
1 **2021-46 (1ST READING): TO ENACT THE CITY OF MYRTLE BEACH**
2 **COMPREHENSIVE PLAN 2021**

3
4 **Applicant/Purpose:** City of Myrtle Beach / to meet state requirements to adopt a guide
5 to achieve the Myrtle Beach vision:

6 *“The City of Myrtle Beach balances the socioeconomic needs of our citizens,*
7 *business owners, and visitors, connects with community roots, and grows*
8 *harmoniously, capitalizing on our ideal oceanfront location to create an*
9 *environment where all can live, work, and play with pride and pleasure in the*
10 *best resort, business, and residential community on the East Coast.”*

11
12 **Brief:**

- 13 • South Carolina requires its municipalities to adopt a new Comprehensive Plan
14 every 10 years. The current Myrtle Beach Comprehensive Plan was adopted in
15 2011.
- 16 • Previous Myrtle Beach Comprehensive Plans, although thorough, have been too
17 cumbersome to be useful.
- 18 • In the 2021 Comp Plan, Commissioners strived to create a document that can
19 be easily referenced by everyone.
- 20 • The 2021 Comprehensive Plan draws from other plans adopted by City Council,
21 consolidating the goals, objectives and strategies from those plans into one
22 comprehensive document.
- 23 • Starting in 2022, pending the end of the pandemic, Planning Commission
24 intends to conduct public outreach in order to update one or two
25 Comprehensive Plan elements per year for the next ten years.
- 26 • **Planning Commission:** Approved unanimously by Resolution on 10.5.21.

27
28 **Issues:**

- 29 • In September 2020 South Carolina amended section 6-1-730, Code of Laws of
30 South Carolina, relating to the expenditure of local hospitality tax revenue, so
31 as to allow the revenue also to be used for the control and repair of flooding
32 and drainage within or on tourism-related lands or areas, conditioned upon any
33 local government that has a comprehensive plan due December 31, 2020,
34 having adopted their Comprehensive Plan by December 31, 2021.
- 35 • The COVID-19 pandemic limited financial resources, staffing, and effective
36 public outreach during 2020 and 2021.

37
38 **Public Notification:** Planning Commission agendas published and posted May -
39 November 2021. Legal ad ran in the Myrtle Beach Herald.

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41 **Alternatives:** Modify or deny the proposed ordinance.

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43 **Financial Impact:** N/A

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45 **Manager’s Recommendation:** I recommend 1st reading (11.9.21).

46
47 **Attachment(s):** Ordinance, Planning Commission Resolution, City of Myrtle Beach
48 Comprehensive Plan 2021

CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

TO ENACT THE CITY OF MYRTLE
BEACH COMPREHENSIVE PLAN
2021

1
2 **An Ordinance Adopting the 2021 Comprehensive Plan for the City of Myrtle Beach, South**
3 **Carolina.**

4
5 WHEREAS, the Planning Commission, in order to guide the development and redevelopment of
6 the City, developed a comprehensive plan in order to maintain a sustainable community; and

7
8 WHEREAS, the Planning Commission assessed present conditions and considered the city's
9 future regarding population, economic development, natural resources, cultural resources,
10 community facilities and services, housing, land use, transportation, resilience, and priority
11 investment; and

12
13 WHEREAS, as part of the comprehensive planning process, Commissioners developed goals,
14 objectives, and actions for the Comprehensive Plan based on sound planning and sustainability
15 principles; and

16
17 WHEREAS, the 2021 City of Myrtle Beach Comprehensive Plan is an expression of the Planning
18 Commission's recommendations to the Myrtle Beach City Council and reflects prudent and
19 efficient use of public funds, advisable sustainable guidelines for future development and
20 redevelopment within the City's jurisdiction and thoughtful consideration of the fiscal impact on
21 property owners; and

22
23 WHEREAS , the Planning Commission, in session duly assembled, and by unanimous affirmative
24 vote recommends the adoption of the 2021 City of Myrtle Beach Comprehensive Plan by
25 Resolution to City Council on October 5, 2021; and

26
27 WHEREAS, City Council held a public hearing on the 2021 City of Myrtle Beach Comprehensive
28 Plan on November 9, 2021.

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30 NOW, THEREFORE, IT IS ORDAINED that the attached 2021 City of Myrtle Beach
31 Comprehensive Plan is hereby approved and adopted.

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33 This ordinance shall become effective immediately upon adoption.

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BRENDA BETHUNE, MAYOR

40 _____
JENNIFER ADKINS, CITY CLERK

41
42 1st Reading: 11-9-2021
43 2nd Reading: