations, the pedestrian network is improved to provide an environment that promotes walking as an alternative to automobiles, etc. Street sidewalks are designed to enhance pedestrian mobility and create a strong functional relationship with adjacent residential, commercial land uses, supporting communitywide sustainability initiatives. The City considers designating a staff person as its bicycle/pedestrian coordinator to ensure that this objective is met and that walking is promoted. The Safe Routes to Schools program is incorporated into the pedestrian network comprehensive planning process.

Time frame: Immediate and ongoing.

Potential funding source: Capital improvements program and private investment.

14. Review city regulations to ensure that pedestrian needs are addressed.

Action: The City reviews its Zoning Ordinance, including landscape provisions, and subdivision regulations to ensure that the pedestrian network is addressed to the same degree as other modes of transportation. As the City prepares land development regulations and design guidelines, the needs of the pedestrian network are also taken into account. Interdepartmental procedures for coordinating the preparation of plans for City projects and the review of private plans for City approval are prepared to ensure that the needs of the pedestrian network are addressed.



Time frame: Immediate.

Potential funding source: No funding needed.

Action: The City plans and constructs a pedestrian network that provides paths but also provides other amenities, such as landscaping, appropriately scaled lighting, and benches. The pedestrian network includes handicapped accessible sidewalks within street rights-of-way and hiking paths in the linked open space system. In conjunction with changes to land-use patterns and regulations, the pedestrian network is improved to provide an environment that promotes walking as an alternative to automobiles, etc. Street sidewalks are designed to enhance pedestrian mobility and create a strong functional relationship with adjacent residential, commercial land uses, supporting communitywide sustainability initiatives. The City considers designating a staff person as its bicycle/pedestrian coordinator to ensure that this objective is met and that walking is promoted. The Safe Routes to Schools program is incorporated into the pedestrian network comprehensive planning process.

Time frame: Immediate and ongoing.

Potential funding source: Capital improvements program and private investment.

15. Review city regulations to ensure that bicycling needs are addressed.

Action: The City reviews its Zoning Ordinance, including parking provisions, and subdivision regulations to ensure that the bikeway system is addressed to the same degree as other modes of transportation. As the City prepares land development regulations and design guidelines, the needs of the bikeway system are also taken into account. Interdepartmental procedures for coordinating the preparation of plans for City projects and the review of private plans for City approval are prepared to ensure that the needs of the bikeway system are addressed and the goals of creating a strong viable multimodal city supporting sustainable lifestyles is achieved.

Time frame: Midterm.

Potential funding source: No funding needed

Action: The City prepares a bikeway master plan which analyzes and prioritizes bikeway improvements consistent with the goals and objectives of this Comprehensive Plan. The City funds the bikeway plan. The money is used, when possible, in combination with other public and private sources to expand the regional bikeway network. These bikeway projects are in addition to bikeways that are constructed as part of road improvement projects and in addition to bike paths that are constructed as part of the linked park system.

Time frame: Immediate.

Potential funding source: Capital improvements program and grants.

Action: The City plans and constructs a bikeway system that includes bike paths, bike lanes, and bike routes within street rights-of-way and bike paths in the linked open space system. The bikeway system includes not only designated travel-ways but also route signs and maps, safety training and brochures, and parking. In conjunction with changes to land use patterns and regulations, the bikeway system is improved to provide an environment that promotes biking as an alternative to motorized modes of travel. The City considers designating a staff person as its bicycle/pedestrian coordinator to ensure that this objective is met and that biking is promoted.

Time frame: Immediate and ongoing.

Potential funding source: Capital improvements program, grants and private investment.

16. Search for a new location for a larger airport.

Action: The City continues to work with Horry County to study options for the long-term relocation of the airport as it outgrows the current site in the coming decades. Alternative locations provide adequate room for an airport that can serve the region, has adequate land that can affordably be developed for air-related industries, and minimizes adverse environmental and social impacts. Even without support for a regional airport serving Florence and Wilmington a larger regional airport supporting a thriving Grand Strand will likely be needed at another location in 30-40 years.

Time frame: Midterm.

Potential funding source: Horry County Department of Airports and Federal Aviation Administration (FAA) grants.

17. Improve opportunities for water transport.

Action: The City works with other transportation entities and the private sector to encourage opportunities for public transport by water, the most likely being along the Atlantic Intracoastal Waterway between Barefoot



Landing and the former Freestyle Music Park. The opportunity for public marinas on the Atlantic Intracoastal Waterway is studied. In addition opportunities for longer distance excursions on the waterway, Waccamaw River, and Pee Dee River are examined as part of the area's eco-tourism offerings.

Time frame: Midterm.

Potential funding source: Capital improvements program, grants and private investment.

18. Provide intermodal facilities while increasing the safety of the transportation system.

Action: The City works with other transportation entities to provide intermodal transportation facilities. Such facilities include: pedestrian, bike, and bus facilities in all new road projects; key stations where bus and rail lines converge; park and ride lots at key train stations and at key intersections of arterial roads; bicycle parking along with automobile parking; accommodation of bicycles on buses and trains; and pedestrian paths in parking lots.

Time frame: Immediate.

Potential funding source: Capital improvements program, Coast RTA, GSATS and grants.

Action: The City works with other transportation planning and implementing entities to ensure that the multi-modal transportation system promotes personal safety and security of property. The transportation system is designed to be as responsive as possible for emergency evacuations. The City will work to increase pedestrian, bicycle, transit, and vehicular safety and convenience by identifying and analyzing high collision locations; by making physical improvements, such as traffic calming, signal improvements, and crossing improvements; and by supporting changes to adopted regulations and code that would enhance transportation safety. Particular attention is given to the pathways and routes of Segways, mopeds, scooters, and golf carts as they use grow in use and numbers.

Time frame: Immediate.

Potential funding source: No funding needed.

19. Designate truck routes in city and times for freight deliveries in congested areas.

Action: The Planning Commission, with assistance from the Planning, Public Works and Police Departments works with state and regional transportation agencies to develop recommendations that are submitted to City Council for approval.

Time frame: Short term.

Potential funding source: Capital improvements program.

20. Search for equitable funding sources.

Action: In order to fund the transportation plans and improvements called for in this Comprehensive Plan, the City works with other transportation planning and implementing entities to make use of all appropriate funding sources. Such sources include additional motor fuel tax, additional vehicle registration and property taxes, property owner assessment programs, development impact fees, utility fees, parking fees, and public/private partnerships. Increased Federal transportation budgets also provide another potential source of money. Criteria for determining the appropriateness of the funding sources include equity, economic efficiency, administrative ease, revenue potential, political and public acceptability, and applicability.

Time frame: Immediate.

Potential funding source: Such sources include additional motor fuel tax, additional vehicle registration and property taxes, property-owner assessment programs, development impact fees, utility fees, parking fees, and public/private partnerships. Increased Federal transportation budgets also provide another potential source of money.





Priority Investment Element

The priority investment element encourages more long-term thinking and planning about capital improvements and public facility needs, how to finance them and greater intergovernmental coordination and planning of these projects. This element will help to identify and analyze likely sources of Federal, State and local funding sources for capital improvements and public facilities and to examine the future needs for capital improvements and public facilities as identified in other elements of this *Comprehensive Plan*. The purpose of this element is to help guide the capital improvements program (CIP) budgeting processes over the next ten years and beyond.

Priority Investment Findings

City of Myrtle Beach Capital Improvements Program

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

The two basic ways of financing capital improvements are pay-as-you-go (or pay-as-you-acquire), which means using current revenues or cash on hand, and pay-as-you-use, which involves leveraging debt to spread the acquisition expense over the period of time the community uses the capital asset.

Classic pay-as-you-go financing requires that communities allocate a significant portion of operating revenues to a capital improvement fund each year, and use these monies for annual capital improvements or save them until they are sufficient to pay for very large projects. Pay-as-you go financing avoids borrowing costs, but may be impractical for very large projects and for communities that have an urgent need for certain improvements. Relying exclusively on the use of pay-as-you-go financing may mean the government is assuming a savings function for its citizens. It is, in effect, saving money paid into its treasury by current citizens to pay for facilities that will be enjoyed by future citizens. Pay-as-you-use financing, on the other hand, utilizes the issuance of debt



to spread the costs of the project over the years when it is used, and attributes the cost to actual potential beneficiaries of the project.

Projects are financed by serial debt issues maturing in such a way that the retirement of the debt roughly coincides with the depreciation of the project. When the project's life expires, the debt is paid off. If the project has to be replaced, more debt may be issued and retired in the same manner. In this way, "*no one is forced to provide free goods for a future generation or to contribute toward facilities for a town in which he or she may not live, nor will new members of the community reap what they have not sown*" (J. Richard Aronson and Eli Schwartz, *Management Policies in Local Government Finance*, 2004).

The City attempts to make a reasonable and balanced use of these two options. For presentation purposes, capital improvement projects are grouped by funding mechanism. The following are typical of the funding categories generally used:

The **general pay-as-you-go** program includes as funding sources all non-current ad valorem taxes, one-time revenues and highly volatile revenues. Examples of one-time revenues may include grants and private participation or the appropriation of fund balance. Highly volatile revenue sources may consist of building permit fees, State shared revenues and interest earnings. These may be spent for any legitimate governmental purposes and are used for smaller projects with shorter useful lives.

The plan also utilizes transfers from the **Hospitality Fee fund**, a source generated by the collection of a one percent hospitality fee levied within the limits of the city and designated for a narrow range of specific uses. Money from this source is used to fund projects that generally support the community's tourism infrastructure and that may have shorter lives.

Debt Financed, or Pay-as-You-Use Programs are generated through the issuance of debt. This retirement of the debt may be supported by the City's **Full Faith and Credit**, which is its power to tax, or by pledges of non-tax revenues. This program is used to build larger, more expensive facilities with relative long useful lives. Most will have lives of 40+ years.

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. The ad valorem tax is authorized by the *SC Code § 5-7-30 and 12-43-220*, and is further regulated by the *Myrtle Beach Code of Ordinances, Section 1-5-2 and 1-5-9(b)*. 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 imposition of a building permit fee is authorized by the *SC Code § 6-10-60*. The schedule of building permit charges is established and adopted as a component of the annual budget ordinance.
- 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 transferred to the State Treasurer to be deposited in a special tourism infrastructure development fund and distributed as infrastructure development grants by the Advisory Coordinating Council for Economic Development of the Department of Commerce. These portions of the license tax are remitted to the counties or municipalities, and the State Treasurer beginning when the facility is open to the general public and ending 15 years thereafter. These funds are 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. The ***fund balance** must be maintained at reasonable levels, mainly in order to make sure that the Capital Fund has appropriate levels of working capital to fund construction and acquisition of projects that are funded by Federal or State governments on a reimbursement basis. 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 as specified in *City of Myrtle Beach Code of Laws Article 6, Section 2-265*, either by direct expenditure or by the leveraging of debt.
- In the 2009 legislative session, the SC General Assembly adopted the *Local Option Tourism Development Fee Act (SC Code § 4-10-920)* that enables cities that meet certain thresholds in terms of their concentration of tourism activity to levy a ***local option tourism development fee** of one percent on all taxable sales to be used for out-of-market advertising. In the third year and subsequent years of the levy 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 .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 in the acquisition or construction of assets that support the city's tourism economy. Most recently, this source has been used to leverage debt for the construction of the boardwalk along the ocean front between 2nd Avenue North and 14th Avenue North.
- A **purchase or transfer of development rights (TDR)** occurs when a municipality purchases the right to develop land from a property owner while the owner retains title to the property. With transfer of development rights, the local government designates receiving areas where growth can be accommodated and sending areas where growth is discouraged. Developers are allowed to purchase the ability to develop in the sending (discouraged) area and to use that development potential (increased density) in the receiving area (Ulrich and London, *Managing Residential Growth in South Carolina – A Citizen's Guide, 2008*). TDR is a valuable tool when attempting to preserve open space. According to the SC Sea Grant Extension Program's *SC NEMO Fact Sheet T#3 "TDR preserves open space by shifting development potential from one part of a town to another. This is accomplished by allowing developers to build at greater densities in one area provided they purchase development rights from another. Once the development rights to property have been sold that land cannot be developed and is preserved for open space or agriculture"*. To date the City of Myrtle Beach has not used purchase or transfer of development rights programs.
- ***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. According to the *SC Code § 31-6-30* redevelopment project means *"any buildings, improvements, including street, road and highway improvements, water, sewer and storm drainage facilities, parking facilities, tourism and recreation-related facilities, energy production or transmission infrastructure, communications technology, and public transportation infrastructure including, but not limited to, rail and airport facilities. Any project or undertaking authorized under Section 6-21-50 may also qualify as a redevelopment project under this*



chapter. All such projects are to be publicly owned. A redevelopment may be located outside of the redevelopment area provided the municipality makes specific findings of benefit to the redevelopment project area and the project area is located within the municipal limits.” According to Ulbrich and London (February 2008) in *Managing Residential Growth in South Carolina – A Citizen’s Guide*, “Tax increment financing is used primarily for commercial (and sometimes industrial) development to put the burden of financing new infrastructure needs on those who create the demand. Residential development is often but not always a part of a TIF. A TIF agreement requires the consent of all affected local governments. In a TIF, the property in the designated area is assessed prior to development, the local (usually municipal) government then puts in the necessary infrastructure, and as development occurs, the property is reassessed and all of the additional revenue from the increased property value is dedicated to paying off the infrastructure improvements. Once improvements are paid for, the property tax revenue is again distributed in the normal fashion to cities, counties and school districts.” Tax increment financing has been used numerous times to pay for capital improvement projects within redevelopment areas of the city. In July 1994 the Tax Increment Financing Plan for the Center City Redevelopment Area was adopted by ordinance to provide for public investment in specified improvements that would attract future investment in the area and reduce blighting influences and preserve conservation areas. Public investment in the Center City Redevelopment Area included revitalization of the downtown area, improved infrastructure for the Booker T. Washington neighborhood, construction of a public parking deck at the Convention Center hotel, construction of a fire station on Mr. Joe White Avenue and funding for fire apparatus, infrastructure construction and improvements at Seaboard Commons, renovations and improvements to the City Hall building, Ted C. Collins Law Enforcement Center expansion and improvements, demolition of the City Hall annex and adjacent fire station building, infrastructure construction and improvements at Broadway at the Beach, construction of Central Parkway extension (now known as Robert M. Grissom Parkway), and Myrtle Beach Convention Center expansion and improvements. In 2005 the *Myrtle Beach Air Force Base Redevelopment Project Area* was adopted by ordinance to provide for public investment in specified improvements that included streetscape and utilities, new street connections, intersection improvements, installation of parallel parking, construction of public-owned parking facilities, park enhancements and associated amenities, pond excavation and fill for pond crossing and signalization at existing and newly constructed intersections.

- ***A Municipal Improvement District** is defined by the SC Code § 5-37-20 as being any area within the city 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. According to SC Code § 5-37-20 “Improvements include open or covered malls, parkways, parks and playgrounds, recreation facilities, athletic facilities, pedestrian facilities, parking facilities, parking garages, and underground parking facilities, and facade redevelopment, the widening and dredging of existing channels, canals, and waterways used specifically for recreational or other purposes, the relocation, construction, widening, and paving of streets, roads, and bridges, including demolition of them, underground utilities, all activities authorized by Chapter 1 of Title 31 (State Housing Law), any building or other facilities for public use, any public works eligible for financing under the provisions of Section 6-21-50, services or functions which a municipality in accordance with State law may by law provide, and all things incidental to the improvements, including planning, engineering, administration, managing, promotion, marketing, and acquisition of necessary easements and land, and may include facilities for lease or use by a private person, firm, or corporation.” In 2005 Myrtle Beach City Council adopted the “*Market Common Improvement Plan Pertaining to the Market Common Municipal Improvement District*” which established approximately a 103-acre parcel of real property as the improvement district. In October 2006, the City issued approximately \$41.3 million in tax increment bonds to finance the construction and acquisition of public infrastructure such as landscaping, sidewalks, curb and gutter and other stormwater infrastructure and public parking lots and garages in connection with the development of the mixed-use complex at The Market Common. Two additional MID’s have been used in the Market Common district to fund the cost of upgrading streetlights.
- ***Impact fees** on new development are a growth management tool used to help cover some of the additional cost of providing necessary infrastructure and services. Impact fees are financial payments made to a local government by a developer funding a proportionate share of certain off-site capital improvements identified accommodating future growth. 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. An impact fee ordinance must be adopted and include the amount of impact fee due for each unit of development in a project for which an individual building permit or certificate of occupancy is issued. State regulations specify how impact fees can be charged and the purposes for which they can be used (*Hewitt Ulbrich, Public Policy and Practice, Vol. 2, No. 2, January 2003 "Funding Government in South Carolina - Fees and Charges*). The *SC Development Impact Fee Act (SC Code § 6-1-910)* stipulates that only a governmental entity with a comprehensive plan may impose a development impact fee. The amount of the development impact fee is based on actual improvement costs or reasonable estimates of the costs, supported by engineering studies. The State law permits the assessment of impact fees for a number of public facilities and includes water and wastewater, solid waste and recycling, roads, streets, and bridges, stormwater, public safety facilities, capital equipment over \$100,000, parks, libraries, and recreation facilities.

- ***Water and sewer impact fees** are used by the City of Myrtle Beach to acquire, construct and install the system 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 City participates in the ***Urban County US Housing and Urban Development (HUD) Entitlement Grant** program which is designed to assist low and moderate income residents by improving infrastructure and public services. The City of Myrtle Beach along with the City of Conway began partnering with Horry County in 2008 giving up their entitlement city status in order for Horry County to become an entitlement county. Horry County has now become 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. The City has applied for and received grants for the past 15 years from the **Community Forestry Assistance Program** administered by the SC Forestry Commission and funded through the USDA's Forest Service to improve the city's urban forestry program. Currently, the City is using the **US Environmental Protection Agency (EPA) grants** for improvements to stormwater basins; loans created by the **Clean Air Act and the American Recovery and Reinvestment Act (ARRA)** to install the stormwater collection and cleaning infrastructure under the boardwalk; and various other Federal grants for stormwater improvements and the purchase of property for an eventual Convention Center expansion. The City of Myrtle Beach is the largest city in the Grand Strand Area Transportation Study (GSATS) Metropolitan Planning Organization (MPO). Federal grant funding for local transportation programs, including transit, roads, enhancement projects, maintenance and planning are budgeted based upon the Long Range Transportation Plan (LRTP), the Transportation Improvement Program (TIP) and the Unified Planning Work Program (UPWP) for the GSATS MPO.
- **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.
- ***Overlay zoning districts**, authorized by *SC Code § 6-29-720(c)(5)*, are a set of secondary regulations that apply on top of the base or underlying zoning district and the standards of both apply to developments proposed in the two zones, unless base district regulations are preempted by the overlay regulations. Overlay zones address special situations and conditions that require the additional regulations to protect or maintain areas that are unique or special. Broadway at the Beach is an example of an overlay zone used by the City of Myrtle Beach.

Intergovernmental Coordination



The *Priority Investment Act* (SC Code § 6-29-510(D)(9)) requires local governments to identify adjacent and relevant jurisdictions and agencies important to the planning process for developing the *Comprehensive Plan*. This comprehensive planning rewrite process has involved a number of governmental agencies, utilities, and non-profit organizations since the planning began back in 2008. Throughout the stages and processes of writing the *City of Myrtle Beach Comprehensive Plan* the Planning Department staff has met with citizens, business owners, and focus groups. In addition Planning Commission members and Planning Department staff organized and staffed committees from April – December 2008 designed to address specific elements in this *Comprehensive Plan* with representatives from various agencies, jurisdictions, businesses and organizations.

The City has notified the SC Department of Health and Environmental Control's Ocean and Coastal Resource Management, SC Department of Transportation, Waccamaw Regional Council of Governments, Horry County, City of North Myrtle Beach, Town of Atlantic Beach, Town of Surfside Beach, City of Conway, Time Warner Cable, Frontier Communications (formerly Verizon), Horry Telephone Company, Horry Electric Cooperative, Santee Cooper, SC Electric and Gas Company, Grand Strand Water and Sewer Authority, Horry County Solid Waste Authority, Horry County Schools, Coastal Carolina University and Horry-Georgetown Technical College to provide an opportunity for them to submit comments regarding the plan.

10-Year Capital Improvements Plan

The *Comprehensive Plan* is the long range planning document for the City of Myrtle Beach. 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 over a 10 year planning period. In accordance with State law, the proposed CIP for each fiscal year is developed by staff with input from various City, County, State and Federal departments, other elements of the *Comprehensive Plan*, Planning Commission and City Council, residents and business owners, and feedback during the intergovernmental coordination process. The Planning Commission recommends the proposed CIP to City Council for adoption. Projects contained in the City's CIP address building expansion and improvements, parks and recreation facilities expansion and improvements, roads, sidewalks, wayfinding system and street signage, stormwater improvements and master plans.

Some examples of the CIP projects that have been completed in the past ten years include:

- Sidewalk projects
 - Nance Street (Mr. Joe White Avenue to Canal Street)
 - 44th Avenue North (Little River Road to Robert M. Grissom Parkway)
 - Pridgen Road (Highway 15 to 17th Avenue South)
 - Osceola Street (Mr. Joe White Avenue to 21st Avenue North)
 - Pine Lake Drive (44th Avenue North to 48th Avenue North)
 - 44th Avenue North (Pine Lake Drive to Little River Road)
 - 76th Avenue North (West end toward Highway 17 bypass)
 - 17th Avenue South (Highway 15 to Kings Highway)
 - East Coast Greenway (Kings Highway from 27th Avenue South to south side of Seagate Village then along southern property line of Seagate Village to Coventry Boulevard)
- Drainage projects
 - Bent Oak Estates (General neighborhood wide improvements)
 - Louise Drive/Pine Lakes area (Construct outfall pipe to and along Highway 17)
 - Ocala Street ditch piping
 - 16th Avenue North area landward improvements associated with ocean outfall at 14th Avenue North
 - Beach pipe removals and outfall pipes at 25th Avenue South, 14th Avenue North and Deep Head Swash at 52nd Avenue North
- Road projects
 - Oak Forest connector (Roadway, sidewalk and drainage improvements)
 - Pine Island Road (Drainage, curb and gutter and sidewalk)
 - Addition of Meyers Avenue
- Major projects:
 - Recreation facility renovations
 - Police Academy Annex in the Market Common district



- Ocean Boulevard underground burial of utility lines from Kings Highway to 6th Avenue South and 9th Avenue North to 30th Avenue North
- Six fire stations added
- Robert M. Grissom Parkway median enhancement

The projects in the 10 year CIP represent the best efforts of the City departments, with input from various sources as mentioned above, to identify and prioritize capital needs and to address existing deficiencies and future needs. The inclusion of projects in the 10 year CIP, however; does not guarantee approval of the items or their priorities. Further analysis, prioritization, and review of projects occur prior to the actual implementation of the capital projects.

Appendix L includes a “wish list” of capital improvement projects for the City of Myrtle Beach based on the objectives in this Comprehensive Plan, recommendations from the Population and Economic Committee, Natural Resources and Cultural Resources Committee, Cultural Arts Advisory Committee, Housing and Neighborhoods Committee, Transportation and Land use Committee, Tourism Committee, residential and business community focus groups, interviews with department heads, the current Capital Improvements Plan (CIP) and coordination with other jurisdictions and agencies such as GSATS, Waccamaw Council of Governments, Horry County, SCDOT, North Myrtle Beach, Surfside Beach, and Coastal Carolina University.

Priority Investment Goal

The priority investment element will encourage more long-term thinking and planning about capital improvements and facility needs, their funding sources and greater intergovernmental coordination and planning of these projects based on the best available sustainable practices. Capital improvements will also balance the socio-economic needs of residents, business owners, and visitors and will create an environment where all can live, work, and play with pride and pleasure.

Priority Investment Objectives and Strategies

1. Create a facility plan to address design, location and financing.
Action: The City Manager’s Office, with assistance from the City departments, will create a facility plan including an inventory of existing facilities and properties owned by the City of Myrtle Beach, a forecast of future needs, proposed location and capacities of the buildings and properties, and a 10 year capital improvements plan for financing with identified funding sources. The priority investment element will be reassessed if funding levels fall short of meeting the existing and future needs.
Time frame: Immediate and ongoing.
Potential funding source: Capital improvements program.
2. Review recommendations from the various elements of this *Comprehensive Plan*, other adopted plans and initiatives, City staff, Planning Commission and City Council to develop a list of projects for the 10 year capital improvements program (CIP).
Action: The Office of Budget and Evaluation and Planning Department, with assistance from other City departments, will update the list of capital improvements based on the needs identified in the Comprehensive Plan, other adopted plans and initiatives, those facilities that should be repaired or replaced and recommendations from the public, City staff, Planning Commission and City Council.
Time frame: Immediate and ongoing.
Potential funding source: No additional funding needed.
3. Forecast Federal, State, and local funds available for public infrastructure and facilities into the 10 year planning horizon.
Action: The City Manager’s Office will work with the Office of Budget and Evaluation, Finance Department and other City departments utilizing department interviews, available financial documents including the Capital Improvements Plan and budget documents to analyze available financial resources and forecast Federal, State and local funds available for public infrastructure and facilities that will be used in the Capital Improvements Plan (CIP) over a 10 year planning horizon.
Time frame: Immediate and ongoing.



Potential funding source: No funding needed.

4. Create an ongoing intergovernmental communication and coordination partnership with adjacent municipalities, Horry County, Horry County Schools, Waccamaw COG, Coast RTA, SCDOT, DHEC, utilities and other relevant agencies to maintain and further the goal of becoming a sustainable community.

Action: The City Manager's Office, with the assistance of City departments, will create a list of all relevant agencies including neighboring jurisdictions and provide them with written notification and an opportunity to comment on recommended public infrastructure and facility candidate projects.

Time frame: Immediate and ongoing.

Potential funding source: No additional funding needed.





“Like pieces of a puzzle, the elements of the *Comprehensive Plan* will be brought together to form a complete picture”
 – City of Myrtle Beach Planning Commission Chair Don Shanks, 2010

Implementation Element

Implementation Background

Legal Requirements

The *South Carolina Local Government Planning Enabling Act of 1994* provides direction for development and implementation of the *Comprehensive Plan*. *Guidelines addressed in SC Code can be found in Appendix M.*

The *Comprehensive Plan* serves many purposes. It is an analysis of the current state of the city and a "vision" of where the city desires to be in the future. The *Plan* is an internal policy document guiding local decision-making. This *Comprehensive Plan* is intended for use on the desks of City officials and citizens. A strategy is identified and discussed to identify means of achieving the goals. The *Plan* serves as a statement of intent for neighboring jurisdictions, developers, and similarly interested parties so that they may be aware of Myrtle Beach's concerns. It will also help to coordinate the City's *Comprehensive Plan* with the comprehensive plans of surrounding jurisdictions. One of the fundamental challenges of the *Comprehensive Plan* is the constant reminder that all issues are interrelated. Land-use planning, environmental stewardship, infrastructure, and adequate public facilities provisions are all affected by each other. When making decisions on any one issue, the indirect impact on other concerns must be weighed.

The purpose of this element is to reiterate strategies for the implementation of various goals, objectives, and actions established in the *Comprehensive Plan*. An implementation strategy is necessary to ensure that the *Comprehensive Plan* is used by community leaders as a guide to decision-making.

The *2009 Comprehensive Plan for the City of Myrtle Beach* is a compilation of public, elected and appointed officials, staff and intergovernmental input; focus group meetings, committee work, socioeconomic data, current conditions analysis, and recommended objectives and actions. The objectives and actions are tied to a set of goals for the following elements: population, economic development, natural resources, cultural resources, community facilities and services, tourism, housing, neighborhoods, land use, transportation, and priority investment.

This long range planning document provides a blueprint for the City's elected and appointed leadership and staff to guide growth and development on a day-to-day basis for the next twenty years. Part of the direction for implementing the *Comprehensive Plan* is from SC's comprehensive planning legislation.

Additional items are identified here because they are extremely important in ensuring the successful implementation of the *Comprehensive Plan*. The *Comprehensive Plan* is intended to be a "living document" with flexibility allowing for further improvements as we refine individual projects and obtain new information. As conditions in the area change, so too should the recommendations in this *Comprehensive Plan*. The *Comprehensive Plan* does not provide all the answers, no plan could. It is equally important, however, that the goals, objectives and actions contained in this *Comprehensive Plan* become City policy, and that decisions made by the community are consistent with the intent of the *Plan*. In reading and using this *Comprehensive Plan*, it is also important to understand that the *Plan* does not predict the future, although it does look ahead and express the City's goals for the future. The *Comprehensive Plan* sets the direction and goals for the community and



recommends in a general way how these can be accomplished. In contrast, the *Myrtle Beach Code of Laws* and the *Zoning Ordinance* are detailed documents that translate the goals into law. A *Comprehensive Plan* is an important first step but to have effect its recommendations must be translated into zoning laws, budget allocations, public investments, and other actions that have the force of law. Implementing programs need to be developed to achieve the intent of the *Comprehensive Plan*. These programs can take many forms. The City presently has several land use control mechanisms such as zoning that control land use activities to assure compliance with the *Comprehensive Plan*. The relationship between the *Comprehensive Plan* and implementing devices is important to understand. The *Comprehensive Plan* and *Zoning Ordinance* have often been confused and their various roles misunderstood. Zoning is a mechanism for accomplishing the recommendations described in the *Comprehensive Plan* through directing and controlling specific uses of property. Building codes are adopted by the City and State to assure safety standards for structures. The construction of buildings that meet minimum safety standards is consistent with the overall goals of the *Comprehensive Plan* to create a safe, desirable and sustainable community in which to live, work and visit. Positive mechanisms to achieve the goals of the *Comprehensive Plan* are tax incentives that may be applied to the use of individual properties. Such incentives for open space and other public improvements are available with the express intent of providing amenities for the public. Federal and State monetary grants are available to assist certain people to achieve a minimum standard of living. Programs such as housing rehabilitation provide assistance to low income residences to correct substandard and inadequate housing conditions. Other grant programs offer assistance for sewer and water projects, land use planning and other programs. Coordinating grant requirements with the *Comprehensive Plan* directives is a positive tool for accomplishing the intent of the *Plan*.

Intergovernmental coordination is one of the more critical implementation programs. The City coordinates and cooperates with neighboring municipalities, Horry County, regional, State, and Federal government agencies to meet the goals of the *Comprehensive Plan*.

Implementation Findings

The implementation element addresses the implications of implementation, gives an interpretation of the *Plan*, offers methods of implementation, lists other plans that are adopted by reference, and explains how amendments to the *Comprehensive Plan* are made.

Implications of Implementation

Implementation of the *Comprehensive Plan* will have a variety of social, environmental and economic implications for individuals, businesses, visitors, City government, and the community at-large as Myrtle Beach strives to become a sustainable community. This *Comprehensive Plan* has been developed with consideration given to these implications.

Methods of Implementation

In order for the *2009 Comprehensive Plan for the City of Myrtle Beach* to be effective and successful in shaping Myrtle Beach's future, the *Plan's* policies, actions and land use plans need to be implemented through a variety of means, including:

- Following *SC Code § 6-29-540*;
- Following the recommended objectives and actions in each element of the *Plan*;
- Following the housing implementation program, which consists of the goals, strategies and actions included in Housing Element;
- Using the City of Myrtle Beach 10-Year Proposed Capital Improvements Program (CIP) to prioritize capital expenditures;
- Allocating resources through the annual budget process;
- Working with community residents, businesses, and organizations. Most of the resources and initiative needed to bring the community vision to reality can be a partnership between the City, other jurisdictions, and the private sector;
- Implementing the recommendations of the many plans that work together with the *Comprehensive Plan*, including, but not limited to the *Parks and Recreation Master Plan*, the *GSATS Long Range Transportation Plan*, the *GSATS Transportation Improvement Plan*, the *Stormwater Management Plan*, the *Floodplain Management and Hazard Mitigation Plan*; the *Community Tree Planting Plan for the City of*



Myrtle Beach; the Myrtle Beach Housing and Community Development Consolidated Plan 2005-2010; and the Beach Management Plan of the City of Myrtle Beach.

- Enforcing the *Myrtle Beach Code of Ordinances*, which includes the *Zoning Ordinance*;
- Following the *Plan* during day-to-day operations;
- Regularly evaluating implementation progress;
- Presenting annual status report at the annual State of the City town hall meeting and City Council budget retreat; and,
- Adjusting plans and programs to take into consideration changing circumstances.

To monitor how this *Comprehensive Plan* is actually implemented; the Comprehensive Plan Implementation Committee, with representation from every City department, will be established to oversee the implementation of the *Plan*. The committee is staffed by the Planning Department in consultation with the City Manager's office and the Office of Budget and Evaluation.

The Comprehensive Plan Implementation Committee prepares a yearly report following the adoption of the *Plan*, in which the status of implementation activities are summarized for the Planning Commission and City Council and presented at an annual State of the City town hall meeting and budget retreat. This occurs for each goal, objective and action. The report summarizes activities that have occurred during the previous 12 months, including a measurable indication of success in fulfilling the intent of the strategy, and includes a recommendation for additional future activities to continue or complete implementation of the particular action.

Conformity with SC Code § 6-29-540

- **Private Projects** – Under the provisions of the *Local Comprehensive Planning Act*, the *Comprehensive Plan* guides development and redevelopment activities within the city. It is the City's expectation that private development that requires approval under the *Zoning Ordinance*, *land development ordinance*, or other development regulations must be consistent with this *Comprehensive Plan*. If such projects are not consistent with this *Plan*, then the Planning Commission may entertain a review and amendment of the *Plan*, in accordance with the amendment process outlined below.
- **City Projects** – Consistent with the provisions of the *SC Code of Laws*, all city-sponsored projects involving development and redevelopment are to be designed in a way to be consistent with the City's *Comprehensive Plan*. To make sure that City projects are planned from the outset to ensure compatibility, the City establishes an interdepartmental mechanism that includes consideration of the *Comprehensive Plan* and the community facilities and services master plan as projects are initiated. When appropriate, the Planning Commission may be asked to provide advice on how projects might be designed to implement the *Comprehensive Plan*.
- **Public Projects** - Under the provisions of *SC Code § 6-29-540*, no new street, structure, utility, square, park, or other public way, grounds or open space or public buildings for any use, whether publicly or privately owned, may be constructed or authorized in the City until the location, character, and extent of it have been submitted to the Planning Commission for review and comment as to the compatibility of the proposal with the *Comprehensive Plan*.

In the event the Planning Commission finds the proposal to be in conflict with this *Plan*, the Planning Commission shall transmit its findings and the particulars of the nonconformity to the entity proposing the facility. If the entity proposing the facility is determined to go forward with the project which conflicts with the *Plan*, the governing or policy making body of the entity shall publicly state its intention to proceed and the reasons for the action.

A copy of this finding must be sent to the City Council and the Planning Commission, and published as a public notice in a newspaper of general circulation in the City at least 30 days prior to awarding a contract or beginning construction.

Telephone, sewer and gas utilities, or electric suppliers, utilities, and providers, whether publicly or privately owned are exempt from these provisions if the City Council, State regulatory agency, or Federal regulatory agency has approved their plans. Electric suppliers, utilities, and providers operating according to *Chapter 27*



or *Chapter 31 of Title 58* or *Chapter 49 of Title 33* are also exempt from these provisions. These utilities must submit construction information to the Planning Commission as per *SC Code § 6-29-540*.

Other Plans Adopted by Reference

The following plans are incorporated into the *Comprehensive Plan*:

1. *Beach Management Plan of the City of Myrtle Beach*, prepared for the Myrtle Beach Planning Commission, dated May 1992.
2. *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*).
3. *Pavilion Area Master Plan* with the exception of the reference to selling city-owned oceanfront property prepared for the Myrtle Beach City Council, dated January 1998.
4. *Community Tree Planting Plan for Myrtle Beach, South Carolina* prepared for the Myrtle Beach City Council, dated July 1998.
5. *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.
6. *Community Tree Planting Plan for Myrtle Beach, South Carolina – 2nd Edition* prepared for the Myrtle Beach City Council, dated September 2001.
7. *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.
8. *The Floodplain Management and Hazard Mitigation Plan*, prepared for the Myrtle Beach City Council, adopted September 28, 2004.
9. *Myrtle Beach Housing and Community Development Consolidated Plan 2005-2010* prepared by the Myrtle Beach Planning Department, dated June 2005.
10. *Withers Swash District Plan, Myrtle Beach, South Carolina* prepared for the City of Myrtle Beach, dated March 2010.

Amendments

The Planning Commission may, of its own accord or at the request of the Comprehensive Plan Implementation Committee, an individual or organization, entertain an amendment to or undertake a review of the portions of the *Comprehensive Plan*. In considering either of these actions, the Planning Commission may review, and may recommend by reference, plans prepared by other agencies that the Planning Commission considers to meet the requirements of the *Local Comprehensive Planning Act*.

The Planning Commission may consider amendments to this *Comprehensive Plan*, which are then submitted to City Council for their consideration. Such amendments, if favorably received by City Council, are then adopted by ordinance. It is understood that the *Comprehensive Plan* must be updated from time to time in order for it to remain a useful policy document; however, amendments must be taken with due consideration and public participation to ensure that consensus developed for the *Comprehensive Plan* is maintained. In reviewing amendments, the Planning Commission and City Council determine that at least one of the following situations has occurred:

- More specific guidance is needed, or inconsistencies need to be resolved.
- Social, economic, and environmental circumstances have changed.
- New planning or implementation techniques have been identified.
- New partnerships to provide additional information or to guide implementation have been identified.

Periodic Review

As part of establishing its annual work program, the Comprehensive Plan Implementation Committee reviews the *Comprehensive Plan* to determine if it is timely to review and revise any elements. Recommendations are made to the Planning Commission for consideration. For example, State or Federal mandates for planning activities may have a schedule requiring periodic review. Also, new information may become available, such as the results of the 2010 US Census, which makes it appropriate to revisit a section of the *Plan*. It is expected that the



Planning Commission may decide to review one or more elements every year, so that the entire *Plan* has undergone a review and been updated at least once every ten years. At a minimum, the Planning Commission undertakes a five-year review required by the *Local Comprehensive Planning Act*. Any revisions that the Planning Commission believes to be appropriate are sent to City Council for consideration and, if favorably received, adopted by ordinance.

Process for Revisions and Amendments

As provided in *SC Code § 6-29-520*, recommendation of any amendment or revision to the *Comprehensive Plan* must be by resolution of the Planning Commission, carried by the affirmative vote of at least a majority of the entire membership. The resolution must refer expressly to maps and other descriptive matter that constitutes the recommended amendment or revision, and the action taken must be recorded in the Planning Commission's official minutes. A copy of the recommended amendment must be transferred to City Council and to all other legislative and administrative agencies after not less than 30 days' notice of the time and place of the hearing has been given in a newspaper of general circulation in the city. In the process to amend or revise the *Comprehensive Plan*, the Planning Commission and City Council actively seek participation by the public and appropriate local, regional, State, and Federal entities.



Appendix A - Introduction

Comprehensive Plan Legislative History		
Adoption Date	Ordinance/ Resolution Number	Nature of Amendments
April 1970		<i>Myrtle Beach, SC Comprehensive Development Plan</i> prepared by the State Planning and Grants Division
11/4/1980	Resolution	Adopting revised <i>Comprehensive Plan</i> prepared by LBC&W Consultants
5/26/1992	Resolution	Adopting the <i>Beach Management Plan</i> as a component of the 1980 <i>Comprehensive Plan</i>
3/23/1993	Resolution	Approving the <i>Plan for the Air Base Planning Area</i> as an amendment to the <i>Comprehensive Plan</i>
4/13/1993	Resolution	Approving the <i>General Redevelopment Plan for the Air Base Planning Area</i> dated April, 1993
8/13/1996	Resolution	Endorsing the <i>It's Time</i> visioning process as a means of updating the <i>Comprehensive Plan</i>
8/27/1996	Ordinance No. 960827-81	Amending the <i>Plan for the Air Base Planning Area</i>
6/16/1998	Resolution	Recommending incorporation of the <i>Urban Village Redevelopment Master Plan</i> as an amendment to the <i>Plan for the Air Base Planning Area</i>
7/28/1998	Ordinance No. 980728-39	Incorporating the <i>Urban Village Redevelopment Master Plan</i> as an amendment to the <i>Plan for the Air Base Planning Area</i>
2/16/1999	Resolution	Recommending adoption of the <i>Comprehensive Plan Update</i> for the City of Myrtle Beach, South Carolina, signed by Planning Commission
4/13/1999	Ordinance No. 990413-13	Adopting an updated <i>Comprehensive Plan</i>
8/2000	Resolution	Recommending adoption of the amended <i>Comprehensive Plan</i> , signed by the Planning Commission
9/12/2000	Ordinance No. 2000-46	Adopting amended <i>Comprehensive Plan</i>
9/12/2000	Adopted by Reference In 1999 Comprehensive Plan	<i>Beach Management Plan of the City of Myrtle Beach</i> prepared for the Myrtle Beach Planning Commission – dated May 1992
9/12/2000	Adopted by Reference in 1999 Comprehensive Plan	The <i>Consolidated Plan of Housing and Community Development for Myrtle Beach</i> , prepared by the Myrtle Beach Planning Department, dated June 1995.
9/12/2000	Adopted by Reference in 1999 Comprehensive Plan	<i>The Floodplain Management and Hazard Mitigation Plan</i> , prepared for the Myrtle Beach City Council, adopted April 28, 1998.
9/12/2000	Adopted by Reference in 1999 Comprehensive Plan	<i>Pavilion Area Master Plan</i> with the exception of the reference to selling City-owned oceanfront property prepared for the Myrtle Beach City Council, dated January 1998.
9/12/2000	Adopted by Reference in 1999 Comprehensive Plan	<i>Community Tree Planting Plan for Myrtle Beach, South Carolina</i> prepared for the Myrtle Beach City Council, dated July 1998.

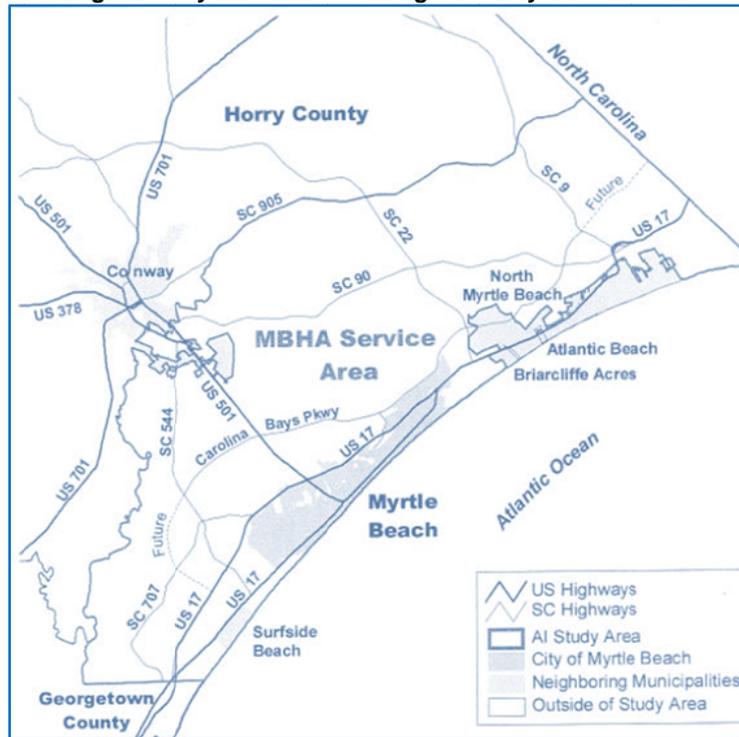


Comprehensive Plan Legislative History		
Adoption Date	Ordinance/ Resolution Number	Nature of Amendments
9/12/2000	Adopted by Reference in 1999 Comprehensive Plan	<i>Supplement to the Community Tree Planting Plan for Myrtle Beach, South Carolina - USDA Forest Service Fact Sheets for Recommended Tree Species</i> prepared for the Myrtle Beach City Council, dated July 1998.
1/2004	Resolution	Resolution recommending amendment to <i>Comprehensive Plan</i> including <i>Neighborhoods Development Plan for Planning Area 3</i> and <i>Mr. Joe White Avenue Corridor Development Design Guidelines</i>
6/8/2004	Ordinance No. 2004-14	Including <i>Neighborhoods Development Plan for Planning Area 3</i> and <i>Mr. Joe White Avenue Corridor Development Design Guidelines</i>
6/8/2004	Ordinance No. 2004-42	Including a Cultural Resources Element - Arts Subelement <i>City of Myrtle Beach Cultural Arts Plan</i> , prepared for the Myrtle Beach City Council, dated May 22, 2001.
12/14/2004	Resolution No. 2004-57	Recommending future amendment to the <i>Comprehensive Plan</i> for The <i>Market Common Redevelopment Master Plan</i> to replace the <i>Urban Village Redevelopment Master Plan</i>
9/2005	Resolution	Resolution recommending adoption of the amended <i>Comprehensive Plan</i> to include <i>Working to Improve Neighborhoods (WIN)</i> changes to the neighborhoods element
3/2006	Ordinance No. 2006-23	Amending the <i>Comprehensive Plan</i> to include <i>Working to Improve Neighborhoods (WIN)</i> changes
2006	Adopted by Reference in 2006 Updated Comprehensive Plan	<i>Community Tree Planting Plan for Myrtle Beach, South Carolina – 2nd Edition</i> prepared for the Myrtle Beach City Council, dated September 2001.
2006	Adopted by Reference in 2006 Updated Comprehensive Plan	<i>The Floodplain Management and Hazard Mitigation Plan</i> , prepared for the Myrtle Beach City Council, adopted September 28, 2004.
2006	Adopted by Reference in 2006 Updated Comprehensive Plan	<i>Myrtle Beach Housing and Community Development Consolidated Plan 2005-2010</i> prepared by the Myrtle Beach Planning Department, dated June 2005.
1/8/2008	Ordinance No. 2007-60	Incorporating the <i>Canal/Nance Neighborhood Revitalization Study and Plan</i>



Appendix B - Population

Figure 1: Myrtle Beach Housing Authority Service Area



Source: *Myrtle Beach Housing and Community Development Consolidated Plan 2005-2010*



Figure 2: Annexations to the City of Myrtle Beach

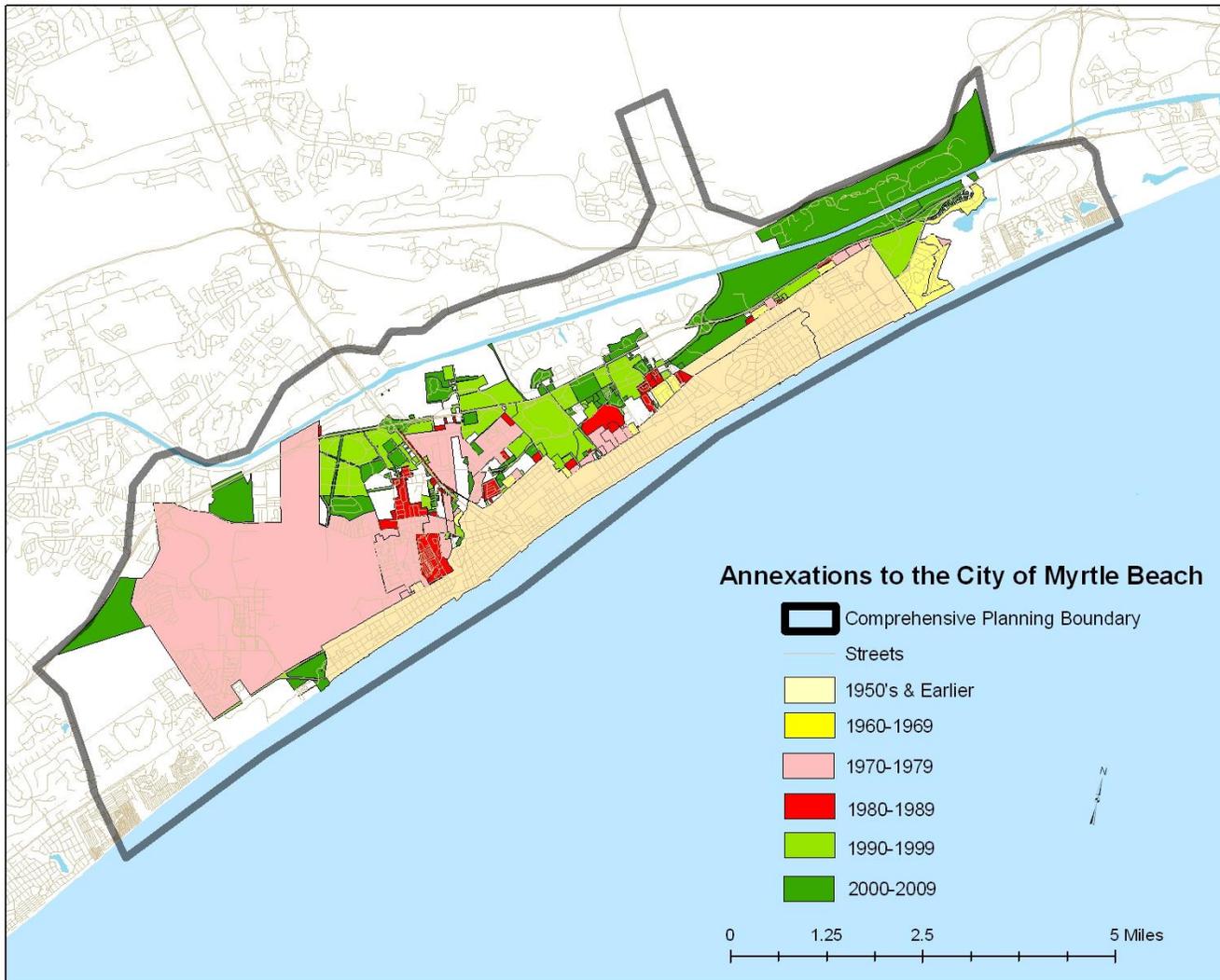


Table 1: Population Comparisons

	1980	1990	2000	2005-2007 Estimate	2008 Estimate	2010 Projection (using SC Statistical Abstract)	2015 Projection (using SC Statistical Abstract)	2020 Projection (using SC Statistical Abstract)	2030 Projection (using SC Statistical Abstract)
City of Myrtle Beach	18,737	24,848	22,759	24,205	30,596	30,714	33,691	36,669	42,557
Horry County	101,419	144,053	196,629	239,419	257,380	265,360	291,080	316,810	367,680
SC	3,121,820	3,486,703	4,012,012	4,330,933	4,479,800	4,549,150	4,784,700	5,020,400	5,488,460
Horry County Rate of Growth (based on previous decade)		42%	36.5%	21.8%	30.9%	35%	9.7%	8.8%	16.1%

Source: US Census Bureau and the SC Statistical Abstract

Table 2: Age Distribution, 2000

Age	Myrtle Beach		MB Planning Area		Horry County		South Carolina	
	#	%	#	%	#	%	#	%
Total	22,759	100%	39,103	100%	196,629	100%	4,012,012	100%
17 yrs & under	4,095	18%	6,832	17.47%	41,929	21.3%	1,009,641	25.2%
18 to 24	2,502	11%	3,768	9.64%	18,421	9.4%	407,851	10.2%
25 to 44	7,637	33.6%	12,297	31.5%	57,623	29.3%	1,185,955	29.6%
45 to 64	5,112	22.5%	9,638	24.7%	49,186	25%	923,232	23%
65 yrs & over	3,413	15%	6,568	16.8%	29,470	15%	485,333	12.1%

Source: US Census Bureau, 2000 and Myrtle Beach Housing and Community Development Consolidated Plan 2005-2010

Table 3: Median Age Comparisons, 2000

Jurisdiction	1990	2000
Myrtle Beach	31.3	36.9
Horry County	33.8	38.3
South Carolina	32.0	35.4

Source: US Census Bureau, 2000

Table 4: Comparisons of Racial Composition, 2000

Race	Myrtle Beach		MB Planning Area		Horry County		South Carolina	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total	22,759	100.0%	39,103	100.0%	196,629	100.0%	4,012,012	100.0%
White	18,472	81.2%	33,148	84.77%	159,363	81.0%	2,695,560	67.2%
Black	2,903	12.7%	3,830	9.79%	30,468	15.5%	1,185,216	29.5%
Hispanic*	1,062	4.7%	1,444	3.69%	5,057	2.6%	95,076	2.4%
Other	1,384	6.08%	681	1.74%	6,798	3.46%	36,160	0.90%

*Hispanic is an ethnic category in the US Census; therefore persons of Hispanic origin may be of any race
 Source: US Census Bureau, 2000 and the Myrtle Beach Housing and Community Development Consolidated Plan for 2005-2010

Table 5: Changes in Racial Composition, 2000



Race	Myrtle Beach			Horry County		
	1990	2000	Change	1990	2000	Change
Total	24,848	22,759	-2,089	144,053	196,629	52,576
White	20,801	18,472	-2,329	117,098	159,363	42,265
Black	3,499	2,903	-596	25,160	30,468	5,308
Hispanic*	382	1,062	680	1,259	5,057	3,798
Other	548	1,384	836	1,795	6,798	5,003

*Hispanic is an ethnic category in the US Census; therefore persons of Hispanic origin may be of any race.
Source: US Census Bureau 2000 and the *Myrtle Beach Housing and Community Development Consolidated Plan for 2005-2010*

Table 6: Place of Birth, 2000

Place of Birth	Myrtle Beach		Horry County		South Carolina	
	Number	Percent	Number	Percent	Number	Percent
Total	22,607	100%	196,629	100%	4,012,012	100%
Native to US	20,703	91.6%	188,823	96%	3,896,034	97.1%
<i>South Carolina</i>	7,911	38.2%	89,197	47.2%	2,568,954	65.9%
<i>Different State</i>	12,488	60.3%	97,812	51.8%	1,293,518	33.2%
<i>Outside of US</i>	294	1.4%	1,814	1%	33,562	0.9%
Foreign Born	1,904	9.2%	7,806	4%	115,978	2.9%

Source: US Census Bureau 2000 and the *Myrtle Beach Housing and Community Development Consolidated Plan for 2005-2010*

Table 7: Educational Attainment for Persons 25 and Older, 2000

Educational Attainment	City of Myrtle Beach		Horry County	
	Number	Percent	Number	Percent
All persons 25 years and over	136,551	100%	15,940	100%
Less than 9th Grade	7,642	5.6%	649	4.1%
9th to 12th grade, No Diploma	18,101	13.3%	1,745	10.9%
High School Graduates (includes equivalency)	43,963	32.2%	4,818	30.2%
Some College, No Degree	31,748	23.2%	3,911	24.5%
College Graduate - Associate Degree	9,533	7%	1,170	7.3%
College Graduate - Bachelors Degree	17,484	12.8%	2,515	15.8%
Graduate or Professional Degree	8,080	5.9%	1,132	7.1%

Source: US Census Bureau, 2000

Table 8: Household Income and Benefits (In 2007 Inflation-Adjusted Dollars)

Household Income	Myrtle Beach	Horry County	South Carolina
Total Households	11,345	105,192	1,664,561
Less than \$10,000	8.4%	8%	9.7%
\$10,000 to \$14,999	10.2%	6.9%	6.7%
\$15,000 to \$24,999	15.3%	12.8%	12.9%
\$25,000 to \$34,999	15.7%	12.9%	12.4%
\$35,000 to \$49,999	19.1%	18.5%	15.6%
\$50,000 to \$74,999	12.3%	19.5%	18.6%
\$75,000 to \$99,999	7.5%	10.4%	11%



Household Income	Myrtle Beach	Horry County	South Carolina
\$100,000 to \$149,999	6.8%	7.4%	8.5%
\$150,000 to \$199,999	1.8%	1.8%	2.4%
\$200,000 or more	2.8%	1.8%	2.2%

Source: American Community Survey 2005-2007

Table 9: Household Type and Characteristics, 2000

Household Type	Myrtle Beach		Horry County	
	Number	Percent	Number	Percent
Total households	10,413	100%	81,800	100%
Family households (families)	5,410	52%	54,515	66.6%
Female head of household, no husband present	1,156	11.1%	9,418	11.5%
Non-family households	5,003	48%	27,285	33.4%
Head of household living alone	3,553	34.1%	21,075	25.8%
Head of household living alone: 65 yrs & over	1,083	10.4%	6,984	8.5%
Households with individuals under 18 yrs	2,372	22.8%	24,156	29.5%
Households with individuals 65 yrs & over	2,504	24%	20,745	25.4%
Average household size	2.16		2.37	
Average family size	2.79		2.84	

Source: US Census Bureau, 2000

Table 10: Homeless Families*, Adults, and Unaccompanied Youth - 2009

Location	Families		Single Adults		Unaccompanied Youth		Singles With Unknown Date of Birth	Total
	Number of Families	Number in Family	Male	Female	Male	Female		
<i>Horry County</i>	106	205	440	202	11	14	19	891
Charleston County	22	65	238	58	0	1	3	366
Beaufort County	2	6	9	2	0	0	0	17
Greenville County	64	196	351	105	0	0	18	670
Richland County	45	126	566	133	0	1	21	847
<i>State Total</i>	<i>470</i>	<i>1,285</i>	<i>2,271</i>	<i>852</i>	<i>21</i>	<i>21</i>	<i>194</i>	<i>4644</i>

*HUD defines a family as one or more adults accompanied by a least one child under the age of 18

Source: SC Council on Homelessness Website, http://www.schomeless.org/scch_2009.php

Table 11: 2009 Homeless Count Shelter Type

Location	Shelter Type			Total
	Emergency Shelter	Transitional Housing	Unsheltered	
<i>Horry County</i>	208	174	511	893
Charleston County	153	168	45	366
Beaufort County	0	6	11	17
Greenville County	280	276	114	670
Richland County	332	205	316	853
<i>State Total</i>	<i>1,605</i>	<i>1,544</i>	<i>1,515</i>	<i>4,664</i>

Source: SC Council on Homelessness Website, http://www.schomeless.org/scch_2009.php



Appendix C- Economic Development

Table 1: Industry Employment: Horry County and SC, 2007

Table 1. Industry Employment: Horry County and South Carolina, 2007					
Horry County			South Carolina		
Industry	Job Count	Percent of Total Jobs	Industry	Job Count	Percent of Total Jobs
Total, All Industries	154,017		Total, All Industries	2,507,978	
Accommodation and food services	29,637	19.2	Government	393,617	15.7
Retail trade	23,140	15.0	Retail trade	291,578	11.6
Construction	16,076	10.4	Manufacturing	257,267	10.3
Government	14,819	9.6	Accommodation and food services	202,684	8.1
Real estate and rental and leasing	13,225	8.6	Construction	188,747	7.5
Health care and social assistance	8,693	5.6	Health care and social assistance	185,106	7.4
Administrative and waste services	8,667	5.6	Administrative and waste services	179,508	7.2
Other services	7,718	5.0	Other services	143,891	5.7
Arts, entertainment, and recreation	6,385	4.1	Real estate and rental and leasing	120,096	4.8
Finance and insurance	5,160	3.4	Professional, scientific, and technical services	115,027	4.6
Professional, scientific, and technical services	5,144	3.3	Finance and insurance	93,279	3.7
Manufacturing	4,454	2.9	Wholesale trade	79,450	3.2
Wholesale trade	3,205	2.1	Transportation and warehousing	69,465	2.8
Transportation and warehousing	2,058	1.3	Arts, entertainment, and recreation	44,414	1.8
Information	1,909	1.2	Educational services	34,499	1.4

Source: Coastal Carolina University's BB&T Center for Economic Development, Schunk 2009

Table 2: Myrtle Beach Employment by Industry for 2002 and 2006

Table 2. Industry Employment in Myrtle Beach: 2002 and 2006				
Industry	2006		2002	
	Job Count	Percent of Total Jobs	Job Count	Percent of Total Jobs
Agriculture, Forestry, Fishing and Hunting	2	0.0%	95	0.3%
Mining, Quarrying, and Oil and Gas Extraction	6	0.0%	34	0.1%
Utilities	37	0.1%	47	0.1%
Construction	3,390	8.3%	1,972	5.4%
Manufacturing	1,402	3.4%	1,862	5.1%
Wholesale Trade	825	2.0%	673	1.8%
Retail Trade	5,261	12.9%	4,633	12.7%
Transportation and Warehousing	409	1.0%	572	1.6%
Information	619	1.5%	683	1.9%
Finance and Insurance	1,376	3.4%	872	2.4%
Real Estate and Rental and Leasing	1,959	4.8%	2,037	5.6%
Professional, Scientific, and Technical Services	1,579	3.9%	1,231	3.4%
Management of Companies and Enterprises	308	0.8%	110	0.3%
Administration & Support, Waste Management and Remediation	2,504	6.2%	1,601	4.4%
Educational Services	206	0.5%	160	0.4%
Health Care and Social Assistance	2,160	5.3%	2,755	7.6%
Arts, Entertainment, and Recreation	1,665	4.1%	1,912	5.2%
Accommodation and Food Services	14,384	35.4%	12,862	35.3%
Other Services (excluding Public Administration)	1,264	3.1%	1,221	3.3%
Public Administration	1,308	3.2%	1,141	3.1%

Source: Coastal Carolina University's BB&T Center for Economic Development, Schunk 2009



Table 3: Employment by Industry for Myrtle Beach Residents 2002 and 2006

Table 3. Employment by Industry for Myrtle Beach Residents: 2002 and 2006				
	2006		2002	
	Job Count	Percent of Total Jobs	Job Count	Percent of Total Jobs
Agriculture, Forestry, Fishing and Hunting	22	0.2%	38	0.3%
Mining, Quarrying, and Oil and Gas Extraction	4	0.0%	10	0.1%
Utilities	58	0.4%	59	0.4%
Construction	1,066	7.5%	682	5.0%
Manufacturing	383	2.7%	424	3.1%
Wholesale Trade	309	2.2%	307	2.3%
Retail Trade	2,052	14.3%	1,879	13.8%
Transportation and Warehousing	227	1.6%	198	1.5%
Information	208	1.5%	239	1.8%
Finance and Insurance	544	3.8%	513	3.8%
Real Estate and Rental and Leasing	685	4.8%	734	5.4%
Professional, Scientific, and Technical Services	595	4.2%	479	3.5%
Management of Companies and Enterprises	80	0.6%	46	0.3%
Administration & Support, Waste Management and Remediation	855	6.0%	721	5.3%
Educational Services	607	4.2%	491	3.6%
Health Care and Social Assistance	863	6.0%	1,022	7.5%
Arts, Entertainment, and Recreation	615	4.3%	801	5.9%
Accommodation and Food Services	4,201	29.4%	4,026	29.5%
Other Services (excluding Public Administration)	435	3.0%	457	3.3%
Public Administration	496	3.5%	517	3.8%

Source: Coastal Carolina University's BB&T Center for Economic Development, Schunk 2009

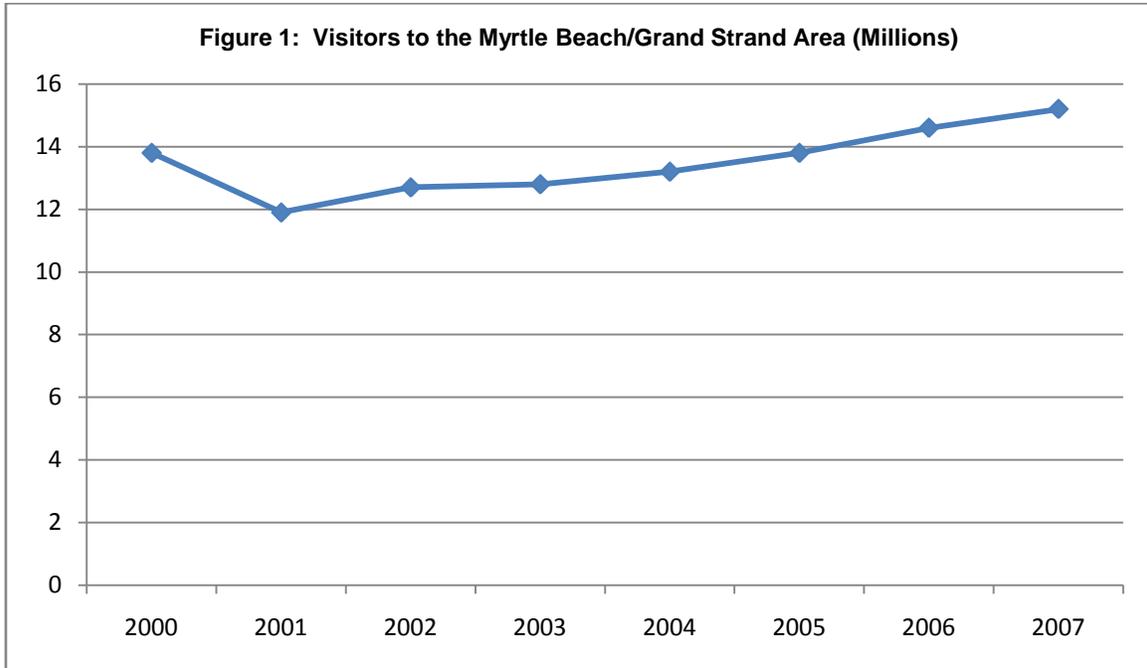
Table 4: Sector-Level Breakdown of Jobs Within Different Earnings Ranges During 2006

Table 4. Industry Employment in Myrtle Beach by Earnings Level: 2006						
	Earnings: <\$1,200 per month		Earnings: \$1,201 - \$3,400 per month		Earnings: >\$3,400 per month	
	Job Count	Percent of Total Jobs	Job Count	Percent of Total Jobs	Job Count	Percent of Total Jobs
Agriculture, Forestry, Fishing and Hunting	0	0.0%	1	0.0%	1	0.0%
Mining, Quarrying, and Oil and Gas Extraction	1	0.0%	5	0.0%	0	0.0%
Utilities	0	0.0%	4	0.0%	33	0.5%
Construction	606	3.6%	1,949	11.2%	835	13.0%
Manufacturing	82	0.5%	764	4.4%	556	8.7%
Wholesale Trade	119	0.7%	419	2.4%	287	4.5%
Retail Trade	2,423	14.4%	2,274	13.0%	564	8.8%
Transportation and Warehousing	102	0.6%	208	1.2%	99	1.5%
Information	84	0.5%	288	1.7%	247	3.9%
Finance and Insurance	177	1.1%	797	4.6%	402	6.3%
Real Estate and Rental and Leasing	638	3.8%	977	5.6%	344	5.4%
Professional, Scientific, and Technical Services	320	1.9%	658	3.8%	601	9.4%
Management of Companies and Enterprises	167	1.0%	111	0.6%	30	0.5%
Administration & Support, Waste Management and Remediation	1,087	6.5%	947	5.4%	470	7.3%
Educational Services	83	0.5%	79	0.5%	44	0.7%
Health Care and Social Assistance	666	4.0%	1,027	5.9%	467	7.3%
Arts, Entertainment, and Recreation	935	5.6%	574	3.3%	156	2.4%
Accommodation and Food Services	8,685	51.6%	5,012	28.8%	687	10.7%
Other Services (excluding Public Administration)	542	3.2%	573	3.3%	149	2.3%
Public Administration	117	0.7%	762	4.4%	429	6.7%

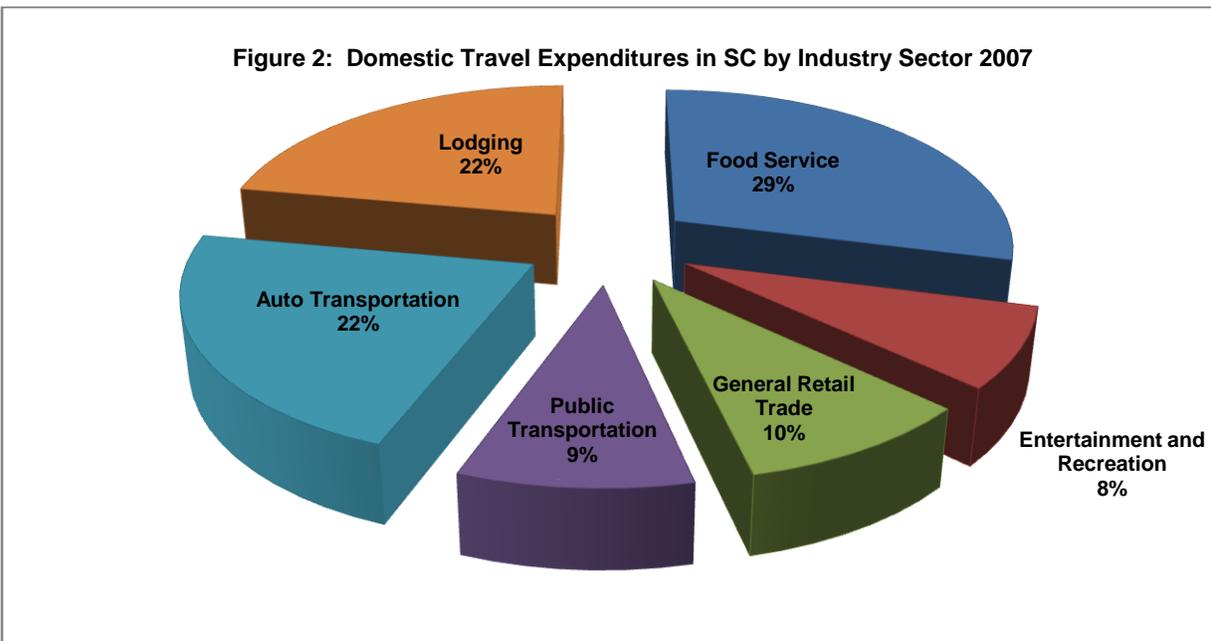
Source: Coastal Carolina University's BB&T Center for Economic Development, Schunk 2009



Appendix D – Tourism



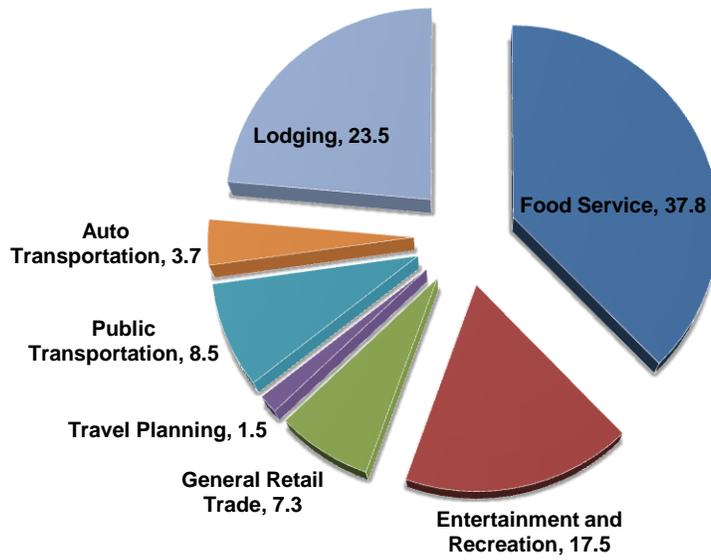
Source: Myrtle Beach Area Chamber of Commerce



Source: SC Parks, Recreation and Tourism

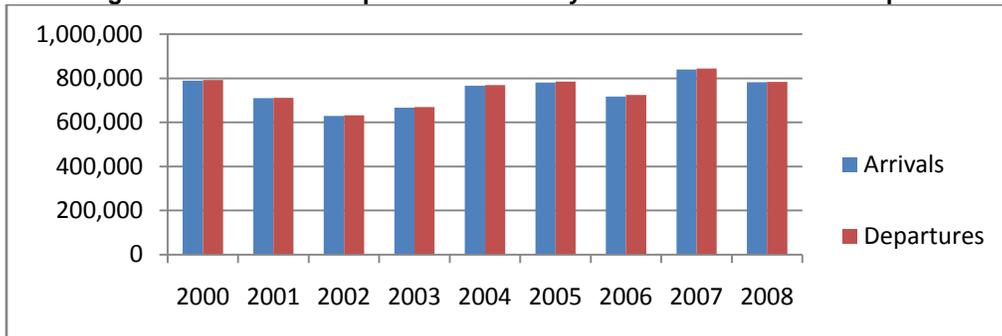


Figure 3: Domestic Travel - Generated Payroll in SC by Industry Sector 2007



Source: SC Parks, Recreation and Tourism

Figure 4: Arrival and Departure Data for Myrtle Beach International Airport



Source: Myrtle Beach Area Chamber of Commerce



Table 1: 2008 Grand Strand Visitor Information

Visitor Education		Visitor Party	
High School Graduate	22%	Families	56%
Some College	29%	Couples	26%
Associate Degree	12%	Three or more adults	16%
College Graduate	23%	Single Adult	1%
Post Graduate Work	12%	Single Adult with children	1%
Other	2%		
Visitor Age		Visitor Length of Stay	
18-34	17%	1-3 nights	18%
35-54	58%	4-7 nights	64%
55-64	19%	8 nights or more	18%
65+	6%		
Visitor Income		Visitor Activities	
\$100,000+	30%	Shopping	93%
\$75,000 - \$99,999	22%	Eating Dinner at Restaurant	89%
\$60,000 - \$74,999	16%	Went to Beach	90%
\$45,000 - \$59,999	13%	Played Golf	16%
\$30,001 - \$44,999	9%		
\$30,000 or less	5%		

Source: Myrtle Beach Area Chamber of Commerce

Table 2: SC 2% Accommodations Tax Collections

County	June - August 2006	June - August 2007	June - August 2008	% Change 06-08	% Change 07-08
Horry County	7,873,431.02	8,293,235.83	8,594,804.11	9.2%	3.6%
Beaufort County	2,618,664.69	2,653,482.46	2,848,325.32	8.8%	7.3%
Charleston County	2,930,767.13	3,347,482.98	3,331,219.80	13.7%	-0.5%
State Total	17,495,887.78	18,641,303.16	19,140,711.98	9.4%	2.7%

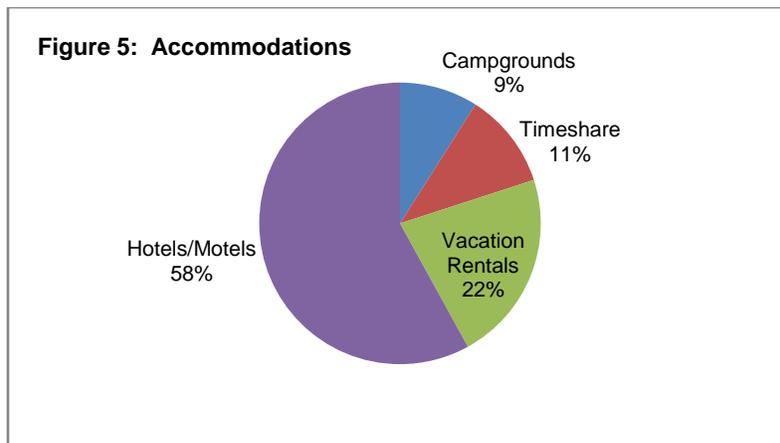
Source: SC Parks, Recreation and Tourism (October 2008)

Table 3: SC 5% Entertainment/Recreation Admissions Tax Collections

County	June - August 2006	June - August 2007	June - August 2008	% Change 06-08	% Change 07-08
Horry County	\$3,752,623.36	\$3,764,474.87	\$4,096,626.60	9.2%	8.8%
Beaufort County	\$909,202.88	\$926,950.64	\$ 926,336.35	1.9%	-0.1%
Charleston County	\$1,163,928.39	\$1,141,512.34	\$1,264,683.98	8.7%	10.8%
State Total	\$9,733,564.67	\$9,308,167.23	\$9,768,587.66	0.4%	4.9%

SC Parks, Recreation and Tourism (October 2008)





Source: Myrtle Beach Area Chamber of Commerce

Table 4: South Carolina Coastal Tourism Economic Indicators Beaufort, Charleston, Colleton, Dorchester, Georgetown, Hampton, Horry, Jasper Counties					
Hotel/Motel Statistics					
	2006	2007	2008	% Change 06-08	%Change 07-08
Average Daily Rate					
Myrtle Beach	\$122.54	\$129.05	\$128.84	5.1%	-0.2%
Charleston	\$107.28	\$113.25	\$115.96	8.1%	2.4%
Hilton Head Island	\$150.90	\$153.15	\$154.00	2.1%	0.6%
Occupancy Rate					
Myrtle Beach	78.2%	76.5%	74.2%	-5.1%	-0.3%
Charleston	73.1%	75.9%	69.5%	-4.9%	-8.4%
Hilton Head Island	73.4%	74.3%	68.4%	-6.8%	-8.0%
Rooms Sold					
Myrtle Beach	1,980,917	1,985,459	1,946,233	-1.8%	-2.0%
Charleston	1,075,700	1,146,503	1,112,321	3.4%	-0.3%
Hilton Head Island	425,621	433,642	412,354	-3.1%	-4.9%
Entertainment/Recreation Admissions Tax (5%) From Above Counties					
Golf	\$2,042,597	\$2,133,800	\$2,079,495	1.8%	-2.5%
Driving Range/Tennis	\$28,877	\$29,470	\$25,467	-11.8%	-13.6%
Other Attractions	\$4,038,614	\$3,973,519	\$4,478,756	10.9%	12.7%

Source: SC Parks, Recreation and Tourism



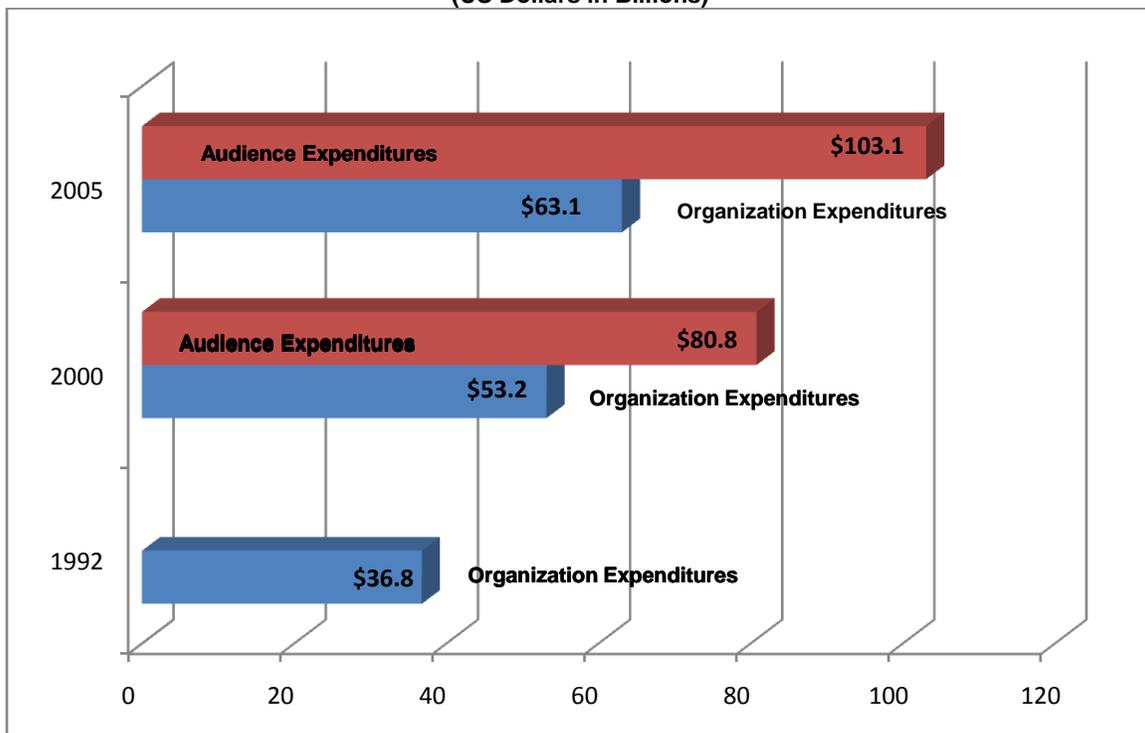
Table 5: National and Regional Economic Indicators Summer					
	June - August 2006	June - August 2007	June - August 2008	% Change 06-08	% Change 07-08
Lodging					
Occupancy Rate	70.3%	70.8%	68.3%	-2.9%	-3.6%
Rooms Sold (millions)	287.00	293.00	290.20	1.1%	-1.0%
National Receipts (millions)					
Food and Beverage	\$106,062	\$113,219	\$115,304	8.7%	1.8%
Gasoline Stations	\$107,037	\$106,395	\$136,312	27.4%	28.1%
National Employment Monthly Average (thousands)					
Lodging	1,950.5	1,977.2	1,959.6	0.5%	-0.9%
Food Services and Drinking Places	9,610.9	9,982.2	10,039.1	4.5%	0.6%

Source: SC Parks, Recreation and Tourism

Table 6: Number of People in the Labor Force and the Unemployment Rate				
County	2006	2007	2008	April 2009
Horry	121,506 (5.5%)	124,459 (5.1%)	122,061 (7.2%)	133,195 (11.2%)

Source: SC Employment Security Commission

Figure 6: Growth of the Nonprofit Arts and Cultural Tourism Industry
(US Dollars in Billions)

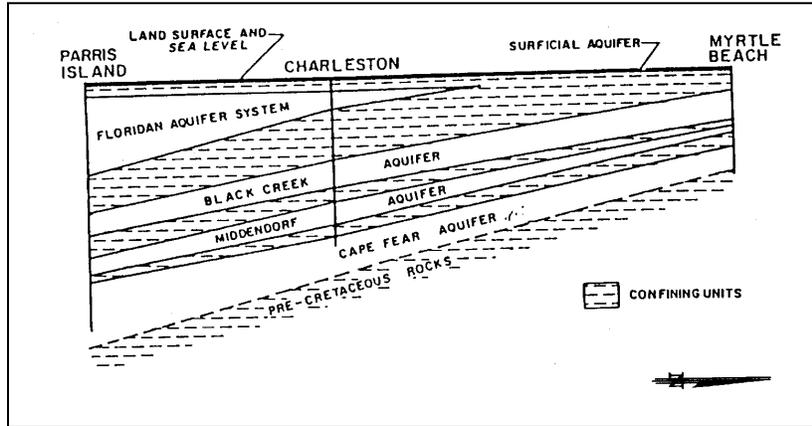


Source: Americans for the Arts, www.artsusa.org/



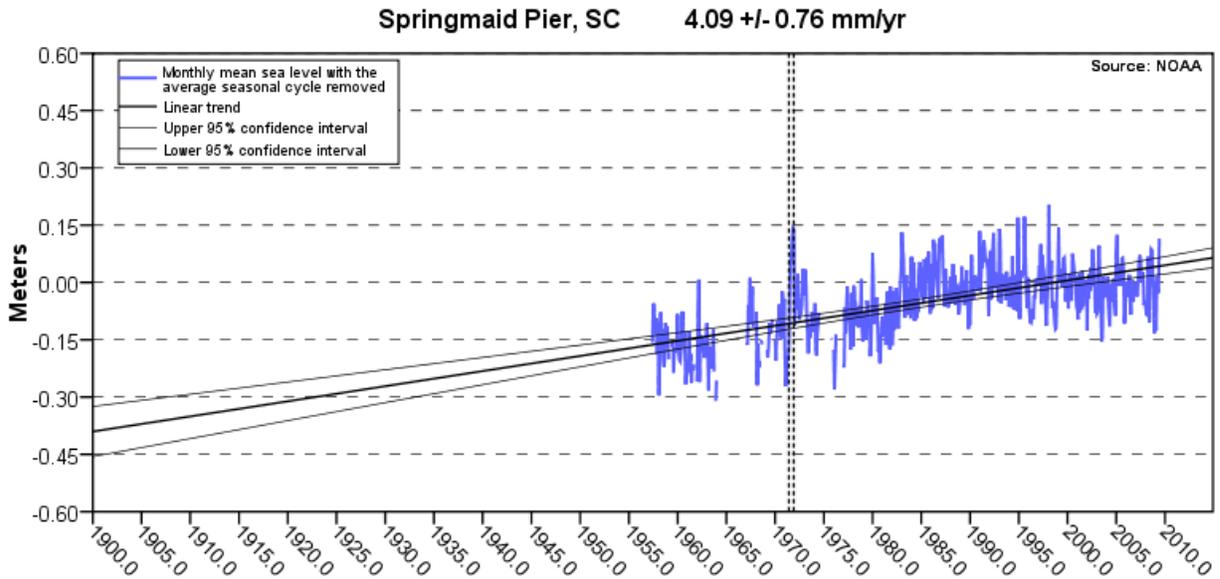
Appendix E – Natural Resources

Figure 1: Generalized Bedrock Geology Along Coastal South Carolina



Source: *Carolina Bays Parkway Geotechnical Technical Memorandum (Non-invasive Geotechnical Assessment), Volume I)*

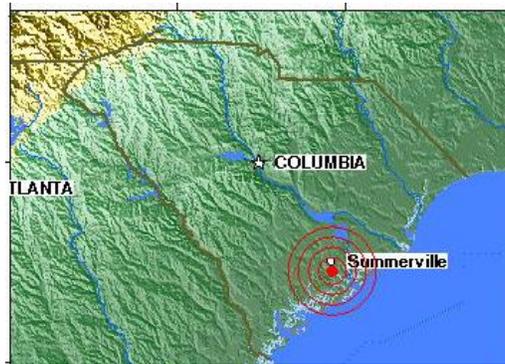
Figure 2: Mean Sea Level Trend



The mean sea level trend is 4.09 millimeters (.016 inches)/year with a 95% confidence interval of +/- 0.76 mm/yr based on monthly mean sea level data from 1957 to 2006 which is equivalent to a change of 1.34 feet in 100 years. – Source: NOAA 2009

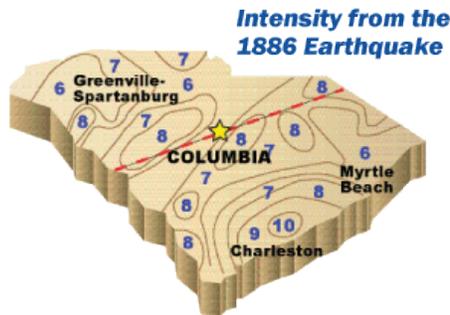


Figure 3: Epicenter – Summerville



Source: US Geological Survey

Figure 4: Intensity From the 1886 Earthquake



Destruction Based on Intensity

10	Complete destruction
5/6	Cracks in walls, windows would be broken
4	Things would be thrown off shelves
2	If lying down, vibrations might be felt

Source: SC Emergency Management Division

According to the *SC Emergency Management Division's website*, <http://www.scmd.org/>, "Where Are the Earthquakes," earthquakes can occur anywhere on earth although the majority of earthquakes worldwide occur at plate boundaries. These earthquakes are known as interplate earthquakes. In contrast, SC is located within the interior of the North American plate, far from any plate boundary. Earthquakes occurring within a plate are intraplate earthquakes. Little is known as to why intraplate earthquakes occur. The most widely accepted model is that several geologically old fault systems of varying orientation within the subsurface are being reactivated while being subjected to stress. This stress buildup may be due to the *Plate Tectonic theory*. For hundreds of millions of years, the forces of continental drift have reshaped the earth. Continental drift is based on the concept that the continents bumped into, and slid over and under each other and at some later time broke apart. Today, most people accept the theory that the earth's crust is on the move.

Most of SC's earthquakes occur in the coastal plain where the underlying rocks are very faulted or broken from the break-up of the plates. These cracks in the deep rocks mean that this area of the plate is weak. If pressure is exerted on the edge of the plate, some of these faults/breaks will allow the rocks to move. Faults in SC have been mapped and estimated. Fault rupture is not the only cause of earthquakes. Small earthquakes may also occur near dams from water pressure and near the Appalachian Mountains.



Mine Operating Permit Information

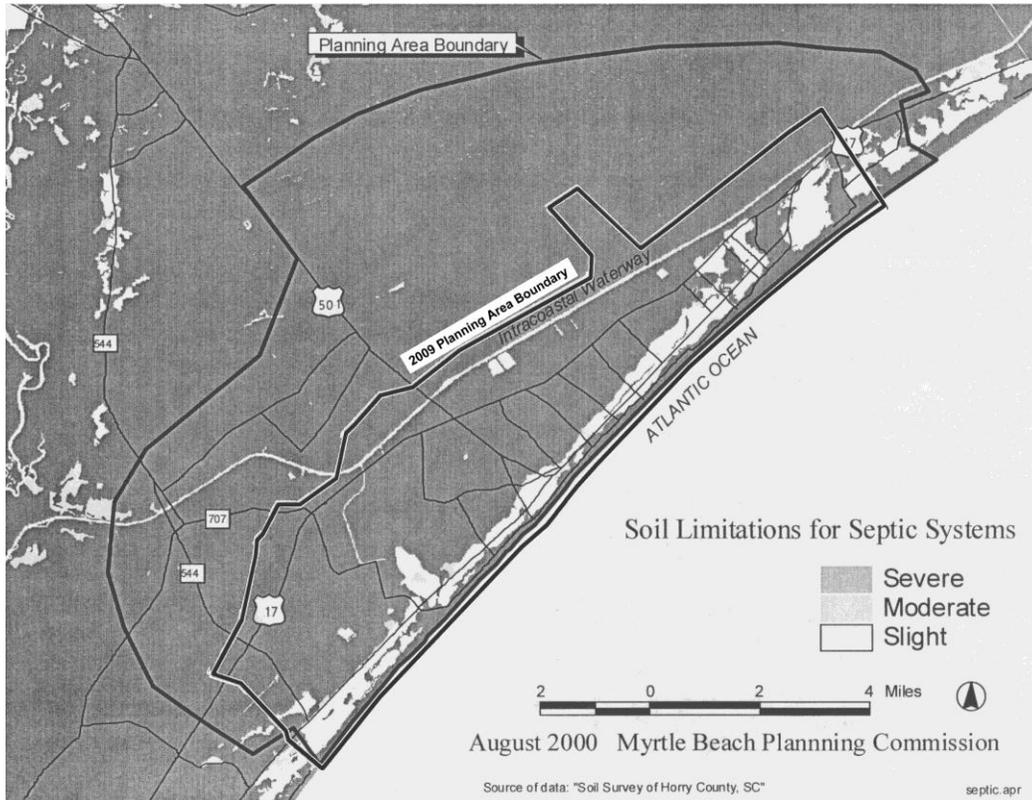
Certificates for exploration (SC Code § 48-20-50) are used to determine the location of a mineral, the size of the deposit or quality of the ore. Exploration sites are limited to two acres or less and include methods such as open pits, trenches, open cuts or tunneling.

General mine operating permits (SC Code § 48-20-55) are issued for sites five acres or less and only mining of sand/clay and topsoil. No processing is allowed at these operations. General mine operating permits are valid for one year and may be renewed annually. The annual operating fee is required until the site has met the reclamation requirements and the permit is cancelled by DHEC.

Individual mine operating permits (SC Code § 48-20-60) are needed for any mine activity not covered under exploration or a general mining permit (sand/clay, topsoil sites over five acres, any mineral, processing). General mine operating permits are limited to areas less than five acres and the removal of only sand/clay or topsoil with no processing of material and are valid for one year.



Figure 5: Soil Limitations for Septic Systems



Soils can be classified according to the limitations that they may have for accommodating absorption fields for domestic septic systems. According to the Soil Survey for Horry County, "limitations are considered slight if soil properties and site features are generally favorable for the indicated use and limitations are minor and easily overcome; moderate if soil properties or site features are not favorable for absorption fields; and severe if soil properties or site features are so unfavorable or so difficult to overcome that special design, significant increases in construction costs, and possibly increased maintenance are required." Limitations are created by excessively slow absorption, high permeability, excessive slope, high water table, and degree of saturation.

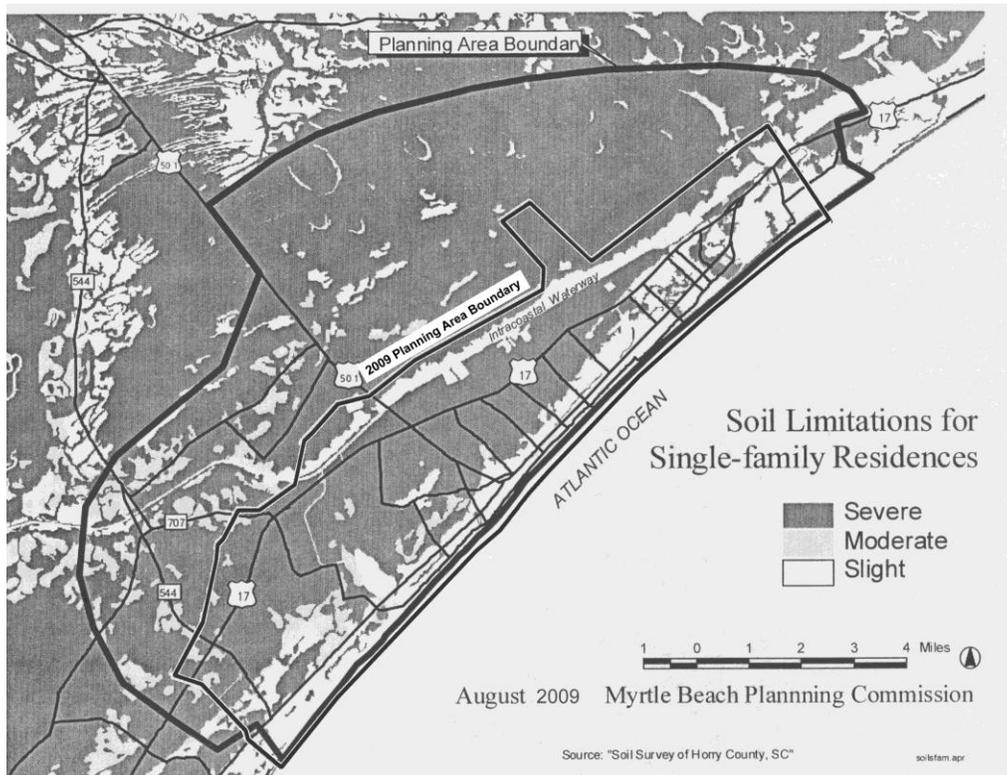
Table 1: Limitations for Septic Systems

Limitations for Septic Systems	Acreage	Percentage
Severe	71,829	94%
Moderate	256	0%
Slight	4,199	6%
Total	76,284	100%
Water	1,866	

Source: USDA Natural Resources Conservation Service - Horry County Soil Survey



Figure 6: Soil Limitations for Single-Family Residences



The *Horry County Soil Survey* classifies soils according to the limitations that affect the construction of dwellings without basements. That assessment assumes that single-family dwellings are a maximum of three stories high and are constructed on shallow foundations.

The survey classifies soil limitations for residential buildings as slight, moderate, and severe. According to the survey,

- “limitations are considered slight if soil properties and site features are generally favorable (for single-family dwellings) and limitations are minor and easily overcome;
- moderate if soil properties or site features are not favorable (for single-family dwellings); and
- severe if soil properties or site features are so unfavorable or so difficult to overcome that special design, significant increases in construction costs, and possibly increased maintenance are required.”

A high water table, flooding, shrink-swell potential, steepness, and organic material affect the degree of limitation for constructing single-family dwellings.

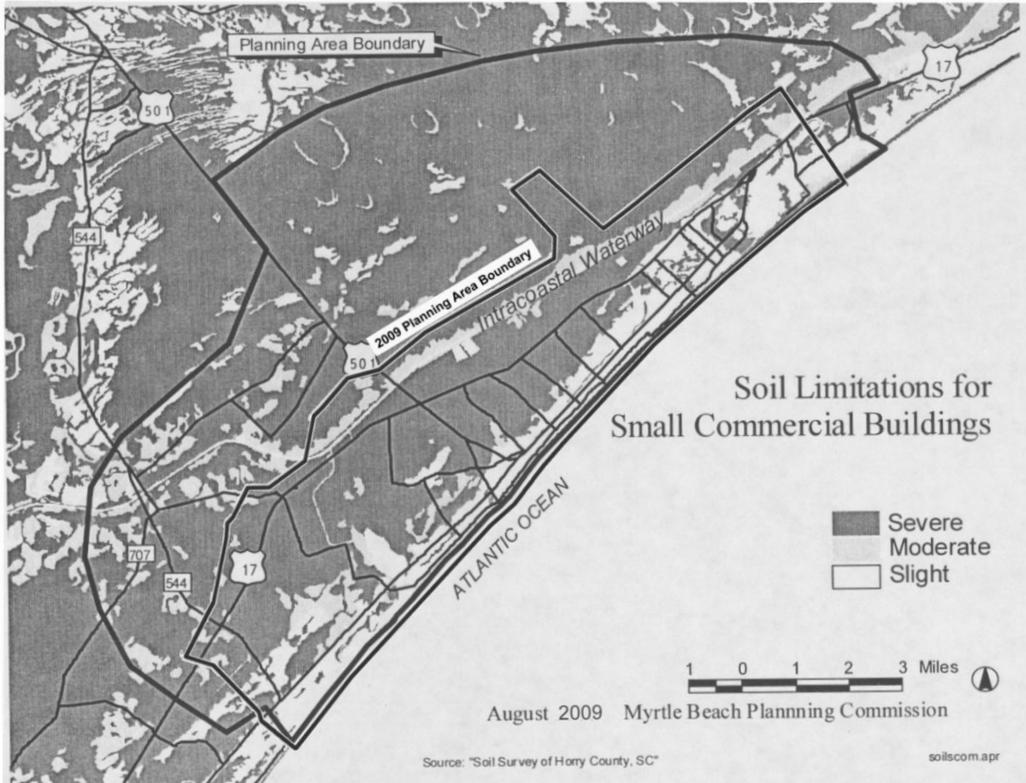
Table 2: Limitations for Single-Family Residences

Limitations for Single-family Residences	Acreage	Percentage
Severe	59,481	5%
Moderate	4,042	78%
Slight	12,761	17%
Total	76,284	100%
Water	1,866	

Source: USDA Natural Resources Conservation Service - *Horry County Soil Survey*



Figure 7: Soil Limitations for Small Commercial Buildings



The *Horry County Soil Survey* classifies soils according to the limitations that certain soils have for small commercial buildings. That assessment assumes that commercial buildings are constructed on shallow foundations and have the same load limit as do single-family dwellings no higher than three stories.

The survey classifies soil limitations for commercial buildings as slight, moderate, and severe. According to the survey,

- “limitations are considered slight if soil properties and site features are generally favorable [for small commercial buildings] and limitations are minor and easily overcome;
- moderate if soil properties or site features are not favorable [for small commercial buildings]; and
- severe if soil properties or site features are so unfavorable or so difficult to overcome that special design, significant increases in construction costs, and possibly increased maintenance are required.”

As with residential dwellings, a high water table, flooding, shrink-swell potential, steepness, and organic material affect the degree of limitation for constructing small commercial buildings.

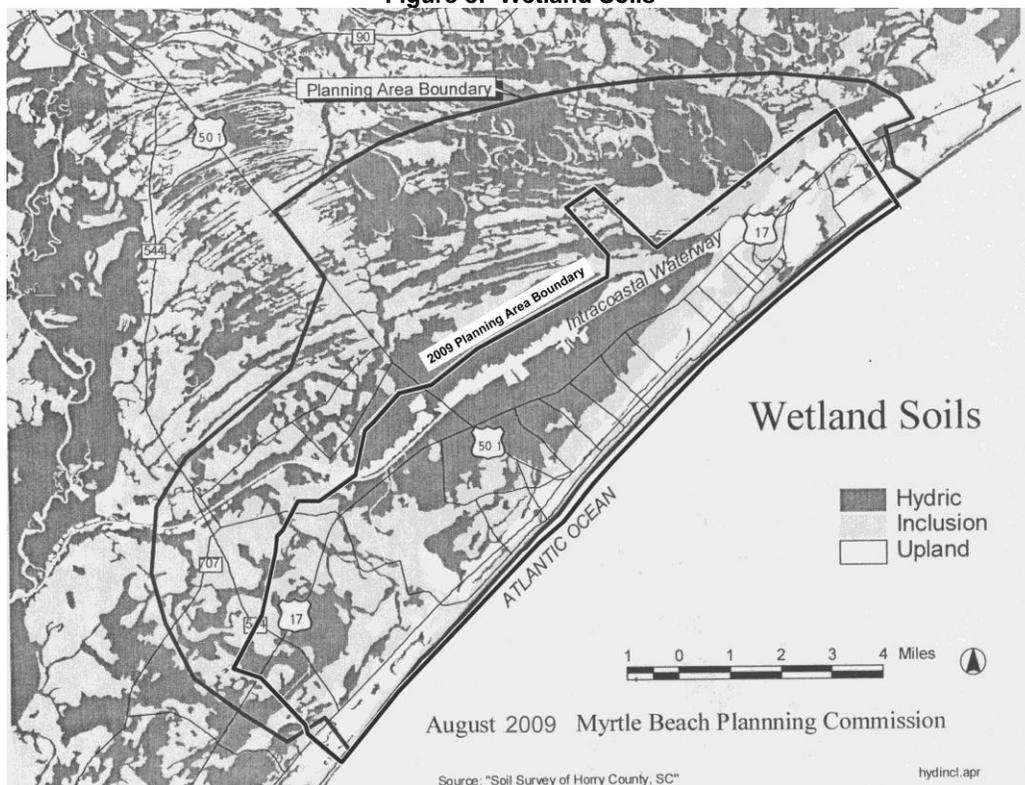
Table 3: Limitations for Small Commercial Buildings

Limitations for Small Commercial Buildings	Acreage	Percentage
Severe	59,481	9%
Moderate	7,098	78%
Slight	9,705	13%
Total	76,284	100%
Water	1,866	

Source: USDA Natural Resources Conservation Service - *Horry County Soil Survey*



Figure 8: Wetland Soils



The *Horry County Soil Survey* was prepared before the Federal regulations for wetlands went into effect. Therefore, the published survey describes soils in relation to their drainage characteristics. However, the Natural Resources Conservation Service has supplemented the printed survey by identifying soils which may generally be considered hydric for the purposes of wetland regulations.

The accompanying map depicts the location of hydric soils, upland soils, and inclusions (upland soils which may include areas that meet the definition of wetland soils).

It should be emphasized that this is not a map of wetlands subject to federal wetland regulations. Such wetlands must evidence hydric soils, hydric vegetation, and the appropriate hydrology. Rather, this map locates soils that have the characteristics that meet the definition of hydric soils, which is only one of the three criteria that must be met before an area is determined to be a regulatory wetland. The map, then, suggests suitability for development based on drainage characteristics (or alternatively, potential for incorporation into a system of open space), rather than locating regulatory wetlands.

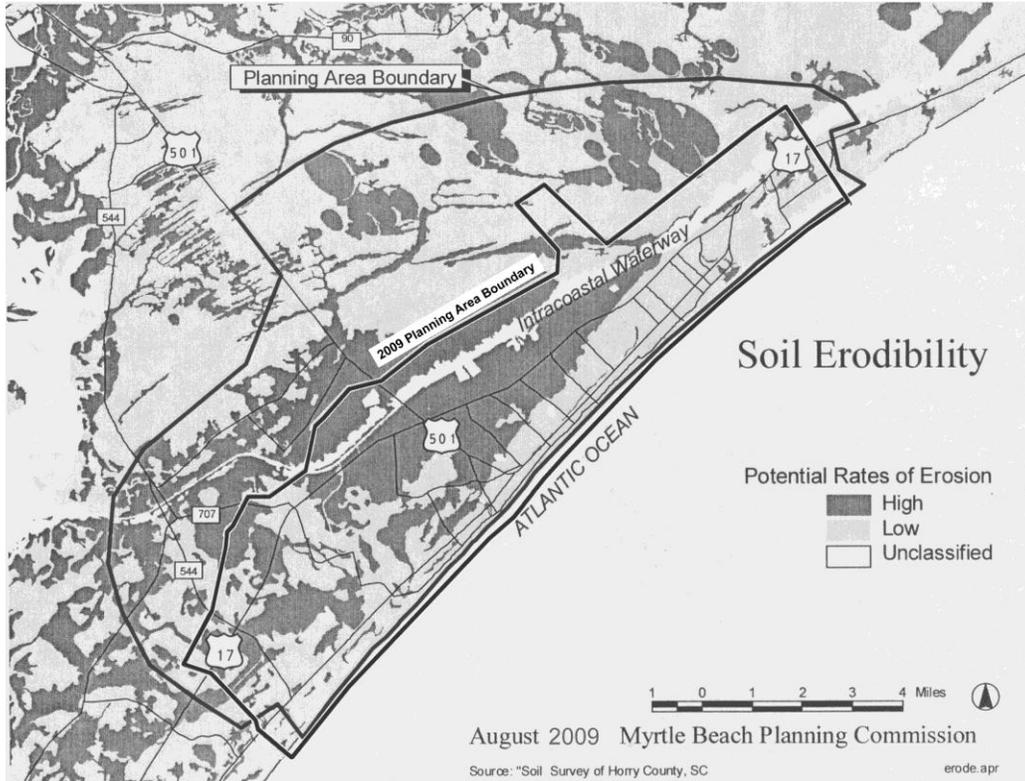
Table 4: Wetlands Soils

Hydric Soils	Acreage	Percentage
Hydric	38,661	51%
Inclusions	30,122	39%
Upland	7,501	10%
Total	76,284	100%
Water	1,866	

Source: USDA Natural Resources Conservation Service - *Horry County Soil Survey*



Figure 9: Soil Erodibility



The accompanying map indicates susceptibility of the surface layer of soil to sheet and rill erosion by water (known to engineers as the “k factor”). Erodibility is based on the soil texture (particularly the percentage of silt, sand, and organic matter), structure, and permeability.

For the accompanying map, soils with a k factor equal to or greater than 0.15 are classified as being highly erodible, and those with a k factor of less than 0.15 are categorized as being less erodible.

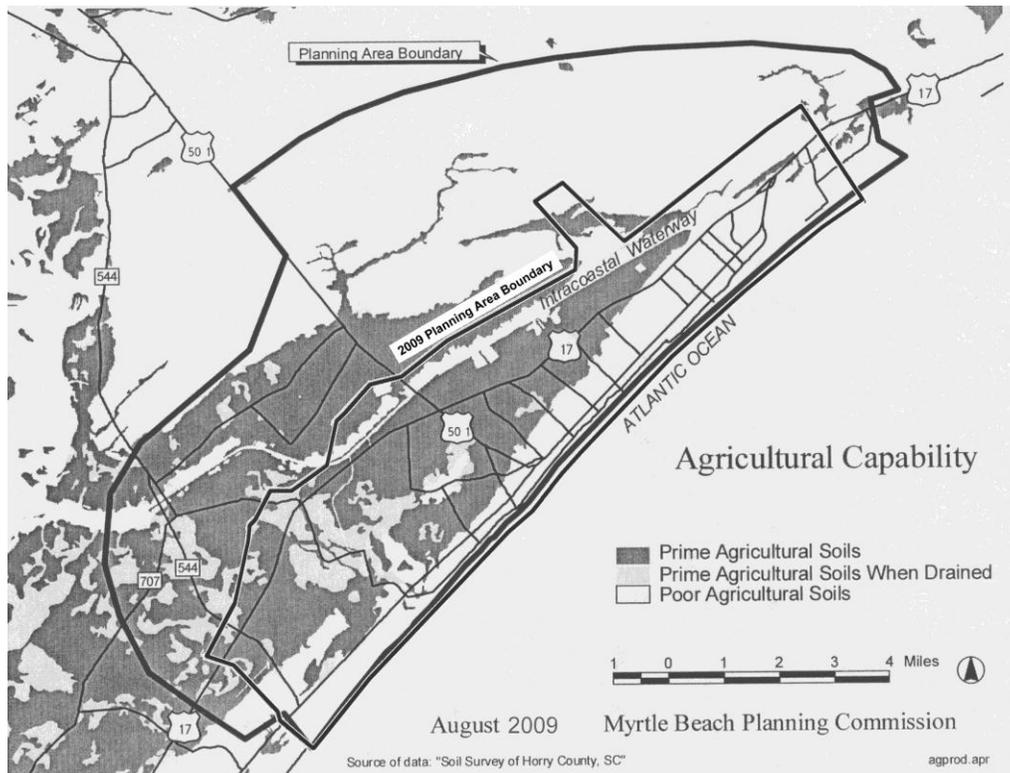
Table 5: Erodibility

Erodibility	Acreage	Percentage
High	32,335	42%
Low	40,107	53%
Unclassified	3,842	5%
Total	76,284	100%
Water	1,866	

Source: USDA Natural Resources Conservation Service - *Horry County Soil Survey*



Figure 10: Agricultural Capability



The *Horry County Soil Survey* identifies the suitability of soils for use as cropland. The criteria used in the classification include the soils' limitations for field crops, the risk of crop damage, and their response to management. Soils may be grouped by capability classes and may rate soil capability at the national level or state level (soils that may not compare favorably to rich soils in the Midwest may be considered highly productive within the state).

The accompanying map reflects the classification of soils used by the Horry County Office of the National Resource Conservation Service:

- Prime agricultural soils have few or moderate limitations that restrict their use (that is, that reduce the choice of plants or that require moderate conservation practices), or are soils that are considered prime within the state.
- Prime agricultural soils, when drained, are soils which have moderate limitations as a result of wetness that restrict their use.
- Poor agricultural soils have severe limitations that reduce the choice of plants, that require special conservation practices, or that make them unsuitable for cultivation.

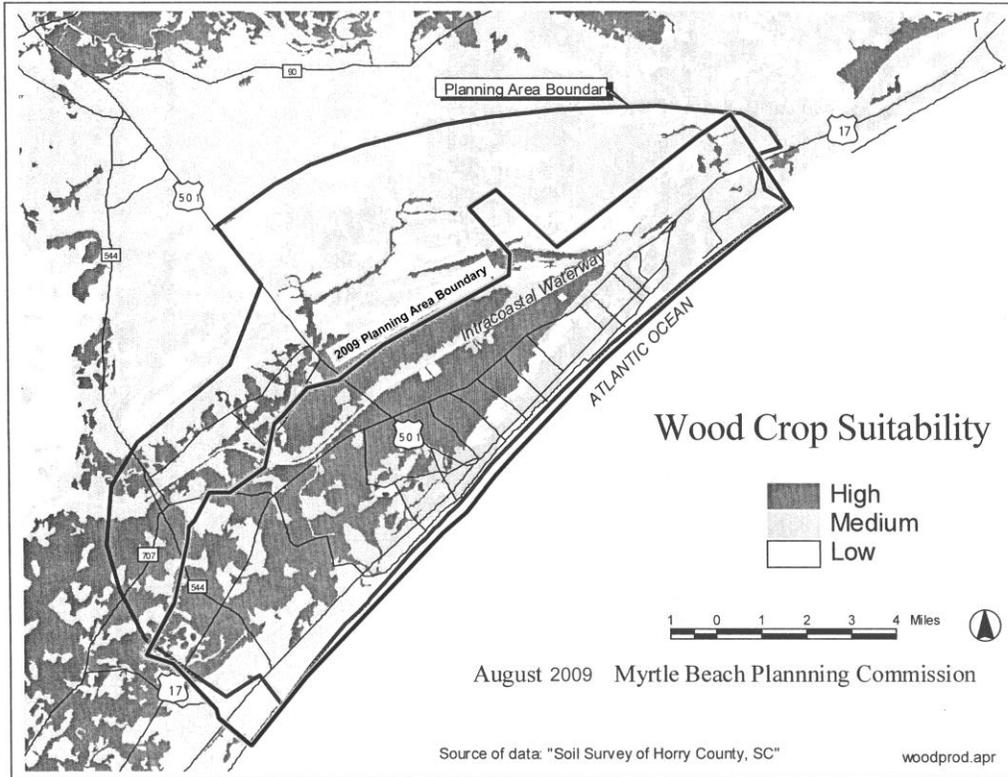
Table 6: Agricultural Capability

Agricultural Capability	Acreage	Percentage
Prime Agricultural Soils	24,599	32%
Prime Soils, When Drained	4,677	6%
Poor Agricultural Soils	47,008	62%
Total	76,284	100%
Water	1,866	

Source: USDA Natural Resources Conservation Service - *Horry County Soil Survey*



Figure 11: Wood Crop Capability



The *Horry County Soil Survey* identifies the suitability of soils for woodland productivity in a couple of ways. One of them, the site index, refers to the growth rate that can be expected for a common, commercially important tree species on a particular soil (generally, a pine is the indexed species for dry soils and a hardwood is the species for wet soils.) Soil moisture supply and growing space for tree roots (the thickness and texture of the surface layer and subsoil, the depth to a root-restricting layer, the depth to the water table, and salinity) are the most important factors that affect a soil's wood crop productivity.

This survey groups the site indices for soils in the following way:

- site indices greater than 90 indicate high productivity.
- site indices between 90 and 75, inclusive, indicate fair productivity.
- site indices less than 75 indicate low productivity.

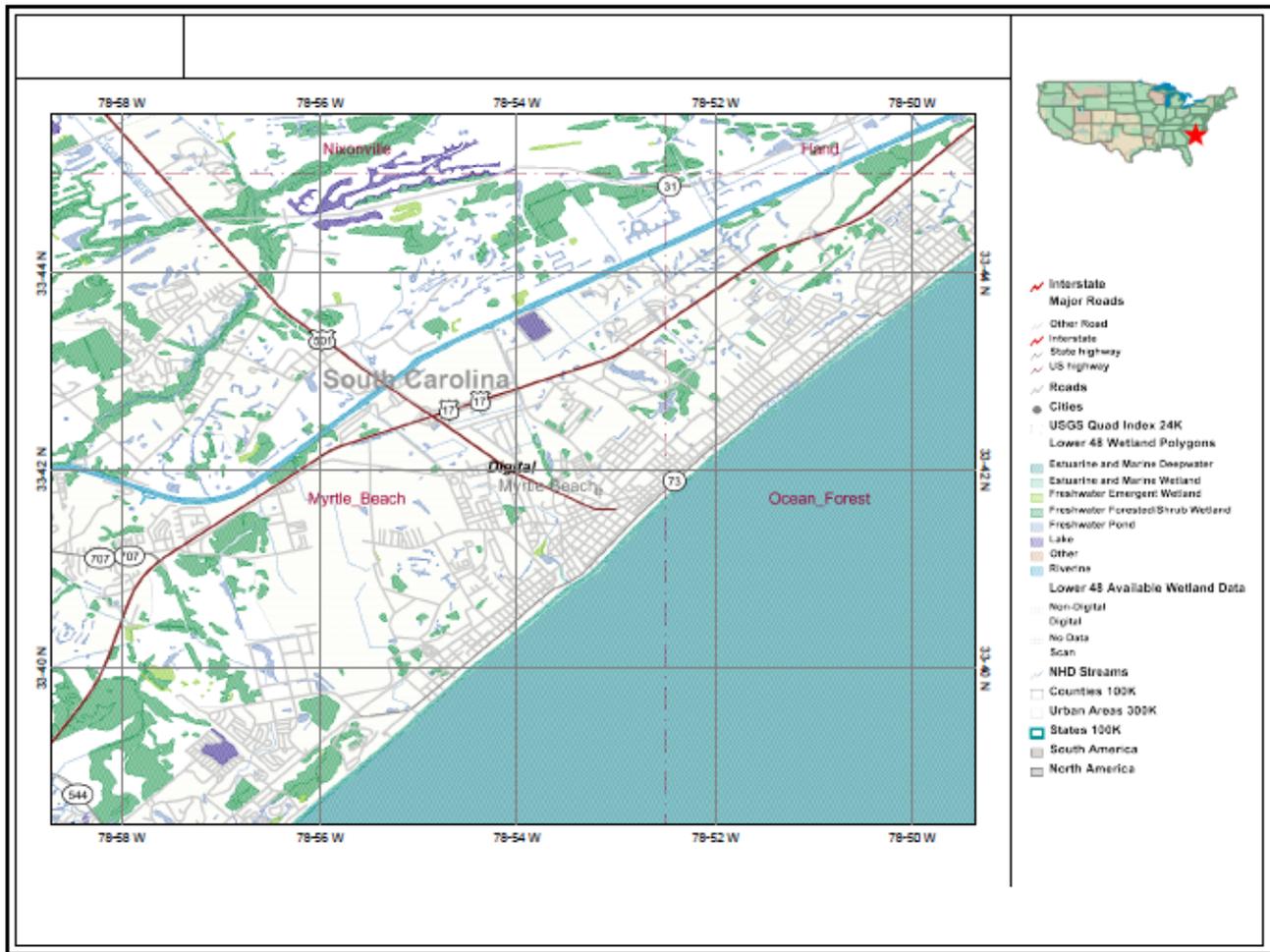
Table 7: Wood Crop Suitability

Wood Crop Suitability	Acreage	Percentage
High	22,754	30%
Medium	39,175	51%
Low	11,932	16%
Total	76,284	100%
Water	1,866	

Source: USDA Natural Resources Conservation Service - *Horry County Soil Survey*



Figure 12: US Fish and Wildlife Service Wetlands Survey Map (2009)



Source: US Department of Fish and Wildlife (2009)



Climatic Conditions Breakdown of Seasonal Changes

SUMMER: June, July, August

Average high temperature is 86F

Average low temperature is 71F

Average ocean temperature is 81F

Summers are typically hot and humid with most of the rain coming from the occasional thunderstorms that pop up during the afternoon. It is extremely rare to have an entire day of rain. August is the wettest month of the summer with an average five and one-half inches of rain. The prevailing wind is from the southwest at five to ten miles per hour in the morning then turns south and increases to 10 - 20 mph in the afternoon as the sea breeze develops. On average, the city will hit 100F two times a year.

FALL: September, October, November

Average high temperature is 74F

Average low temperature is 55F

Average ocean temperature is 70F

Fall is typically the most beautiful time of the year since it is still warm, yet rarely humid, especially in October and November. This is also a fairly dry time of the year with the average rainfall less than four inches per month. November is the driest month of the fall with less than three inches of rain. The transition from summer to winter means the wind directions are changeable from the southwest around to the northwest and north and average 10 -15 mph. The average date of the first freeze is around November 15th.

WINTER: December, January, February

Average high temperature is 58F

Average low temperature is 37F

Average ocean temperature is 50F

Winters are mild with any cold snaps not lasting more than a few days. While temperatures at night drop below 32F often, temperatures only fall into the teens three times a winter. Days with high temperatures near 80F are as common as days with high temperatures only in the 30s. The average rainfall for the winter is around three and one-half inches per month. On cold days, the prevailing wind is northerly at 10-15 mph and on warm days, the prevailing wind is from the southwest at 10-15 mph. Almost every year we experience a few flurries, but as stated above, the average of one inch of snow a year is due to the occasional coastal snow storm every seven to ten years.

SPRING: March, April, May

Average high temperature is 71F

Average low temperature is 52F

Average ocean temperature is 64F

Spring is quite changeable and also the most volatile time of the year. Spring thunderstorms will occasionally produce hail and damaging wind, but tornadoes are extremely rare. The entire state only averages 10 tornadoes a year with most of those weak and far inland. The average rainfall for spring is roughly three inches per month with April being the driest month of the year with just over two inches of rain. The average date of the last freeze is around March 20th. Like spring, the transition from winter to summer means the wind directions are changeable. Generally speaking, as we get deeper into spring, days with a southwesterly wind outnumber days with a northerly wind. Average speeds are between 10-15 mph (Piotrowski, WPDE Television – September 2009).

Tropical Storms and Hurricanes

Early season tropical cyclones generally form in the western Caribbean Sea and the Gulf of Mexico. By the end of June or in early July, the area of formation begins shifting eastward, accompanied by a slight decline in overall storm frequency. By late July, the area of formation has shifted farther eastward and storm frequency increases.

In late August, tropical cyclones are forming over a broad area of the eastern Atlantic, extending eastward to the area of the Cape Verde Islands off the coast of Africa. The period from about August 20 through about September 15 encompasses the maximum of these Cape Verde storms. Most Cape Verde storms cross vast areas of the Atlantic Ocean before dying in the North Atlantic or making landfall in northern Europe. Those, which make landfall in the US, are generally severe. Since 1906, 12 "Cape Verde storms" have made landfall in the US, eight of them being category 3 or 4 hurricanes.

By Mid-September, storm frequency begins to decline, the formative area retreats westward to the Caribbean Sea and the Gulf of Mexico, and storm frequency in that area increases. Usually, by mid-November tropical-cyclone occurrence in the South Atlantic has ceased.



Probably the one storm still remembered by residents is Hurricane Hazel, a category 4 storm (according to the Saffir/Simpson damage potential scale). It has been estimated that sea levels rose 15.5 feet during the storm, that 990,000 cubic yards of sand were eroded from the beach, and that wind and flood waters badly damaged or destroyed more than eighty (80%) percent of the buildings along the oceanfront in Myrtle Beach.

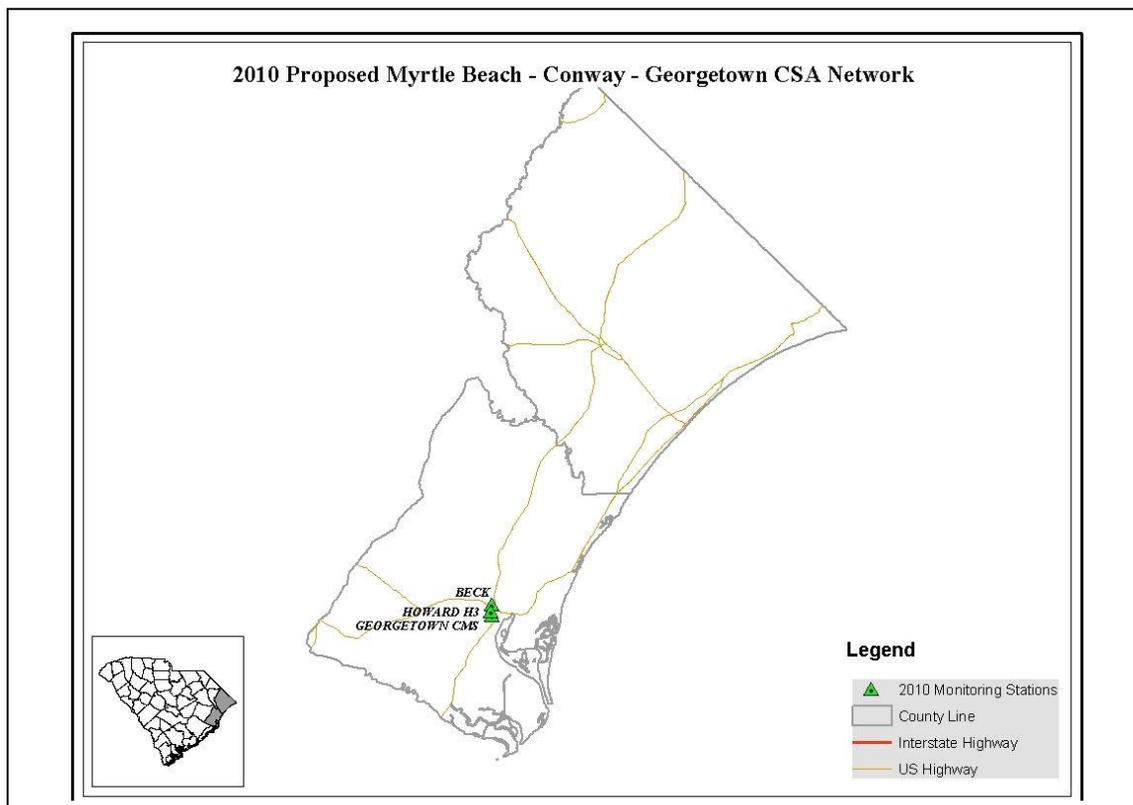
Two northeasters struck the SC coast within a month of each other. A storm at the beginning of December 1986 had winds of 40 mph and waves of 10 feet above mean sea level. A month later, on the first two days in 1987, another northeaster caused \$6.8 million in damages (1987 dollars) in Horry County. The National Weather Service considered that to be the worst storm in more than a decade.

The intensity and resulting damages of all those storms were surpassed on September 22, 1989, when Hurricane Hugo hit the SC coast just south of Charleston. Even though Hugo's maximum winds were measured at 135 miles per hour and the highest storm surge was 17 feet above mean sea level elsewhere in the state, Myrtle Beach felt the effects of a storm that barely could be classified as a hurricane. Sustained winds of 52 mph and gusts of 76 mph accompanied a storm surge of approximately 13 feet in Myrtle Beach. The recovery costs to the municipal government alone, from this storm, were in excess of \$6 million. A massive recovery effort was begun immediately in order to have the city ready for the next tourist season, which generally begins Easter week. Needless to say, the total cost of Hugo including lost income and revenue was an exponentiation of the city's cost.

Hurricane Floyd in 1999 was the last major hurricane to impact Myrtle Beach. The major inland flooding was exacerbated by Hurricane Dennis, which had glanced by the coast only days before. Winds in Myrtle Beach reached 71 mph. Damages resulting from Floyd caused almost \$600 million in damage in SC (most of that in Horry County). The evacuation for Floyd was the largest peacetime evacuation in the US. Myrtle Beach received more than 14.8 inches of rain in a 24-hour period, which holds the state record for 24-hour precipitation in September, according to the SC State Climatology Office.

Myrtle Beach was spared from intense damage in 2007 when Hurricane Charley passed by. The 60 mph winds destroyed some trees and signs and left behind 1,700 tons of debris.

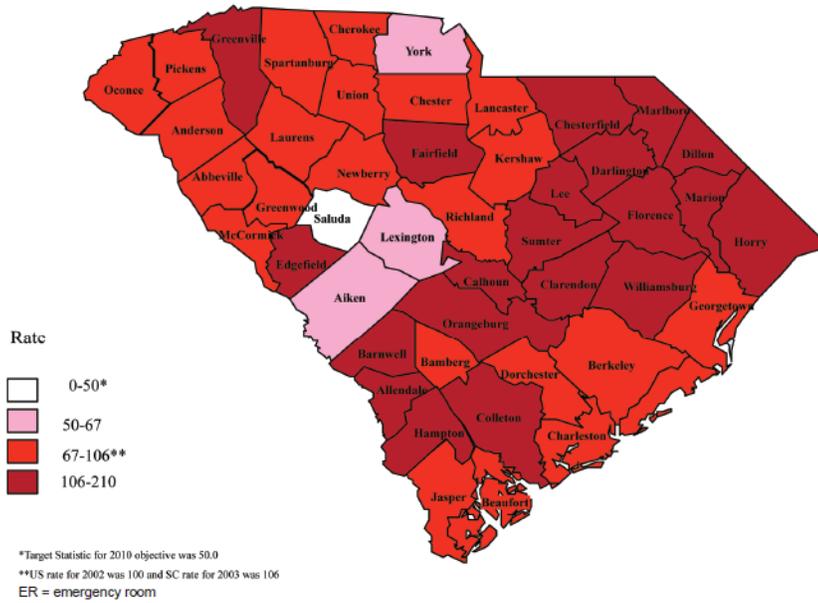
Figure 13: 2010 Proposed Myrtle Beach-Conway-Georgetown CSA Network Air Quality Monitoring Sites



Source: SC Department of Health and Environmental Control website, <http://www.scdhec.gov>



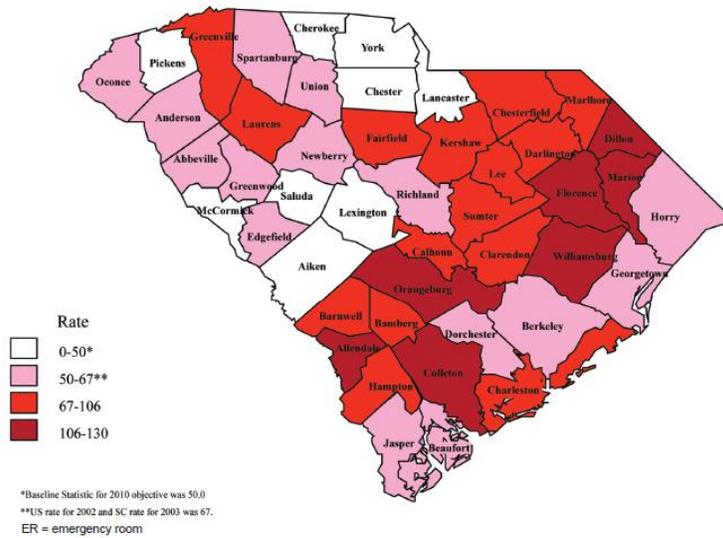
Figure 14: Rate of ER Visits Due to Primary Diagnosis of Asthma among younger than 18 people in 2003 (per 10,000)



Source: SC Department of Health and Environmental Control, <http://www.scdhec.gov>

Figure 15: Rate of ER Visits Due to Primary Diagnosis of Asthma in SC

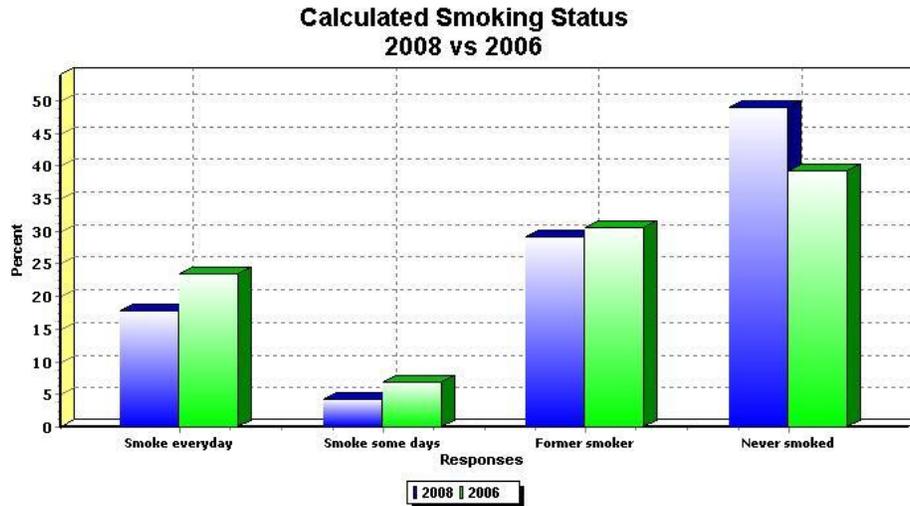
Rate of ER Visits Due to Primary Diagnosis of Asthma in South Carolina, 2003 (per 10,000)



Source: SC Department of Health and Environmental Control, <http://www.scdhec.gov>



Figure 16: Comparison of Smokers in 2008 Versus 2006 in the Myrtle Beach-Conway-North Myrtle Beach (MSA)



Source: Center for Disease Control Smart BRFSS Data

Figure 17: Fish Consumption Advisory Area - 2009

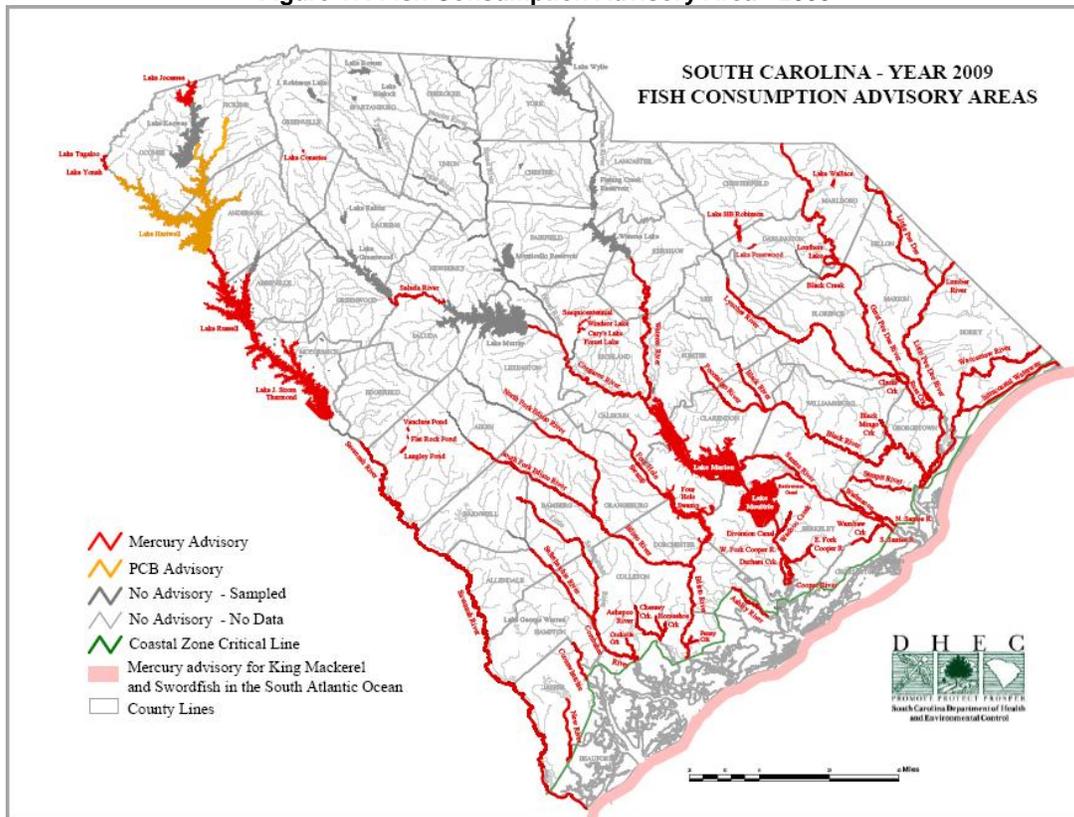


Table 8: Forest Theme Composition

	Maritime Evergreen	Oak Forest	Magnolia Forest	Palmetto Forest	Holly Forest	Elm Forest	Southern Forest	Maple Forest	Baldcypress Forest	River Birch Forest	Redbud Forest	Chestnut Oak Forest	Dogwood Forest	Blackgum Forest	Red Oak Forest	Yaupon Forest	Redcedar Forest	Garden Forest	Business Forest	Village Forest	Urban Forest	Parkway Forest	Flatwoods Forest	Swamp Forest	Native Forest	Pine Forest	Community Forest	Commercial Forest	Industrial Forest	Planned Forest	Recreation Forest	Residential Forest	Resort Forest		
Species Common Name	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	A	B	C	D	E	F	G		
Ash, Green							X	X		X					X		X				X	X	X	X	X	X	X						X	X	
Baccharis, Eastern	X							X		X						X							X											X	
Baldcypress				X			X	X	X	X					X	X	X	X			X	X	X	X	X	X	X		X		X	X	X	X	
Birch, River		X						X	X	X		X			X		X	X					X	X	X	X			X		X	X	X	X	
Blackgum		X		X			X	X	X					X	X		X					X	X	X	X	X	X		X		X		X		
Buckeye, Bottlebrush								X	X	X				X	X											X								X	
Buckeye, Red				X										X							X	X	X			X			X		X	X			
Buttonbush, Common								X	X	X		X			X		X							X		X								X	
Cabbage Palmetto	X		X	X					X	X	X					X					X	X	X	X	X	X	X				X	X	X	X	
Chastetree	X					X			X	X		X				X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Crapemyrtle		X		X		X			X	X	X					X	X	X	X	X			X		X		X			X		X	X	X	
Cypress, Leyland			X		X	X									X	X		X					X				X	X							
Cyrilla, Swamp		X					X	X	X				X	X									X		X					X					
Devilwood					X	X	X	X	X			X						X	X				X			X	X								
Dogwood, Flowering							X	X			X	X	X	X						X	X		X			X			X		X				
Dogwood, Kousa		X								X	X						X						X				X	X							
Dogwood, Swamp							X	X	X			X		X		X				X		X	X	X	X	X	X	X	X	X	X	X	X	X	
Elm, Chinese	X	X	X		X	X			X	X				X	X	X		X	X				X			X	X	X	X	X	X	X			
Elm, Winged			X	X	X	X						X							X	X			X			X					X	X			
Fringetree							X	X			X	X	X							X	X	X	X	X	X	X			X		X	X	X	X	
Gallberry							X		X		X	X	X							X		X	X	X	X	X	X		X		X	X	X	X	
Goldenraintree		X		X				X		X	X	X			X		X	X	X				X	X	X	X	X	X	X	X	X	X	X	X	X
Hickory, Mockernut						X					X							X	X			X			X							X			
Hickory, Pignut					X		X			X			X				X	X	X		X		X		X						X				
Holly, American		X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	
Holly, Dahoon				X	X		X										X	X				X	X	X	X	X	X		X		X				
Holly, Foster		X					X	X	X											X		X		X			X	X	X	X	X	X	X	X	
Holly, Yaupon	X	X	X		X	X			X				X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Honeylocust, Thornless						X		X	X	X		X										X				X	X								
Hophornbeam, American				X			X	X					X	X	X							X			X										
Hornbeam, American									X					X		X	X								X										



	Maritime Evergreen	Oak Forest	Magnolia Forest	Palmetto Forest	Holly Forest	Elm Forest	Southern Forest	Maple Forest	Baldypress Forest	River Birch Forest	Redbud Forest	Chestnut Oak Forest	Dogwood Forest	Blackgum Forest	Red Oak Forest	Yaupon Forest	Redcedar Forest	Garden Forest	Business Forest	Village Forest	Urban Forest	Parkway Forest	Flatwoods Forest	Swamp Forest	Native Forest	Pine Forest	Community Forest	Commercial Forest	Industrial Forest	Planned Forest	Recreation Forest	Residential Forest	Resort Forest		
Species Common Name	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	A	B	C	D	E	F	G		
Loblolly-Bay							X	X						X						X	X	X	X	X	X	X	X				X	X	X	X	
Magnolia, Little Gem		X	X	X	X	X	X		X	X	X	X	X				X	X	X	X	X	X	X	X	X			X	X	X	X	X	X	X	X
Magnolia, Southern		X	X	X		X	X		X	X	X	X	X				X	X		X	X		X	X	X	X			X	X	X	X	X	X	X
Magnolia, Sweetbay				X								X	X	X		X			X	X	X	X	X	X	X	X				X		X	X	X	
Maple, Red		X		X		X	X	X		X	X	X	X	X			X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Maple, Southern Sugar		X					X	X	X	X	X	X	X	X			X	X	X	X	X	X				X	X	X	X		X			X	
Maple, Trident					X				X					X	X		X	X									X	X			X				
Oak, Cherrybark						X	X			X	X	X	X								X			X	X	X	X	X	X	X	X	X	X	X	X
Oak, Darlington		X		X	X							X	X	X						X					X	X	X	X	X	X	X	X	X	X	X
Oak, Laurel		X		X	X	X					X	X	X	X			X			X		X	X	X	X	X	X	X	X	X	X	X	X	X	X
Oak, Live	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Oak, Overcup									X					X	X									X	X	X									
Oak, Shumard							X	X	X						X			X	X									X	X			X	X	X	X
Oak, Southern Red					X	X		X	X	X	X	X	X	X	X		X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Oak, Swamp Chestnut						X	X			X											X	X	X	X	X	X			X	X	X	X	X	X	X
Oak, Willow							X	X	X	X			X	X	X		X		X	X			X			X	X	X	X	X	X	X	X	X	X
Pine, Japanese Black	X	X	X	X	X										X			X										X							X
Pine, Loblolly	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Pine, Longleaf	X	X		X					X					X	X	X	X	X	X	X	X	X				X	X	X	X	X	X	X	X	X	X
Pine, Slash					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Pistache, Chinese		X			X				X				X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Plum, Purpleleaf						X				X	X	X	X			X		X	X	X	X	X				X	X	X	X	X	X	X	X	X	X
Poplar, Yellow								X	X	X	X	X	X	X	X						X		X	X	X	X	X	X	X	X	X	X	X	X	X
Redbud, Eastern		X					X		X		X		X		X		X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Redbud, Forest Pansy		X	X	X	X			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Redbud, Oklahoma		X	X	X				X		X				X	X	X	X	X	X	X	X	X			X			X			X		X		X
Redbud, Texas White		X	X	X			X			X				X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Redcedar, Eastern			X		X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Redcedar, Southern	X	X	X	X	X	X	X			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Sassafras				X	X	X			X			X									X					X				X		X		X	
Serviceberry, Downy							X	X	X	X	X	X	X									X	X	X	X	X	X	X	X	X	X	X	X	X	X
Sycamore		X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Tupelo, Water							X	X					X			X								X	X	X	X	X	X	X	X	X	X	X	X



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	A	B	C	D	E	F	G
Species Common Name	Maritime Evergreen	Oak Forest	Magnolia Forest	Palmetto Forest	Holly Forest	Elm Forest	Southern Forest	Maple Forest	Baldcypress Forest	River Birch Forest	Redbud Forest	Chestnut Oak Forest	Dogwood Forest	Blackgum Forest	Red Oak Forest	Yaupon Forest	Redcedar Forest	Garden Forest	Business Forest	Village Forest	Urban Forest	Parkway Forest	Flatwoods Forest	Swamp Forest	Native Forest	Pine Forest	Community Forest	Commercial Forest	Industrial Forest	Planned Forest	Recreation Forest	Residential Forest	Resort Forest
Waxmyrtle, Southern	X	X	X	X	X	X		X	X	X					X	X	X	X				X		X	X	X	X				X	X	X
Witchhazel, Common			X	X	X	X	X		X			X					X				X	X				X						X	

Source: Community Tree Planting Plan for Myrtle Beach, South Carolina, 2nd Edition, September 2001





Myrtle Beach Planting Themes – General Location Map



Source: City of Myrtle Beach Community Tree Planting Plan – 2nd Edition

Tree City USA Standards

To qualify for Tree City USA, a town or city must meet four standards established by The Arbor Day Foundation and the National Association of State Foresters. These standards were established to ensure that every qualifying community would have a viable tree management plan and program and include:

- Establishing a tree board or department. (The City's Community Appearance Board serves as the established tree board and the Department of Cultural and Leisure Services' Parks Division serves as the tree department.)
- Establishing and enforcing a tree care ordinance. (The City's tree protection ordinance is part of the *Zoning Ordinance of the City of Myrtle Beach*.)
- Maintaining a community forestry program with an annual budget of at least \$2 per capita. (The City allocates approximately \$500,000 each year to the Parks Division for the planting, care, and maintenance of trees which includes employing staff to get the job done.)
- Hold an Arbor Day observance and proclamation. (The Mayor and City Council have an annual resolution proclaiming Arbor Day to be held in the city during the month of December. An annual Arbor Day
- observance is held in conjunction with a tree planting ceremony, community appearance awards and other activities.)

Table 9: SC Rare, Threatened, and Endangered Species Inventory Species Found In Horry County (2006)

SCIENTIFIC NAME	COMMON NAME	Global Rank	State Rank	Legal Status
AGALINIS APHYLLA	COASTAL PLAIN FALSE-FOXGLOVE	G3G4	S?	SC
AGALINIS MARITIMA	SALT-MARSH FALSE-FOXGLOVE	G5	S?	SC
AMARANTHUS PUMILUS	SEABEACH AMARANTH	G2	S1	FT/ST
ANDROPOGON MOHRII	BROOMSEGE	G4?	S?	SC
ANTHAENANTIA RUFA	PURPLE SILKYSCALE	G5	S?	SC
ASCLEPIAS PEDICELLATA	SAVANNAH MILKWEED	G4	S1	RC
BALDUINA UNIFLORA	ONE-FLOWER BALDUINA	G4	S?	SC
CALAMOVILFA BREVIPILIS	PINE-BARRENS REED-GRASS	G4	S?	NC
CALOPOGON BARBATUS	BEARDED GRASS-PINK	G4?	S?	SC
CARETTA CARETTA	LOGGERHEAD	G3	S3	FT/ST
CAROLINA BAY		G?	S?	SC
CHAMAEDAPHNE CALYCVLATA	LEATHERLEAF	G5	S?	SC
CLEMMYS GUTTATA	SPOTTED TURTLE	G5	S5	ST
COLONIAL WATERBIRD		G?	S?	SC
COREOPSIS GLADIATA	SOUTHEASTERN TICKSEED	G3G5	S?	SC
COREOPSIS INTEGRIFOLIA	CILIATE-LEAF TICKSEED	G1G2	SR	SC
COREOPSIS ROSEA	ROSE COREOPSIS	G3	S2	RC
CORYNORHINUS RAFINESQUII	RAFINESQUE'S BIG-EARED BAT	G3G4	S2?	SE
CORYNORHINUS TOWNSENDII	TOWNSEND'S BIG-EARED BAT	G4	S1	N4
CROTONOPSIS LINEARIS	NARROWLEAF RUSHFOIL	G5	S?	SC
DIONAEA MUSCIPULA	VENUS' FLY-TRAP	G3	S1	RC
ECHINODORUS PARVULUS	DWARF BURHEAD	G3Q	S2	SC
ELLIPTIO CONGARAEA	CAROLINA SLABSHELL	G4	S?	SC
EUPATORIUM RECURVANS	COASTAL-PLAIN THOROUGH-WORT	G3G4Q	SR	SC
FIMBRISTYLIS PERPUSILLA	HARPER'S FIMBRISTYLIS	G2	S2	NC
FUNDULUS DIAPHANUS	BANDED KILLIFISH	G5	S1	SC
HALIAEETUS LEUCOCEPHALUS	BALD EAGLE	G4	S2	FT/SE
HELENIUM BREVIFOLIUM	SHORTLEAF SNEEZEWEED	G3G4	S1	RC
HELIANTHEMUM GEORGIANUM	GEORGIA FROSTWEED	G4	S?	SC
HELIANTHUS SCHWEINITZII	SCHWEINITZ'S SUNFLOWER	G2	S1	FE/SE
HETERODON SIMUS	SOUTHERN HOGNOSE SNAKE	G2	S?	SC
ILEX AMELANCHIER	SARVIS HOLLY	G4	S3	SC
LACHNOCAULON BEYRICHIANUM	SOUTHERN BOG-BUTTON	G2G3	S?	SC
LAMPASILIS SPLENDIDA	RAYED PINK FATMUCKET	G3	S?	SC
LECHEA TORREYI	PIEDMONT PINWEED	G4G5	S?	SC



LILAEOPSIS CAROLINENSIS	CAROLINA LILAEOPSIS	G3G5	S1	NC
LIPOCARPHA MICRANTHA	DWARF BULRUSH	G4	S2	SC
LITSEA AESTIVALIS	PONDSPICE	G3	S3	SC
LYGODIUM PALMATUM	CLIMBING FERN	G4	S1S2	SC
MYCTERIA AMERICANA	WOOD STORK	G4	S1S2	FE/SE
OXYPOLIS TERNATA	PIEDMONT COWBANE	G3	S?	SC
PARNASSIA CAROLINIANA	CAROLINA GRASS-OF-PARNASSUS	G3	S1S2	NC
PELTANDRA SAGITTIFOLIA	SPOON-FLOWER	G3G4	S?	SC
PHYSOSTEGIA LEPTOPHYLLA	SLENDER-LEAVED DRAGON-HEAD	G4?	S?	SC
PICOIDES BOREALIS	RED-COCKADED WOODPECKER	G3	S2	FE/SE
PITUOPHIS MELANOLEUCUS	PINE OR GOPHER SNAKE	G4	S3S4	SC
PLANTAGO SPARSIFLORA	PINELAND PLANTAIN	G3	S?	SC
PTEROGLOSSASPIS ECRISTATA	CRESTLESS PLUME ORCHID	G2	S2	SC
PYXIDANTHERA BARBULATA VAR BARBULATA	WELL'S PYXIE MOSS	G4T4	S?	SC
RHYNCHOSPORA OLIGANTHA	FEW-FLOWERED BEAKED-RUSH	G4	S?	SC
RUELLIA PEDUNCULATA SSP PINETORUM	STALKED WILD PETUNIA	G5T3	S?	SC
SABATIA BARTRAMII	BARTRAM'S ROSE-GENTIAN	G4G5	S?	SC
SABATIA KENNEDYANA	PLYMOUTH GENTIAN	G3	S1	RC
SARRACENIA RUBRA	SWEET PITCHER-PLANT	G3	S4	SC
SCHWALBEA AMERICANA	CHAFFSEED	G2	S2	FE/SE
SCLERIA BALDWINII	BALDWIN NUTRUSH	G4	S1S2	SC
SOLIDAGO PULCHRA	CAROLINA GOLDENROD	G3	S?	SC
SPOROBOLUS TERETIFOLIUS	WIRE-LEAVED DROPSEED	G2?	S1	NC
STERNA ANTILLARUM	LEAST TERN	G4	S3	ST
STYLISMA PICKERINGII VAR PICKERINGII	PICKERING'S MORNING-GLORY	G4T2T3	S1	SC
TOFIELDIA GLABRA	WHITE FALSE-ASPHODEL	G3	S?	SC
URSUS AMERICANUS	BLACK BEAR	G5	S3?	SC
VILLOSA DELUMBIS	EASTERN CREEKSHELL	G4	S?	SC
XYRIS BREVIFOLIA	SHORT-LEAVED YELLOW-EYED GRASS	G4G5	S?	SC
XYRIS FLABELLIFORMIS	SAVANNAH YELLOW-EYED GRASS	G4	SR	SC

Source: SC Department of Natural Resource, Heritage Preserves Program 2006

Global Rank - the Nature Conservancy rating of degree of endangerment world-wide:

- G1 - Critically imperiled globally because of extreme rarity or because of some factor(s) making it especially vulnerable to extinction.
- G2 - Imperiled globally because of rarity or factor(s) making it vulnerable.
- G3 - Either very rare throughout its range or found locally in a restricted range, or having factors making it vulnerable.
- G4 - Apparently secure globally, though it may be rare in parts of its range.
- G5 - Demonstrably secure globally, though it may be rare in parts of its range.
- GH - Of historical occurrence throughout its range, with possibility of rediscovery.
- GX - Extinct throughout its range.
- G? - Status unknown.

State Rank - the Nature Conservancy rating of degree of endangerment in SC:

- S1 - Critically imperiled state-wide because of extreme rarity or because of some factor(s) making it especially vulnerable to extirpation.
- S2 - Imperiled state-wide because of rarity or factor(s) making it vulnerable.
- S3 - Rare or uncommon in state.
- S4 - Apparently secure in state.



- S5 - Demonstrably secure in state.
- SA - Accidental in state (usually birds or butterflies that are far outside normal range).
- SE - Exotic established in state.
- SH - Of historical occurrence in state, with possibility of rediscovery.
- SN - Regularly occurring in state, but in a migratory, non-breeding form.
- SR - Reported in state, but without good documentation.
- SX - Extirpated from state.
- S? - Status unknown.

Legal Status:

- FE - Federal endangered.
- FT - Federal threatened.
- PE - Proposed for federal listing as endangered.
- PT - Proposed for federal listing as threatened.
- C - Candidate for federal listing.
- NC - Of concern, national (unofficial - plants only).
- RC - Of concern, regional (unofficial - plants only).
- SE - State endangered (official state list - animals only).
- ST - State threatened (official state list - animals only).
- SC - Of concern, state.
- SX - State extirpated.



The Heritage Trust Program of DNR is the major means by which habitats of endangered species and species in need of management are purchased and preserved. Heritage preserves are properties acquired by DNR for the primary purpose of protecting habitat for rare and endangered species. Some heritage preserves offer game hunting opportunities, and, therefore, are included in the Wildlife Management Area program. General locations of the areas are described in Table 10.

Table 10: Wildlife Management Area Properties in Horry County

Wildlife Management Area	County	Deer	Hogs	Bear	Turkey	Dove	Waterfowl	Quail	Squirrel	Rabbit	Raccoon	Fox
Cartwheel Bay Heritage Preserve*	Horry	x			x			x		x	x	
Lewis Ocean Bay Heritage Preserve*	Horry	x			x			x	x	x	x	x
Little Pee Dee Heritage Preserve* Complex	Horry, Marion	x	x		x		x	x	x	x	x	x
Waccamaw River Heritage Preserve*	Horry	x			x	x	x		x		x	

*Indicates SCDNR property

Source: SC Department of Natural Resources Wildlife Management Area Division



Zoning Ordinance – Regulations Protecting Sea Turtle Nesting

- *Section 1244.10.3.3 - CP coastal protection district (overlay zone) "Lighting shall comply with the lighting and glare ordinance of the City of Myrtle Beach Code in order to protect the beach as a nesting place of threatened or endangered sea turtles."*
- *Section 916.1 – light and glare - purpose and intent - "It is the purpose and intent of this article to prevent the creation of nuisances, caused by unnecessary intensity of artificial illumination of property, signs, and buildings, to promote the safety and general welfare of the public by the regulation of glare-producing sources of light, to assure the required minimum illumination to facilitate enforcement of law and to protect the threatened or endangered sea turtles which nest on the beach of the city by safeguarding nesting females and hatchlings from artificial light."*
- *Section 916.12- sea turtles –"In order to prevent and minimize hazards to nesting female sea turtles and their hatchlings on the beach, the following regulations shall apply to the beach and property near the beach between 31st Avenue North and 52nd Avenue North, between Highland Avenue and Canepatch Swash and between 77th Avenue North and the northern boundary of the city."*
- *Section 916.12.1 "No exterior light source on public or private property shall be directly visible from any point seaward of the landward toe of the landward-most sand dune".*
- *Section 916.12.2 "Except for lights regulated in the following sentence, no direct or reflected light from an exterior light source on public or private property shall be visible from any point seaward of the landward toe of the landward most sand dune. For beach access points, dune walkovers, beach walkways, or any other structure designed for pedestrian traffic on or seaward of the primary dune, only low-intensity recessed or louvered lighting or other appropriate low-intensity lighting shall be used; such lighting shall be turned off after 10:00 p.m. each day and not turned on again before 7:00 a.m. the next day from May 1st to October 31st each year".*
- *Section 916.12.3 "Outdoor lighting shall be held to the minimum necessary for safety and security".*
- *Section 916.12.4 "The Director of the Department of Construction Services shall provide information to property owners who wish to prevent interior light emanating from doors and windows within direct line of sight of the beach. Methods which the director may recommend include applying window tint or film; rearranging lamps and other moveable fixtures away from windows; applying window treatments, and, during the nesting season, drawing these coverings each night; and turning off all unnecessary lights".*
- *Section 916.12.5 "The Director of the Department of Construction Services shall provide information to owners of property, especially those immediately adjacent to the area governed by this subsection, to voluntarily minimize exterior lighting that may be hazardous to sea turtles".*



Table 11: City of Myrtle Beach Parks, Open Space, and Recreational Facilities

#	Name	Type	Class	Size	Amenities	Use
1	Chapin Park	Passive	Community	3 acres	Playground and picnic shelter	Adequate
2	Canal Street	Active	Neighborhood	3.5 acres	Indoor pool, locker room, gymnasium, banquet hall, warming kitchen, weight room, meeting rooms, two playgrounds and picnic tables	Adequate
3	Futrell Park	Passive	Neighborhood	4.5 acres	Playground, pond, fishing dock, playfield, walking trail, bike path, and picnic shelters	Under used
4	Mallard Lake	Passive	Neighborhood	25 acres	Dog park with pond, open field and wooded area with trail	Over used
5	Midway Park	Passive	Neighborhood	3 acres	Tennis and basketball courts	Over used
6	Base Recreation Center	Active	Neighborhood	3.75 acres	Meeting rooms, ballroom, warming kitchen, stage and Myrtle Beach Air Force Museum in lobby area	Under used
7	Bent Oaks Park	Passive	Mini-park	0.5 acres	Playground and gazebo	Adequate
8	Pinner Place Park	Passive	Mini-park	1 acre	Playground, basketball court, picnic table and open play area	Adequate
9	Spivey Park	Passive	Mini-park	1 acre	Playground and picnic tables	Adequate
10	Stuart Square Park	Passive	Mini-park	0.5 acres	Playground and picnic tables	Adequate
11	Lyons Cove Park	Passive	Mini-park	1.5 acres	Playground and open play area	Adequate
12	Balsam Street Park	Passive	Mini-park	1.4 acres	Playground, open play area and picnic tables	Adequate
13	McLeod Park	Passive	Mini-park	1 acre	Playground, mini-shelter and picnic table	Adequate
14	Springs Park	Passive	Mini-park	2.6 acres	Benches, open play area	Adequate
15	Gray Park	Passive	Mini-park	0.5 acres	Benches	Under used
16	Ocean Forest Memorial Park	Passive	Mini-park	1 acre	Benches	Adequate
17	McMillan Park	Passive	Mini-park	1.25 acres	Playground and gazebo	Adequate
18	Settlers Point Park	Passive	Mini-park	1 acre	Benches	Under used
19	Frank Beckham Complex	Active	Sports Complex	25 acres	Indoor pool, gymnasium, fitness room, weight room, locker rooms, playground, ball fields, stadium with synthetic turf field and track, skateboard park and picnic shelter	Over used
20	Crabtree Gym	Active	Sports Complex	4 acres	Gymnasium, weight room, racquetball courts, aerobics/dance room, cardio room, locker rooms and Myrtle Beach Air Force Museum in hallways and lobby area	Over used
21	Grand Park Sports Fields	Active	Sports Complex	65 acres	Baseball, softball, football fields	Over used
22	Whispering Pines Golf Course	Active	Special Use	242 acres	Golf course, driving range, pro shop, restaurant and Myrtle Beach Air Force Base museum in lobby and hallway areas	Over used
23	Hurl Rock Park	Passive	Special Use	1 acre	Beach access, arbor and beach parking	Adequate



#	Name	Type	Class	Size	Amenities	Use
24	24th Avenue North Street end	Passive	Special Use	2 acres	Beach access, bench swing, play area	Under used
25	Cameron Park	Passive	Special Use	1 acre	Beach access, arbor	Adequate
26	Gardens by the Sea Park	Passive	Special Use	0.5 acres	Beach access, playground, gazebo and fitness trail	Over used
27	Beach*	Passive	Natural Resource	91 acres	Public oceanfront	Over used
28	Archibald Rutledge Park	Passive	Mini-park	0.3 acres	Bench, landscaping	Adequate
29	21 st Avenue North Cemetery	Passive	Special Use	2 acres	Cemetery	Under used
30	Ocean Woods Memorial Cemetery	Passive	Special Use	20 acres	Cemetery	Adequate
31	Withers Swash Park	Passive	Natural Resource	11.5 acres	Nature trail, estuary, picnic shelters and playground	Under used
32	Virginia Marshall Park	Passive	Natural Resource	2.5 acres	Nature trail and pond	Under used
33	Grand Park	Active	Multiple Use	23 acres	Esplanade, floating dock, lake, fitness trail, interactive and fitness equipment, climbing rock garden, picnic shelters, playground and open play area	Over used
34	Linear Park	Passive	Natural Resource	45 acres	Lake and undeveloped land	Adequate
35	Valor Memorial Garden	Active	Multiple Uses	1.6 acres	2 reflecting ponds with fountains, benches, promenade with electricity, open play area, and interpretive exhibits about the former Myrtle Beach Air Force Base	Over used
36	Warbird Park	Active	Outdoor museum and park	4.6 acres	Three jets on display from the former Myrtle Beach Air Force Base, lighted interpretive trail with exhibits about the former Air Force Base, Wall of Service dedicated to the men and women who served at the former Myrtle Beach Air Force Base, benches, and parking.	Over used
37	Nance Plaza	Active	Mini-Park	0.5 acres	Interactive fountain and benches	Under used
38	Justin W. Plyler Park	Active	Oceanfront Park	0.9 acres	Beach access, area for special events with electricity, walkway and benches.	Over used
39	Myrtle Beach Tennis Center	Active	Tennis Facility	3.3 acres	10 lighted tennis courts, pro shop, observation deck, restrooms, vending area and bleachers	Over used
40	Anderson Park	Passive	Oceanfront Park	0.4 acres	Beach access, fountain, bench swings, gaming tables and benches	Adequate
41	Breakers Park	Passive	Oceanfront Park	0.2 acres	Fountain, walkway and benches	Adequate
42	Bratcher Park	Passive	Grassy Area	0.3 acres	Open play area and parking	Under used
43	BB&T Coastal Field	Active	Minor League Baseball Stadium	20.0 acres	Professional baseball field, dressing rooms, bleachers, playground, picnic area, parking, lake, concessions and offices	Over used
44	Dog Park - YMCA	Active	Dog Park	3.3 acres	Separate fenced areas for small and large dogs with benches for owners	Over used
45	Withers Swash Boardwalk	Active	Boardwalk	1000 feet	Boardwalk along the edge of the Withers Swash between Kings Highway and Ocean Boulevard with interpretive exhibits along the	Adequate



#	Name	Type	Class	Size	Amenities	Use
					boardwalk	
46	Myrtle's Market	Active	Farmer's market		Farmer's Market at the corner of Oak Street and Mr. Joe White Avenue open on Wednesday, Friday and Saturday from April through November.	Over used
47	Historic Myrtle Beach Colored School Museum and Education Center	Active	Museum and education facilities utilized by Horry County Schools Adult Education and A Father's Place		Museum, classrooms and office space.	Adequate
48	Historic Myrtle Beach Train Depot	Active	Museum and rental space for general use		Meeting room space.	Over used
49	Oceanfront Boardwalk	Active	Boardwalk	1.2 miles	Boardwalk with benches and other amenities between 2 nd Avenue and 14 th Avenue piers.	To be completed Spring 2010
50	East Coast Greenway System	Active	Bikepath	13 miles	13 miles of bike paths through the City as part of the East Coast Greenway	Under used
51	Grand Park Multi-Field Complex	Active	Multi-field complex	40 acres	Three softball/soccer fields with artificial turf, scoring tower with bathrooms and concession, dugouts, fencing, landscaping and related parking areas.	Over used
52	Gateway Open Space	Passive			Open space with welcome to Myrtle Beach signs at major gateways	Adequate

Source: City of Myrtle Beach Department of Cultural and Leisure Services

* Assumes a 75-foot width for the beach. Acreage is for the entire beachfront within the municipal boundaries, although small portions of the beachfront are privately owned between 2,500 square feet and ten acres in size.



National Recreation and Parks Association Recommended Elements For a Parks and Recreation Master Plan

- Promote sustainable landscapes.
- Protect open space, public lands, wildlife habitat, air and water quality, and provide special protections to ecologically and culturally sensitive land and water resources.
- Develop and promote healthy outdoor recreation activities that build a sense of personal responsibility on the part of those individuals using and enjoying our natural and cultural resources.
- Ensure that as stewards of our public lands and parks we uphold the responsibility for measuring and monitoring the health and heritage of these resources and ensuring their long-term sustainability.
- Monitor parks and recreation lands so decision makers and the general public are knowledgeable of when there is a need for expansion or modifications to protect resource values, safety and enjoyment of participants, and quality of life.
- Foster the next generation of stewards.
- Make connecting to nature possible for citizens of all ages and abilities by providing safe access to public lands, parks, and conservation areas close-to-home.
- Help eliminate the “nature deficit” condition in America's youth through programs and nature discovery opportunities in parks.
- Provide the resources and knowledge to parents and guardians that will enable them to help their children connect with and enjoy the natural world.
- Provide leadership and mentoring for youth to instill in them a sense of hope and joy, a love of nature, and a commitment to stewardship.
- Teach outdoor ethics, recreation skills and practices to reduce impacts to natural, cultural and scenic resources.
- Work collaboratively with young people and educators to determine and implement new environmental stewardship practices.
- Involve local communities, including children and teenagers, in the planning and design of new parks.
- Recruit people of all ages, but especially the younger generation, to volunteer in parks.
- Provide leadership for sustainable communities.
- Advance sustainability goals beyond parks, recreation and public lands, by modeling sustainable practices in land use, facility design, maintenance, and management, and by engaging with other government, civic, business and education organizations.
- Build new and non-traditional partnerships to foster sustainable lifestyles, responsible energy use, and innovative solutions for community support networks and infrastructure.
- Support the adoption of policies at all levels of government that will advance environmental stewardship and sustainability.
- Use outdoor recreation programs to teach gardening, recycling, food preservation and other sustainable, lifestyle practices that build, support and enhance a personal environmental ethic.
- Support, undertake and apply rigorous scientific research in order to advance our understanding of social, environmental and ecological systems.



Appendix F – Cultural Resources

Development History of Myrtle Beach

Myrtle Beach is located in Horry County, SC, bounded on the east by a sixty-mile stretch of the Atlantic coast known as Long Bay. Before it was settled, what is now Myrtle Beach, and indeed most of Horry County, was simply beach, swamp, and dense forest. Although the Waccamaw Indians lived prosperously in the region for many generations, European settlers found the climate and the terrain to be unsettling.

In Colonial days, the King's Highway (now Kings Highway) from Boston to Frederica, Georgia, passed by the area. Some of the earliest landowners and inhabitants of the Myrtle Beach area were members of the Withers Family, a prominent coastal SC family with principal homes in Charleston and Georgetown. The Robert and Mary Cartwright Withers family settled here in the 1700s. They owned an indigo plantation on a bluff overlooking the Withers Swash (located near 3rd Avenue South). The Withers Swash was originally part of a 66,000-acre land grant to Robert Francis Withers, who owned several other plantations near Georgetown. According to an article in *The Independent Republic Quarterly* (Spring 1979), little is known of the family's life in Long Bay but evidence of their being here is provided by early plats of land grants at Myrtle Beach, the establishment of the Withers, SC Post Office on April 30, 1888, and the existence of a Withers family grave marker in the Withers Cemetery located east of the swash off of Collins Street. When the great hurricane of 1822 came ashore 18 people sought refuge in the Withers' house. All 18 people were washed out to sea. Years later, the Withers family abandoned their land holdings and eventually Burroughs and Collins Company acquired the land. Withers Swash was named "Eight Mile Swash" on old maps, indicating that the waterway would have been more extensive during colonial times than it is now.



The beginnings of the Myrtle Beach that exist today date to the late 1800s when in 1881 the Burroughs and Collins Company of Conway, SC, purchased much of the land that had once belonged to the Withers family. Because of its proximity to the Waccamaw River, Conway was the first settlement in Horry County to prosper. The community grew around the ship building industry, and eventually the timber industry. Toward the end of the 19th century, the Myrtle Beach Farms Company started acquiring property to the east of the Waccamaw River from the Withers family. The founders of Myrtle Beach Farms, Franklin G. Burroughs and Benjamin G. Collins, recognized the value in this vast wild property for expansion of their farming facilities. A secondary benefit was the beachfront, which they intended to use as recreational property for employees of Myrtle Beach Farms.

In addition to the climate and the terrain, there was another reason the property between the Waccamaw River and the Atlantic Ocean had not been developed before Myrtle Beach Farms came along: transportation. The Waccamaw River provided access to Conway but no other navigable river of any length linked what would become the Grand Strand. Overland travel was not much better—although the "King's Highway" roughly paralleled the coastline, there was no natural harbor or other reason for a substantial town to develop in the area between Wilmington and Georgetown. Roads eastward from the county seat ran far to the north and south to avoid the swampy land immediately east of Conway.

According to local historians two principal communities existed in Myrtle Beach at this time – in the Withers Swash and "Sandridge" areas. The Sandridge was a farming community situated between 17th Avenue South and 3rd Avenue North. Tobacco, peanuts, sweet potatoes, and garden vegetables grew in the sandy soil of eastern Horry County. The farm families lived on these crops. Timber was plentiful. Wild game was available. Oysters and crabs from the inlets and fish from the sea and rivers were abundant. The Todd family had occupied the Sandridge as early as the 1880s. The Todd family had amassed several hundred acres south of the land acquired by the Burroughs and Collins Company. Other family names associated with the area were Owens, Stalvey, King, Anderson, Simmons, Dubois, and Adams.



Names of other property owners from whom the Myrtle Beach Farms company purchased land included heirs of Joshua Ward, the firm of Gilbert and Potter, and Dunsenbury and Sarvis. The company established an extensive naval stores (turpentine, tar, and resin) operation and later timber. Primarily fishermen, farmers, and lumbermen occupied the area. F.G. Burroughs died in 1897 and his share of the business passed to his three sons: Frank A., A.M., and Don M. Burroughs. Developing the area as a beach resort had been F.G. Burroughs' dream, and he had hoped to see the railroad extended from Conway to Myrtle Beach to open up the area to vacationers as well as provide shipping for his timber and naval stores. By 1900 Burroughs' dream was becoming a reality.

By 1881, Myrtle Beach Farms had acquired most of the property to the east of the Waccamaw River, and they were eager to have it cleared to make way for their new fields. Mr. Burroughs and Mr. Collins recognized their greatest potential was also a quandary. They had a vast forest that needed to be cleared, and the lumber companies were on the other side of the river. So, the two entrepreneurs built a railroad to transport their timber to the mills.

The railroad also provided the means by which the residents of Horry County could get to the beach with relative ease. Not only did the trains run west loaded with timber, they also ran east loaded with workers and tourists. Also just after the turn of the century, the first more-or-less direct road was built between Conway and Myrtle Beach. Thus, with connections to the outside world growing, the 1900's were a time of major expansion for Myrtle Beach.

Development of the beach began in a modest way in 1900-1901. Up to this time, Myrtle Beach had been known as New Town and Conway as Old Town, and in 1900 the area was renamed. One evening, a group of people from Conway decided to vote on a name for New Town. Mrs. F.G. Burroughs submitted the name, Myrtle Beach, because of the abundance of native myrtle bushes in the area. Myrtle Beach became the official name of the coastal village. The Conway and Seashore Railroad, later the Conway Coast and Western (a 14-mile tram road), was constructed from Conway to Myrtle Beach and connected with the Atlantic Coast Line Railroad in Conway. As Burroughs envisioned, the rail line provided improved access to the beach for vacationers and the resort began to grow.

Oceanfront lots were sold for as little as \$25 and it has been said that anyone building a house costing at least \$500 was promised a free lot. The A.W. Barrets, of Conway, built one of the first cottages on the oceanfront in 1908. They paid \$25 for the lot and built a house for \$75, which they named, "Idleways." The Sea Side Inn, Pavilion, and bathhouse were built in 1901. The inn was located between 8th and 9th Avenues North near Kings Highway and faced the ocean. It stood tall among the large sand dunes, myrtle bushes and scrub oaks. A long boardwalk led from the inn to the oceanfront and the Pavilion; the train depot was connected to the rear of the inn by a boardwalk. A plank boardwalk was also constructed running parallel to the beach. The Burroughs and Collins Company opened a general store on 9th Avenue North between Kings Highway and Oak Street and the first Myrtle Beach post office was located in the rear of the store, replacing the Withers Post Office to the south. A notice in the *Horry Herald* (May 23, 1901) noted, "The season at Myrtle Beach will open in a short time now, and the Sea Side Inn will be open to the public for the first time with Mr. F.A. Burroughs as proprietor and Mr. C.H. Snider as manager."



The Burroughs and Collins Company was the driving force in all these developments. The Sea Side Inn, Pavilion, general store, depot, and railroad were all built by the company. The company lumber mill at Pine Island, about four miles inland, provided lumber for beach construction. According to Edward Burroughs' 1971 column in *The Independent Republic Quarterly*, the company had by 1906 accumulated over 100,000 acres of land including ten miles of beach front property, from the location of the former Ocean Forest Hotel (between Porcher Avenue and North Ocean Boulevard at Springs Avenue) to around 1st Avenue South. Burroughs also speculated that, from 1900 until the start of World War I, 15 to 20 beach cottages were constructed.

Several important events took place prior to the start of World War I. In the early 1900s the Burroughs and Collins Company shifted its emphasis from timber and turpentine to farming. The company decided to sell some of their land and began looking for investors. Simeon B. Chapin, a wealthy Northern financier was looking for investments in the south. In 1912 he came to Conway to tell the Burroughs and Collins Company of his decision not to invest but was interested in a partnership. As a result of his visit and a handshake between the partners the Myrtle Beach Farms Company was born. The company's original holdings totaled 65,000 acres and the principal businesses were farming, lumber, and real estate. Chapin visited the area but left the day-to-day operations to Don and Frank Burroughs and their associate James E. Bryan, Sr. Around the same time, the tram road was taken over by Atlantic Coast Line Railroad and developed into a standard railroad track. In 1914, a sand road was built from Conway to Myrtle Beach via Socastee (now known as Highway 15).

During the period 1918 - 1925 Myrtle Beach continued to grow as a vacation spot and as a home to some 200 residents by 1926. A second hotel was built, the Lafayette Manor, and a 50-room annex was added to the Sea Side Inn. The Myrtle Beach Yacht Club, a three-story building, and an associated pier (the first in Myrtle Beach) were built in the vicinity of 14th Avenue



North in 1922. At the time the yacht club was the northernmost structure on the beach. In 1937, Sam P. Gardner purchased the property and changed the name to the Ocean Plaza Hotel. James Bryan built the Myrtle Beach Pavilion in 1923 between what is now 8th and 9th Avenues North.

A double row of cottages was built on either side of then Ocean Drive (now Ocean Boulevard) located north of the Pavilion for several blocks. The cottages were typically one-story frame built on piers with hipped roofs and wrap around porches. Farther north, oceanfront development was sparse.

The Withers Swash area experienced some significant growth during the early 1900s. The first Myrtle Beach Grade School was built c. 1918 at the foot of 3rd Avenue North between Oak Street and the Old Conway Highway (Highway 15). Also located in the vicinity were Macklen's Store and the Ambrose Store. Several boarding or guesthouses were also constructed in the area. The heart of the town was between 8th Avenue North and Oak Street.

The late 1920s was a period of significant growth in Myrtle Beach's history, sparked primarily by the vision of John T. Woodside. In March 1926, John T. Woodside of Woodside Brothers Company of Greenville, SC purchased 65,000 acres, which included 12 miles of ocean frontage, for \$850,000 from the Myrtle Beach Farms Company with plans to develop a community called Arcady. Woodside envisioned a grand beach resort and country club with golf course. Woodside operated under the names of Myrtle Beach Estates, Myrtle Beach Sales Company, and Myrtle Beach Investment Company. Plans for the area included the Ocean Forest Hotel (completed 1930 and demolished in 1974) and the Ocean Golf Course and Country Club located at 5609 Woodside Drive (now referred to as the Pine Lakes International Country Club). Also included were paved roads, utilities, a yacht basin, polo grounds and bridle paths. Soon after Woodside purchased the 65,000 acres lights were improved and streets were paved. New streets were also begun under the supervision of Stanley H. Wright, C.E. of North Carolina and T.M. Jordan, C.E. of Myrtle Beach.

Woodside also had the area bounded by the Withers Swash, the railroad, and the ocean surveyed and subdivided by Stanley Wright; this area was called the hotel section. Only the hotel and golf course were completed before the stock market crash and the Great Depression, which was the demise of Arcady and the Woodside plans. Woodside's Myrtle Beach holdings remained in the hands of his bankers, Iselin and Company of New York for several years. Independent investors purchased the hotel and country club, but the remainder of the property was finally repossessed by the Myrtle Beach Farms Company in the early 1930s. Approximately 40,000 acres of this repossessed land, which was located between Kings Highway and the Atlantic Intracoastal Waterway, was sold to P.O. Meade of Charleston in order to pay back taxes.



The Pine Lakes International Country Club is significant for its association with Myrtle Beach's period of growth and prosperity as a coastal community resort from 1926 to 1954 and is an excellent example of the landmark buildings built in Myrtle Beach in the mid-twentieth century. One of Woodside's greatest accomplishments was the development of the Ocean Forest Hotel and Country Club. The club and hotel were designed by influential New York architect, Raymond Hood. Construction on the club began in 1926 and was completed in 1927. When the club was built, a 27-hole golf course was built in association with the club; Robert White, a golf course designer and future president of the Professional Golfers Association (PGA), designed it. Although the original 27-hole course is no longer intact, the present course dates back to 1946, when the new owner Fred Miles, sold 18 of the 27 holes to John McLeod for real estate development, retaining only nine. Mr. Miles then hired Robert White, a native of St. Andrews, Scotland to redesign the nine that were left and to add nine more, resulting in the present course. The clubhouse was originally used for lodging until the Ocean Forest Hotel was finished in 1930. Although the hotel has since been demolished, it was part of the Woodside's dream of Arcady. Arcady was described by the Woodside Brothers as "A national playground where the leaders of contemporary life may sustain their capacity for work by bringing to its utmost the art of rest and recreation." Although the club continued to run as an inn and country club, the ownership passed hands several times. The club was reorganized in 1944 under the ownership of Frederick Albert Warner Miles, whose family owned and operated many fine hotels throughout the south during that time.

Although the Woodside Brothers did not see their plans for Arcady come to fruition, they did build the first golfing facility in Myrtle Beach and paved the way for the Grand Strand to become the golfing mecca it is today. Over the years, Pine Lakes has been host to many famous people, both golfers and non-golfers. It was the birthplace of *Sports Illustrated* magazine, which was founded in 1954 by a group of Time-Life executives who had come to play the well-known golf course and plan a new weekly sports publication. Known as "The Granddaddy," the Ocean Forest served as the introduction of golf to an area that has seen the development of over 100 golf courses in the past twenty years. The Pine Lakes International Country Club was listed on the National Register of Historic Places in 1996.



Evidence of the re-emergence of the Myrtle Beach Farms Company as a significant player in real estate development is provided by a set of maps and plats, prepared for Myrtle Beach Farms in the 1930s that trace the opening of sections to the north. The first of these is a 1933 map of Myrtle Beach prepared for the Myrtle Beach Farms Company compiling information from previous surveys and combining it with additions and changes. It included all the area referred to as the hotel section, bounded to the north by 9th Avenue North, and extended from 9th Avenue North to 40th Avenue North, including all the land situated between the ocean and Kings Highway. All of the blocks in the mapped area are subdivided with the exception of those located between the Withers Drive and Kings Highway from 9th Avenue North to 40th Avenue North. Notes on the map indicate that the Myrtle Heights Section, representing the area from 31st Avenue North to 40th Avenue North, had been opened earlier that year. In 1935 the Oak Park Section – area bounded by Kings Highway and the ocean from 40th to 47th Avenues North – was surveyed and opened. Finally, in 1939, the Dunes Section – area bounded by Kings Highway and the ocean from 47th Avenue North to the beginning of the golf course Section, beyond 53rd Avenue North – was surveyed and opened. The Dunes Section appears to be the last section opened by Myrtle Beach Farms Company prior to World War II. The Golf Course Section to the north of the Dunes Section was originally surveyed by the Woodside Brothers in the late 1920s but not significantly developed until after World War II by the Ocean Forest Development Company. The Myrtle Heights, Oak Park, Dunes and Golf Course Sections were primarily reserved for residential development. The Dunes Golf Course was built in 1949 on land donated by Myrtle Beach Farms Company. The Myrtle Heights and Oak Park districts are now listed on the National Register of Historic Places.

South of the holdings of Myrtle Beach Farms was an area known as Spivey Beach. In the mid to late 1920s, Senator D.A. Spivey of the Horry Land Improvement Company began buying land in this area, which extended approximately from 1st Avenue South to 17th Avenue South and included the blocks between the ocean and Oak Street. Spivey Beach did not really begin to develop, however, until the 1940s and 1950s.

According to 1939 aerial photographs from the US Department of Agriculture and a 1940 US Geological Survey the area south of Withers Swash, including Spivey Beach, was undeveloped. The hotel section from Withers Swash to 9th Avenue North was extensively developed (between fifty (50%) to one hundred (100%) percent of most blocks) between the ocean and Chester Street. Moderately developed areas, twenty-five (25%) to fifty (50%) percent, were between Chester Street and the Old Conway Highway (Highway 15). The oceanfront was almost one hundred (100%) percent developed north of the hotel section 9th Avenue North to around 45th Avenue North. The second row from 9th Avenue North to approximately 29 or 30th Avenues North was also one hundred (100%) percent developed. North of 30th Avenue North, there was almost no second row development with the exception of a cluster centered around 38th Avenue North from 37th to 41st Avenues North. Most of the avenues north of 9th Avenue North had not been built. The oceanfront and second row development were almost exclusively residential in scale. Boarding houses and guesthouses were common south of 31st Avenue North along Ocean Boulevard and in the downtown and hotel section.

In addition to real estate development, certain other events had impacts on the resort development of Myrtle Beach. In 1929 the Old Conway Highway from Socastee to Myrtle Beach, including Broadway, East Broadway, and 9th Avenue North, was paved with rock and asphalt. Ocean Drive from 9th Avenue North to Ocean Plaza (14th Avenue North area) was also paved. In 1935 Julian L. Springs had the 2nd Avenue Pier built. This was the second pier constructed in Myrtle Beach and said to be the longest on the east coast. The pier contributed greatly to Myrtle Beach's tourist appeal as fishing was a major attraction. The old drawbridge, still visible across the Atlantic Intracoastal Waterway at Highway 501 was built for train and car traffic in the late 1930s.

The residential community continued to grow and prosper during the 1920s and 1950s. The Chapin Company, a department store, was organized in 1928.



The ribbon-cutting ceremony for the Myrtle Beach Train Depot on Broadway Street was May 6, 1937, the year before Myrtle Beach officially became a town. Atlantic Coastline Railroad and The Chapin Company jointly built the depot to provide a much-needed transportation link between the mainland and the beach. Although based on ACL's standard station design, structural enhancements gave the depot some Mediterranean features that reflected the local architecture of the day.

For the next three decades, the depot served as the city's activity hub, welcoming passenger trains full of vacationing families and boxcars full of supplies and building materials. In 1967, with train travel waning, Atlantic Coastline Railroad sold the depot and 1.25 acres to a beverage distributor, which constructed offices and warehouses on the site.



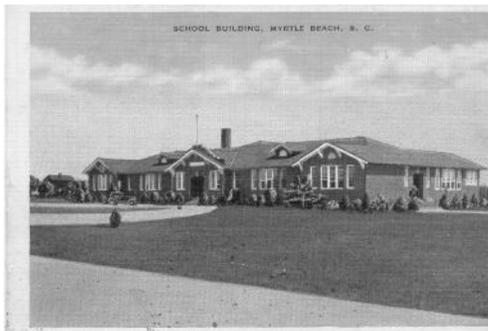
In 1999, the property owner decided to move the distributorship, and the depot property was placed on the market. After several months with no viable offers, the owner was advised that the property might sell more quickly as vacant land. When word spread that a demolition permit had been requested for the depot, a public outcry arose to save one of Myrtle Beach's few remaining historic buildings. The City eventually purchased the building and land outright for \$750,000.

With the depot safe from the wrecking ball, the City formed the Myrtle Beach All Aboard Committee and charged it with restoring the building and listing it on the National Register of Historic Places. This volunteer group also was responsible for raising the money to accomplish those goals. During the next four years, the committee raised more than \$650,000 in grants and private donations to restore the structure and improve the site with parking facilities, lighting and landscaping. Because the maintenance garage added on by the previous owner rendered the depot ineligible for the National Register of Historic Places, the committee worked with the SC Department of Archives and History to develop demolition plans for the addition. Research via the Caroliniana Library at the University of South Carolina provided photographic evidence of the depot's original appearance. In 2001, the garage was successfully removed, and, on July 22, 2002, the Myrtle Beach Train Depot was placed on the National Register of Historic Places.

Even with this success, the project was far from complete. During the next two years, the committee and volunteer architect Dale Gilliland worked to make the building habitable, without compromising its historic integrity. Using money raised by the committee, the City hired a contractor to restore the depot to its original appearance and function. The project included restoring wooden and concrete flooring, as well as the original trim, ceiling boards and beams. The roof was replaced, along with the loading docks and exterior windows. Great pains were taken to match new materials with the appropriate historic ones. The work also included a heating and air conditioning system, along with modernized plumbing and electrical services, in keeping with guidelines from the National Register. Finally, on May 6, 2004, the All Aboard Committee cut the ribbon on the newly restored Myrtle Beach Train Depot, 67 years to the day after the original opening ceremonies

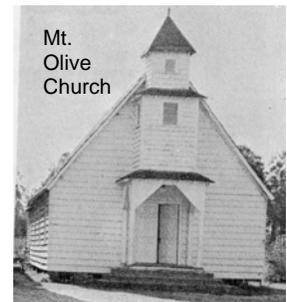


The 1958 *Progress Report* states that in the fall of 1918 the pupils who were to become the first graduating class of Myrtle Beach High School entered the first grade. There were only two rooms in the school building at that time but had three teachers, one being Mrs. George Cox. The first graduating class attended school in this building on the Old Conway Highway until a new building was constructed. In 1928 a combination grade and high school was built on the block bounded by 5th and 6th Avenues North, Oak Street and Kings Highway (505 North Kings Highway, where the post office is now located). The Myrtle Beach Grade School opened in 1928 and two years later, high school classes were added. Prior to the school's opening, local students traveled to Conway for classes. According to the *Strand '65 Historical Progress Edition*, the first diplomas were awarded in 1930 to Arland Cooper, Lonnie Causey, Grace Perdue, Betsy Hollingshed, Annie King, Nell King and Jesse Stalvey. The first superintendent of schools in Myrtle Beach was appointed that same year. The high school student body consisted of only 33 boys and girls. The building burned in February 1946. The grade school was rebuilt on the original site and the high school was built at 1403 North Kings Highway (the present location of Kings Festival Shopping Center). During the time the schools were under construction after the fire, students attended classes at the Lafayette Manor and Carolina Hotel and in area churches. These temporary accommodations were used for nearly two years during which time the Myrtle Beach Grade School was erected. The high school was built in 1948-49, and grades 9-12 were assigned to this building.



Beginning in the late 1800s the African-American community lived in areas referred to as Racepath, Sandridge, The Hill, and later what is now called the Booker T. Washington and Canal/Nance/Acline Street neighborhoods. Many of the homes owned by the African-Americans were originally on what is now Oak Street and were later moved to Carver Street and westward. Long time resident Cecil Graham reported some of the lots at 21st Avenue North and Oak Street were only available for sale to members of the Fraternal Order of the Odd Fellows. Many members of the African-American community worked in the fisheries, farms, hotels, and private homes as housekeepers and cooks. Some of the African-American men who worked in the hotels formed a club called the "Cooks and Waiters Club" that met once a month at the Club Bamboo on Dunbar Street.

Mount Olive A.M.E. Church, an important church in the area, was formed in 1879 by the African-American community but did not have a church building until 1910 when a wood



frame church was built on Kings Highway between 6th and 7th Avenues North. As reported by the 1880 Census, some of the African-American family names associated with the area were Allston, Canty, Holmes, Johnson, Small, Steele, Thomas, and Vereen.

An African-American School was also erected in the late 1920s and was referred to as the Myrtle Beach Colored School located on the old Farm Road (now Mr. Joe White Avenue). Prior to the school being erected, African-American students attended the first through third grades at Sandy Grove Missionary Baptist Church and fourth grade and up at Mt. Olive A.M.E. Church. According to Nina Eaddy, one of the first students to attend the Myrtle Beach Colored School, Mrs. Butler was the first teacher and she lived in the camp quarters. Reverend Andrews Washington Stackhouse taught the last year in the churches and later became principal of the Myrtle Beach Colored School.



The Myrtle Beach Colored School housed grades one through eight. The building was heated by a wood-fire pot bellied stove and later changed over to coal using a coal bin outside. Mary Canty, a former student in 1938, recalls two children were assigned to go out and get coal each morning in a bucket and bring it in. Originally the building did not have electricity and light was provided through large windows and kerosene soaked rags, referred to as flambeaus. Mrs. Canty remembers after studying reading, writing, arithmetic and literature with teachers such as Mrs. Gracie Austin, Mrs. P.A. Lamb, Mrs. Abraham, Mrs. Alexander, Mrs. King and Mrs. Mabel Watson, the students

looked forward to playing outdoors. At recess the students would play Ring Around the Rosey, hopscotch and the handkerchief game. Students attending high school classes had to travel to Conway's Whittemore High School providing their own transportation and housing. For several years Reverend Stackhouse held some high school classes for the students of the Myrtle Beach Colored School. Mrs. Eaddy was valedictorian of the first graduating class of the Myrtle Beach Colored School. Mrs. Eaddy recalls the students of the Myrtle Beach Colored School taking the ingredients to make soup for lunchtime across the street to Mrs. Ossie Bland's home. The soup was made in a big pot and the students took the soup back to the school building and served the other students there. Lee Simmons recalls bringing a cup from home and two cents. The students received a piece of cornbread and a cup of soup for their two cents.

The Myrtle Beach Colored School closed in 1953 when the Carver School was built on Dunbar Street and the Old Farm Road (now Mr. Joe White Avenue). The school, built under the equalization program by the State of SC, contained eight classrooms and was extended to twelve in the 1958 serving grades one through twelve. Mrs. Emma Burrage, a former teacher recalled leaving the Myrtle Beach Colored School for the new Carver Training School and leaving the old name behind. Even though the school had basketball teams they did not have an indoor gymnasium to play their games. When the Air Force Base closed in 1947 the USO (United Service Organizations) building that had been used by African-American soldiers was donated to the school to be used as a gymnasium.

During the 1960s, the school's name was changed to Carver Elementary School and began serving children of all races. Mrs. Evelyn Brittain, a former classmate of Mary Canty's, graduated from college and later taught at Carver Elementary School. Students wanting to attend high school still had to travel to Conway to Whittemore High School until integration in 1965 at Myrtle Beach High School. The first African-American students to attend Myrtle Beach High School were Martha Canty Gore (daughter of Mary Canty) and Prince Bowen. Major change occurred in the fall of 1970 when Horry County Schools desegregated on a larger scale.

Until 1951, the schools in Myrtle Beach were operated as an independent area and had its own school district. Following a survey of schools in SC by a committee from Peabody College, which pointed out the high number of school districts in the state, and the false economy resulting from such a situation, all areas of Horry County were brought together into a county-wide school district (now known as Horry County Schools). Myrtle Beach schools then fell under the jurisdiction of the Horry County School Board and Horry County Schools' administration. All expenditures of the schools were handled through the Horry County Department of Education.



When the Carver Elementary School closed its doors it sat empty for many years and was home to vagrants, rodents and debris. In the 1990s after several years of planning and about ten months of construction, the 23,200 square foot structure became the Swansgate Apartments. An expanded 122-unit apartment complex now provides quality low income housing for the elderly, homeless and disabled residents. In addition to the apartments, the area adjacent to the buildings has been transformed into an active seven-acre park named for the late James Futrell who was elected to Myrtle Beach City Council, and served the city from 1982 to 1992. Futrell was the first African-American person to hold a council seat.



The Myrtle Beach Colored School was demolished in 2000 to make way for the widening of Mr. Joe White Avenue. A committee of former students led by Mrs. Mary Canty and business leaders appointed by City Council worked to rebuild the old school building at the

corner of Mr. Joe White Avenue and Dunbar Street. The newly constructed building, a re-creation of the original four-room school building, was officially opened in June 2006. The building now serves as the new home for the Horry County Schools adult education classes in Myrtle Beach, A Father's Place program to engage fathers with their children, and a museum showcasing the history of the Myrtle Beach African-American community and the former Myrtle Beach Colored School. The building is called the Historic Myrtle Beach Colored School Museum and Education Center on Dunbar Street.

Places of worship have always been the foundation of a community. A group living in the area founded the First Baptist Church, originally Eden Baptist Church, in 1870. In 1896 the church was moved one mile closer to Myrtle Beach in the Sandridge area, and in 1933 a building was erected at 4th Avenue North and Oak Street.

In the beginning of the 20th century a number of churches were established. The First United Methodist Church now located at 901 North Kings Highway organized its first congregation in 1919. The first Methodist service was held in the old Myrtle Beach Farms Company Store in 1915. Mr. L.D. Clardy brought his pastor, the Reverend E.F. Scoggins, from Socastee Church to preach. The entire Myrtle Beach population, seven families, came to hear him and organized a Sunday school. First United Methodist Church grew from this beginning. The SC Annual Conference organized the church in 1919 as part of the Waccamaw circuit, with the Reverend J.E. Cook as pastor. A true "Circuit Rider," he rode his horse "Dandy" to serve five churches. In 1921 a frame building was constructed on the corner of 9th Avenue North and Kings Highway (where the church now stands) on land donated by Myrtle Beach Farms Company. The "little church" served the congregation and community nearly fifty years before it burned in 1968. The Reverend Pierce E. Cook, who had served the Waccamaw circuit, became the first full-time pastor in 1938. Planning and building a handsome new church, a brick structure facing the Atlantic Ocean, began in March 1939. The first service in the new sanctuary was held November 5, 1939. Buildings and programs have expanded over the years to meet the needs of the growing congregation and the community. The church became officially First United Methodist Church, Myrtle Beach in 1968. On September 22, 1989 during Hurricane Hugo the steeple of the church was lifted off its base and then slammed down cross first through the roof of the sanctuary. After \$180,000 of repairs, the congregation re-entered the sanctuary three months later in January 1990.



The First Presbyterian Church erected its first building in 1928, called Brearley Hall and was on land donated by the Woodside Brothers. On February 28, 1928, the Reverend Cecil D. Brearley, of Conway, presided over the First Presbyterian worship service held in Myrtle Beach. By July of that same year, the members had erected a new chapel on the present site of "Mammy's Kitchen" restaurant on Kings Highway. Aided by seminary students, Reverend Brearley continued to supply the pulpit on the first and third Sunday evenings until 1940. During the Depression, membership dwindled but the faithful persisted and membership began to grow after 1935. In 1949, a congregation of 70 had a full time minister, the Reverend F.M. Kincaid, who served until 1942. Dr. Brearley returned as supply pastor and then served as full time minister from 1945 until 1961. When the sanctuary was constructed at its location between 13th and 14th Avenues North in 1948, the original frame church was relocated to the new site. Since 1928, the church has grown from a membership of 19 to over 1600. In the 1980s Brearley Hall was donated to the Disabled American Veterans Association and was relocated to the site of The First Assembly Pentecostal Holiness

Church on Church Street. Both share the building. In 1990, the newly renovated sanctuary of the First Presbyterian Church was dedicated. In 2001, the church purchased 18 acres of land on Robert M. Grissom Parkway between 38th and 44th Avenues North and now serves as the new home for Sunday school and meetings.

Catholic services were first held in the early 1930s at the Ocean Forest Hotel, and St. Andrew Catholic Church was built in 1939 on land donated by Myrtle Beach Farms. The church is located at 37th Avenue North and is now part of a large campus that includes St. Andrew Catholic School grades one through eight.

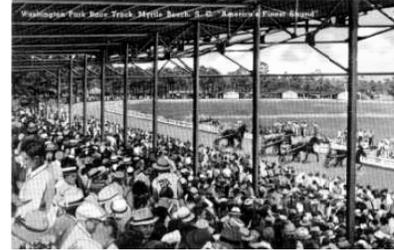
As Myrtle Beach continued to grow in the 1930s, a number of resident Episcopalians began to look into the possibility of organizing an Episcopal Church in the area. During the summers of 1935 and 1936, Reverend Thomas S. Tisdale of Marion worked with local residents to organize a congregation. The first services were held on Sunday afternoons in the Methodist and Presbyterian churches. In March 1937, Myrtle Beach Farms Company donated a lot on Kings Highway at 30th Avenue North for a church building. On November 23, 1939, work on the church building began. The church was originally called The Church of the Messiah and became a parish in 1949. In 1951, Margaret Wiley gave a lot at the corner of Kings Highway and 31st Avenue North which allowed for expansion of the church. That same year the church was renamed Trinity Episcopal Church. Other expansions took place in 1957, 1958, 1965, and 1973. In 1991 more than \$1.2 million was invested in a major church expansion.

In the early 1930s, Myrtle Beach Farms Company built a small, one-room brick jail on the southeast corner of Oak Street and 10th Avenue North. The police force consisted of two officers, with one on duty during the day and the other at night. The first newspaper was printed on June 1, 1935. C.L. Phillips and Clarence Macklen produced it out of a warehouse behind Macklen's grocery store near 3rd Avenue and the Old Conway Highway. On April 11, 1936, the Atlantic Intracoastal Waterway was dedicated. The building of the waterway had provided employment for many Myrtle Beach residents. Myrtle Beach's first



movie theater, Ben's Broadway, opened in 1936 and the Gloria Theater on 9th Avenue North near the Pavilion opened in 1937. Myrtle Beach began receiving regular telephone service in 1936 with the establishment of the Seacoast Telephone System. Its first office was located in the Lafayette Manor and a year later moved to an office on Chester Street between 9th and 10th Avenues North. Service grew from 25 telephones in 1936 to 90 in 1941. The Myrtle Beach Fire Department was organized in 1936, two years before the City's incorporation. Myrtle Beach was incorporated as a town in 1938 and immediately afterwards a water and sewer project was begun. Dr. W.L. Harrelson served as the first mayor. H.B. Springs, Carl C. Pridgen, and Dewey H. Bell established the town's first bank, The Myrtle Beach Depository in 1937. The Myrtle Beach Bank and Trust Company replaced the original bank facility.

Washington Park Horse Race Track opened June 3, 1938 with harness racing and pari-mutuel betting. The entrance to the park was about 300 feet from the corner of Oak Street and 21st Avenue North. This elaborate racing complex included a half-mile track, stables for 150 horses, and semi-weekly races with an average \$250 purse. Washington Park Race Track was built with the hopes that the SC General Assembly would abolish the anti-gambling laws. This did not happen and the venture folded in 1947.



The very beginning of a military base in Myrtle Beach can be traced to a meeting of the Myrtle Beach Town Council on October 16, 1939. At that meeting, the council agreed to purchase 135 acres for a municipal airport, and at the next meeting, named the new airport the Harrelson Municipal Airport in recognition of Mayor W. L. Harrelson's efforts in promoting the construction of an airport. In 1940, federal funds were given to the Town of Myrtle Beach to help construct two runways. The US Army Air Corps expressed interest in the use of the airport for pilot training, and additional funds were made available to lengthen and pave two runways.

Original authorization for the runways on the field was given by the Civil Aviation Authority; and a grant of \$211,000 was made to the town by the government in the spring 1940, so that the Myrtle Beach Municipal Airport might be incorporated with the National Defense Program. The field, when completed, was used for the training of civilian pilots. Work was begun, then, in 1940 with Works Progress Administration (WPA) labor.



The 1940s was a significant period for Myrtle Beach. In June 1940 the Myrtle Beach General Bombing and Gunnery Range, later known as the Myrtle Beach Army Air Field, lie along the ocean front and inland to a depth of several miles, covering Horry and Georgetown Counties in the heart of the SC tobacco belt. It was constructed to provide facilities for the housing and operational training of bombardment squadrons and a base detachment. The air field was located on Kings Highway, about two miles southwest of Myrtle Beach which reportedly had a population of 1,600 during the winter months (*US Government Census 1940*). In season, however, this figure reportedly increased to as much as 25,000 or 30,000. In 1940 it is estimated that there were at least 3,500 civilians residing permanently in the town, plus a fluctuating number of military personnel.

In June 1940, the residents of Myrtle Beach had their first glimpse of things to come in the air. The 3rd Observation Squadron, from the Columbia, SC Army Air Base landed at the old civilian airport in town with 10 planes, 14 officers and 130 enlisted men. Led by Maj Glen C. Salisbury, their mission was to conduct firing practice along the ocean front and to map and photograph the entire area. Observation indicated clearly that the region was satisfactory for the location of a bombing and gunnery range. Wooded wasteland stretched far into the interior; farms were small and poor, and scattered thinly over the countryside. Sea-going traffic was rare and the beach front was unpopulated. There was ample land upon which to build a bombing range, timbered land which would provide thorough cover for any troops that might be stationed in the locality and vital because of its position on the coastline. Until July 15, 1940, the squadron remained here, firing at temporary targets on the beachfront. On November 1, 1940, the 105th Observation Squadron, commanded by Maj Walter M. Williams, came to Myrtle Beach for the same purpose, firing and observation. They stayed until December 21, using the beachhead at Singleton Swash, about five miles from town.



The municipal airport was completed on November 22, 1941, and this made the field available as a government-approved air base. In October and November 1941, the 56th Pursuit Group, based at Morris Field, came to Myrtle Beach for gunnery practice. On December 5, 1941, the 56th Pursuit Group and the D.P. 1 returned to their base at Morris Field. Two days later, the infamous sneak attack on Pearl Harbor occurred and the men previously stationed here were sent back immediately, charged with the task of defending the coastline. It was this group of men who stayed here until the following March, when the Bombing and Gunnery Range Detachment arrived from Hunter Field, Savannah, GA, to institute the formal operation of the Myrtle Beach General Bombing and Gunnery Range.



On the afternoon of the March 24, with Lt Claude W. Davis in command, 188 enlisted men and a stowaway dog named "Bomber" arrived in Myrtle Beach to take up the duties relevant to the establishment, organization, administration and operation of a General Bombing and Gunnery Range.



According to those few members of the original cadre who were stationed here, theirs was a rough and rugged job. They pitched their tents on the site of the station hospital. Their comfortable barracks at the Savannah base became a beautiful memory as they settled down to life in the field. They had one outdoor bath-house-lavatory, and hot water was rationed. Mess was cooked on a field range; the earth, covered with soft pine needles and energetic ants served as seat and table, and dinner music was provided by great swarms of gnats and flies.

Buildings were erected by June 1942, to accommodate 197 officers and 1,326 enlisted men. These structures included a motor transportation repair shop, quarter master warehouses, and ordnance area with warehouses and shop, AC [air corps] supply warehouse, fire station, finance building, signal corps exchange, base theater, post exchange and base hospital. The Myrtle Beach General Bombing and Gunnery Range was ready, willing and able to tackle all variants of aerial gunnery and bombardment instruction and practice.

A German prisoner of war camp was established near Myrtle Beach in November 1944 furnishing men for housekeeping details. Large numbers of service men were drained from the base to fill spots, particularly in the ground forces. After the war the field remained active until 1947, but the speedy demobilization of the Armed Forces caused an almost unbearable personnel shortage. It was difficult for the base to carry out even its severely restricted mission between September 1945 and November 1947.

Deactivated in 1947, the field became a municipal airport again. The City of Myrtle Beach was interested in obtaining an active Air Force installation for the area, and City officials sent a letter to Headquarters USAF on May 8, 1953 offering to donate the Myrtle Beach Municipal Airport to the Air Force. The offer was accepted on June 1. Headquarters, USAF and Headquarters, Tactical Air Command made a decision during calendar year 1953 to construct a new Air Force Base at Myrtle Beach for the benefit of the Ninth Air Force.

This decision was made in lieu of rehabilitation of the old facilities existing on the proposed site because these structures had deteriorated beyond economical repair. Therefore, the Air Force prepared military construction programs for the complete facilities of a fighter-bomber air base and processed the construction program, with Congressional approval, to the Corps of Engineers during the calendar year 1953. As a result, construction of one primary runway, to have a length of 9,500 feet was authorized, and thereafter various contracts were awarded for the construction of other facilities in 1955 and 1956. This construction, which included the FY-55 and FY-56 programs, totaled an authorized expenditure of \$14,449,937.

The largest project yet on blueprint was the 800 unit Capehart Housing Project now known as Seagate Village off of Kings Highway. 1st Lt Donald W. Bindner and Chief Warrant Officer Harrison W. Nash represented the 342nd Installations Squadron and this base at a conference at Shaw AFB. The necessity for this conference arose when an additional \$3,000 was authorized for each unit of the Capehart Housing Project. Additional features, made possible by this increased expenditure, included a carport, air-conditioning, exhaust fans, and hardwood floors. It was felt that this increase would heighten desirability and livability of each unit by twenty-five (25%) percent.

Construction proceeded generally according to schedule. As a result, it was possible to activate the 4434th Air Base Squadron as a "housekeeping" unit on April 9, 1956. Col Robert G. Emmens became the commander of this squadron and Lt Col Leland A. Herrington was assigned as deputy commander.

On November 19, 1956 the 354th Fighter-Day Wing was activated at Myrtle Beach Air Force Base. The commanding officer who assumed command that day was Col Francis S. Gabreski, USAF. Concurrently with this activation the 342nd Fighter-Day Wing which had been at Myrtle Beach Air Force Base since July 26, 1956 was inactivated, and all personnel and equipment was transferred to the new wing.

The 354th Fighter Day Wing/Tactical Fighter wing, was based here in 1956-1993 deploying squadrons in Europe, Southeast Asia, and the Middle East, with major service in Lebanon, Germany, Cuba, the Dominican Republic, Vietnam, and the Persian Gulf.

Sadly, and with much controversy, the Myrtle Beach Air Force Base was designated for closure as a result of provisions contained within the National Defense Authorization Act for Fiscal Year 1991 (Title XXIX of Public Law 101-510). The base officially closed in March 1993.





In 1949 Highway 501 was opened, the Dunes Golf Course was built, the Chapin Library was established with funds from the Chapin Foundation, and, most importantly, the Pavilion Amusement Park was opened on Ocean Boulevard between 8th and 9th Avenues North. It replaced the original pavilion that had burned in 1944 and became a landmark property in Myrtle Beach until its demolition in 2007.

Once associated with the Pavilion and now located at Broadway at the Beach are the German Band Organ and the Carousel, both brought to the Pavilion in the 1950s. The Herschell-Spillman Company of New York built the carousel in 1912. It was one of five hand-carved carousels built at that time, and the only one that is still in working use. The carousel contains 50 hand-carved figures; most of which were completed by 1912, but two of the elephants are believed to date back to 1890. The carousel was owned by Oxford Lake Park in Anniston, Alabama, until 1950 when it was bought by Myrtle Beach Farms Company. An electric Wurlitzer organ was installed in the carousel when it was moved to Myrtle Beach. In 1988, two of the hand-carved animals from the carousel were featured on postage stamps released by the United States Post Office.



A. Ruth and Sohn in Bayden, Germany constructed the German Band organ in 1900. It was originally constructed for the World Exposition in Paris, France, and was featured as the main attraction. After the World Exposition, it was shipped back to Germany where it traveled from town to town, being used for different entertainment events, in a wagon led by a team of six horses. Twenty years later, the organ was purchased by a wealthy American industrialist who placed the organ in a room he had specially built on his estate in Martha's Vineyard, Massachusetts. The organ remained in Martha's Vineyard for thirty years where friends and family as well as musicians and bandleaders enjoyed it. In the 1950s, Harry Beach of Myrtle Beach Farms Company went to Martha's Vineyard to try to buy the organ. The organ was shipped to Myrtle Beach in 1954 and was located in the Pavilion Amusement Park. The organ is 11 feet high, 20 feet long and 7 feet deep. It weighs about two tons. Working parts include 400 pipes with 98 keys, and 18 life-like hand-carved figures. These figures include 12 that move in rhythm to the music, 2 of which play the harp and others that beat drums. The organ was originally operated by hand, featuring a large wheel that had to be manually turned to channel air through the machine. The hand-turned wheel was later replaced by a motor, which compressed the air electrically.

Music and dance have always been a part of the history of Myrtle Beach. In the 1940s and 50s Sarah and Charles Fitzgerald operated Whispering Pines Night Club on Carver Street, also known as "The Hill". Many well-known entertainers performed at Whispering Pines including Jerry Butler, James Brown, Chuck Berry, Clyde McFadden, Lena Horne, Ella Fitzgerald and others. The Cadillac Club, Club Bamboo and Patio Casino offered more nightlife for the community during those days.



Other well-known early members of the African American community included Joe White and his wife, Louise. Mr. Joe served as a shoe stylist for the stars who appeared at the Circle Theater in the Ocean Forest Hotel during the summer seasons in the 1950s. Mr. Joe White was an outstanding goodwill ambassador for Myrtle Beach. When 10th and 11th Avenues North were realigned in 2000 the street was renamed Mr. Joe White Avenue to honor his memory. Many residents remember Mr. Joe riding his bicycle everyday to his workplace, Woody's Barber Shop, at the corner of Broadway and 10th Avenue North.

World War II did not have a significant impact on Myrtle Beach in terms of affecting the area's growth patterns, and the same type of development that had occurred prior to the war characterized the period immediately following the war. The turning point came on October 15, 1954 when Hurricane Hazel struck the east coast causing extensive loss of property in Myrtle Beach. Many of the small cottages and boarding houses that had typified Myrtle Beach's early oceanfront development north to the Myrtle Heights section were destroyed by the storm and replaced by small, 20-40 room motel operations. The Chesterfield Inn located at 700 North Ocean Boulevard, built in 1946, survived Hurricane Hazel. Until recently The Chesterfield Inn had been in the same family since Steven C. Chapman of Chesterfield, SC began it in 1936. Mr. Chapman bought a small frame house with five rentable rooms. Over the next ten years, the original Inn was destroyed by fire, moved, eventually torn down, and Chapman built a new Chesterfield Inn in 1946. The Chesterfield Inn had been owned and operated by members of the Chapman family for over fifty years. The Chesterfield Inn was placed on the National Register of Historic Places in November of 1996.

Myrtle Beach's second golf course and country club, The Dunes Golf and Country Club was organized and promoted by G.W. "Buster" Bryan and Jimmy D'Angelo. It was designed by Robert Trent Jones and opened for play in 1949. The second nine holes were completed in 1950. The course was built on land near Singleton Swash donated by Myrtle Beach Farms Company. During the Civil War, a large salt works, distilling salt from seawater, was located on this property.



In 1950 the city's core business district was Main Street. Businesses included the Kozy Korner Restaurant, Mack's 5, 10 & 25 Cents Store, Ben's Broadway Theatre, Nyal Drugs, and the Carolina Café. Across the street from the business center were the City Hall and Police Station and the Myrtle Beach Depository.

Myrtle Beach was also home to a number of beauties. The Miss South Carolina Pageant, sponsored by the local Jaycees, was held in Myrtle Beach at the Pavilion from 1950 to 1958. Well known mystery writer, Mickey Spillane, assisted the Jaycees in the production of the pageant and often served as one of the pageant judges. In 1951, the Sun Fun Festival was started as a fundraiser for the Ocean View Memorial Hospital. This popular event continues today. The Myrtle Beach Area Chamber of Commerce sponsors the annual Sun Fun Festival.

The Ocean View Memorial Hospital was chartered in 1949 but did not open its doors until 1958. The first site of the hospital was on Ocean Boulevard and was later abandoned when an outside corporation bought the hospital and built a new facility called Grand Strand Memorial on Highway 17 bypass. During the past ten years the hospital has undergone numerous expansion projects and is now known as Grand Strand Regional Medical Center.

The Myrtle Beach Chamber of Commerce was chartered in 1938. During World War II the chamber was inactive. In 1947 the chamber was restructured and re-chartered and found a home at 824 North Kings Highway. The chamber included the North Myrtle Beach area. In 1952, Claude and Harry Dunnagan coined the phrase, "The Grand Strand" by naming their business "The Grand Strand News Bureau". In 1957 the area was officially designated SC's Grand Strand. The Chamber has gone through several name changes as its membership grew. In 1979 the name was changed to the Myrtle Beach Area Chamber of Commerce and it opened the Myrtle Beach Area Convention Bureau. In 1994 the Myrtle Beach Area Chamber of Commerce and Convention and Visitors Center was relocated to 1200 North Oak Street.

The Rivoli Theater opened on Chester Street in Myrtle Beach on June 19, 1958, showing the movie "This Happy Feeling" starring Debbie Reynolds. The Rivoli was owned by the Merle Investment Company of Charlotte and operated by the Beach Corporation, headed by Wyatt L. Parker. Costing \$400,066 with 1,076 seating capacity, the theater was designed by architect Harold J. Riddle and built by contractor J.A. Baldwin of Crescent Beach. James A. Porter was the first manager. With sound from a four-channel stereophonic system, the movie screen measured 21 x 50 feet – state of the art equipment at the time, to be found in only one other theater at Fort Collins, Colorado. The lobby featured terrazzo floors and walnut paneling. Internationally known artist, Gerrard Tempest, created two sculptures for the outside of the building. Many people recall being admitted to the Saturday matinee for five bottle caps. Perhaps the grandest Rivoli recollection is the 1967 world premiere of the movie "Don't Make Waves," starring Tony Curtis, Claudia Cardinale, Sharon Tate, Terry Moore, and David Draper (Mr. Universe). The building was purchased by the City of Myrtle Beach in the late 1990s.

Since the 1950s, Myrtle Beach has experienced unprecedented growth and change fueled by its increasing popularity as a vacation destination. In 1962, Joe Thompson of The Caravelle Motel created the famous Myrtle Beach golf package. A golf museum was established at the Caravelle in 1968. The beach golf package has expanded and is marketed by Golf Holiday.

Temple Emanu-el was founded in 1963. This conservative synagogue is located at 406 65th Avenue North. In January 2002 the Rosen Education Center was completed and provides space for functions of the congregation as well as a Sunday Hebrew School setting.

In 1967, the Myrtle Beach Convention Center was built and then expanded in 1976 to over 55,000 square feet and added another 100,000 square feet in 1993 to accommodate Myrtle Beach's growth as a convention city. After years of planning and 18 months of construction the Radisson Hotel opened its doors in January 2003. Having an on-site hotel had been a goal of the convention center since its expansion in 1993. In 2005, Sheraton Hotels and Resorts assumed management of the Sheraton Myrtle Beach Convention Center Hotel.

The *Flood Insurance Act in 1971*, under which low-cost flood insurance became available, had a significant impact on Myrtle Beach. According to an undated article in *The Sun News*, the area boomed after 1971. "Out-of-state" investors and national chains bought up the best-situated motels, knocked them down and replaced them with high-rise oceanfront hotels." The first high rise in Myrtle Beach was The Yachtsman Hotel.

Music and dance continue to be a focal point in Myrtle Beach. The Myrtle Beach's Bowery, next door to the Pavilion, was the starting point for the award winning singing group Alabama, who played for tips as the house band in 1973. The singers received a major recording contract in Nashville in 1980.

Between 1970 and 1975, new construction topped \$75 million and the permanent population tripled. Millions of tourists visited the Grand Strand giving Myrtle Beach the highest per capita income in SC.

In the 1980s, the Grand Strand's popularity continued to increase dramatically. Golf course construction was on the increase with 80 courses being added by 1995. Even Hurricane Hugo in 1989 did not interrupt the growth of the Grand Strand. In 1989, Myrtle Beach was named the sixth fastest growing metropolitan area in the US.



In 1990, the Myrtle Beach area entered a new boom period with the emergence of many new stores, hotels, restaurants, homes and industries. In 1994 Burroughs and Chapin Company, Inc. built Broadway at the Beach. This \$250 million attraction is set on 350-acres between 21st and 29th Avenues North. The development features 100 specialty shops, restaurants, attractions, nightclubs, and hotels all surrounding a 23-acre lake. Seaboard Commons, a big box retail center, was also constructed in 1994 between Mr. Joe White Avenue and 21st Avenue North. Seaboard Commons opened with Lowe's, Target, Goody's, Barnes and Noble, Office Max, Pier I Imports, TJ Maxx, several restaurants, specialty stores, and Sam's Club. This was the beginning of the big box retail stores being constructed in the area.

With the steady increase in growth, access in and out of Myrtle Beach has greatly improved over the years. The first segment of Robert M. Grissom Parkway, portions of it formally called Central Parkway, opened to the delight of local residents in the spring of 1999. The parkway, completed in 2002, was named to honor the memory of long time Mayor Bob Grissom who died in 1998. The parkway stretches from Highway 17 to Harrelson Boulevard (named for former Mayor W.L. Harrelson), the new gateway into Myrtle Beach International Airport.

On Thursday, June 29, 2000, the first segment of the Conway Bypass was open to traffic from Highway 17 to Highway 90. Veterans Highway or Highway 22, as it is now called, is a \$384 million road project that has significantly relieved beach traffic congestion. The Carolina Bays Parkway opened Tuesday, December 17, 2002. Known as Highway 31, the 6-lane controlled access freeway runs north-south from SC Highway 9 to SC Highway 544. It generally parallels Highway 17 and runs to the north of the Atlantic Intracoastal Waterway. This roadway provides further relief to Highway 17 and through traffic with a great alternative during the busy tourist season.



The East Coast Greenway Alliance has brought together 15 states to create a 2,600-mile city-to-city corridor for cyclists, hikers, and other non-motorized users. The goal is to form a continuous, safe, green route from Canada to Key West, Florida that is locally owned and managed. The route will be at least 80 percent off-road, using features such as abandoned railroad beds, canal towpaths, and parkway corridors wherever possible. The greenway is envisioned as an urban alternative to the Appalachian Trail, winding its way through some of the East Coast's finest cities and urban forests linking all the major cities on the eastern seaboard. The SC East Coast Greenway Committee formed in 1999 and began the process of identifying a route that would pass through key coastal cities, connect to existing trails, and highlight the state's scenic beauty and historic resources. Comprised of municipal and state officials and non-profit trail groups, the committee has identified a 262-mile route. Approximately 70 miles are in public control, most of which is along the northern part of the greenway. This includes the Carolina Bays Parkway trail, the Bike the Neck trail and the Myrtle Beach and North Myrtle Beach segments combined, and they create the 38-mile of the Grand Strand trail network. The first eight-mile section runs along existing right-of-way from the North Carolina state line south

through Little River to North Myrtle Beach. The trail will follow existing designated bike lanes and routes through the neighborhoods of North Myrtle Beach to Barefoot Resort, a distance of about 10 miles. From there, the trail connects to the Carolina Bays Parkway right-of-way. The greenway will follow the parkway for 9.5 miles, past pine forests, cypress swamps, and through the 9,300 acres of the Lewis Ocean Bay Preserve to Robert M. Grissom Parkway. This portion of the trail is through the unincorporated area of Horry County. From Robert M. Grissom Parkway, a newly constructed multi-modal trail leads through Myrtle Beach to Harrelson Boulevard where the trail can connect to the Myrtle Beach International Airport and a passive park planned on the Atlantic Intracoastal Waterway. From the central business district of Myrtle Beach, the greenway has been extended to serve the Myrtle Beach State Park, the Market Common district and Seagate Village areas before it traverses the Town of Surfside and the Garden City Beach community. This approximately 10-mile segment of the project will eventually join the existing Bike the Neck trail in Murrells Inlet where the Georgetown County line and Highway 17 Business intersect. The East Coast Greenway Corridor follows Highway 17 through the Waccamaw Neck to the City of Georgetown. The greenway will connect natural preserves already in public ownership or control such as Brookgreen Gardens, Huntington Beach State Park, Lewis Ocean Bay Preserve, and Clemson University's Hobcaw Barony Education Center.

With the new millennium, the construction continued. The 21st Avenue ocean front planned unit development (PUD) was one of the first oceanfront PUDs in the city. In January 2000, City Council gave final approval to this approximate eight acre development at the intersection of 21st Avenue North and North Ocean Boulevard, beginning at the ocean and extending west along 21st Avenue North. The area includes approximately four and one-half acres of privately owned real estate and almost four acres of publicly dedicated street or alley right-of-way. The PUD was designed to promote upscale, high-image hotels and condominiums along with restaurants, shops, offices, water amenities, meeting areas, parking facilities, and other attractions that compliment a high density transient accommodation population. The PUD created an opportunity for public benefits in this development including underground utilities, wider sidewalks with landscaping, an ocean front park, attractive street lighting and benches and other infrastructure improvements and enhancements.

This development opened the door for creating additional PUDs throughout the city. Numerous planned unit developments including high-rise time shares, condominiums, and upscale residential areas are being planned or constructed from the



oceanfront to the waterway. The Grand Dunes is a 2,200-acre upscale residential and resort development at 82nd Parkway from the ocean to the Atlantic Intracoastal Waterway. The 2,200-acre annexation was the first time the corporate limits of Myrtle Beach extended across the waterway. The Marina Inn Grande Dunes, completed in 2006, provided the first marina facilities in the city limits along the Atlantic Intracoastal Waterway. The Coastal Grande Mall, completed in 2004, has over one million square feet of retail space with acres of out parcels including numerous restaurants and specialty stores. South Beach Resort located at 29th Avenue South and South Ocean Boulevard is a 16-acre time-share resort development.

The heart of the former Myrtle Beach Air Force Base is now an urban village. The Market Common opened in April 2008 including a broad range of uses such as retail, residential, time-share, office/commercial, restaurant and entertainment, and recreational facilities. The 111.30-acre site is located adjacent to a regional park, complete with lakes, walking and jogging paths and recreational facilities, Valor Memorial Garden and Farrow Parkway that connects Ocean Boulevard to Highway 17 Bypass.

In preserving the history of the former Myrtle Beach Air Force Base, the City has established Warbird Park, an outdoor museum displaying an F-100 Super Sabre, A-7D and A-10 Warthog aircraft, signs explaining the history of the area and a Wall of Service dedicated to the men and women, civilian and military, that once served at the former base.

In addition to The Market Common, the former Air Force Base (now referred to as the Market Common district) will be home in the near future to new families in the Withers Preserve, Emmens Preserve and Sweetgrass Square developments. With the increase in population in this area, a new fire station, police annex, Grand Park, Valor Memorial Garden, Warbird Park, and renovations to Crabtree gymnasium and the Base Recreation Center have been added. A new soft ball complex will open in 2010.

On July 1, 2009 residents and visitors were provided with another route across the Atlantic Intracoastal Waterway. The bridge connects George M. Bishop Parkway with Harrelson Boulevard. Harrelson Boulevard will be extended to Kings Highway providing another east-west corridor through the city and access to the airport.

Since the heady days of the 1920's, expansion has been the major means by which Myrtle Beach accommodated economic development. However, redevelopment has also been used here. Local businessmen have redeveloped their properties as changes in the accommodations and amusements industries required new and larger facilities. Major disasters (such as Hurricane Hazel in 1954), and changes in financing (such as the National Flood Insurance Program in 1978 which provided affordable flood protection for beachfront property owners), and changes in marketing (such as the designation of Myrtle Beach as a metropolitan area after the 1990 census, which meant the federal government would begin distributing more demographic information about the area to national investors) have provided their own impetus for redevelopment through the years. All of this, combined with the native desire to eliminate the area's isolation and improve its chances for participating in the economic mainstream, has meant that many of the buildings that made Myrtle Beach's history do not survive today. All of this also means that many residents have not demanded preservation of what is left of the area's architectural heritage.

The most notable loss to the city's architectural history was the demolition of the Ocean Forest Hotel. In order to clear the property for a condominium development, the glorious and historic Ocean Forest Hotel, along with its gold leaf accents and imported marble, was reduced to rubble in a matter of seconds in 1974.

In the late 1990s downtown lost two of its most important buildings and a third was drastically changed as the result of the current period of economic growth. The architecturally imposing Colonial Building (the first city hall) and its neighbor, the H. B. Springs building, with its many connections to the history of the city, were removed for the expansion of the Pavilion Amusement Park which was demolished in 2007. The Colonial building was demolished, and the H.B. Springs building was moved several blocks. The Chapin department store sits empty but is partially housing a miniature golf course.

In 1995, the city, with a grant from the SC Department of Archives and History, hired a consultant to prepare a study of the historic resources in Myrtle Beach. That was the first survey of the architectural history of the city. A few years earlier, Horry County had conducted a similar study for unincorporated areas. Both studies were an initial attempt to identify properties eligible for nomination to the National Register of Historic Places, and both studies proved that other historic resources exist. A table of the historic and archaeological resources in the Myrtle Beach area can be found in the cultural resources existing conditions section of the *Comprehensive Plan for the City of Myrtle Beach (1999)*.



Appendix G – Community Facilities and Services

Table 1: City-Owned Properties Including Physical Address

Name of Property	Physical Address
Parks and Open Space	
Anderson Park	19 th Avenue North - North Ocean Boulevard
Archibald Rutledge Park	47 th Avenue North
Balsam Street Park	Balsam Street
Barc Park and Mallard Lake	Mallard Lake Drive
Barc Park at Claire Chapin Epps YMCA Center	Claire Chapin Epps Boulevard
Bent Oaks Park	Brenda Place
Breakers Park	Between North Ocean Boulevard and Withers Street at 20 th and 21 st Avenues North
Bratcher Park	Broadway and Main Streets Intersection
Chapin Park	16 th Avenue North and Kings Highway
Cabana Park and Fitness Trail	5400 North Ocean Boulevard
Cameron Park	27 th Avenue North and North Ocean Boulevard
Canal Street Park	Behind Canal Street Recreation Center
Dune Walkovers	Various locations along Ocean Boulevard
Futrell Park	Mr. Joe White Avenue and Spivey Avenue
Gardens by the Sea	North Ocean Boulevard
George Cooper Park	Marion Circle and Pickens Avenue
Grand Park	Farrow Parkway
Gray Park	Springs Avenue
Holmes B. Springs Park	46 th Avenue North and North Ocean Boulevard
Hurl Rock Park	19 th Avenue South and South Ocean Boulevard
John A. McLeod Memorial Neighborhood Park	61 st Avenue North and Sumter Avenue
Justin W. Plyler Park	12 th Avenue North and North Ocean Boulevard
Lyons Cove Park	Mohawk Drive
Linear Park (Part of Grand Park)	Farrow Parkway – Grand Park area
Matt Hughes Skateboard Park	33 rd Avenue North near Doug Shaw Stadium
Midway Park	19 th Avenue South and Kings Highway
Myrtle's Market	Mr. Joe White Avenue, Oak Street, and 10 th Avenue North intersection
Nance Plaza	821 North Kings Highway
Ocean Forest Memorial Park	Haskell Circle
Oceanfront Boardwalk	Ocean Boulevard between 2 nd and 14 th Avenue Piers
Ocean Woods Cemetery	2408 South Kings Highway
Park at Alliance Inn	1077 Mr. Joe White Avenue
Pinner Place Park	Pinner Place
Roberta McMillan Park	Haskell Circle and North Ocean Boulevard
Roller Hockey Rink	Crabtree Lane
Seaside Park	Seaside Village
Settlers Point Park	Settlers Drive
Spivey Park	Collins Street
Stuart Square Park	Robert M. Grissom Parkway and Pine Island Road
Valor Memorial Garden	Farrow Parkway
Virginia Marshall Park	Seaside Village
Warbird Park	Farrow Parkway
Withers Swash Boardwalk	Along Withers Swash between Kings Highway and South Ocean Boulevard
Withers Swash Park	Withers Avenue and 3 rd Avenue South
YMCA Park	Claire Chapin Epps Boulevard
21 st Avenue North Cemetery	21 st Avenue North
24 th Avenue North Street End	24 th Avenue North and North Ocean Boulevard
48 th Avenue North Park	48 th Avenue North and Burchap Drive
Buildings	
Base Recreation Center	800 Gabreski Lane
BB&T Coastal Field (Pelican Baseball Stadium)	1251 21 st Avenue North



Name of Property	Physical Address
Canal Street Recreation Center	901 Canal Street
Canal Street Head Start and Waccamaw EOC facility (in the construction phase – October 2009)	800 and 802 Canal Street
Chapin Memorial Library	400 14 th Avenue North
City Hall	937 Broadway Street
City Hall Annex (Myrtle Beach Housing Authority and SCORE (Service Corps of Retired Executives occupy the building)	605 10 th Avenue North
City Services and adjacent parking lot	921 Oak Street
Crabtree Gymnasium	1004 Crabtree Lane
Doug Shaw Memorial Stadium	3205 Oak Street
Fire Station No. 1	1250 Mr. Joe White Avenue
Fire Station No. 2	5338 North Kings Highway
Fire Station No. 3	2108 South Kings Highway
Fire Station No. 4	1170 Howard Avenue
Fire Station No. 5	804 79 th Avenue North
Fire Station No. 6	970 38 th Avenue North
Grand Strand Humane Society and Animal Shelter	3241 Mr. Joe White Avenue
Historic Myrtle Beach Colored School Museum and Education Center (Horry County Schools Adult Education and A Fathers Place occupy the building in addition to the museum)	900 Dunbar Street
Historic Myrtle Beach Train Depot	851 Broadway Street
Law Enforcement Center Annex	3340 Mustang Street
Myrtle Beach Convention Center	2101 Oak Street
Myrtle Beach Tennis Center	3302 Robert Grissom Parkway
Parks Department Maintenance	974 Crabtree Lane
Pepper-Geddings Recreation Center	3205 Oak Street
Public Works Administration	3210 Mr. Joe White Avenue
Purchasing	3231 Mr. Joe White Avenue
Rivoli Theater (unoccupied)	Chester Street
Sheraton Myrtle Beach Convention Center Hotel	2101 Oak Street
Solid Waste Division and Transfer Station	3221 Mr. Joe White Avenue
Franklin G. Burroughs-Simeon B. Chapin Art Museum	3100 South Ocean Boulevard
Ted C. Collins Law Enforcement Center	1101 Oak Street
Historic Myrtle Beach Train Depot	803 Broadway Street
Vehicle Maintenance	3231 Mr. Joe White Avenue
Whispering Pines Golf Course and Clubhouse	2112 South Kings Highway

Table 2: Construction and Renovation Dates of Some City Owned Properties Occupied by Staff

Name of Building and Location	Constructed
City Hall	1949 and completely renovated in 1995
City Hall Annex	1950 with some renovations in the late 1990s
Canal Street Recreation Center	1981 with major renovations in 2004
Crabtree Gymnasium	1965 with major renovations in 2008
Pepper Geddings Recreation Center	1984 with major renovations in 2004
Public Works Administration	1987 with renovations over the years
Myrtle Beach Convention Center	1967 – major renovations and additions over the years
Base Recreation Center	1965 – major renovations in 2004
Whispering Pines Golf Course Pro Shop	1986
City Services Building	Major Renovations in 1995
Law Enforcement Center	1982 with additions and renovations over the years
Police Annex	Rehab of building in 2000



Figure 1: Operating Environment: Property Taxes

Operating and Debt Service Millage

Property tax reform legislation adopted in 2006 limits the City's annual ability to raise millage rates to an amount equal to the annual increase in the Consumer Price index (CPI) plus the population growth rate based on US Census Bureau estimates. Other increases are allowed only in specific circumstances, a 2/3 majority vote is required. For Fiscal Year 2010, the City adopted an ordinance providing for a continued levy of 64.4 mills, the same as in 2009, but added a tax credit in the amount of 1.5 mills to be applied across all classes of property for a *net tax rate of 62.9 mills*. The adjacent chart reflects a comparison of Myrtle Beach tax millage to nine other SC cities. Myrtle Beach is the lowest of the ten cities in terms of city millage.

Table 4: SC Operating Millage Rates

City	City Millage
Myrtle Beach	62.9
Charleston*	79.1
North Augusta	77.2
Orangeburg	84.0
Greenville	89.9
North Charleston*	92.8
Rock Hill	95.0
Spartanburg	101.0
Columbia	106.3
Anderson	122.0

*2008-09 millage rates presented for Charleston and North Charleston.



Figure 2: Property Tax Burden Based on Median Home Price

The chart below compares the property tax burden in Myrtle Beach with that of other cities in the state. This chart does not compare additional local taxes or fees.

Property Tax Burden Comparison Chart

	Myrtle Beach	Greenville	Spartanburg	Charleston	North Charleston	Columbia
Median Home Price (2009)	\$191,495.00	\$142,000.00	\$109,000.00	\$235,000.00	\$149,900.00	\$134,300.00
Household Median Income (2006)	\$35,498.00	\$34,482.00	\$32,235.00	\$44,765.00	\$34,296.00	\$36,930.00
Personal Real Estate Tax Burden based on Median Price	\$481.80	\$510.63	\$440.76	\$743.54	\$556.43	\$571.04
Percent of Real Estate Tax Burden based on Income	1.36%	1.48%	1.37%	1.66%	1.62%	1.55%

Source: US Census Bureau estimates and information provided by respective cities.



Figure 3: Operating Environment: User Fees

Myrtle Beach is a transient, oceanfront resort with a population ranging from three to twelve times the size of its permanent population depending upon the season. While the need for capacity to serve peak rather than average population creates upward pressure on water and sewer rates, Myrtle Beach has managed to keep its user fees reasonable to residents. The following chart compares the City to other selected SC cities in terms of water and sewer rates. The chart compares each city's rate based on 7,500 gallons of consumption and demonstrates that Myrtle Beach rates are well below the majority of the other in-state communities surveyed.

Water and Sewer Rate Comparisons

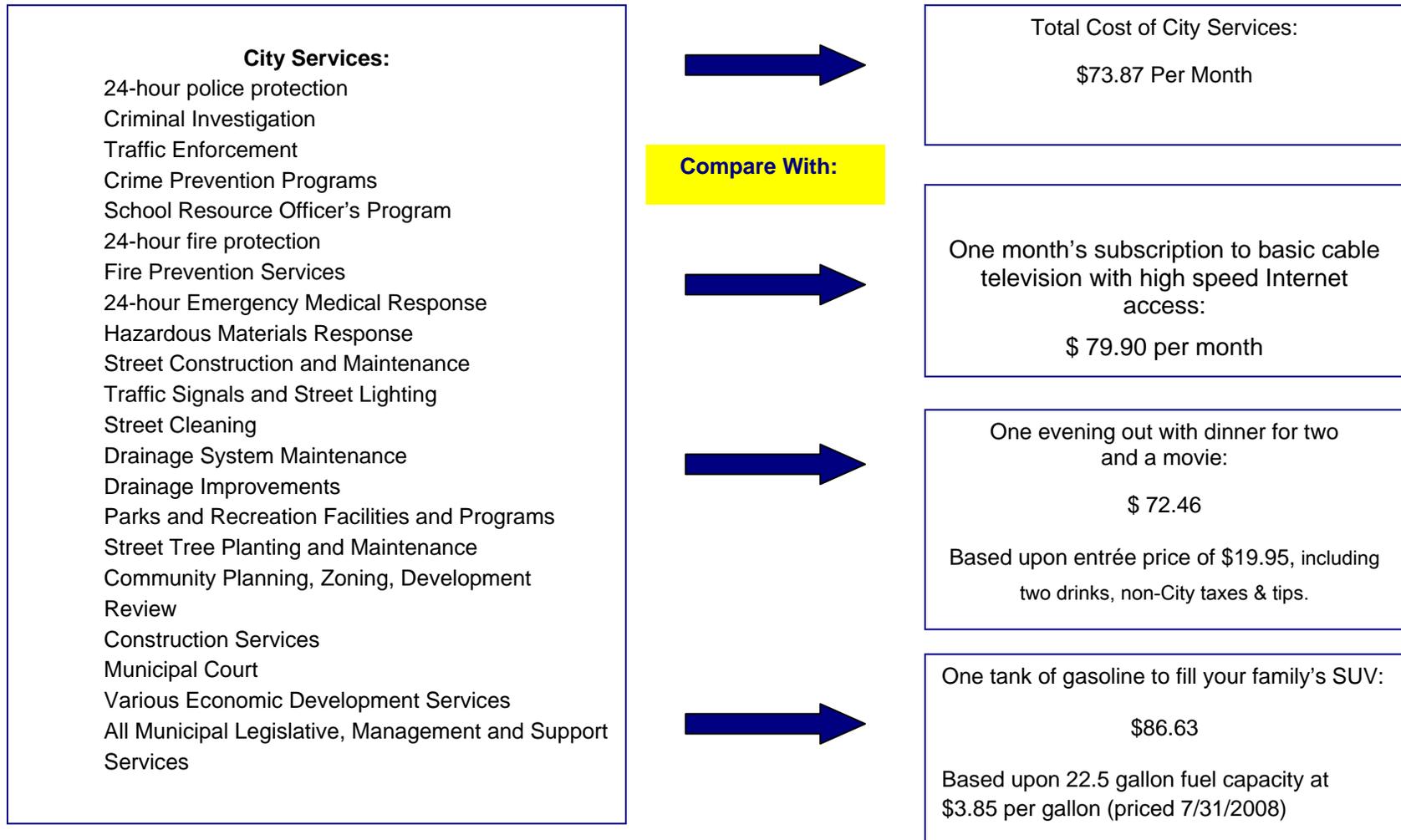
City	Water	Sewer	Total
Anderson	\$25.04	\$33.15	\$58.19
Orangeburg	\$10.44	\$18.00	\$28.44
Columbia	\$22.55	\$30.32	\$52.87
Myrtle Beach	\$16.79	\$21.58	\$38.37
Rock Hill	\$11.03	\$38.35	\$49.38
North Augusta	\$16.81	\$30.02	\$46.83
Spartanburg	\$19.81	\$42.90	\$62.71
North Charleston	\$39.22	\$36.21	\$75.43
Charleston	\$19.33	\$66.68	\$86.01
Greenville	\$12.94	\$39.76	\$52.70

Source: Myrtle Beach Budget & Evaluation Office, Survey of South Carolina Water and Sewer Systems, July 2009.

Source: Myrtle Beach Budget & Evaluation Office, Survey of South Carolina Water and Sewer Systems, July 2009.



Figure 4: What Can You Buy for \$73.87 per Month of Taxes and Fees?*



*Based upon a typical household with a primary residence valued at \$191,500 and two cars valued at a total of \$28,000.



Figure 5: What is the Buying Power of a Typical Household's Taxes and Fees?

Household:

Based upon a house valued at \$191,500 and two cars valued at \$28,000, a typical Myrtle Beach household will pay the City's general government a total of \$886.49 this year. This includes City Taxes of \$601.49, Stormwater Fees of \$51.00 and Solid Waste Fees of \$234.00 in support of City services.

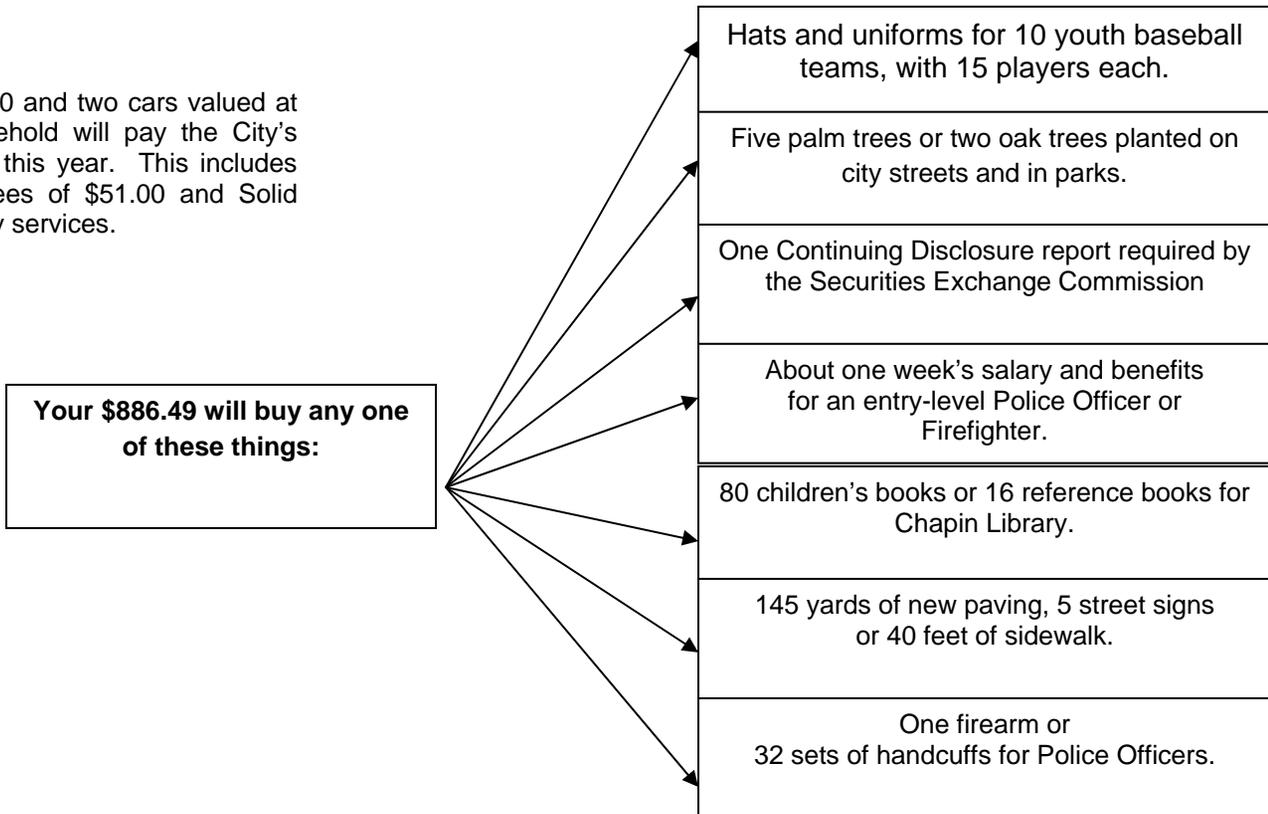


Figure 6 : Number of Natural Gas Customers in South Carolina Annually

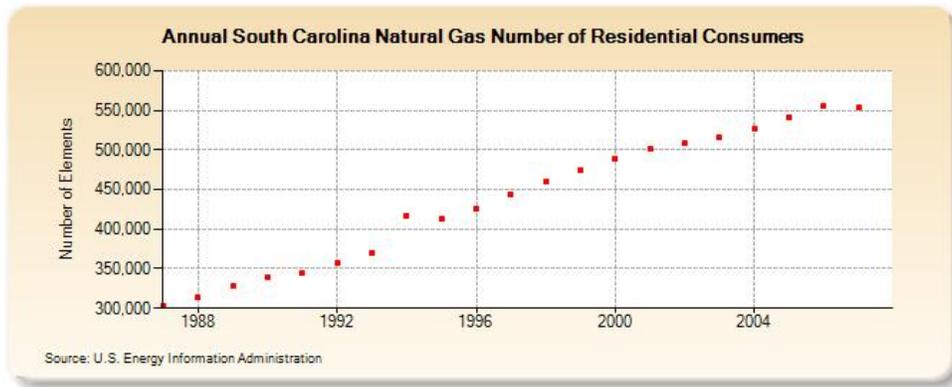


Figure 7: Horry County Schools Attendance Area

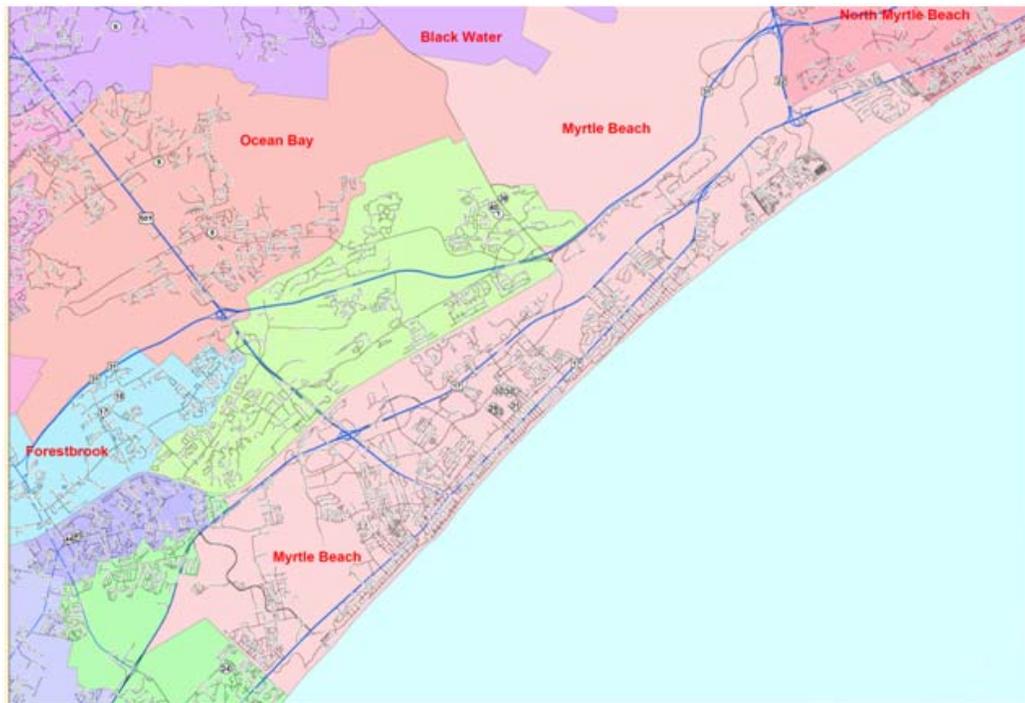


Table 3: Myrtle Beach Primary School Profile - 2008

	Myrtle Beach Primary	Change From 2007	Other Primary Schools
Students (n=836)			
Attendance rate	95.3%	Up from 95.1%	95.6%
With disabilities other than speech	5.8%	Down from 7%	3.1%
Out-of-school suspensions or expulsions for violent and/or criminal offenses	0%	No change	0%
Teachers (n=56)			
Teachers with advanced degrees	55.6%	Up from 33.9%	56.8%
Teachers with emergency or provisional certificates	0%	No change	0%
Teacher attendance rate	95%	Down from 96.2%	94.9%
Average teacher salary	\$46,091	Up from 5.6%	\$45,806
Professional development days/teacher	26.5 days	Up from 22.2 days	18.1 days
School			
Principal's years at school	9	Up from 8	4
Student-teacher ratio in core subjects	20.4 to 1	Down from 21.9 to 1	18.7 to 1
Opportunities in the arts	Good	No change	Good
Southern Association of Colleges and Schools accreditation	Yes	No change	Yes
Parents attending conferences	100%	Up from 99.6%	100%
Dollars spent per pupil	\$7,450	Up 15.6%	\$6,510

Source: *The State of South Carolina 2008 Annual School Report Card*

Table 4: Myrtle Beach Elementary School Profile - 2008

	Myrtle Beach Elementary	Change From 2007	Other Primary Schools
Students (n= 590)			
Attendance rate	96.4%	Up from 96.1%	96.3%
With disabilities other than speech	18.3%	Up from 15.9%	7.5%
Out-of-school suspensions or expulsions for violent and/or criminal offenses	0.3%	Down from 0.7%	0%
Teachers (n=40)			
Teachers with advanced degrees	65%	Down from 68.4%	56.7%
Teachers with emergency or provisional certificates	0	No change	0
Teacher attendance rate	96.2%	Up from 95.9%	94.9%
Average teacher salary	\$46,921	Down 3.4%	\$45,345
Professional development days/teacher	6.2 days	Down from 13 days	12.6 days
School			
Principal's years at school	5	Up from 4	4
Student-teacher ratio in core subjects	19.2 to 1	Down from 19.6 to 1	18.5 to 1
Opportunities in the arts	Good	No Change	Good
Southern Association of Colleges and Schools accreditation	Yes	No Change	Yes
Parents attending conferences	100%	No Change	100%
Dollars spent per pupil	\$8,277	Up 11.4%	\$7,052

Source: *The State of South Carolina 2008 Annual School Report Card*



Table 5: Lakewood Elementary School Profile - 2008

	Lakewood Elementary	Change From 2007	Other Elementary Schools
Students (n= 751)			
Attendance rate	96.7%	Up from 96.1%	96.3%
With disabilities other than speech	7.4%	Up from 7.3%	7.5%
Eligible for gifted and talented	28.9%	Up from 28%	10.4%
Out-of-school suspensions or expulsions for violent and/or criminal offenses	0%	No change	0%
Teachers (n=49)			
Teachers with advanced degrees	49%	Down from 56.5%	56.7%
Teachers with emergency or provisional certificates	0	Down from 2.6%	0
Teacher attendance rate	94.3%	Down from 95.1%	94.9%
Average teacher salary	\$48,502	Up 1.7%	45,345
Professional development days/teacher	15.4 days	Up from 14.1 days	12.6 days
School			
Principal's years at school	7	Up from 6	4
Student-teacher ratio in core subjects	19.6 to 1	Down from 20.8 to 1	18.5 to 1
Opportunities in the arts	Good	No Change	Good
Southern Association of Colleges and Schools accreditation	Yes	No Change	Yes
Parents attending conferences	99.4%	Up from 98.7%	100%
Dollars spent per pupil	\$6,853	Up 20%	\$7,052

Source: *The State of South Carolina 2008 Annual School Report Card*

Table 6: Myrtle Beach Intermediate School Profile - 2008

	Myrtle Beach Intermediate	Change From 2007	Other Elementary Schools
Students (n= 537)			
Attendance rate	96%	Down from 95.6%	96.3%
With disabilities other than speech	19.1%	Up from 17.8%	7.5%
Eligible for gifted and talented	22.3%	Down from 26.9%	10.4%
Out-of-school suspensions or expulsions for violent and/or criminal offenses	1.3%	No Change	0%
Teachers (n=36)			
Teachers with advanced degrees	41.7%	Down from 44.4%	56.7%
Teachers with emergency or provisional certificates	0	Down from 2.6%	0
Teacher attendance rate	98.3%	Down from 99.1%	94.9%
Average teacher salary	\$46,206	Down 2.1%	45,345
Professional development days/teacher	11.4 days	Down from 12.2 days	12.6 days
School			
Principal's years at school	2	Up from 1	4
Student-teacher ratio in core subjects	17.2 to 1	Down from 22.4 to 1	18.5 to 1
Opportunities in the arts	Good	No Change	Good
Southern Association of Colleges and Schools accreditation	Yes	No Change	Yes
Parents attending conferences	99.8%	Down from 100%	100%
Dollars spent per pupil	\$8,331	Up 7.3%	\$7,052

Source: *The State of South Carolina 2008 Annual School Report Card*



Table 7: Myrtle Beach Middle School Profile - 2008

	Myrtle Beach Middle	Change From 2007	Other Middle Schools
Students (n= 832)			
Students enrolled in high school credit courses (grades 7 and 8)	34.3%	Down from 36.8%	19.4%
Attendance rate	97.6%	Up from 95.8%	95.8%
With disabilities other than speech	14.4%	Up from 12.3%	12.9%
Eligible for gifted and talented	26.5%	Down from 30.6%	15.3%
Out-of-school suspensions or expulsions for violent and/or criminal offenses	1.8%	Down from 4%	0.7%
Annual dropout rate	0%	No Change	0%
Teachers (n=51)			
Teachers with advanced degrees	60.8%	Up from 50.8%	55%
Teachers with emergency or provisional certificates	2%	Up from 1.9%	5.4%
Teacher attendance rate	94.8%	Down from 95.6%	94.9%
Average teacher salary	\$49,090	Up 3.8%	\$44,706
Professional development days/teacher	17 days	Up from 13.7 days	11.8 days
School			
Principal's years at school	5	Up from 4	3
Student-teacher ratio in core subjects	23.9 to 1	No change	20.1 to 1
Opportunities in the arts	Good	No Change	Good
Southern Association of Colleges and Schools accreditation	Yes	No Change	Yes
Parents attending conferences	100%	No Change	98%
Dollars spent per pupil	\$7,602	Up 28.1%	\$7,097

Source: *The State of South Carolina 2008 Annual School Report Card*

Table 8: Myrtle Beach High School Profile - 2008

	Myrtle Beach High	Change From 2007	Other High Schools
Students (n= 1,255)			
Attendance rate	93.3%	Down from 96.2%	95%
With disabilities other than speech	15.1%	Up from 13.8%	13%
Eligible for gifted and talented	20.7%	Up from 19.6%	8.3%
Out-of-school suspensions or expulsions for violent and/or criminal offenses	3%	Up from 2.6%	1.5%
Annual dropout rate	3.3%	Up from 1.6%	3.5%
Enrolled in Advanced Placement/International Baccalaureate programs	18.7%	Up from 17.2%	11.4%
Successful on Advanced Placement/International Baccalaureate exams	81.1%	N/A	54.3%
Eligible for LIFE Scholarship	27%	Down from 57.8%	30.5%
Enrollment in career/technology courses	749	Up from 727	559
Students participating in work-based experiences	4.4%	Up from 2%	10.6%
Career/technology completers placed	97.7%	Down from 100%	98.5%
Teachers (n=74)			
Teachers with advanced degrees	45.9%	Up from 39.7%	57.4%
Teachers with emergency or provisional certificates	8.8%	Up from 6.3%	8.7%
Teacher attendance rate	94.9%	Down from 97%	95.4%
Average teacher salary	\$49,800	Up 6.9%	\$46,061
Professional development days/teacher	13 days	Down from 13.6 days	11.4 days
School			
Principal's years at school	4.5	No change	3
Student-teacher ratio in core subjects	31.5 to 1	Up from 30.3 to 1	25.4 to 1



	Myrtle Beach High	Change From 2007	Other High Schools
Opportunities in the arts	Excellent	Up from Good	Excellent
Southern Association of Colleges and Schools accreditation	Yes	No Change	Yes
Parents attending conferences	100%	Up from 94.3%	94.2%
Dollars spent per pupil	\$7,582	Up 15%	\$7,279

Source: *The State of South Carolina 2008 Annual School Report Card*

Table 9: Academy for the Arts, Science and Technology Profile - 2008

	Academy for the Arts, Science and Technology	Change From 2007	Other High Schools
Students (n= 345)			
With disabilities other than speech	4.1%	Up from 1.5%	9.3%
Career/technology students in co-curricular organizations	0%	No Change	20.7%
Enrollment in career/technology courses	345	Up from 344	675
Students participating in work-based experiences	2.3%	Down from 64%	20.6%
Teachers (n=74)			
Teachers with advanced degrees	47.6%	Down from 52.6%	27.2%
Teachers with emergency or provisional certificates	5.4%	Up from 3%	19.5%
Teacher attendance rate	95.4	Down from 97.2%	95.6%
Average teacher salary	\$50,397	Down 2.6%	\$46,693
Professional development days/teacher	10.9 days	Down from 20 days	13.4 days
School			
Director's years at Center	2	Up from 1	4
Southern Association of Colleges and Schools accreditation	Yes	No Change	Yes
Parents attending conferences	88.4%	Down from 100%	84.2%
Dollars spent per pupil	\$10,424	Down 2.3%	\$3,234

Source: *The State of South Carolina 2008 Annual School Report Card*

Table 10: School Capacity in City of Myrtle Beach Comprehensive Plan Planning Area

Schools	Student-Teacher Ratio (2009-2010)	Enrollment (2009-2010)	Design Capacity
Myrtle Beach High Grades 9-12	25*	1,258	1,499
Myrtle Beach Middle Grades 6-8	23.75*	813	988
Myrtle Beach Intermediate Grades 4-5	24*	591	900
Myrtle Beach Elementary Grades 2-3	21,24*	676	852
Myrtle Beach Primary Grades K-1	25,21	851	944
Lakewood Elementary	*25,21,24	755	1,197



Grades K, 1-3, 4-5			
<p>*Based on general classrooms. Design Capacity – What the building was constructed to accommodate, with an assumed student-teacher ratio and utilization rate. Portable classrooms are not included.</p>			

Source: Horry County School District

Table 11: Coastal Carolina University Programs Offered 2009

Coastal Carolina University Programs Offered	
Baccalaureate	
Business Administration	<ul style="list-style-type: none"> • Accounting <ul style="list-style-type: none"> – CPA (certified public accountant) option – CMA/CFM (certified management accountant/certified financial manager option) – Professional golf management option • Economics <ul style="list-style-type: none"> – Professional golf management option • Finance <ul style="list-style-type: none"> – Professional golf management option • Management <ul style="list-style-type: none"> – Professional golf management option • Marketing <ul style="list-style-type: none"> – Professional golf management option • Resort tourism management <ul style="list-style-type: none"> – Professional golf management option
Education	<ul style="list-style-type: none"> • Early childhood education • Elementary education • Exercise and sport science • Health promotion <ul style="list-style-type: none"> – Sports medicine option • Middle grades education • Physical education • Recreation and sports management • Special education-learning disabilities
Humanities and fine arts	<ul style="list-style-type: none"> • Art studio • Communication • Dramatic arts • History • Interdisciplinary studies • Music • Musical theatre • Philosophy • Political science • Spanish
Natural and applied sciences	<ul style="list-style-type: none"> • Biology • Chemistry • Computer Science <ul style="list-style-type: none"> – Information systems option – Theoretical option • Marine science • Mathematics (applied) • Physics (applied) • Psychology • Sociology



Coastal Carolina University Programs Offered	
Special Programs	<ul style="list-style-type: none"> • Honors program • Jackson Fellows program • Wall Fellows program • US Army ROTC
Certificate Program	<ul style="list-style-type: none"> • Gerontology certificate
Baccalaureate Cooperative Programs	<ul style="list-style-type: none"> • Engineering with Clemson University
Graduate Programs	<ul style="list-style-type: none"> • Master of arts in teaching • Master of business administration • Master of education <ul style="list-style-type: none"> – Early childhood – Elementary – Secondary • Master of Science in Coastal Marine and Wetland Studies

Source: Coastal Carolina University website (www.coastal.edu)

Table 12: Horry-Georgetown Technical College Programs Offered 2009-2010

Horry-Georgetown Technical College Programs Offered	
Agriculture Technology	
Associate Degree	<ul style="list-style-type: none"> • Forestry management technology • Forestry management technology: <ul style="list-style-type: none"> – Timber harvesting emphasis – Wildlife management emphasis • Golf and sports turf management • Golf and sports turf management: <ul style="list-style-type: none"> – Sports turf emphasis
Certificate	<ul style="list-style-type: none"> • Landscape Management
Arts and Science	
Associate Degree	<ul style="list-style-type: none"> • Associate in Arts • Associate in Arts: <ul style="list-style-type: none"> – Business advisement path • Associate in Science <ul style="list-style-type: none"> – Environmental science advisement path
Certificate	<ul style="list-style-type: none"> • General studies
Business	
Associate Degree	<ul style="list-style-type: none"> • Accounting • Administrative office technology • Culinary Arts Technology • Digital Arts Technology • General Business • General Business: <ul style="list-style-type: none"> – Fire Service Administration emphasis – Hospitality Management emphasis – Marketing emphasis
Certificate	<ul style="list-style-type: none"> • Basic business • Interior design
Diploma	<ul style="list-style-type: none"> • Administrative support
Engineering Technology	



Horry-Georgetown Technical College Programs Offered	
Associate Degree	<ul style="list-style-type: none"> • Civil engineering technology • Construction project management • Electronics engineering technology
Health Science	
Associate Degree	<ul style="list-style-type: none"> • Dental hygiene • Emergency medical technology • Emergency medical technology: <ul style="list-style-type: none"> ○ Advanced placement for nationally/state licensed paramedics • Nursing • Occupational therapy assistant • Physical therapist assistant • Radiologic technology
Certificate	<ul style="list-style-type: none"> • Cosmetology • Diagnostic medical sonography • Health science • Limited general radiologic technology • Massage therapy • Medical office clerical assistant • Medical record coder • Nail technician • Nuclear medicine technology • EMT paramedic • Esthetics • Phlebotomy • Spa therapist • Surgical technology
Diploma	<ul style="list-style-type: none"> • Expanded duty dental assisting • Pharmacy technician • Practical nursing
Industrial Technology	
Certificate	<ul style="list-style-type: none"> • Commercial refrigeration and air conditioning • Residential HVAC service technician • Welding
Information Computer Technology	
Associate	<ul style="list-style-type: none"> • Computer technology: <ul style="list-style-type: none"> ○ Networking emphasis ○ Programming emphasis
Certificate	<ul style="list-style-type: none"> • Certified CISCO networking associate • Microsoft certified professional • Networking • Web page design
Occupational Technology	
Associate	<ul style="list-style-type: none"> • General Technology
Public Service Technology	
Associate	<ul style="list-style-type: none"> • Criminal Justice • Criminal Justice: <ul style="list-style-type: none"> ○ Crime scene investigation emphasis • Early care and education • Human services • Legal assistant/paralegal
Certificate	<ul style="list-style-type: none"> • Early care and education • Fire science • Paralegal specialist



Table 13: Horry-Georgetown Technical College’s Energy Efficiency Training Center Program Courses

Building analyst - classroom/lab	
Mobile home professional - classroom/lab	
Envelope professional - classroom/lab	
IAST technician - classroom/lab	
Online-Internet Delivered Courses:	<ul style="list-style-type: none"> – Alternative energy operation – Building energy efficiency level I – Building/home energy analyst (HERS) – Certified indoor air quality manager (CIAQM) – Certified indoor environmentalist (CIE) – Certified microbial investigator (CMI) – Energy auditing and residential heat loads – Energy efficient design for architects – Fundamentals of solar hot water heating – Fundamentals of sustainable buildings – Green building for contractors – Green building sales professional – Green building technical professional – Indoor air quality-fundamentals of ASHRAE Std 62.1 – LEED green associate – LEED new construction v2.2 certification prep – Photovoltaic system design & installation – Solid waste operations certificate
Sustainability - green supply chain training	<ul style="list-style-type: none"> – Carbon strategies – Green purchasing fundamentals – Sustainability 101 – Certified sustainability professional (5 courses) – Green supply chain professional GSCP (5 courses) – Senior certified sustainability professional (10 courses)
Water treatment operations certificate	
Wastewater treatment operations certificate	



Weatherization energy auditor	
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Table 14: Webster University's Degree Programs 2009-2010

Webster University Programs Offered	
Master's degree	<ul style="list-style-type: none"> • Master of business administration • Master of arts in counseling • Master of arts in human resources development • Master of arts in information technology management • Master of arts in management and leadership
Online programs	
	<p>College of Arts and Sciences</p> <ul style="list-style-type: none"> • Master of arts in gerontology • Master of arts in international relations • Master of science in environmental management <p>School of Communications</p> <ul style="list-style-type: none"> • Master of arts in media communications • Master of arts in communication management • Master of arts in public relations <p>School of Business and Technology</p> <ul style="list-style-type: none"> • Master of business administration • Master of science in finance • Master of arts in business and organizational security management • Master of Arts in Procurement and Acquisitions Management • Master of Arts in Management and Leadership • Master of Arts in Human Resources Management • Master of Arts in Human Resources Development • Master of Arts in Information Technology Management <p>Graduate Certificates</p> <ul style="list-style-type: none"> • Decision support systems • Government contracting • Web services <p>Undergraduate Certificates</p> <ul style="list-style-type: none"> • Web site design • Web site development <p>School of Education</p> <ul style="list-style-type: none"> • Master of arts in teaching <ul style="list-style-type: none"> ○ Multidisciplinary studies major ○ Educational technology major • Communication arts major • Education specialist (Ed. S.) in school systems, superintendency and leadership

Source: Webster University's website (www.webster.edu/myrtlebeach)



Appendix H - Housing

Table 1: Type of Housing Units—Myrtle Beach, Local Municipalities and County, 2000

Census Tract		Units in Structure						Mobile Home	Boat, RV, etc.
		Total	One-unit Detached	One-unit Attached	2 to 4 Units	5 to 9 Units	>= 10 Units		
501	#	1,994	557	159	76	229	957	16	0
	%	100%	27.9%	8%	3.8%	11.5%	48%	0.8%	0%
503	#	1,847	735	127	191	194	577	23	0
	%	100%	39.8%	6.9%	10.3%	10.5%	31.2%	1.2%	0%
504	#	3,470	1,128	180	376	421	1,358	7	0
	%	100%	32.5%	5.2%	10.8%	12.1%	39.1%	0.2%	0%
505	#	2,840	997	313	454	630	382	64	0
	%	100%	35.1%	11%	16%	22.2%	13.5%	2.3%	0%
506	#	1,839	530	13	357	455	355	129	0
	%	100%	28.8%	0.7%	19.4%	24.7%	19.3%	7%	0%
507	#	920	234	25	322	171	101	67	0
	%	100%	25.4%	2.7%	35%	18.6%	11%	7.3%	0%
508	#	1,011	170	63	172	224	367	15	0
	%	100%	16.8%	6.2%	17%	22.2%	36.3%	1.5%	0%
509	#	2,724	1,060	54	130	466	51	917	46
	%	100%	38.9%	2%	4.8%	17.1%	1.9%	33.7%	1.7%
510	#	1,067	267	555	172	33	4	30	6
	%	100%	25%	52%	16.1%	3.1%	0.4%	2.8%	0.6%
515	#	4,677	2,252	45	294	219	658	1,209	0
	%	100%	48.2%	1%	6.3%	4.7%	14.1%	25.8%	0%
Myrtle Beach	#	14,608	4,749	1,246	2,086	2,347	2,992	1,136	52
	%	100%	32.5%	8.5%	14.3%	16.1%	20.5%	7.8%	0.4%
Conway	#	4,718	3,328	109	748	265	194	74	0
	%	100%	70.5%	2.3%	15.9%	5.6%	4.1%	1.6%	0%
North Myrtle Beach	#	18,300	6,402	404	2,011	1,405	6,270	1,675	133
	%	100%	35%	2.2%	11%	7.7%	34.3%	9.2%	0.7%
Horry County	#	122,085	54,586	3,300	8,599	10,788	19,812	24,666	334
	%	100%	44.7%	2.7%	7%	8.8%	16.2%	20.2%	0.3%

Source: US Census Bureau 2000

Table 2: Year Housing Built

Year Built	Myrtle Beach		Horry County		United States	
	#	%	#	%	#	%
Built 1999 to March 2000	390	2.7%	6,987	5.7%	2,755,075	2.4%
Built 1995 to 1998	903	6.2%	23,277	19.1%	8,478,975	7.3%
Built 1990 to 1994	880	6.0%	14,998	12.3%	8,467,008	7.3%
Built 1980 to 1989	4,998	34.2%	37,990	31.1%	18,326,847	15.8%
Built 1970 to 1979	2,960	20.3%	19,747	16.2%	21,438,863	18.5%
Built 1960 to 1969	1,773	12.1%	8,183	6.7%	15,911,903	13.7%
Built 1950 to 1959	1,643	11.2%	5,810	4.8%	14,710,149	12.7%
Built 1940 to 1949	797	5.5%	2,883	2.4%	8,435,768	7.3%
Built 1939 or earlier	264	1.8%	2,210	1.8%	17,380,053	15.0%

Source: US Census Bureau 2000

Table 3: Occupied and Vacant Housing Units

	Myrtle Beach		Horry County		US	
	#	%	#	%	#	%
Occupied Housing Units	10,384	71.1%	81,800	67%	105,480,101	91%
Vacant Housing Units	4,224	28.9%	40,285	33%	10,424,540	9%

Source: US Census Bureau 2000



**Table 4: Monthly Housing Costs Including Mortgage Payment
As a Percentage of Owner-Occupied Housing Units**

Monthly Housing Costs	Myrtle Beach		Horry County		United States	
	#	%	#	%	#	%
Less than \$300	72	2.2%	1,027	2.7%	570,729	1.2%
\$300 - \$499	266	8.3%	3,563	9.2%	2,954,572	6.3%
\$500 - \$699	733	22.9%	7,740	20%	6,344,445	13.5%
\$700 - \$999	830	25.9%	12,367	32%	11,764,037	25%
\$1,000 - \$1,499	643	20.1%	9,652	25%	13,776,170	29.3%
\$1,500 - \$1,999	342	10.7%	2,827	7.3%	6,441,970	13.7%
\$2,000+	315	9.8%	1,444	3.7%	5,213,905	11.1%

Source: US Census Bureau 2000

**Table 5: Monthly Housing Costs Including Mortgage Payment
As a Percentage of Owner-Occupied Household Income**

Percentage of Owner-Occupied Household Income	Myrtle Beach		Horry County		United States	
	#	%	#	%	#	%
Less than 20%	886	41.9%	10,809	43.3%	16,956,489	43.9%
20 – 24%	322	15.2%	4,113	16.5%	6,648,470	17.2%
25 – 29%	218	10.3%	2,883	11.5%	4,568,577	11.8%
30 – 34%	185	8.7%	1,932	7.7%	2,904,280	7.5%
35% or more	496	23.4%	5,049	20.2%	7,403,569	19.1%
Not computed	9	0.4%	185	0.7%	182,502	0.5%

Source: US Census Bureau 2000

Table 6: Gross Monthly Rent for Renter-Occupied Units

Gross Monthly Rent	Myrtle Beach		Horry County		US	
	#	%	#	%	#	%
Less than \$200	60	1.2%	743	3.4%	1,844,181	5.2%
\$200 – 299	128	2.6%	1,007	4.6%	1,818,764	5.2%
\$300 – 499	871	17.5%	4,965	22.7%	7,739,515	22.0%
\$500 -749	2,611	52.5%	8,842	40.4%	11,860,298	33.7%
\$750 – 999	1,012	20.3%	3,604	16.5%	6,045,173	17.2%
\$1,000 – 1,499	115	2.3%	884	4.0%	3,054,099	8.7%
\$1,500 or more	19	0.4%	76	0.3%	1,024,296	2.9%
No cash rent	162	3.3%	1,762	8.1%	1,813,176	5.2%
Median Gross Rent	\$634		\$594		\$602	

Source: US Census Bureau 2000

Table 7: Gross Rent as a Percentage of Household Income for Renter-Occupied Units

Percentage of Household Income for Renter-Occupied Units	Myrtle Beach		Horry County		United States	
	#	%	#	%	#	%
Less than 15%	827	16.6%	3613	16.5%	6370263	18.1%
15 – 19%	785	15.8%	3,334	15.2%	5,037,981	14.3%
20 – 24%	616	12.4%	2,908	13.3%	4,498,604	12.8%
25 – 29%	532	10.7%	2,171	9.9%	3,666,233	10.4%
30 – 34%	363	7.3%	1,500	6.9%	2,585,327	7.3%
35% or more	1541	31.0%	6135	28.0%	10383959	29.5%
Not computed	314	6.3%	2,222	10.2%	2,657,135	7.5%

Source: US Census Bureau 2000



Table 8: Distribution of Vehicles per Occupied Household

Number of Vehicles	Myrtle Beach		Horry County		United States	
	#	%	#	%	#	%
No vehicles	964	9.3%	5,329	6.5%	10,861,067	10.3%
1 vehicle	4,498	43.3%	31,519	38.5%	36,123,613	34.2%
2 vehicles	3,875	37.3%	33,672	41.2%	40,461,920	38.4%
3+ vehicles	1,047	10.1%	11,280	13.8%	18,033,501	17.1%

Source: US Census Bureau 2000

Affordable Housing Projects

Affordable Rental Housing Projects

- Swansgate Apartments was an old, abandoned elementary school at 1050 Mr. Joe White Avenue which was converted into 34 apartments in 1996 serving low income seniors and people with disabilities. The project has since been expanded to include an additional 72 apartments referred to as Swansgate II Apartments. The City partnered with Grand Strand Housing Authority (now known as Grand Strand Housing Authority and Community Development, Inc.) and a private developer blending several funding packages including Community Development Block Grant, HOME, federal tax credits, Federal Home Loan Bank of Atlanta, Housing Trust Fund, and a private loan to create this low income housing complex.
- Alliance Inn Apartments, located at 1077 Mr. Joe White Avenue, is a 54 unit apartment building that provides transitional and permanent housing for formerly homeless families including an on-site medical clinic.
- Balsam Place Apartments, also referred to as Safe Place at the Beach, is a facility of 25 single room apartments that provides permanent housing for persons that are homeless, at risk for homelessness and with special needs. A Licensed Care Manager with Waccamaw Center for Mental Health; a Resident Manager; and supportive services including medical, food, job training, education, budgeting, credit repair and other resources are available to the residents of the complex.
- Monticello Apartments, located on Apache Drive, is a 192 unit apartment building for low and moderate income families that was completed in three phases known as Monticello Apartments I, II and III.
- Jefferson Place Apartments, located at 6715 Jefferson Place, is a 41 unit apartment building for elderly residents.
- Carver Apartments, located at 1300 Spivey Avenue, is a 32 unit apartment complex for families.
- Sandysgate Village Apartments, located on Greens Boulevard, is a 104 unit apartment complex for families.
- Carolina Cove Apartments, located at 830 Carolina Cove Drive, is an 80 unit apartment complex for families.
- Dunbar Villas, located on Dunbar Street, is a 15 unit apartment complex for families.
- Cedarwood Townhouses is an 11 unit townhouse complex for families.
- Pipers Pointe Apartments, located at 1310 3rd Avenue South, is a 72 unit apartment complex for families.

There are 1,303 totally government funded or subsidized affordable rental housing units/shelter beds in the greater Myrtle Beach housing market area. There are 892 of these units located within the city. Included in this number is Street Reach Mission Shelter, a 90 bed emergency shelter for homeless individuals; Myrtle Beach Haven Shelter, a 50 bed emergency shelter for homeless families; and The Center for Women and Children, four permanent units for homeless persons and families.

Affordable Owner-Purchase Housing Projects

- Futrell Park Homes, located on Futrell Park Drive, is a 22 unit subdivision for low and moderate income families.
- Habitat for Humanity has constructed 34 units (scattered throughout the area) for families.
- Habitat for Humanity has constructed 8 units for families in the Nance Subdivision.
- The Myrtle Beach Housing Authority Scattered Public Housing Conversion Project has 18 units for families.
- The Myrtle Beach Housing Authority Scattered Section 8 Homeownership Program has 10 units for families.
- The City Housing Rehabilitation Program has 6 units.

Habitat for Humanity of Horry County, Inc. has constructed and sold a total of 101 homes to low-income families in Horry County, 63 of which are located inside the city of Myrtle Beach, since beginning work in 1992.

The grand total of both affordable rental and owner-purchase units is 1,439 with 1,001 inside the city limits of Myrtle Beach.



Appendix I - Neighborhoods

**Table 1: Neighborhood Planning Area I, Population Characteristics, 2000
City of Myrtle Beach, Census Tracts 503 and 504, Horry County and the United States**

Population	City of Myrtle Beach		Horry County		United States		CT 503		CT 504	
	#	%	#	%	#	%	#	%	#	%
Total Population	22,607		196,629		281,421,906		2,537		4,286	
Average Persons per Household	2.16		2.37		2.59		1.97		1.97	
17 years and under	4,102	18.1%	41,932	21.3%	72,142,757	25.6%	283	11.2%	664	15.5%
18 to 24 years	2,565	11.3%	18,146	9.2%	27,067,510	9.6%	180	7.1%	389	9.1%
25 to 44 years	7,638	33.8%	57,917	29.5%	85,482,828	30.4%	635	25.0%	1,411	32.9%
45 to 64 years	4,955	21.9%	49,095	25.0%	61,749,839	21.9%	749	29.5%	939	21.9%
65 years and older	3,347	14.8%	29,539	15.0%	34,978,972	12.4%	690	27.2%	883	20.6%
Families with Related Children Under Age 6	686	12.6%	5,780	10.6%	8,962,222	12.4%	47	6.5%	142	12.5%
Families with Related Children Under Age 18	2,411	44.3%	24,018	43.8%	38,000,727	52.6%	207	28.6%	406	35.6%
Families with a Single Female Parent and Related Children Under Age 18	722	13.3%	6,212	11.3%	8,575,028	11.9%	14	1.9%	65	5.7%
Population that is Female	11,182	49.5%	100,418	51.1%	143,505,720	51.0%	1,224	48.2%	2,044	47.7%
Population that is Male	11,425	50.5%	96,211	48.9%	137,916,186	49.0%	1,313	51.8%	2,242	52.3%
Population Age 5 and Over that are Disabled	5,263	24.6%	42,673	23.2%	49,746,248	19.3%	366	15.0%	928	22.7%

Source: US Census Bureau

**Table 2: Neighborhood Planning Area I, Race, 2000
City of Myrtle Beach, Census Tracts 503 and 504, Horry County and the United States**

Race	City of Myrtle Beach		Horry County		United States		CT 503		CT 504	
	#	%	#	%	#	%	#	%	#	%
White	18,302	81.0%	159,094	80.9%	211,353,725	75.1%	2,416	95.2%	4,098	95.6%
Black	2,867	12.7%	30,188	15.4%	34,056,217	12.1%	8	0.3%	55	1.3%
Other Races	1,438	6.4%	7,347	3.7%	36,011,964	12.8%	113	4.5%	133	3.1%
Hispanic or Latino	1,089	4.8%	4,959	2.5%	35,238,481	12.5%	33	1.3%	155	3.6%
Population 0-17 Yrs by Race										
White	2,859	69.7%	29,985	71.5%	49,547,420	68.7%	250	88.3%	610	91.9%
Black	863	21.0%	9,882	23.6%	10,750,131	14.9%	0	0.0%	17	2.6%
Other Races	380	9.3%	2,065	4.9%	11,845,206	16.4%	33	11.7%	37	5.6%
Hispanic or Latino	256	6.2%	1,379	3.3%	12,264,210	17.0%	0	0.0%	52	7.8%
Population 18 Yrs + by Race										
White	15,443	83.5%	129,109	83.5%	161,806,305	77.3%	2,166	96.1%	3,488	96.3%
Black	2,004	10.8%	20,306	13.1%	23,306,086	11.1%	8	0.4%	38	1.0%
Other Races	1,058	5.7%	5,282	3.4%	24,166,758	11.5%	80	3.5%	96	2.7%
Hispanic or Latino	833	4.5%	3,580	2.3%	22,974,271	11.0%	33	1.5%	103	2.8%

Source: US Census Bureau



Table 3: Neighborhood Planning Area I, Education, 2000
City of Myrtle Beach, Census Tracts 503 and 504, Horry County and the United States

Education	City of Myrtle Beach		Horry County		United States		CT 503		CT 504	
	#	%	#	%	#	%	#	%	#	%
Adults Age 25+ Without High School Diploma	2,394	15.0%	25,743	18.9%	35,715,625	19.6%	202	9.7%	276	8.5%
Adults Age 25+ With High School Diploma or Equivalency	4,818	30.2%	43,963	32.2%	52,168,981	28.6%	395	19.0%	807	25.0%
Adults Age 25+ With Some College, No Bachelor's Degree	5,081	31.9%	41,281	30.2%	49,864,428	27.4%	681	32.8%	1068	33.0%
Adults Age 25+ With Bachelor Degree	2,515	15.8%	17,484	12.8%	28,317,792	15.5%	551	26.6%	719	22.2%
Adults Age 25+ With Master Degree or Higher	1,132	7.1%	8,080	5.9%	16,144,813	8.9%	245	11.8%	363	11.2%

Source: US Census Bureau

Table 4: Neighborhood Planning Area I, Economic Characteristics, 2000
City of Myrtle Beach, Census Tracts 503 and 504, Horry County and the United States

Economic Characteristics	City of Myrtle Beach		Horry County		United States		CT 503		CT 504	
	#	%	#	%	#	%	#	%	#	%
Per Capita Income	\$23,214		\$19,949		\$21,587		\$44,526		\$29,289	
Median Family Income	\$43,900		\$42,676		\$50,046		\$63,125		\$62,802	
Median Household Income	\$35,498		\$36,470		\$41,994		\$44,914		\$41,683	
	#	%	#	%	#	%	#	%	#	%
Persons with Income Below Poverty	2,702	12.0%	23,356	12.0%	33,899,812	12.4%	152	6.0%	199	4.7%
Unemployment for Civilians Age 16 and Over in Labor Force	575	4.4%	4,704	4.6%	7,947,286	5.7%	42	3.2%	103	4.2%
Families with Related Children under Age 5 Living in Poverty	69	11.7%	595	12.6%	1,032,362	14.1%	0	0.0%	17	14.4%
Families with Related Children under Age 18 Living in Poverty	365	15.1%	3,453	14.4%	5,155,866	13.6%	26	12.6%	17	4.2%
Households that Equal or Exceed \$100,000 in Yearly Income	956	9.3%	5,823	7.1%	12,972,539	12.3%	326	25.0%	323	15.8%
Employed Persons over 16 years Employed as Managers, Professionals or Related Occupations	3,364	26.7%	25,558	26.2%	43,646,731	33.6%	637	49.6%	941	39.7%



**Table 5: Neighborhood Planning Area I, Housing Characteristics, 2000
City of Myrtle Beach, Census Tracts 503 and 504, Horry County and the United States**

Housing Characteristics	City of Myrtle Beach		Horry County		United States		CT 503		CT 504	
	#	%	#	%	#	%	#	%	#	%
Median Value of Owner-Occupied Housing Units	\$103,700		\$95,400		\$111,800		\$187,100		\$145,800	
Median Gross Rent Per Month	\$634		\$594		\$602		\$702		\$606	
Housing Units that are Owner-Occupied	5,406	52.1%	59,699	73.0%	69,816,513	66.2%	965	75.0%	1,244	57.9%
Housing Units that are Renter-Occupied	4,978	47.9%	22,101	27.0%	35,663,588	33.8%	322	25.0%	904	42.1%
All Occupied Housing Units with No Vehicle Available	964	9.3%	5,329	6.5%	10,861,067	10.3%	39	3.0%	101	4.7%
Owner-Occupied Housing Units with No Vehicle Available	265	4.9%	2,317	3.9%	3,165,468	4.5%	39	4.0%	71	5.7%
Renter-Occupied Housing Units with No Vehicle Available	699	14.0%	3,012	13.6%	7,695,599	21.6%	0	0.0%	30	3.3%
Housing Units that are Vacant	4,224	28.9%	40,285	33.0%	10,424,540	9.0%	560	30.3%	1,322	38.1%
Vacant Housing Units that are Seasonal	2,620	62.0%	25,838	64.1%	3,872,468	37.1%	401	71.6%	1,191	90.1%
Renter Households paying more than 30% of Household Income for Rent*	1,904	38.2%	7,635	34.9%	12,969,286	36.8%	94	29.2%	337	37.3%

Source: US Census Bureau



**Table 6: Neighborhood Planning Area II, Population Characteristics, 2000
City of Myrtle Beach, Census Tract 505, Horry County and the United States**

Population	City of Myrtle Beach		Horry County		United States		Census Tract 505	
	#	%	#	%	#	%	#	%
Total Population	22,607		196,629		281,421,906		4,568	
Average Persons per Household	2.16		2.37		2.59		1.96	
17 years and under	4,102	18.1%	41,932	21.3%	72,142,757	25.6%	699	15.3%
18 to 24 years	2,565	11.3%	18,146	9.2%	27,067,510	9.6%	406	8.9%
25 to 44 years	7,638	33.8%	57,917	29.5%	85,482,828	30.4%	1,621	35.5%
45 to 64 years	4,955	21.9%	49,095	25.0%	61,749,839	21.9%	1,037	22.7%
65 years and older	3,347	14.8%	29,539	15.0%	34,978,972	12.4%	805	17.6%
Families with Related Children Under Age 6	686	12.6%	5,780	10.6%	8,962,222	12.4%	109	10.2%
Families with Related Children Under Age 18	2,411	44.3%	24,018	43.8%	38,000,727	52.6%	418	39.2%
Families with a Single Female Parent and Related Children Under Age 18	722	13.3%	6,212	11.3%	8,575,028	11.9%	101	9.5%
Population that is Female	11,182	49.5%	100,418	51.1%	143,505,720	51.0%	2,365	51.8%
Population that is Male	11,425	50.5%	96,211	48.9%	137,916,186	49.0%	2,203	48.2%
Population Age 5 and Over that are Disabled	5,263	24.6%	42,673	23.2%	49,746,248	19.3%	721	16.4%

Source: US Census Bureau

**Table 7: Neighborhood Planning Area II, Race, 2000
City of Myrtle Beach, Census Tract 505, Horry County and the United States**

Race	City of Myrtle Beach		Horry County		United States		CT 505	
	#	%	#	%	#	%	#	%
White	18,302	81.0%	159,094	80.9%	211,353,725	75.1%	4,060	88.9%
Black	2,867	12.7%	30,188	15.4%	34,056,217	12.1%	125	2.7%
Other Races	1,438	6.4%	7,347	3.7%	36,011,964	12.8%	383	8.4%
Hispanic or Latino	1,089	4.8%	4,959	2.5%	35,238,481	12.5%	169	3.7%
Population 0-17 Yrs by Race								
White	2,859	69.7%	29,985	71.5%	49,547,420	68.7%	604	86.4%
Black	863	21.0%	9,882	23.6%	10,750,131	14.9%	19	2.7%
Other Races	380	9.3%	2,065	4.9%	11,845,206	16.4%	76	10.9%
Hispanic or Latino	256	6.2%	1,379	3.3%	12,264,210	17.0%	51	7.3%
Population 18 Yrs and Over by Race								
White	15,443	83.5%	129,109	83.5%	161,806,305	77.3%	3,456	89.3%
Black	2,004	10.8%	20,306	13.1%	23,306,086	11.1%	106	2.7%
Other Races	1,058	5.7%	5,282	3.4%	24,166,758	11.5%	307	7.9%
Hispanic or Latino	833	4.5%	3,580	2.3%	22,974,271	11.0%	118	3.0%

Source: US Census Bureau



**Table 8: Neighborhood Planning Area II, Education, 2000
City of Myrtle Beach, Census Tract 505, Horry County and the United States**

Education	City of Myrtle Beach		Horry County		United States		CT 505	
	#	%	#	%	#	%	#	%
Adults Age 25+ Without High School Diploma	2,394	15.0%	25,743	18.9%	35,715,625	19.6%	369	10.7%
Adults Age 25+ With High School Diploma or Equivalency	4,818	30.2%	43,963	32.2%	52,168,981	28.6%	888	25.6%
Adults Age 25+ With Some College, No Bachelor's Degree	5,081	31.9%	41,281	30.2%	49,864,428	27.4%	1241	35.8%
Adults Age 25+ With Bachelor Degree	2,515	15.8%	17,484	12.8%	28,317,792	15.5%	691	20.0%
Adults Age 25+ With Master Degree or Higher	1,132	7.1%	8,080	5.9%	16,144,813	8.9%	274	7.9%

Source: US Census Bureau

**Table 9: Neighborhood Planning Area II, Economic Characteristics, 2000
City of Myrtle Beach, Census Tract 505, Horry County and the United States**

Economic Characteristics	City of Myrtle Beach		Horry County		United States		CT 505	
	#	%	#	%	#	%	#	%
Per Capita Income	\$23,214		\$19,949		\$21,587		\$26,153	
Median Family Income	\$43,900		\$42,676		\$50,046		\$51,537	
Median Household Income	\$35,498		\$36,470		\$41,994		\$39,068	
Persons with Income Below Poverty	2,702	12.0%	23,356	12.0%	33,899,812	12.4%	280	6.1%
Unemployment for Civilians Age 16 and Over in Labor Force	575	4.4%	4,704	4.6%	7,947,286	5.7%	97	3.5%
Families with Related Children under Age 5 Living in Poverty	69	11.7%	595	12.6%	1,032,362	14.1%	8	8.3%
Families with Related Children under Age 18 Living in Poverty	365	15.1%	3,453	14.4%	5,155,866	13.6%	25	6.0%
Households that Equal or Exceed \$100,000 in Yearly Income	956	9.3%	5,823	7.1%	12,972,539	12.3%	207	8.9%
Employed Persons over 16 years Employed as Managers, Professionals or Related Occupations	3,364	26.7%	25,558	26.2%	43,646,731	33.6%	824	30.5%

Source: US Census Bureau



**Table 10: Neighborhood Planning Area II, Housing Characteristics, 2000
City of Myrtle Beach, Census Tract 505, Horry County and the United States**

Housing Characteristics	City of Myrtle Beach		Horry County		United States		CT 505	
	#	%	#	%	#	%	#	%
Median Value of Owner-Occupied Housing Units	\$103,700		\$95,400		\$111,800		\$111,600	
Median Gross Rent Per Month	\$634		\$594		\$602		\$632	
Housing Units that are Owner-Occupied	5,406	52.1%	59,699	73.0%	69,816,513	66.2%	1,230	52.9%
Housing Units that are Renter-Occupied	4,978	47.9%	22,101	27.0%	35,663,588	33.8%	1,095	47.1%
All Occupied Housing Units with No Vehicle Available	964	9.3%	5,329	6.5%	10,861,067	10.3%	155	6.7%
Owner-Occupied Housing Units with No Vehicle Available	265	4.9%	2,317	3.9%	3,165,468	4.5%	43	3.5%
Renter-Occupied Housing Units with No Vehicle Available	699	14.0%	3,012	13.6%	7,695,599	21.6%	112	10.2%
Housing Units that are Vacant	4,224	28.9%	40,285	33.0%	10,424,540	9.0%	515	18.1%
Vacant Housing Units that are Seasonal	2,620	62.0%	25,838	64.1%	3,872,468	37.1%	297	57.7%
Renter Households paying more than 30% of Household Income for Rent*	1,904	38.2%	7,635	34.9%	12,969,286	36.8%	424	38.7%

Source: US Census Bureau

**Table 11: Neighborhood Planning Area III, Population Characteristics, 2000
City of Myrtle Beach, Census Tract 506, Horry County and the United States**

Population	City of Myrtle Beach		Horry County		United States		CT 506	
	#	%	#	%	#	%	#	%
Total Population	22,607		196,629		281,421,906		3,705	
Average Persons per Household	2.16		2.37		2.59		2.41	
17 years and under	4,102	18.1%	41,932	21.3%	72,142,757	25.6%	825	22.3%
18 to 24 years	2,565	11.3%	18,146	9.2%	27,067,510	9.6%	650	17.5%
25 to 44 years	7,638	33.8%	57,917	29.5%	85,482,828	30.4%	1,282	34.6%
45 to 64 years	4,955	21.9%	49,095	25.0%	61,749,839	21.9%	614	16.6%
65 years and older	3,347	14.8%	29,539	15.0%	34,978,972	12.4%	334	9.0%
Families with Related Children Under Age 6	686	12.6%	5,780	10.6%	8,962,222	12.4%	105	13.9%
Families with Related Children Under Age 18	2,411	44.3%	24,018	43.8%	38,000,727	52.6%	462	61.2%
Families with a Single Female Parent and Related Children Under Age 18	722	13.3%	6,212	11.3%	8,575,028	11.9%	217	28.7%
Population that is Female	11,182	49.5%	100,418	51.1%	143,505,720	51.0%	1,772	47.8%
Population that is Male	11,425	50.5%	96,211	48.9%	137,916,186	49.0%	1,933	52.2%
Population Age 5 and Over that are Disabled	5,263	24.6%	42,673	23.2%	49,746,248	19.3%	977	28.3%



Source: US Census Bureau

**Table 12: Neighborhood Planning Area III, Race, 2000
Tract 506, Horry County and the United States**

Race	City of Myrtle Beach		Horry County		United States		CT 506	
	#	%	#	%	#	%	#	%
White	18,302	81.0%	159,094	80.9%	211,353,725	75.1%	1,413	38.1%
Black	2,867	12.7%	30,188	15.4%	34,056,217	12.1%	2,086	56.3%
Other Races	1,438	6.4%	7,347	3.7%	36,011,964	12.8%	206	5.6%
Hispanic or Latino	1,089	4.8%	4,959	2.5%	35,238,481	12.5%	233	6.3%
Population 0-17 Yrs by Race								
White	2,859	69.7%	29,985	71.5%	49,547,420	68.7%	163	19.8%
Black	863	21.0%	9,882	23.6%	10,750,131	14.9%	594	72.0%
Other Races	380	9.3%	2,065	4.9%	11,845,206	16.4%	68	8.2%
Hispanic or Latino	256	6.2%	1,379	3.3%	12,264,210	17.0%	70	8.5%
Population 18 Yrs + by Race								
White	15,443	83.5%	129,109	83.5%	161,806,305	77.3%	1,250	43.4%
Black	2,004	10.8%	20,306	13.1%	23,306,086	11.1%	1,492	51.8%
Other Races	1,058	5.7%	5,282	3.4%	24,166,758	11.5%	138	4.8%
Hispanic or Latino	833	4.5%	3,580	2.3%	22,974,271	11.0%	163	5.7%

Source: US Census Bureau

**Table 13: Neighborhood Planning Area III, Education, 2000
City of Myrtle Beach, Census Tract 506, Horry County and the United States**

Education	City of Myrtle Beach		Horry County		United States		CT 506	
	#	%	#	%	#	%	#	%
Adults Age 25+ Without High School Diploma	2,394	15.0%	25,743	18.9%	35,715,625	19.6%	633	28.4%
Adults Age 25+ With High School Diploma or Equivalency	4,818	30.2%	43,963	32.2%	52,168,981	28.6%	773	34.7%
Adults Age 25+ With Some College, No Bachelor's Degree	5,081	31.9%	41,281	30.2%	49,864,428	27.4%	534	23.9%
Adults Age 25+ With Bachelor Degree	2,515	15.8%	17,484	12.8%	28,317,792	15.5%	205	9.2%
Adults Age 25+ With Master Degree or Higher	1,132	7.1%	8,080	5.9%	16,144,813	8.9%	85	3.8%

Source: US Census Bureau

**Table 14: Neighborhood Planning Area III, Economic Characteristics, 2000
City of Myrtle Beach, Census Tract 506, Horry County and the United States**

Economic Characteristics	City of Myrtle Beach	Horry County	United States	CT 506
Per Capita Income	\$23,214	\$19,949	\$21,587	\$13,831



Median Family Income	\$43,900		\$42,676		\$50,046		\$30,592	
Median Household Income	\$35,498		\$36,470		\$41,994		\$22,202	
	#	%	#	%	#	%	#	%
Persons with Income Below Poverty	2,702	12.0%	23,356	12.0%	33,899,812	12.4%	938	25.5%
Unemployment for Civilians Age 16 and Over in Labor Force	575	4.4%	4,704	4.6%	7,947,286	5.7%	136	6.5%
Families with Related Children under Age 5 Living in Poverty	69	11.7%	595	12.6%	1,032,362	14.1%	16	22.5%
Families with Related Children under Age 18 Living in Poverty	365	15.1%	3,453	14.4%	5,155,866	13.6%	131	28.4%
Households that Equal or Exceed \$100,000 in Yearly Income	956	9.3%	5,823	7.1%	12,972,539	12.3%	54	3.6%
Employed Persons over 16 years Employed as Managers, Professionals or Related Occupations	3,364	26.7%	25,558	26.2%	43,646,731	33.6%	286	14.7%

Source: US Census Bureau

**Table 15: Neighborhood Planning Area III, Housing Characteristics, 2000
City of Myrtle Beach, Census Tract 506, Horry County and the United States**

Housing Characteristics	City of Myrtle Beach		Horry County		United States		CT 506	
	#	%	#	%	#	%	#	%
Median Value of Owner-Occupied Housing Units	\$103,700		\$95,400		\$111,800		\$80,700	
Median Gross Rent Per Month	\$634		\$594		\$602		\$556	
Housing Units that are Owner-Occupied	5,406	52.1%	59,699	73.0%	69,816,513	66.2%	511	34.4%
Housing Units that are Renter-Occupied	4,978	47.9%	22,101	27.0%	35,663,588	33.8%	975	65.6%
All Occupied Housing Units with No Vehicle Available	964	9.3%	5,329	6.5%	10,861,067	10.3%	323	21.7%
Owner-Occupied Housing Units with No Vehicle Available	265	4.9%	2,317	3.9%	3,165,468	4.5%	51	10.0%
Renter-Occupied Housing Units with No Vehicle Available	699	14.0%	3,012	13.6%	7,695,599	21.6%	272	27.9%
Housing Units that are Vacant	4,224	28.9%	40,285	33.0%	10,424,540	9.0%	353	19.2%
Vacant Housing Units that are Seasonal	2,620	62.0%	25,838	64.1%	3,872,468	37.1%	112	31.7%
Renter Households paying more than 30% of Household Income for Rent*	1,904	38.2%	7,635	34.9%	12,969,286	36.8%	403	41.3%

Source: US Census Bureau



**Table 16: Neighborhood Planning Area IV, Population, 2000
City of Myrtle Beach, Census Tract 507, Horry County and the United States**

Population	City of Myrtle Beach		Horry County		United States		CT 507	
	#	%	#	%	#	%	#	%
Total Population	22,607		196,629		281,421,906		1,425	
Average Persons per Household	2.16		2.37		2.59		2.18	
17 years and under	4,102	18.1%	41,932	21.3%	72,142,757	25.6%	294	20.6%
18 to 24 years	2,565	11.3%	18,146	9.2%	27,067,510	9.6%	130	9.1%
25 to 44 years	7,638	33.8%	57,917	29.5%	85,482,828	30.4%	650	45.6%
45 to 64 years	4,955	21.9%	49,095	25.0%	61,749,839	21.9%	269	18.9%
65 years and older	3,347	14.8%	29,539	15.0%	34,978,972	12.4%	82	5.8%
Families with Related Children Under Age 6	686	12.6%	5,780	10.6%	8,962,222	12.4%	43	15.8%
Families with Related Children Under Age 18	2,411	44.3%	24,018	43.8%	38,000,727	52.6%	150	55.1%
Families with a Single Female Parent and Related Children Under Age 18	722	13.3%	6,212	11.3%	8,575,028	11.9%	44	16.2%
Population that is Female	11,182	49.5%	100,418	51.1%	143,505,720	51.0%	625	43.9%
Population that is Male	11,425	50.5%	96,211	48.9%	137,916,186	49.0%	800	56.1%
Population Age 5 and Over that are Disabled	5,263	24.6%	42,673	23.2%	49,746,248	19.3%	458	34.3%

Source: US Census Bureau

**Table 17: Neighborhood Planning Area IV, Race, 2000
City of Myrtle Beach, Census Tracts 507, Horry County and the United States**

Race	City of Myrtle Beach		Horry County		United States		CT 507	
	#	%	#	%	#	%	#	%
White	18,302	81.0%	159,094	80.9%	211,353,725	75.1%	1,191	83.6%
Black	2,867	12.7%	30,188	15.4%	34,056,217	12.1%	115	8.1%
Other Races	1,438	6.4%	7,347	3.7%	36,011,964	12.8%	119	8.4%
Hispanic or Latino	1,089	4.8%	4,959	2.5%	35,238,481	12.5%	110	7.7%
Population 0-17 Yrs by Race								
White	2,859	69.7%	29,985	71.5%	49,547,420	68.7%	244	83.0%
Black	863	21.0%	9,882	23.6%	10,750,131	14.9%	21	7.1%
Other Races	380	9.3%	2,065	4.9%	11,845,206	16.4%	29	9.9%
Hispanic or Latino	256	6.2%	1,379	3.3%	12,264,210	17.0%	15	5.1%
Population 18 Yrs and Over by Race								
White	15,443	83.5%	129,109	83.5%	161,806,305	77.3%	947	83.7%
Black	2,004	10.8%	20,306	13.1%	23,306,086	11.1%	94	8.3%
Other Races	1,058	5.7%	5,282	3.4%	24,166,758	11.5%	90	8.0%
Hispanic or Latino	833	4.5%	3,580	2.3%	22,974,271	11.0%	95	8.4%

Source: US Census Bureau



**Table 18: Neighborhood Planning Area IV, Education, 2000
City of Myrtle Beach, Census Tract 507, Horry County and the United States**

Education	City of Myrtle Beach		Horry County		United States		CT 507	
	#	%	#	%	#	%	#	%
Adults Age 25+ Without High School Diploma	2,394	15.0%	25,743	18.9%	35,715,625	19.6%	148	14.8%
Adults Age 25+ With High School Diploma or Equivalency	4,818	30.2%	43,963	32.2%	52,168,981	28.6%	474	47.4%
Adults Age 25+ With Some College, No Bachelor's Degree	5,081	31.9%	41,281	30.2%	49,864,428	27.4%	244	24.4%
Adults Age 25+ With Bachelor Degree	2,515	15.8%	17,484	12.8%	28,317,792	15.5%	86	8.6%
Adults Age 25+ With Master Degree or Higher	1,132	7.1%	8,080	5.9%	16,144,813	8.9%	49	4.9%

Source: US Census Bureau

**Table 19: Neighborhood Planning Area IV, Economic Characteristics, 2000
City of Myrtle Beach, Census Tract 507, Horry County and the United States**

Economic Characteristics	City of Myrtle Beach		Horry County		United States		CT 507	
	#	%	#	%	#	%	#	%
Per Capita Income	\$23,214		\$19,949		\$21,587		\$14,765	
Median Family Income	\$43,900		\$42,676		\$50,046		\$29,444	
Median Household Income	\$35,498		\$36,470		\$41,994		\$24,769	
	#	%	#	%	#	%	#	%
Persons with Income Below Poverty	2,702	12.0%	23,356	12.0%	33,899,812	12.4%	426	29.9%
Unemployment for Civilians Age 16 and Over in Labor Force	575	4.4%	4,704	4.6%	7,947,286	5.7%	49	5.2%
Families with Related Children under Age 5 Living in Poverty	69	11.7%	595	12.6%	1,032,362	14.1%	10	23.3%
Families with Related Children under Age 18 Living in Poverty	365	15.1%	3,453	14.4%	5,155,866	13.6%	67	44.7%
Households that Equal or Exceed \$100,000 in Yearly Income	956	9.3%	5,823	7.1%	12,972,539	12.3%	13	1.9%
Employed Persons over 16 years Employed as Managers, Professionals or Related Occupations	3,364	26.7%	25,558	26.2%	43,646,731	33.6%	143	16.0%

Source: US Census Bureau



Table 20: Neighborhood Planning Area IV, Housing Characteristics, 2000
City of Myrtle Beach, Census Tracts 506 and 507, Horry County and the United States

Housing Characteristics	City of Myrtle Beach		Horry County		United States		CT 507	
	#	%	#	%	#	%	#	%
Median Value of Owner-Occupied Housing Units	\$103,700		\$95,400		\$111,800		\$151,700	
Median Gross Rent Per Month	\$634		\$594		\$602		\$583	
Housing Units that are Owner-Occupied	5,406	52.1%	59,699	73.0%	69,816,513	66.2%	158	24.5%
Housing Units that are Renter-Occupied	4,978	47.9%	22,101	27.0%	35,663,588	33.8%	486	75.5%
All Occupied Housing Units with No Vehicle Available	964	9.3%	5,329	6.5%	10,861,067	10.3%	160	24.8%
Owner-Occupied Housing Units with No Vehicle Available	265	4.9%	2,317	3.9%	3,165,468	4.5%	23	14.6%
Renter-Occupied Housing Units with No Vehicle Available	699	14.0%	3,012	13.6%	7,695,599	21.6%	137	28.2%
Housing Units that are Vacant	4,224	28.9%	40,285	33.0%	10,424,540	9.0%	276	30.0%
Vacant Housing Units that are Seasonal	2,620	62.0%	25,838	64.1%	3,872,468	37.1%	83	30.1%
Renter Households paying more than 30% of Household Income for Rent*	1,904	38.2%	7,635	34.9%	12,969,286	36.8%	214	44.0%

Source: US Census Bureau

Table 21: Neighborhood Planning Area V, Population, 2000
City of Myrtle Beach, Census Tracts 508 and 509, Horry County and the United States

Population	City of Myrtle Beach		Horry County		United States		CT 508		CT 509	
	#	%	#	%	#	%	#	%	#	%
Total Population	22,607		196,629		281,421,906		948		5,403	
Average Persons per Household	2.16		2.37		2.59		1.98		2.4	
17 years and under	4,102	18.1%	41,932	21.3%	72,142,757	4,102	168	17.7%	1,151	21.3%
18 to 24 years	2,565	11.3%	18,146	9.2%	27,067,510	2,565	133	14.0%	715	13.2%
25 to 44 years	7,638	33.8%	57,917	29.5%	85,482,828	7,638	293	30.9%	1,764	32.6%
45 to 64 years	4,955	21.9%	49,095	25.0%	61,749,839	4,955	258	27.2%	1,183	21.9%
65 years and older	3,347	14.8%	29,539	15.0%	34,978,972	3,347	96	10.1%	590	10.9%
Families with Related Children Under Age 6	686	12.6%	5,780	10.6%	8,962,222	686	6	3.5%	203	15.0%
Families with Related Children Under Age 18	2,411	44.3%	24,018	43.8%	38,000,727	2,411	90	52.0%	696	51.4%
Families with a Single Female Parent and Related Children Under Age 18	722	13.3%	6,212	11.3%	8,575,028	722	48	27.7%	257	19.0%
Population that is Female	11,182	49.5%	100,418	51.1%	143,505,720	11,182	472	49.8%	2,702	50.0%
Population that is Male	11,425	50.5%	96,211	48.9%	137,916,186	11,425	476	50.2%	2,701	50.0%



Population Age 5 and Over that are Disabled	5,263	24.6%	42,673	23.2%	49,746,248	19.3%	240	25.8%	1,493	29.3%
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Source: US Census Bureau

Table 22: Neighborhood Planning Area V, Race, 2000
City of Myrtle Beach, Census Tracts 508 and 509, Horry County and the United States

Race	City of Myrtle Beach		Horry County		United States		CT 508		CT 509	
	#	%	#	%	#	%	#	%	#	%
White	18,302	81.0%	159,094	80.9%	211,353,725	75.1%	829	87.4%	4,009	74.2%
Black	2,867	12.7%	30,188	15.4%	34,056,217	12.1%	109	11.5%	934	17.3%
Other Races	1,438	6.4%	7,347	3.7%	36,011,964	12.8%	10	1.1%	460	8.5%
Hispanic or Latino	1,089	4.8%	4,959	2.5%	35,238,481	12.5%	21	2.2%	315	5.8%
Population 0-17 Yrs by Race										
White	2,859	69.7%	29,985	71.5%	49,547,420	68.7%	105	62.5%	695	60.4%
Black	863	21.0%	9,882	23.6%	10,750,131	14.9%	63	37.5%	314	27.3%
Other Races	380	9.3%	2,065	4.9%	11,845,206	16.4%	0	0.0%	142	12.3%
Hispanic or Latino	256	6.2%	1,379	3.3%	12,264,210	17.0%	0	0.0%	59	5.1%
Population 18 Yrs and Over by Race										
White	15,443	83.5%	129,109	83.5%	161,806,305	77.3%	724	92.8%	3,314	77.9%
Black	2,004	10.8%	20,306	13.1%	23,306,086	11.1%	46	5.9%	620	14.6%
Other Races	1,058	5.7%	5,282	3.4%	24,166,758	11.5%	10	1.3%	318	7.5%
Hispanic or Latino	833	4.5%	3,580	2.3%	22,974,271	11.0%	21	2.7%	256	6.0%

Source: US Census Bureau

Table 23: Neighborhood Planning Area V, Education, 2000
City of Myrtle Beach, Census Tracts 508 and 509, Horry County and the United States

Education	City of Myrtle Beach		Horry County		United States		CT 508		CT 509	
	#	%	#	%	#	%	#	%	#	%
Adults Age 25+ Without High School Diploma	2,394	15.0%	25,743	18.9%	35,715,625	19.6%	109	16.8%	793	22.4%
Adults Age 25+ With High School Diploma or Equivalency	4,818	30.2%	43,963	32.2%	52,168,981	28.6%	244	37.7%	1302	36.8%
Adults Age 25+ With Some College, No Bachelor's Degree	5,081	31.9%	41,281	30.2%	49,864,428	27.4%	199	30.8%	1090	30.8%
Adults Age 25+ With Bachelor Degree	2,515	15.8%	17,484	12.8%	28,317,792	15.5%	58	9.0%	245	6.9%
Adults Age 25+ With Master Degree or Higher	1,132	7.1%	8,080	5.9%	16,144,813	8.9%	37	5.7%	107	3.0%

Source: US Census Bureau



**Table 24: Neighborhood Planning Area V, Economic Characteristics, 2000
City of Myrtle Beach, Census Tracts 508 and 509, Horry County and the United States**

Economic Characteristics	City of Myrtle Beach		Horry County		United States		CT 508		CT 509	
	#	%	#	%	#	%	#	%	#	%
Per Capita Income	\$23,214		\$19,949		\$21,587		\$20,251		\$15,190	
Median Family Income	\$43,900		\$42,676		\$50,046		\$35,650		\$33,167	
Median Household Income	\$35,498		\$36,470		\$41,994		\$31,424		\$29,264	
Persons with Income Below Poverty	2,702	12.0%	23,356	12.0%	33,899,812	12.4%	101	10.7%	790	14.7%
Unemployment for Civilians Age 16 and Over in Labor Force	575	4.4%	4,704	4.6%	7,947,286	5.7%	41	6.9%	105	3.5%
Families with Related Children under Age 5 Living in Poverty	69	11.7%	595	12.6%	1,032,362	14.1%	0	0.0%	18	10.7%
Families with Related Children under Age 18 Living in Poverty	365	15.1%	3,453	14.4%	5,155,866	13.6%	0	0.0%	125	18.0%
Households that Equal or Exceed \$100,000 in Yearly Income	956	9.3%	5,823	7.1%	12,972,539	12.3%	7	1.5%	58	2.6%
Employed Persons over 16 years Employed as Managers, Professionals or Related Occupations	3,364	26.7%	25,558	26.2%	43,646,731	33.6%	105	18.9%	566	19.6%

Source: US Census Bureau

**Table 25: Neighborhood Planning Area V, Housing Characteristics, 2000
City of Myrtle Beach, Census Tracts 508 and 509, Horry County and the US**

Housing Characteristics	City of Myrtle Beach		Horry County		US		CT 508		CT 509	
	#	%	#	%	#	%	#	%	#	%
Median Value of Owner-Occupied Housing Units	\$103,700		\$95,400		\$111,800		\$156,400		\$60,200	
Median Gross Rent Per Month	\$634		\$594		\$602		\$653		\$586	
Housing Units that are Owner-Occupied	5,406	52.1%	59,699	73.0%	69,816,513	66.2%	181	37.8%	1364	60.6%
Housing Units that are Renter-Occupied	4,978	47.9%	22,101	27.0%	35,663,588	33.8%	298	62.2%	887	39.4%
All Occupied Housing Units with No Vehicle Available	964	9.3%	5,329	6.5%	10,861,067	10.3%	52	10.9%	212	9.4%
Owner-Occupied Housing Units with No Vehicle Available	265	4.9%	2,317	3.9%	3,165,468	4.5%	0	0.0%	49	3.6%
Renter-Occupied Housing Units with No Vehicle Available	699	14.0%	3,012	13.6%	7,695,599	21.6%	52	17.4%	163	18.4%
Housing Units that are Vacant	4,224	28.9%	40,285	33.0%	10,424,540	9.0%	532	52.6%	473	17.4%
Vacant Housing Units that are Seasonal	2,620	62.0%	25,838	64.1%	3,872,468	37.1%	267	50.2%	294	62.2%
Renter Households paying more than 30% of Household Income for Rent*	1,904	38.2%	7,635	34.9%	12,969,286	36.8%	85	28.5%	400	45.1%

Source: US Census Bureau



Table 26: Neighborhood Planning Area VI, Population, 2000
City of Myrtle Beach, Census Tracts 510 and 515, Horry County and the US

Population	City of Myrtle Beach		Horry County		US		CT 510		CT 515	
	#	%	#	%	#	%	#	%	#	%
Total Population	22,607		196,629		281,421,906		1,865		10,010	
Average Persons per Household	2.16		2.37		2.59		2.47		2.48	
17 years and under	4,102	18.1%	41,932	21.3%	72,142,757	25.6%	465	24.9%	2,314	23.1%
18 to 24 years	2,565	11.3%	18,146	9.2%	27,067,510	9.6%	259	13.9%	1,005	10.0%
25 to 44 years	7,638	33.8%	57,917	29.5%	85,482,828	30.4%	741	39.7%	3,537	35.3%
45 to 64 years	4,955	21.9%	49,095	25.0%	61,749,839	21.9%	290	15.5%	2,323	23.2%
65 years and older	3,347	14.8%	29,539	15.0%	34,978,972	12.4%	110	5.9%	831	8.3%
Families with Related Children Under Age 6	686	12.6%	5,780	10.6%	8,962,222	12.4%	76	17.2%	368	14.2%
Families with Related Children Under Age 18	2,411	44.3%	24,018	43.8%	38,000,727	52.6%	240	54.2%	1,364	52.5%
Families with a Single Female Parent and Related Children Under Age 18	722	13.3%	6,212	11.3%	8,575,028	11.9%	48	10.8%	256	9.8%
Population that is Female	11,182	49.5%	100,418	51.1%	143,505,720	51.0%	836	44.8%	4,853	48.5%
Population that is Male	11,425	50.5%	96,211	48.9%	137,916,186	49.0%	1,029	55.2%	5,157	51.5%
Population Age 5 and Over that are Disabled	5,263	24.6%	42,673	23.2%	49,746,248	19.3%	465	28.2%	1,819	19.5%

Source: US Census Bureau

Table 27: Neighborhood Planning Area VI, Race, 2000
City of Myrtle Beach, Census Tracts 510 and 515, Horry County and the US

Race	City of Myrtle Beach		Horry County		US		CT 510		CT 515	
	#	%	#	%	#	%	#	%	#	%
White	18,302	81.0%	159,094	80.9%	211,353,725	75.1%	1,692	90.7%	8,513	85.0%
Black	2,867	12.7%	30,188	15.4%	34,056,217	12.1%	80	4.3%	917	9.2%
Other Races	1,438	6.4%	7,347	3.7%	36,011,964	12.8%	93	5.0%	580	5.8%
Hispanic or Latino	1,089	4.8%	4,959	2.5%	35,238,481	12.5%	87	4.7%	525	5.2%
Population 0-17 Yrs by Race										
White	2,859	69.7%	29,985	71.5%	49,547,420	68.7%	399	85.8%	1,874	81.0%
Black	863	21.0%	9,882	23.6%	10,750,131	14.9%	35	7.5%	320	13.8%
Other Races	380	9.3%	2,065	4.9%	11,845,206	16.4%	31	6.7%	120	5.2%
Hispanic or Latino	256	6.2%	1,379	3.3%	12,264,210	17.0%	29	6.2%	105	4.5%
Population 18 Yrs and Over by Race										
White	15,443	83.5%	129,109	83.5%	161,806,305	77.3%	1,293	92.4%	6,639	86.3%
Black	2,004	10.8%	20,306	13.1%	23,306,086	11.1%	45	3.2%	597	7.8%
Other Races	1,058	5.7%	5,282	3.4%	24,166,758	11.5%	62	4.4%	460	6.0%
Hispanic or Latino	833	4.5%	3,580	2.3%	22,974,271	11.0%	58	4.1%	420	5.5%

Source: US Census Bureau



Table 28: Neighborhood Planning Area VI, Education, 2000
City of Myrtle Beach, Census Tracts 510 and 515, Horry County and the US

Education	City of Myrtle Beach		Horry County		US		CT 510		CT 515	
	#	%	#	%	#	%	#	%	#	%
Adults Age 25+ Without High School Diploma	2,394	15.0%	25,743	18.9%	35,715,625	19.6%	155	13.6%	1032	15.4%
Adults Age 25+ With High School Diploma or Equivalency	4,818	30.2%	43,963	32.2%	52,168,981	28.6%	291	25.5%	2031	30.4%
Adults Age 25+ With Some College, No Bachelor's Degree	5,081	31.9%	41,281	30.2%	49,864,428	27.4%	454	39.8%	2599	38.8%
Adults Age 25+ With Bachelor Degree	2,515	15.8%	17,484	12.8%	28,317,792	15.5%	172	15.1%	825	12.3%
Adults Age 25+ With Master Degree or Higher	1,132	7.1%	8,080	5.9%	16,144,813	8.9%	69	6.0%	204	3.0%

Source: US Census Bureau

Table 29: Neighborhood Planning Area VI, Economic Characteristics, 2000
City of Myrtle Beach, Census Tracts 510 and 515, Horry County and the US

Economic Characteristics	City of Myrtle Beach		Horry County		US		CT 510		CT 515	
	#	%	#	%	#	%	#	%	#	%
Per Capita Income	\$23,214		\$19,949		\$21,587		\$16,604		\$18,400	
Median Family Income	\$43,900		\$42,676		\$50,046		\$45,050		\$46,864	
Median Household Income	\$35,498		\$36,470		\$41,994		\$42,576		\$40,601	
	#	%	#	%	#	%	#	%	#	%
Persons with Income Below Poverty	2,702	12.0%	23,356	12.0%	33,899,812	12.4%	173	9.3%	1017	10.3%
Unemployment for Civilians Age 16 and Over in Labor Force	575	4.4%	4,704	4.6%	7,947,286	5.7%	63	5.7%	212	3.7%
Families with Related Children under Age 5 Living in Poverty	69	11.7%	595	12.6%	1,032,362	14.1%	0	0.0%	29	9.9%
Families with Related Children under Age 18 Living in Poverty	365	15.1%	3,453	14.4%	5,155,866	13.6%	19	7.9%	150	11.0%
Households that Equal or Exceed \$100,000 in Yearly Income	956	9.3%	5,823	7.1%	12,972,539	12.3%	24	3.5%	183	4.6%
Employed Persons over 16 years Employed as Managers, Professionals or Related Occupations	3,364	26.7%	25,558	26.2%	43,646,731	33.6%	260	25.0%	1,348	24.7%

Source: US Census Bureau



**Table 30: Neighborhood Planning Area VI, Housing Characteristics, 2000
City of Myrtle Beach, Census Tracts 510 and 515, Horry County and the US**

Housing Characteristics	City of Myrtle Beach		Horry County		US		CT 510		CT 515	
	#	%	#	%	#	%	#	%	#	%
Median Value of Owner-Occupied Housing Units	\$103,700		\$95,400		\$111,800		\$103,000		\$91,400	
Median Gross Rent Per Month	\$634		\$594		\$602		\$796		\$627	
Housing Units that are Owner-Occupied	5,406	52.1%	59,699	73.0%	69,816,513	66.2%	173	22.9%	2654	66.5%
Housing Units that are Renter-Occupied	4,978	47.9%	22,101	27.0%	35,663,588	33.8%	581	77.1%	1339	33.5%
All Occupied Housing Units with No Vehicle Available	964	9.3%	5,329	6.5%	10,861,067	10.3%	22	2.9%	273	6.8%
Owner-Occupied Housing Units with No Vehicle Available	265	4.9%	2,317	3.9%	3,165,468	4.5%	0	0.0%	92	3.5%
Renter-Occupied Housing Units with No Vehicle Available	699	14.0%	3,012	13.6%	7,695,599	21.6%	22	3.8%	181	13.5%
Housing Units that are Vacant	4,224	28.9%	40,285	33.0%	10,424,540	9.0%	313	29.3%	684	14.6%
Vacant Housing Units that are Seasonal	2,620	62.0%	25,838	64.1%	3,872,468	37.1%	13	4.2%	175	25.6%
Renter Households paying more than 30% of Household Income for Rent*	1,904	38.2%	7,635	34.9%	12,969,286	36.8%	198	34.1%	409	30.5%

Source: US Census Bureau

**Table 31: Neighborhood Planning Area VII, Population, 2000
City of Myrtle Beach, Census Tract 501, Horry County and the US**

Population	City of Myrtle Beach		Horry County		US		CT 501	
	#	%	#	%	#	%	#	%
Total Population	22,607		196,629		22,607		2,590	
Average Persons per Household	2.16		2.37		2.16		2.03	
17 years and under	4,102	18.1%	41,932	21.3%	72,142,757	25.6%	324	12.5%
18 to 24 years	2,565	11.3%	18,146	9.2%	27,067,510	9.6%	117	4.5%
25 to 44 years	7,638	33.8%	57,917	29.5%	85,482,828	30.4%	734	28.3%
45 to 64 years	4,955	21.9%	49,095	25.0%	61,749,839	21.9%	828	32.0%
65 years and older	3,347	14.8%	29,539	15.0%	34,978,972	12.4%	587	22.7%
Families with Related Children Under Age 6	686	12.6%	5,780	10.6%	8,962,222	12.4%	82	12.5%
Families with Related Children Under Age 18	2,411	44.3%	24,018	43.8%	38,000,727	52.6%	187	28.6%
Families with a Single Female Parent and Related Children Under Age 18	722	13.3%	6,212	11.3%	8,575,028	11.9%	26	4.0%
Population that is Female	11,182	49.5%	100,418	51.1%	143,505,720	51.0%	1,382	53.4%
Population that is Male	11,425	50.5%	96,211	48.9%	137,916,186	49.0%	1,208	46.6%



Population Age 5 and Over that are Disabled	5,263	24.6%	42,673	23.2%	49,746,248	19.3%	327	13.8%
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Source: US Census Bureau

**Table 32: Neighborhood Planning Area VII, Race, 2000
City of Myrtle Beach, Census Tract 501, Horry County and the US**

Race	City of Myrtle Beach		Horry County		US		CT 501	
	#	%	#	%	#	%	#	%
White	18,302	81.0%	159,094	80.9%	211,353,725	75.1%	2,477	95.6%
Black	2,867	12.7%	30,188	15.4%	34,056,217	12.1%	17	0.7%
Other Races	1,438	6.4%	7,347	3.7%	36,011,964	12.8%	96	3.7%
Hispanic or Latino	1,089	4.8%	4,959	2.5%	35,238,481	12.5%	0	0.0%
Population 0-17 Yrs by Race								
White	2,859	69.7%	29,985	71.5%	49,547,420	68.7%	300	92.6%
Black	863	21.0%	9,882	23.6%	10,750,131	14.9%	0	0.0%
Other Races	380	9.3%	2,065	4.9%	11,845,206	16.4%	24	7.4%
Hispanic or Latino	256	6.2%	1,379	3.3%	12,264,210	17.0%	0	0.0%
Population 18 Yrs and Over by Race								
White	15,443	83.5%	129,109	83.5%	161,806,305	77.3%	2,177	96.1%
Black	2,004	10.8%	20,306	13.1%	23,306,086	11.1%	17	0.8%
Other Races	1,058	5.7%	5,282	3.4%	24,166,758	11.5%	72	3.2%
Hispanic or Latino	833	4.5%	3,580	2.3%	22,974,271	11.0%	0	0.0%

Source: US Census Bureau

**Table 33: Neighborhood Planning Area VII, Education, 2000
City of Myrtle Beach, Census Tract 501, Horry County and the US**

Education	City of Myrtle Beach		Horry County		US		CT 501	
	#	%	#	%	#	%	#	%
Adults Age 25+ Without High School Diploma	2,394	15.0%	25,743	18.9%	35,715,625	19.6%	123	5.7%
Adults Age 25+ With High School Diploma or Equivalency	4,818	30.2%	43,963	32.2%	52,168,981	28.6%	478	22.2%
Adults Age 25+ With Some College, No Bachelor's Degree	5,081	31.9%	41,281	30.2%	49,864,428	27.4%	634	29.5%
Adults Age 25+ With Bachelor Degree	2,515	15.8%	17,484	12.8%	28,317,792	15.5%	600	27.9%
Adults Age 25+ With Master Degree or Higher	1,132	7.1%	8,080	5.9%	16,144,813	8.9%	314	14.6%

Source: US Census Bureau

**Table 34: Neighborhood Planning Area VII, Economic Characteristics, 2000
City of Myrtle Beach, Census Tract 501, Horry County and the US**

Economic Characteristics	City of Myrtle Beach	Horry County	US	CT 501
Per Capita Income	\$23,214	\$19,949	\$21,587	\$32,656
Median Family Income	\$43,900	\$42,676	\$50,046	\$54,022



Median Household Income	\$35,498		\$36,470		\$41,994		\$47,617	
	#	%	#	%	#	%	#	%
Persons with Income Below Poverty	2,702	12.0%	23,356	12.0%	33,899,812	12.4%	89	3.6%
Unemployment for Civilians Age 16 and Over in Labor Force	575	4.4%	4,704	4.6%	7,947,286	5.7%	33	2.3%
Families with Related Children under Age 5 Living in Poverty	69	11.7%	595	12.6%	1,032,362	14.1%	0	0.0%
Families with Related Children under Age 18 Living in Poverty	365	15.1%	3,453	14.4%	5,155,866	13.6%	9	4.8%
Households that Equal or Exceed \$100,000 in Yearly Income	956	9.3%	5,823	7.1%	12,972,539	12.3%	200	15.7%
Employed Persons over 16 years Employed as Managers, Professionals or Related Occupations	3,364	26.7%	25,558	26.2%	43,646,731	33.6%	708	50.8%

Source: US Census Bureau

**Table 35: Neighborhood Planning Area VII, Housing Characteristics, 2000
City of Myrtle Beach, Census Tract 501, Horry County and the US**

Housing Characteristics	City of Myrtle Beach		Horry County		US		CT 501	
	#	%	#	%	#	%	#	%
Median Value of Owner-Occupied Housing Units	\$103,700		\$95,400		\$111,800		\$132,900	
Median Gross Rent Per Month	\$634		\$594		\$602		\$704	
Housing Units that are Owner-Occupied	5,406	52.1%	59,699	73.0%	69,816,513	66.2%	947	78.3%
Housing Units that are Renter-Occupied	4,978	47.9%	22,101	27.0%	35,663,588	33.8%	262	21.7%
All Occupied Housing Units with No Vehicle Available	964	9.3%	5,329	6.5%	10,861,067	10.3%	8	0.7%
Owner-Occupied Housing Units with No Vehicle Available	265	4.9%	2,317	3.9%	3,165,468	4.5%	8	0.8%
Renter-Occupied Housing Units with No Vehicle Available	699	14.0%	3,012	13.6%	7,695,599	21.6%	0	0.0%
Housing Units that are Vacant	4,224	28.9%	40,285	33.0%	10,424,540	9.0%	785	39.4%
Vacant Housing Units that are Seasonal	2,620	62.0%	25,838	64.1%	3,872,468	37.1%	384	48.9%
Renter Households paying more than 30% of Household Income for Rent*	1,904	38.2%	7,635	34.9%	12,969,286	36.8%	69	26.3%

Source: US Census Bureau



Appendix J – Land Use

History of Land Use Comprehensive Planning in Myrtle Beach

In April 1970 the Community Planning Division for the SC State Planning and Grants Division prepared the *Myrtle Beach, SC Comprehensive Development Plan* that was financed in part through a comprehensive planning grant from the Department of Housing and Urban Development. The objectives for future land use included:

- To provide for and protect areas within the community for low-intensity development, principally single-family residential.
- To prevent the encroachment of commercial or other incompatible land uses into stable or potentially desirable single-family residential areas.
- To provide for adequate access between low intensity residential areas and high intensity service and employment areas.
- To adequately buffer low intensity areas from high intensity uses and major traffic arteries and interchanges.
- To encourage “planned subdivisions” and the installation of public utilities in accordance with long and short range site plans.
- To reserve sites within designated low intensity residential areas for needed parks, open spaces, schools, playgrounds, and related public facilities.
- To discourage through the design of street systems the use of the streets in low intensity areas for moving other than local traffic.
- To allow through “planning unit development” the establishment of neighborhood shopping centers in or immediately contiguous to low intensity use areas.
- To recognize the demand for and transition of certain peripheral low intensity uses areas for higher intensity development and to provide for the orderly change of such areas.
- To encourage flexibility of development in transitional areas, but to prohibit the unrestricted change of low intensity uses to higher intensity development that would adversely affect the orderly transition of the area.
- To encourage the concentrated development of functionally homogeneous high intensity use areas.
- To minimize traffic congestion within such high intensity areas through “planned complex development.”
- To minimize traffic congestion within the community through the development of “multiple complexes.” The development of additional high intensity resort complexes or focal points, for example, would have the effect of alleviating traffic conditions in the established “resort centers” by offering alternative centers and attractions.
- To restrict high intensity development –primarily commercial, multi-family and resort—to areas contiguous to or in proximity with major traffic arteries or major recreational resources, the ocean and the inland waterway.

The City's first official *Comprehensive Plan* was prepared and adopted in 1980. The plan was developed after input from residents, area business leaders and visitors. The future land use map was revised in 1989 in preparation for a major revision of the *Zoning Ordinance*.

1980 Comprehensive Plan Goals

- Ensure that all present and future residential areas are safe, clean, and attractive places to live.
- Pursue economic growth by promoting diversified commercial sector development.
- Seek to increase the number of jobs available in Myrtle Beach through encouraging additional growth in the industrial sector.
- Manage the future growth of the planning area by ensuring that all proposed new development, redevelopment proposals, and significant alterations to existing development are: compatible with existing living environs of the planning area; compatible with the city's planned growth and development philosophy; served by adequate public services and utilities essential to the health and safety of all residents; protective of the natural environmental assets of the city; and contribute to the maintenance or upgrading of the quality of life presently enjoyed by the residents of the planning area.
- Provide a reasonable opportunity for planning area residents to earn an appropriate income.
- Recognize the primacy of the tourism sector of the economy and because of its supreme importance to the well being – indeed to the existence -- of the community, seek to strengthen it and maintain its viability.
- Promote better water quality in the planning area.
- Consider soil limitations as an environmental constraint to development.
- Protect the entire planning area from damages resulting from floods.
- Protect the unique beach and ocean environment of the planning area.
- Preserve and improve the natural beauty and visual appearance of the city to both its residents and visitors.
- Provide an adequate and sanitary water supply and waste disposal system for the entire planning area.
- Promote maximum public safety in the planning area.
- Ensure adequate educational opportunities for all citizens.



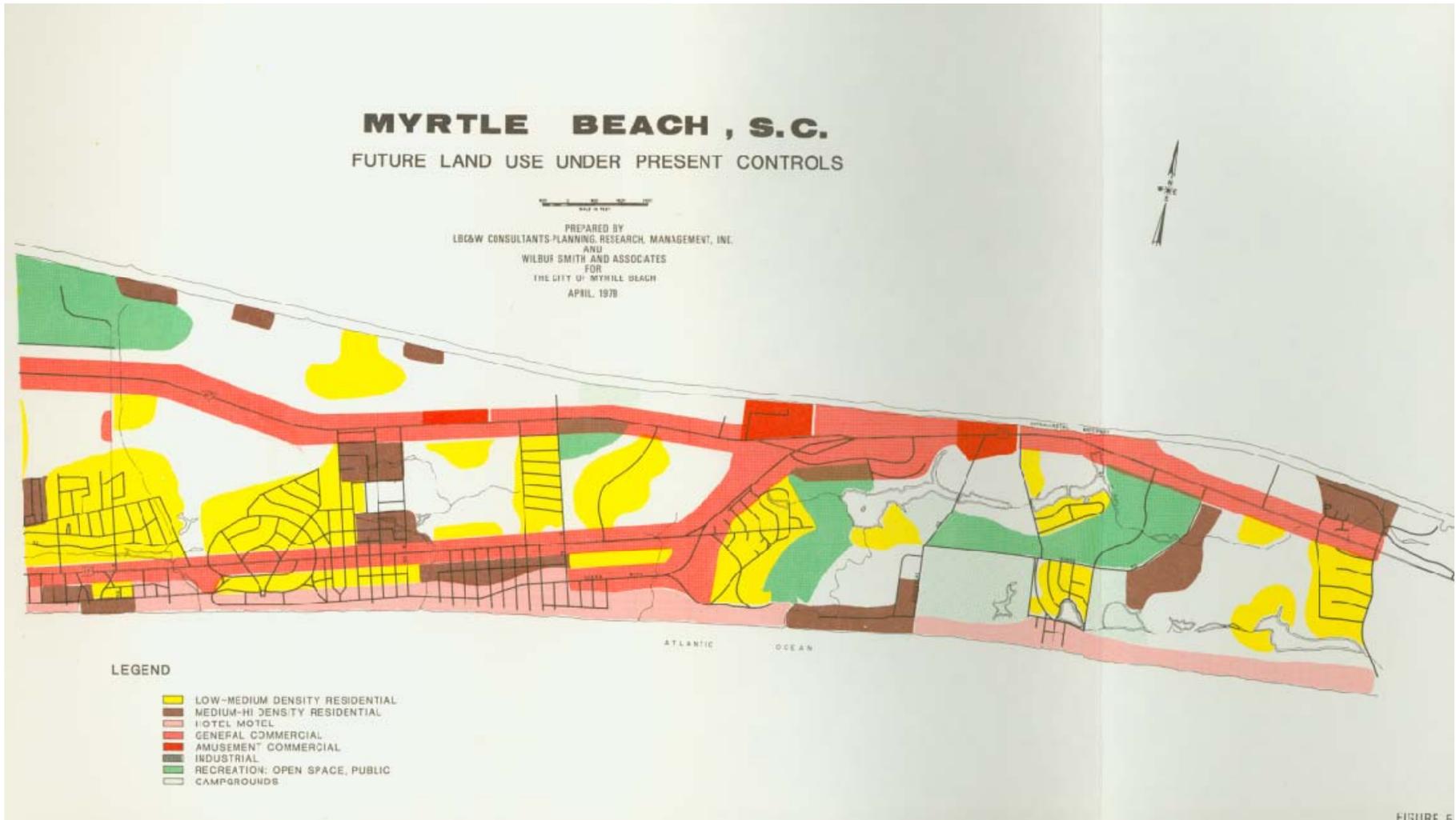
- Encourage an acceptable level of public health among all citizens in the planning area.
- Maintain a balanced and diversified park and recreational system with facilities and programs suited to the needs of all residents of Myrtle Beach.
- Develop an efficient, safe, convenient, and energy-saving transportation system.
- Protect stable residential areas, promote conservation activities to preserve and upgrade existing housing, and provide a range of housing types and prices while maintaining high standards of neighborhood quality.
- Support the principles of a democratic government and a sound municipal planning policy at all levels of city government and maximize the benefits, which may be obtained through cooperation with other governmental entities.

1999 Comprehensive Plan Land Use Goals and Objectives

- Manage urban form by basing future land-use decisions on the principles behind the urban form map and setting aside certain lands for natural resource protection and open space.
- Participate in data collection and plan preparation by revise zoning and plan review standards and develop procedures to review city projects.
- Develop a multi-modal transportation system by encouraging the creation of a multi-modal transportation system in regional transportation planning efforts and developing a transit plan.
- Link land-use patterns to the transportation system by revising the urban form map to reflect the transit plan.
- Revise zoning and plan review standards by encouraging the active consideration of land use in transportation planning and of transportation in land use planning and developing procedures to review city projects.
- Provide for a full range of uses by maintaining data on existing land uses, developing projections of land use and coordinating among governments in the area.
- Provide for land use patterns consistent with the urban form map by establishing neighborhood mixed-use centers, regional mixed-use centers, regional single-use centers, regional districts, outlying districts, open space and reserves.
- Enhance neighborhoods preparing neighborhood plans where needed, making public investments, establishing neighborhood gateways, ensuring new development is compatible, encouraging infill development that is compatible, ensuring connectivity and supporting new neighborhoods that fulfill the vision of the comprehensive plan.
- Facilitate appropriate non-residential development.
- Accommodate an expanded tourism industry.
- Protect land designated for industrial development from incompatible uses and facilitate their future development.
- Adopt and implement redevelopment plans.
- Comprehensively implement the land use plan by preparing subarea plans, updating development regulations, expanding city/county joint planning, comparing the city's and county's comprehensive plans, coordinating development review, coordinating zoning map and regulations, preparing joint studies as called for in the plan especially transportation and natural resources, formalizing relationships, considering alternatives for joint planning as provided in state law and updating capital improvement programs.



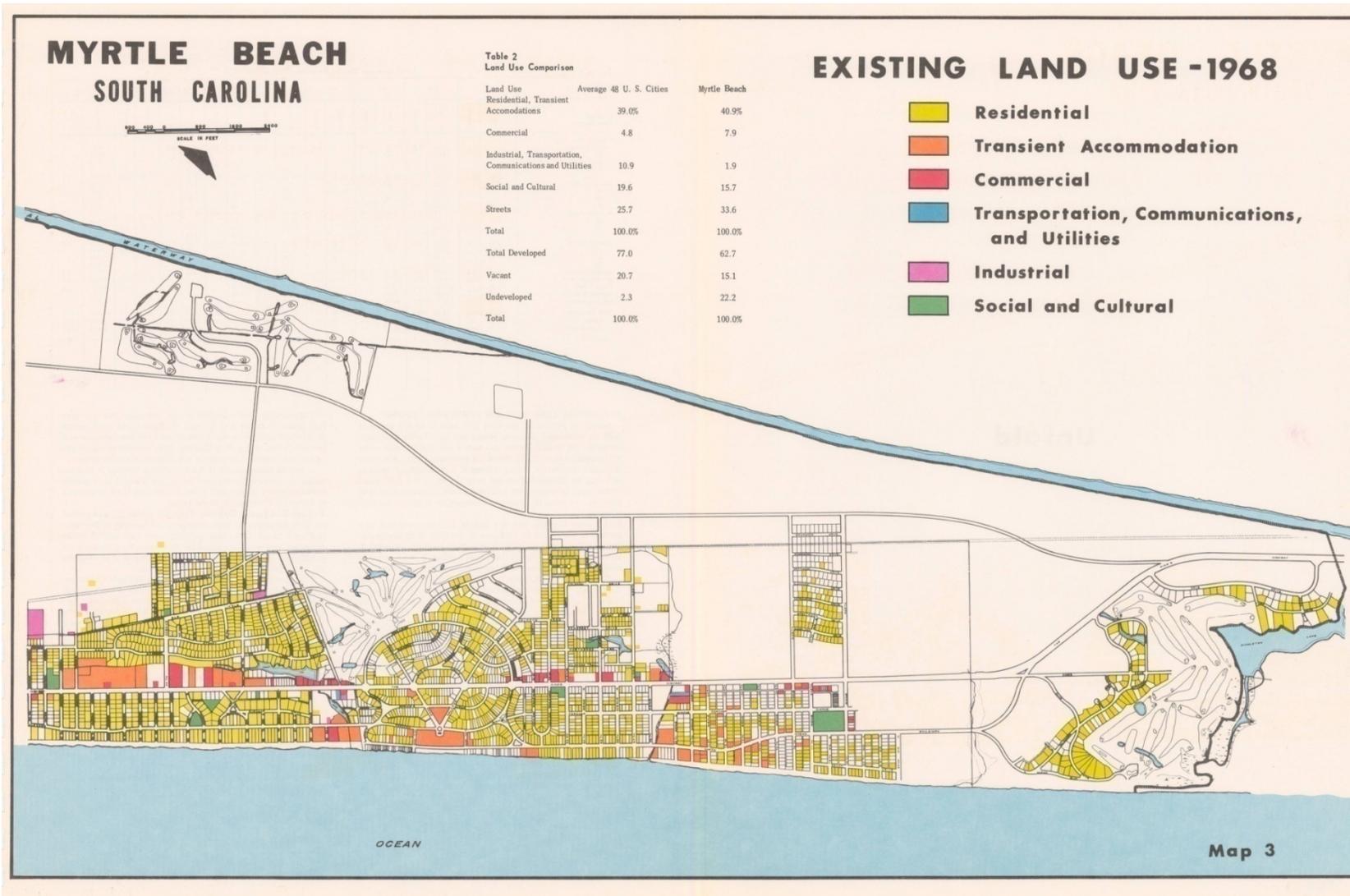
Future Land Use Map of the 1980 City of Myrtle Beach Comprehensive Plan - Northern Portion of City



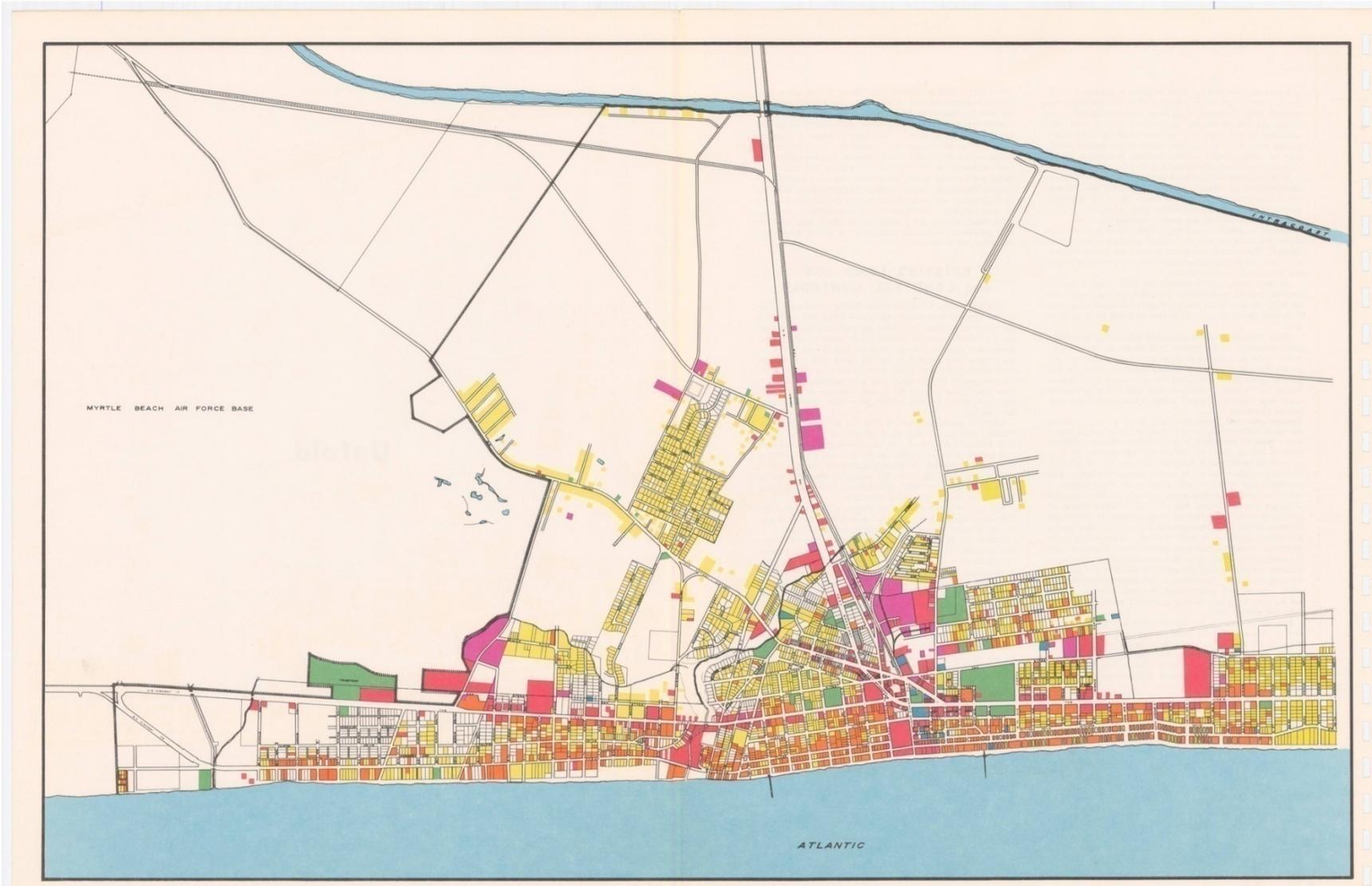
Future Land Use Map of the 1980 City of Myrtle Beach Comprehensive Plan – Southern Portion of City



Land Use Map from the 1970 City of Myrtle Beach Comprehensive Plan – Northern Portion of City

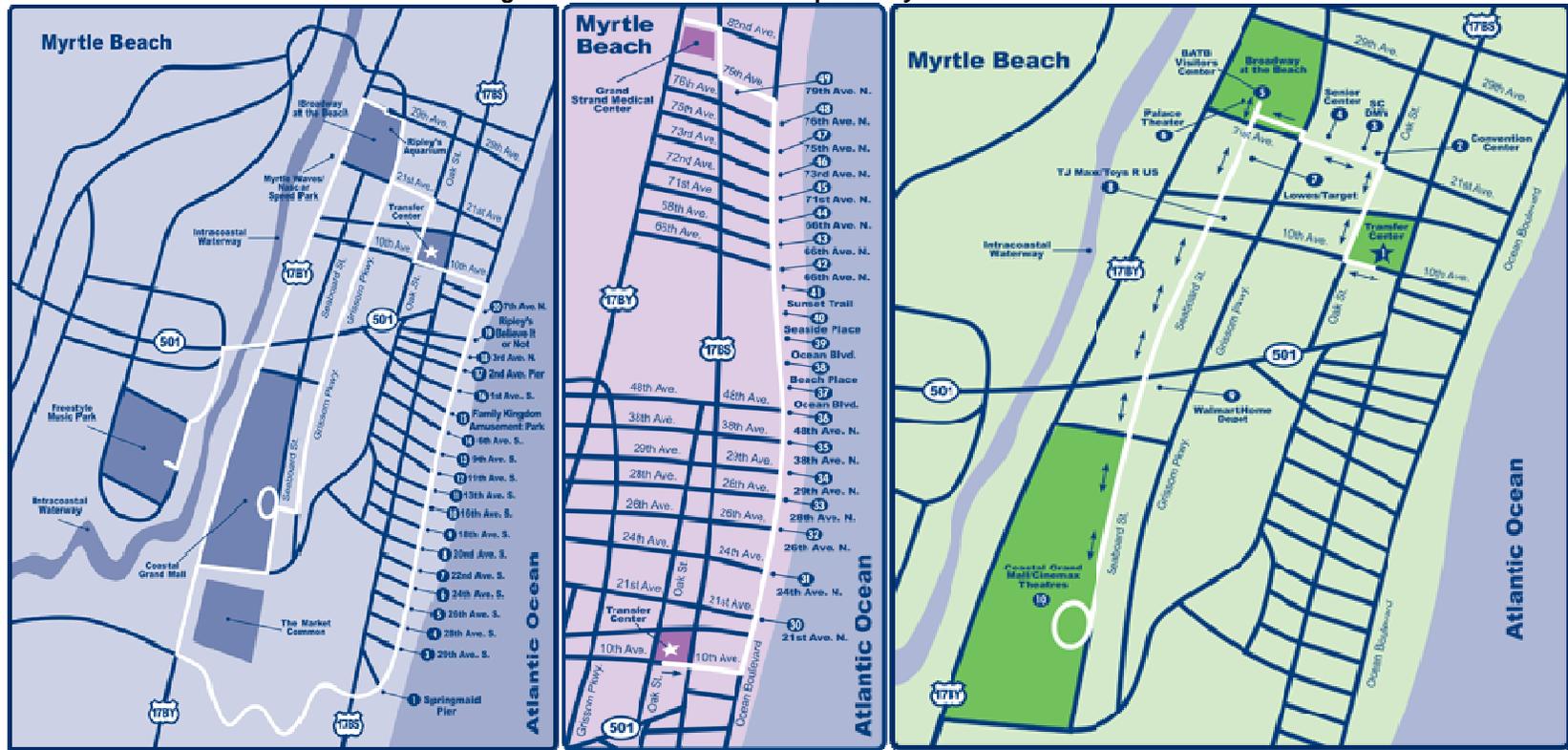


Land Use Map from the 1970 City of Myrtle Beach Comprehensive Plan – Southern Portion of City



Appendix K - Transportation

Figure 1: Coast RTA Route Maps for Myrtle Beach - 2009



Source: www.rideCoastRTA.com



Figure 2: City of Myrtle Beach Roadway Classification Systems Map 2009 – Southern Portion

City of Myrtle Beach Roadway Classification Systems Map 2009

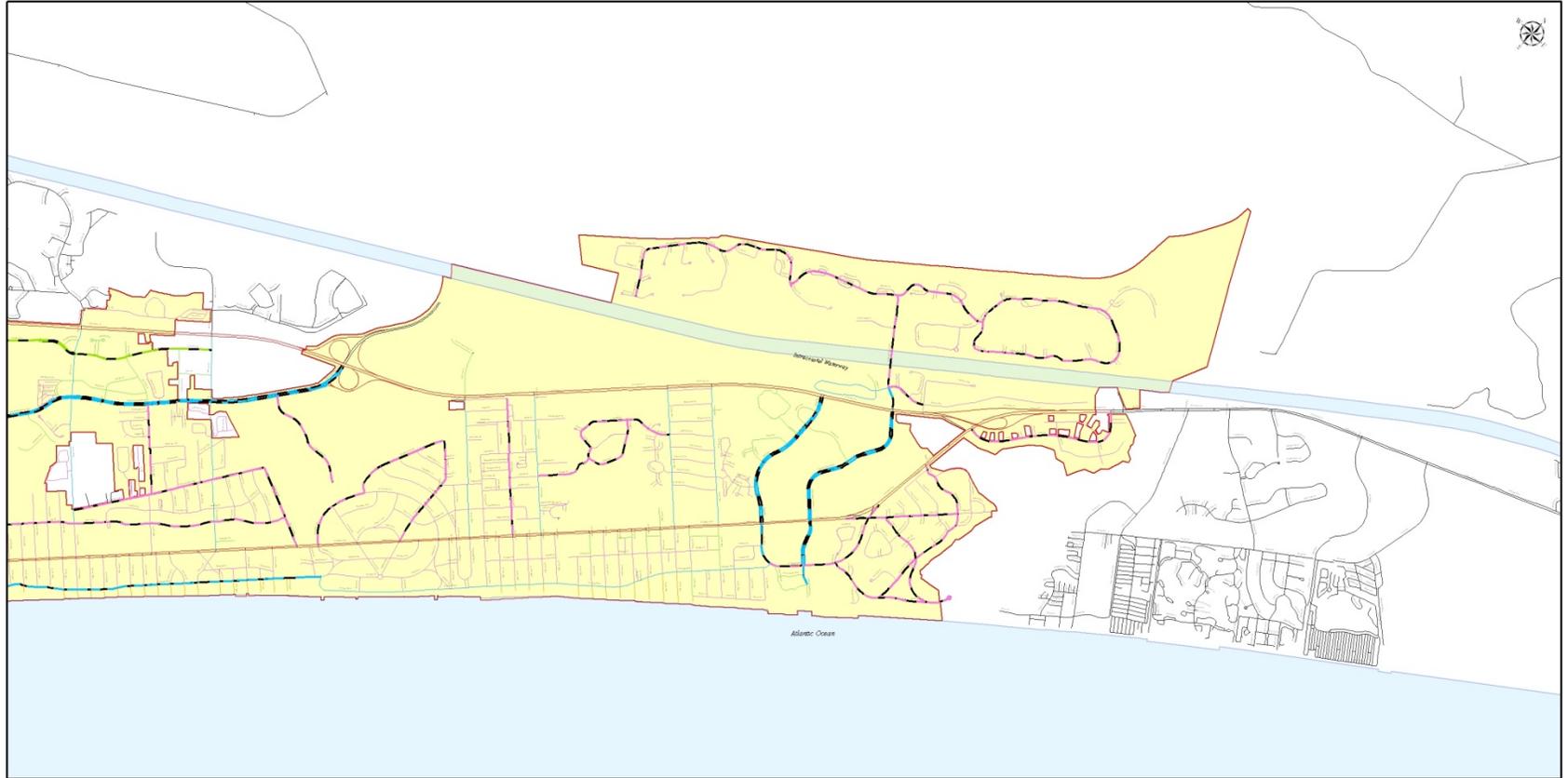


Legend

Roadway Classifications	
—	<all other values>
—	Minor Residential - (MIREs)
—	Major Residential - (MJRES)
—	Minor Commercial - (MICOM)
—	Major Commercial - (MJCOM)
—	Minor Collector - (MICOL)
—	Major Collector - (MJCOL)
—	Minor Arterial - (MIART)
—	Major Arterial - (MJART)
—	Street End - (SE)



City of Myrtle Beach Roadway Classification Systems Map 2009



Legend

Roadway Classifications	
— <all other values>	— Major Commercial - (MJCOM)
— Minor Residential - (MIREs)	— Minor Collector - (MICOL)
— Major Residential - (MJRES)	— Major Collector - (MJCOL)
— Minor Commercial - (MICOM)	— Minor Arterial - (MIART)
	— Major Arterial - (MJART)
	— Street End - (SE)

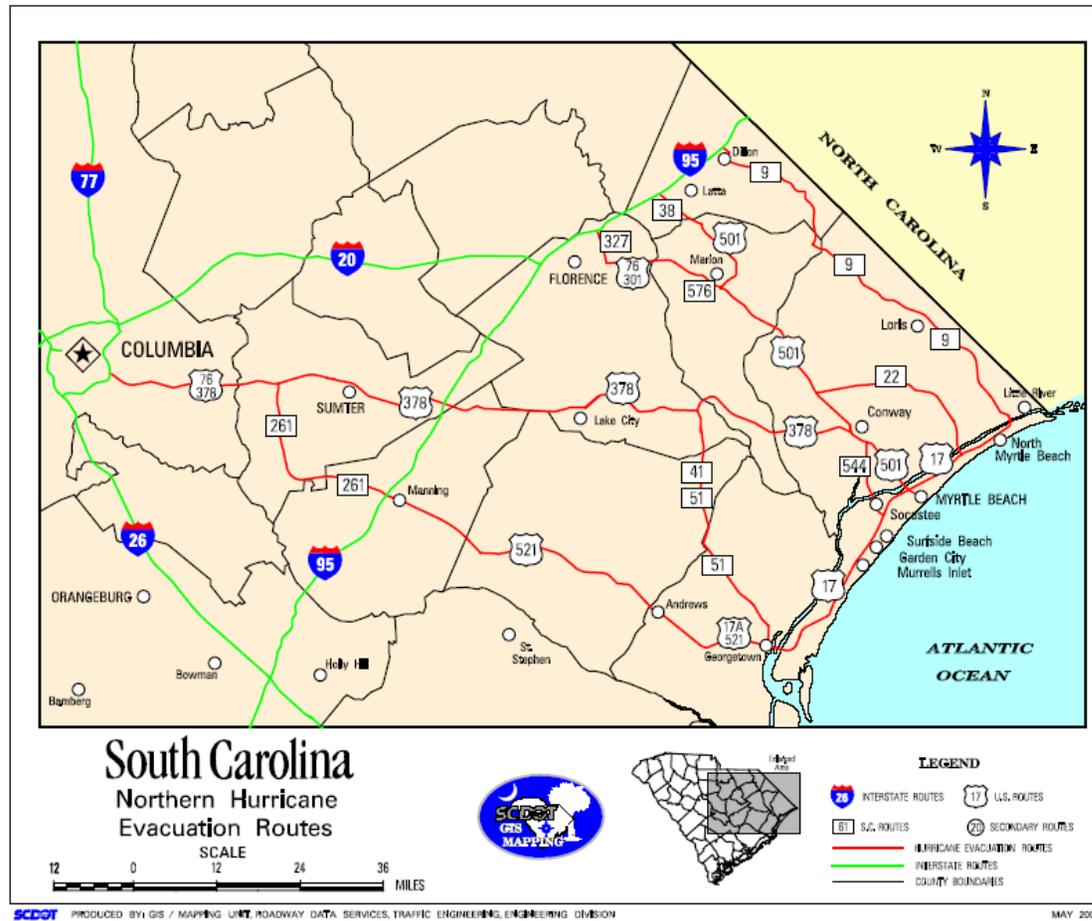


Figure 3: Evacuation Routes for the Grand Strand Area

To be prepared in the event of a disaster and evacuation declaration the state of SC has identified the following evacuation routes for the Myrtle Beach area.

If a person lives or works...

- from Myrtle Beach International Airport south to Surfside Beach, use SC Highway 544.
- from Myrtle Beach International Airport north to Mr. Joe White Avenue, use US Highway 501.
- from Mr. Joe White Avenue North to Briarcliffe Acres, use US Highway 22 (Veterans Highway).
- from Briarcliffe Acres to Little River, use SC Highway 9.



Appendix L – Priority Investment

City of Myrtle Beach Capital Improvements Recommended Projects 2009-10 through 2018-2019												
Recommended By	Project Total	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	Total
	Cultural and Leisure Services – Parks, Urban Forestry and Landscaping											
Boards and Commission Meeting May 2008 and Department Input	Create a community-wide street tree inventory		50,000									50,000
Public and Department Input and Natural Resources Committee	Replace sick and dead trees using recommendations in Community Tree Planting Plan		10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	90,000
Five Year CIP Plan	Master street tree planting		10,000	10,000	15,000	15,000						50,000
Public Input	Gateway landscaping and signage improvements into city including Kings Highway, Highway 17 bypass, Robert M. Grissom Parkway, Highway 22, Highway 501 and all avenues.											TBD
Public Input and Natural Resources and Cultural Resources Committee	Installation of landscaping materials for medians, street rights-of-way and parks that use less water											TBD
Public Input and Natural Resources and Cultural Resources Committee	Use areas set aside for stormwater ponds and add park-like amenities into the green space											TBD
Public Input	Beautification efforts including landscaping on 3 rd , 5 th and 9 th Avenues South and											TBD



Appendix L – Priority Investment

City of Myrtle Beach Capital Improvements Recommended Projects 2009-10 through 2018-2019												
Recommended By	Project Total	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	Total
	Highway 15.											
Public Input	Improve medians and streets with landscaping throughout Neighborhood Planning Area VI including Kings Highway in front of Myrtle Beach State Park											TBD
Public Input, Natural Resources and Cultural Resources Committee	Parking using pervious materials and sidewalk connectivity for Withers Swash, Chapin and Nance Plaza parks											TBD
Public Input, Natural and Cultural Resources and Transportation and Land Use Committee	Create a land bank for future park and open space needs											TBD
Public Input	Acquire a10 acres or more of land for recreational amenities to serve Planning Area IV an d V neighborhoods											TBD
Public Input and Natural Resources Committee	Widen the fitness trail in the South Cabana Park and extend to other areas of the city											TBD
Public Input and Natural Resources Committee	Acquire lots adjacent to Rutledge Park to expand the park and eliminate the island effect and include recreational amenities											TBD



Appendix L – Priority Investment

City of Myrtle Beach Capital Improvements Recommended Projects 2009-10 through 2018-2019												
Recommended By	Project Total	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	Total
Public Input and Natural Resources Committee	Acquire more land near the oceanfront to provide parks such as the ones at 19th and 28th Avenues North and Mr. Joe White Avenue at Ocean Boulevard											TBD
Neighborhood Committee and Department Input	Improve park at Collins/Maple/Oak Streets with better lighting, fencing, pervious parking, bioretention projects using rain gardens, bio-swales and connectivity to Withers Swash Park and the downtown area											TBD
Natural Resources Committee and Public Input	Improve the appearance of McMillan Park and fence playground area											TBD
Public Input, Cultural Resources Committee and Cultural Arts Advisory Committee	Develop and proliferate more visible public art in parks and public spaces											TBD
	Cultural and Leisure Services – Beach Improvements											TBD
Five Year CIP Plan	Street ends		20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	180,000
Public and Department Input	Undertake a beach density study to determine the needs for beach access, parks and parking											TBD
Public Input, Natural	Develop a wayfinding system that can be											TBD



Appendix L – Priority Investment

City of Myrtle Beach Capital Improvements Recommended Projects 2009-10 through 2018-2019												
Recommended By	Project Total	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	Total
Resources and Cultural Resources Committee	used at beach access points to help visitors and especially children remember their locations											
Public Input and Natural Resources and Cultural Resources Committee	Improve appearance of portable toilets at beach access points											TBD
2008-2009 Five Year CIP	Dune walkover renovations			150,000	150,000	150,000	150,000	150,000	150,000	150,000	150,000	1,200,000
Department Input	Dune walkover replacement			270,000	270,000	275,000	275,000	275,000	275,000			1,640,000
	<i>Cultural and Leisure Services – Recreation Infrastructure</i>											
Department Input and Five Year CIP Plan	Playground improvements	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	600,000
Department Input and Five Year CIP Plan	Parks and recreation infrastructure	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	1,000,000
Department Input and Five Year CIP Plan	Field D renovations – Frank Beckham Complex			70,000								70,000
Department Input	Ashley Booth Field – Frank Beckham Complex			150,000								150,000
Department Input and Five Year CIP Plan	10 tennis courts at Myrtle Beach High School and Pepper-Geddings - resurfacing	90,000		24,000	42,000		70,000	24,000		42,000	70,000	362,000
Department Input and Five Year CIP Plan	Canal Street Recreation Center's gymnasium roof replacement			100,000								100,000
Department Input	Base Recreation HVAC system	260,000										260,000
Department	Pepper-Geddings			70,000								70,000



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City of Myrtle Beach Capital Improvements Recommended Projects 2009-10 through 2018-2019												
Recommended By	Project Total	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	Total
Input and Five Year CIP Plan	Recreation Center junior gym improvements											
Department Input	Crabtree Gym – weight equipment for opening of renovated facility		57,745									57,745
Department Input and Five Year CIP Plan	Field Maintenance storage building			50,000								50,000
Department Input	Field turf replacement		400,000	400,000	400,000	400,000	400,000	400,000	400,000	400,000	400,000	3,600,000
Department Input	Highway 17 bypass bicycle trail					750,000						750,000
Department Input and Canal/Nance Steering Committee	Nance Street sports park including softball fields and basketball courts							1,000,000				1,000,000
Department Input	Canal Street Recreation Center weight room						800,000					800,000
Department Input	Canal Street Recreation Center indoor training center – a multipurpose indoor training facility behind the gym. Indoor multipurpose field with turf and indoor walking track and 3 added storage rooms.										3,500,000	3,500,000
Department Input	Canal Street trail and center – paved walking trail around retention pond behind existing center. Installation of a covered community picnic shelter near Robert M. Grissom Parkway with stationary grills and a few parking spaces.			100,000								100,000



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City of Myrtle Beach Capital Improvements Recommended Projects 2009-10 through 2018-2019												
Recommended By	Project Total	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	Total
Department Input	Tennis and racquetball courts in the Grand Park								630,000			630,000
Department Input	Frisbee golf – disc golf course surrounding Grand Park					25,000						25,000
Department Input	Pepper-Geddings Recreation Center expansion									9,000,000		9,000,000
Department Input	Extreme Park in the 17 th Avenue South and Kings Highway vicinity									500,000	1,000,000	1,500,000
Department Input	Oak Street and 29 th Avenue North sports complex						900,000	9,000,000				9,900,000
Department Input	Ned Donkle redesigned sports complex					8,000,000						8,000,000
Department Input	Base Recreation Center expansion							2,500,000				2,500,000
Department Input	50 meter natatorium at Crabtree Gym										24,000,000	24,000,000
Public and Department Input	Conduct a parks and recreation master plan		50,000									50,000
	<i>Cultural and Leisure Services – Chapin Memorial Library</i>											
Public Input, Cultural Resources Committee and Cultural Arts Advisory Committee	New Chapin Memorial Library expansion using green building standards						300,000		6,000,000			6,300,000
	<i>Cultural and Leisure Services – Myrtle Beach Convention Center</i>											
Public Input, Cultural Resources	Construct a cultural arts center as part of the Myrtle Beach											7,500,000



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City of Myrtle Beach Capital Improvements Recommended Projects 2009-10 through 2018-2019												
Recommended By	Project Total	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	Total
Committee and Cultural Arts Advisory Committee	Convention Center expansion using green building standards											
Department and Public Input	Expand the Myrtle Beach Convention Center as a state-of-the-art facility using green building standards											TBD
Five Year CIP Plan	Myrtle Beach Convention Center renewal and replacement account		200,000	200,000	250,000	250,000						900,000
	<i>Cultural and Leisure Services – Ocean Woods Memorial Cemetery</i>											
Department Input	Cemetery expansion						100,000		100,000			200,000
	<i>Cultural and Leisure Services – Whispering Pines Golf Course</i>											
Department Input	Whispering Pines golf course irrigation control	50,000										50,000
Department Input	Whispering Pines golf course effluent water line	60,000										60,000
Department Input	Whispering Pines golf course redesign and regrass trees		52,000	52,000	52,000							156,000
Department Input	Whispering Pines golf course reshape and regrass fairways		90,000	90,000	90,000							270,000
Department Input	Whispering Pines golf course resurface cart paths						150,000					150,000
Department Input	Whispering Pines golf course two restrooms		50,000		50,000							100,000
Department Input	Whispering Pines golf course remodel or rebuild kitchen and							85,000				85,000



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City of Myrtle Beach Capital Improvements Recommended Projects 2009-10 through 2018-2019												
Recommended By	Project Total	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	Total
	dining room											
Department Input	Whispering Pines golf course outside building remodel							60,000				60,000
Department Input	Whispering Pines golf course restrooms								45,000			45,000
Department Input	Whispering Pines golf course replace floor and remodel remainder of clubhouse									150,000		150,000
Department Input	Whispering Pines golf course cart storage										150,000	150,000
	Cultural and Leisure Services – BB&T Coastal Field											
2008-2009 Five Year CIP	Baseball Stadium – main stadium roof repair		90,000									90,000
2008-2009 Five Year CIP	Baseball Stadium – painting under concourses and seating areas and suite level		150,000									150,000
2008-2009 Five Year CIP	Baseball Stadium – concourse floor drainage extension		100,000									100,000
2008-2009 Five Year CIP	Baseball Stadium – textured finish for concourse		20,000									20,000
2008-2009 Five Year CIP	Baseball Stadium – resurface walkway between seating levels		100,000									100,000
2008-2009 Five Year CIP	Baseball Stadium – repair expansion joints		180,000									180,000
2008-2009 Five Year CIP	Baseball Stadium – replace/reseal press box windows		10,000									10,000
2008-2009 Five Year CIP	Baseball Stadium - renovation of playing field			1,000,000								1,000,000



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City of Myrtle Beach Capital Improvements Recommended Projects 2009-10 through 2018-2019												
Recommended By	Project Total	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	Total
2008-2009 Five Year CIP	Baseball Stadium – rewired/upgrade field light towers				300,000							300,000
2008-2009 Five Year CIP	Baseball Stadium – replace ornamental perimeter fencing and gates					200,000						200,000
	Downtown Improvements											
Downtown Redevelopment	Boardwalk	7,000,000										7,000,000
Downtown Redevelopment	Outfall – Landward Drainage Phase III Ocean Boulevard	3,038,000										3,038,000
Downtown Redevelopment	Phase III Ocean Boulevard	3,906,000										3,906,000
Downtown Redevelopment	3 rd Avenue South Gateway		2,950,000									2,950,000
	Public Safety											
Public and Department Input	Identify all residential and commercial buildings without street number displayed on building and correct bad addresses being used											TBD
Department Input	Create a live burn fire training area including multi-purpose building to allow for different types of fire and rescue training for Fire Department personnel											1,200,000
Department Input	Build Fire Station #8 using green building standards to serve the Withers Preserve and Emmens Preserve areas of the Market Common District											2,000,000



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City of Myrtle Beach Capital Improvements Recommended Projects 2009-10 through 2018-2019												
Recommended By	Project Total	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	Total
Department Input	Build Fire Station #7 (Harrelson Boulevard) using green building standards to serve the Robert M. Grissom Parkway and Harrelson Boulevard areas					1,575,000						1,575,000
Department Input	Purchase a mobile command post to be used by Fire and Police during emergencies and special events											TBD
Department Input	Acquire property for Police driver's training area and construct training area											TBD
Five Year CIP Plan	Police Property and Evidence Room	100,400										100,400
Five Year CIP Plan	Replace roof on Law Enforcement Center at 1101 Oak Street	214,500	75,000									289,500
Five Year CIP Plan	Renovation – Rescue Building: parking/office/storage space		105,000	165,000								270,000
Five Year CIP Plan	Public facility infrastructure		88,000	106,000	441,000	341,000						976,000
Department Input	Acquire property for outdoor firing range and construct range											TBD
Five Year CIP Plan	Courtroom refurbishment											TBD
Department Input	Provide traffic preemption devices and install emergency lanes											TBD
Department Input	Provide Police substations as City grows geographically											TBD
2008-2009 Five Year CIP	Fire Truck Fleet Lease Payout											TBD



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City of Myrtle Beach Capital Improvements Recommended Projects 2009-10 through 2018-2019												
Recommended By	Project Total	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	Total
2008-2009 Five Year CIP	Computer Operating System for Police Department											TBD
	Working to Improve Neighborhoods (WIN)											
Five Year CIP Plan	WIN Plan improvements		10,000	10,000	10,000	10,000						40,000
Five Year CIP Plan	Neighborhood Gateway Sign Matching Funds		4,000	4,000	4,000	4,000						16,000
Five Year CIP Plan	Street Sign and Wayfinding – neighborhood identification on street sign and number mages	6,000	6,000									12,000
	Transportation – Multi-modal alternatives											
Public Input and Transportation and Land Use Committee	Implement Kings Highway Corridor Study											TBD
Public Input and Transportation and Land Use Committee	Prepare a bikeway master plan											TBD
Five Year CIP Plan	Pedestrian Master Plan			110,000								110,000
Public Input, Transportation and Land Use Committee	Improve road system while reducing reliance on automobile and giving consideration to land use patterns											TBD
Five Year CIP Plan	North End Bike Path					700,000						700,000
Public and Department Input, Transportation and Land Use Committee	Create downtown parking plan and purchase land needed for parking											TBD



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City of Myrtle Beach Capital Improvements Recommended Projects 2009-10 through 2018-2019												
Recommended By	Project Total	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	Total
Public Input, Tourism, Transportation and Land Use Committees	Develop an area-wide wayfinding system that guides visitors to local businesses and attractions											TBD
Public Input, Population and Economic Development Committee	Improve infrastructure (wider sidewalks, landscaping, slower speed limit, pedestrian friendly) on Kings Highway to attract private investment											TBD
Public Input, Natural Resources and Cultural Resources Committee	Install pervious materials (specifically reinforced plastic grid grass pavers, pavers or pervious concrete compliant with American Disabilities Act versus gravel lots in all parking in public parks and recreation areas											TBD
Public Input, Transportation, Land Use, Natural Resources and Cultural Resources Committees	Create a pedestrian master plan(including sidewalks, hiking paths, bike paths, bike lanes and bike routes with route maps, safety and training brochures and parking) providing connectivity for the neighborhoods											TBD
Public Input, Transportation and Land Use Committee	Provide bus stops with shelters to be used by public transit and schools											TBD



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City of Myrtle Beach Capital Improvements Recommended Projects 2009-10 through 2018-2019												
Recommended By	Project Total	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	Total
Public Input, Transportation and Land Use Committee	Provide public transit lanes on Kings Highway and Ocean Boulevard											TBD
Public Input, Transportation, Land Use, Natural Resources and Cultural Resources Committees	Provide sidewalks, bike paths and public transit to create a multi-modal transportation system and provide for connectivity between neighborhoods, business districts and schools											TBD
Boards and Commissions meeting May 2008	Conduct a feasibility study for a light rail transportation system											TBD
Boards and Commission meeting May 2008	Assess feasibility of overhead crosswalks											TBD
	Roadways and Intersections											
2008-2009 Five Year CIP	Traffic model for city to determine where traffic will be assigned during peak season				100,000							100,000
Public and Department Input	Install LED traffic and street lights											TBD
	Roadways and Intersections - Roadway new construction and widening											
Public Input, Transportation and Land Use Committees	Make improvements to road system that cannot be remedied by providing alternative modes of transportation											TBD



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City of Myrtle Beach Capital Improvements Recommended Projects 2009-10 through 2018-2019												
Recommended By	Project Total	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	Total
Public Input	Construct new segments of streets like Vereen and Osceola to connect isolated portions of neighborhoods											TBD
Public Input	Provide wide streets with on-street parking where needed											TBD
Public Input	Minimize or eliminate left turn lanes on Kings Highway											TBD
Public Input	Resurface streets in Seagate Village to prevent road lifting and drainage problems											TBD
Public Input	Redesign intersection of Kings Highway and 8th Avenue North											TBD
Public and Department Input, Transportation and Land Use Committee	Create a network of streets based on the roadway classification system that provide a variety of routes to choose from and offers more direct routes as well as alternative routes during emergencies											TBD
2008-2009 Five Year CIP	Ocean Boulevard milling and resurfacing			215,000	300,000	400,000	200,000	200,000	200,000	200,000	200,000	1,915,000
2008-2009 Five Year CIP and Department Input	Seaboard Street from Highway 501 to Stockholder Avenue including removal of thick concrete											336,000
2008-2009 Five Year CIP	38 th Avenue North widening											TBD
2008-2009 Five Year CIP and Department Input	29 th Avenue North land widening and streetscape – 4 lanes from Robert M.		550,000	485,000								1,035,000



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City of Myrtle Beach Capital Improvements Recommended Projects 2009-10 through 2018-2019												
Recommended By	Project Total	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	Total
	Grissom Parkway to Kings Highway											
Department Input	Kings Highway and 7 th Avenue North from intersection to intersection – 1 lane											500,000
Department Input	Highway 501 and Seaboard Street from intersection to intersection – 1 lane											500,000
Department Input	Highway 15 and Highway 17 – 1 lane											500,000
Department Input	Harrelson Boulevard from Highway 15 to Kings Highway– 4 lanes											8,496,000
Department Input	Burroughs and Chapin Boulevard (including filling up ponds) – 4 lanes											5,993,000
Department Input	Coventry Boulevard from development to Highway 17 bypass – 4 lanes											1,669,040
Department Input	3 rd Avenue South widening from Highway 501 to Kings Highway– 3 lanes											4,100,000
Department Input	Old Socastee Highway from Harrelson Boulevard to Farrow Parkway – 2 lanes											775,000
Department Input	Howard Avenue from Howard Avenue to Emory Road – 2 lanes											1,590,300
Department Input	Pampas Avenue extension – from Pampas Avenue to Crystal Lakes – 2 lanes											1,353,460



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City of Myrtle Beach Capital Improvements Recommended Projects 2009-10 through 2018-2019												
Recommended By	Project Total	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	Total
	29 th Avenue North from Robert M. Grissom Parkway to Kings Highway											2,821,000
Department Input	Highway 17 bypass 4 lanes from 29 th Avenue North to Dunes Club											11,181,500
Department Input	Nance Street from Mr. Joe White Avenue to Robert M. Grissom Parkway – 2 lanes											417,260
Department Input	Wild Iris Drive from end to Marina Parkway – 2 lanes											2,841,770
Department Input	Vereen Avenue from Vereen Avenue to Robert M. Grissom Parkway – 2 lanes											125,400
Department Input	Coventry Boulevard and Farrow Parkway from intersection to intersection – 1 lane											250,000
Department Input	Intersection Project (TBD) - 1 lane											600,000
Department Input	Intersection Project (TBD) – 1 lane											600,000
Department Input	3 rd Avenue South overhead utility (20% of cost) from Highway 501 to Kings Highway – 1 lane											315,200
Department Input	Ocean Boulevard – undergrounding of electrical, cable and telephone from 1 st Avenue (to 9 th Avenue North (20% of cost)											315,200
Department Input	Ocean Boulevard undergrounding of electrical , cable and telephone from 31 st Avenue North to											628,240



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City of Myrtle Beach Capital Improvements Recommended Projects 2009-10 through 2018-2019												
Recommended By	Project Total	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	Total
	Cherry Tree Lane – 1 lane											
Department Input	Ocean Boulevard undergrounding of electrical, cable and telephone from Seaside Place to 79 th Avenue North – 1 lane (20% of cost)											727,040
Note: Real estate acquisition cost is not included in some of the roadway new construction and widening projects listed above. A ten (10%) percent escalation fee compounded annually should be applied.												
	Roadways and Intersections - Traffic Pavement Marking											
Department Input	Sign replacement (not including post) from city limit to city limit											450,000
Department Input	Acrylic waterborn white/yellow, 4" wide from city limit to city limit											121,440
Department Input	Crosswalks (pavement marking and signage) from city limit to city limit											206,400
Department Input	Curb painting from city limit to city limit											50,000
Department Input	Wayfinding program from city limit to city limit											125,000
	Roadways and Intersections - Traffic (Signals and Signs)											
Public Input, Transportation , Land Use, Natural Resources, Cultural Resources Committee	Install pedestrian crossing safety devices where needed including pedestrian crossing striping and signage											TBD



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City of Myrtle Beach Capital Improvements Recommended Projects 2009-10 through 2018-2019												
Recommended By	Project Total	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	Total
Department Input	Pedestrian signal and push buttons from city limit to city limit											180,000
Department Input	New wiring (City signals only) from city limit to city limit											18,000
Department Input	ADA (American Disabilities Act) (ramps, truncated domes, etc.) from city limit to city limit											360,000
Department Input	Wayfinding program (traffic shifting) from city limit to city limit											125,000
Department Input	Traffic signal control center from city limit to city limit											189,000

Note: Cost is in-house and does not include labor.

	<i>Streets and Storm Drainage – Sidewalk Master Plan</i>											
Public and Department Input, Transportation and Land Use Committee	Update sidewalk master plan from city limit to city limit											100,000
Department Input	Yaupon Drive – five foot wide sidewalk from 22 nd Avenue South to 27 th Avenue South											66,000
Department Input	Yaupon Drive – five foot wide sidewalk from 27 th Avenue South to 29 th Avenue South											25,500
Department Input	24 th Avenue South – five foot wide sidewalk from Yaupon Drive to Ocean Boulevard											15,000



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City of Myrtle Beach Capital Improvements Recommended Projects 2009-10 through 2018-2019												
Recommended By	Project Total	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	Total
Department Input	79 th Avenue North – five foot wide sidewalk from Porcher Drive to Ocean Boulevard											15,000
Department Input	Pinewood Road five foot wide sidewalk from Little River Road to Kings Highway											66,000
Department Input	Pine Lake Drive five foot wide sidewalk from 48 th Avenue North to Pinewood Road											60,000
Department Input	33 rd Avenue North five foot wide sidewalk from Oak Street to Kings Highway											27,000
Department Input	38 th Avenue North five foot wide sidewalk from Robert M. Grissom Parkway to Little River Road											87,000
Department Input	Camellia Drive five foot wide sidewalk from 48 th Avenue North to Pine Lake Drive											96,000
Department Input	52 nd Avenue North five foot wide sidewalk from Kings Highway to Ocean Boulevard											24,000
Department Input	69 th Avenue North five foot wide sidewalk from Porcher Drive to Ocean Boulevard											21,000
Department Input	70 th Avenue North five foot wide sidewalk from Kings Highway to Ocean Boulevard											39,000
Department Input	48 th Avenue North five foot wide sidewalk from Burchap Drive											12,000



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City of Myrtle Beach Capital Improvements Recommended Projects 2009-10 through 2018-2019												
Recommended By	Project Total	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	Total
	to Ocean Boulevard											
Department Input	Pine Island Road five foot wide sidewalk from Robert M. Grissom Parkway to Highway 15											108,000
Department Input	21 st Avenue North five foot wide sidewalk from Highway 17 bypass to Mr. Joe White Avenue											96,000
Department Input	Ocala Street five foot wide sidewalk from Mr. Joe White Avenue to Monticello Street											36,000
Department Input	Cherokee Street five foot wide sidewalk from Mr. Joe White Avenue to Monticello Street											36,000
Department Input	Seaboard Street five foot wide sidewalk from Oak Forest Lane to Pine Island Road											30,000
Department Input	Boundary Street five foot wide sidewalk from Highway 15 to 5 th Avenue South											60,000
Department Input	1 st Avenue North five foot wide sidewalk from Kings Highway to Oak Street											15,000
Five Year CIP Plan	Sidewalk improvement program	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	2,000,000
	Outside City Limits											
Department Input	Kings Highway five foot wide sidewalk from Kings Highway to Cove Drive (outside city limit)											90,000



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City of Myrtle Beach Capital Improvements Recommended Projects 2009-10 through 2018-2019												
Recommended By	Project Total	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	Total
Department Input	International Drive five foot wide sidewalk from Atlantic Intracoastal Waterway to Red Wolf Trail (outside city limit)											210,000
Department Input	River Oaks Drive five foot wide sidewalk from International Drive to Augusta Plantation Drive (outside city limit)											390,000
Department Input	Kings Highway five foot wide sidewalk from southern city limit line to Highway 544 (outside city limit)											240,000
Department Input	Prestwick Club Drive five foot wide sidewalk from Highway 544 to Crystal Lake											210,000
Department Input	Arundel Drive five foot wide sidewalk from Highway 17 bypass to Brookgreen Drive											180,000
	Possible Annexation Area											
Department Input	Freestyle Music Park sweeping of C&G Street, ditch cutting and clearing, storm drain. Initial yearly cleaning, sidewalk repair.											1,892,000
Department Input	Resurfacing Freestyle Music Park public right-of-way, George Bishop Parkway, Harbor Light Boulevard and Frontage Road											789,910
	Streets and Storm Drainage -											



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City of Myrtle Beach Capital Improvements Recommended Projects 2009-10 through 2018-2019												
Recommended By	Project Total	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	Total
	Stormwater											
Public Input, Natural Resources and Cultural Resources Committee	Implement stormwater management strategies that will ensure water quality is adequate for supporting current and future designated uses and minimize property damage from flooding											TBD
Public and Department Input	Correct 6 th Avenue North drainage problem with outfall project											TBD
Public and Department Input	Continue stormwater drainage project on Pinner Place											TBD
Public Input and Natural Resources and Cultural Resources Committee	Proactive and sustainable stormwater projects to include ditches cleaned and piped											TBD
Public Input and Natural Resources and Cultural Resources Committee	Eliminate stormwater runoff and pipes off the beach to provide safe and clean ocean water quality											TBD
2008-2009 Five Year CIP	Neighborhood Stormwater Projects				300,000	300,000	500,000	500,000	500,000	500,000	500,000	3,100,000
2008-2009 Five Year CIP	Bent Oaks II and III											
2008-2009 Five Year CIP	Bent Oaks IV											
2008-2009 Five Year CIP	Haskell Circle / Sunset Trail	400,000										400,000
2008-2009 Five Year CIP	Oak Street – South of 16 th Avenue North		80,000									80,000



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City of Myrtle Beach Capital Improvements Recommended Projects 2009-10 through 2018-2019												
Recommended By	Project Total	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	Total
2008-2009 Five Year CIP	Sancindy drainage											
2008-2009 Five Year CIP	44th Avenue North drainage project		270,000									270,000
Department Input	Ocean outfall (25 th Avenue North) from 24 th Avenue North street end to Atlantic Ocean											6,000,000
Department Input	Various stormwater projects – city wide											500,000
Department Input	Ocean outfall (4 th Avenue North) from 4 th Avenue North street end to Atlantic Ocean											6,000,000
Five Year CIP Plan	Pine Lakes area curb and gutter restoration	69,000										69,000
Five Year CIP Plan	Poinsett Road to Woodside Avenue drainage		43,000									43,000
Five Year CIP Plan	Poinsett Road, Kings Highway to Springs Avenue drainage			70,000								70,000
	<i>Underground Utility Conversion</i>											
2008-2009 Five Year CIP	Conversion/Streetscape/Curb/ Gutter		300,000	350,000	350,000	450,000	450,000	450,000	450,000	450,000	450,000	3,700,000
Public Input and Natural Resources and Cultural Resources Committee	Phased plan for elimination of overhead utility lines including timing , financing, and consultation with special interest affected by it such as neighborhoods, business districts and utilities.											TBD
	<i>Water Distribution</i>											
Department Input	Miscellaneous water projects											3,606,440



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City of Myrtle Beach Capital Improvements Recommended Projects 2009-10 through 2018-2019												
Recommended By	Project Total	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	Total
Department Input	Seaboard waterline											370,000
Department Input	12 " line- Robert M. Grissom Parkway from 21 st Avenue North to 29 th Avenue North											286,000
Department Input	Extension 12" line Kings Highway from 29 th Avenue North to 8 th Avenue North											435,000
Department Input	Extension for Myrtle Beach Convention Center											400,000
Department Input	3 rd Avenue South waterline relocation											200,000
Department Input	Highway 17 (the Market Common district entry – Highway 17 bypass side) 24" waterline relocation											1,200,000
Department Input	Extension line along 9 th Avenue North (North Ocean Boulevard to Kings Highway)											222,500
Department Input	Arcadian Shores waterline replacements											458,500
Department Input	79 th Avenue North waterline upgrade from Kings Highway to Ocean Boulevard											90,000
Department Input	Extension 12" line Highway 15 from Harrelson Boulevard to Pridgen Road											605,000
Department Input	Replace line Woodside Avenue from Kings Highway to Kings Highway											300,000
Department Input	Upgrade line at 62 nd Avenue North to											500,000



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City of Myrtle Beach Capital Improvements Recommended Projects 2009-10 through 2018-2019												
Recommended By	Project Total	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	Total
	Dunes section											
Department Input	Harrelson Boulevard waterline											879,000
Department Input	Chester Street from 8 th Avenue North to 1 st Avenue											350,000
Department Input	Flagg Street from 8 th Avenue North to 1 st Avenue											150,000
Department Input	Ocean Boulevard from 1 st Avenue to 9 th Avenue North											350,000
Department Input	Pebble Beach well to Ocean Boulevard - 29 th Avenue South											200,000
Department Input	Elevated water tank - 48 th Avenue North vicinity											4,600,000
Department Input	AMI automatic fixed network meter reading system – city wide											4,000,000
	Sewer – Miscellaneous Sewer Projects											
Department Input	Miscellaneous sewer projects											3,606,450
	Sewer – Sewer Force Main											
Department Input	8" force main – 5 th Avenue North Pump Station parallel force main at 3 rd Avenue North											151,560
Department Input	30" Highway 17 bypass (linear feet)											7,916,400
Department Input	Harrelson Boulevard sewer extension											750,000
Department Input	16" force main – 24 th Avenue North Pump Station to Oak Street											665,000
Department Input	Mama Canal force main relocation											125,000
Department	Tie force main at 10 th											31,000



Appendix L – Priority Investment

City of Myrtle Beach Capital Improvements Recommended Projects 2009-10 through 2018-2019												
Recommended By	Project Total	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	Total
Input	Avenue North pump station into 36" force main											
Department Input	Tie force main at Canal Street pump station into other 24" force main											31,000
	Sewer - Sewer Gravity Lines											
Department Input	Hampton Circle gravity line											10,000
Department Input	Pickens Avenue and Pinkney Avenue sewer project											18,862
Department Input	The Market Common district entry at Highway 17 bypass vicinity sewer relocation											400,000
Department Input	Sewer line extension to Myrtle Beach Convention Center											400,000
Department Input	3 rd Avenue South sewer relocation											200,000
Department Input	North Park sewer line											16,920
Department Input	14 th Avenue North gravity line											75,350
	Sewer – Plug Valve Installation											
Department Input	8" plug valve on 8" force main on Highway 15											5,000
Department Input	Force main valve replacement											300,000
Department Input	12" plug valve on 12" force main on Oak Street at 5 th Avenue North											20,000
Department Input	24" plug valve on 24" force main at Stadium pump station											50,000
	Sewer – Control Panel Retrofit											



Appendix L – Priority Investment

City of Myrtle Beach Capital Improvements Recommended Projects 2009-10 through 2018-2019												
Recommended By	Project Total	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	Total
	Station											
Department Input	5 th Avenue South											100,000
Department Input	74 th Avenue North											100,000
Department Input	Pine Island Road											100,000
Department Input	27 th Avenue South											100,000
Department Input	19 th Avenue South											100,000
Department Input	Shore Drive											100,000
Note: The priority list is based on age, type and existing condition.												
	Sewer – Pump Stations (Including Engineering)											
Department Input	Plantation Pointe											448,000
Department Input	11 th Avenue South Pump Station											315,000
Department Input	Myrtle Manor Pump Station											100,000
Department Input	Sandygate Pump Station											30,000
Department Input	Bear Branch Pump Station											150,000
Department Input	Pump replacement Chestnut Road Pump Station											50,000
Department Input	Dunes #1 Pump Station											280,000
Department Input	Dunes #2 Pump Station											280,000
Department Input	82nd Avenue North Pump Station											392,000
Department Input	Oleander Street Pump Station											336,000
Department Input	Church of God Pump Station (Oak Forest Lane)											280,000
Department Input	Stockholder Street Pump Station											476,000



Appendix L – Priority Investment

City of Myrtle Beach Capital Improvements Recommended Projects 2009-10 through 2018-2019												
Recommended By	Project Total	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	Total
	Sewer – Brick Manhole Lining											
Department Input	Brick manhole relining											900,000
Department Input	Plantation Pointe											765,000
	Sewer – Gravity Line Lining											
Department Input	Sewer realigning – city wide											1,450,000
Department Input	Kings Road - Chestnut Road to Lake Arrowhead sewer											208,050
Department Input	Kings Road – Chestnut Road to Highway 17 gravity line											151,050
Department Input	Highway 17 – Chestnut Road - north											262,000
Department Input	South Ocean Boulevard lining 27 th Avenue South service area											227,435
Department Input	South Ocean Boulevard lining 19 th Avenue service South area											227,500
	Vehicle Maintenance Facility											
Department Input and Natural Resources and Cultural Resources Committee	New building using green building standards and necessary equipment											3,000,000
	Public Works Complex											
Department Input and Natural Resources and	Buildings using green building standards											1,500,000



Appendix L – Priority Investment

City of Myrtle Beach Capital Improvements Recommended Projects 2009-10 through 2018-2019												
Recommended By	Project Total	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	Total
Cultural Resources Committee												
	Solid Waste											
Department Input	Solid waste transfer station and equipment using green building standards											1,250,000
Public input, Natural Resources and Cultural Resources Committee and Tourism Committee	Provide recycling containers for separating glass, plastic, aluminum and paper in public areas											
	City-Owned Facilities and Services Master Planning											
Public Input, Natural Resources and Cultural Resources and Transportation and Land Use Committees	Create and implement a City facilities and services master plan using green building standards											TBD
Public Input and Natural Resources and Cultural Resource and	Retrofit buildings to reduce energy consumption using green building practices											TBD
Public and Department Input and Natural Resources and Cultural Resources Committee	Identify and preserve properties and points of interest such as buildings used to create Swansgate Apartments, Balsam Place Apartments, Base Recreation Center, Crabtree Gym, Historic Myrtle Beach Colored											TBD



Appendix L – Priority Investment

City of Myrtle Beach Capital Improvements Recommended Projects 2009-10 through 2018-2019												
Recommended By	Project Total	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	Total
	School Museum and Education Center and Myrtle Beach Train Depot											
Public and Department Input and Natural Resources and Cultural Resources and Transportation and Land Use Committees	Utilize more energy efficient vehicles and equipment											TBD



Appendix M - Implementation

Legal Requirements – SC Local Government Planning Enabling Act of 1994

“SECTION 6-29-510 Planning process; elements; comprehensive plan.

(A) *The local planning commission shall develop and maintain a planning process which will result in the systematic preparation and continual re-evaluation and updating of those elements considered critical, necessary, and desirable to guide the development and redevelopment of its area of jurisdiction.*

(B) *Surveys and studies on which planning elements are based must include consideration of potential conflicts with adjacent jurisdictions and regional plans or issues.*

(C) *The basic planning process for all planning elements must include, but not be limited to:*

- (1) inventory of existing conditions;*
- (2) a statement of needs and goals; and*
- (3) implementation strategies with time frames.*

(D) *A local comprehensive plan must include, but not be limited to, the following planning elements:*

- (1) a **population element** which considers historic trends and projections, household numbers and sizes, educational levels, and income characteristics;*
- (2) an **economic development element** which considers labor force and labor force characteristics, employment by place of work and residence, and analysis of the economic base;*
- (3) a **natural resources element** which considers coastal resources, slope characteristics, prime agricultural and forest land, plant and animal habitats, parks and recreation areas, scenic views and sites, wetlands, and soil types. Where a separate board exists pursuant to this chapter, this element is the responsibility of the existing board;*
- (4) a **cultural resources element** which considers historic buildings and structures, commercial districts, residential districts, unique, natural, or scenic resources, archaeological, and other cultural resources. Where a separate board exists pursuant to this chapter, this element is the responsibility of the existing board;*
- (5) a **community facilities element** which considers water supply, treatment, and distribution; sewage system and wastewater treatment; solid waste collection and disposal, fire protection, emergency medical services, and general government facilities; education facilities; and libraries and other cultural facilities;*
- (6) a **housing element** which considers location, types, age, and condition of housing, owner and renter occupancy, and affordability of housing. This element includes an analysis to ascertain nonessential housing regulatory requirements, as defined in this chapter, that add to the cost of developing affordable housing but are not necessary to protect the public health, safety, or welfare and an analysis of market-based incentives that may be made available to encourage development of affordable housing, which incentives may include density bonuses, design flexibility, and streamlined permitting processes;*
- (7) a **land use element** which considers existing and future land use by categories, including residential, commercial, industrial, agricultural, forestry, mining, public and quasi-public, recreation, parks, open space, and vacant or undeveloped;*
- (8) a **transportation element** that considers transportation facilities, including major road improvements, new road construction, transit projects, pedestrian and bicycle projects, and other elements of a transportation network. This element must be developed in coordination with the land use element, to ensure transportation efficiency for existing and planned development;*
- (9) a **priority investment element** that analyzes the likely federal, state, and local funds available for public infrastructure and facilities during the next ten years, and recommends the projects for expenditure of those funds during the next ten years for needed public infrastructure and facilities such as water, sewer, roads, and schools. The recommendation of those projects for public expenditure must be done through coordination with adjacent and relevant jurisdictions and agencies. For the purposes of this item, "adjacent and relevant jurisdictions and agencies" means those counties, municipalities, public service districts, school districts, public and private utilities, transportation agencies, and other public entities that are affected by or have planning authority over the public project. For the purposes of this item, "coordination" means written notification by the local planning commission or its staff to adjacent and relevant jurisdictions and agencies of the proposed projects and the opportunity for adjacent and relevant jurisdictions and agencies to provide comment to the planning commission or its staff concerning the proposed projects. Failure of the planning commission or its staff to identify or notify an adjacent or relevant jurisdiction or agency does not invalidate the local comprehensive plan and does not give rise to a civil cause of action.*

(E) *All planning elements must be an expression of the planning commission recommendations to the appropriate governing bodies with regard to the wise and efficient use of public funds, the future growth, development, and redevelopment of its area*



of jurisdiction, and consideration of the fiscal impact on property owners. The planning elements whether done as a package or in separate increments together comprise the comprehensive plan for the jurisdiction at any one point in time. The local planning commission shall review the comprehensive plan or elements of it as often as necessary, but not less than once every five years, to determine whether changes in the amount, kind, or direction of development of the area or other reasons make it desirable to make additions or amendments to the plan. The comprehensive plan, including all elements of it, must be updated at least every ten years.

SECTION 6-29-520. Advisory committees; notice of meetings; recommendations by resolution; transmittal of recommended plan.

(A) In the preparation or periodic updating of any or all planning elements for the jurisdiction, the planning commission may use advisory committees with membership from both the planning commission or other public involvement mechanisms and other resource people not members of the planning commission. If the local government maintains a list of groups that have registered an interest in being informed of proceedings related to planning, notice of meetings must be mailed to these groups.

(B) Recommendation of the plan or any element, amendment, extension, or addition must be by resolution of the planning commission, carried by the affirmative votes of at least a majority of the entire membership. The resolution must refer expressly to maps and other descriptive matter intended by the planning commission to form the whole or element of the recommended plan and the action taken must be recorded in its official minutes of the planning commission. A copy of the recommended plan or element of it must be transmitted to the appropriate governing authorities and to all other legislative and administrative agencies affected by the plan.

(C) In satisfying the preparation and periodic updating of the required planning elements, the planning commission shall review and consider, and may recommend by reference, plans prepared by other agencies which the planning commission considers to meet the requirements of this article.

SECTION 6-29-530. Adoption of plan or elements; public hearing.

The local planning commission may recommend to the appropriate governing body and the body may adopt the plan as a whole by a single ordinance or elements of the plan by successive ordinances. The elements shall correspond with the major geographical sections or divisions of the planning area or with functional subdivisions of the subject matter of the comprehensive plan, or both. Before adoption of an element or a plan as a whole, the governing authority shall hold a public hearing on it after not less than thirty days' notice of the time and place of the hearings has been given in a newspaper having general circulation in the jurisdiction.

SECTION 6-29-540. Review of proposals following adoption of plan; projects in conflict with plan; exemption for utilities.

When the local planning commission has recommended and local governing authority or authorities have adopted the related comprehensive plan element set forth in this chapter, no new street, structure, utility, square, park, or other public way, grounds, or open space or public buildings for any use, whether publicly or privately owned, may be constructed or authorized in the political jurisdiction of the governing authority or authorities establishing the planning commission until the location, character, and extent of it have been submitted to the planning commission for review and comment as to the compatibility of the proposal with the comprehensive plan of the community. In the event the planning commission finds the proposal to be in conflict with the comprehensive plan, the commission shall transmit its findings and the particulars of the nonconformity to the entity proposing the facility. If the entity proposing the facility determines to go forward with the project which conflicts with the comprehensive plan, the governing or policy making body of the entity shall publicly state its intention to proceed and the reasons for the action. A copy of this finding must be sent to the local governing body, the local planning commission, and published as a public notice in a newspaper of general circulation in the community at least thirty days prior to awarding a contract or beginning construction. Telephone, sewer and gas utilities, or electric suppliers, utilities and providers, whether publicly or privately owned, whose plans have been approved by the local governing body or a state or federal regulatory agency, or electric suppliers, utilities and providers who are acting in accordance with a legislatively delegated right pursuant to Chapter 27 or 31 of Title 58 or Chapter 49 of Title 33 are exempt from this provision. These utilities must submit construction information to the appropriate local planning commission."



RESOLUTION



STATE OF SOUTH CAROLINA
COUNTY OF Horry
CITY OF MYRTLE BEACH

Resolution Recommending Adoption of the Comprehensive Plan Update and 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 that will enable the city to become sustainable, and

WHEREAS, the Planning Commission, over a nine month period, created community wide focus group discussion; a business thank you picnic with input into the planning process; created subcommittees for each element of the plan with representation from the residents, business owners and professionals in the field; assessed present conditions and completed numerous studies related to the following elements: population, economic development, tourism, natural resources, cultural resources, housing, neighborhoods, land use, transportation, community facilities and services, priority investment, and

WHEREAS, as part of the comprehensive planning process, developed goals for the Comprehensive Plan based on the wishes of the community and sound sustainability principles, and

WHEREAS, the Planning Commission has considered the compatibility and potential conflicts with adjacent jurisdictions and regional plans, and

WHEREAS, the Comprehensive Plan Update and Rewrite is an expression of the Planning Commission's 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's jurisdiction 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 authorizes the Planning staff to make further revisions to the Comprehensive Plan based on additional supporting communications as directed at its March 2, 2010 regular meeting, and

BE IT FURTHER RESOLVED THAT the Planning Commission hereby forwards the above Comprehensive Plan Update and Rewrite to the Myrtle Beach City Council for adoption.

Done on this 6th day of April 2010.


Attest


Planning Commission Chair