

**CITY OF MYRTLE BEACH  
COUNTY OF HORRY  
STATE OF SOUTH CAROLINA**

**R2020-053 - RESOLUTION AMENDING  
RESOLUTION R2020-048 ADOPTING  
THE VARIOUS ELEMENTS OF THE  
OVERALL DOWNTOWN MASTER  
PLAN, TO ADD A “FUNDING PLAN  
FOR RENOVATION OF CITY OWNED  
BUILDINGS ON 9<sup>TH</sup> AVENUE NORTH”,  
AND TO AUTHORIZE THE CITY  
MANAGER TO EXECUTE OTHER  
RELATED DOCUMENTS THERETO.**

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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

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

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2 WHEREAS, Benchmark Planning’s final report outlining potential redevelopment plans and  
3 opportunities for the downtown area – involving both public and private sectors – was presented  
4 at the February 26, 2019, City Council meeting; and  
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6 WHEREAS, this report expresses City Council’s general blueprint for the future revitalization and  
7 redevelopment of the area traditionally known as “Downtown Myrtle Beach.”  
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9 WHEREAS, since the adoption of the Downtown Master Plan on March 12, 2019 next steps  
10 involved the implementation which allowed the City to take the original Downtown Master Plan  
11 and design it to become an actionable plan; and  
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13 WHEREAS, LS3P was hired through a Request for Proposal to be the lead architect for the City  
14 Projects and has developed an Advanced Plan that gives an amended, more specific blueprint  
15 to guide the City in design and development of an expanded study area that depicts proposed  
16 neighborhoods/districts that can be prioritized and phased as the implementation progresses;  
17 and  
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19 WHEREAS, the One Grand Strand Downtown Development Framework, was presented to City  
20 Council and the citizens of Myrtle Beach on December 1, 2020; and  
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22 WHEREAS, that Framework further highlights the necessity of moving forward in a robust manner  
23 with the implementation of the overall plan, identifies complementary redevelopment areas and  
24 strategies in the broader Opportunity Zone, and recommends designating a non-profit public-  
25 private entity to lead and coordinate the downtown redevelopment efforts in partnership with the  
26 city; and  
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28 WHEREAS, Council wishes to incorporate the findings of the One Grand Strand Downtown  
29 Development Framework into its overall vision for the redevelopment of Downtown Myrtle Beach;  
30 and  
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32 WHEREAS, Council wishes to proceed with the renovations of the six City-owned buildings  
33 located along 9<sup>th</sup> Avenue North in the Arts and Innovation District  
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35 NOW, THEREFORE, THE CITY OF MYRTLE BEACH HEREBY RESOLVES THAT:

- 36 1. The “Downtown Master Plan” is hereby adopted to serve as the general blueprint for  
37 redevelopment of the City’s traditional downtown areas (see Attachment A).
- 38 2. The Advanced Plan of “Downtown Master Plan” is now hereby adopted to serve as the  
39 general blueprint for redevelopment of the City’s traditional downtown areas (see  
40 Attachment 1A).
- 41 3. The updated boundaries of that area, and the districts therein, are shown in Attachment  
42 B1 and B2 of this document.
- 43 4. The “Preliminary Downtown Plan Implementation Action Plan - Phase 1” of the report is  
44 hereby adopted as Attachment C.
- 45 5. The One Grand Strand Downtown Development Framework is hereby adopted as  
46 Attachment D.

- 1       6. Council specifically accepts and endorses the recommendation in the One Grand Strand  
2       Downtown Development Framework relating to the governance of the downtown  
3       redevelopment efforts, and directs the City Manager to:
  - 4           a. Work with Downtown Business and Property Owners to develop a detailed plan  
5           consistent with those recommendations for Council’s consideration and adoption  
6           by February 23<sup>rd</sup>, 2021.
  - 7           b. Develop a “2021 Advanced Implementation Plan” based upon the progress made  
8           to date on the original Implementation Plan, Council’s subsequent adoption of the  
9           Advanced Downtown Master Plan, and Council’s approval of the One Grand  
10          Strand Downtown Development Framework.
- 11       7. The ‘Funding Plan for Renovation of City Owned Buildings on 9<sup>th</sup> Avenue North’ is hereby  
12       adopted as Attachment E, and the City Manager is hereby authorized to execute other  
13       related documents thereto as necessary in order to carry out the renovation of these City-  
14       owned structures.

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16 SIGNED, SEALED and DATED this 12<sup>th</sup> day of December, 2020.

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20 BRENDA BETHUNE, MAYOR

21 Attest:

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25 JENNIFER ADKINS, CITY CLERK  
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