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**R2018-31: RESOLUTION ADOPTING THE CITY OF MYRTLE BEACH BICYCLE & PEDESTRIAN MASTER PLAN.**

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**Applicant/Purpose:** Bicycle & Pedestrian Committee / to adopt the Bicycle & Pedestrian Master Plan.

**Brief:**

- City Council established the Bicycle and Pedestrian Advisory Committee in 2014.
- The scope of the Committee includes any matters effecting bicycle & pedestrian safety, the enhancement of bicycle & pedestrian experiences, the improvement of bicycle & pedestrian related infrastructure, the creation or support of bicycle & pedestrian related events, & any other matter relating to bicycle & pedestrian issues.
- Since its inception, the Committee has conducted numerous studies of the city's transportation network, including walkability audits, bike-ability audits, facilities inventories, & current conditions assessments.
- The Committee has compiled the resulting findings, goals & strategies into the proposed Bicycle & Pedestrian Master Plan.
- 7/17/18: Planning Commission voted 8-0 in support of the plan.

**Issues:**

- The plan is based on the rationale that bicycling & walking matter to our community.
- The goal of the plan is a bicycle & walk friendly, safe community.
- The plan focuses on the economic impact of bicycling & walking.
- The plan includes a comprehensive list of objectives & specific strategies for achieving the goal, categorized by 7 E's: Evaluation, Education, Engineering, Enforcement, Equity, Economic Benefits, & Encouragement.

**Public Notification:** Normal meeting notification.

**Alternatives:**

- Modify the resolution.
- Deny the resolution.

**Financial Impact:** The financial impact can be adjusted based on how aggressively Council wishes to pursue the projects in this Plan.

**Manager's Recommendation:** Overall, this is a good plan, albeit an aggressive one. I have concerns about the City's ability to address all of the prioritized projects in the short-run. Having said that, I recommend approval w/ the understanding that this Plan should be considered to be the overall Bike & Ped vision. I would also ask that Council consider asking the Committee to follow-up w/ a multi-year action plan to prioritize these recommendations & to demonstrate progress to our residents.

**Attachment(s):** Resolution, supporting Planning Commission resolution, Coastal Carolinas Association of Realtors letter of support, Bicycle and Pedestrian Master Plan.

RESOLUTION R2018-31

CITY OF MYRTLE BEACH  
COUNTY OF HORRY  
STATE OF SOUTH CAROLINA

A RESOLUTION ADOPTING THE CITY OF  
MYRTLE BEACH BICYCLE AND  
PEDESTRIAN MASTER PLAN

**WHEREAS**, the City of Myrtle Beach is served by a transportation system that largely relies on a single mode—the private automobile, and the area’s transportation system is the most stressed of all the area’s community facilities; and

**WHEREAS**, multiple transportation and land use studies illustrate the need to promote a redefinition of the traditional roadway network into a more complete streets, pedestrian-friendly and neighborhood sensitive network of transportation improvement; and

**WHEREAS**, the City of Myrtle Beach Bicycle and Pedestrian Committee has conducted numerous studies of the city’s transportation network, including walkability audits, bike-ability audits, facilities inventories, and current conditions assessments; and

**WHEREAS**, the City of Myrtle Beach Bicycle and Pedestrian Committee has compiled the resulting findings, goals and strategies into the City of Myrtle Beach Bicycle and Pedestrian Master Plan.

**NOW, THEREFORE, BE IT RESOLVED THAT** the Myrtle Beach City Council, in session duly assembled, and by the affirmative vote of a majority of its members hereby adopts the City of Myrtle Beach Bicycle and Pedestrian Master Plan.

SIGNED AND SEALED this 14<sup>th</sup> day of August, 2018.

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BRENDA BETHUNE, MAYOR

ATTEST:

\_\_\_\_\_  
JENNIFER STANFORD, INTERIM CITY CLERK

# RESOLUTION



STATE OF SOUTH CAROLINA  
COUNTY OF HORRY  
CITY OF MYRTLE BEACH

## RESOLUTION RECOMMENDING ADOPTION OF THE CITY OF MYRTLE BEACH BICYCLE AND PEDESTRIAN MASTER PLAN

**WHEREAS**, the Comprehensive Plan Transportation Element finds that Myrtle Beach is served by a transportation system that largely relies on a single mode—the private automobile, and that the reliance upon the private automobile continues to grow, and that the area's transportation system is the most stressed of all the area's community facilities; and

**WHEREAS**, the Comprehensive Plan Transportation Element further finds that several transportation and land use related studies illustrate the need to promote a redefinition of the traditional roadway network that has historically served Myrtle Beach. The actions recommended by each of these plans clearly reveal new directions for multi-modalism for Myrtle Beach supporting a more complete streets, pedestrian-friendly and neighborhood sensitive network of transportation improvements in the future. Alternatives to auto travel must be pursued, and the transportation system, without the network enhancements that have been prescribed in the local and regional transportation plans, will have very little reserve capacity to accommodate traffic demands beyond 2015; and

**WHEREAS**, the Comprehensive Plan Transportation Element further finds that the pedestrian and bicycle facilities in the city are few and often disconnected; and

**WHEREAS**, the Comprehensive Plan Transportation goal is a transportation system that is multi-modal and integrated, both modally and with land use, that addresses mobility and access needs, and encourages less dependence on automobiles while facilitating the safe movement of people and goods to, within, and from the area, striving to reinforce a livable and economically strong community, facilitating modal choice, reducing emissions of greenhouse gases to avert climate change, protecting local air and water quality from pollutants, applying life-cycle costs to transportation investments, and improving safety to eliminate accidents and fatalities; and

**WHEREAS**, Comprehensive Plan Transportation Objectives include actively planning with an understanding of the link between land use and transportation planning and improvements while developing the Myrtle Beach transportation system to be multi-modal including transit, walking, bicycling, air and water transport to improve the livability of the city; improving the road system to enable safe, attractive, and comfortable access and travel for all users while reducing reliance on the automobile; updating the sidewalk master plan; reviewing city regulations to ensure that pedestrian needs are addressed; reviewing city regulations to ensure that bicycling needs are addressed; providing intermodal facilities while increasing the safety of the transportation system; and

**WHEREAS**, the City of Myrtle Beach Bicycle and Pedestrian Committee has conducted numerous studies of the city's transportation network, including walkability audits, bike-ability audits, facilities inventories, and current conditions assessments; and

**WHEREAS**, the City of Myrtle Beach Bicycle and Pedestrian Committee has compiled the resulting findings, goals and strategies into the City of Myrtle Beach Bicycle and Pedestrian Master Plan.

**NOW, THEREFORE, BE IT RESOLVED THAT** the Planning Commission, in session duly assembled, and by the affirmative vote of a majority of its members passes a resolution of support for the City of Myrtle Beach Bicycle and Pedestrian Master Plan and encourages the City Council to adopt the plan.

Done this 17th day of July 2018.

Attest:

Bill Pritchard, Chair  
Myrtle Beach Planning Commission



Bicycle and Pedestrian Committee  
Mr. Tony Russo, Chair  
PO Box 2468  
Myrtle Beach, SC 29578

RE: Bicycle and Pedestrian Master Plan

Dear Chairman Russo and Committee Members,

Please accept this letter of support from the Coastal Carolinas Association of REALTORS® for the Bicycle and Pedestrian Master Plan.

The comprehensive plan supports the outline developed in 2016 during the initial Bike/Walk Audit. Our organization was pleased to be a part of the plan development process and is equally pleased to see this vision move closer to a reality. The community, its citizens and visitors all stand to benefit as the plans unfold.

Infrastructure is a key component of a sustainable community enhancing the quality of life that we promote as REALTORS®. We wholeheartedly endorse this plan and commend your efforts toward the continued vibrancy of the Myrtle Beach area.

Sincerely,

A handwritten signature in black ink, appearing to read "Laura S. Crowther".

Laura S. Crowther, RCE  
Chief Executive Officer  
Coastal Carolinas Association of REALTORS®