

February 14, 2023 – Presented for 1st Reading

1 **R2023-7: RESOLUTION AUTHORIZING THE PURCHASE OF REAL ESTATE**
2 **LOCATED IN THE OCEANFRONT REDEVELOPMENT PROJECT AREA**

3 **Applicant/Purpose:** Staff / authorize staff to complete acquisition of two parcels within the
4 downtown core.
5

6 **Brief:**

- 7 • Parcels to be acquired, PINs
 - 8 ○ 44401040059,
 - 9 ○ 44401040035
- 10 • Through the adoption of the Pavilion Area Master Plan in 1999 and Tax Increment
- 11 Financing District in 2008, and the Downtown Master Plan in 2019, City Council has
- 12 committed to restore the downtown to a prominent commercial district.
- 13 • This area of the City has been on the decline for more than 20 years. City Council has
- 14 adopted the Downtown Master Plan and has made major strides to implement that plan.
- 15 • Property acquisition and assemblage is necessary to create meaningful redevelopment
- 16 in this area.
- 17 • The City was able to purchase these properties and the opportunity was too good to
- 18 pass up considering the connectivity to prior purchases.
- 19 • The City continues to invest in redevelopment efforts and infrastructure upgrades in
- 20 these areas.
- 21 • The referenced properties are within the TIF district, and are strategically located for
- 22 future redevelopment.

23
24 **Issues:**

- 25 • To restore downtown to the prominent commercial district, the acquisition is necessary.
- 26 • These parcels are located within the TIF district and situated next to the Pavilion site,
- 27 which represents the most critical redevelopment opportunity in the city.

28
29 **Public Notification:** Normal meeting notification.
30

31 **Alternatives:** Do not purchase the property.
32

33 **Financial Impact:** The City will acquire these parcels for a total price of \$1,000,000.
34

35 **Manager's Recommendation:** I recommend approval.
36

37 **Attachment(s):** Proposed resolution, purchase and sale agreements.

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4 CITY OF MYRTLE BEACH
5 COUNTY OF HORRY
6 STATE OF SOUTH CAROLINA
7

AUTHORIZING THE PURCHASE OF
REAL ESTATE LOCATED IN THE
OCEANFRONT REDEVELOPMENT
PROJECT AREA

8
9
10 WHEREAS, Myrtle Beach's Oceanfront Redevelopment Project Area, generally
11 described as the areas east and west of Kings Highway from 14th Avenue S. to 22nd
12 Avenue N., once was the thriving center of commerce in the City; and
13

14 WHEREAS, this central business district, including the oceanfront, once served as the
15 City of Myrtle Beach's original commercial hub and the primary tourism amusement area
16 for the entire Grand Strand; and
17

18 WHEREAS, through the adoption of Ordinance 2008-78, enacted October 21, 2008, City
19 Council approved a redevelopment plan entitled "Tax Increment Financing Plan for the
20 Oceanfront Redevelopment Project Area" (hereinafter "Oceanfront Redevelopment
21 Project"); and
22

23 WHEREAS, over time, this downtown area experienced a loss of business relative to
24 other parts of the community, as new residential and commercial areas developed
25 elsewhere, and some of the structures in the central downtown area deteriorated
26 through lack of use and maintenance; and
27

28 WHEREAS, this lack of new business activity, pedestrian traffic and residential
29 involvement in the downtown area created a stagnant appearance, with resulting
30 concerns about prospects for redevelopment and the overall image that such a primary
31 gateway into Myrtle Beach should project; and
32

33 WHEREAS, while many elements of the Pavilion Area Master Plan have been
34 accomplished, the conditions described above in the immediate downtown area have
35 combined to result in an environment which deters interest in new private development;
36 and
37

38 WHEREAS, City Council previously confirmed its commitment to restore the downtown
39 and the central oceanfront amusement area to a prominent commercial role, as well as
40 to enhance its character as a significant gateway into the city and a prime location for
41 tourism, entertainment, culture, arts and innovation; and
42

43 WHEREAS, through the adoption of Resolution 2019-20, enacted March 12, 2019, City
44 Council adopted the Downtown Master Plan and the Downtown Master Plan
45 Implementation Plan to facilitate redevelopment, increase business activity, and to serve
46 as the general blueprint for future revitalization and redevelopment of the area
47 traditionally known as "Downtown Myrtle Beach"; and
48

49 WHEREAS, by Resolution 2020-37, City Council adopted the Advanced Master Plan of
50 the Downtown Master Plan to further the plan and vision of creating a resilient, adaptive,
51 sustainable and innovative district; and
52

53 WHEREAS, property acquisition within the Downtown Master Plan area is necessary to
54 meet the overall redevelopment and revitalization goals; and

1 WHEREAS, South Carolina law authorizes municipalities to take actions not inconsistent
2 with the Constitution and general laws of this State, regarding any subject the
3 municipality finds necessary and proper for the security, general welfare and
4 convenience of the municipality. Specifically, municipalities are authorized to own and
5 possess property; and

6
7 WHEREAS, the City of Myrtle Beach recognizes the need to acquire real property within
8 the Downtown Master Plan area and that the acquisition is necessary and proper for the
9 general welfare and convenience of the municipality, and furthers the overarching
10 commitment to restore this district as the prominent commercial district in Myrtle Beach.

11
12 NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:

13
14 The above recitals are adopted and incorporated into this Resolution.

15
16 It is necessary and desirable and in the public's interest and welfare to acquire the
17 following property within the Oceanfront Redevelopment District:

18
19 PINs: 44401040059 and 44401040035

20
21 The properties to be acquired are shown in red on the attached Exhibit A.

22
23 The purchase of the real property for a negotiated price of \$1,000,000 is hereby
24 approved.

25
26 The City Manager, the Assistant City Manager, the Chief Financial Officer, the City
27 Attorney and the City Clerk, for and on behalf of the City, are fully empowered and
28 authorized to take such further action and to execute and deliver such additional
29 documents as may be necessary to effectuate the acquisition and transfer and the action
30 of such officers consistent herewith is hereby fully authorized. All actions taken in the
31 name of or on behalf of the City in connection with the property acquisition prior to the
32 effective date of this Resolution are expressly ratified and confirmed.

33
34 SIGNED, SEALED and DATED, this 14th day of February, 2023.

35
36
37
38 _____
BRENDA BETHUNE, MAYOR

39 ATTEST:

40
41 _____
42 JENNIFER ADKINS, CITY CLERK
43



