

City of Myrtle Beach City Council Workshop

BROADWAY STREET IMPROVEMENTS

ENGRAVERS, INC.



MYRTLE BEACH
DOWNTOWN ALLIANCE

SGA | NW
a **GF** design company

April 2023

EXISTING CONDITIONS

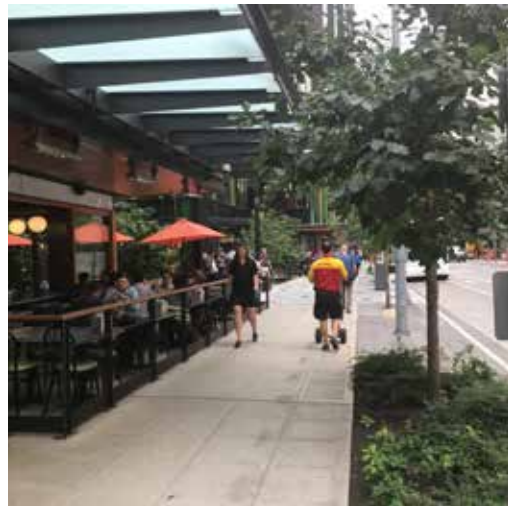


OVERVIEW

The Myrtle Beach Downtown Alliance tasked SGA | NW, a GF Design Company, with finding creative ways to invigorate and improve Broadway St without significantly impacting the existing road, sidewalk, and infrastructure. Through extensive research and collaboration, we've identified several initiatives that we believe would provide a sense of ownership, identity, and an immediate positive impact on the street.

**SIDEWALK
BANNERS
SITE FURNISHINGS
LIGHTING
PARKING**

**ACCESSIBILITY
INITIATIVES**
PAINTED CROSSWALKS
ADOPT A POT
EARTH DAY



SIDEWALK

EXISTING CONDITIONS

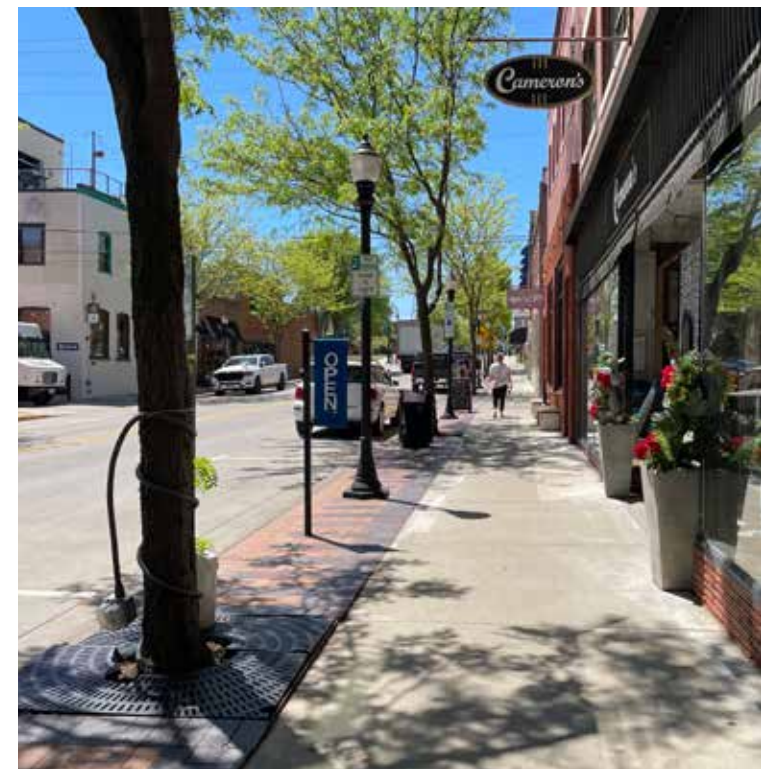
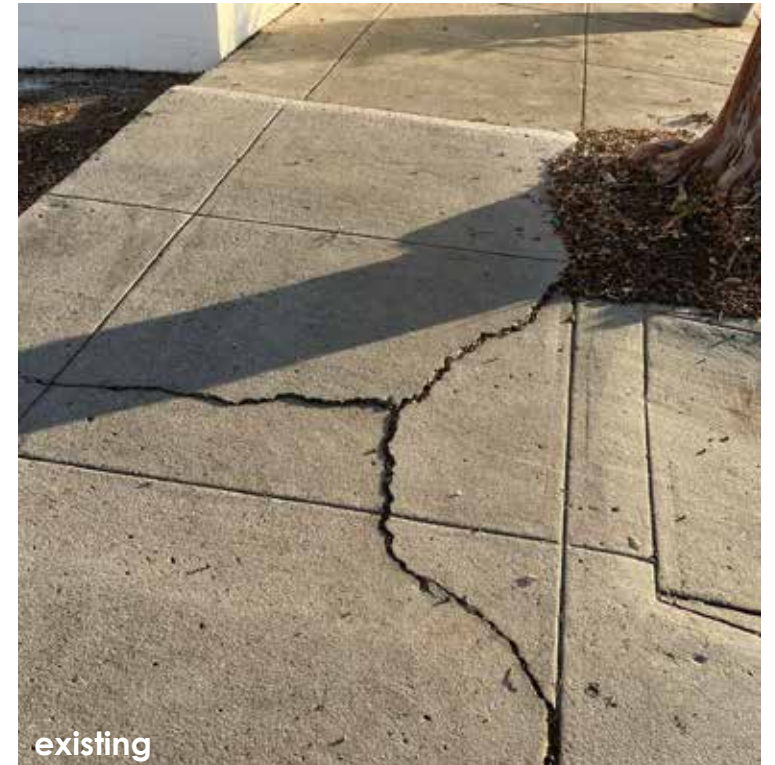
There is a lapse in sidewalk connection on Broadway St between 3rd Ave and Collins St. Pedestrians currently walk in the road.

PROPOSAL

The addition of a sidewalk segment on the southern side of Broadway St between 3rd Ave and Collins St would bridge the existing gap and connect the recently completed dog parks at New Town Park with the historic Broadway St District.

PRECEDENTS

Downtown areas are traditionally very pedestrian-oriented and walkable. The City's 2019 Downtown Master Plan states that there are a lack of sidewalk connections throughout the downtown area and that opportunities exist to create a walkable loop between the Boardwalk, Withers Swash, and Broadway St.



SIDEWALK

HOW DO WE GET THERE?

CITY

- Provide funding for the sidewalk construction

MBDA

- Provide funding for the sidewalk construction drawings



BANNERS

EXISTING CONDITIONS

There are currently no banners on Broadway St.

PROPOSAL

Provide seasonal banners (2'x 4' size) on light poles along Broadway St. A total of 29 banners and hardware would be needed to accommodate existing light poles.

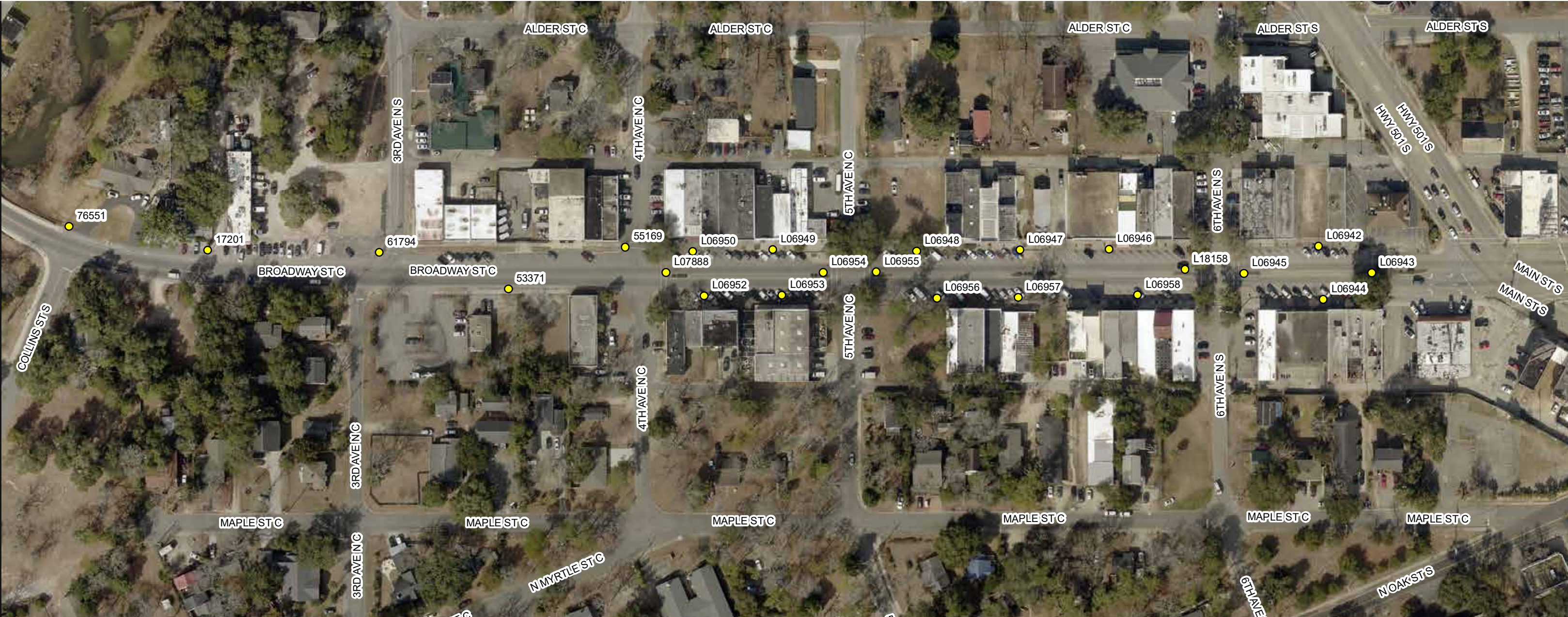
PRECEDENTS

Banners are allowed in The Market Common District (2'x 5' size) and throughout the City (2'x 4' size) on existing Santee Cooper light poles. Banners are proposed for the Arts & Innovation District as well.



BANNERS

EXISTING LIGHT POLES



BANNERS

HOW DO WE GET THERE?

CITY

- Collaborate with MBDA for banner approval
- Purchase and install hardware and banners

MBDA

- Coordinate with manufacturer for banner design
- Monitor banners and update/submit new designs as necessary



SITE FURNISHINGS

EXISTING CONDITIONS

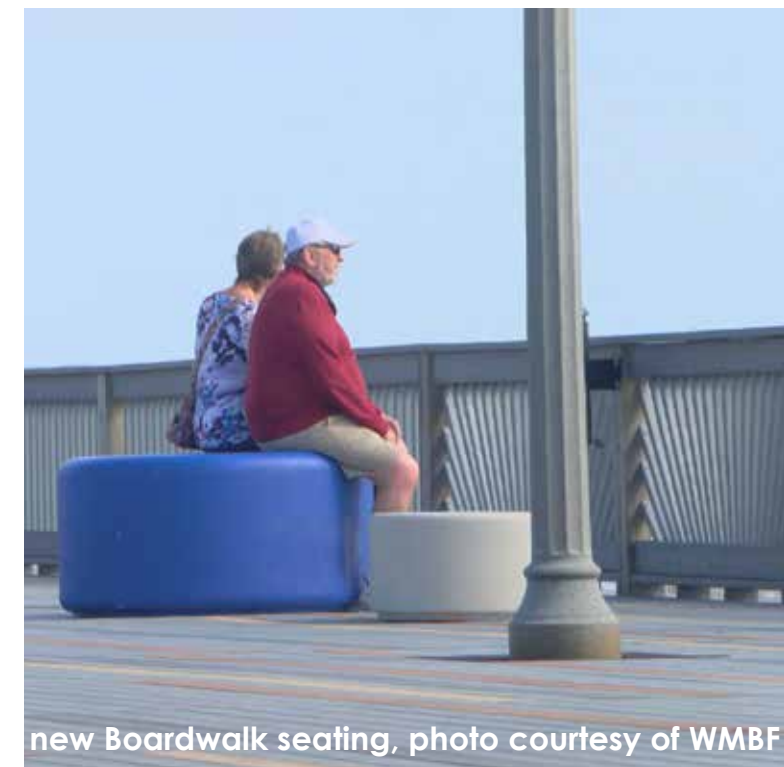
The benches and trash receptacles on Broadway St do not match and are in various conditions ranging from fair to poor.

PROPOSAL

Replace all benches and trash receptacles with updated furnishings that reflect a vibrant and inviting downtown area.

PRECEDENTS

Consistency and coordination helps create a sense of place and show that the area is cared for. The Boardwalk recently underwent a re-branding and the site furnishings played a large part in designing the space. One Grand Strand's 2020 Downtown Development Framework presentation identifies Broadway St as a connecting corridor, thus reinforcing the need for attractive furnishings.



SITE FURNISHINGS

HOW DO WE GET THERE?

CITY

- Purchase new bench & trash receptacles

MBDA

- Coordinate with manufacturer for bench & trash receptacle design



LIGHTING

EXISTING CONDITIONS

There are currently several styles of lighting on Broadway St. The various street lights produce a harsh, angled light that creates large pockets of extremely dark areas. The lack of lighting consistency contributes to the lack of street identity.

PROPOSAL

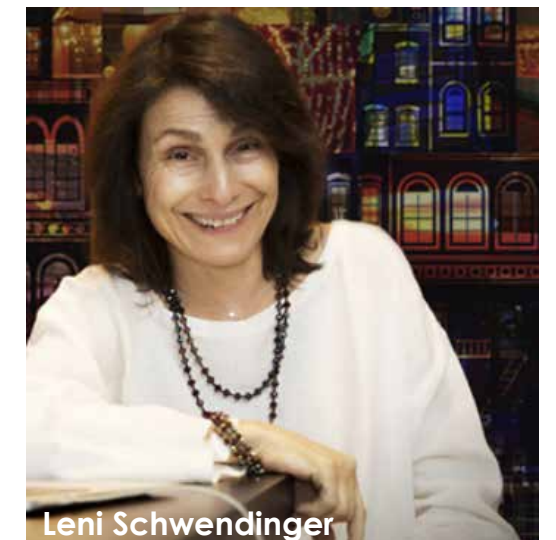
Update the street lights to a more appropriate option available from Santee Cooper. This would provide consistency and help create a safe, inviting atmosphere on Broadway St.

PRECEDENTS

Nance Plaza has aesthetically pleasing, softer street lights that provide an inviting atmosphere for its visitors. There are also several teardrop pendants at the intersection of King's Hwy and 9th Ave that achieve a similar desired effect.



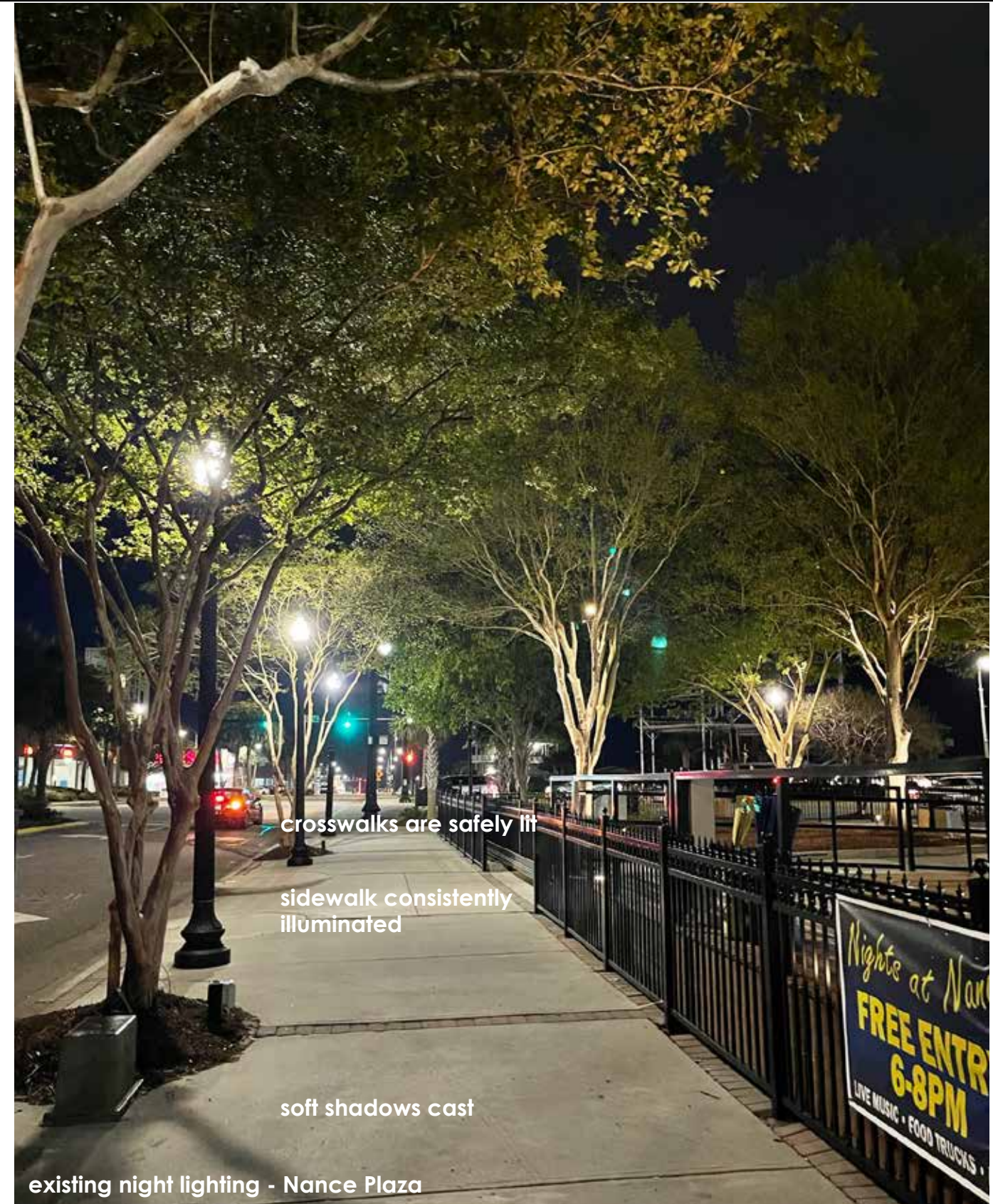
existing light



Leni Schwendinger

Leni visited Myrtle Beach in Fall 2022 to lead an informative walk on lighting urban environments.

LIGHTING



LIGHTING

HOW DO WE GET THERE?

CITY

- Provide funding for updated lighting

MBDA

- Select lighting fixture and pole
- Work with Santee Cooper to provide photometrics and overall lighting plan



PARKING

EXISTING CONDITIONS

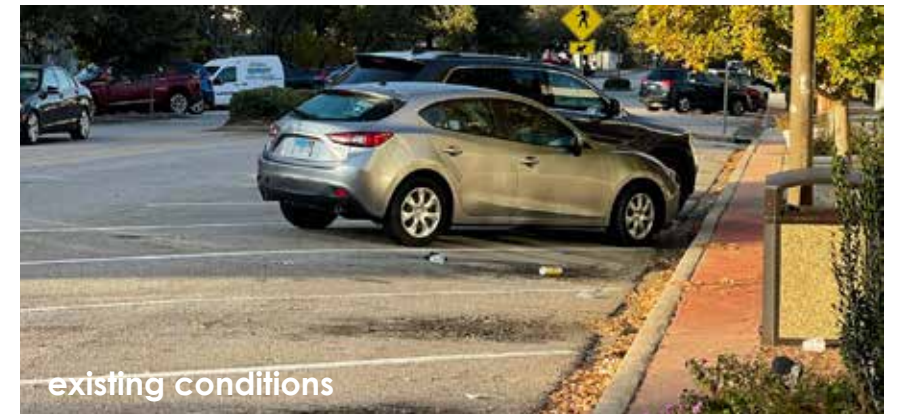
There are currently head-in angle parking spaces on Broadway St. This parking configuration isn't conducive to cyclist lanes and tends to create a safety hazard because visibility is impaired as drivers back out onto the street.

PROPOSAL

Reverse-angle parking would allow Broadway St to maintain roughly the same amount of parking spaces, increase visibility, safety, and allow for cyclist lanes.

PRECEDENTS

Charlotte, NC has created a reverse-angle parking program and is implementing it throughout the city. The City's 2021 Comprehensive Plan Transportation Element Section 10 calls for the installation of bike lanes along Broadway St.



PARKING

REVERSE-ANGLE PARKING FAQ

It seems complicated, why would anyone implement this?

Backing into a parking space may seem unfamiliar at first, but it is far easier than parallel parking. Additionally, more parking can be accommodated with reverse-angle than parallel.

If there is already head-in angle parking on the street, why reverse it?

Reverse-angle parking allows for:

- Easier & safer loading/unloading as the trunk is facing the curb
- Safer entry and exit from the vehicle as the open doors become a natural barrier to the traffic. This is especially helpful with small children getting in and out of the car as the back rows of seating are closer to the curb.
- The option to safely place a cyclist lane between the parking spaces and the vehicular lane. Because drivers can clearly see oncoming traffic when exiting, they can also see cyclists.

Which cities have implemented reverse-angle parking?

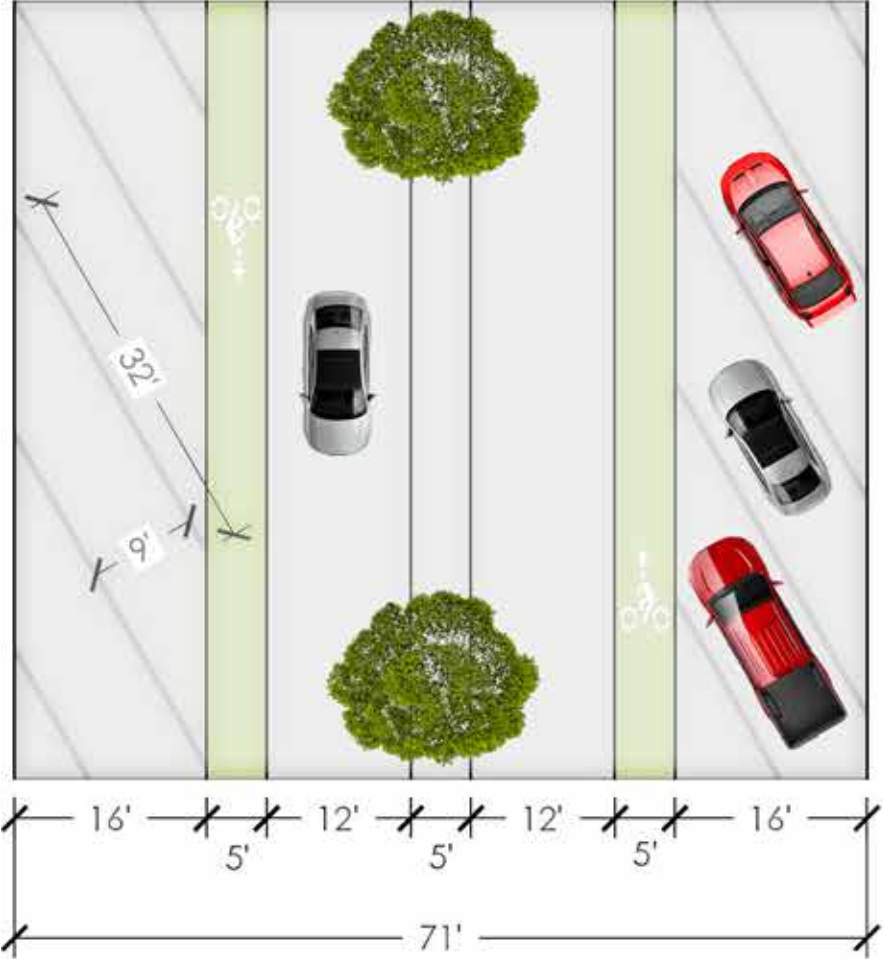
- Baltimore, MD
- Birmingham, AL
- Burlington, VT
- Charlotte, NC
- Everett, WA
- Hoboken, NJ
- New York, NY
- Portland, OR
- Salt Lake City, UT
- San Francisco, CA
- Santa Barbara, CA
- Seattle, WA
- Tucson, AZ
- Washington, DC
- Wilmington, DE



PARKING

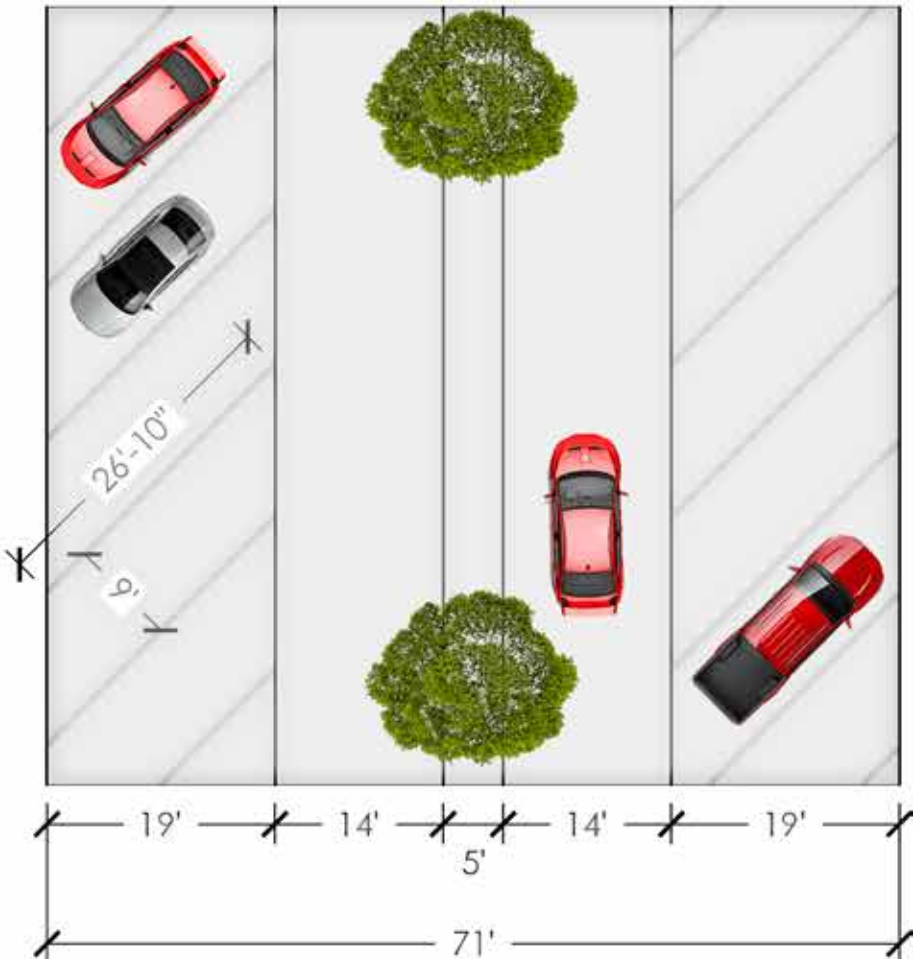
PROPOSED

30° Reverse-Angle Parking with Cyclist Lanes



EXISTING

45° Head-in Angle Parking without Cyclist Lanes



Santa Barbara, CA

PARKING

HOW DO WE GET THERE?

CITY

- Provide restriping of parking stalls

MBDA

- Inform and educate the public about reverse-angle parking
- Provide designs for appropriate street signage for parking



ACCESSIBILITY

EXISTING CONDITIONS

There are several areas of Broadway St that lack ADA compliance or lack connection entirely. Crosswalk striping at intersections is either faded or lacking entirely.

PROPOSAL

Update sidewalks, ADA ramps, and crosswalks accordingly to bring street into ADA compliance.

PRECEDENTS

The City has recently updated sidewalk connections and ADA access from 68th Ave N through 72nd Ave N along Ocean Blvd, as well as other areas throughout the City. The City's 2021 Comprehensive Plan Transportation Element Section 6 addresses the need to evaluate intersections for safety design and maintenance needs.



ACCESSIBILITY

HOW DO WE GET THERE?

CITY

- Coordinate with MBDA to identify ADA connection issues on Broadway St
- Repair/add connections to bring street into ADA compliance

MBDA

- Help City identify ADA gaps

Projects related to the Downtown Master Plan

- Cleaning of Ocean Blvd. Sidewalks
 - ❖ In Progress – completed from Plyler Park north up to 14th Ave. N to begin on the other side from 14th Ave. south on Ocean Blvd.



INITIATIVES

PAINTED CROSSWALKS

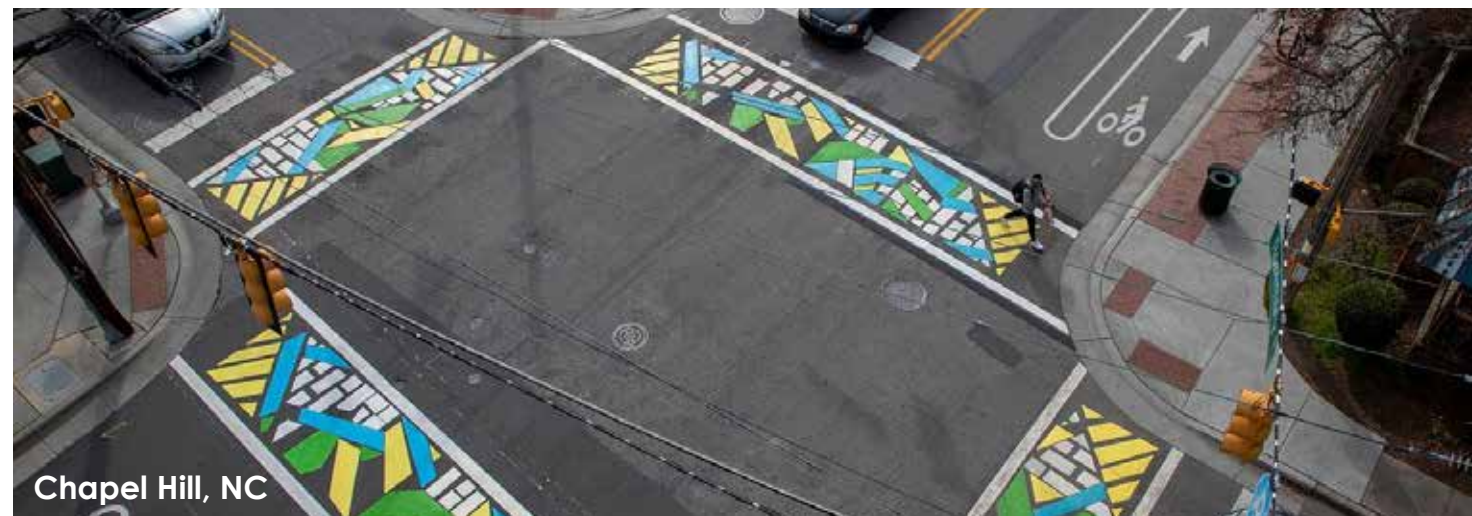
A cost-effective method for slowing traffic and creating a sense of place. The City's 2021 Comprehensive Plan Transportation Element Section 10 speaks to the implementation of artistic crosswalks. Spartanburg, SC and several partners initiated a Creative Crosswalks Project and have successfully converted standard crosswalks into works of art throughout the City.

CITY

- Restripe thermoplast crosswalk lines
- Collaborate with MBDA to guide designs through CAB

MBDA

- Solicit RFQs from local artists for crosswalk design
- Provide supervision and materials for design implementation



INITIATIVES

ADOPT A POT

A local program to encourage community ownership of public spaces and promote business collaboration.

CITY

- Provide pots and potting soil and focal plant

MBDA

- Monitor and approve plant selection
- Promote and manage program



POTS on Broadway

Spruce up our historic downtown by participating in POTS on Broadway.

- + Register for a pot
- + Purchase a base bundle for \$65
- + Add'l decor options available from Addie's Floral
- + Decorate your pot on Saturday, Nov. 20th

Community judging from Nov. 22nd-Dec. 4th
Winners crowned during the Holiday Bazaar Thurs. Dec. 9th

INITIATIVES

EARTH DAY: APRIL 21 + 22, 2023

An opportunity for public private partnership for small improvements that make a big impact.

CITY

Provide staff on Friday 4/21 to address issues along Broadway St such as:

- Ensure all electrical outlets in plant beds are functional
- Blow debris off street/sidewalks



MBDA

Provide volunteers on Saturday 4/22 to address issues along Broadway St such as:

- Rent pressure washers to clean sidewalks
- Pick up trash
- Tidy up plant beds and pull weeds
- Miscellaneous small projects

“Only when the last tree has died and the last river has been poisoned and the last fish been caught will we realize we cannot eat money.”

– Cree Indian Proverb

PROBABLE COSTS

SIDEWALK: \$15,500

Design proposal from McGill Associates to include surveying, geotechnical information, sidewalk design and permitting

BANNERS: \$11,500

22oz double-sided blackout material with clear coat (2' x 4' size) spring tension 2-piece brackets and mounting straps

SITE FURNISHINGS: \$60,000

benches and trash receptacles
Generation 50 Series from Landscape Forms

LIGHTING: \$40,000

Existing lighting: 23 poles (±\$3,750/year)
Proposed schematic lighting: 30 poles (±\$16,560/year)
Estimate includes allowance for project costs and anticipated yearly lighting cost

ACCESSIBILITY & CROSSWALKS: \$18,000

Intersections included:

- 6th Ave (4 crosswalks)
- 5th Ave (4 crosswalks)
- 4th Ave (3 crosswalks)
- mid-block crossing close to Hwy 501
- mid-block crossing between 5th and 6th

Intersections excluded (included in sidewalk proposal above)

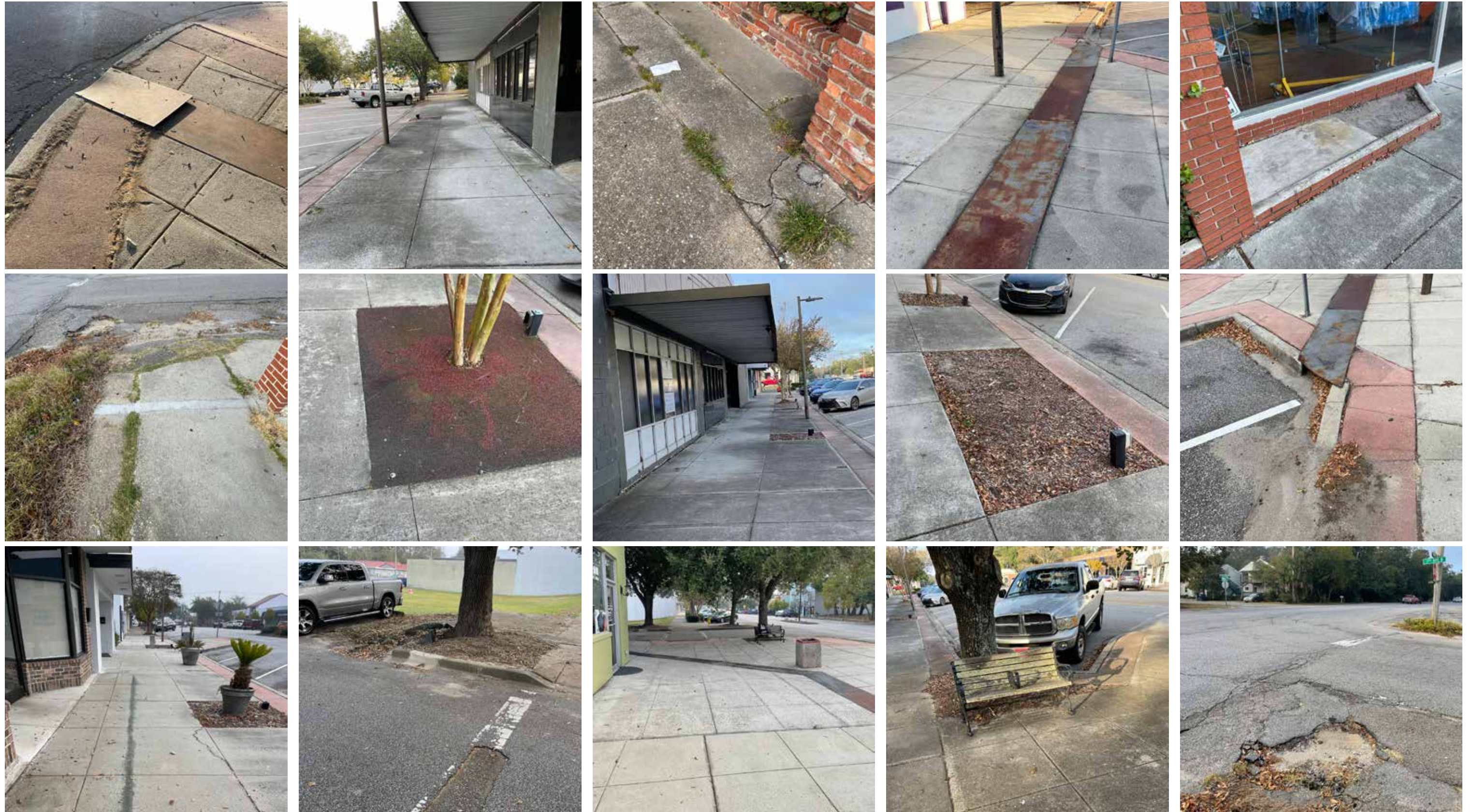
- 3rd Ave (3 crosswalks)
- Collins St (2 crosswalks)

INITIATIVES: \$5,000

TOTAL ESTIMATED: \$150,000



LET'S WORK TOGETHER TO TURN THIS...



INTO A REIMAGINED BROADWAY ST

