

November 10, 2020 – presented for approval.

R2020-45: RESOLUTION TO AMEND R2017-6 SETTING FORTH HOURS OF OPERATION AND OTHER MATTERS RELATING TO THE CITY'S PAID PARKING PROGRAM TO ADD THE "OCEANFRONT EMPLOYEE PARKING DECAL PROGRAM" FOR EMPLOYEES OF BUSINESSES LOCATED EAST OF KINGS HIGHWAY.

Applicant/Purpose: Staff / to implement a new parking decal program for employees of Myrtle Beach businesses located East of Kings Highway.

Brief:

- There are no requirements that businesses provide employee parking. While some businesses east of Kings Highway provide offsite parking or other arrangements at the employer's expense, most employees are left to solve this themselves.
- The lack of an employee parking program often results in those employees parking in non-parking places, & in a volume of tickets for illegal parking.
- The purpose of this program is to provide a low-cost alternative to illegal parking through a program specifically for the businesses located east of Kings Highway.
- The City currently offers 4 parking programs:
 - Residential Parking Decals for any metered space (free).
 - Non-Resident Decal for any metered space from 21st N to 6th S (\$100/year).
 - Weekly parking pass for any metered space (\$30/week).
 - Pay by the hour/day at any metered space (rate varies by location).
- This proposed resolution adds an annual \$50 Oceanfront Employee Parking Decal exclusively for employees of businesses located east of Kings Highway.
- Decals could be used only at POM (coin operated) meters (currently 1,465 in total).
- Street ends, paystation parking spaces & Mackay Meter spaces are considered prime parking spaces & could not be used for Oceanfront Employee Parking Decals.
- This program addresses the need for safe/reliable/inexpensive parking for these employees, & provides another layer of control for our parking ambassadors & MBPD.

Issues:

- The program would provide an additional option for safe, reliable parking to employees who are not provided parking by their employer.
- Staff will educate the public throughout this off-season season through the City's website & social media. Staff will also reach out to businesses near eligible POM parking spaces.
- In proposed resolution Council authorizes:
 - Creation of a new Employee Decal for businesses East of Kings Highway
 - Current parking authority to issue decals and enforce the program.
 - Use of related Program revenues consistent w/ the non-resident decal program.

Public Notification: Normal meeting notices.

Alternatives:

- Do not pass resolution.
- Amend resolution.

Financial Impact: A number of workers in the "city core" participate in the Non-Residential program, but that loss should be off-set by a greater volume of Oceanfront Employee Parking Decal sales. Based on the current inventory of eligible spaces, average yearly revenue generated at these spaces, & proximity to the ocean, Staff does not anticipate much, if any, loss in revenue to the parking program.

Manager's Recommendation: I recommend approval.

Attachment(s): Proposed resolution.

STATE OF SOUTH CAROLINA
COUNTY OF HORRY
CITY OF MYRTLE BEACH

TO AMEND R2017-6 SETTING FORTH HOURS
OF OPERATION AND OTHER MATTERS
RELATING TO THE CITY'S PAID PARKING
PROGRAM TO ADD THE "OCEANFRONT
EMPLOYEE PARKING DECAL PROGRAM"
FOR EMPLOYEES OF BUSINESSES LOCATED
EAST OF KINGS HIGHWAY.

SECTION 1. METERS, PAYSTATIONS, TELEPHONIC OR ELECTRONIC PAYMENT:

- Cassandra Lane - 21st Avenue South to 23rd Avenue South
- Chester Street - 7th Avenue North to 16th Avenue North
- Flagg Street - 1st Avenue North to 1st Avenue South, 2nd Avenue North to 3rd
- Avenue North, 4th Avenue North to 8th Avenue North
- Mitchell Street - Yaupon Drive to 7th Avenue South
- Ocean Boulevard - 23rd Avenue South to 29th Avenue South
- Shelly Street - 3rd Avenue South to 4th Avenue South
- Withers Alley - 11th Avenue North to 15th Avenue North
- Withers Drive - 9th Avenue North to 25th Avenue North, 26th Avenue North to 27th Avenue North
- Yaupon Drive - 9th Avenue South to 10th Avenue South, Mitchell Street to 6th Avenue
- York Street - 7th Avenue North to 8th Avenue North
- 82nd Avenue North Street End
- 81st Avenue North Street End
- 80th Avenue North Street End
- 79th Avenue North Street End
- 78th Avenue North Street End
- 77th Avenue North Street End
- 76th Avenue North Street End
- 75th Avenue North Street End
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- 52 - 45th Avenue North Street End
- 53 - 44th Avenue North Street End
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- 56 - 41st Avenue North Street End
- 57 - 40th Avenue North Street End
- 58 - 39th Avenue North Street End
- 59 - 38th Avenue North Street End
- 60 - 37th Avenue North Street End
- 61 - 34th Avenue North Street End
- 62 - 31st Avenue North - Ocean Boulevard to the Beach, including the spaces at Roberta
- 63 McMillan Park
- 64 - 29th Avenue North - Ocean Boulevard to Kings Highway
- 65 - 28th Avenue North - Kings Highway to the Beach
- 66 - 27th Avenue North - Kings Highway to the Beach
- 67 - 26th Avenue North - Kings Highway to the Beach
- 68 - 25th Avenue North - Kings Highway to the Beach
- 69 - 24th Avenue North - Kings Highway to the Beach
- 70 - 23rd Avenue North - Withers Drive to the Beach
- 71 - 22nd Avenue North - Kings Highway to the Beach
- 72 - 20th Avenue North - Ocean Boulevard to Kings Highway
- 73 - 19th Avenue North - Withers Drive to Kings Highway
- 74 - 18th Avenue North - Withers Drive to Kings Highway
- 75 - 17th Avenue North - Withers Drive to Chester Street
- 76 - 16th Avenue North - Ocean Boulevard to Chester Street
- 77 - 15th Avenue North - Withers Drive to Chester Street
- 78 - 14th Avenue North - Ocean Boulevard to Kings Highway
- 79 - 13th Avenue North - Withers Alley to Kings Highway
- 80 - 12th Avenue North - Withers Alley to Kings Highway
- 81 - 10th Avenue North - Beach to Chester Street
- 82 - 9th Avenue North - Chester Street to the Beach
- 83 - 8th Avenue North - Kings Highway to the Beach
- 84 - 7th Avenue North - Yaupon Drive to the Beach
- 85 - 6th Avenue North - Chester Street to the Beach
- 86 - 5th Avenue North - Ocean Boulevard to the Beach
- 87 - 4th Avenue North - Kings Highway to the Beach
- 88 - 3rd Avenue North - Ocean Boulevard to the Beach
- 89 - 2nd Avenue North - Flagg Street to the Beach
- 90 - 1st Avenue North - Ocean Boulevard to the Beach
- 91 - 1st Avenue South - Ocean Boulevard to Chester Street
- 92 - 2nd Avenue South - Beach to Shelly Street
- 93 - 3rd Avenue South - Ocean Boulevard to the Beach
- 94 - 4th Avenue South - Ocean Boulevard to Shelly Street
- 95 - 6th Avenue South - Mitchell Street to the Beach
- 96 - 7th Avenue South - Mitchell Street to the Beach
- 97 - 8th Avenue South - Ocean Boulevard to the Beach
- 98 - 9th Avenue South - Ocean Boulevard to the Beach
- 99 - 10th Avenue South - Yaupon Street to the Beach
- 100 - 11th Avenue South - Ocean Boulevard to the Beach
- 101 - 12th Avenue South - Yaupon Street to the Beach
- 102 - 13th Avenue South - Yaupon Street to the Beach

- 14th Avenue South - Ocean Boulevard to the Yaupon Street
- 15th Avenue South - Yaupon Street to the Beach
- 16th Avenue South - Ocean Boulevard to the Beach
- 17th Avenue South - Kings Highway to the Beach
- 18th Avenue South - Yaupon Street to the Beach
- 19th Avenue South - Yaupon Street to the Beach
- 22nd Avenue South - Ocean Boulevard to Cassandra
- 23rd Avenue South - Cassandra to the Beach
- 24th Avenue South - Ocean Boulevard to the Beach
- 25th Avenue South - Yaupon Street to the Beach
- 26th Avenue South - Yaupon Street to the Beach
- 27th Avenue South - Ocean Boulevard to the Beach
- 28th Avenue South - Ocean Boulevard to the Beach
- 29th Avenue South - Ocean Boulevard to the Beach

Public Parking Lots at:

- 16^m Avenue North and Chester Street.
- 24th Avenue North and Ocean Boulevard.
- 20th Avenue South and Ocean Boulevard.

Alleyways at:

- Alley between 23rd Avenue South and 24th Avenue South, running from Ocean Boulevard to the Yaupon Street.

Where practicable, Ocean Boulevard city limit to city limit, with no long term parking.

Street ends from 31st Avenue North to 82nd Avenue North.

SECTION 2. RATES

Hourly:

A. Tier One @ \$2.00 / hour and \$10 all day on all Street Ends:

- 29th Ave. S. to 82nd Avenue North.

B. Tier Two @ \$1.75 / hour and three [3] hour maximum:

- Flagg Street from 6th Ave. N. to 8th Ave. N.
- York Street
- Chester Street from 7th Ave. N. to 15th Ave. N.
- 7th, 8th, 9th, and 10th Aves. N. from Ocean Boulevard to Kings Highway
- 14th and 15th Aves. N. from Withers Ally to Chester Street.
- Withers Drive from 9th Ave. N. to 15th Ave. N.
- Withers Ally from Mr. Joe White Ave. to 14th Ave. N.
- Marked parking spaces not otherwise designated on Ocean Boulevard.

C. Tier Two @ \$1.75 / hour and \$8 all day:

- Yaupon Drive from 9th Ave. S. to Kings Highway
- 6th and 7th Aves. S. from Ocean Boulevard to Yaupon Drive
- Mitchell Drive from 5th Ave. S to Yaupon Drive
- 4th Ave. N. from Ocean Boulevard to Shelly Street

D. Tier Three @ \$1.50/hour and \$8 all day:

- Ocean Boulevard 29th Ave. S. to 23rd Ave. S.
- 22nd Ave. N. from Ocean Boulevard to Cassandra.
- 18th, 17th and 15th Aves. S. from Ocean Boulevard to Yaupon Drive.
- Flagg Street from 1st Ave. S. to 6th Ave. N.
- 4th and 6th Aves. N. from Flagg Street to Chester Street.
- 12th, 13th, and 14th Aves. N. from Chester Street to Kings Highway.
- Chester Street from 14th Ave. N. to 17th Ave. N.
- Withers Drive from 16th Ave. N. to 26th Ave. N.
- 16th, 20th, 23rd, 24th, 26th, and 29th Aves. N. from Ocean Boulevard to Kings Highway.
- 1st Ave. S. from Ocean Boulevard to Chester Street.
- 2nd Ave. N. from Ocean Boulevard to Chester Street.

SECTION 3. DATES: HOURS OF ENFORCEMENT

- Resident Decal parking enforced from March 1 through October 31 of each year.
- Metered Parking: enforced from March 1 through October 31 of each year from 9:00 am - 12:00 midnight except 6:00 am-12:00 midnight on Withers Drive between 11th Avenue North and 15th Avenue North, and Withers Drive between 20th Avenue North and 22nd Avenue North, unless otherwise posted.

SECTION 4. 11 METERED SPACES AT WITHERS DRIVE AT 21ST AVENUE NORTH

Notwithstanding the foregoing, 11 Metered Parking Spaces on the eastern side of Withers Avenue beginning at the corner of 21st Avenue North and Withers, proceeding southward, excluding the two (2) handicapped spaces.

THE RATE SIGNAGE AND PARKING TIME LIMITATIONS TO BE ADOPTED AS FOLLOWS:

Signage:

Short-Term Retail Parking Only.

Parking time limitations:

SECTION 5. LIBRARY PARKING

1. The 18 metered spaces on the east side of Chester Street starting from 14th Avenue North shall be signed "Library Parking only 9 am - 5 pm Monday through Saturday".
2. The spaces shall be managed through a hang tag system, with such hangtags to be issued on an annual basis, or under such conditions of use or time period as the manager deems advisable, subject to revocation and recall in the manager's discretion upon good cause shown or in the interest of public health, safety or welfare.

SECTION 6. THREE (3) HOUR PARKING

1. 9th Avenue North from its intersection of Kings Highway to its intersection of Oak Street.
2. Broadway Street from its intersection of 10th Avenue North to its intersection of Mr. Joe White Avenue.
3. East side Kings Highway from Mr. Joe White Avenue to 13th Avenue N.
4. North side of 13th Ave. N. from Kings Highway to Chester Street when not used by the First Presbyterian Church in accordance with its Hybrid Parking Lease.

SECTION 7. FEES AND CHARGES

1. Resident Decal:

- 205 - Free with proof of vehicle taxes paid and proof of residency.
206 - Replacement of lost or damaged decal: \$20.00.
207 2. Guest Placard:
208 - Limit 4 per address: no fee.
209 - Replacement of lost or damaged placard: \$50.00 per placard.
210 3. 7-day Visitor parking pass for anywhere in the City metered parking:
211 - Fee: \$30.00 (not to be used in decal only restricted parking).
212 4. Non-resident decal/placard:
213 - Fee: \$100.00 per year (expires December 31 of every year, regardless of purchase
214 date).
215 - Use limitations: all paid parking spaces located between 21st Avenue North & 6th
216 Avenue South from the street ends west to Kings Highway, and the paid parking
217 spaces in street ends from 69th North to 78th North (not to be used in resident
218 decal only restricted parking).
219 5. Nonresident golf cart decal: \$100.00, must be 6% tax payer on property within city limits.
220 6. Oceanfront Employee Parking Decal Program:
221 - Fee: \$50.00 per year (expires December 31 of every year, regardless of purchase
222 date).
223 - Eligibility: Must provide proof of current employment at a business addresses
224 located on the east side of Kings Highway.
225 - Use limitations: Decal is valid in any public parking space with a POM Meter (base
226 model parking meter accepting coins only). Decal is not valid at any City beach
227 access or parking space utilizing a pay-by-phone-ONLY zone, pay-station, or
228 Mackay Meter (i.e. "smart meter" accepting physical credit card payment).
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230 Passed and adopted by the City Council for the City this 10th day of November, 2020.
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234 _____
BRENDA BETHUNE, MAYOR

235 ATTEST:
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JENNIFER ADKINS, CITY CLERK