

# Myrtle Beach Downtown Master Plan Phase 1 Update

City Council Workshop/Meeting  
September 10, 2019



# Implementation Plan Phase 1 Team

- **Met on August 22, 2019 - 2:00pm**
- **Attendees:** John Pedersen, Bruce Boulineau, Jay Hood, Carol Coleman, Lisa Wallace, Fox Simons, Michelle Shumpert, Janet Curry, Ken May, Kelly Mezzapelle, Capt. David Knipes, Lt. Tony Allen, Lauren Clever, Brian Schmitt, Alfreda Funnye, LS3P Lizzie Daniel, Mayor Brenda Bethune
- **Guests:** Via Phone: Jason Epley  
& Dan Douglas –  
Benchmark Planning



# Implementation Plan Phase 1 Team Update...

- **Infrastructure** – Janet Curry
  - **SCDOT Hwy 501 Realignment Project Update**
    - RIDE III Concept Review Meeting held 8/8/19
    - Receive preliminary plans for review from SCDOT – September 2019
    - Realignment schedule still set to begin 2019 with acquisitions and then construction 2022
  - **Roadway/Intersection/Utility Improvement Update** – Main Street, Broadway St., Oak Street, 8<sup>th</sup> Ave. N and 9<sup>th</sup> Ave. N
    - M2019- 102 approval 8/13/2019 to authorize professional services agreement with DDC Engineering. Procurement in final stages and anticipate work to begin this month.
    - Preliminary discussion with GSATS and SCDOT concerning currently programmed projects within the 2040 Metropolitan Transportation Plan.
  - **LS3P and Public Works** meet on a weekly basis for updates and information on progress as it pertains to the Master Plan and infrastructure.



# Implementation Plan Phase 1 Team Update...

- **Funding** – Mike Shelton
  - Continued work and progress on:
    - Analyzing a BID/MID
      - Engaged MuniCap to work on the MID and TIF as they pertain to the Downtown Master Plan
      - MID will be the higher priority of the two due to the idea of having this funding mechanism in place to generate the fund for the efforts for the Downtown Area.
      - Host a meeting in October w/ business & property owners that would be impacted by the proposed MID and ideas on what the MID would potentially fund.
    - TIF in the Historic/Arts & Innovation District
    - Funding Model in the works

## What we are learning:

- Establishment of projects will provide an estimate of total cost and will also provide and estimate on tax credits or other credits if applicable.
- Why is this important?
  - “the more refined” the project estimates are, the more precise we can be in determining
    - » the required public investment for each,
    - » the timing of available funding to carry out each public project,
    - » and the expected ROI of the overall public investment.



# Implementation Plan Phase 1 Team Update...

## Incentivizing Development – Fox Simons

✓ **Historic District Designation** – July 26, 2019

✓ **Historic District Workshop** – August 28, 2019

- Great attendance 50-60
- Robert Lewis/Janie Campbell presented and answered questions from the public
- Positively received



**National Register of Historical Places** – in progress to receive September 2019.



# Implementation Plan Phase 1 Team Update...

## Incentivizing Development – Fox Simons

### – Proposed Tech/Co-working Space

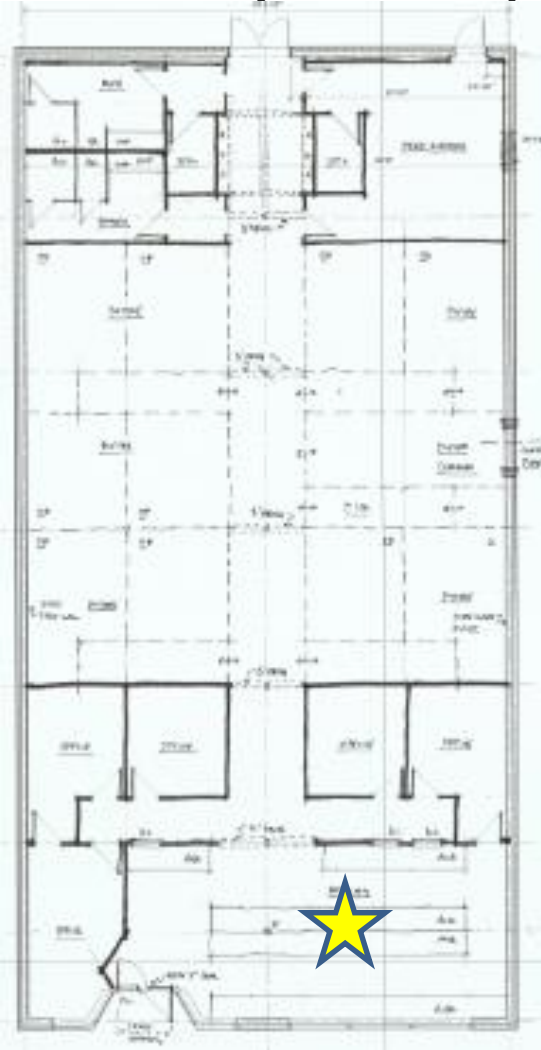
- City Staff, TAG and LS3P working on a design for the Tech/Co-Work Space located on 9<sup>th</sup> Ave. N.
- TAG Committee working on the following:
  - Applying for non-profit status in progress
  - Strategic/Business Plan for Space short and long term
    - » Developing a Marketing Plan/Budget
      - Looking to build an Opportunity Zone Fund to invest in Start-Ups
      - Access to capital is going to be key in attracting Entrepreneurs to the City.
  - September 26 TAG Event to update the community about the actions taken to date and the plan moving forward to serve the community.
- HTC potential grant to provide up fit of Tech/Co-working Space
- MASC Hometown Grant – Application to be submitted end of September to provide for up fit and Marketing and Branding efforts.





# Implementation Plan Phase 1 Team Update...

- Proposed Tech/Co-working Space PROPOSED Design Ideas



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# Implementation Plan Phase 1 Team Update...

- **Property Inventory & Assessment/ Design Development**
  - Carol Coleman/Ken May – Director Zoning & Planning
  - Timeline for Arts & Innovation District Ordinance
    - August 20
      - ✓ Planning Commission for vote on a recommendation
    - September 10
      - First Reading by City Council
    - September 24
      - Second Reading by City Council possible approval



# Implementation Plan Phase 1 Team Update...



## **Proposal Review** – John Pedersen

- Contracted with numerous experts:
  - Rogers & Lewis Firm
  - Nexsen Pruet
  - Benchmark Planning
  - LS3P
  - DDC Engineers
- Partnership with local businesses to provide expertise is assisting with vetting a developer and/or project.



# Implementation Plan Phase 1 Team Update...

- **Master Plan Governance** – Fox Simons & John Pedersen
  - Options for “DRC” structure to be presented to City Council at a date and time to be determined.



# Implementation Plan Phase 1 Team Update...

- **Stakeholder Engagement** – Lauren Clever
  - Continued communication to community and stakeholders.
    - Presentations with numerous Neighborhood Watch Groups – September
    - Rotary Presentation – September 16, 2019
    - CCAR Exhibit Show – September 16, 2019
    - Urban Land Institute Charleston Presentation – September 24 – 25
    - Information/Education Workshop for proposed Municipal Improvement District – Date TBD October

Dedicated Master Plan Website:

- Met with a website developer to discuss ideas to create this website to now meet with the Stakeholder Engagement Team to discuss options ideas on how to move forward.
- With LS3P's partnership, there will be opportunities for community & stakeholders to visualize the project(s) as we progress through Plan implementation.





# Implementation Plan Phase 1 Team

## In the works...

### Project Update and Process:

- LS3P has a standing meeting once a week with key City Staff members to update on their Advanced Planning Progress, anything that may be on the horizon, and any potential roadblocks.
- Once we move on to a specific project (i.e. Performing Arts Theater) LS3P, key City Staff and specific Project Team will also meet weekly to update on the same items above.
- COMMUNICATION IS KEY!



# Implementation Plan Phase 1 Team

## In the works...

### **CCU and City of Myrtle Beach Performing Arts Theater Update**

- Have had preliminary meetings with City Staff, LS3P, and CCU Staff regarding the Performing Arts Theater.
- LS3P has begun to work on surveying the 3 buildings, look to get updates and start the discussion with LS3P, City Staff, and CCU Team within the next few weeks.
- City Staff, LS3P and CCU will be working in partnership as we move through the planning and design stages of this project.
- When updates are ready we will be bringing that information back to City Council.



# Implementation Plan Phase 1 Team

## In the works...

### **EdVenture & City of Myrtle Beach Children's Museum Update** **Library Team & City of Myrtle Beach New City Library Update**

- Will have a preliminary meeting with City Staff, LS3P, and the EdVenture Team and Library Team in regards to their projects within the Downtown Master Plan.
- Goal of these meetings is to have an introductory meeting to discuss ideas, needs, wants..etc. so that LS3P has some background.
- City Staff, LS3P and EdVenture and Library Teams will be working in partnership as we move through the planning and design stages of this project.
- When updates are ready we will be bringing that information back to City Council.



# Implementation Plan Phase 1 Team

## In the works...

### 9<sup>th</sup> Ave. N Building Renovation Plan and PROPOSED Time Line

- Remove signage on buildings with no business activity – COMPLETED
- Trees along 9<sup>th</sup> Ave. N have been trimmed and maintained to provide for better lighting – COMPLETED
- City Staff has been gathering info to develop a plan to renovate the City Owned buildings along 9<sup>th</sup> Ave. N.
  - Submit an RFP to Purchasing Department to bid out all City Owned buildings for renovations.
  - All buildings will receive roof, asbestos abatement if needed and a CODE READY up fit.
  - Building 509 is the exception as this building will be up fitted as stated above as well as up fitted for the Co-Work Space as seen in the previous slides.



# Implementation Plan Phase 1 Team

## In the works...

### 9<sup>th</sup> Ave. N Building Renovation Plan and Time Line

- City Staff working with the Rogers Lewis Firm to develop a plan to capture the Historic Tax Credits and Abandon Building Credits for the 9<sup>th</sup> Ave. buildings as a potential funding source for this project

GOAL: By renovating these buildings the goal is to provide a CODE ready building to entice a new business opportunity to occupy and become a part of the Arts & Innovation District.





# Implementation Plan Phase 1 Team

## In the works...

### Other projects related to the Downtown Master Plan -

- Cleaning of Ocean Blvd. Sidewalks
  - Contingent on City Council approval of 2019-43 \$126,000 will be allocated to perform a detailed pressure washing process from 9<sup>th</sup> Ave. N to 14<sup>th</sup> Ave. N along Ocean Blvd.
  - This process will remove the gum, gum stains, and seal the concrete to allow for easy removal of anything that is on the sidewalks going forward. On going maintenance will be required to keep the sidewalks from dirt buildup.
  - Project Start Date: October 1, 2019
  - Completion Date: 60 Days after start date



# Implementation Plan Phase 1 Team

## In the works...



### Other projects related to the Downtown Master Plan -

- Ocean Blvd. Bollards – City Staff has ordered bollards for replacement of the current bollards along Ocean Blvd.
- Working on a bid for installation to go out within the week.
- Installation to start within the next 30-45 days.
- Funding is already allocated in the Capital Budget.



# Implementation Plan Phase 1 Team

## In the works...

### Grant Opportunities

**OZ Grant Fund** – SC Department of Commerce – offset costs of obtaining an outside vendor to assist in completion of a competitive OZ prospectus and allow third party vendor to assist governmental entity in determining best projects to pursue or the financial structuring of same - \$12,500 (50% match) due 7/1 . **City was awarded the \$12,500.**

**MASC Hometown Economic Development Grant** - support those economic development projects that will make a positive impact on a municipality's quality of life. The grant program also promotes and recognizes innovation in economic development practices. - \$25,000 (15% local match) due in October  
**Application in progress. Due Sept. 27, Awarded Oct. 25**

**Palmetto Pride Litter Prevention Grant** – CPTED Projects (Crime Prevention Through Environmental Design) such as public art, lighting, litter cleanup - \$15,000 (no match) due October 1  
**Application in progress. Due Nov. 15, Awarded Dec. 15**

**SC Department of Commerce** – researching opportunities for Grant Opportunities.



# Implementation Plan Phase 1 Team

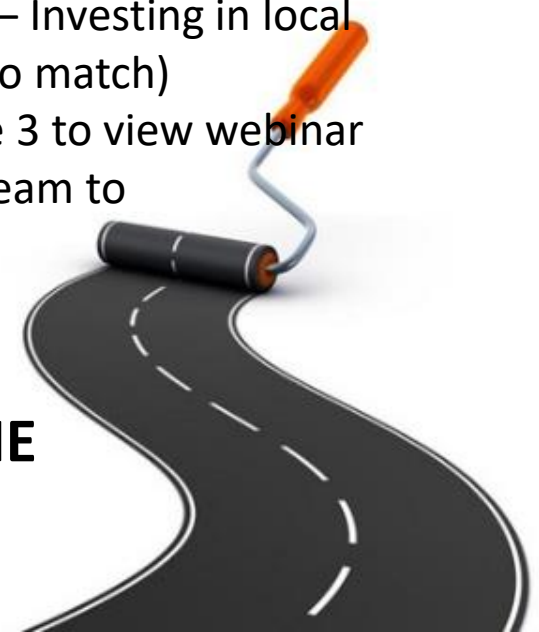
## In the works...

### Grant Opportunities

**Rural Infrastructure Authority** - Qualified infrastructure projects that improve water, waste water and storm water drainage facilities to address public health and regulatory standards or build capacity to support economic and employment opportunities - due September 9 and March 16.

**Maker Cities** – Etsy Impact Fund and Master Card Impact Fund – Investing in local communities committed to creative entrepreneurs - \$40,000 (no match) due July 3 – 5 grants awarded nationally. (Met on Monday, June 3 to view webinar and discuss project) Meeting Wednesday, June 12 with work team to complete the grant. **SUBMITTED/ Received notification**

**BIG THANK YOU TO DIANE MOSKOW-MCKENZIE**



# Implementation Plan Phase 1 Team Next Steps...

- **Next Implementation Plan Phase 1 Meeting**

**When:** September 26, 2019

**Time:** 2:00 p.m.

– **Where:** Train Depot Rail Car Conference Room

## ❖ **TAG Event**

❖ **When:** September 26, 2019

❖ **Time:** 4:00 pm

❖ **Where:** Train Depot





# Implementation Plan Phase 1 Update

Thank you!

I look forward to sharing our continual progress  
on implementing the Myrtle Beach Downtown  
Master Plan

Questions?

