

PART ONE. INTRODUCTION

In 1994, the City of Myrtle Beach gained recognition as an entitlement jurisdiction for HUD Community Development Block Grant (CDBG) funding – one of eleven (11) South Carolina jurisdictions with entitlement status. As an entitlement community, the City receives separate allocations to administer community development programs. The City must develop and maintain a Consolidated Plan to guide the design and delivery of community development programs and services in order to receive its annual CDBG allocation of \$228,000. HUD entitlement funds are designated for use in facilitating solutions to and improvements of the housing and community development needs of Myrtle Beach area residents. Approval of the City's Consolidated Plan by HUD also enables the Myrtle Beach Housing Authority (MBHA) and other local non-profit organizations to be eligible for HUD housing and homeless support grant funds. Entitlement status and funding is accompanied by Federal and State mandated responsibilities for furthering fair housing goals and eliminating barriers to housing choice.

The Consolidated 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/moderate income residents. The 5-year Strategic Plan includes a vision for the City that encompasses the national objectives of the CDBG program. The Consolidated Plan is not a static document - the Annual Action Plan portion of this Consolidated Plan will be updated annually and the 5-year Strategic Plan will be monitored and updated as needed.

The City of Myrtle Beach is located within Horry County – one of South Carolina's fastest growing counties and the largest in land area. The County's growth rate of more than 36% over the last decade significantly outpaced the statewide average of only 15% for the same period – giving Horry the second highest increase of all 46 counties. This rapid population growth has been accompanied by an unprecedented demand for land, housing, and infrastructure. Rising development pressures and a growing housing market – prompted in large part by the continued influx of retirees and expansion of the Grand Strand as a year-round tourist destination – have consequently fueled increases in housing and land costs. This trend is further magnified as investor focus has turned away from the stock market and to real estate.

Sustained population growth and a steady rise in housing costs have also contributed to a housing market in which some residents – such as the elderly, low income, minorities, disabled, and other populations with special needs – are more likely to experience challenges in finding and maintaining affordable, safe and convenient housing options. The *2005-2010 Consolidated Plan* represents a timely update and expansion to the City's previous in-depth examination of community development needs, opportunities and challenges to housing affordability for its residents conducted for the 2000-2005 program period. In partnership with the Myrtle Beach Housing Authority, the study area of this Plan has been expanded well beyond the City boundaries to include the Housing Authority's Rental Assistance Service Area – representing an area nearly four times the size of the City's traditional Planning Area (Map1-1).

**Map 1-1. Regional Location Map
Myrtle Beach AI Study Area**



PART TWO. PLANNING PROCESS AND CITIZEN PARTICIPATION

In an effort to maximize citizen input and create a comprehensive planning document, the City of Myrtle Beach utilized a four-pronged approach in the development of the 2005-2010 Consolidated Plan. The process initially began with the update of the City of Myrtle Beach Comprehensive Plan in 1999 that included extensive public input through the *It's TIME* strategic planning process and subsequent public hearings. A second planning effort, the City's 2003 *Analysis of Impediments to Fair Housing Choice*, represents a comprehensive review of local laws, regulations, policies and practices affecting housing affordability, accessibility and choice in the Myrtle Beach community. Extensive data and public input from these and other related efforts provided the impetus for the development of both the City of Myrtle Beach Housing Plan and the City's Non-Housing Community Development Plan.

The citizen participation process for the 2005-2010 City of Myrtle Beach Consolidated Plan closely followed the requirements of the *City of Myrtle Beach Citizen Participation Plan For Federally Funded HUD Programs, 2005-2010* that was created pursuant to the requirements of 24 CFR Part 91.105. A copy of the complete Citizen Participation Plan is included in Appendix C. Citizen participation was a primary component of each of the 4 planning initiatives that fed into or were undertaken as part of the consolidated planning process. While some of the public meetings and consultations were conducted separately for the planning efforts, the coordinated efforts were merged to form the 2005-2010 Consolidated Plan, which was subsequently presented at advertised formal public hearings and adopted by City Council.

A. The Myrtle Beach Comprehensive City Plan

1. Planning Process

The first of the 4 Consolidated Plan activities was the update to the City's Comprehensive Plan. City Council adopted the *Myrtle Beach Comprehensive Plan* in March 1999, pursuant to the South Carolina *Local Government Comprehensive Planning Enabling Act of 1999*, which requires that a housing plan be adopted as one of the required elements of the comprehensive plan. The City's 1999 Comprehensive Plan also references and incorporates the *1995 Consolidated Plan of Housing & Community Development Needs for Myrtle Beach* – the predecessor to the *Myrtle Beach Housing and Community Development Consolidated Plan 2000-2005*.

Citizen participation was the driving force behind the development of the *City of Myrtle Beach Comprehensive Plan*. The City Council and City Planning Commission agreed early in the process on the importance of developing consensus on the community's vision for the City's future. In order for the updated plan to be a useful policy document, with public trust in the both the process and its outcome, it was critical that the residents of the area be engaged in its preparation from the beginning. To that end a community-wide visioning process was initiated, which the participants entitled *It's TIME - A Vision for the Greater Myrtle Beach Community*.

The *It's TIME* visioning process was organized by the American Communities Partnership, but was implemented by citizens, rather than City officials or staff. During the visioning process approximately 700 people attended a series of idea-gathering meetings held throughout the planning area, with additional participation by residents and business representatives in a 2-day goal-setting workshop. Through the visioning process, citizens developed 19 goals that paralleled the elements of the City's Comprehensive Plan update. The Planning Commission and staff used these goals as a starting point to develop goals for the Comprehensive City Plan and utilized information from the visioning process in preparing the information and issues presented in the City's Comprehensive Plan. A Vision Fair concluded the process.

The Housing Element is a critical component of the Comprehensive Plan, which also includes population, economy, natural resources, cultural resources, community facilities and services, land use, tourism, neighborhoods, and implementation elements. The Plan adopted a list of other plans and special studies by reference as part of the Comprehensive Plan.

2. Public Hearings and Adoption

A formal public hearing was held for the *City of Myrtle Beach Comprehensive Plan* on February 23, 1999. Myrtle Beach City Council adopted the Plan as an ordinance on March 23, 1999. All meetings related to the Comprehensive Plan were advertised in the local newspaper by the City Clerk in advance of the City Council meetings. In addition, those City Council meetings were televised on the local community cable access channel.

3. Consultation with Adjoining Jurisdictions

Development of the *City of Myrtle Beach Comprehensive Plan* was coordinated closely with the Planning Commission, staff, and County Council of Horry County – the City's only adjoining jurisdiction. Local and State Legislators were also involved in the citizen participation process. Many elected officials participated in the *It's TIME* visioning process and in the public meetings for the Comprehensive Plan. An extensive consultation and coordination process was undertaken with Horry County's Planning Commission and planning staff. Of particular concern to all parties were zoning conflicts and coordination issues related to transportation projects. Through this collaborative process, many issues were resolved and a mechanism was put into place to resolve pending and new issues as annexation and rezoning requests emerged.

B. Analysis of Impediments to Fair Housing Choice

1. Planning Process

The 2003 *Analysis of Impediments to Fair Housing Choice* (AI) is an extension of the City's 2000-2005 Consolidated Plan. It provides documentation of existing, perceived and potential fair housing concerns and specific action strategies designed to mitigate or eliminate obstacles to housing choice. The AI is a strategic planning and policy development resource for local decision-makers, staff, service providers, the private sector,

and community leaders in the City of Myrtle Beach, Horry County, the Town of Surfside Beach, and surrounding jurisdictions.

The AI assessment specifically included an evaluation of: 1) Existing socio-economic conditions and trends in the City, County and Grand Strand region, with particular focus on those that affect housing and special populations; and 2) Public and private organizations that impact housing issues in the AI study area and their practices, policies, regulations and insights relative to fair housing choice.

2. Presentation and Adoption

A presentation on the *2003 Analysis of Impediments to Fair Housing Choice* was made to the Myrtle Beach City Council by staff in October 2003. At that time, each Council member also received a print copy of the completed *2003 Analysis of Impediments to Fair Housing Choice*. The Myrtle Beach City Manager and the Director of the Myrtle Beach Housing Authority also signed the *Fair Housing Action Plan* – a one-page summary of the action items and concerns addressed in the AI.

3. Consultation with Adjoining Jurisdictions

During the AI preparation, existing studies were identified and reviewed for information relevant to housing issues. These documents included the City of Myrtle Beach Comprehensive Plan, the City of Myrtle Beach Housing and Community Development Consolidated Plan, the Horry County Comprehensive Plan, zoning ordinances for the City of Myrtle Beach, Horry County and the Town of Surfside Beach, City and County land development ordinances, permitting and fee requirements, and building codes. Additional service provider data and observations were incorporated to include qualitative and quantitative information on special populations. This Analysis builds upon these earlier studies and consolidates information and data that impact fair housing and define potential impediments to fair housing choice in the Myrtle Beach study area. Additional data was obtained from 2000 Census reports and the Division of Research and Statistics of the SC Budget and Control Board. Interviews were also conducted with State and local public and private sector representatives from area banking, lending, insurance, real estate, property management, and community service organizations.

C. Myrtle Beach Housing and Non-Housing Community Development Plans

1. Planning Process – Myrtle Beach Housing Plan

The *Housing Plan for the City of Myrtle Beach* has evolved over the past twenty-five years as a policy document focused on the improvement of existing housing conditions and the development of better neighborhoods. In 1994, the Myrtle Beach Planning Department developed the Comprehensive Housing Affordability Strategy (CHAS), which was subsequently transformed into the City of Myrtle Beach Consolidated Plan in 1995. Both Plans utilized data from the 1990 Census and included input from a special City Housing Policy Committee. The planning and citizen participation efforts for both efforts are detailed in the *1995 Consolidated Plan of Housing and Community Development Needs for*

Myrtle Beach, SC. In 2000, the City completed the 2000-2005 Myrtle Beach Housing and Community Development Consolidated Plan, which included updated data and information and as well as additional public input.

The Housing Plan for the City of Myrtle Beach, as part of the 2005-2010 Consolidated Plan process, incorporates data from a wide range of sources including the 2000 Census, US Department of Housing and Urban Development, SC Office of Research and Statistics, and National Low Income Housing Coalition. Recognizing that housing and community development issues transcend municipal limits, the research, compilation and analysis for the Consolidated Plan was conducted for an area that extends well beyond the City and includes the entire Myrtle Beach Housing Authority Section 8 Rental Assistance Voucher service area – an area that comprises roughly the eastern third of Horry County.

The 2005-2010 update to the affordable housing plan was prepared by the staff of the Myrtle Beach Planning Department's Community Development Office and the Myrtle Beach Housing Authority (MBHA), with assistance from The Matheny-Burns Group. Development of the 2005-2010 Housing Plan included consultation with a number of housing organizations including the Myrtle Beach Planning Commission, MBHA, Grand Strand Housing, Inc., Home Alliance, Inc., Waccamaw Housing, Inc., Habitat for Humanity of Horry County, Inc., plus 45 additional organizations that provide affordable supportive housing services for families of low and moderate incomes and the homeless.

2. Planning Process – Myrtle Beach Non-Housing Community Development Plan

a. Booker T. Washington Neighborhood Revitalization Strategy

In 1991, the City of Myrtle Beach and Booker T. Washington neighborhood leaders joined forces and launched a commitment to improve the Booker T. Washington neighborhood through the initial designation of the BTW Neighborhood Revitalization Strategy (BTWNRS) area. The initial effort began with the formation of citizen's committees to discuss and prioritize community needs in the areas of infrastructure and land use improvements. In addition, the citizen committees provided a means to improve communication between BTW residents and City government.

With support from the City of Myrtle Beach, the initial neighborhood committees were collectively merged into the Booker T. Washington Neighborhoods Association, Inc. The Association has become the recognized communication and consensus building-block for continuing comprehensive neighborhood revitalization efforts. The City and BTW residents are committed to working together to build on the successes of their past efforts. The BTW Neighborhood Association and the City continue to develop and refine a comprehensive strategy to improve the BTW neighborhood – a strategy that is primarily the product of the residents' vision. The success of this effort prompted City Council to establish the City's first Neighborhood Revitalization Strategy Area in 1995 and to commit its CDBG and other available funding to the improvement of the neighborhood.

The most recent accomplishment of the joint effort is the completion and adoption of a plan for the area - *A Neighborhoods Development Plan for Planning Area 3 - 2000 to 2020*. The

study and redevelopment plan is a long-range (20 year) view of how to redevelop the neighborhoods and commercial areas within Planning Area 3 that includes the BTW neighborhood. A key feature of the Plan is the creation of special development design guidelines for the Mr. Joe White Avenue Corridor – a recently widened commercial street running east-west through Planning Area 3. The new 20-year plan outlines essential and pressing housing and public services improvements needed in the BTWNRS area. City Council adopted the Neighborhood Development Plan for Planning Area 3 in March 2003 by a special ordinance that incorporates the Plan into the City’s Comprehensive Plan.

b. Citywide Capital Improvements Needs

A special committee of City staff members was created to inventory and analyze the many non-housing community development needs that exist throughout the CDBG eligible areas of the City (see the map included in Appendix D). The committee identified more than \$231 million of non-housing community development needs that are eligible for funding through CDBG funds. While there are significant needs in the area of non-housing community development, federal CDBG funding at current levels will be insufficient to meet all of these needs.

3. Public Hearings

Public hearings on the Housing Plan and the Non-Housing Community Development Plan, as a part of the 2005-2010 Myrtle Beach Consolidated Plan, were held at 6:00 pm on January 17, 2005 and on March 8, 2005 in the 1st floor conference room of City Hall.

4. Consultations with Adjoining Jurisdictions

Both the housing element and neighborhoods element of the *1999 Myrtle Beach Comprehensive Plan* were reviewed by the Horry County Government, the only adjoining jurisdiction to the City of Myrtle Beach. Because Horry County does not have a county-wide housing authority or housing department, the 2005-2010 Housing Plan draft, as part of the 2005-2010 Consolidated Plan, was sent to the Horry County Planning Department, Horry County Grants Office, and Horry County Administrator’s Office in May of 2005 for review and comment. The Non-Housing Community Development Plan draft, as part of the 2005-2010 Consolidated Plan, was also sent to the Horry County Planning Department and Administrator’s Office for review at that time. The 2005-2010 Consolidated Plan draft was also sent to the Conway Housing Authority, Atlantic Beach Housing Authority and Georgetown Housing Authority for review and comment in May 2005. No conflicts or other issues were identified by any of the reviewing jurisdictions or agencies.

5. Neighborhood Organization Contacts

The Non-Housing Community Development Plan is a continuation of the Booker T. Washington Neighborhood Revitalization Strategy Area plan included in the 1995 and 2000 *Consolidated Plans of Housing and Community Development Needs for Myrtle Beach*. The Plan channels all available CDBG funds into various housing and non-housing neighborhood revitalization projects. The BTW Neighborhoods Association, Inc. and Grand Strand Housing & Community Development Corporation are the recognized neighborhood

organizations that were contacted and provided copies of the 2005-2010 Consolidated Plan draft for review and comment in May 2005. No conflicts or other issues were identified by these organizations.

6. Agency Interviews

The development of the 2005-2010 Housing Plan included consultation with a variety of organizations that address housing, community development, and associated needs in the City of Myrtle Beach. Representatives of these organizations were initially interviewed either in person or by telephone from May through December 1993 during the development of the 1994 CHAS and 1995 Consolidated Plan. Each organization was contacted again in December of 1999 during the development of the 2000-2005 Consolidated Plan and were invited to a special *Fair Housing, Affordable Housing and Homelessness Workshop* conducted by the City in October of 2002. Each organization was also contacted in July of 2003 in conjunction with the development of the *City of Myrtle Beach Analysis of Impediments to Fair Housing Choice* completed in August of 2003.

Representatives from affordable housing and service providers in Myrtle Beach and the MBHA Service Area were contacted once again in January of 2005 and asked to provide input in the form of a survey of housing and housing supportive services activities in the region. The full survey form used in the primarily telephone survey and a tabulation of survey results are provided in Appendix E. Representatives from the following organizations participated in the survey:

**Table 2-1. Housing and Social Service Organizations Surveyed, January 2005
Myrtle Beach Consolidated Planning Process**

| Organization |
|---|
| Affordable Housing Providers |
| Grand Strand Housing, Inc. |
| Myrtle Beach Housing Authority |
| Home Alliance, Inc. |
| Street Reach Ministries, Inc. |
| Oxford House |
| Teen Challenge of Myrtle Beach |
| Citizens Against Spouse Abuse |
| Myrtle Beach Haven |
| Habitat for Humanity of Horry County, Inc. |
| Waccamaw Housing, Inc. |
| The Promised Land, Galivants Ferry |
| Waccamaw Center for Mental Health, Conway |
| Support Services Providers in Myrtle Beach |
| The Community Kitchen |
| BTW Neighborhood Assn., Inc. |
| Coping EAP |
| American Red Cross |
| Friendship House |
| Disabled Veterans, Chapter 30 |
| SOS Health Care and Grand Strand Senior Center |

**Table 2-1. Housing and Social Service Organizations Surveyed, January 2005
Myrtle Beach Consolidated Planning Process, Continued...**

| Organization |
|--|
| Support Service Providers in Myrtle Beach, Continued... |
| Grand Strand Senior Center |
| Salvation Army |
| Wings for Children |
| CARETEAM, Inc. |
| Caring for Kids |
| Alcoholics Anonymous of Horry County |
| Christian Missions, Inc. |
| AARP Tax Counseling for the Elderly |
| Adult Day Care Center |
| Managed Treatment Services for Children/DSS |
| Support Service Providers Outside of Myrtle Beach |
| United Way of Horry County, Conway |
| Charter Sands, Conway |
| Waccamaw Public Health District (DHEC), Conway |
| Catholic Charities, Conway |
| Credit Counseling, Div. of Family Services, Charleston |
| Time to Care Respite Program, North Myrtle Beach |
| AARP Senior Community Service Employment Program, North Myrtle Beach |
| SC Dept. of Vocational Rehabilitation, Conway |
| Community Long Term Care, Conway |
| SC Dept. of Health & Environmental Control, Conway |
| Horry County Council on Aging, Inc., Conway |
| SC Human Service Assoc., Surfside Beach |
| Palmetto AIDS Life Support of SC, Columbia |
| Atlantic Health Care Group, Inc., Conway |
| Horry County Council on Aging, Inc., Conway |
| Horry County Commission on Alcohol & Drug Abuse and Adult Children of Alcoholics, Conway |
| Neighborhood Legal Assistance, Inc., Conway |
| Horry-Georgetown Home Builders Association, Conway |
| Waccamaw Economic Opportunity Council, Conway |
| US Dept. of Health & Human Services, Office on Aging, Columbia |
| Horry County Disabilities and Special Needs, Conway |
| Waccamaw Area Agency on Aging, Georgetown |
| Waccamaw Regional Transportation Authority |
| Protection & Advocacy for People with Disabilities, Florence |
| Mentor, Conway |
| US Rural Development Service, Conway |
| US Social Security Commission, Conway |

A total of 42 surveys were completed either by telephone interview or returned via mail by individual respondents. Survey participants were asked to rank 18 individual needs/issues relating to topics such as affordable housing, services for LMI residents, services for

residents with special needs, and economic opportunity in terms of level of priority (low, moderate, or high emphasis) the City should place on each activity. Respondents were also given an opportunity to add other issues or unmet needs they felt should be addressed. Write-in activities included a wide spectrum of needs ranging from day care to health care and from services and housing for persons with special needs to transportation issues.

The survey responses are summarized in Table 2-2 to show the average priority ranking by category, with 1 ranking as low, 2 as moderate and 3 as high. Issues/needs are sorted by average response, with the issue/need ranking the highest according to average response shown at the top of the list. A copy of the Community Needs Survey is included in Appendix E, along with a more detailed summary of the survey results.

As shown in Table 2-2, issues and needs that received the highest ratings were in the areas of public transportation, affordable housing, housing availability, housing for the homeless, emergency repair and economic opportunities for residents seeking higher paying jobs.

Table 2-2. Community Needs Survey Summary

| NEED/ISSUE | Total Responses | Average Response |
|---|------------------------|-------------------------|
| Improved and/or expanded public transportation to provide low income persons access to essential services such as employment assistance, social services, health care, etc. | 41 | 2.73 |
| Affordable Housing for Lower-Income Working Families/Persons | 40 | 2.68 |
| Expanding Housing Development Resources to Build More Housing | 41 | 2.63 |
| Housing with Supportive Services for Homeless Families/Persons | 40 | 2.58 |
| Emergency Repair Programs Needy Homeowners | 40 | 2.53 |
| Opportunities for residents to seek higher paying jobs through economic development efforts and job training | 41 | 2.51 |
| New Supportive Service Programs to Assist Chronically Homeless Persons | 40 | 2.50 |
| Rental Housing for Special Needs Groups (mentally ill or disabled) | 38 | 2.42 |
| Rental Housing for Working Families | 40 | 2.40 |
| Rental Housing for Single Working Persons | 41 | 2.34 |
| New Facilities to House and Train Homeless for Local Service Jobs | 40 | 2.33 |
| Special Training Programs for First-time Homebuyers | 40 | 2.15 |
| Housing Rehabilitation Assistance for Needy Homeowners | 40 | 2.10 |
| Housing for Purchase by First-time Homebuyers with Children | 39 | 2.08 |
| Rental Housing for Large Families | 41 | 2.02 |
| Rental Housing for Elderly Persons/Families | 35 | 1.94 |
| Housing for Purchase by First-time Homebuyers | 39 | 1.92 |
| New Regional Prison and Rehabilitation Facility for Homeless Law-breakers | 36 | 1.92 |
| TOTALS: | 712 | 2.33 |

7. Consultation with Myrtle Beach Housing Authority

City Community Development staff and MBHA staff consulted with the Board of Commissioners of the Myrtle Beach Housing Authority concerning the development of the Housing Plan and the Non-Housing Community Development Plan as portions of the 2005-2010 Consolidated Plan. Housing Authority staff assisted in verifying and updating information in existing documents and with the development of the goals, objectives and strategies that relate to public housing, the Section 8 rental assistance program, and all other housing programs included in the Housing Plan. Board members and staff also participated in the planning process for the City of Myrtle Beach Comprehensive City Plan. The MBHA agrees with the both the Housing Plan and the Non-Housing Community Development Plan and supports the implementation projects of the plans, which will ultimately assist the MBHA in providing additional economic and housing resources for LMI persons and families in the Myrtle Beach area. The final review for the Consolidated Plan was conducted at the March and April 2005 Board of Commissioners meetings.

8. Other Citizen Comments

Comments were received at the March 8, 2005 joint public meeting for the 2005-2010 Consolidated Plan, including the Housing Plan and the Non-Housing Community Development Plan. While there were no substantive comments made during the public hearings or submitted during the comment period, general sentiment related to the proposed priority strategies was positive and supportive.

9. Progress Reports

The City of Myrtle Beach prepares a comprehensive annual review of the progress made in implementation of the Consolidated Plan and in achieving the objectives set forth in the Plan. The official name for the HUD report is the Consolidated Annual Performance Evaluation Report (CAPER). The CAPER is submitted by the City of Myrtle Beach to HUD by October of each year.

D. Advertisement, Public Hearings and Adoption by City Council

The 2005-2010 Consolidated Plan is a direct result of citizen involvement in the City's planning processes. Newspaper advertisements were published in *The Sun News* on January 3, 2005 prior to the first formal public hearing on community needs held on January 17, 2005 and again on February 22, 2005 prior to the second public hearing on the 2005-2010 Consolidated Plan held on March 8, 2005 in the 1st Floor Conference Room of City Hall.

Public hearing attendees were primarily representatives of the Booker T. Washington Neighborhood Association and Grand Strand Housing & Community Development Corporation. This is in large part due to the decision by City Council to concentrate its CDBG resources in the BTW Neighborhood Revitalization Strategy Area in previous program years.

The Myrtle Beach City Council reviewed the 2005-2010 Consolidated Plan at a City Council Workshop on April 9, 2005 and adopted it by resolution at its regular meeting on April 14, 2005. The resolution is provided in Appendix F.