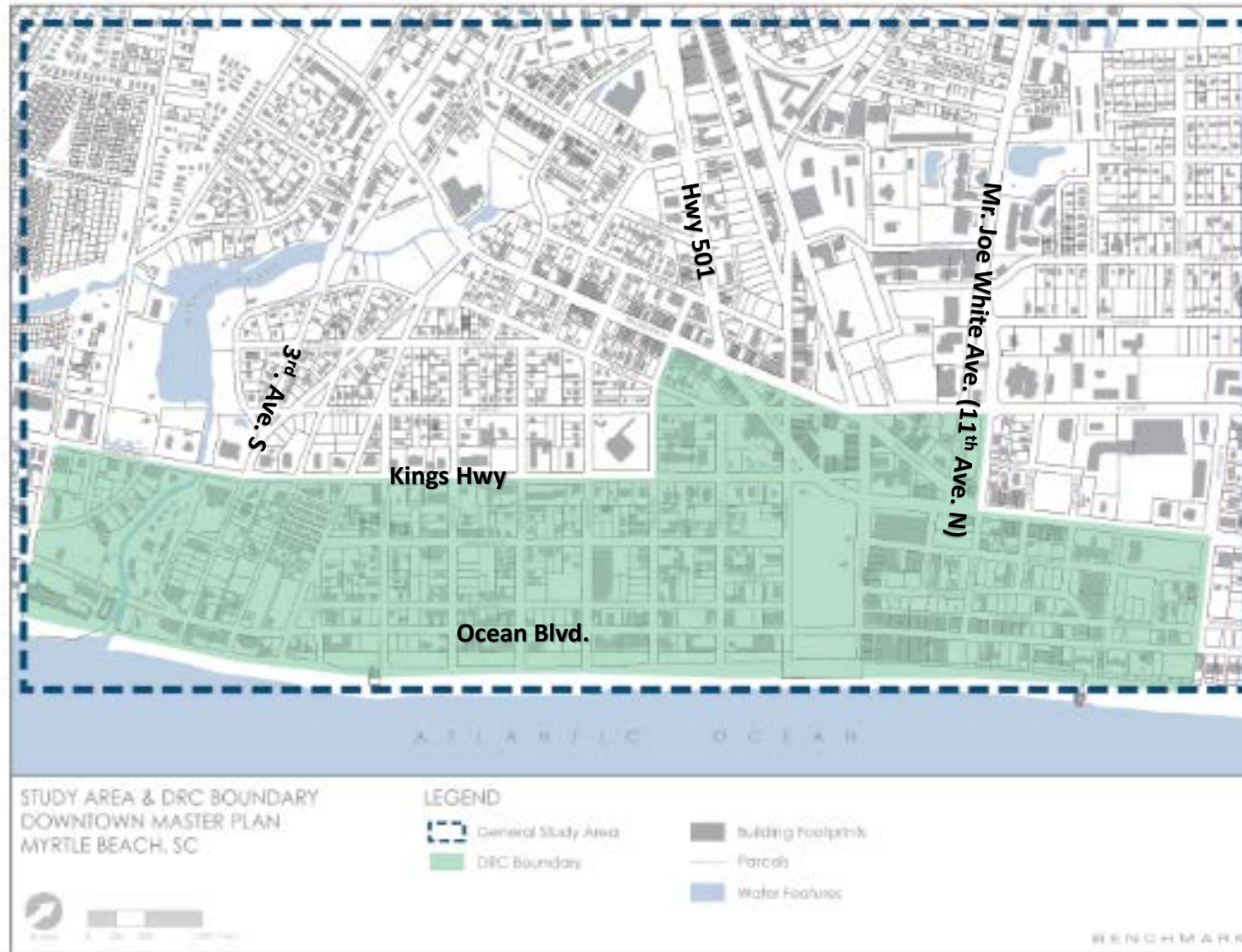


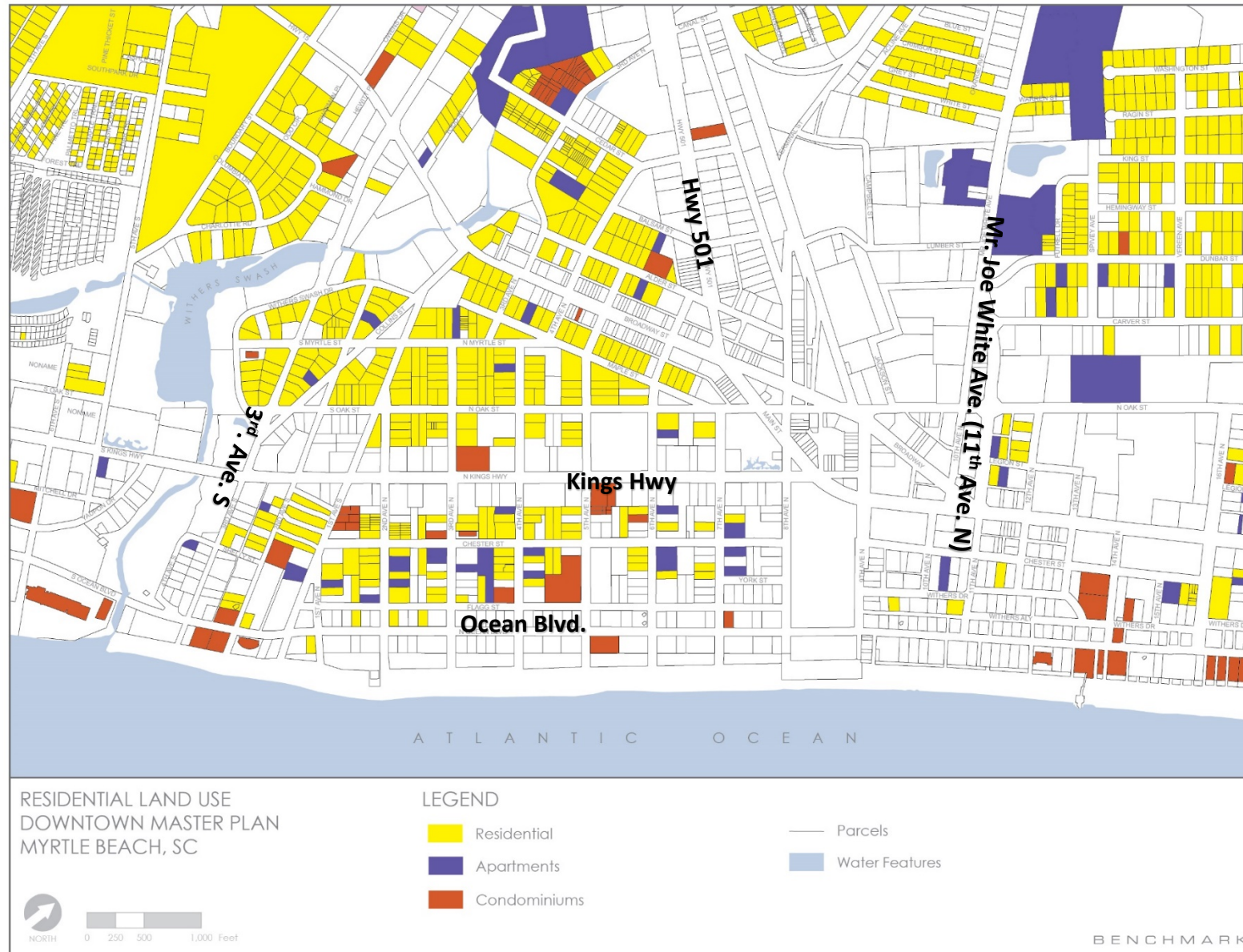


CITY OF MYRTLE BEACH DOWNTOWN MASTER PLAN

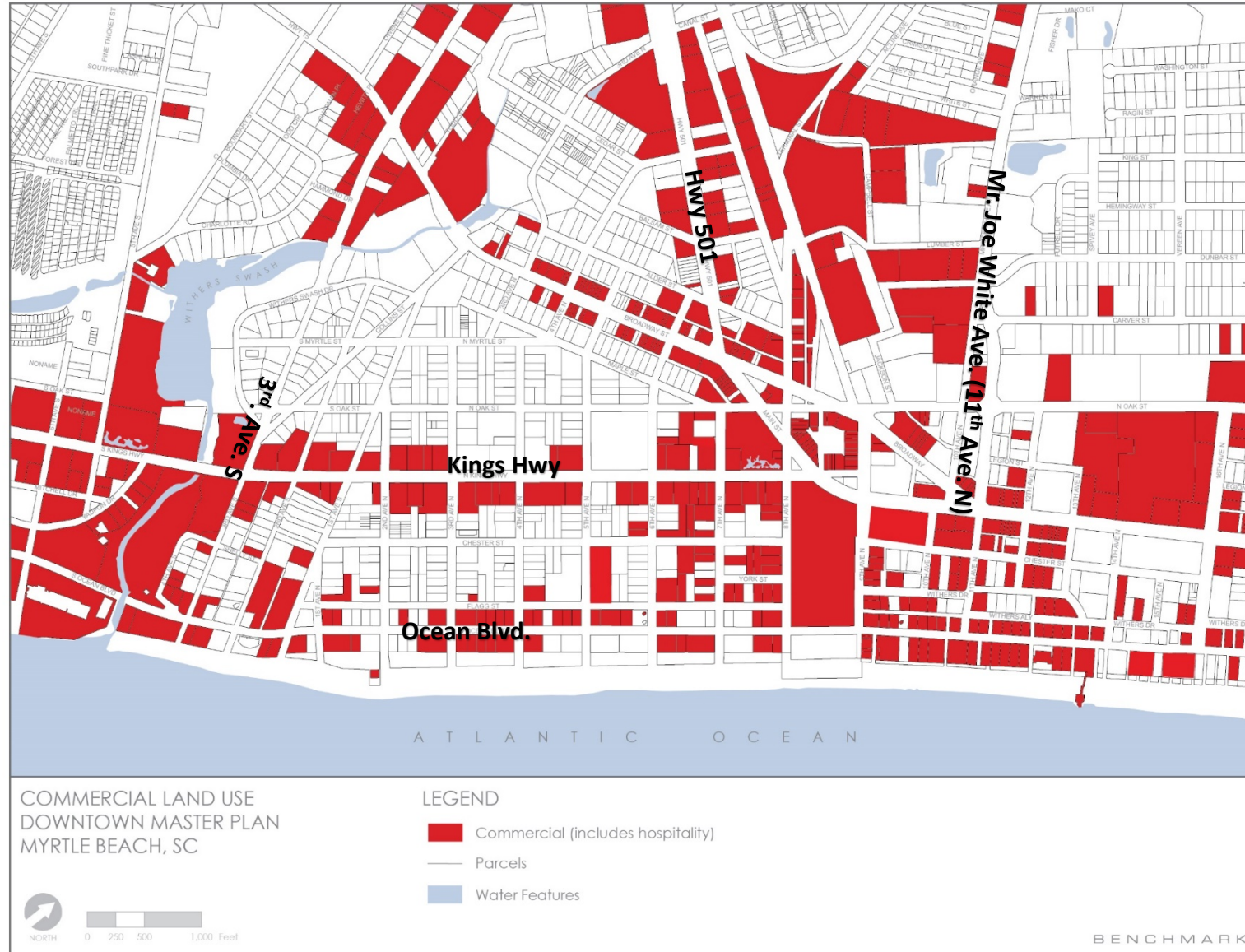
Study Area



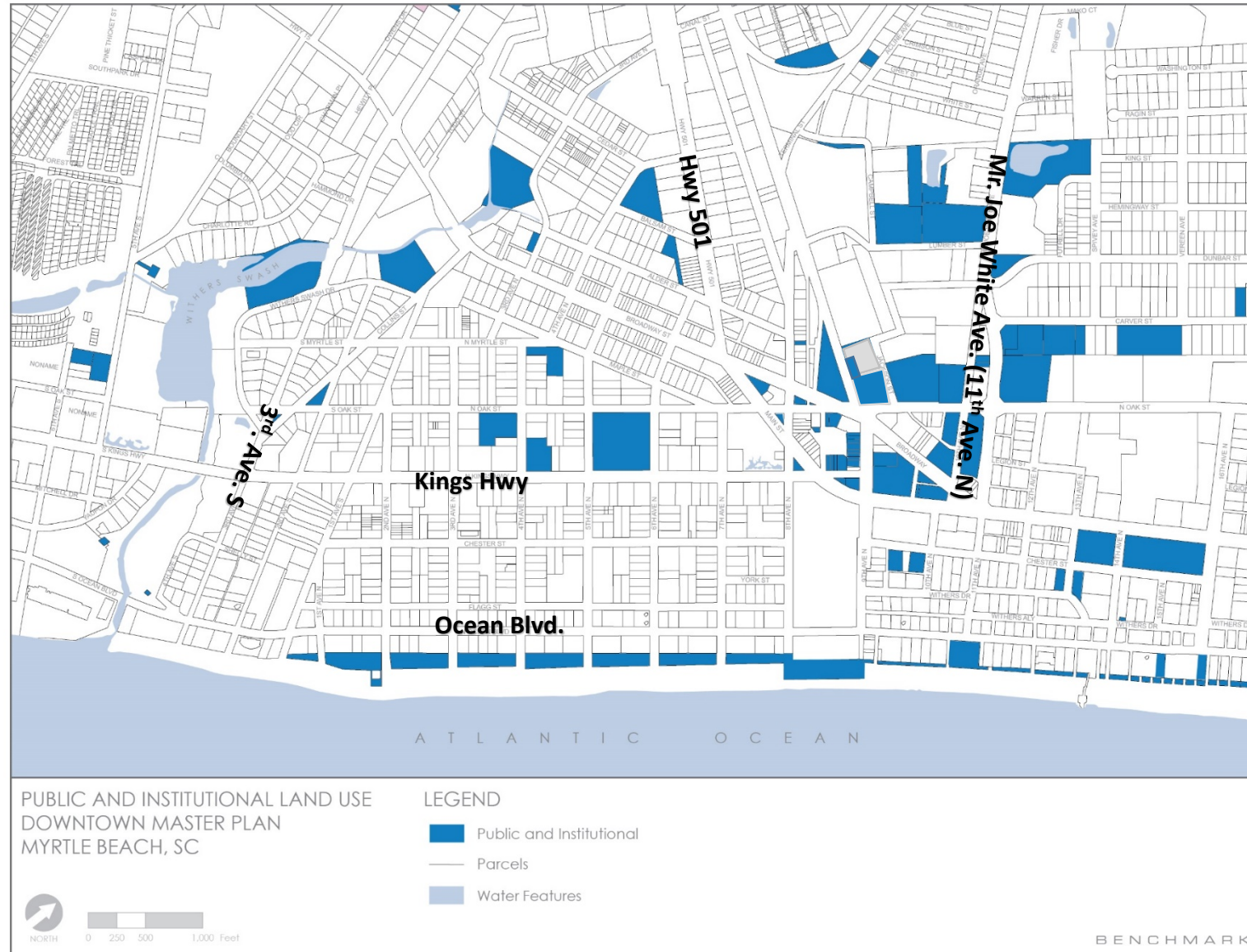
Residential Land Use



Commercial Land Use



Public & Institutional Land Use



Zoning

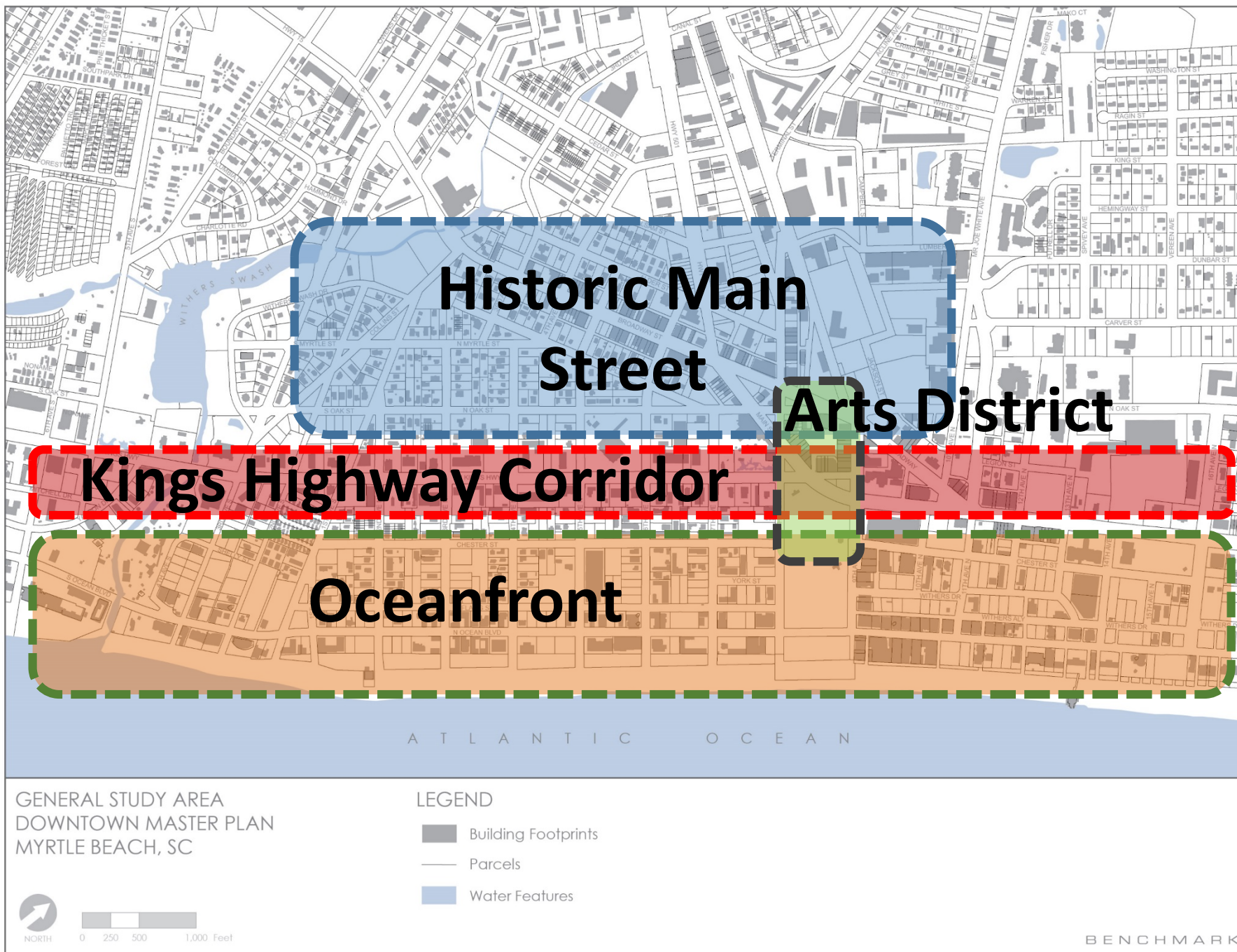


Recent Downtown Projects & Investments



Resistance to change





Vision Based on Identity

- Oceanfront
- Historic Main Street
- King's Highway
- Arts District is the bridge that connects downtown
- Vision developed for each area

Vision Statements

Oceanfront Vision Statement

The Oceanfront is a vibrant, safe and accessible year-round destination for locals, metro residents and visitors. New family attractions, parks, an improving food scene and new/restored motels are drawing visitors in record numbers. The extended Boardwalk links up Withers Swash, the Oceanfront and 14th Avenue North to residential areas and close in neighborhoods east and west of King's Highway. The energy of the Oceanfront now spreads in three rows.



MASTER PLAN

King's Highway Vision Statement

King's Highway corridor has been tamed, softened and shaded. New streetscapes and intersections calm traffic and improve safety. Improved landscaping requirements have greened the street. Changing public art at key intersections creates a cool vibe and provides visual landmarks for visitors. This corridor now has Myrtle Beach identity.



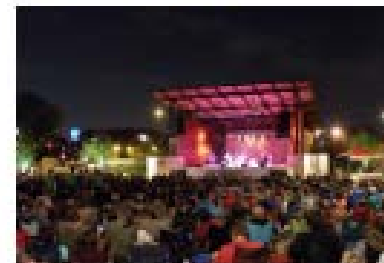
Historic Main Street Vision Statement

Broadway and Main Street, the historic heart of downtown, is flourishing. Empty nesters, young couples and families are living, working and playing along the street. Most neighbors in the revitalized residential areas surrounding downtown just walk or bike to Broadway on new greenways, trails and sidewalks. Small independent services, professional offices and retailers are taking hold. Locals have reclaimed "Main Street".

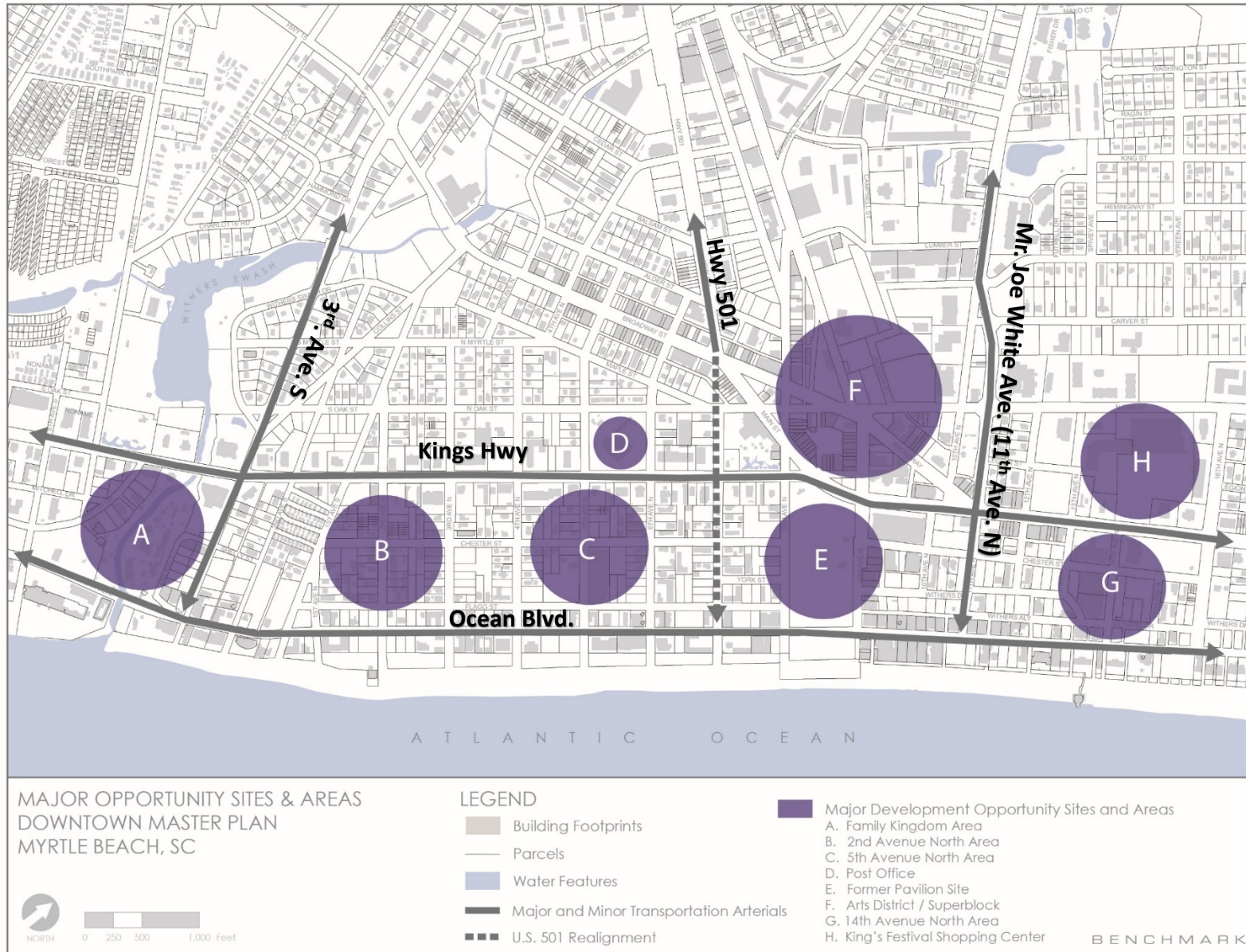


Arts District Vision Statement

The Arts District is the perfect weave of arts, culture, craft and creativity. It draws locals and visitors year-round with live performances, craft beers/spirits, a small food hall and market in unique and historic structures. Across King's Highway, the old pavilion is a lively new mixed-use destination that delivers thousands of daily visitors.



Major Opportunity Sites & Areas of Focus





Top Five in Five Preliminary Recommendations

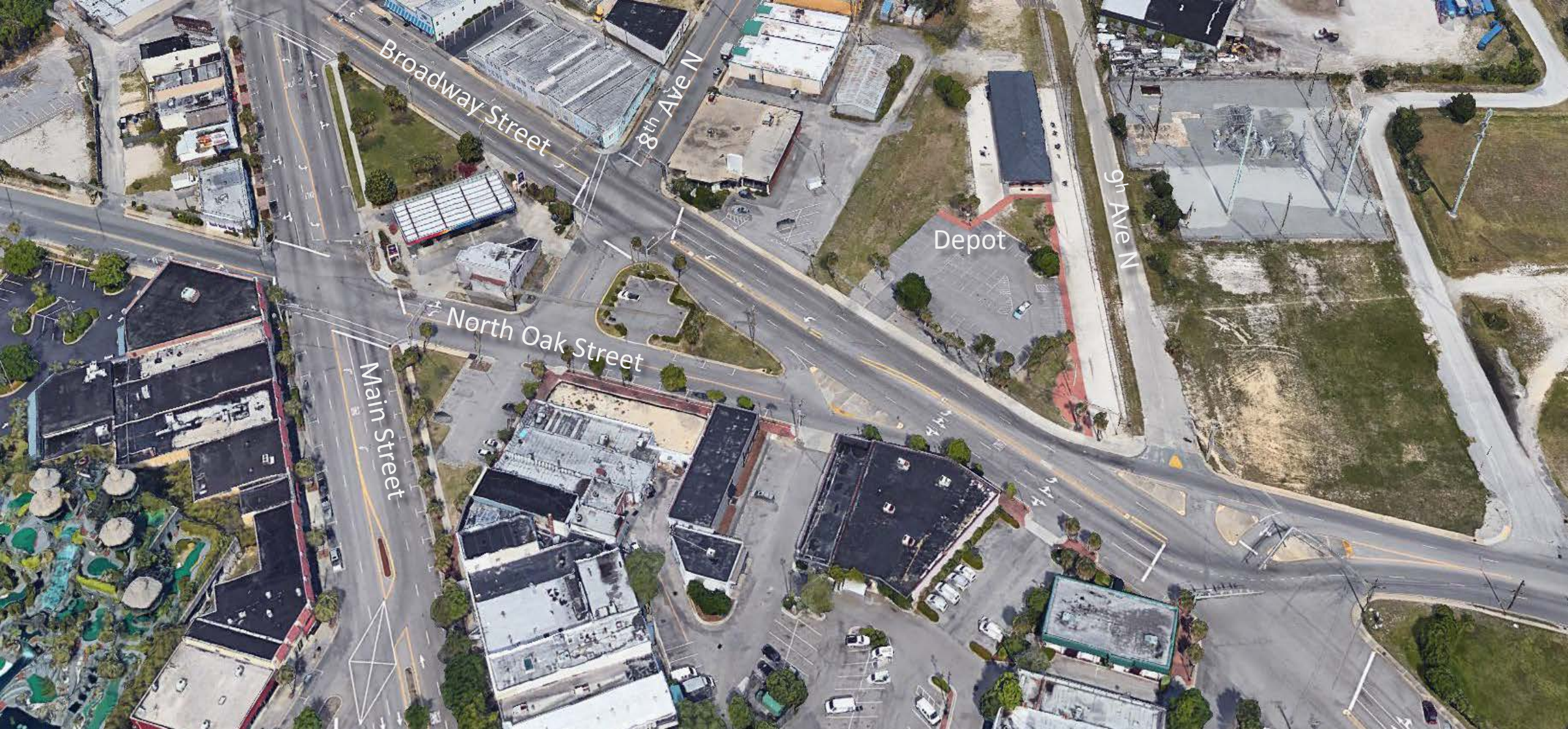
#1 – City Square, Broadway Street and the Arts District

Develop a capital improvement program, development strategy and overall plan of action for the City Square, Broadway Street and the Arts District to guide and ignite the development of a vibrant residential and cultural arts experience in Myrtle Beach.

- **Concentrate civic and cultural activities to attract residents and visitors. Great destinations build the foot/visitor traffic to attract food, retail and service providers.**
- **New Rail to Trail link connects all the way across town to the Intracoastal Waterway. Creates a safe bike/ped route right into the heart of the Square.**
- **Realign the downtown grid to ease traffic flows, improve the ped experience and remove confusion. Close coordination on U.S. 501 alignment is critical.**
- **Develop a shared parking regulatory structure to limit parking investments.**
- **Prepare a detailed transportation and infrastructure evaluation for capital planning.**
- **Prepare a public and private investment strategy to provide the maximum return on investment.**
- **Explore the creation of a Business Improvement District.**



Figure 3.2 Plan view of the City Square and Arts District Concept Plan



Existing view of the proposed City Square and the Arts District looking west



Overall redesign of the former superblock area into the City Square and the Arts District

Why concentrate amenities? - Future Visitor Number Estimates

Attraction / Use	Estimated Annual Visitors
Library	116,000
Art Museum	25,000
City Hall	20,000
Farmers' Market	17,000
Children's Museum	120,000
Mt. Atlanticus	40,000
Annual Total	373,000



Figure 3.1 View of the City Square and Arts District

Big unknown is what the redeveloped former Pavilion site may generate?

#2 – Urban Design Manual

Create an urban design manual that establishes standards for public and private development in downtown by district. Establish your community's vision and regulatory framework for future development.

- **Urban Design Standards guide for the implementation of complete streets in downtown – especially along 2nd, 5th, 8th, 9th and 14th Avenues North.**
- **Detailed landscape standards to guide the greening of the Oceanfront and King's Highway.**
- **Identify potential National Historic Districts to leverage tax credits and preserve the built history of Myrtle Beach.**
- **Encourage ground level active uses to support lively sidewalk activity and great pedestrian experiences.**
- **Development concepts and options that illustrate ways to pull energy from the Ocean front inland.**

Green Corridors and Complete Streets



Corridor Plans Overview –2nd, 5th, 8th, 9th and 14th Avenues North

- Implement a Complete Streets Policy – on these streets peds and bikes have priority.
- Each street comes with a new public space/square along Ocean Blvd.
 - Adds value to neighboring sites. Focuses higher density development around them.
 - Provides relief from surface parking and narrow sidewalks along Ocean Blvd.
 - Can be acquired over time as sites become available.
 - Provides opportunity for each corridor to define an identity - arts, events, fountains, and landscaping.
- Use Setback Policy to create wider green spaces along the streets. A 20' setback on both side creates a 120' wide public space along each street.
- The concepts illustrate various ways to pull energy from the Oceanfront inland. Uses strategically located parking structures to open existing surface parking for redevelopment.
- Any one of these development models could be exchanged with another corridor. They are NOT meant to illustrate actual development schemes.
- Each corridor connects a potential future Destination Development Site to the Oceanfront and Downtown.

Street/Avenue Standards

Plan View Legend

- Ⓐ Greenspace / Setback Area
- Ⓑ Sidewalk
- Ⓒ Bike Lane
- Ⓓ Parallel Parking
- Ⓔ Vehicular Travel Lane



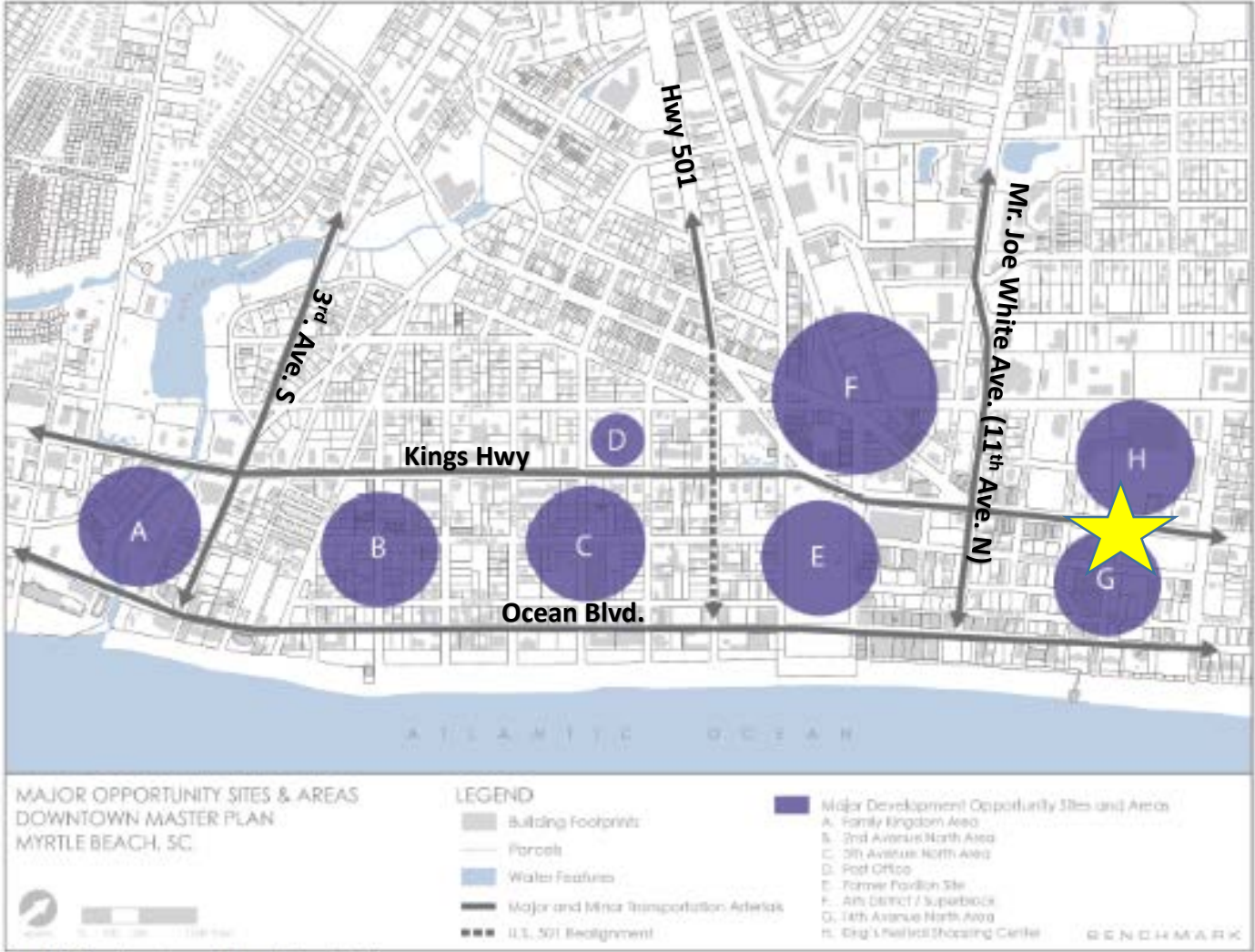
Figure 3.8 Plan View of a Typical Diagram for the Green Corridors / Complete Streets

Intersection Standards at Main Corridors



Figure 3.9 Plan View of a Typical Diagram for the Green Corridors / Complete Streets Intersections with King's Highway

Major Opportunity Sites & Areas



Map 3.2 Major Development Sites and Green Corridors

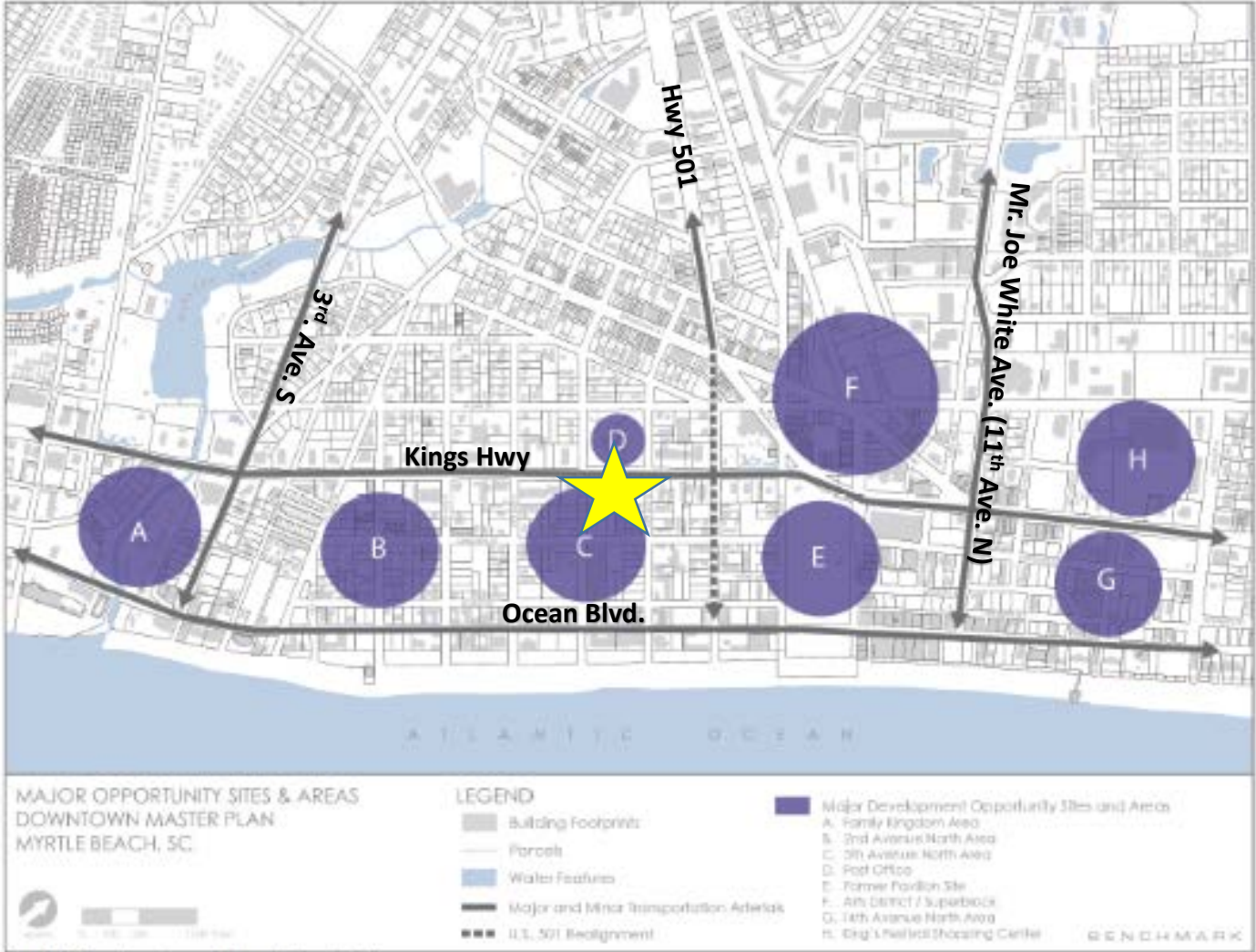
Concepts at 14th Ave. N



- Ⓐ Tourism Development Opportunity Site
- Ⓑ Green Corridor / Complete Street Connection
- Ⓒ Wedding Venue / Boutique Hotel / Technology Center
- Ⓓ Chapin Library - Repurposed
- Ⓔ Chapin Park
- Ⓕ Liner Apartment Building
- Ⓖ 6 Story Parking Deck / 14 Story Apartment Tower
- Ⓗ Outdoor Amenity Area (above Parking Deck)
- Ⓘ 6 Story Hotel
- ⓵ Park / Greenspace
- Ⓚ Close 13th Ave N for Additional Parking

Figure 3.11 Urban Design Concepts applied to 14th Avenue North.

Major Opportunity Sites & Areas



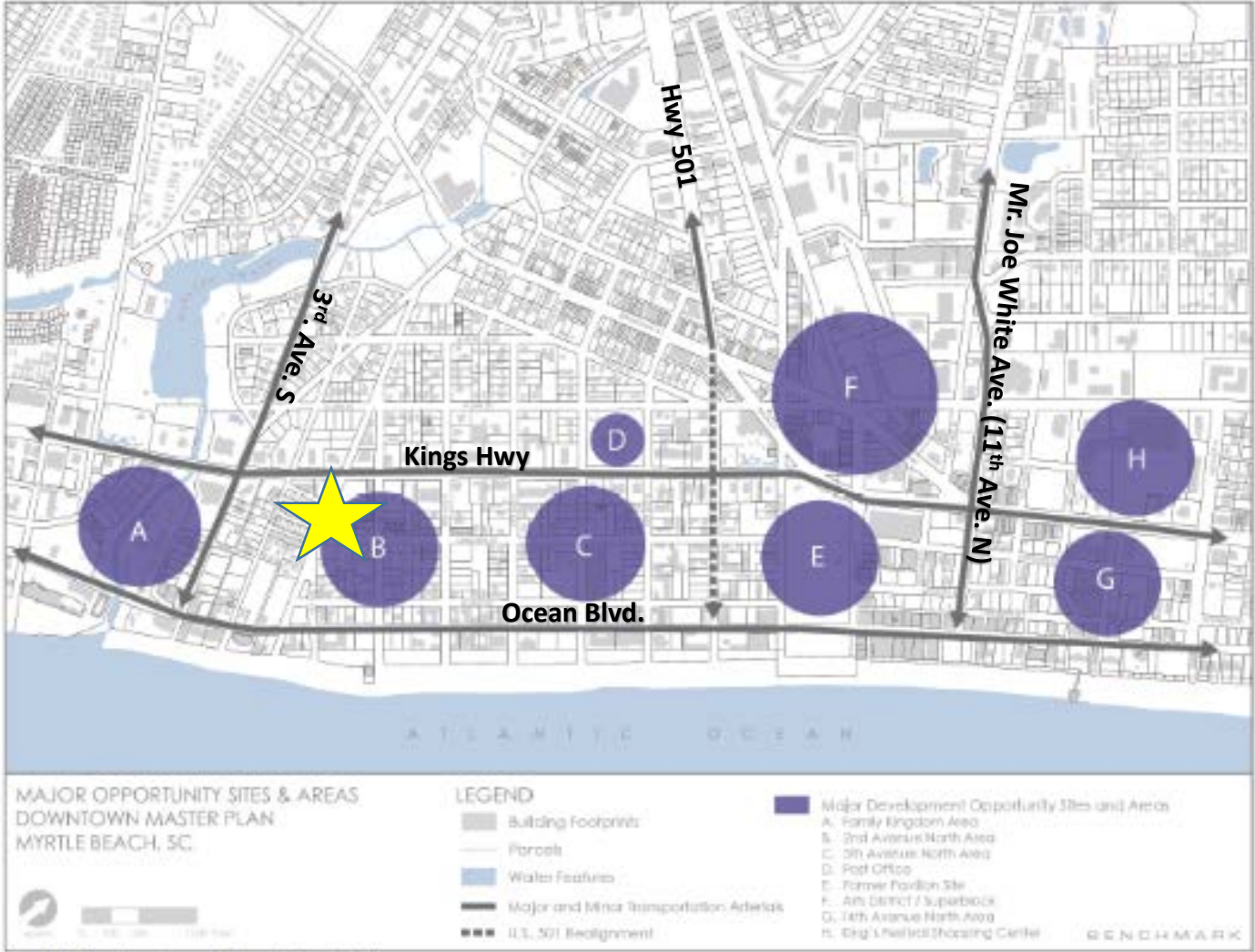
Concepts at 5th Ave. N



- Ⓐ Resort Hotel Tower
- Ⓑ Hotel
- Ⓒ Redevelopment Site(s)
- Ⓓ Parking Deck
- Ⓔ Cottage Court(s)
- Ⓕ Linear Park
- Ⓖ Post Office Site - Tourism Development Opportunity

Figure 3.12 Urban Design Concepts applied to 15h Avenue North.

Major Opportunity Sites & Areas



Map 3.2 Major Development Sites and Green Corridors

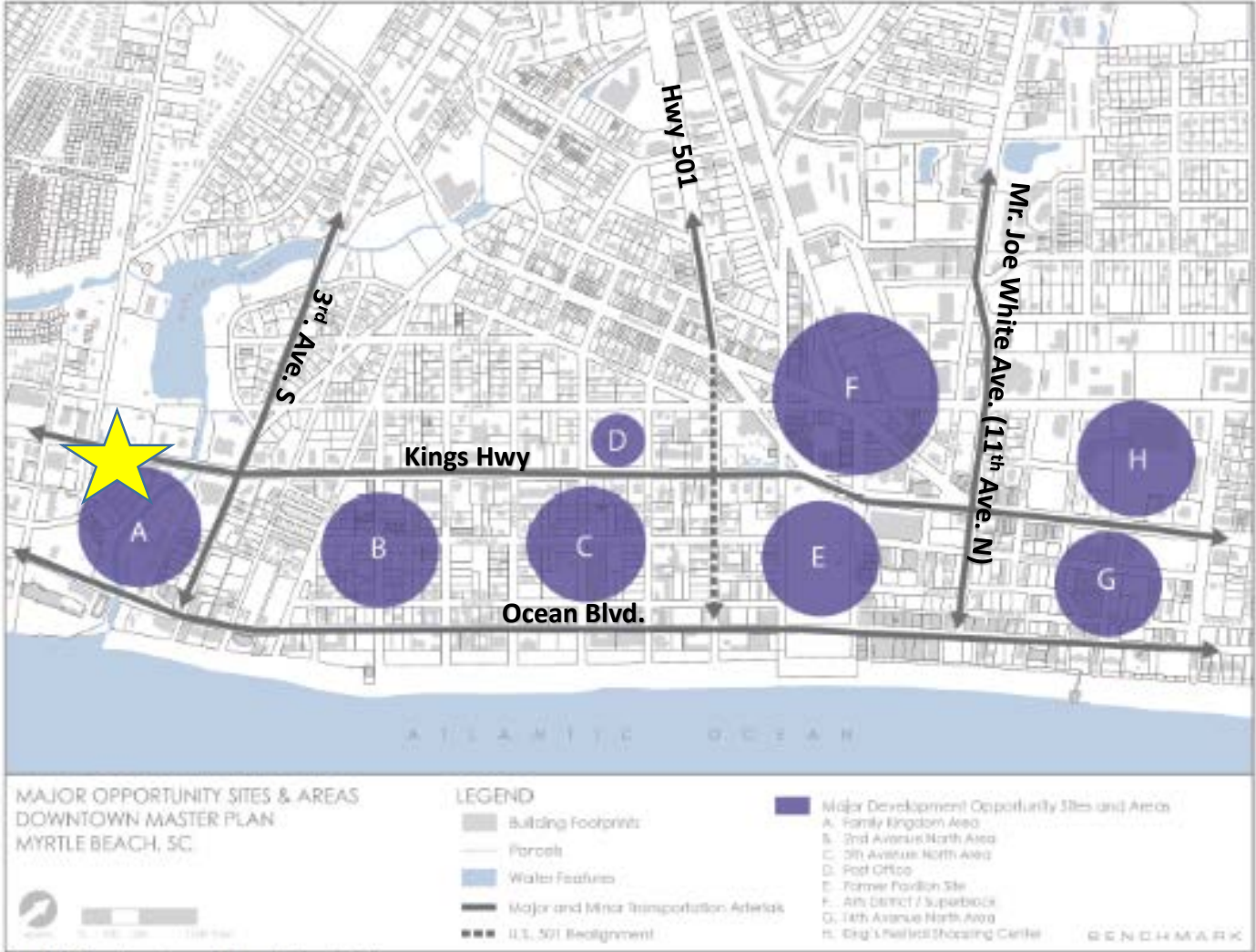
Concepts at 2nd Ave. N

- Ⓐ Resort Hotel Tower(s)
- Ⓑ Mid-Rise Hotel(s)
- Ⓒ Public Greenspaces / Parks
- Ⓓ Apartments
- Ⓔ Parking Deck(s)
- Ⓕ Workforce Housing
- Ⓖ Family Kingdom Tourism Opportunity Site



Figure 3.13 Urban Design Concepts applied to 2nd Avenue North.

Major Opportunity Sites & Areas



Concepts around Family Kingdom



- Ⓐ Oceanfront Boardwalk Extension
- Ⓑ Existing Family Kingdom Boardwalk
- Ⓒ Tourism Destination
- Ⓓ Potential Destination / Redevelopment Sites
- Ⓔ Parking Deck(s)
- Ⓕ Liner Apartments

Figure 3.14 Family Kingdom vicinity development concepts.

#3 – Regulatory Improvements

Conduct a regulatory improvement process that removes barriers to desirable businesses, activities and uses that will help create an active and vibrant downtown. Make it easy to do what you want.

- **Establish a committee made up of business owners, property owners, developers, preservation groups, event planners, and others to guide the discovery.**
- **Create a focused process to uncover the most impactful regulatory changes (zoning, codes, licensing, etc.) that can easily be implemented during the first year – look for those regulations that have a high private cost and low public benefit, are confusing or not easily enforceable.**
- **Make it a simple process for establishing things you want to encourage like outdoor cafes, small scale sign changes, secure event approvals, shared parking requirements.**
- **Bring forth a city-initiated improvement package in one action.**

#4 – Improve Perception of Downtown Myrtle Beach

Develop a comprehensive strategy to improve the public perception of downtown through the enhancement of public safety, building conditions, community appearance and pedestrian, bicycle & traffic safety.

- **Develop a communications plan/strategy to address misconceptions of reality.**
- **Consider a range of tools enabled by State statute to improve the basic indoor condition of rental units and hotel rooms. Enforce a set of minimum standards by use and in targeted areas.**
- **Develop a companion strategy to incentivize the rehabilitation/redevelopment of underperforming, neglected and abandoned properties in downtown.**
- **Continue working on CPTED initiatives and explore grant incentives for targeted improvements.**
- **Identify the worst performing vehicle intersections for significant safety improvements that reduce conflicts, accidents and injuries.**
- **Implement a coordinated Wayfinding strategy for all of downtown**

#5 – Leverage Public Assets in Downtown

Create a development strategy and financial model that seeks to maximize the return on investment for all city owned assets in downtown. Leverage public projects to attract people, private investment and value in downtown.

- **Develop a full inventory of municipal real property assets within downtown. Have appraisals conducted on surplus property.**
- **Time any sale of public assets in such a way to add value to other properties in the portfolio.**
- **Establish a list of city priorities for evaluating potential private development proposals on city owned property.**
- **Develop an evaluation matrix to determine the financial strength of proposed private development on city owned property.**
- **Prepare the groundwork to take advantage of state and federal incentives (opportunity zone, historic tax credits, etc.) Create new federal Historic Districts in ocean front, downtown and adjacent neighborhoods.**

City Owned Property Map Around Superblock



Next Steps:

R2019-020 – Adoption of Downtown Masterplan & Downtown Plan Implementation Action Plan - Phase 1 **3-12-2019**

- **Infrastructure:**

- Develop a plan for the abandonment of the streets caused by the realignment of 501, the transfer of streets from the State system to the City system, and the disposition of surplus properties created by the realignment.
- Develop standards for the streets named in the Master Plan by district.

- **Funding:**

- Analyze creation of a Business Improvement District along the Oceanfront, to include, for the purposes of establishing a base-line, statistical data on last 3-5 year trends. This data should include the levels of sales tax, property tax, hospitality fees, business license fees, admissions tax, accommodation tax collections, and construction permits pulled and value, etc.
 - Analyze the funding potential of a Tax Increment Financing District.
 - Complete analysis of city owned properties eligible for historic tax credits and opportunity zone tax incentives.
 - Prepare a 5-year projected financial plan to describe impact of the proposed public projects vs. private reinvestment.

- **Incentivizing Development:**

- Begin designating Historic Districts and structures that may qualify for historic tax credits.
- Develop an incentive program to assist property-owners to meet new development standards.
- Develop a matching grant program to incentivize property-owners to participate in the CPTED element of the Public Safety Improvement Plan.

Next Steps:

R2019-020 – Adoption of Downtown Masterplan & Downtown Plan Implementation Action Plan - Phase 1 **3-12-2019**

- **Property Inventory and Assessment:**
 - Conduct an inventory of all City owned properties in the subject area.
 - Identify all ordinances, zoning, Comprehensive Plan elements, and other relevant plans that need amendment to conform to the Downtown Plan.
 - Develop a proposal to designate the various districts within the study area.
- **Design Issues:**
 - Select an architect to design the public buildings and spaces in the proposed Arts District including the City Square area.
 - Begin work on building design standards, with a companion program to assist the property owners in meeting these standards.
- **Development Proposal Review:**
 - Find a partner to help guide the City through Plan implementation (e.g. provide technical advice (including an opportunity zone resource), recommendations for other experts, write RFQ/RFP's, etc.).
 - Develop a process for vetting developers.
 - Develop a process for vetting development proposals.



CITY OF MYRTLE BEACH

DOWNTOWN MASTER PLAN

Find full report at: myrtlebeachboardwalk.com/masterplan