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1 **R2020-48: TO AMEND RESOLUTION R2020-037 ADOPTING THE DOWNTOWN MASTER**  
2 **PLAN, PHASE 1 OF THE DOWNTOWN MASTER PLAN IMPLEMENTATION PLAN, AND THE**  
3 **ADVANCED PLAN OF THE DOWNTOWN MASTER PLAN, TO ALSO ADOPT THE ONE GRAND**  
4 **STRAND DOWNTOWN DEVELOPMENT FRAMEWORK AND TO DIRECT THE CITY MANAGER**  
5 **TO BEGIN THE PROCESS OF IMPLEMENTING THE GOVERNANCE RECOMMENDATIONS OF**  
6 **THAT FRAMEWORK AND TO DEVELOP A 2021 ADVANCED IMPLEMENTATION PLAN.**

7 **Applicant/Purpose:** Staff/ to adopt the report as an element of City Council’s overall Downtown Master  
8 Plan, and to direct the City Manager to take certain related action steps.  
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10 **Brief:**

- 11 • A group of local business leaders have voluntarily formed “One Grand Strand” to begin  
12 considering the development of this community generally & to assist Council to refine &  
13 implement its vision for the City.
- 14 • OGS has hired a team of internationally known consultants to review Council’s Downtown Master  
15 Plan (including the original Master Plan, the Implementation Plan, and the Advanced Master  
16 Plan), to recommend refinements to that Plan, & steps to assist w/ implementation.
- 17 • The most significant take-aways are:
  - 18 ▪ The team concurs w/ the findings & recommendations of Council’s Downtown Master  
19 Plan & its components.
  - 20 ▪ The team underscores the urgency of Downtown revitalization in terms of its effect on  
21 the reality & perception of crime in the community, the impact on the local economy,  
22 the quality of life of our residents, & the image of the community to our visitors.
  - 23 ▪ The report suggests certain implementation actions, most notably the formation of a  
24 “Place-Making Organization” comprised primarily of downtown business & property  
25 owners to assist Council w/ the governance of this multi-decade effort.  
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27 **Issues:**

- 28 • The effect of this resolution is to:
  - 29 ▪ Adopt the “One Grand Strand Downtown Development Framework” as an additional  
30 element of Council’s overall Downtown Master Plan.
  - 31 ▪ Specifically concur w/ the Framework’s recommendations regarding the PMO.
  - 32 ▪ To direct the City Manager to:
    - 33 ○ Begin working w/ area business & property owners toward the creation of  
34 that PMO & to bring back a plan for implementation by the end of February.
    - 35 ○ Begin development of a specific 2021 Advanced Implementation Plan to  
36 reflect the work accomplished thus far, the Advanced Master Plan  
37 recommendations, & the “One Grand Strand Downtown Development  
38 Framework” recommendations.  
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40 **Public Notification:** Normal meeting notification.  
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42 **Alternatives:**

- 43 • Do not adopt the Framework.
- 44 • Modify the report.  
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46 **Financial Impact:**

- 47 • This report was paid for by OGS.
- 48 • There is no immediate monetary impact from the report alone. The financial impact of each  
49 project will be defined as those projects are considered by City Council.  
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51 **Manager’s Recommendation:** I recommend 1<sup>st</sup> reading (12/1/2020).  
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53 **Attachment(s):** Proposed resolution.