

PLAN IMPLEMENTATION

Executive Summary

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 Planning and Development Department - City of North Myrtle Beach, SC | May, 2010

“A good plan is like a road map: It shows the final destination and usually the best way to get there.”

— H. Stanley Judd

The “South Carolina Priority Investment Act” of 2007 is intended to encourage good planning practices and should therefore be viewed as the foundation for the proper planning of jurisdictions. The Act focuses on implementation of goals established in the various elements of the Comprehensive Plan, explicitly addressing housing, transportation, programming of capital improvements and intergovernmental coordination. One of the provisions of the Priority Investment Act amended the SC Comprehensive Planning Enabling Act, by requiring that local governments add two new elements to Comprehensive Plans, *Transportation* and *Priority Investment*. This Plan Implementation includes an introduction to the South Carolina Priority Investment Act, as well as the Priority Investment Element itself.

SC PRIORITY INVESTMENT ACT

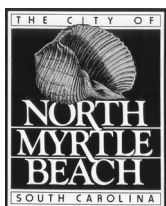
(Impacts on SC Planning Enabling Act)

“South Carolina Priority Investment Act amends section 6-29-510, relating to comprehensive plans of local planning commissions, so as to amend the housing element and to provide for transportation and priority investment elements of comprehensive plans; to amend section 6-29-720, relating to regulation of zoning districts, so as to allow local governments to develop market-based incentives and elimination of nonessential housing regulatory requirements to encourage private development, traditional neighborhood design, and affordable housing in priority investment areas; to amend section 6-29-1110, relating to definitions, so as to defined “affordable housing”, “market based incentives”, “traditional neighborhood design”, and “nonessential housing regulatory requirements”; to amend section 6-29-1130, relating to regulations of a local governing body governing the development of land upon the recommendation of the local planning commission, so as to further provide for the content of these regulations relating to land development; and to provide that local governments amend their comprehensive plans to comply with these provisions.”



Robert Edge Jr. Parkway, NMB

The following Priority Investment Element Goals and Strategies serve a dual purpose. They also serve as the Priority Focus Implementation Strategies for the overall plan update. These five priority focus strategies are designed to address goals included in all of the other eight plan elements (Population, Housing, Land Use, Economics, Natural Resources, Transportation, Cultural Resources, and Community Facilities Elements).



Issue	Goal	Strategy	Comment
*Little River Neck potential future development, traffic on Little River Neck Road, including multiple jurisdictions, preservation of natural resources, and threat to future livability for current residents. Current issues and potential future problems can not be solved independently.	*Preserve the natural and cultural environment, address transportation issues, develop a framework for City and County coordination regarding future land use and development scenarios, as preserve the quality of life and scenic rural character of the area.	*Create a stakeholders group/task force including Horry County, residents, and property owners, to unravel the multiple issues, determine the multi-disciplinary expertise necessary to analyze the situation, and develop a scope of work for a “Special Area Plan for Little River Neck”. This “Special Area Analysis” is consistent with the Priority Investment Act, and some of the planning tools identified in that legislation may be applicable. At the same time continue to prioritize enhancements and pursue funding for Little River Neck Road as a two-lane and periodic turn pockets for traffic management, and incorporate bicycle and pedestrian facilities.	*To achieve this goal the analysis needs to be completed as soon as possible before significant private or public decisions impacting Little River Neck are made
Concern regarding economic competitiveness, retention of existing businesses, community design and appearance, “quality of life” for residents and “quality of visit experience” for tourists	Sustain and enhance a successful business and tourism business community, while improving the quality of life and sense of place for residents and visitors.	*Create an ongoing “ Activity Centers and Corridors ” process and public/private sector partnership to plan for and design the public realm (streetscapes/beach access/greenways/waterway/park) in coordination with the “private realm” (land uses and development forms) on the adjacent private properties	*Planning staff should begin this process immediately and continue area by area of the City to form consensus for the Future Land Use Map for the 2015 Comprehensive Plan
*Concern that the City of North Myrtle Beach is losing its “sense of place,” small family beach town character and urban design vernacular that visitors and locals remember	*Maintain, enhance, and pay tribute to, in new development, the various sights, scenes, character and feel that made Cherry Grove, Windy Hill, Ocean Drive and Crescent beaches (joined to form the City of North Myrtle Beach) “THE PLACE” to visit on the Grand Strand.... ensure the City avoids becoming “Anywhere USA”	*Develop a program for City staff to work with residents, businesses and property owners to develop “Character Areas” to guide future planning and subsequent policies...in some cases this process can be a component of the Economic Development Element discussing Activity Centers and Corridor Plans.	*Planning staff should incorporate “sense of place” character studies into the “ Activity Centers and Corridors ”
*Increasing need for preservation of rights of way or easements for future roadway alignments and “greenways” or linear parks, bicycle paths, pedestrian walkways, street connectivity, public access to beach/waterway/parks, and other community facility plans.	Identify and provide for future community facility projects for Parks and Recreation, utilities and streetscapes, transportation connectivity, and other governmental facilities planning and programming.	*Assemble various city, county, regional or state plans for facilities proposed in or near (potential annexation areas) the City of North Myrtle Beach and produce an “Official Map” for the City according to South Carolina State Law. Not to be confused with the “Official City Zoning Map” which delineates land uses for private property, an “Official City Map” provides the City with a tool to identify and preserve lands for key infrastructure	*The “Official Map” can be assembled after the completion of both the Parks and Recreation Master Plan and the GSATS Regional Transportation Plan.
Concern about increasing traffic congestion and funding for transportation improvements in and near the City	Plan for and provide transportation connectivity, efficiency, accessibility; and secure funding for transportation facilities for all modes- highways and streets, bicycle and pedestrian facilities, and public transit.	*Continue coordination with Horry County and the Grand Strand Regional MPO during the development of a GSATS 2035 Regional Long Range Transportation Plan (to be completed in 2010) and incorporate findings concerning the City of North Myrtle Beach into the Comprehensive Plan. Also, keep informed about the new FY 2010 – 2017) transportation funding legislation to be considered by the Congress in 2010.	*City Staff should coordinate closely with the GSATS MPO Staff and consultants during the update of the Regional Transportation Plan in 2010

1. Priority Investment / Plan Implementation Focus Priorities