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

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

Brief:

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

Issues:

- The effect of this resolution is to:
 - Adopt the "One Grand Strand Downtown Development Framework" as an additional element of Council's overall Downtown Master Plan.
 - Specifically concur w/ the Framework's recommendations regarding the PMO.
 - To direct the City Manager to:
 - Begin working w/ area business & property owners toward the creation of that PMO & to bring back a plan for implementation by the end of February.
 - Begin development of a specific 2021 Advanced Implementation Plan to reflect the work accomplished thus far, the Advanced Master Plan recommendations, & the "One Grand Strand Downtown Development Framework" recommendations.

Public Notification: Normal meeting notification.

Alternatives:

- Do not adopt the Framework.
- Modify the report.

Financial Impact:

- This report was paid for by OGS.
- There is no immediate monetary impact from the report alone. The financial impact of each project will be defined as those projects are considered by City Council.

Manager's Recommendation:

- I recommend approval (12/8/2020).

Attachment(s): Proposed resolution.

CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

RESOLUTION AMENDING RESOLUTION R2020-037 ADOPTING THE DOWNTOWN MASTER PLAN, PHASE 1 OF THE DOWNTOWN MASTER PLAN IMPLEMENTATION PLAN, AND THE ADVANCED PLAN OF THE DOWNTOWN MASTER PLAN, TO ALSO ADOPT THE ONE GRAND STRAND DOWNTOWN DEVELOPMENT FRAMEWORK AND TO DIRECT THE CITY MANAGER TO BEGIN THE PROCESS OF IMPLEMENTING THE GOVERNANCE RECOMMENDATIONS OF THAT FRAMEWORK AND TO DEVELOP A 2021 ADVANCED IMPLEMENTATION PLAN.

WHEREAS, Myrtle Beach's downtown, generally described as the areas east and west of Kings Highway in the vicinity of US 501, Main Street, Oak Street, Broadway Street, Ninth Avenue North and the adjacent businesses and neighborhoods, once was the thriving center of commerce in the City; and

WHEREAS, this central business district, including the oceanfront, once served as the City of Myrtle Beach's original commercial hub and the primary tourism amusement area for the entire Grand Strand; and

WHEREAS, over time, this downtown area experienced a loss of business relative to other parts of the community, as new residential and commercial areas developed elsewhere, and some of the structures in the central downtown area deteriorated through lack of use and upkeep; and

WHEREAS, this lack of new business activity, pedestrian foot traffic and residential involvement in the downtown area created a stagnant appearance, with resulting concerns about prospects for redevelopment and the overall positive image that such a primary gateway into Myrtle Beach should project; and

WHEREAS, while many elements of the Pavilion Area Master Plan have been accomplished outside of this core business district, the conditions described above in the immediate downtown area have combined to result in an environment which deters interest in new private development; and

WHEREAS, City Council previously confirmed its commitment to restore the downtown and the central oceanfront amusement area to a prominent commercial role, as well as to enhance its character as a significant gateway into the city and a prime location for tourism, entertainment, arts and culture; and

WHEREAS, toward this end the City issued a Request for Proposals to select an urban planning and design consulting firm to lead a new Downtown Master Plan process and to help establish a vision for the future of this vitally important central business district; and

1 WHEREAS, the selected consulting team, Benchmark Planning, began its work in July
2 2018, listening closely to City Council, the Downtown Redevelopment Corporation, and
3 hundreds of property owners, business owners, residents and other stakeholders; and;
4

5 WHEREAS, Benchmark Planning's final report outlining potential redevelopment plans
6 and opportunities for the downtown area – involving both public and private sectors –
7 was presented at the February 26, 2019, City Council meeting; and
8

9 WHEREAS, this report expresses City Council's general blueprint for the future
10 revitalization and redevelopment of the area traditionally known as "Downtown Myrtle
11 Beach."
12

13 WHEREAS, since the adoption of the Downtown Master Plan on March 12, 2019 next
14 steps involved the implementation which allowed the City to take the original Downtown
15 Master Plan and design it to become an actionable plan; and
16

17 WHEREAS, LS3P was hired through a Request for Proposal to be the lead architect for
18 the City Projects and has developed an Advanced Plan that gives an amended, more
19 specific blueprint to guide the City in design and development of an expanded study
20 area that depicts proposed neighborhoods/districts that can be prioritized and phased as
21 the implementation progresses; and
22

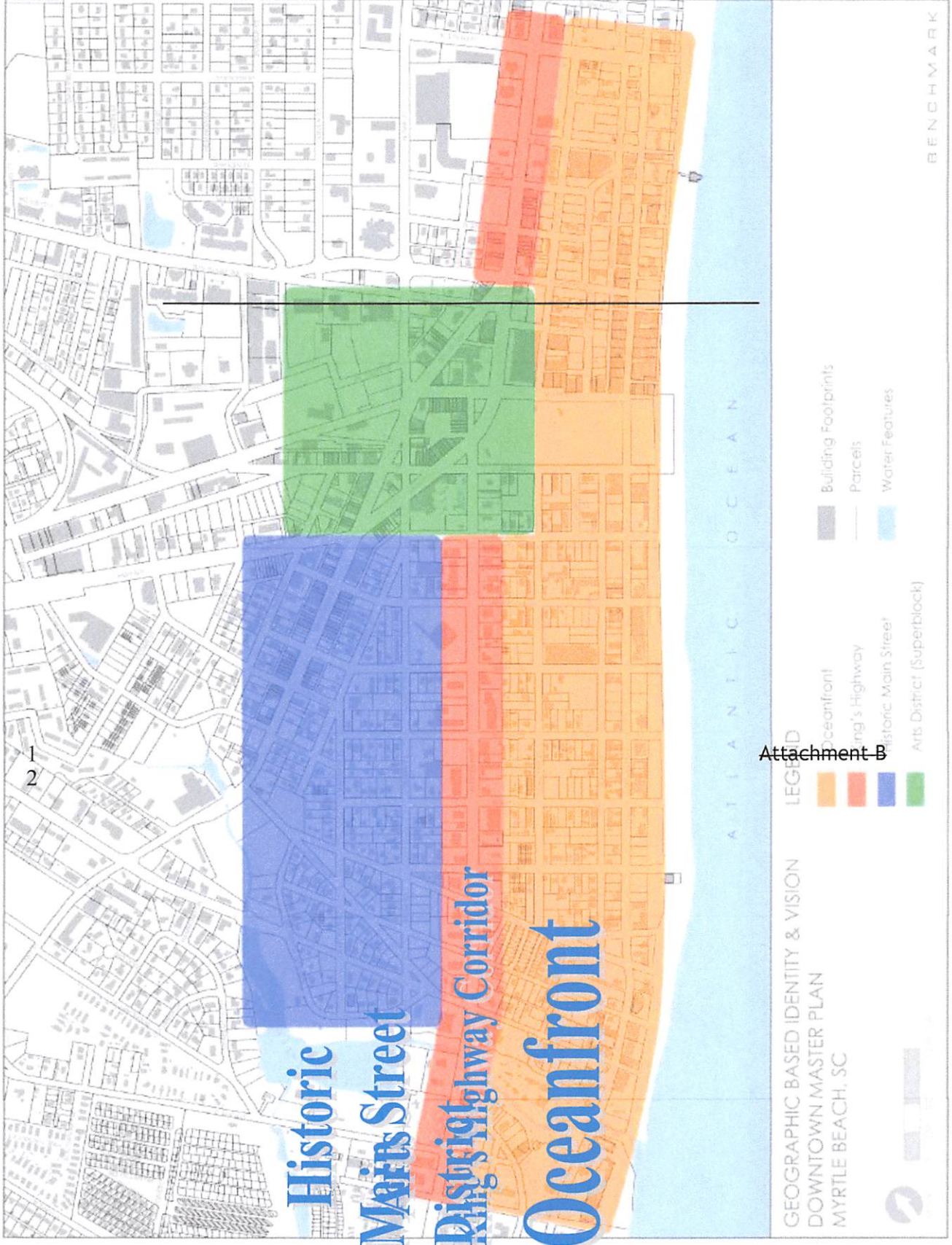
23 WHEREAS, the One Grand Strand Downtown Development Framework, was presented
24 to City Council and the citizens of Myrtle Beach on December 1, 2020; and
25

26 WHEREAS, that Framework further highlights the necessity of moving forward in a
27 robust manner with the implementation of the overall plan, identifies complementary
28 redevelopment areas and strategies in the broader Opportunity Zone, and recommends
29 designating a non-profit public-private entity to lead and coordinate the downtown
30 redevelopment efforts in partnership with the city; and
31

32 WHEREAS, Council wishes to incorporate the findings of the One Grand Strand
33 Downtown Development Framework into its overall vision for the redevelopment of
34 Downtown Myrtle Beach
35

36 NOW, THEREFORE, THE CITY OF MYRTLE BEACH HEREBY RESOLVES THAT:

- 37 1. The "Downtown Master Plan" is hereby adopted to serve as the general blueprint
38 for redevelopment of the City's traditional downtown areas (see Attachment A).
- 39 2. The Advanced Plan of "Downtown Master Plan" is now hereby adopted to serve
40 as the general blueprint for redevelopment of the City's traditional downtown
41 areas (see Attachment 1A).
- 42 3. The updated boundaries of that area, and the districts therein, are shown in
43 Attachment B1 and B2 of this document.
- 44 4. The "Preliminary Downtown Plan Implementation Action Plan - Phase 1" of the
45 report is hereby adopted as Attachment C.
- 46 5. The One Grand Strand Downtown Development Framework is hereby adopted
47 as Attachment D.
- 48 6. Council specifically accepts and endorses the recommendations in the One
49 Grand Strand Downtown Development Framework relating to the governance of
50 the downtown redevelopment efforts, and directs the City Manager to;
 - 51 a. Work with Downtown Business and Property Owners to develop a
52 detailed plan consistent with those recommendations for Council's
53 consideration and adoption by February 23, 2021.



Attachment B

Preliminary Downtown Plan Implementation Action Plan - Phase 1

- 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.
- 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.
- Master Plan Implementation Governance:

- 1 ○ Review the coordination of the parties involved in the redevelopment effort and
- 2 the roles and responsibilities of each partner involved in the rebirth of the
- 3 downtown (e.g. DRC, OMA, 5-Points Merchants Association, Planning
- 4 Commission, Community Appearance Board, Chamber of Commerce, etc.).
- 5 ○ With the participation of the partners listed above, develop a branding study to
- 6 gain consensus on the image that the community wishes to present for each
- 7 district in the study area. Evaluate whether the use of the word ‘downtown’ is
- 8 appropriate for the entire area or only for certain portions of the study area.
- 9 ○ Recommend modifications to the current governance model if necessary.
- 10 ○ Discuss administrative limits of authority.
- 11 ○ Communications on issues and overall plan implementation progress at first
- 12 Council meeting of each month.
- 13
- 14 • Stakeholder Engagement and Consideration –
- 15 ○ Develop and implement a plan to further the collaborative effort involved in the
- 16 creation of this Plan to ensure the on-going engagement of stake-holders and
- 17 the public.
- 18 ○ Develop and implement a plan to engage the development community in the
- 19 rebirth of Myrtle Beach’s downtown areas.