

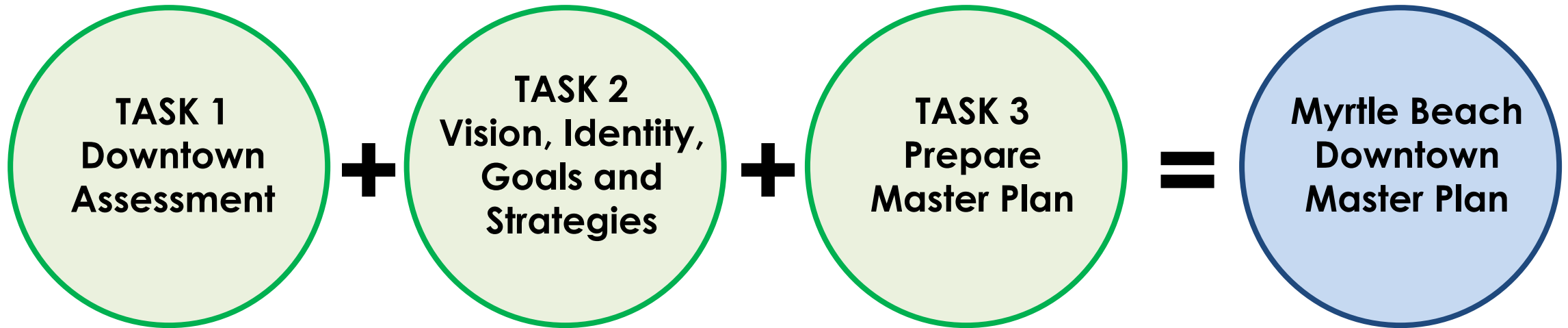


# Downtown Assessment

DOWNTOWN MASTER PLAN  
MYRTLE BEACH, SC

CITY COUNCIL WORK SESSION  
OCTOBER 23, 2018

# Master Plan Process



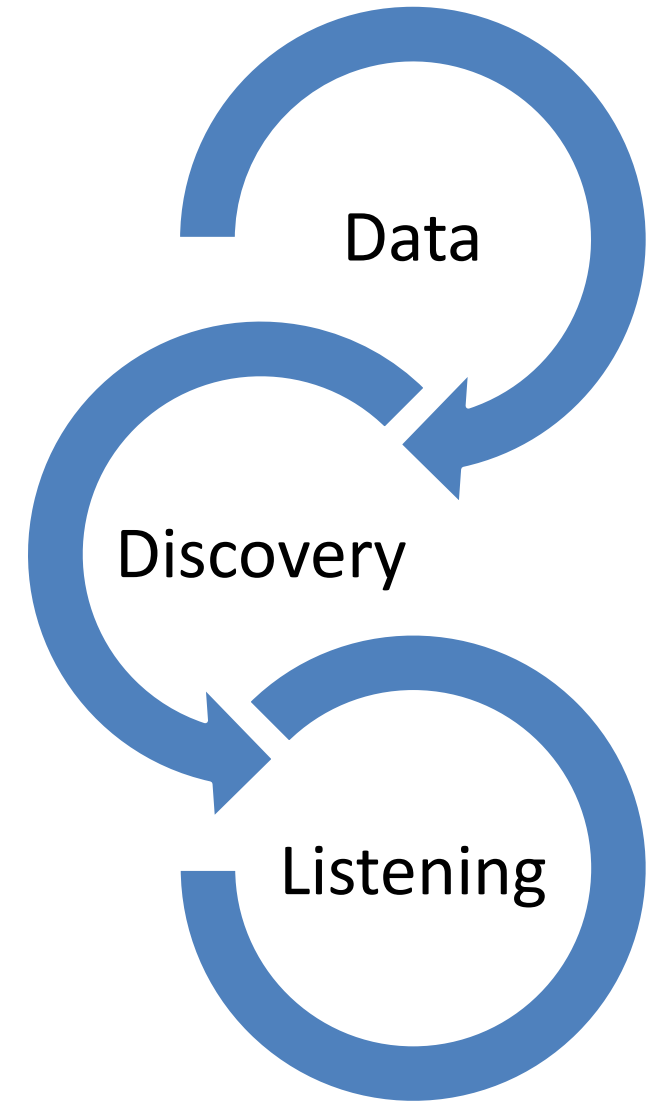
**Task 1. What is the state of downtown today?**

**Task 2. What is your vision for downtown?**

**Task 3. How do you get there? The Master Plan.**

# Task One – Downtown Assessment

- Project kickoff
- Meetings with project manager and project team
- Plans and policy review
- Listening sessions with elected officials
- Small group listening sessions
- Prepare downtown assessment
- Review assessment with project team



## NEXT STEPS

- Nov 13 – Council Work Session – Vision, Identity & Initial Goals
- Dec 11 – Council Work Session – Goals & Strategies
- Jan 8 (TBD) – Public Meeting
- Jan 22 – Council Work Session – Preliminary Draft
- Feb 12 – Council Work Session - Present Master Plan
- Mar 15 – All final deliverables completed

# **We interviewed +100 people in Listening sessions**

- City Council
- DRC Board
- Downtown Area Merchants
- Business Owners & Operators
- Property Owners
- Real Estate Professionals
- Hospitality / Hotels
- Developers
- SCDOT
- City Department Heads
- Historic Preservation/Appearance
- Entertainment/Restaurateurs
- Chamber of Commerce
- Tourism
- Police Department
- Coastal Carolina University
- Horry-Georgetown Tech College
- Library Staff and Board
- Children's Museum Staff
- Former Elected Officials

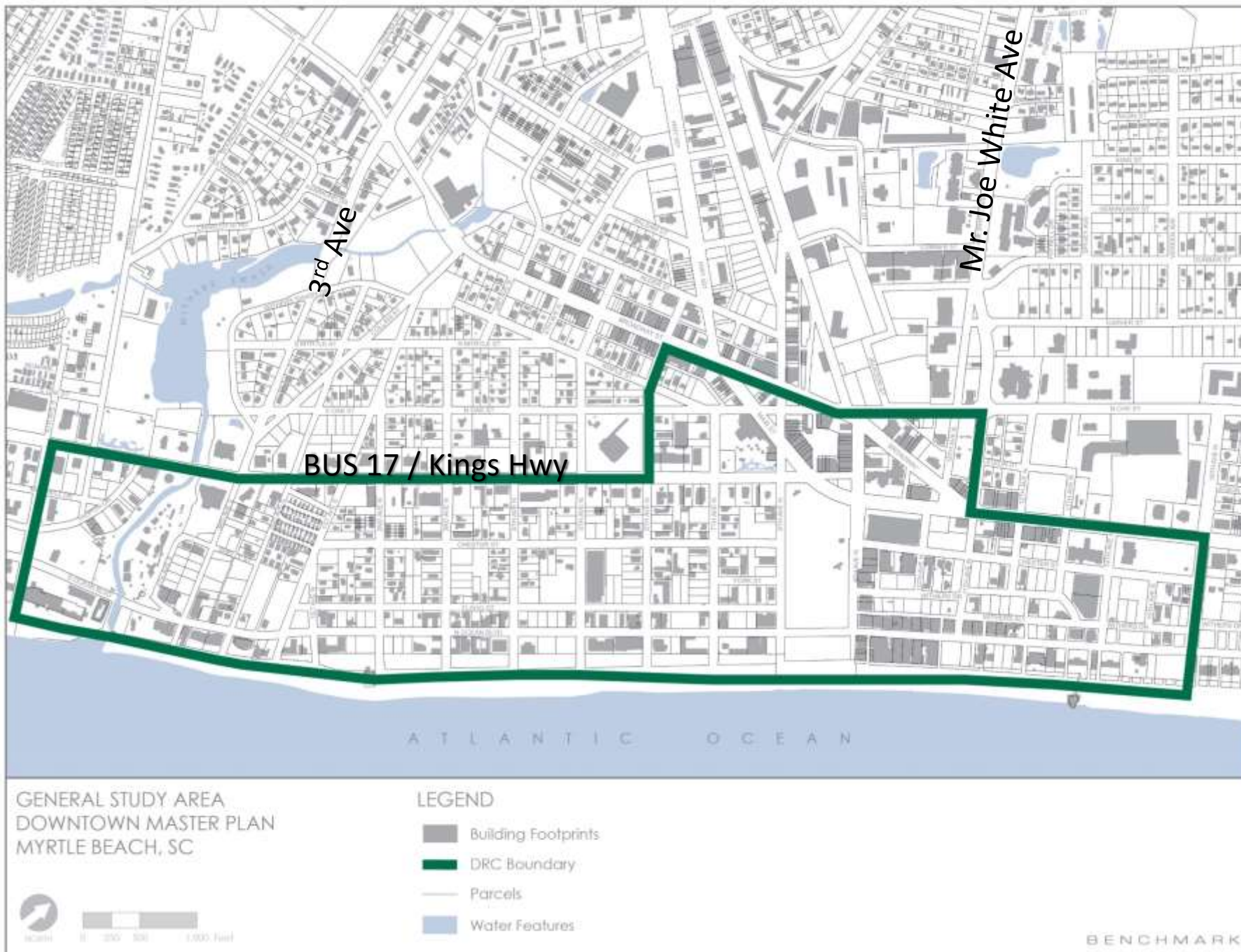
# Information we gathered

- Information from key stakeholders in listening sessions
- Reviewed existing plans
- Reviewed existing development trends & reports
  - Basic information learned from interviews and existing information
  - Consultant did not conduct an independent market analysis
- Reviewed existing downtown conditions
  - GIS mapping and analysis of existing conditions

# Assessment

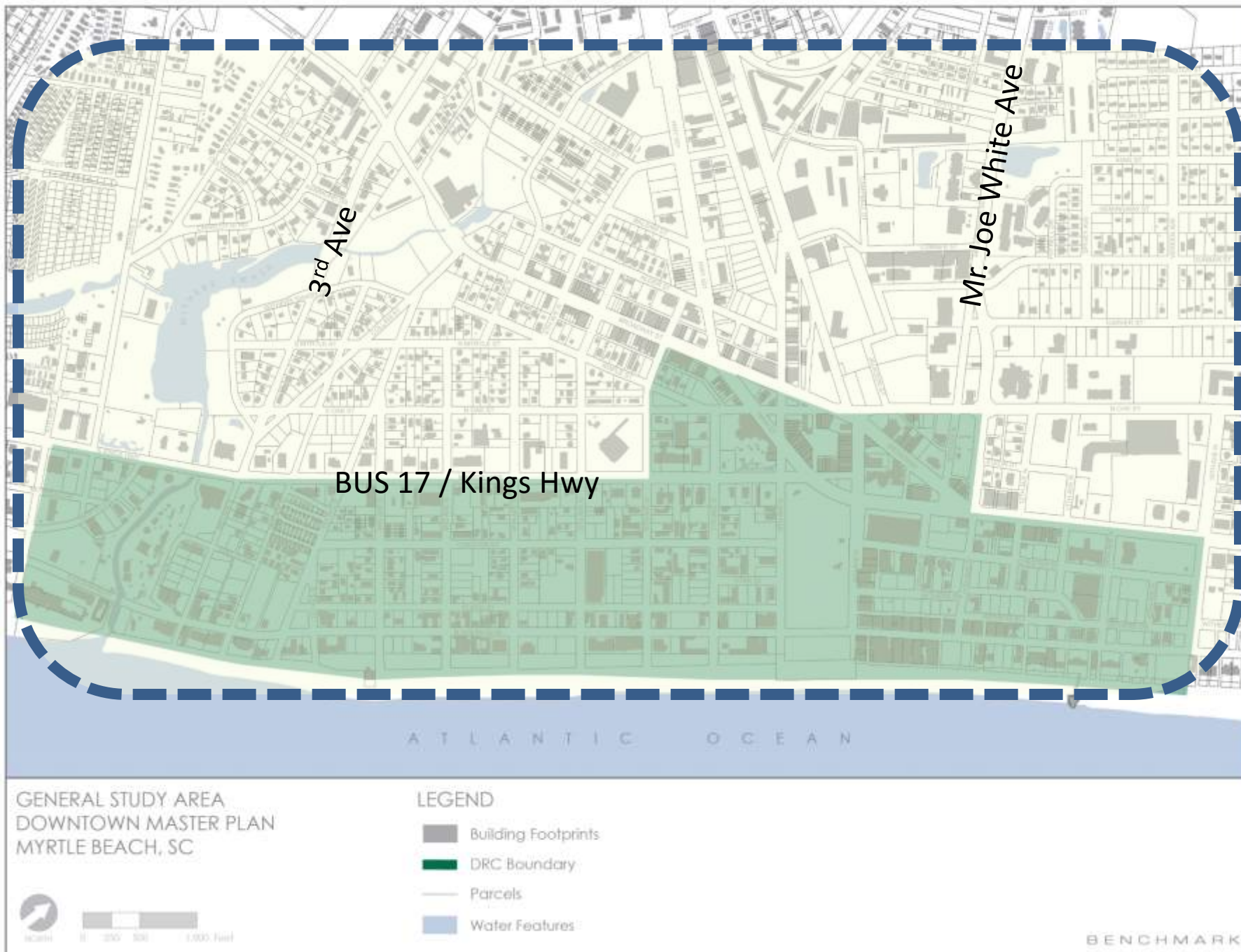
- Study Area Boundary
- Land Use & Zoning
- Transportation
- Infrastructure
- Environmental
- Development Opportunities
- Public Safety
- Market Information / Real Estate Trends
- Existing Plans
- Ongoing Discovery

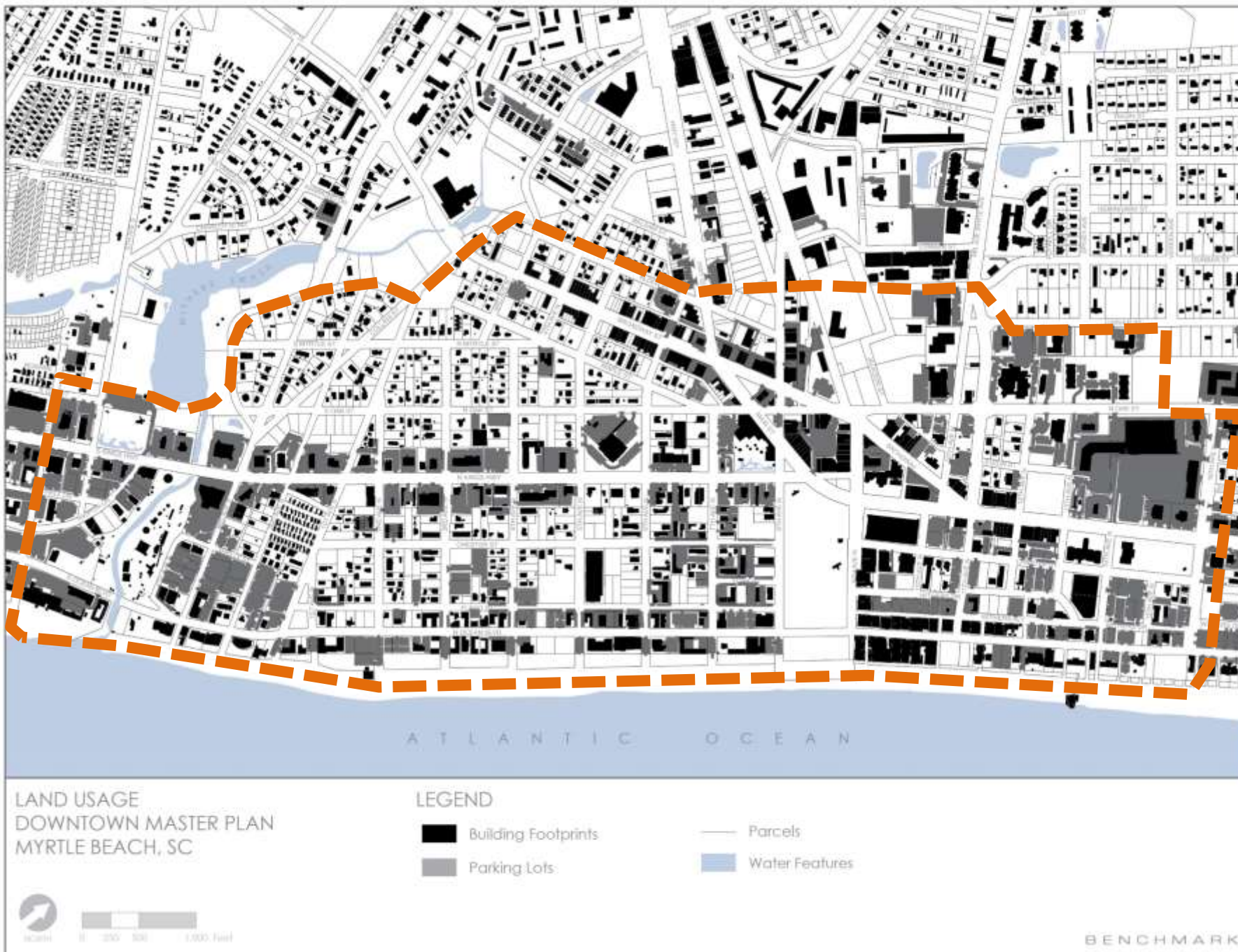
# DRC Boundary





# General Study Area





## Downtown Land Usage

- Over 34% of downtown is devoted to right-of-way
- Parking 16%
- Building coverage 22%





## Commercial Use

- Retail
- Office
- Restaurant
- Hotel/Hospitality

COMMERCIAL LAND USE  
DOWNTOWN MASTER PLAN  
MYRTLE BEACH, SC

### LEGEND

- Commercial (includes hospitality)
- Parcels
- Water Features

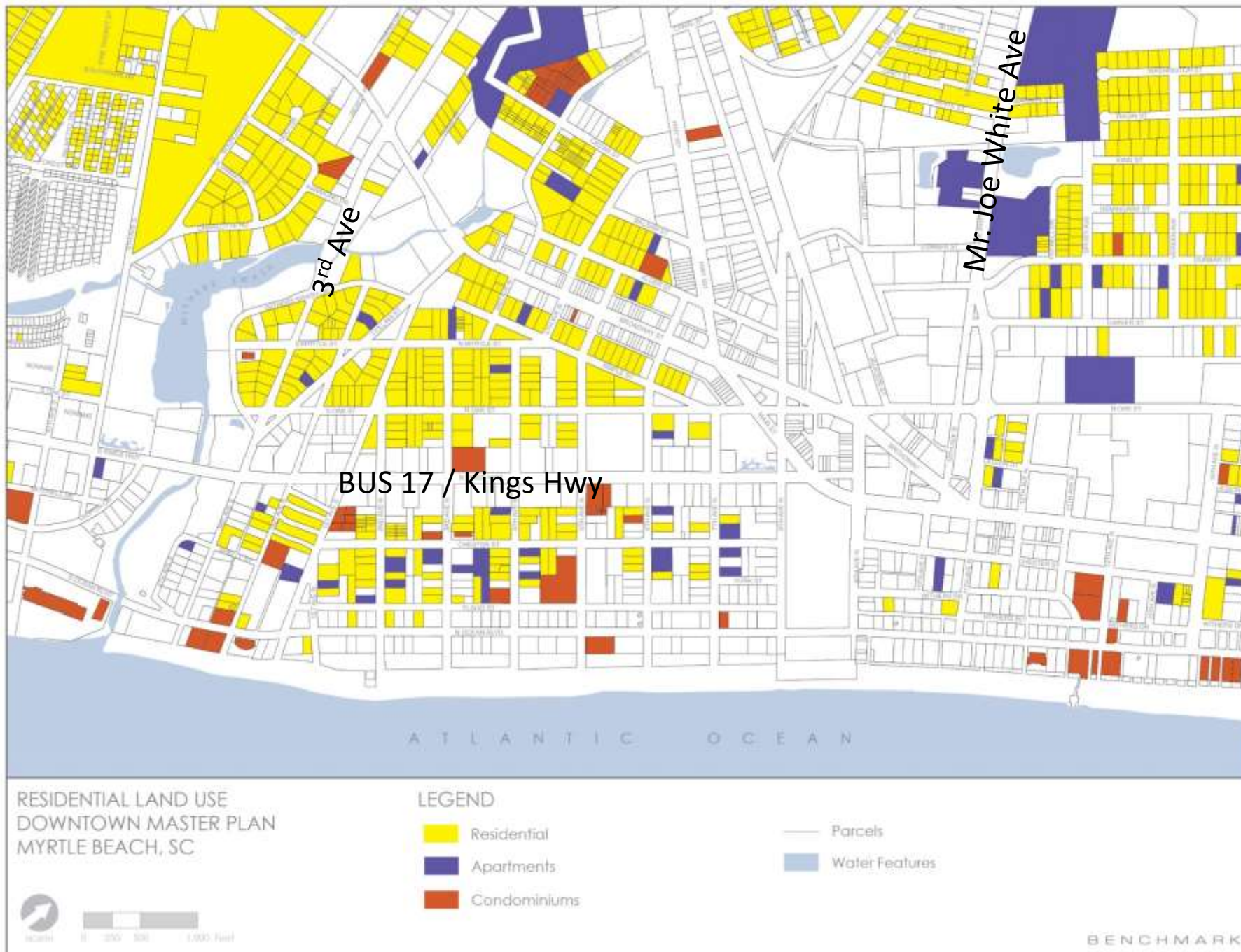


0 200 400 600 Feet

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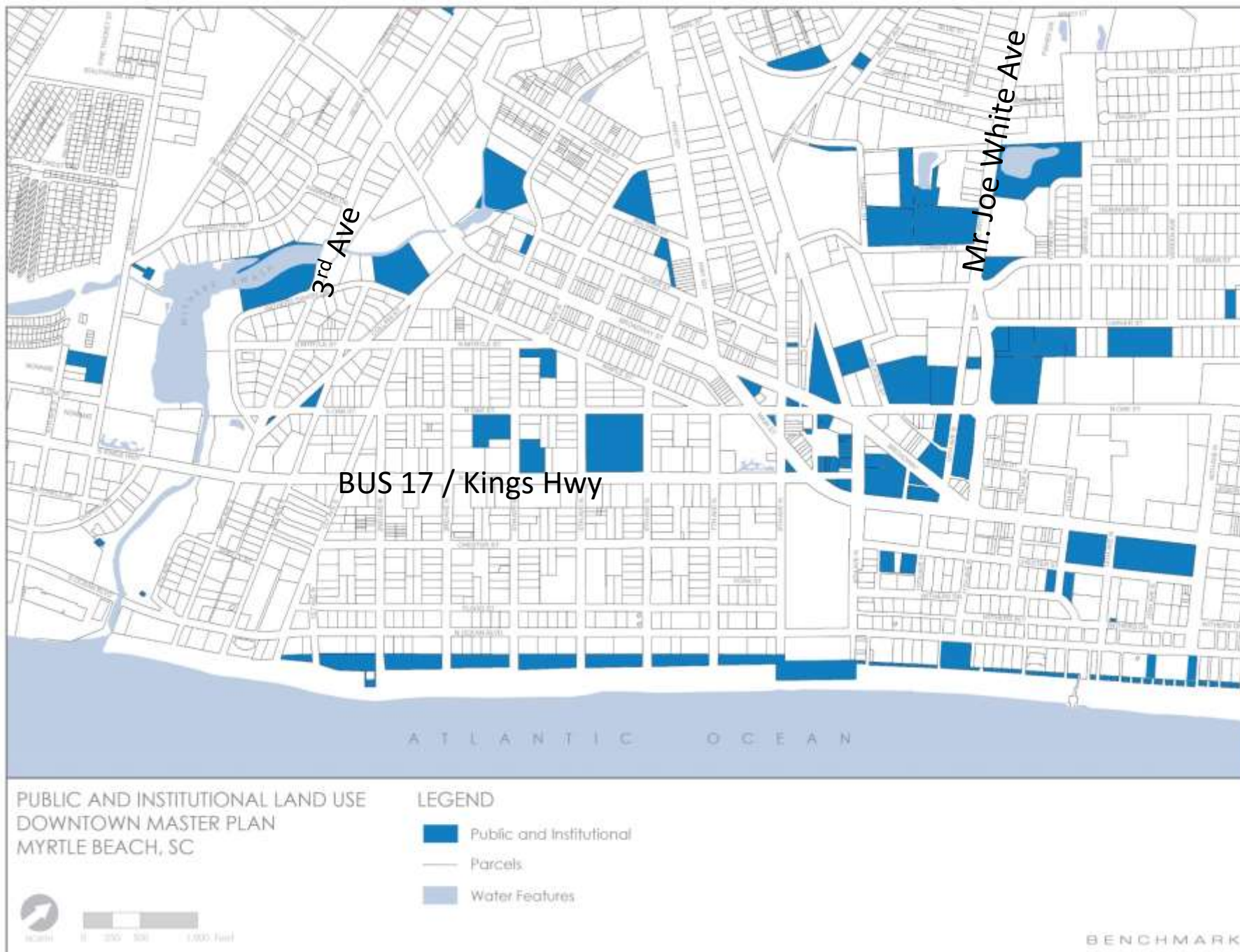
BENCHMARK





## Residential Use

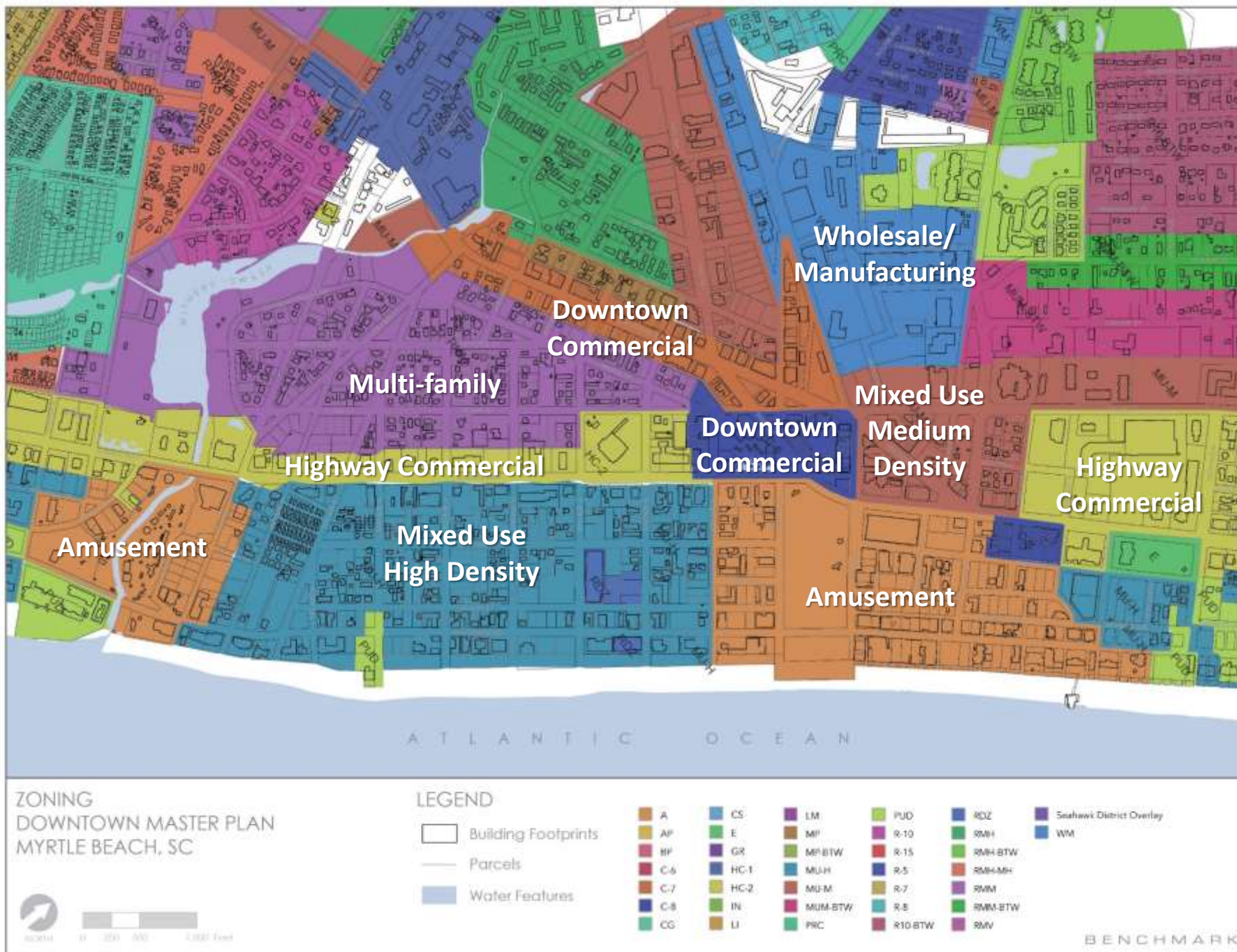
- Single Family
- Multi-Family
  - Townhomes
  - Condominiums
    - Not condotels
  - Apartments
    - Lack of options in downtown



## Public & Institutional Uses

- Churches/Non-profit
- Government uses
- The public realm helps shape the perceptions of downtown
  - Parks
  - Boardwalk
  - New streetscape
  - Other opportunities





## Zoning

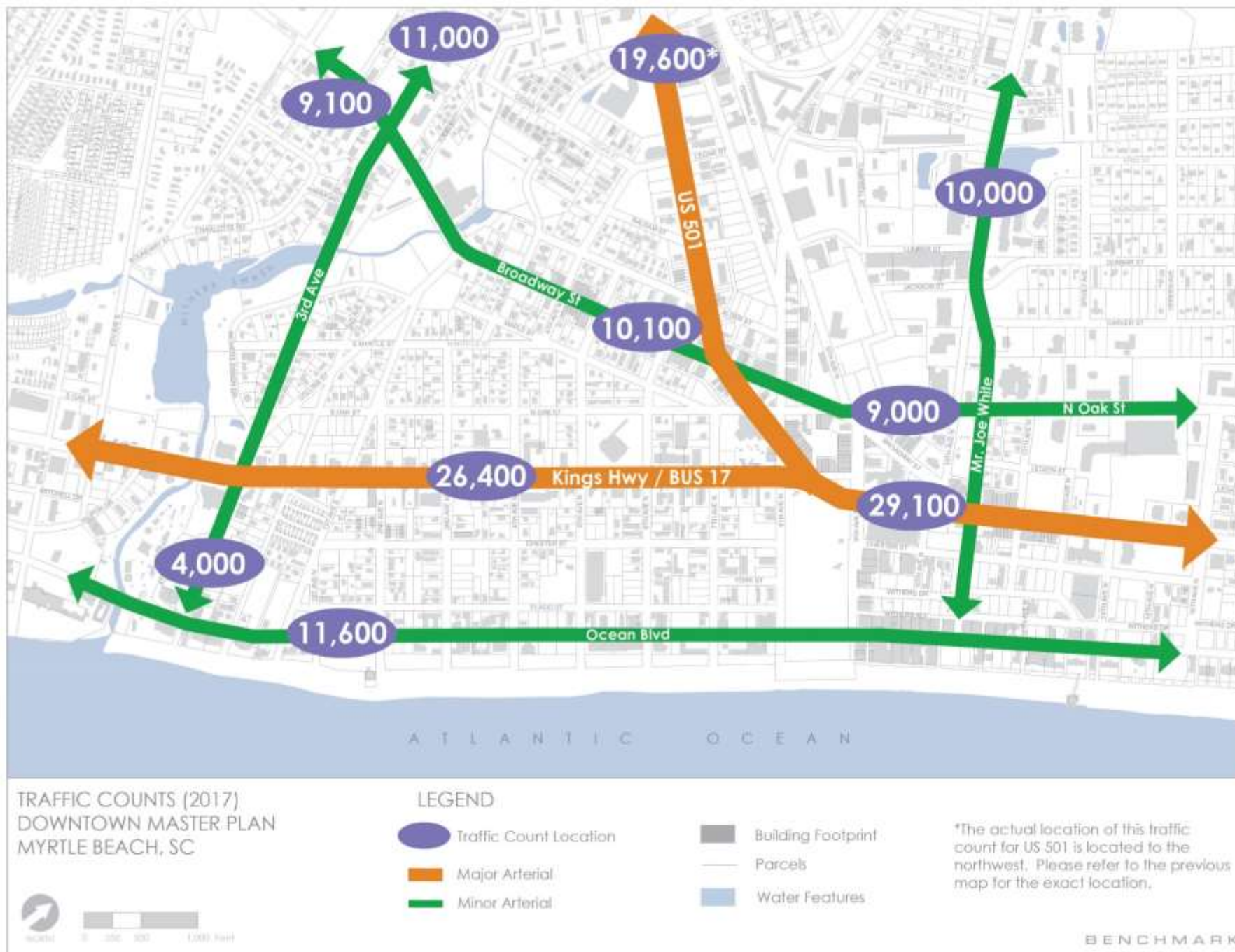
- Mixed Use
  - High & Medium
  - MU-H and MU-M
- Amusement District
  - A
- Downtown Commercial
  - Superblock (C-8)
  - Broadway (C-7)
- Highway Commercial
  - HC-2
- Multi-family
  - RM-M
- Wholesale/Manufacturing
  - WM





## Traffic Counts

- Major gateways
  - US 501
    - Annual Average Daily Traffic (AADT)
    - 57,100 at Hwy 17 Bypass
    - 19,600 into downtown
  - Kings Highway/Bus 17
    - 25,00 to 29,000 AADT



## Traffic Counts

- Major Arterial
  - Kings Highway
- Minor Arterials
  - 3<sup>rd</sup> Avenue
  - Broadway Street
  - Ocean Boulevard
  - Mr. Joe White Ave

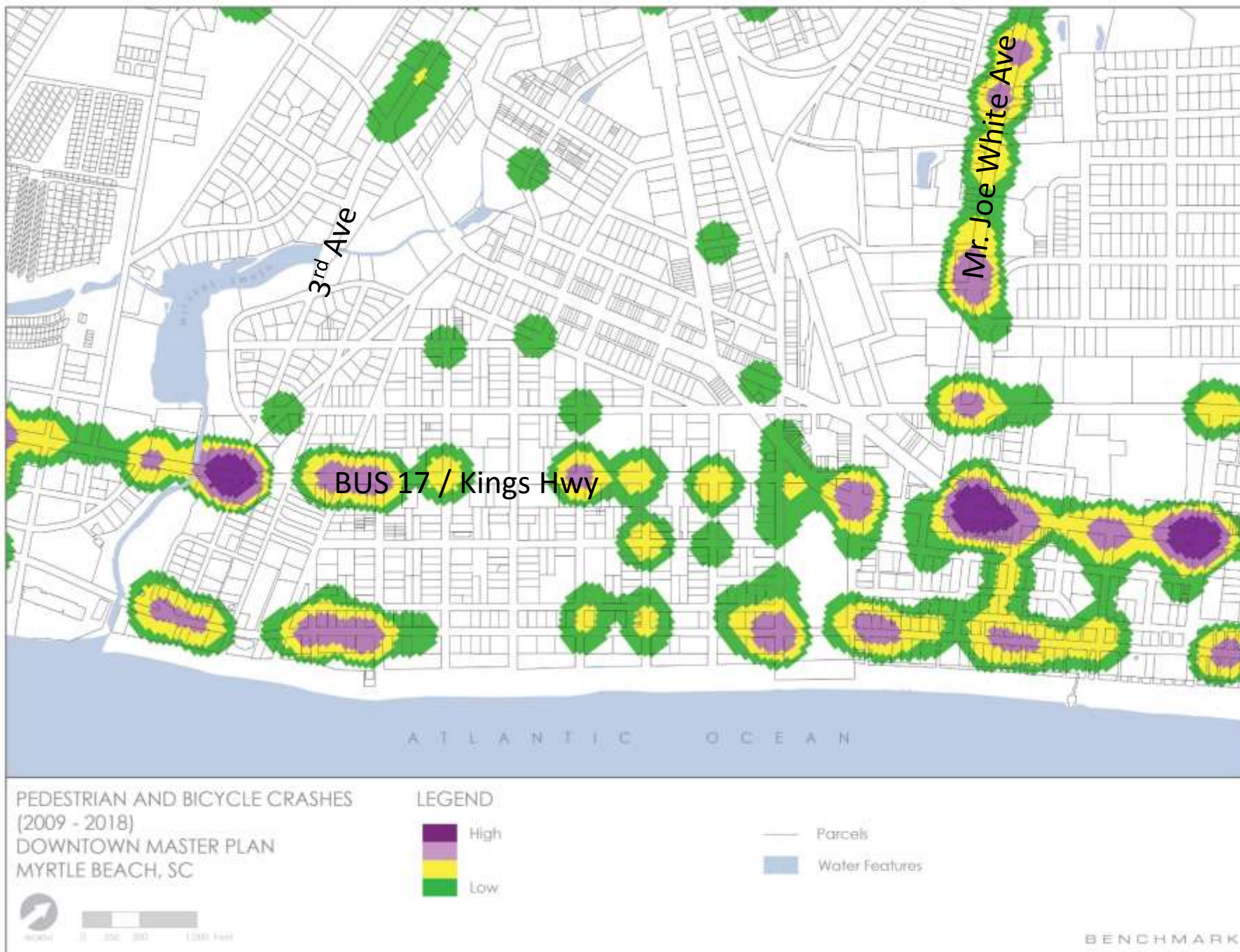




## Transportation Safety

- Vehicular Crashes
  - All types
- Kings Highway
  - Highest levels at:
    - 3<sup>rd</sup> Avenue
    - Superblock / Broadway / 5 Points
    - Mr. Joe White

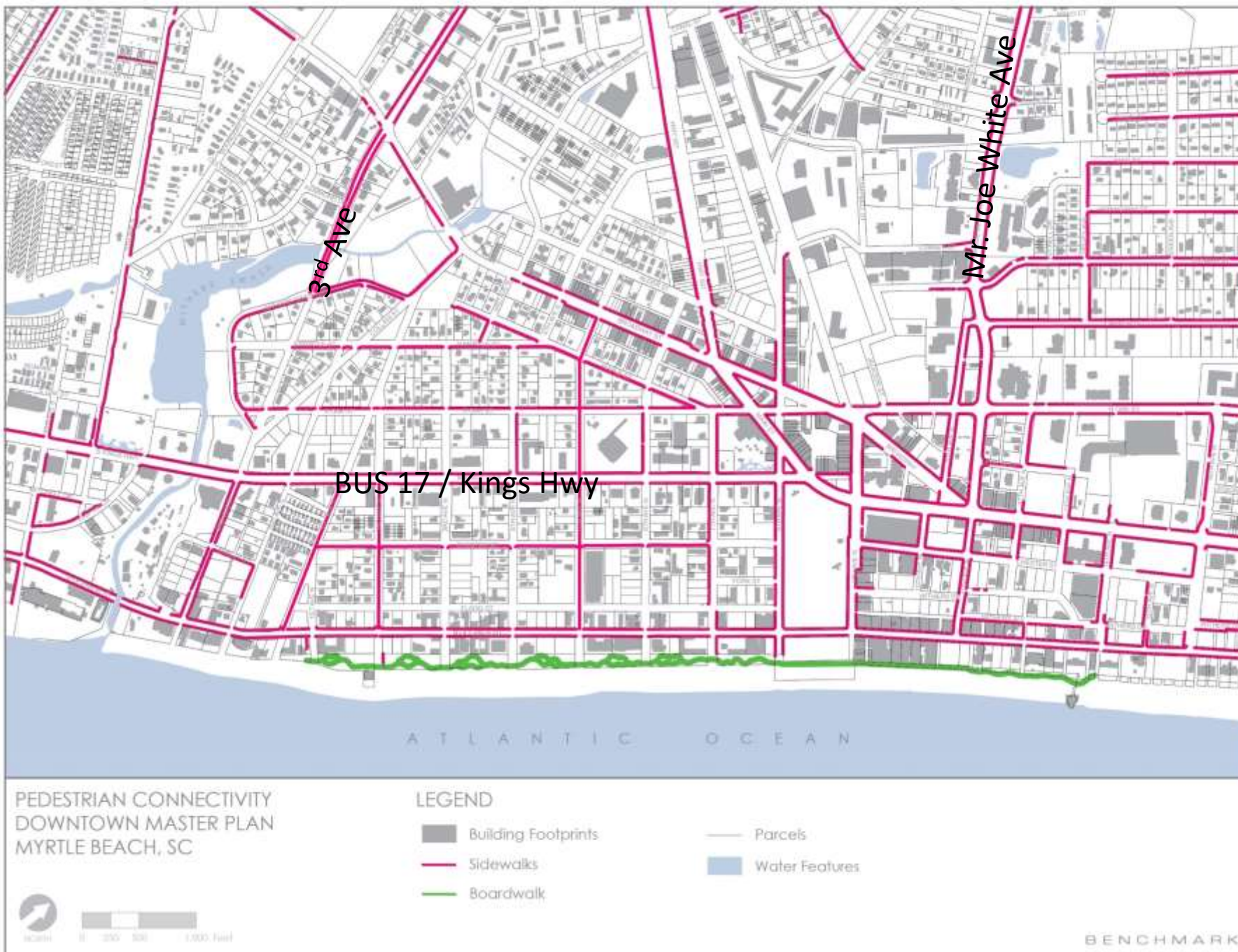




## Bike/Ped Crashes

- Intersections
- High Levels at:
  - Mr. Joe White
  - 16<sup>th</sup> Avenue
  - 3<sup>rd</sup> Avenue

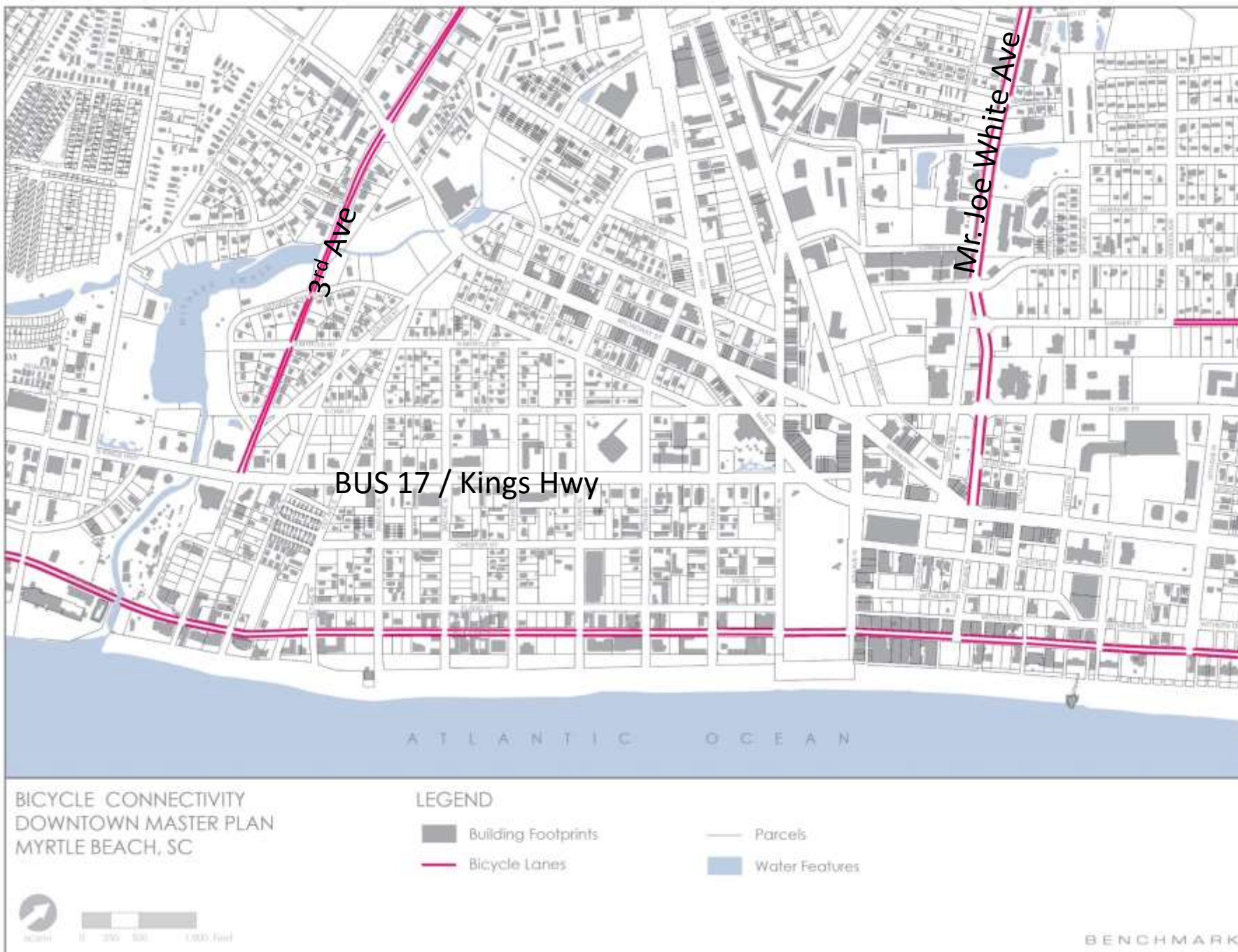




## Pedestrian Connectivity

- Sidewalks
- Boardwalk
- Greater East/West connectivity needed
- Filling in gaps in the pedestrian network
- Extending boardwalk
- Intersection safety
- Kings Highway is a barrier



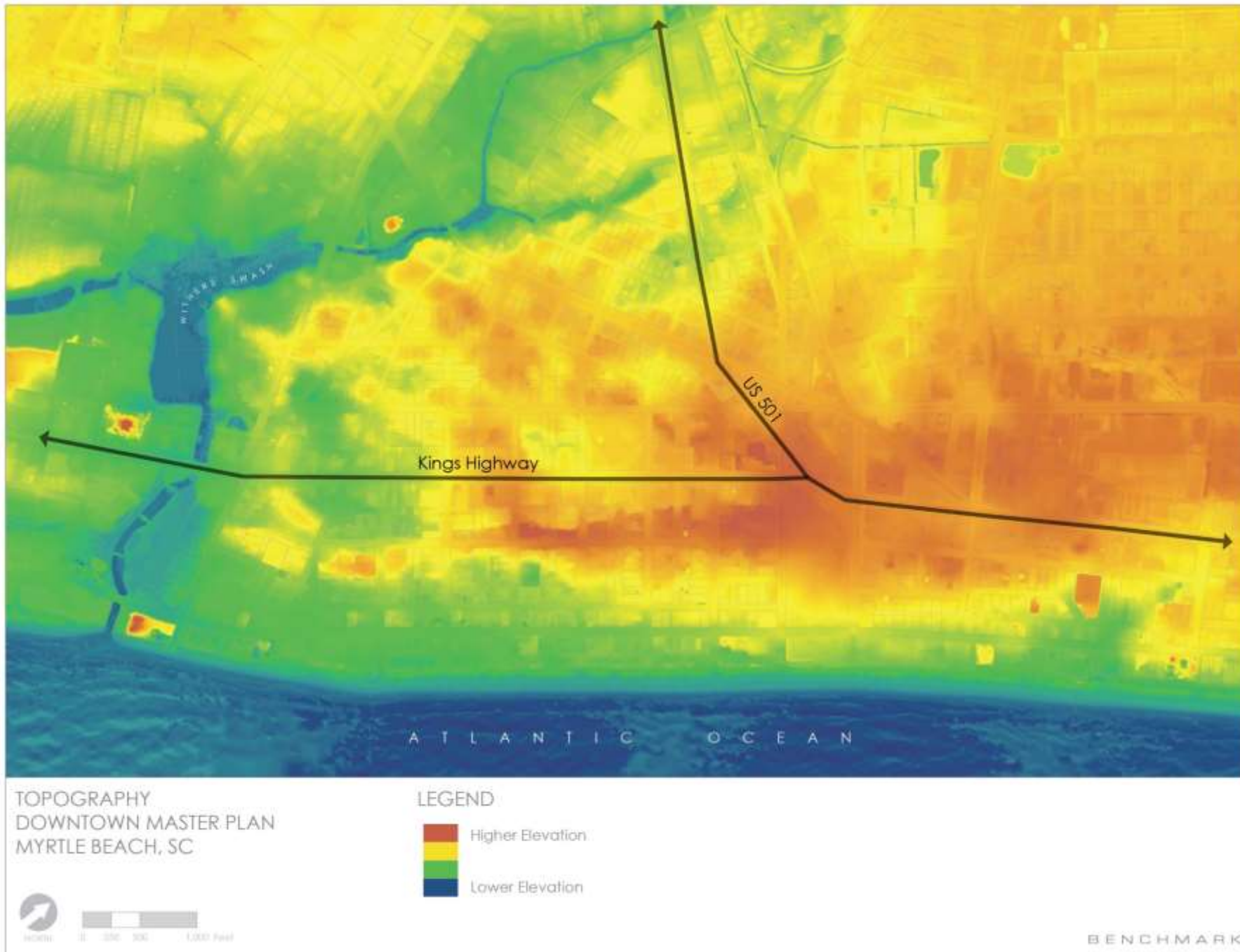


## Bicycle Connectivity

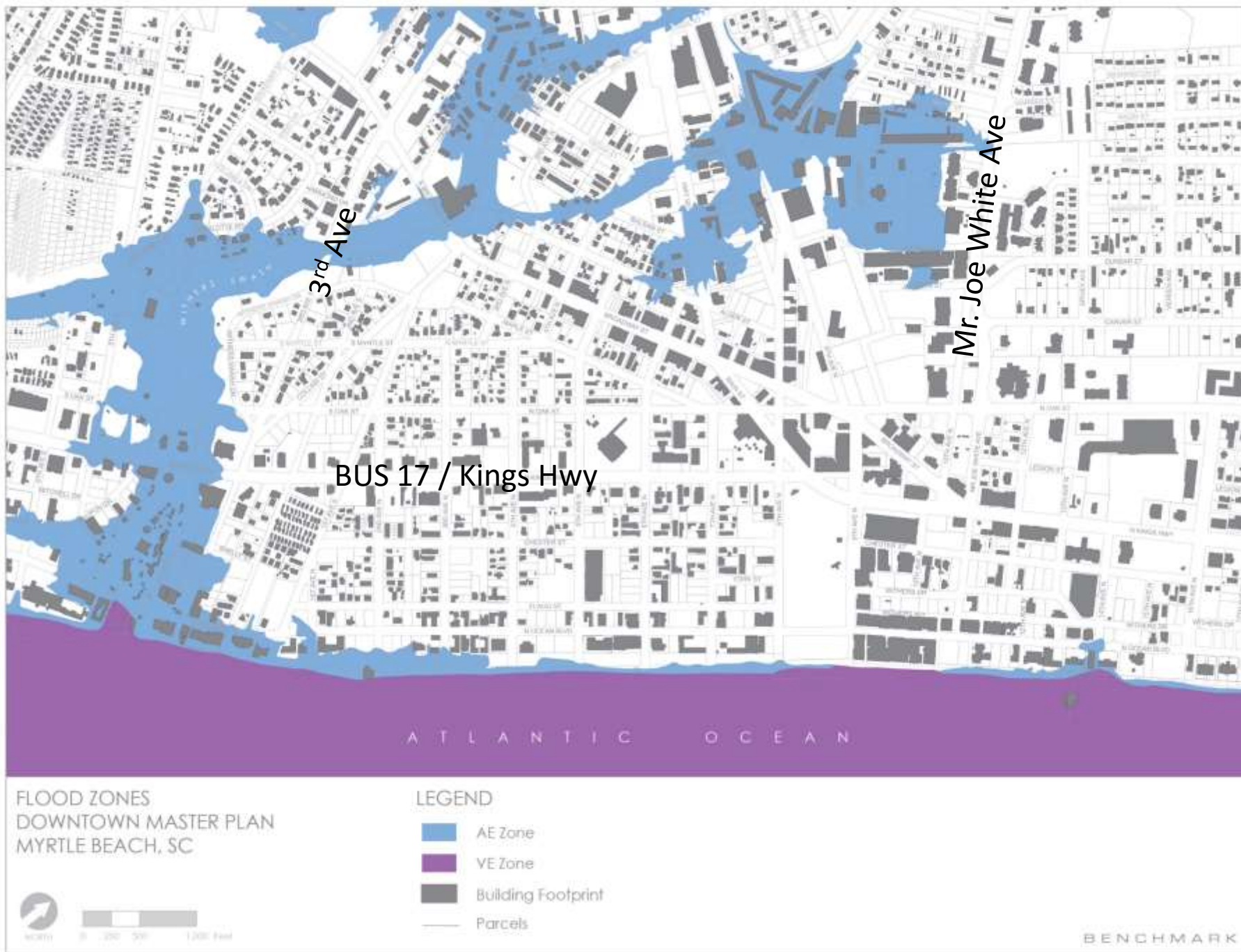
- Major Routes
  - Ocean Boulevard
  - 3<sup>rd</sup> Avenue
  - Mr. Joe White
- More connections needed

## Topography

- Core of downtown sits along a ridge that runs north and south several blocks behind the beach
- Drainage to the east, south and southwest
- Floodplain along Withers Swash







## Flood Zones

- AE Zone
  - 100 year floodplain
  - Withers Swash
  - Flat areas north of US 501
- VE Zone
  - 100 year floodplain
  - 3 ft. or greater wave effects
  - Along oceanfront

# Public Safety

- Crime city-wide perpetrated by residents and visitors creates a negative perception
- 2016 data received for “downtown” police beat
  - 14% of violent crime occurred downtown
  - 14% of property crime occurred downtown
  - Downtown is only 2% of the city
- 2018 figures show an overall decrease of 45% in Part I crimes in the downtown.
- In the past the overall violent crime rate for the city was similar to the top 5 large cities in the U.S. *(FBI methodology does not factor in tourism impacts).*

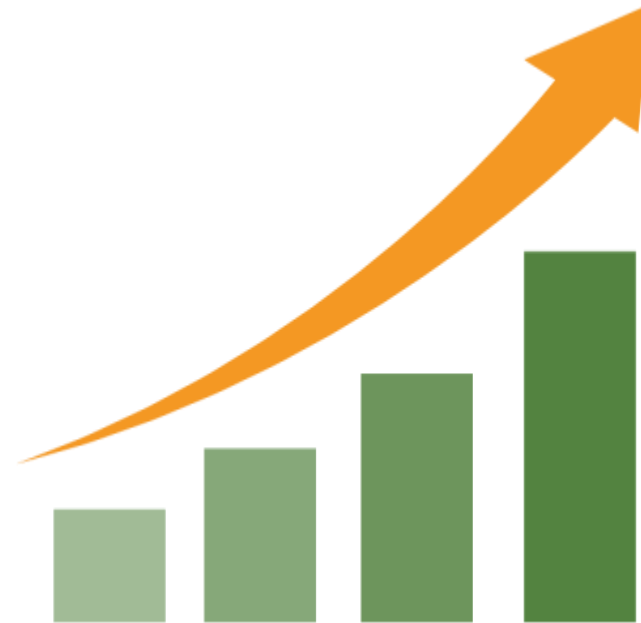






## Population Growth

- 32,975 total population (2017)
- 21% change from 2010 population
- 2<sup>nd</sup> fastest growing metro area in U.S.
- **How do you connect new residents to downtown?**







# Myrtle Beach, SC

Myrtle Beach-Conway-North Myrtle Beach, SC-NC  
Metropolitan Statistical Area

## At a Glance

Population: **450,800**

Major Industries: **Tourism**

Gross Metro Product: **\$18.5 B**

Median Household Income: **\$49,946**

Median Home Price: **\$204,900**

Unemployment: **5.1%**

Job Growth (2016): **3.2%**

Cost of Living: **1% below nat'l avg**

College Attainment: **23.8%**

Net Migration (2016): **3,360**

## Forbes Lists:

**#63 Best Places for  
Business and Careers**

**#5** in Cost of Doing  
Business

**#67** in Job Growth

**#165** in Education

## Forbes

- #63 Best Places for Business & Careers
- 2017 Ranking
- 200 Metro Areas

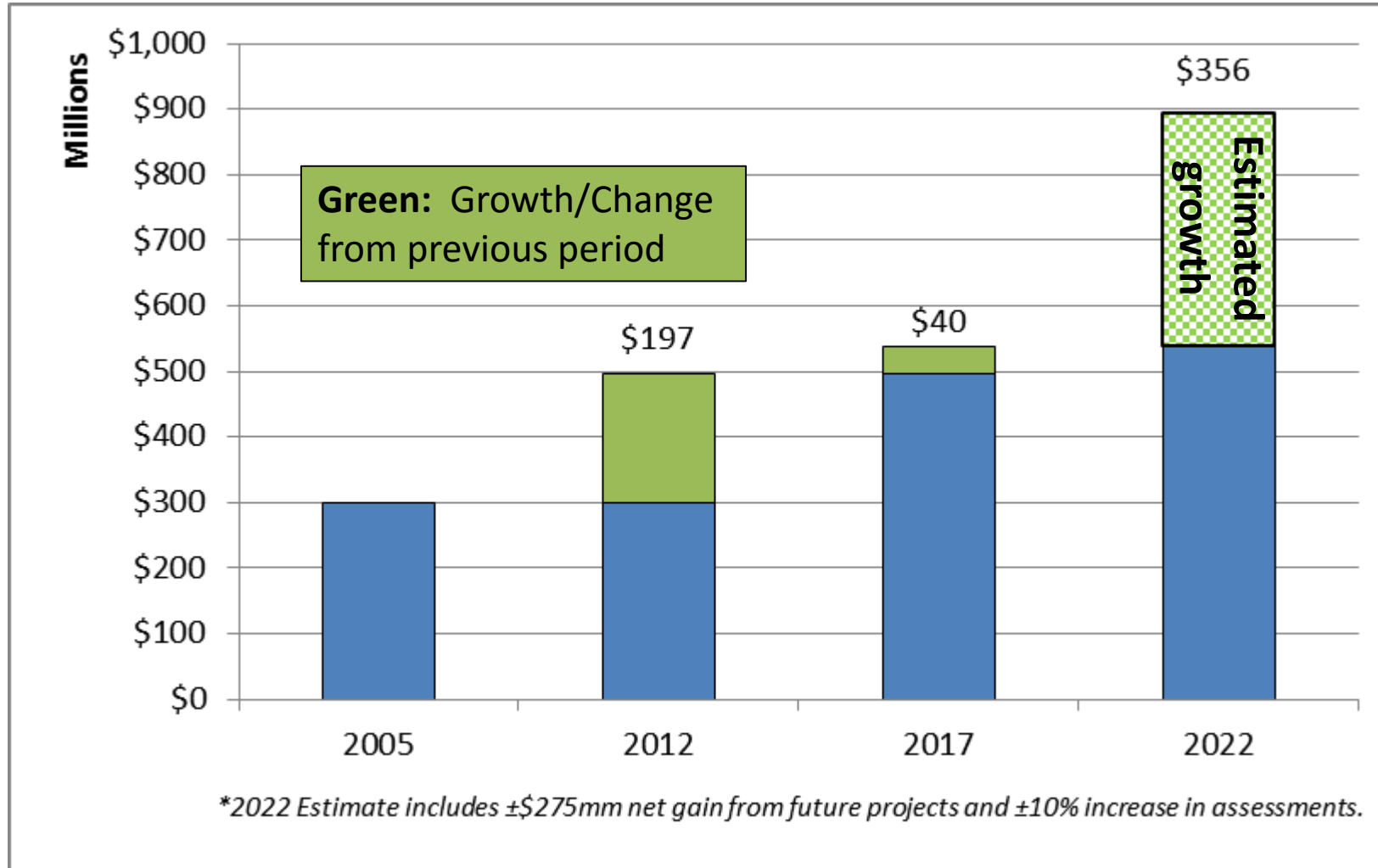
# Tourism

- Tourism Growth - 15.2 million visitors (2012) to **19.6 million visitors (2017)**
- Summer Tourism Stats
  - North Carolina, South Carolina, Ohio, Virginia, and Pennsylvania are the top 5 visiting states
  - Fairly even distribution of ages (slightly more 65+ in the winter)
  - Income demographic – 80% of visitors earn less than \$100,000 annually
  - Education demographic – 27% of visitors hold a bachelor's degree or higher

Source: Myrtle Beach Area Chamber of Commerce



## MBDRC Area – Market Value Change 2005 to 2017 with 2022 estimate



\*Market Value extracted from Horry County Tax Data

### Growth is projected for the downtown area

- 10% increase by 2022 in market value
- Expected \$275M value increase expected from proposed/pipeline projects

Source: E.F. Hucks/DRC  
(December 2017)



**Market Valuation**  
**2022 – Estimate**  
 \*10% added to 2017 Tax Values plus Potential Projects

**Market Valuation**  
**2022 – Estimate**  
 \*10% added to 2017 Tax Values plus Potential Projects

**Market Valuation**  
**2022 – Estimate**  
**\*10% added to 2017 Tax Values plus Potential Projects**



## Growth Projections

- Highest values located along the oceanfront

**Source: E.F. Hucks/DRC  
(December 2017)**

BENCHMARK



## 2022 Estimated Tourist Capacity

\*Potential Projects

Existing Capacity: 8,000  
New Capacity: + 3,000  
11,000+

### Estimated 2022 Tourist Capacity

@ 100% within 600'



\*Tourist Capacity is an estimate based upon unit & bedroom counts. Actual occupancy percentages are seasonal and less than 100%.

## Growth Projections

- Tourist capacity expected to increase based on proposed and pipeline projects
- 37% increase in capacity

Source: E.F. Hucks/DRC  
(December 2017)

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## MBDRC Area

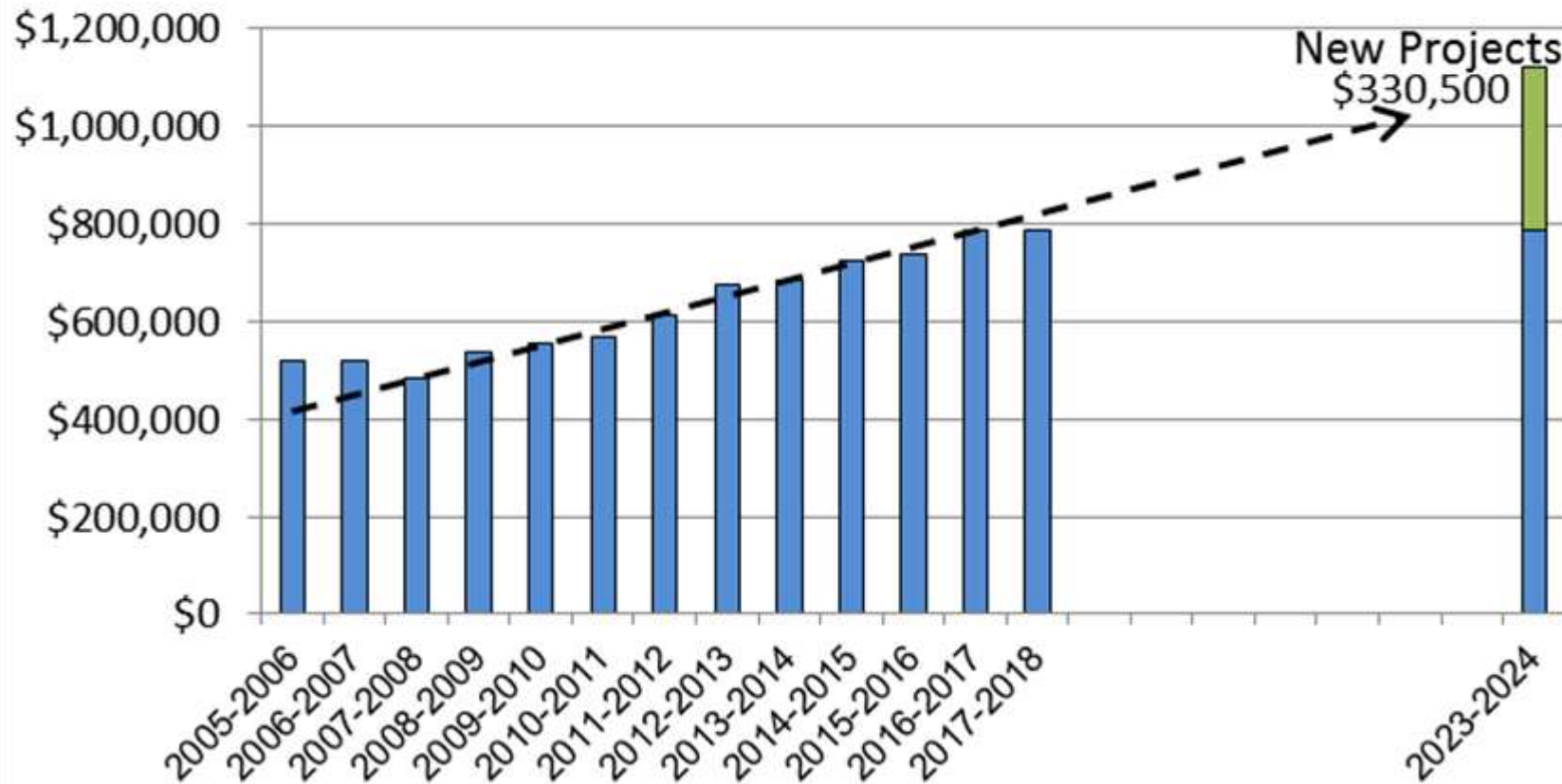
### Business License Fees

Growth Indicated is Only New Hospitality Projects  
(no existing fee growth projected)

## Business Growth

- Projected increases
- New hospitality projects

### Annual Business License Fees



\*Data from City of Myrtle Beach

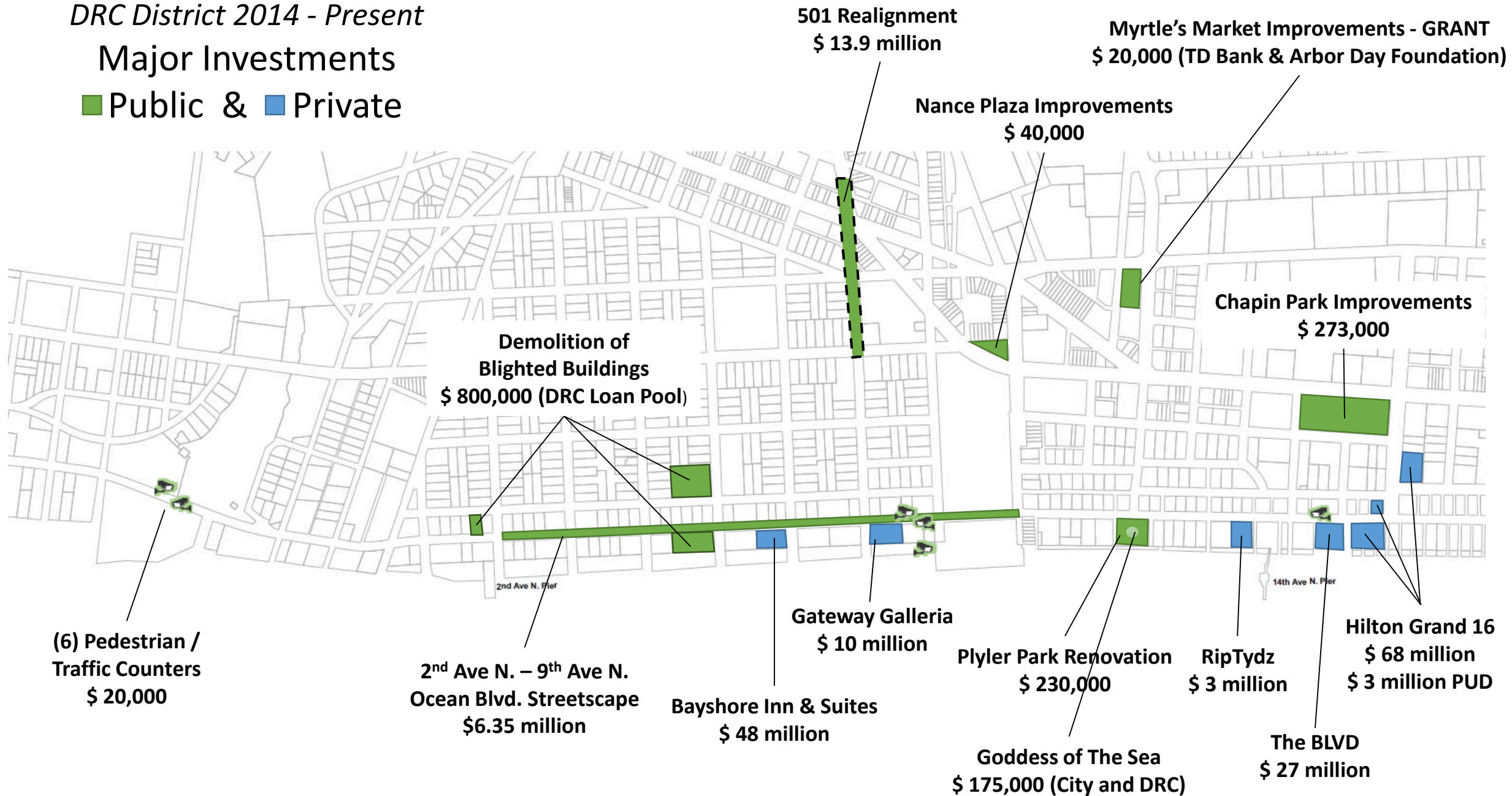
Source: E.F. Hucks/DRC  
(December 2017)



## DRC District 2014 - Present

### Major Investments

■ Public & ■ Private





Hilton Grand 16



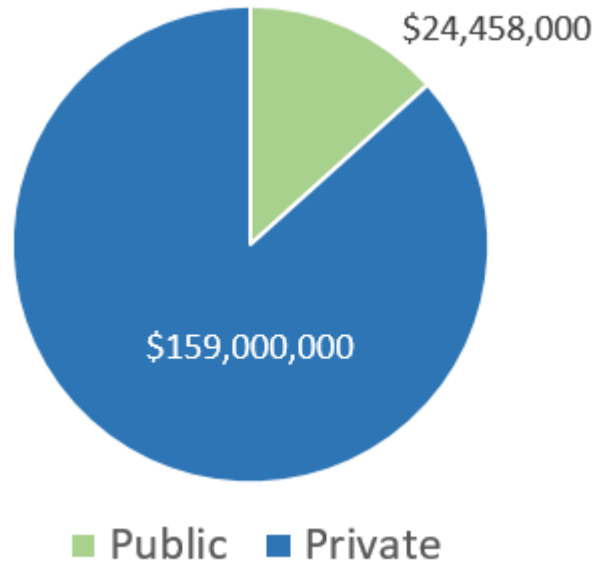
Bayshore Inn and Suites



The BLVD



Gateway Galleria



RipTydz



Nance Plaza



Goddess of The Sea



2<sup>nd</sup> Ave North to 9<sup>th</sup> Ave North Streetscape



Chapin Park



Myrtle's Market





## Resistance to Change

- Brown Parcels
  - Land market value is 85% to 100% of total parcel market value
- Purple Parcels
  - City owned properties
- Beginning to identify opportunity sites

# Current and Past Plans Summary

- Council Priorities 2018
- ULI Study – South Mixed Use Area 2014
- Myrtle Beach Downtown Revitalization Forum, 2018 Chamber
- Previous Downtown Plans –
  - Sasaski/LS3P - Downtown Myrtle Beach Redevelopment Plan 1994
  - EEK - Pavilion Area Master Plan 1998
  - EEK – Pavilion Study - The New Downtown 2001
- Comprehensive Plan
- Federal Opportunity Zones

# Council Priorities

- **Downtown Revitalization**

- Downtown is the heart of the city. A vibrant downtown indicates a healthy and thriving economy.

- **Public Safety**

- How does the perception of danger in the downtown effect the perception of the community as a whole?

- **Economic Development**

- Is the downtown the economic driver that it could/should be in the community?

- **Maintenance of Facilities and Infrastructure**

- Does the aging infrastructure in the downtown serve Council's vision of what the downtown should be?

# ULI South Mixed Use Area study 2014

- **Boardwalk Development** - Extend the Boardwalk & Promenade by and eventually connect it into the Withers Swash Boardwalk
- **Creation of an Arts & Entertainment District** - Attract entertainment properties/venues into the SMUA. Reuse older lodging properties for arts and artisans incubators.
- **Children's Museum Relocation & Park Development** - Move the Children's Museum to the SMUA and create an adjacent park
- **Family Entertainment** - Target the southern end for redevelopment of family entertainment.
- **Redevelopment of the Pavilion Site** - The redevelopment was envisioned in three sections, including: Amphitheater/Music Venue, Public Park / Greenspace, Mixed-Use Live / Work / Play Development

# Myrtle Beach Downtown Revitalization Forum, 2018 Chamber

What we learned on City Visits....

- **Importance of downtown public anchors**, their strategic location and the importance of active public spaces
- The need for a master plan to **define a vision and guide growth**
- **Build on your success** – most cities would love to have an ocean in their front yard
- Use **Data for Decisions** – information is power.
- **Development standards** express the city's intentions about its future development and redevelopment – public art, streetscapes and new landscaping



# Downtown Myrtle Beach Redevelopment Plan 1994



BENCHMARK

# Downtown Myrtle Beach Redevelopment Plan 1994

## Objectives

- **Rationalize the downtown traffic system** which is increasingly viewed as inadequate to the multiple purposes assigned to it. The Basic design objective is to create a grid system eliminating angular intersections that confuse visitors and residents alike.
- **Revitalize the traditional business district** – through improving the pedestrian environment by closing streets adding new walkways, creating a series of new public spaces and parks and providing convenient metered parking both on- and off-street.
- **Unlock latent development opportunities** – by redeveloping industrial areas west of Broadway and N. Oak Streets. The develop program included – new visitor center, two theaters and 175,000 sf of new retail center built around a small lake and an excursion train.

# EEK Pavilion Area Master Plan 1998

Executive summary quote....from 20 years ago...

*“The City of Myrtle beach and local property owners are concerned about the decline in the number of families visiting the downtown. Families are being replaced by a younger crowd and the retail and entertainment market is responding to this market. A general decline in the types and sameness of the merchandise being offered, a lack of variety in eating establishments, growing numbers of body piercing shops, low quality motel accommodations and generally poor maintenance all add to the perception that the area is changing for the worse.”*



# EEK Pavilion Area Master Plan 1998



# EEK Pavilion Area Master Plan 1998

## Objectives and Actions

- Reorganize the road system to provide a clear and orderly traffic pattern
- Build small strategically located parking garages
- Increase landscaping the public realm, add new parks
- Build a visitor center
- Create a transportation center
- Expand the civic center
- New streetscape on Ocean Boulevard
- Create a new ocean front park
- Reconstruct 11<sup>th</sup> Avenue
- Improve the Pavilion by adding a new large pier
- Build a “natural” boardwalk along the beach
- Improve beach access and public bathhouse facilities
- Mitigate stormwater
- Create a PPP entity to oversee plan implementation

# EEK Pavilion Study – The New Downtown 2001



# EEK Pavilion Study – The New Downtown 2001

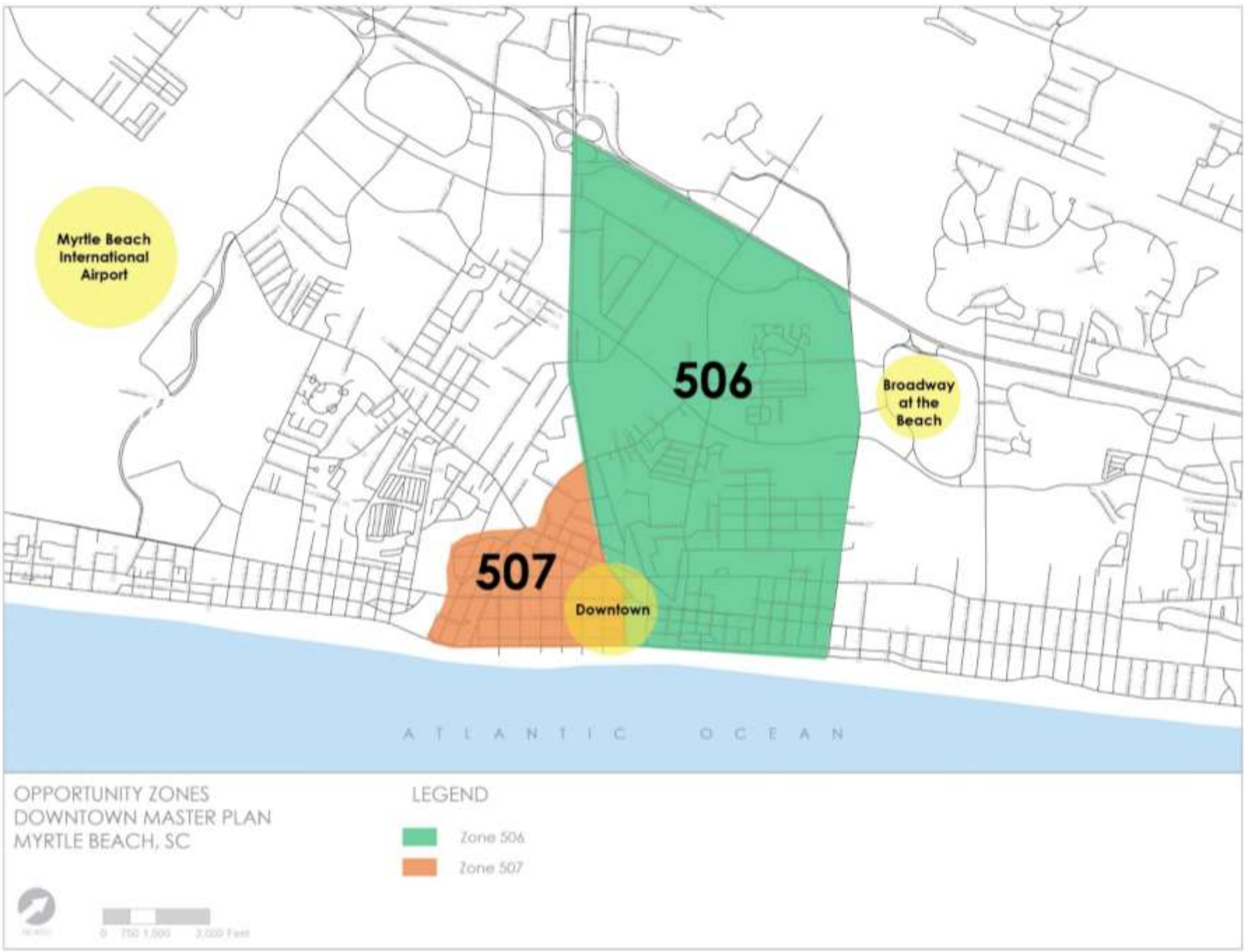
- Reinforce the attraction Myrtle beach as a **family destination**
- Increase the attraction of Myrtle beach as a **year round, seven days a week destination** to increase occupancy and stabilize room revenues for the hotel industry
- **Attract mix of uses that will encourage people to remain downtown**, resulting in increased spending and improved property values
- Create a **pedestrian safe and friendly atmosphere** and improve the **perception of safety** for families visiting Myrtle Beach
- **Reuse the Pavilion site** with a mix of uses that will provide a catalyst for reinvestment in the surrounding area and attract a mix of high quality retail tenants to the downtown with year round sustainability
- **Bring downtown to the beach and the “beach to downtown”**



# Comprehensive Plan

## Policies and Implementation Actions (keyword downtown)

- Diversify the city's economic base by attracting new businesses
- Improve the public infrastructure on Kings Highway to attract private investment.
- Create a collaborative business incubator project
- Revitalize the downtown area of Myrtle Beach.
- Consider the feasibility of a downtown arts district for all cultural arts disciplines.
- 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.
- Make improvements in the downtown redevelopment area
- Provide and support opportunities for encouraging businesses that would attract a more family friendly clientele to the downtown area.
- Provide adequate parking for visitors and residents in the downtown area.
- 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.
- Develop a wayfinding system to improve traffic flow.



## Opportunity Zones

- Census Tracts eligible for new federal incentives
- Designed to attract new investments

# Federal Opportunity Zones

## Capital Gains Incentive

- Designed to **incentivize patient capital investments in underdeveloped communities** nationwide.
- All of the underlying incentives relate to the **tax treatment of capital gains**
- All are tied to the longevity, providing the **most upside to those who hold their investment for 10 years or more**

## Laws Aligned – Awaiting Specific Program Rules

- **Federal certification of the state's Opportunity Zones was published on May 18, 2018**
- On **Oct. 3**, Gov. Henry McMaster (R) signed tax bill H 5341. **South Carolina now conforms** to I.R.C. § 1400Z.

## South Carolina Objectives

- **Promoting economic vitality** in parts of the state that have not shared in the recent general prosperity
- **Funding the development of workforce/affordable housing** in areas with escalating prices and inventory shortages
- **Funding new infrastructure** to support population and economic growth
- **Investing in startup businesses** who have potential for rapid increases in scale
- **Upgrading the capability of existing underutilized assets** through capital improvement investments



# Opportunities and Challenges

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

# Identity / Market

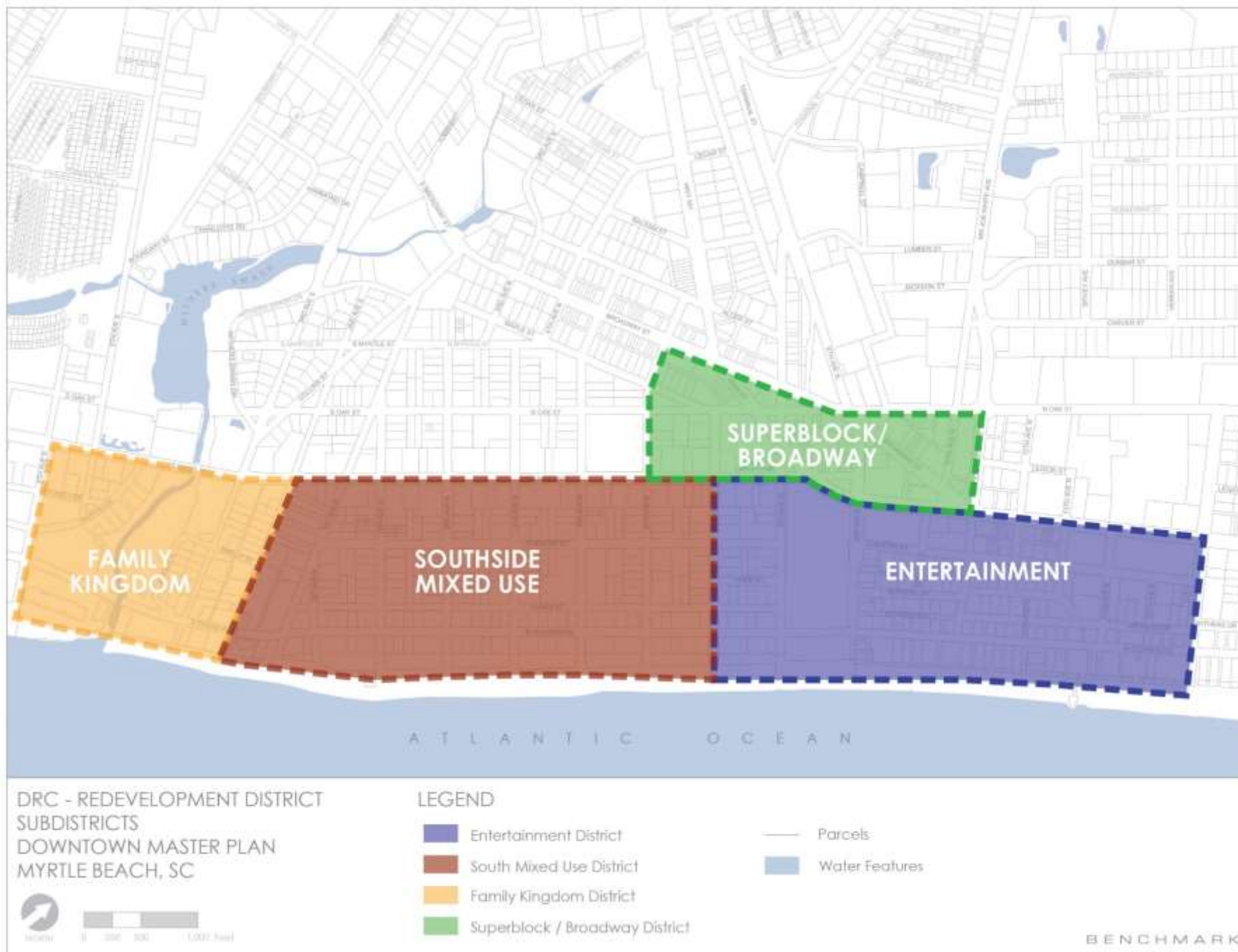
- Where is downtown? For residents? For visitors?
- We don't know what we are anymore....



Broadway Street



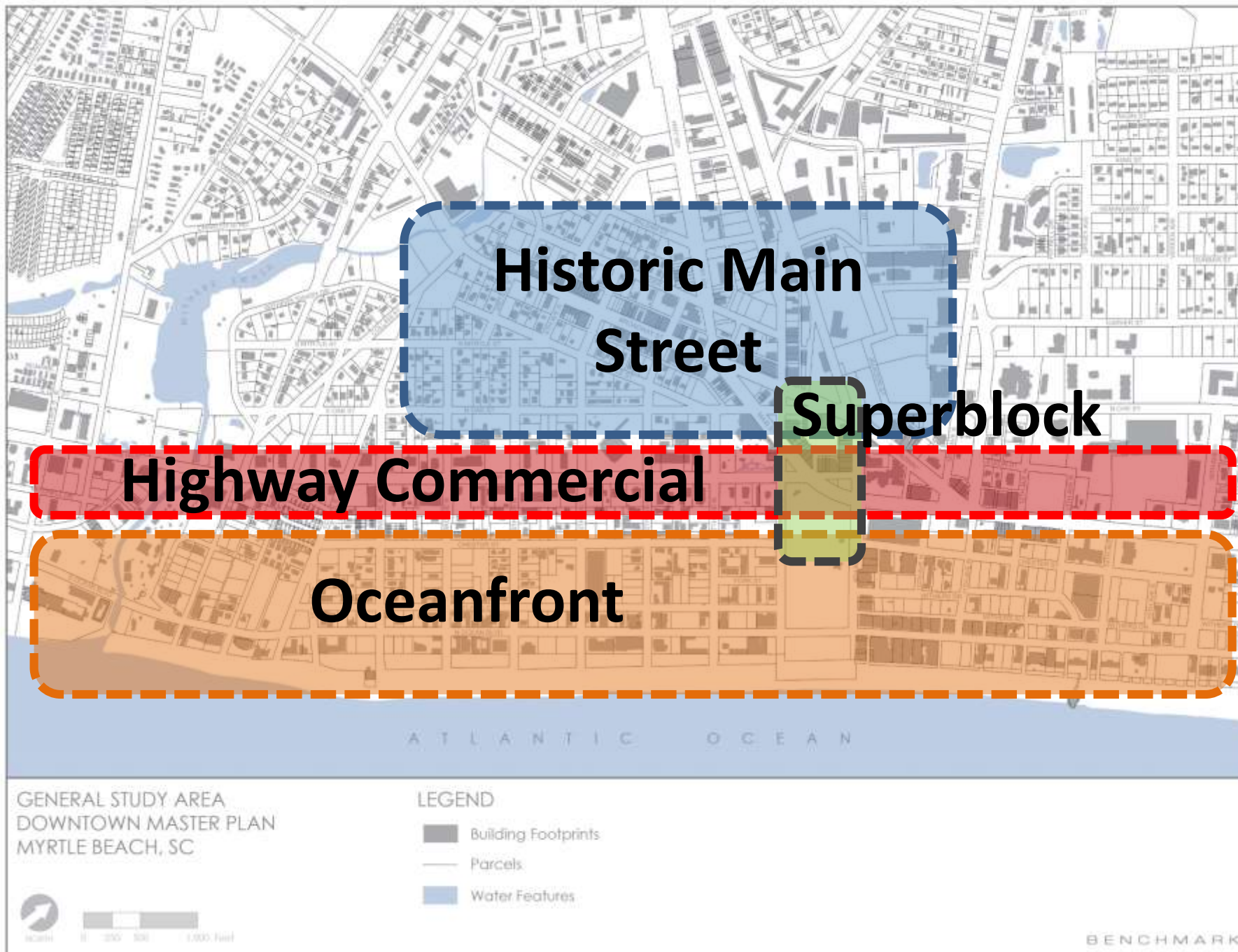
Ocean Boulevard



## Downtown Districts

- 4 areas identified in previous plans
- Distinct characteristics for each area
- All four make-up the DRC Boundary





## Existing Identity of Downtown

- Historic Main Street
- Oceanfront
- Divided by Highway Commercial
- Superblock is the bridge that connects the two
- This is an important piece of the overall vision and direction of Downtown's future.

# Public Safety

What can we do about crime and its perception in downtown? First issue raised in almost every meeting

- Perception = Reality
- Media/Social Media
- Lighting
- Police visibility
- Loitering/homeless issues

Redevelopment – derelict properties present a negative image to visitors

- Adds to perception of crime
- Broken windows theory





# Attractions / Anchors

What is the next big thing?

Can we find something to replace the pavilion?

- Cultural – Arts, Theater, Museums, History
- Parks / Entertainment / Events
- New Restaurants/Shopping/Brewery – more diverse offerings?
- Focused on Tourist and/or Residents?
- Public spaces as activity generators

How can we extend visits? How can we get regional residents to visit and see us as their downtown too?

- How do we transition from what Boomers want to what Millennials want?





# Transportation / Mobility

How do we make it easier for people to arrive, park and move around in the city?  
In cars, on foot/bikes and new modes.

- Wayfinding system needed?

Kings Highway is big barrier

- Splits old downtown/superblock off from Ocean Front
- Safety is a concern

Other modes of travel downtown

- Rail connection?
- Rentals – bikes, mopeds, carts, scooters



# Living Downtown

Is there a market for downtown living? Who is it and at what rental rates can it work?

- Young Singles
- Retirees
- DINKs
- Downtown Employees

What do these groups want in a downtown living environment?

Where are the best locations for housing?



# Working Downtown

Why here and not somewhere else?

What types of non-tourism jobs could we attract to downtown?

- Arts/Entertainment
- Technology/Internet
- Independent Contractors
- Incubators/Co-working

Where would they work?

What does our target market want in a downtown office environment?





# Downtown Management / Organization

Does downtown need more resources to manage its challenges? Public realm maintenance? Plan implementation?

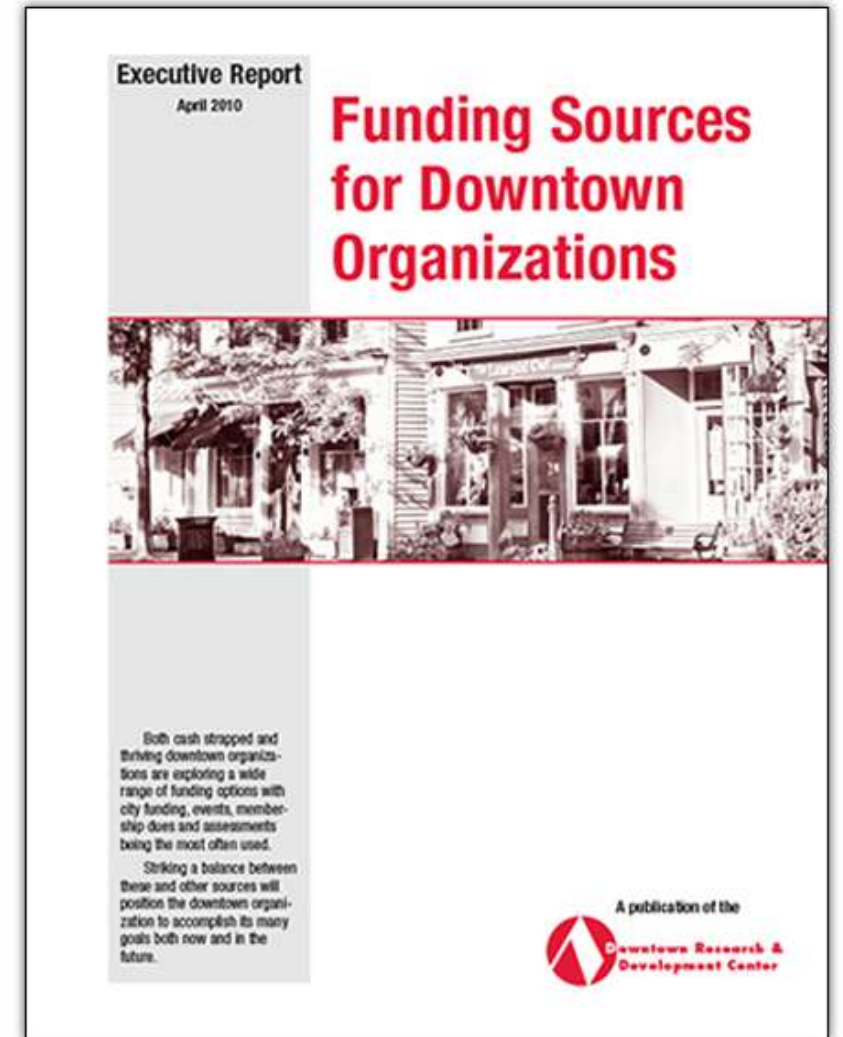
What is the most equitable way to deliver those resources?

Who will manage the process?

- DRC oversees the creation of a BID/MID?

What would the organization do?

- Economic Development
- Clean Teams
- Ambassadors/Eyes on the Street
- Event Planning



# Regulatory Environment

How do we make it easy to develop in downtown?

- Streamline regs and review process?
- Parking requirements?
- Fee structure and incentives

Make it easy to do things we want folks to do?

- Outdoor cafes (boardwalk)
- Events/Live Entertainment (Pavilion site)
- Open a new business



# Recent City Council Actions / Successes

- **MU-H Zoning with special setbacks**
  - Encourage high/med density, mixed-use, pedestrian friendly development
- **Floating Zone**
  - A unique form of Planned Unit Development (PUD)
  - No minimum property size
  - Encourage a creative mix of uses, planning and architecture
- **Storefront Renovation Incentive**
  - Max of \$15,000 or 50% of total project cost at 0% interest
  - Local banks to provide matching funds at rate determined by bank
  - Reimbursement of design fees (max \$2,000 or 6% of eng/arch costs)
  - Used for: facades, site improvements, exterior art displays, café area, bldg. code



# Recent City Council Actions / Successes

- **Voucher Credit Program**

- Voucher for up to 2% of the project construction cost including the cost of land assembly for projects costing up to \$100M.
- In this example, a \$2M voucher can be used to cover City fees such as building permit, TAP fees, and future fees such as Business License and water service fees.

- **DRC Loan Pool**

- Interest only loan pool with five local banks (\$10 Million)
- Property acquisition, blighted building abatement, demolition, other public improvements that created value downtown

- **Historic Property Development Incentive / Bailey Bill**

- Encourages the restoration of historic properties
- Freezes tax value of rehabilitated properties for up to 10 years

# The Off Season Challenge

How do we attract users/visitors/residents downtown in the off season?

- New locally targeted events?
- Shoulder season expansion?
- Special holiday attractions?
- Activating the public realm?

Is a 12 month downtown possible?

- We have no traditional downtown
- Need people living and working here all year
- Coastal Carolina is about the exact opposite in terms of seasons – attract more college students downtown?



# Development Opportunities

How can we leverage these investments to attract private development?

## Public

- 501 Realignment
- New City Hall
- New Library
- New Children's Museum
- New Theater / Classrooms – Coastal Carolina and Horry-Georgetown Tech
- Reuse of Pavilion Site – short and long term
- A Defined Arts / Cultural District
- New Parks and Greenways

## Private

- New Housing, Commercial, Office and Hospitality Developments





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MYRTLE BEACH, SC

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