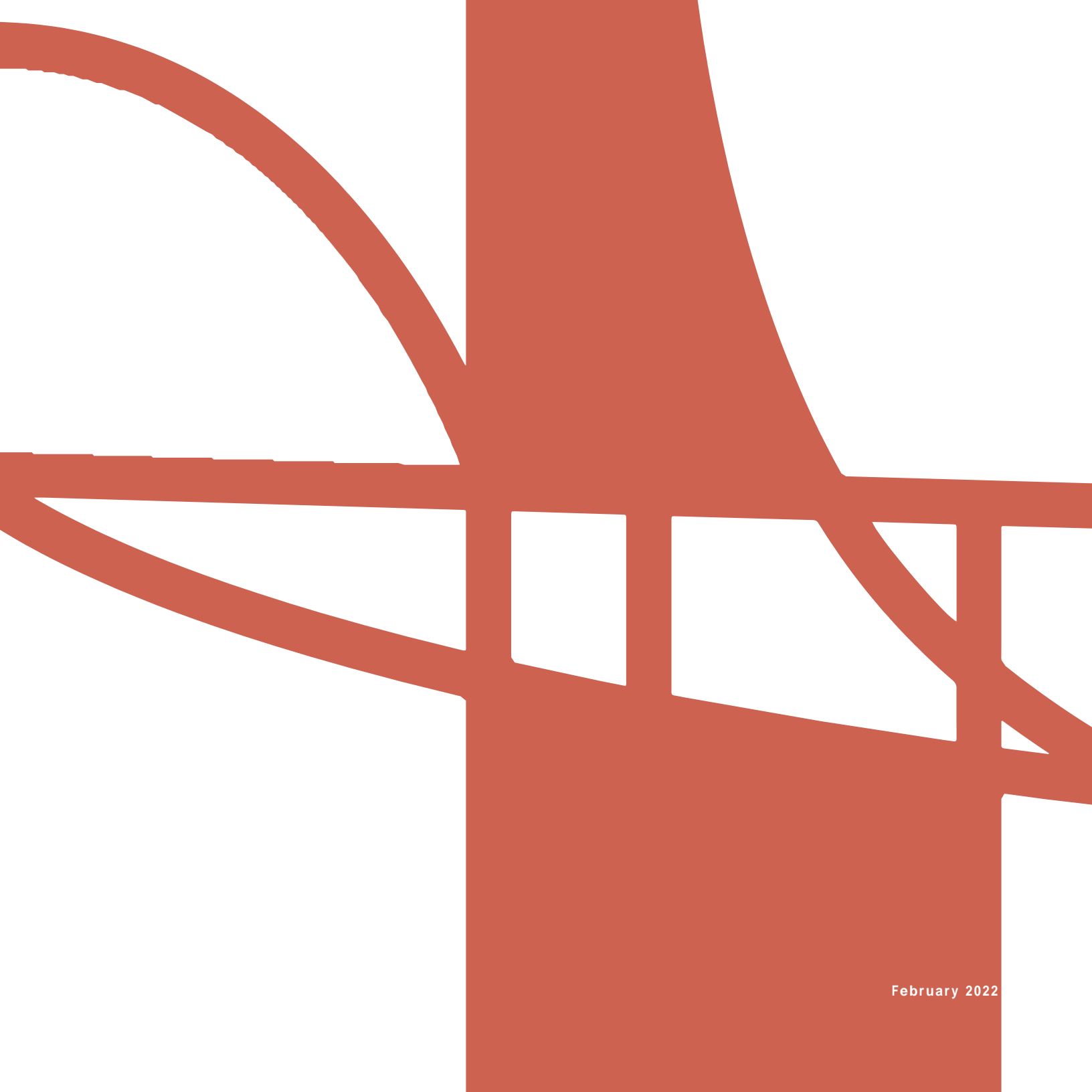




ARTS & INNOVATION
MYRTLE BEACH



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PARCELS

February 2022



ARTS & INNOVATION
MYRTLE BEACH

EXECUTIVE SUMMARY

A PLAN TO FORGE OUR ARTS & INNOVATION

PROJECT BACKGROUND

Decades in the making, the Arts & Innovation District started to take shape when passionate individuals from various sectors and industries came together under a singular vision to elevate the experience of Downtown Myrtle Beach. The dynamic vision celebrates the vibrant heyday of the city's past, showcases the creativity of the present, and capitalizes upon innovative thinking of the future. Ambitious planning at this scale required the removal of physical and economic hurdles to growth as well as a broad strategy that empowered stakeholders. This bold effort brought together experts from across various industries and sectors with a common goal to help Downtown Myrtle Beach realize its potential.

STAKEHOLDER COLLABORATION

The Arts & Innovation District is the result of a remarkable collaboration between many entities and stakeholders. These include Benchmark Planning, the Myrtle Beach City Mayor and Council, City staff, the State of South Carolina, Myrtle Beach Downtown Alliance, and One Grand Strand. During the design and planning process, the design leadership of these entities has been instrumental in engaging the community, advocating for public space and equitable housing, preserving and celebrating the City's history, and building consensus.

UNPARALLELED OPPORTUNITY

Due to both population growth and the ideal location of the site, our Arts & Innovation District is taking shape at the right time, and in the perfect place. Growth in Myrtle Beach is outpacing that of comparable Southeastern coastal cities with large tourist industries, and the City has the opportunity to be a year-round destination for the region. The District's site is in the heart of Myrtle Beach and near the water; it is also easily accessible by Highway 501, 9th Avenue, and Main Street. The area encompasses the Downtown Core, and will build upon the unique character of Broadway Street, Nance Plaza, and the history of the City as we invest in new uses.

DISTRICT VISION

Our Arts & Innovation District will be community-driven and amenity-rich - centered around the vibrant arts and innovation culture. The confluence of residential, cultural, commercial, and civic uses will create a center of gravity for Myrtle Beach, capitalizing on the idea of "locational magnetism." As we build on the City's history and traditions, we look forward to a new chapter: one that embodies innovation, identity, and inclusion. The District will unify citizens around a common point of civic pride, and help the city become a four-season destination and even more desirable place to live.

KEY ELEMENTS

The District will be defined and delineated by eight strategic components, each contributing to the rich mix of amenities and uses. These include a reinvigorated "main street" at 9th Avenue, a retail hub at the historic Downtown Core, a vibrant civic park, a cultural hub with a children's museum and library, a commercial/civic gateway with a blend of commercial uses, a central civic complex including City Hall, workforce housing, and an art museum. Together, these elements will create myriad live/work/play opportunities to attract multigenerational visitors and residents alike.

WHY NOW?

IMPECCABLE TIMING FOR OUR CITY

OPPORTUNITY TO HARNESS PROJECTED GROWTH IN THE SOUTHEAST

South Carolina is growing and thriving, with the state's population anticipated to increase from 5 million to 6 million people in the next ten years – a 20% increase. Horry County's projected growth outpaces state trends, with an anticipated 75% growth in the next ten years, from 350,000 to 600,000 residents. The time to plan for this exciting growth is now; our Arts & Innovation District provides the ultimate opportunity to envision the places we will need the most, and develop the infrastructure we will need for tomorrow's prosperity.

PROMISE TO MEET UNMET AND UNTAPPED DEMAND

This rapid growth is already underway, and the demand for housing and retail is already rising. Myrtle Beach's 2.68% household growth since 2010 has outpaced every comparable tourist-centered economic city in the Southeast, and Horry County is navigating a significant undersupply of

multifamily housing amidst skyrocketing rent growth and extremely low vacancy rates. The demand for multifamily housing in the county is anticipated to be 4,600 renters annually through 2026. Retail is booming in Myrtle Beach, with current vacancy rates under 3%, which is very promising, but because very little new local-serving retail has been delivered in Downtown Myrtle Beach, the potential for the District must still be substantiated.

POTENTIAL TO SPARK THE NEXT EVOLUTION OF TOURISM

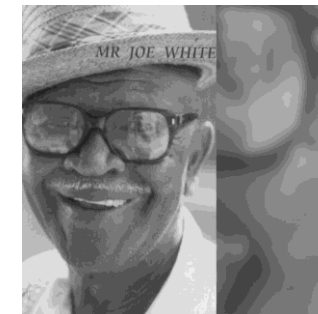
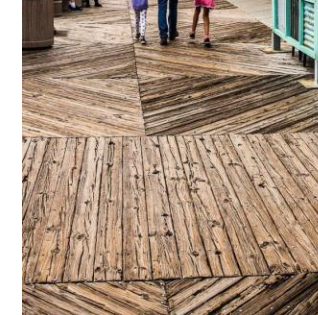
Our opportunity to choreograph long-term investment in the Downtown area grows from this consistent unmet development demand and the robust projections for future needs. Through the Arts & Innovation District, we can create vibrant places which will welcome visitors and residents alike through complementary uses and a multiplicity of functions. Being central to the city of Myrtle Beach and adjacent to tourist corridors, the District creates the opportunity to host events and visitors year long.

UNIQUE ALIGNMENT OF LEADERSHIP

The Arts & Innovation District has full buy-in from its collaborative civic stakeholders including the City Council, City staff, the State of South Carolina, and One Grand Strand. All of these partner entities agree that investment in Downtown Myrtle Beach is critical to the long-term success of the city, region, and state. Guiding the growth of this District will require investment, and the momentum behind his development makes this an ideal time to act.

HEIGHTENED DEVELOPMENT INTEREST AND INFLUX OF CAPITAL

Nationwide, the demographics of development are shifting as many developers seek opportunities in new regions. A recent influx of investment capital indicates that developers from the Northeast and the West Coast are turning their attention to opportunities in the Southeast; this level of investment interest presents exciting opportunities for new development.



WHY HERE?

PERFECT LOCATION TO ACTUALIZE OUR ORIGINAL DOWNTOWN DESTINY

MYRTLE BEACH'S ORIGINAL DOWNTOWN CORE

Myrtle Beach's Downtown Core is integral to its history and tradition as the foundation of the city, dating back to its incorporation in 1938. This Downtown Core embodies civic memory and civic pride.



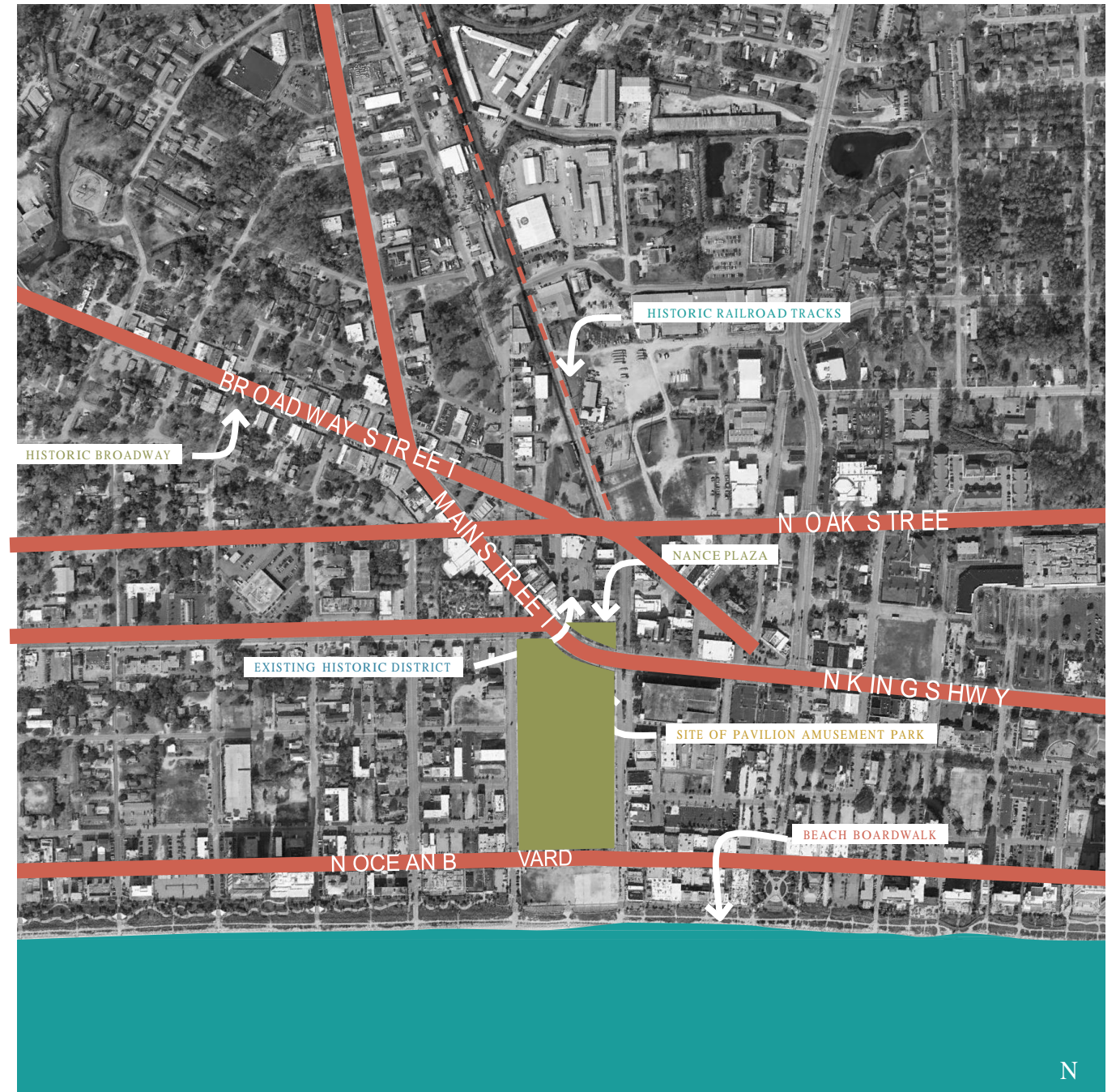
RECENT ECONOMIC DIFFICULTIES

In recent decades, this district has been particularly hard-hit by the macroeconomic impacts of the early 2000s, the 2008 recession, and the COVID-19 pandemic. The area struggles with high vacancy rates and the perception of higher crime rates due to visible disinvestment.



CENTRAL LOCATION TO PROVIDE MAXIMUM ECONOMIC IMPACT

The healthy mix of historic buildings and underdeveloped parcels provides a unique opportunity to re-imagine this district for a vibrant new chapter of use. Our Arts + Innovation District will create a ripple effect of positive impacts that extend beyond the Downtown Core and encourage adjacent private development.



WHAT'S HAPPENED THUS FAR?

A PLAN IN MOTION WITH WIND IN ITS SAILS

A VISION THAT IS DRIVING CHANGE While the Arts & Innovation District's name is relatively new, its core focus on bringing life back to Downtown have been discussed for years. The present vision started to crystallize within the Downtown Myrtle Beach Master Plan, which the City adopted in March of 2019. In producing the plan, Benchmark Planning make specific recommendations for early investment in the Myrtle Beach's historic Downtown. Recognizing the immense opportunity, The City of Myrtle Beach immediately went to work, crafting both top-down and bottom-up strategies to make the District a reality.

Working with City Planning, the City Council created a zoning designation that would enhance and encourage development within the District. City leadership encouraged early adopter historic renovation projects to the

District such as Grand Strand Brewery, the Mashburn Construction offices, and a partnership between Coastal Carolina University and the City for a historic renovation. An important milestone was reached when the City of Myrtle Beach, Horry County, and SCDOT agreed to realign Highway 501, removing angular portions of the road that served to divide Downtown and reinforcing a more rectilinear street grid that could form the physical basis of the District.

SPEARHEADED BY TOP-TIER EXPERTISE The City also looked outwardly for key expertise from consultants in a number of specific fields. These additional partnerships were secured through competitive bidding processes that allowed the City access to recognized leaders in their various fields. City and Historic Tax Credit consultant Rogers Lewis established a National

Register Historic District, and identified recommended structures for the National Register of Historic Buildings. Tradd Commercial Real Estate was selected to provide broker services for leasing and sales support of city-owned facilities within the District. RCLCO was selected to offer market definition, financial feasibility, and public private partnership support.

LS3P was selected to provide city planning and architectural services to design all buildings and grounds within the District. The firm advanced plans and distilled the District into a series of actionable, prioritized improvement planning steps guided by a clear vision. Deliverables included the Arts and Innovation District Vision Book, drafted and published as a "living document" that will evolve with the project over its lifespan.

TRANSFORMATIVE MOMENTUM



In the meantime, the District has rapidly been taking shape. Construction was completed for the historic preservation and adaptive reuse of all city-owned buildings located along the District's spine. The HTC Aspire Hub opened in 2022 as a partnership between the City, HTC, and eMYRge to welcome entrepreneurial coworking to the neighborhood.

A FUTURE THAT IS CLOSE AT HAND

Groundwork for future growth is being established as well. As part of an important collaboration, the City of Myrtle Beach, Benchmark Planning, and RCLCO prepared of a Request for Qualifications to solicit and identify qualified development partners. At the conclusion of this process, one or more firms will be selected to develop the District's vision in accordance with goals and guidance of the City. Future

phases will serve to deliver the host of components that bring the District to life and help establish a one-of-a-kind sense of place.



SECTION TWO
DISTRICT VISION

DISTRICT VISION

A CULTURAL HUB FOR ARTS, INNOVATION, & 21ST CENTURY TOURISM

CONFLUENCE OF ARTS + INNOVATION
 Our Arts & Innovation District creates a once-in-a-generation opportunity to ignite community development, foster entrepreneurship, harness emerging ideas, and support new economic ventures. This compelling blend of places and uses will encourage people of all ages to engage with the arts, interact with culture and the community, learn, and grow.

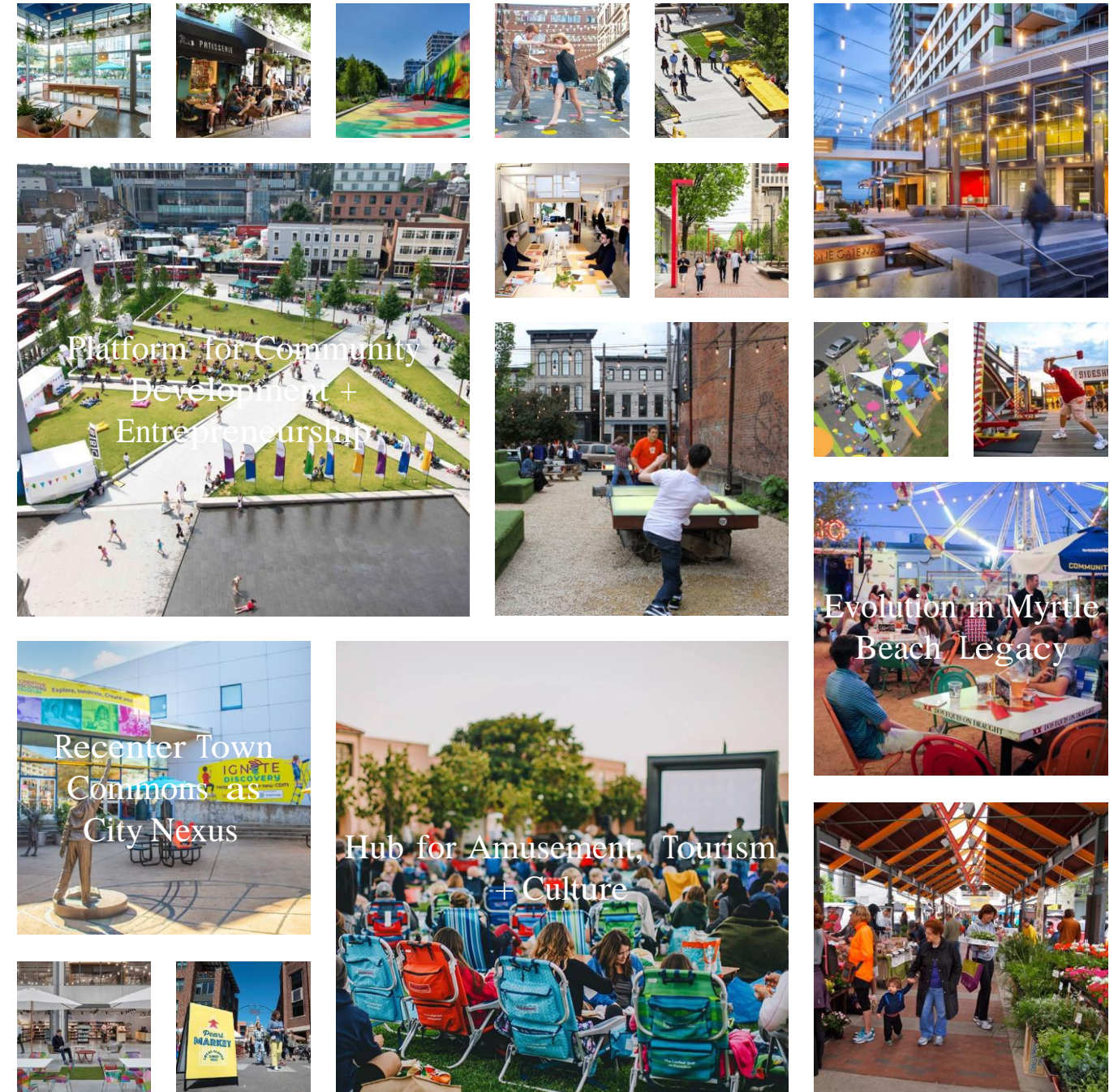
HISTORIC REVERENCE WITH FORWARD-LOOKING ASPIRATIONS
 Through strategic investment and development, we can build up on the existing charm and character of the Historic District and activate beloved spaces with new uses. Revitalizing the theater will maintain both the structural history and the legacy of performance, while preservation and renovation of Nance Plaza celebrates the master builder who helped create the city and honor the legacy of places that are vital to Myrtle Beach's history.

AN ABUNDANCE OF CULTURE AND IDENTITY
 Myrtle Beach has a unique culture and identity which represents its diverse population and is beloved by visitors and residents alike. With our Arts & Innovation District, we can supercharge this identity with rich, varied programming from museums to performance and event spaces to library to public plazas.

A STAGE FOR CIVIC PRIDE
 Centralizing city services will streamline operations and boost civic pride. The addition of a law enforcement center, expansive additions to the historic City Hall, easy-to-access municipal services all within arm's reach, and additional resources will create an ideal and welcoming "front door" to the community.

A COMMUNITY MAGNET AND UNIFIER
 Our Arts & Innovation District will provide a much-needed center of gravity for the city. The district will create opportunities for entertainment and enrichment, encouraging overlap between diverse user groups and proudly unifying residents around an exciting public amenity. The District will be a place to celebrate "localness," where town celebrations can be held and information can be shared. Strengthening connections to local transit will make the site accessible, inclusive, and vibrant.

A BENCHMARK FOR 21ST CENTURY DOWNTOWN COASTAL LIVING
 In reimagining the paradigm of a traditional "seasonal beach town," we can build on Myrtle Beach's legacy to become a four-season destination which is rich in community and rich in amenities. A successful Arts & Innovation District will be not only a beacon for local tourism, but a catalyst to inspire other communities towards similar growth and investment.



MYRTLE BEACH ARTS + INNOVATION DISTRICT



DESIGN STRATEGIES

SIX DISTRICT-WIDE ADVANCED PLANNING STRATEGIES



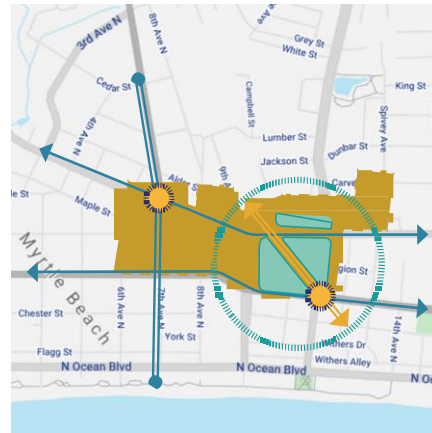
1. REALIGN 501, REINSTATE GRID, AND HEAL THE CONNECTION WITH BROADWAY

Reorienting Highway 501's termination from Broadway to 7th Avenue will expand and extend development along this main corridor boundary. Larger parcel sizes reintroduced to this portion of the city grid will allow for larger development properties that connect the Arts + Innovation District to the existing adjacent context.



2. PRESERVE THE HISTORIC BLOCK & SUPERCHARGE PUBLIC REALM WITH A VARIETY OF OPEN SPACES

The mixture of existing buildings and public spaces is prominent in Myrtle Beach's history, both architecturally and culturally. Preserving the character of this block will ground the Arts & Innovation District as a new destination within the city.



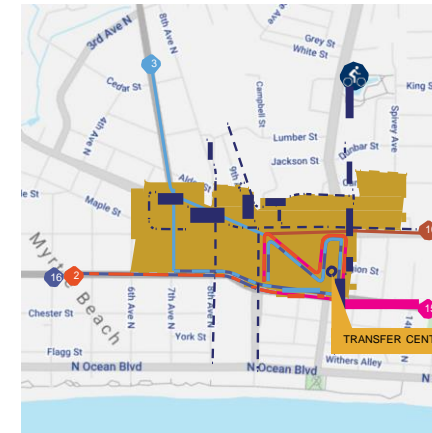
3. ANCHOR THE DISTRICT WITH A HEIGHTENED SENSE OF ARRIVAL AND CENTRALIZED CITY SERVICES

Establishing physical gateways and a central location for city services will create a nexus point that is convenient and beneficial for city inhabitants. The central campus will be bisected by a central tree lawn and roadway that optimizes internal public gathering.



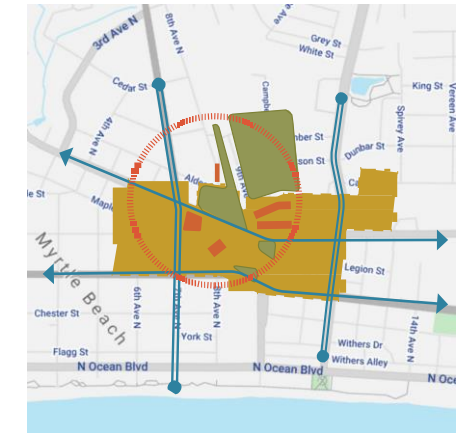
4. FRONT MR. JOE WHITE AVENUE WITH NEW MIXED-USE, MIXED - INCOME DEVELOPMENT

Providing mixed-use, mixed income development will energize the district with future inhabitants and commercial businesses around the key public spaces which will provide a critical mass of use and activity year-round.



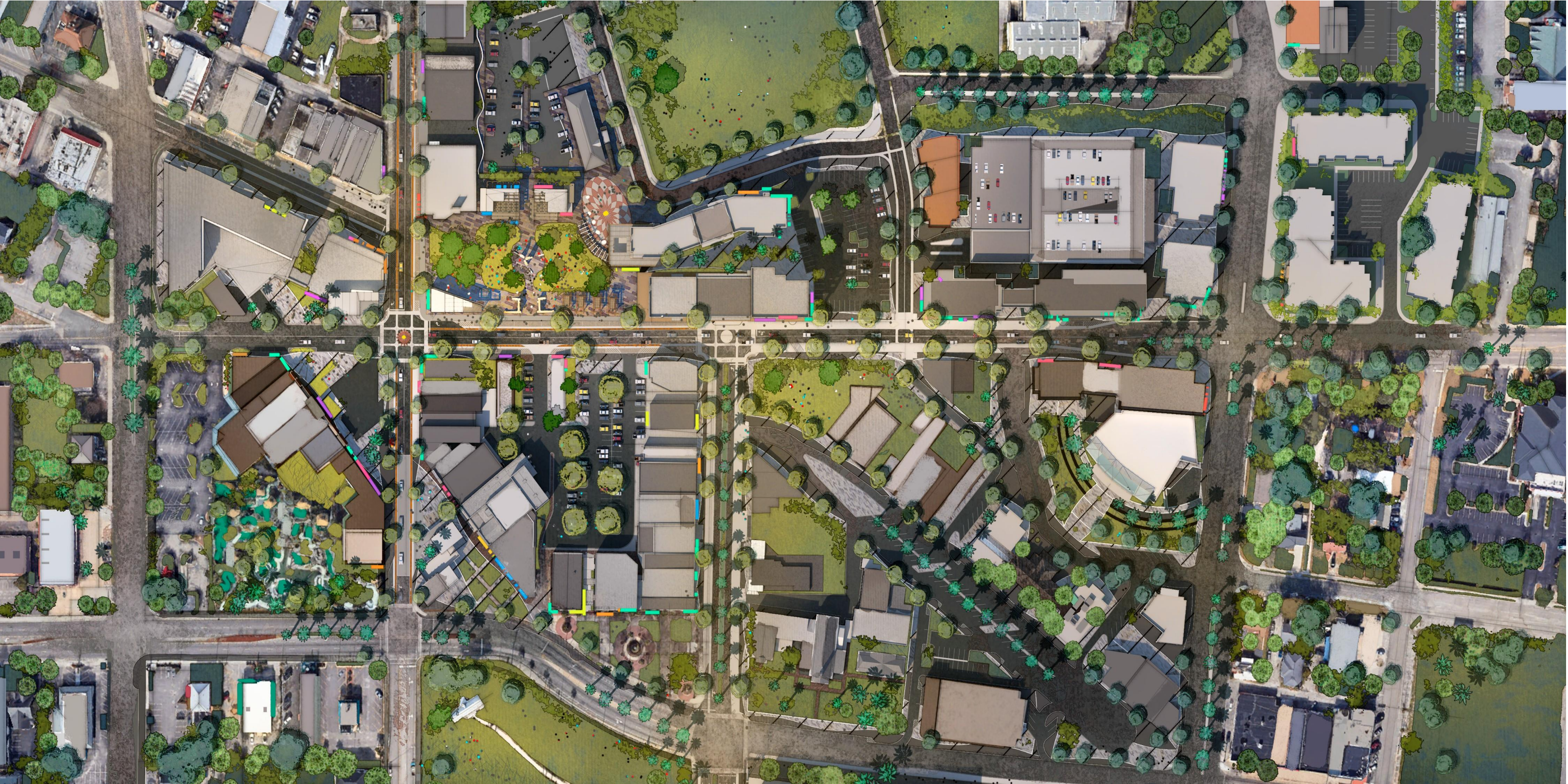
5. INTEGRATE EXISTING AND NEW MODES OF TRANSPORTATION

Multi-modal forms of transportation and accessibility will be critical to the Arts & Innovation District's success. Walkability and access will be key elements of use, supported by bus routes, bicycle lanes, and an expanded streetscape plan.



6. CATALYZE DEVELOPMENT WITH TARGETED MIXED-USE DEVELOPMENTS

A mix of residential and commercial uses will encourage interconnections, collaborations, and partnership opportunities for residents and businesses alike.



KEY MOMENTS

A DISTRICT PUNCTUATED WITH EIGHT KEY MOMENTS



9TH AVENUE
A vibrant main thoroughfare showcasing the District's rich public realm



HISTORIC CORE
A place to enliven city's legacy, weaving together the "tenacious yesterday" and the "innovative tomorrow"



COMMUNITY PARK
The keystone of the District; a flourishing outdoor realm for the locals and visitors alike to enjoy



COMMUNITY HUB
The heart of the community, where arts, culture, and innovation come to life



MIXED - USE GATEWAY
An economic hub, bustling with places to eat, drink, work, and shop



MUNICIPAL CENTER
A centralized access point for citizens' needs



A+I WORKFORCE HOUSING
Diverse and ample housing right at the edge of the district



ART MUSEUM
A nexus for creativity and community, extending beyond the museum's walls



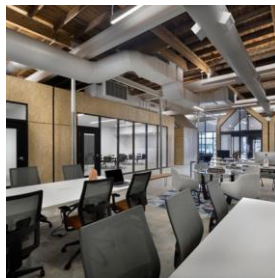
9TH AVENUE



MOMENT #1: 9TH AVENUE

TONE-SETTING PUBLIC REALM BRIMMING WITH ACTIVITY & VIBRANCY

At 9th Avenue, our Arts & Innovation District's identity is on full display. Starting at Main Street and terminating at the re-imagined Broadway, 9th Avenue will set the tone for a thriving public realm and high-quality investment. Here the identity of the District will be on full display; development along this Avenue will demonstrate our commitment to making our vision a reality.



Hallmarks of the re-envisioned 9th Avenue will be generous sidewalks for pedestrian comfort, an expanded tree canopy for identity and character, and porous retail spaces that spill out onto a public realm brimming with activity and vibrancy. These elements will represent attainable, tangible early successes within the District, with an eye towards gaining momentum and garnering public excitement.



MOMENT #1: 9TH AVENUE

FIVE DESIGN STRATEGIES



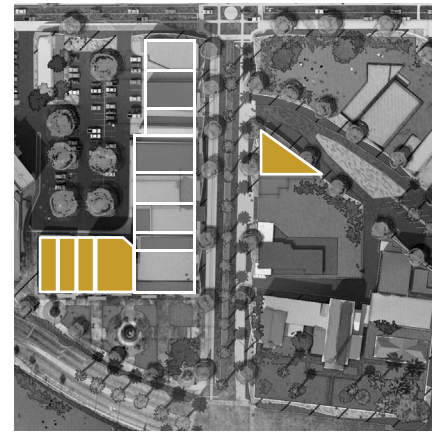
ESTABLISH NANCE PLAZA AS MAIN PUBLIC REALM ON 9TH AVENUE

Historic Nance Plaza will serve as an anchor and a gateway into the District, seamlessly knitting together the past and the future



EXTEND EXISTING TREE MEDIAN THROUGH FULL LENGTH OF AVENUE

Extending the lush tree canopy will heighten the experience of the public realm.



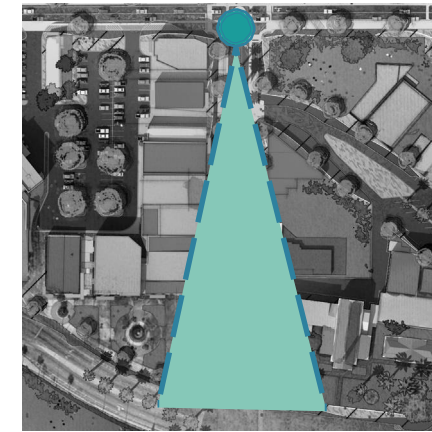
REESTABLISH RETAIL/COMMERCIAL SERVICES ALONG AVENUE

Rekindling the once-vibrant retail components will encourage activity and engagement.



PROMOTE ACCESSIBILITY THROUGH SIDEWALKS AND BICYCLE LANES

Shared sidewalks will create ideal opportunities for an interconnected, multimodal district



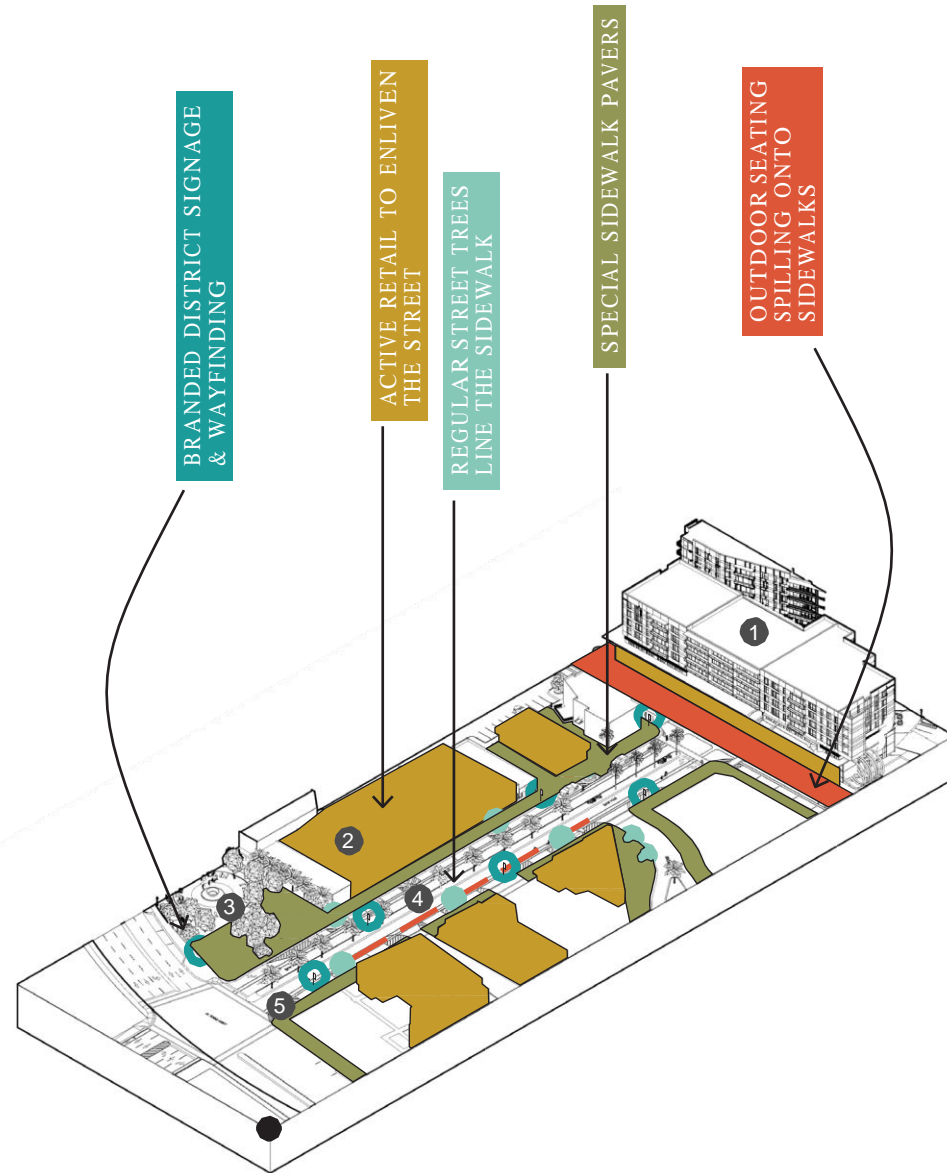
ORIENT VIEWING EXPERIENCE TOWARDS OCEANFRONT

With the ocean just seconds away, 9th Avenue captures that ideal viewpoint for maximum impact and connection to “place.”

MOMENT #1: 9TH AVENUE SNAPSHOT

9TH AVENUE FEATURES

- 1 New Mixed-Use Development
- 2 Existing Buildings
- 3 Historic Nance Plaza
- 4 Extended Tree Median
- 5 Sidewalks with Bicycle Lanes



HISTORIC CORE

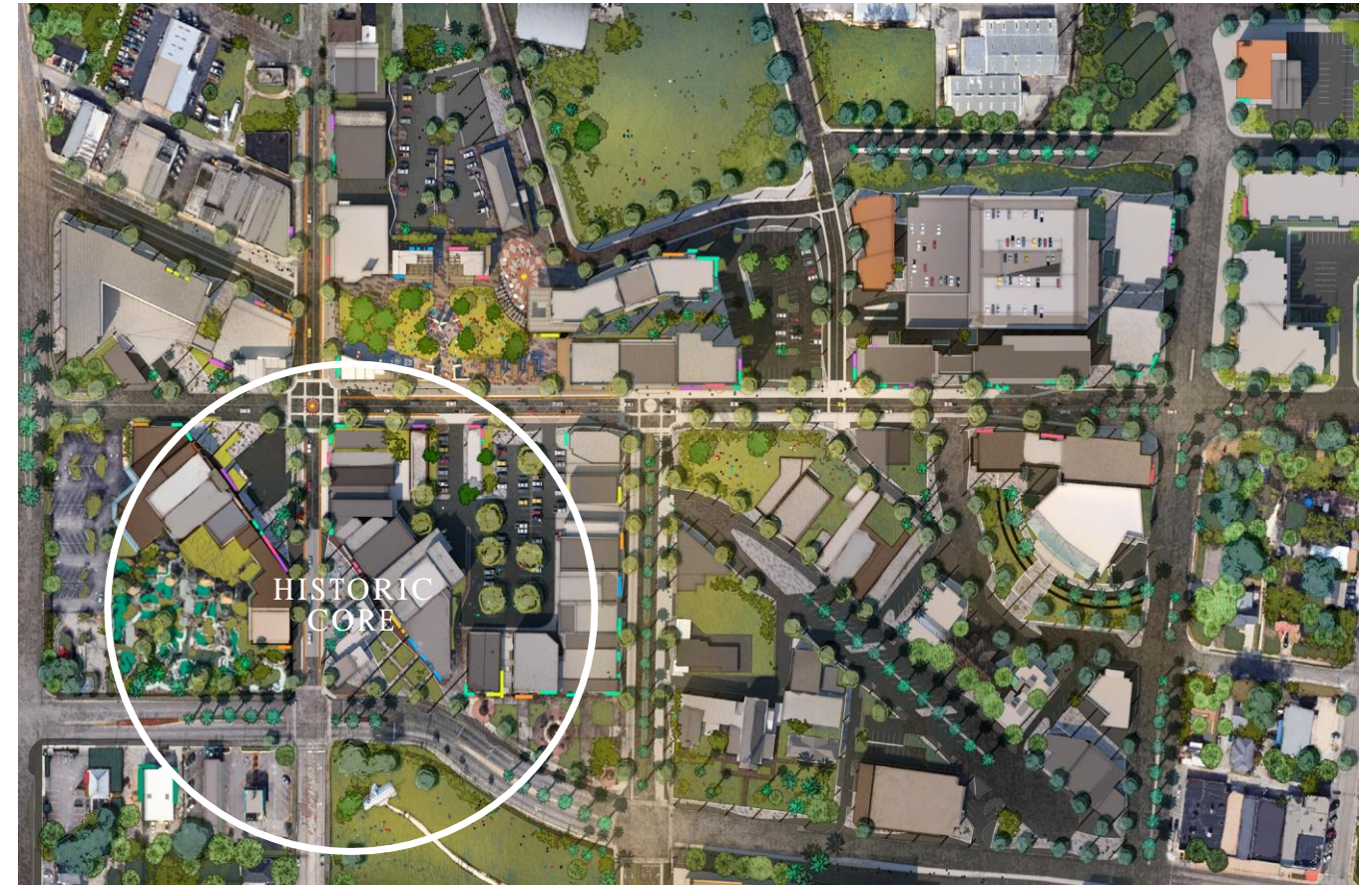


MOMENT #2: HISTORIC CORE

HISTORIC REVERENCE WITH COMPLEMENTARY PUBLIC OPEN SPACE

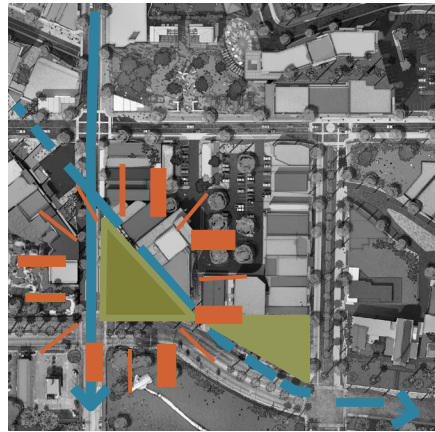
The Arts & Innovation District boasts a key asset - a number of historic buildings from the turn of the century – and capturing their artistic spirit and legacy will be a high priority. The vision for the Historic Core is to complement these historic buildings with public open space, including a reinvigorated historic Nance Plaza, to punctuate 9th Avenue. A new public open space and retail pavilion will also enliven the intersection of 8th Avenue and Main Street.

The existing small-scale building fabric is also ideal for a variety of tail experiences with the potential to attract tenants and partners such as Coastal Carolina University, Grand Strand Brewing Company, and Myrtle Beach's Blackbox Theatre.



MOMENT #2: HISTORIC CORE

FIVE DESIGN STRATEGIES



RECLAIM CORNER OF CORE AS PUBLIC REALM FROM REINSTATED GRID

A mirrored public plaza, directly adjacent to Nance Plaza, will reclaim and buffer the District.



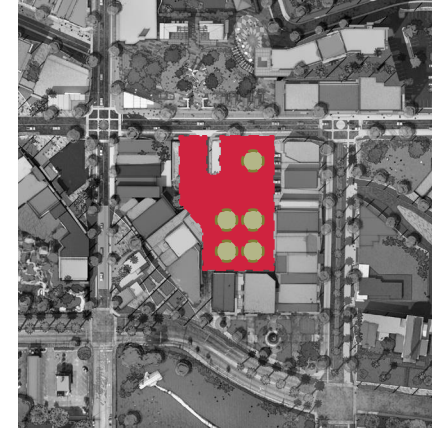
EXPAND SIDEWALK PERIMETER TO PROMOTE WALKABILITY

This new sidewalk will forge a connection between the block and Oak Street, creating a fully walkable District.



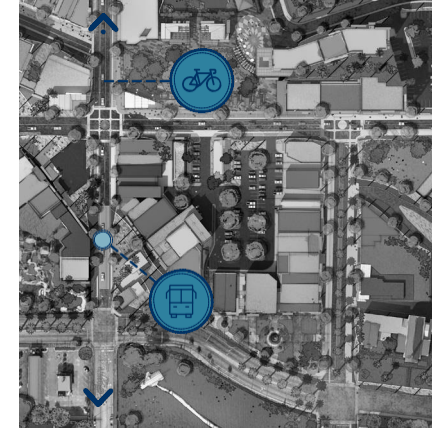
ENLIVEN WITH VIBRANT MIX OF USES AND SPACES FOR GATHERING

This block will be wrapped with lively uses that spill out onto the surrounding corridors, bringing this area to life.



PROVIDE INTERNAL PARKING TO KEEP FRONTAGE ACTIVE

In an effort to maintain the pedestrian-prioritized public realm, improved pervious paver parking is a secondary layer, tucked within the core.



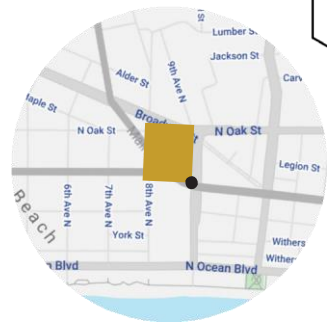
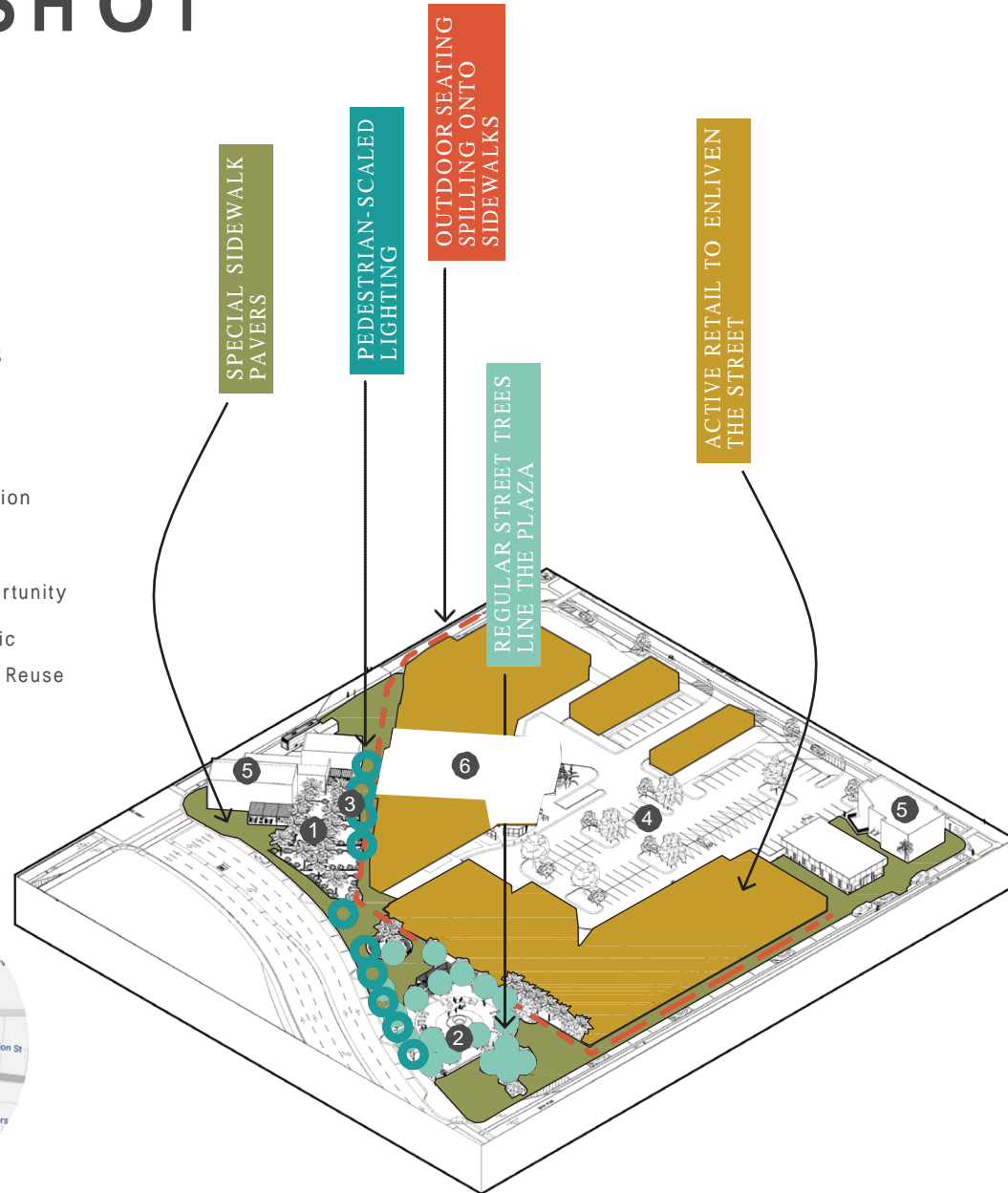
INTEGRATE MULTI-MODAL ACCESS TO USES WITHIN CORE

Tying into public transit and bicycle routes lining the region will create an accessible District for all.

MOMENT #2: HISTORIC CORE SNAPSHOT

HISTORIC CORE FEATURES

- 1 New Public Plaza
- 2 Historic Nance Plaza
- 3 New Pedestrian Connection
- 4 Internal Parking
5. Infill Development Opportunity
6. CCU/City Theatre Historic Preservation + Adaptive Reuse



COMMUNITY PARK



MOMENT #3: COMMUNITY PARK

LUSH AND VIBRANT FRONT DOOR FOR THE DISTRICT

At the heart of the Arts & Innovation District is the Community Park. Flanked by opportunities to learn and moments for community growth, the Community Park will bustle with outdoor activities, school field trips, and local community events.

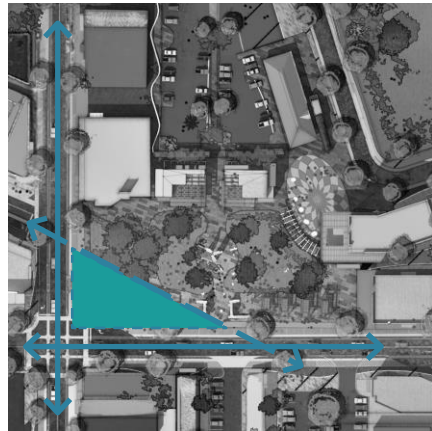
The Community Park will be the new gateway to the District, creating the terminus for Broadway with iconic oak trees and residential neighborhoods via new trails north of the park, welcoming visitors and signifying to all that “we have arrived.”

The Community Park will be further activated by three new retail pavilions – two adjacent to the reimagined train depot, and one at the new-and-improved intersection of 8th Avenue, Oak Street, and Broadway Street.



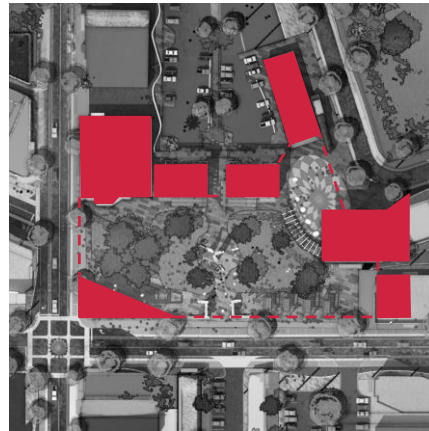
MOMENT #3: COMMUNITY PARK

SIX DESIGN STRATEGIES



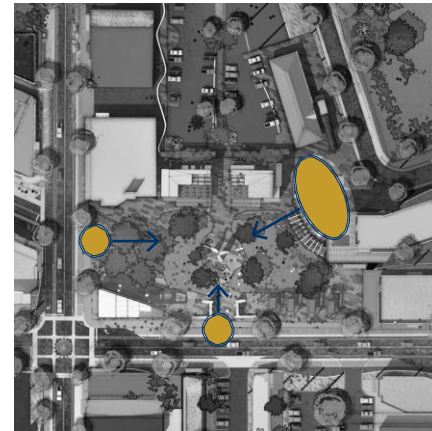
INCORPORATE NEW INTERSECTION OF OAK STREET & 8TH AVENUE TO

Realigning the street grid will create an ideal opportunity to re-establish and refocus public intersections.



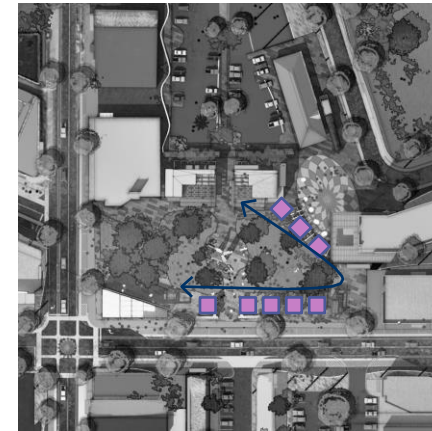
DEFINE EDGES OF PUBLIC REALM THROUGH VARIOUS USES AT

The edges of this civic park will brim with activity, from interactive museums to retail to pavilions for artisan marketplaces to historic elements like the train depot



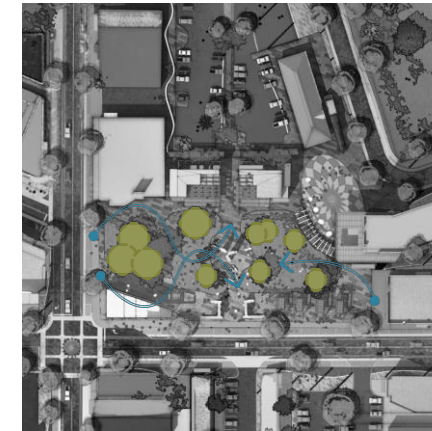
ORIENT GATEWAYS AROUND CENTRAL MONUMENT

The iconic marker at the center of the plaza will become the center of gravity for the site, with key access points all leading to it.



BUFFER PUBLIC REALM WITH SMALLER SCALE GATHERING PAVILIONS

Flexible and adaptable pavilions will buffer this open space, ideal for the myriad uses this park will bring.



DISTINGUISH PATHS FROM GATHERING AREAS

A variety of paths will carve out intimate and programmable pieces of this larger open space.



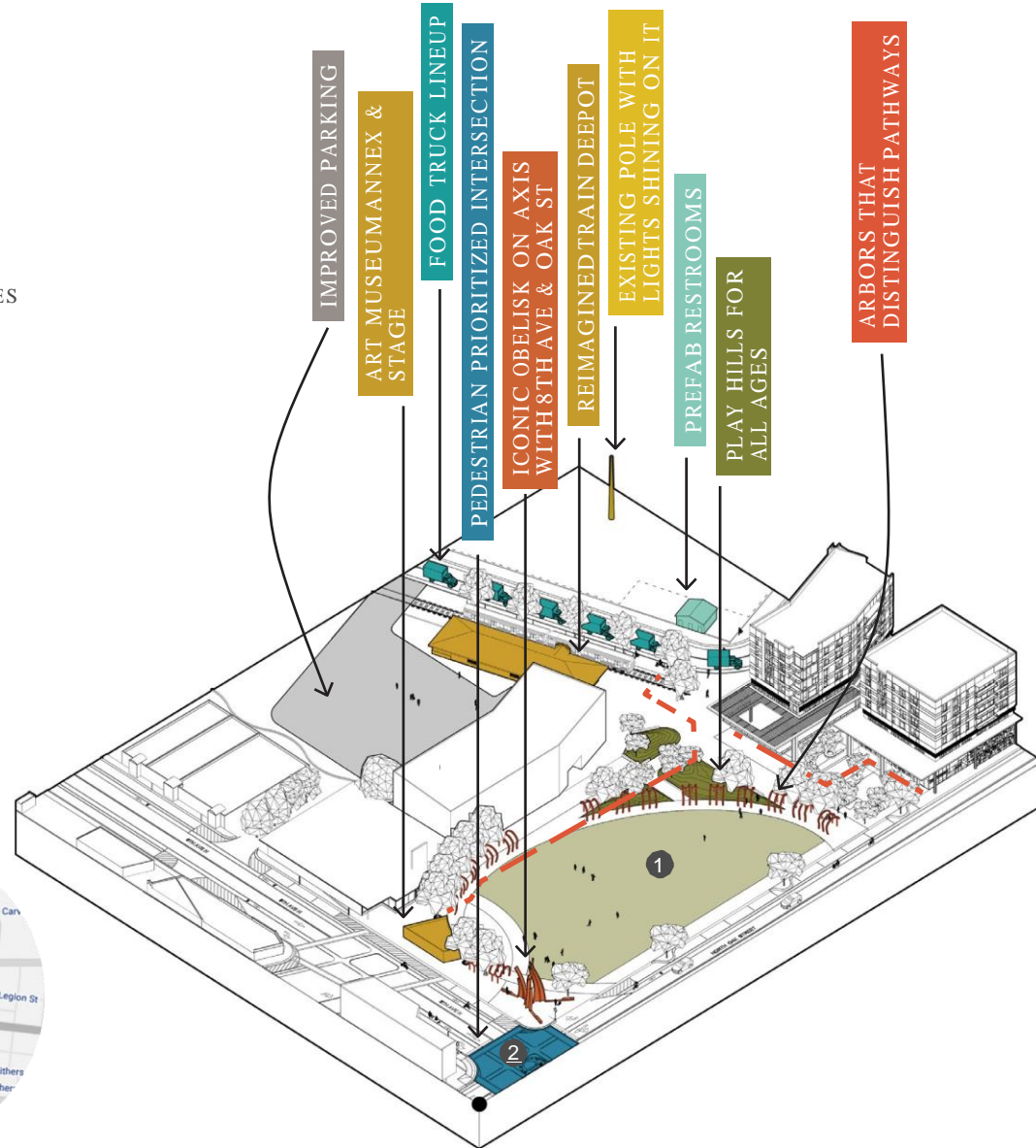
RECLAIM THE NEW, PEDESTRIAN-PRIORITY INTERSECTION

The realignment of HWY 501 allowed for the establishment of pedestrian-focused, lively intersection

MOMENT #3: COMMUNITY PARK SNAPSHOT

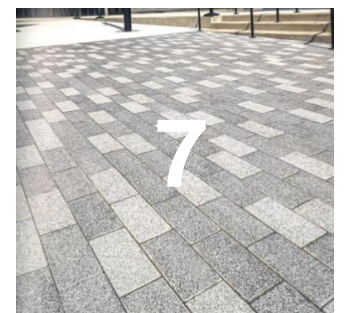
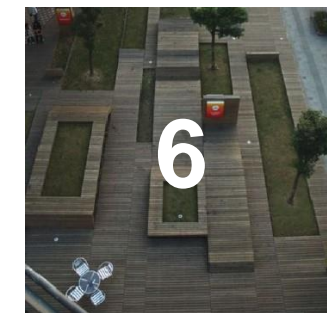
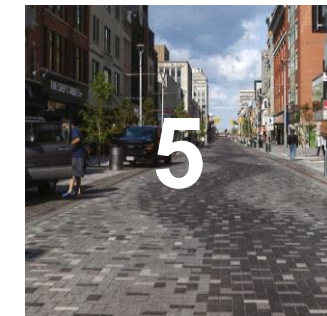
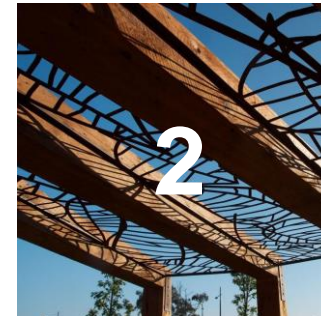
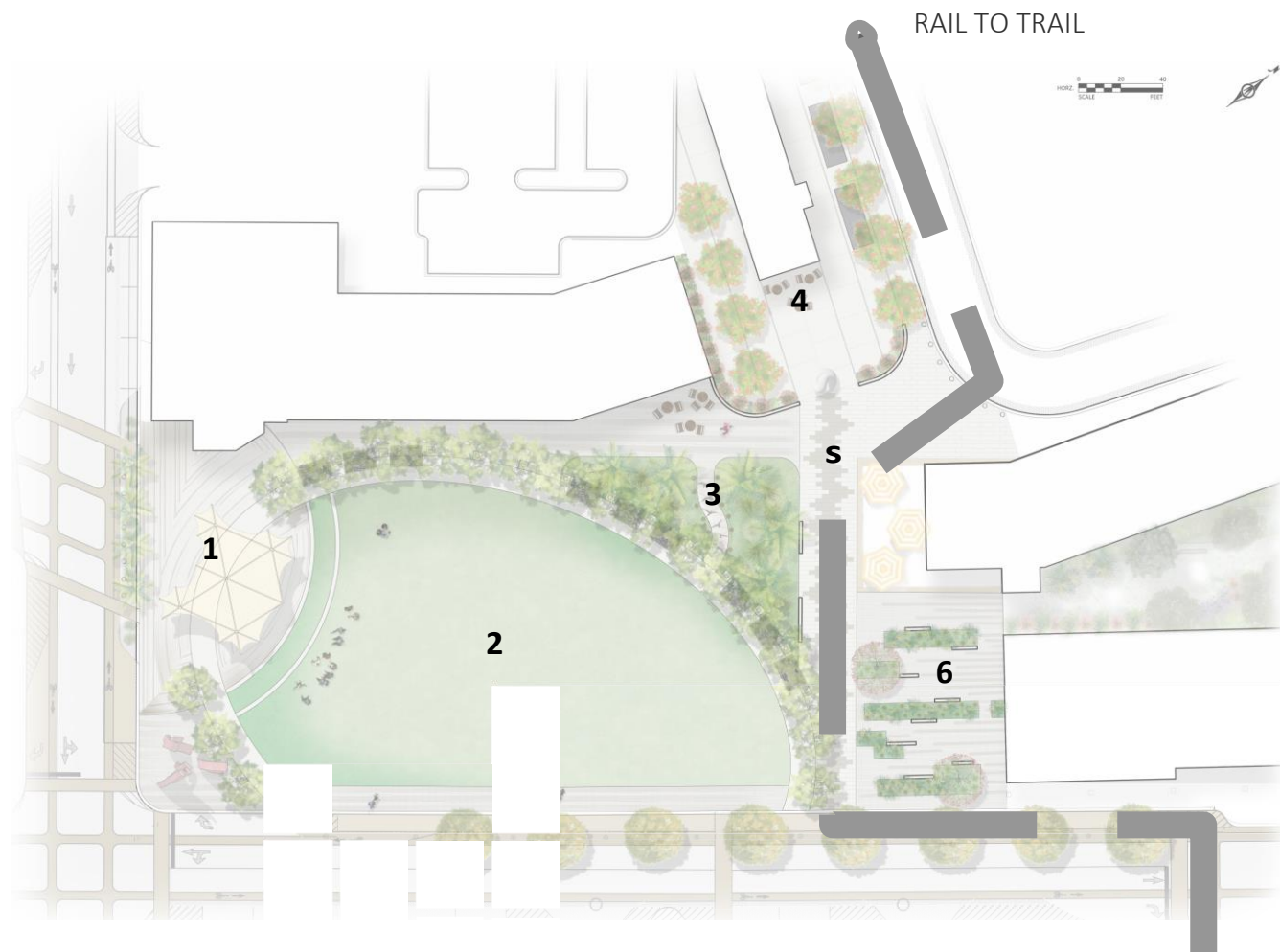
HISTORIC CORE FEATURES

- 1 Community Park
- 2 Gathering Pavilions



MOMENT #3: COMMUNITY PARK KEY MOMENTS

LUSH AND VIBRANT FRONT DOOR FOR THE DISTRICT



MOMENT #3: COMMUNITY PARK

LUSH AND VIBRANT FRONT DOOR FOR THE DISTRICT

STAGE EVENT



MARKET EVENT



SPECIAL EVENT



COMMUNITY HUB



MOMENT #4: COMMUNITY HUB

INTERNAL REFUGE THROUGH A CHANGE OF PACE

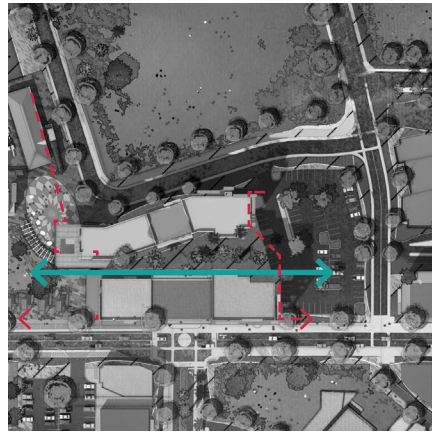
This Community Hub will serve as a “front door” for the District. As a center of gravity with destinations that will entice people to the area, the Hub will be a place to bring the kids for ample learning and engaging opportunities.

Flexible gathering spaces will spill out into the plaza for events to encourage community happenings and informal gatherings alike. As a centerpiece for the community and the core of the Arts & Innovation District, the Hub will be a place to grow, experience, and learn.



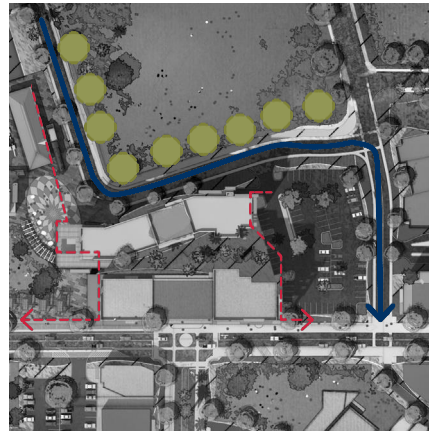
MOMENT #4: COMMUNITY HUB

FIVE DESIGN STRATEGIES



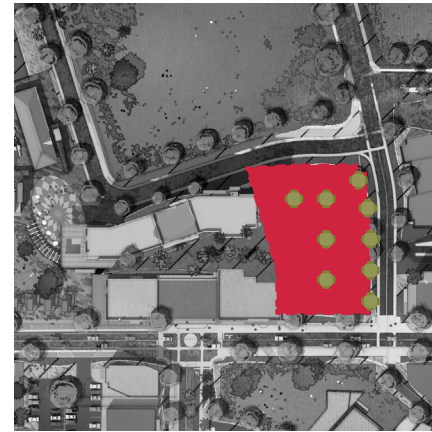
PUNCTURE EDGE OF USES WITH INTERNAL COURTYARD TYING TO COMMUNITY PARK

An internal, pedestrian-scaled courtyard slices through the Community Hub to tie into adjacent spaces.



INTEGRATE SECONDARY ACCESS TO COMMUNITY INSTITUTIONS

A secondary access point will mitigate a vehicular-heavy public frontage while also ensuring multiple avenues for entry into these iconic places.



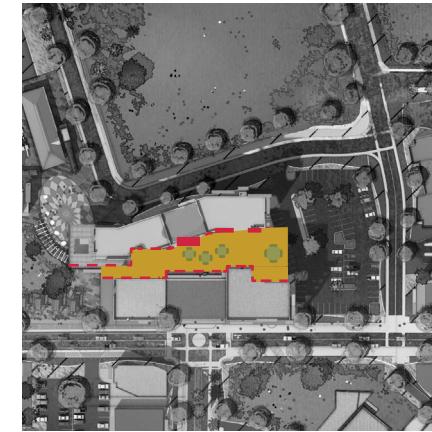
DESIGNATE PARKING SERVICES AT PERIPHERY OF BLOCK

Locating parking services opposite the Community Park will encourage walkability throughout the District.



FRONT LOAD INTERNAL COURTYARD WITH ACTIVE USES AND MOMENTS FOR GATHERING

The internal courtyard at the ground floor will create opportunities to enliven the space, activating it through a mix of uses.



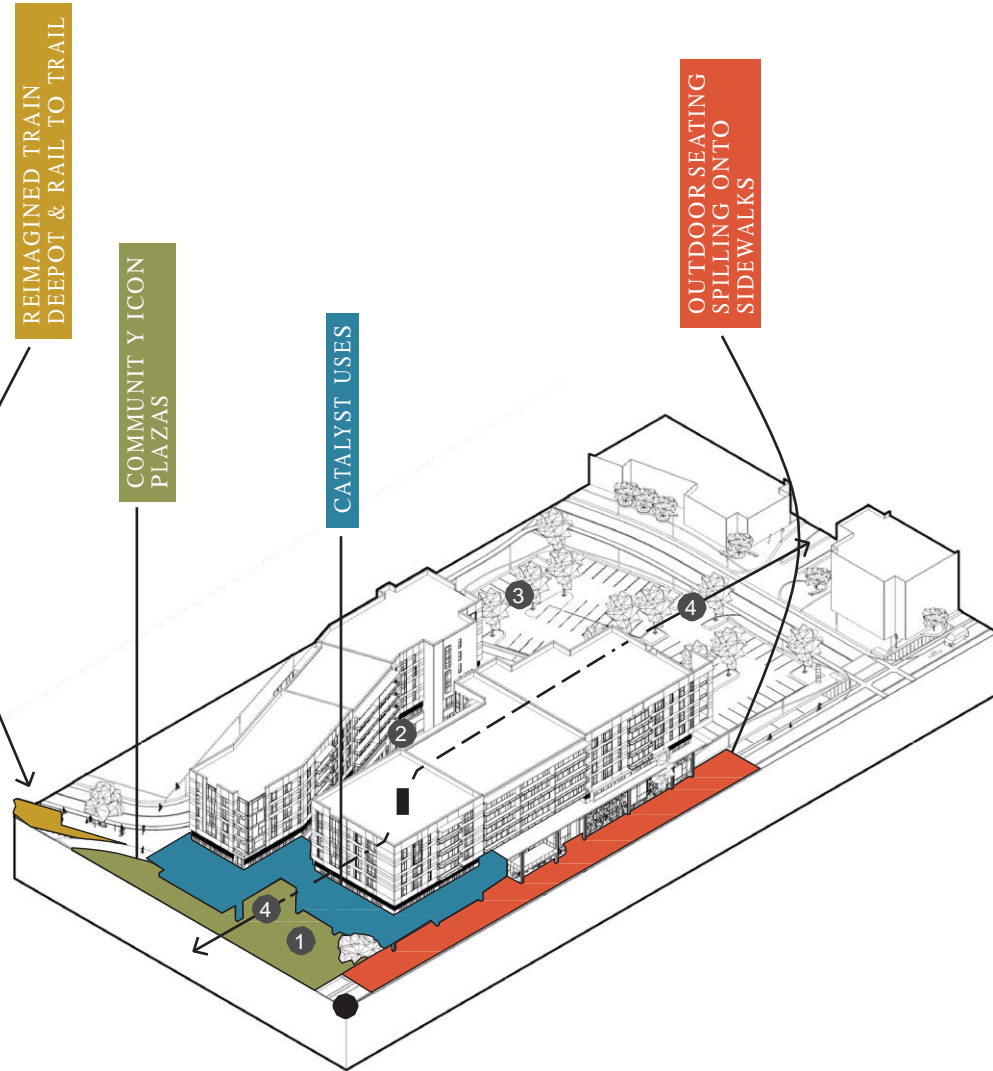
PROVIDE AMPLE CIRCULATION THROUGH COURTYARD

Sandwiched between two major community icons, this courtyard will promote walkability and accessibility.

MOMENT #4: COMMUNITY HUB SNAPSHOT

HISTORIC CORE FEATURES

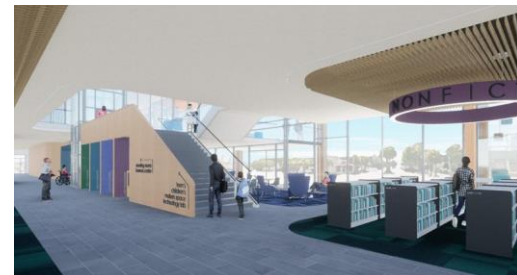
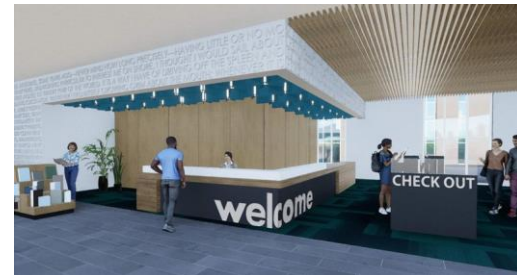
- 1 Plaza
- 2 Pedestrian-Scaled Courtyard
- 3 Designated Parking
- 4 Circulation between Community Park and Mixed-Use Gateway



MOMENT #4: COMMUNITY HUB COMMUNITY LIBRARY

This Community Hub will serve as a “front door” for the District. As a center of gravity with destinations that will entice people to the area, the Hub will be a place to bring the kids for ample learning and engaging opportunities.

Flexible gathering spaces will spill out into the plaza for events to encourage community happenings and informal gatherings alike. As a centerpiece for the community and the core of the Arts & Innovation District, the Hub will be a place to grow, experience, and learn.



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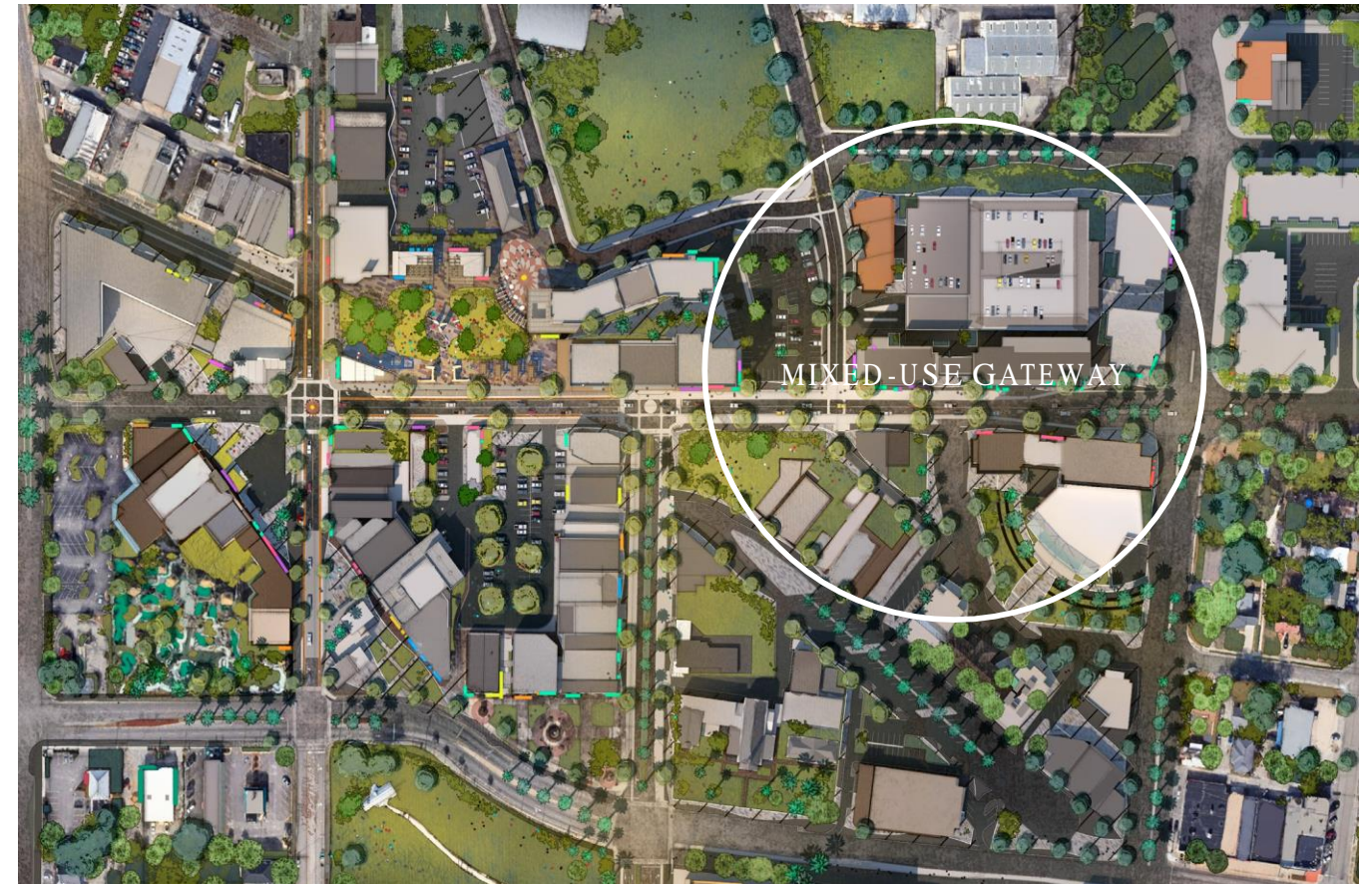
GATEWAY



MOMENT #5: MIXED-USE GATEWAY

RESURGENCE OF LOCAL BUSINESS AND LEISURE, STEPS FROM YOUR DOOR

The Mixed-Use Gateway will provide a threshold into the civic portion of the site. At this entry point, framed views of City Hall and its surrounding campus will define the nature and uses of this area. Flexibility within this part of the District will create places for innovation, productivity, and entrepreneurship. Internal circulation will help to insulate pedestrians from vehicular activity, while residential with active ground floor uses, restaurants, and a booming public realm will provide places to sit and gather.



MOMENT #5: MIXED-USE GATEWAY

FIVE DESIGN STRATEGIES



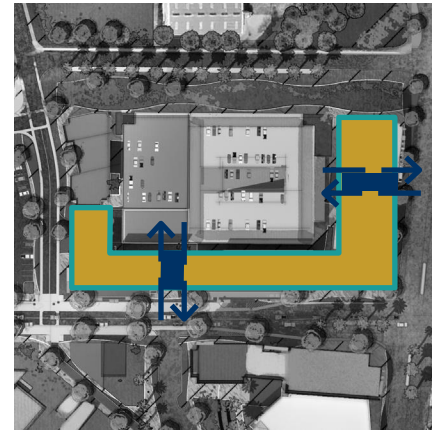
CENTRALIZE PARKING STRUCTURE
WITHIN BLOCK AWAY FROM STREET

Parking will be hidden within the block internally, with direct access to vehicular-prioritized streets.



FRONT BOUNDING STREETS WITH
GROUND FLOOR ACTIVE USES AND
UPPER FLOOR RESIDENTIAL

The block will be wrapped with flourishing amenities right at the fingertips of pedestrians, facing outward to the rest of the District.



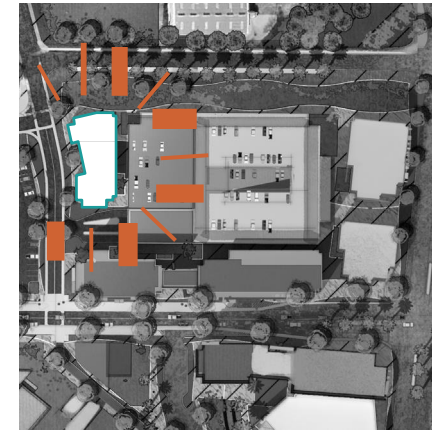
ACCOMMODATE CIRCULATION
BETWEEN INTERNAL PARKING AND
ACTIVE USES

Key connection elements will knit the parking areas into the outside world, carving out pivotal thresholds as part of the journey.



PUNCTURE INTERIOR OF SITE WITH
THRESHOLDS AT STREET LEVEL

Wrapping the retail with an active, amenities-rich pathway will encourage a variety of uses.



ANCHOR THE BLOCK WITH LAW
ENFORCEMENT CENTER

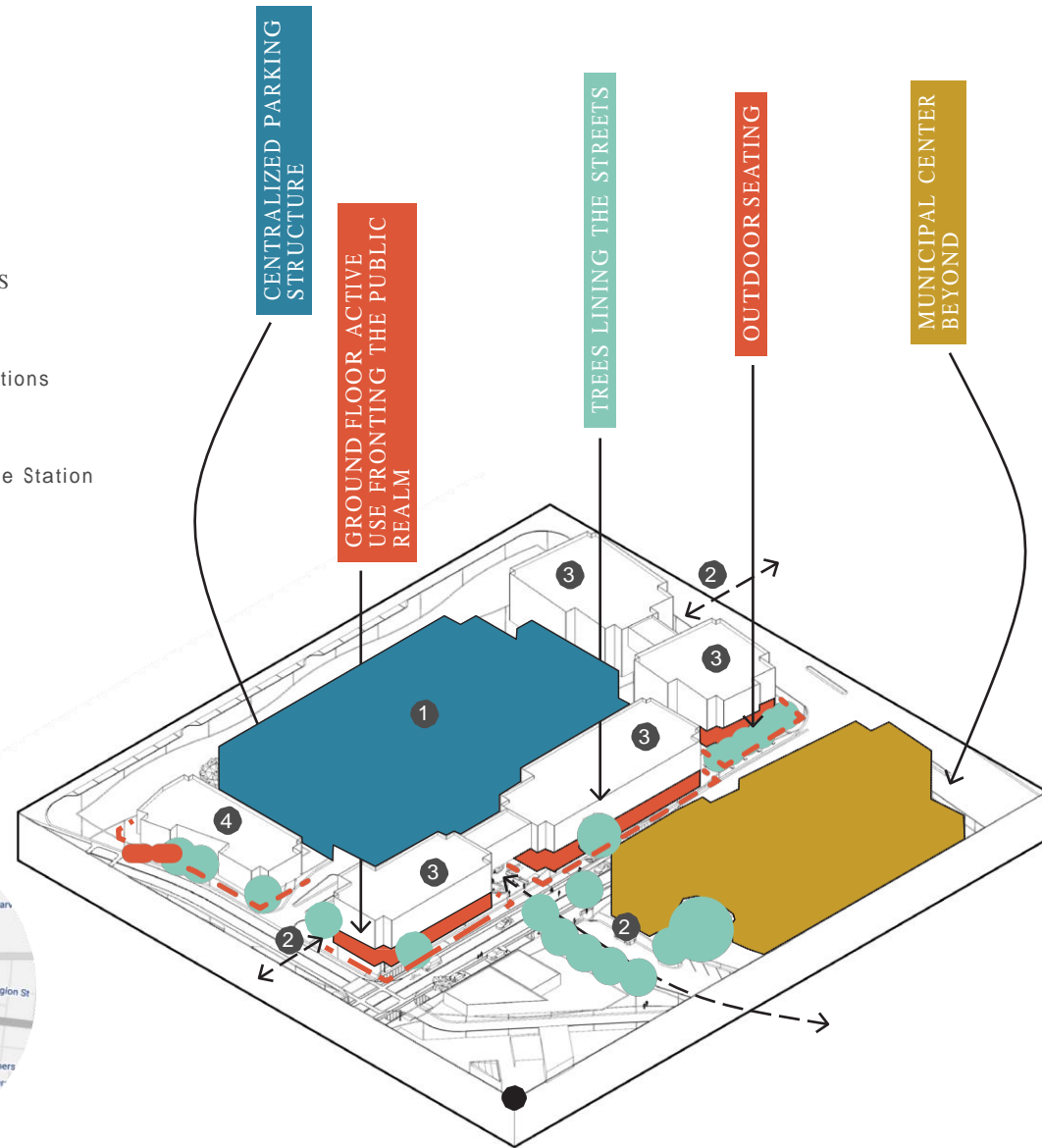
The law enforcement center sits as a distinct node of the block, facing the Community Hub and completing the wrap around the interior parking

MOMENT #5: MIXED-USE GATEWAY

SNAPSHOT

HISTORIC CORE FEATURES

- 1 Internal Parking
- 2 New Pedestrian Connections
- 3 Residential Uses
- 4. Municipal Court & Police Station



MUNICIPAL CENTER



MOMENT #6: MUNICIPAL CENTER

VIBRANT WORKFORCE CENTER FOR 21ST CENTURY RESIDENT

The centerpiece of the Municipal Center will be a newly renovated City Hall, with the historic existing building flanked by additions on either side. The Complex will create a lively, centralized hub for city services with expanded space to accommodate growing needs, and expanded employment opportunities to meet these needs.

An internal street will create the feeling of a “campus within a campus” to better integrate city services with streamlined, efficient access. A new municipal court and police station across the street will allow for better collaboration and coordination across a range of city departments.



MOMENT #6: MUNICIPAL CENTER

FIVE DESIGN STRATEGIES



INSTATE INTERNAL STREET FOR ACCESS TO CENTER OF BLOCK

Dividing this block by adding an internal means of access will allow for the greatest connectivity to this campus.



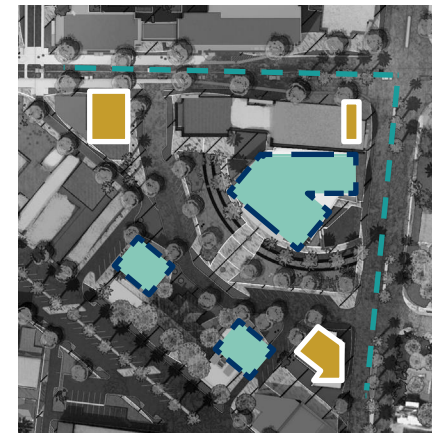
REINVIGORATE HISTORIC CITY HALL THROUGH CENTRAL GREEN

The addition of a lush and programmed green space directly facing the existing City Hall will reinforce the idea of a citizen-focused public realm.



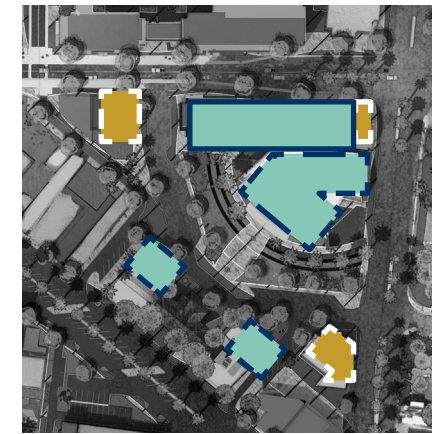
EXPAND CAMPUS THROUGH ADDITION OF CITY SERVICES INFRASTRUCTURE

Growth of the existing campus will bolster a common hub for city services, while highlighting the historic City Hall.



PROVIDE ACCESSIBLE AMENITIES AT BLOCK EDGES

Amenities will be sprinkled along the block's border, encouraging and welcoming users into this civic hub.



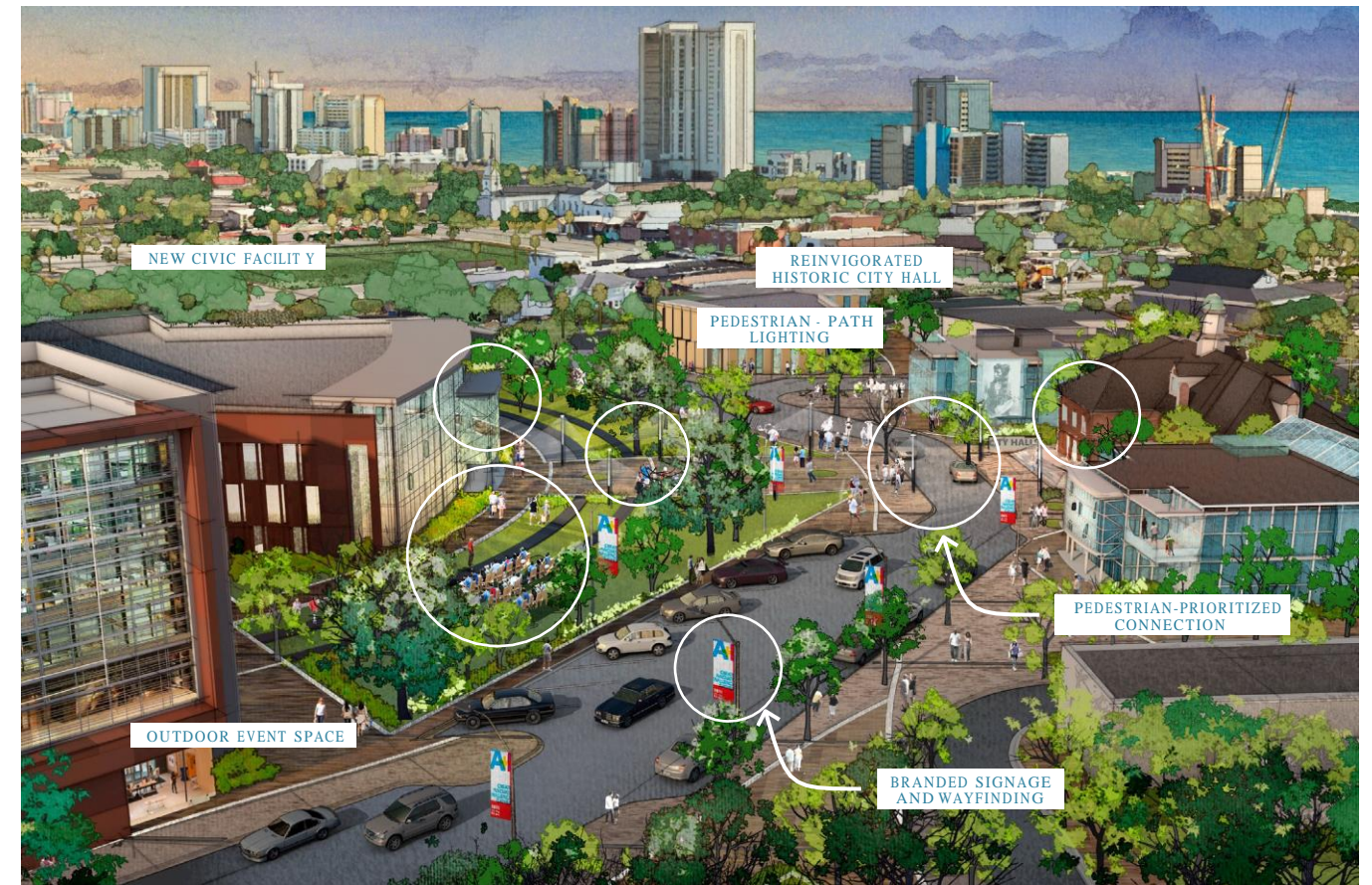
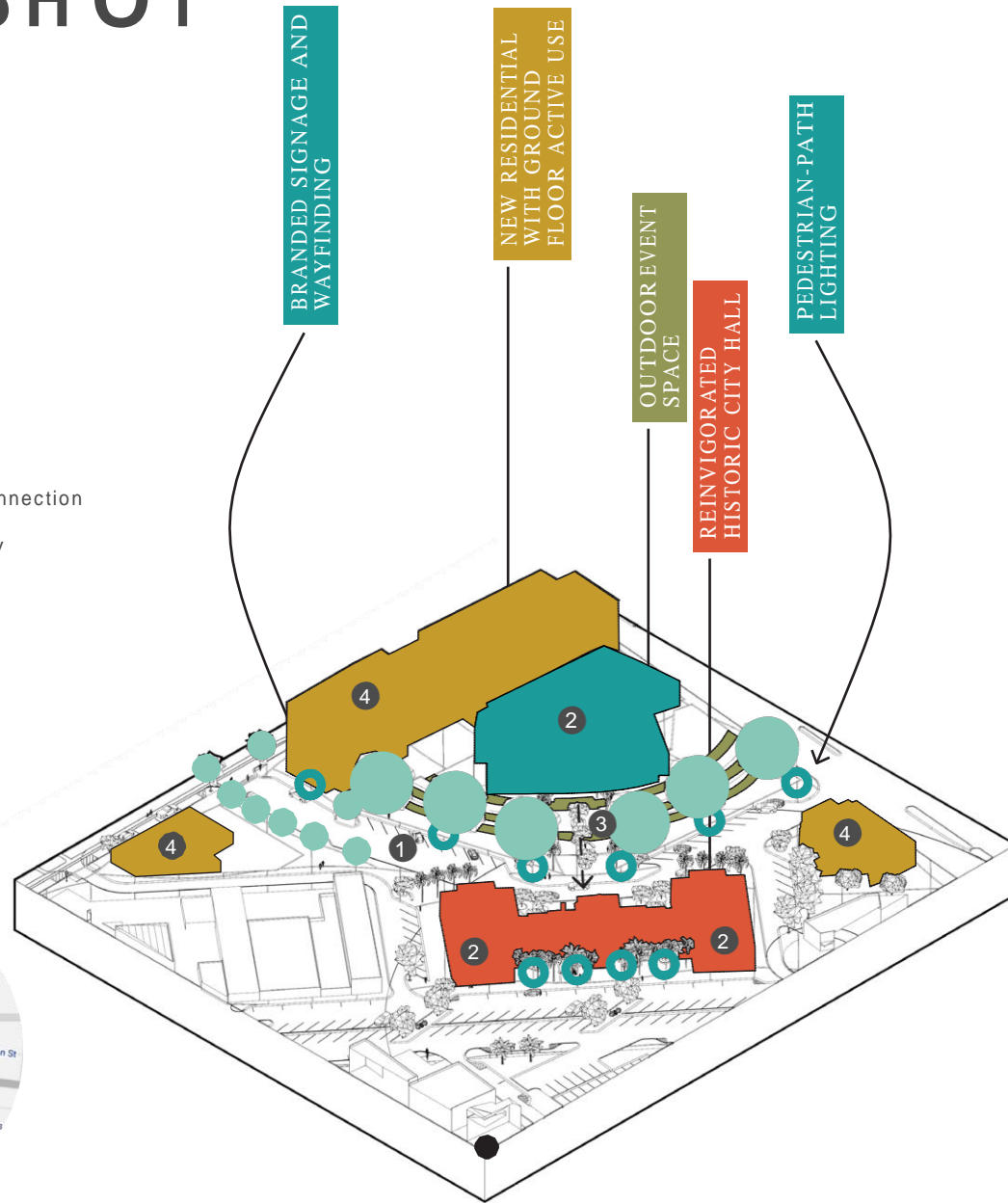
IMPLEMENT DAILY USE THROUGH ADDITIONAL LOCATIONS FOR CITY SERVICES

The addition of residential, ground floor active use and daily city services along the street will bring citizens into the site, and allow for greater accessibility for day-to-day needs.

MOMENT #6: CIVIC COMPLEX SNAPSHOT

HISTORIC CORE FEATURES

- 1 Internal Street
- 2 City Hall Additions
- 3 Pedestrian-Prioritized Connection
- 4 Development Opportunity



MOMENT #7

A&I MIXED-INCOME WORKFORCE COMMUNITY



MOMENT #7: A&I WORKFORCE COMMUNITY

HOUSING OPTIONS WITH EQUAL ACCESS TO LOCAL RESOURCES

A variety of options will be critical to creating a diverse, active Arts & Innovation District. The housing components will be located at the edge of the campus and connecting through 10th Street, blurring the edges of the site and mitigating the scale by slowly dissolving into the existing fabric. This will be an area of energy and activity with a mix of tenants, ground-floor active uses, a wealth of amenities within walking distance, and balconies to engage the thriving public realm from every level.



MOMENT #7: A&I WORKFORCE COMMUNITY

FOUR DESIGN STRATEGIES



FRONT MR. JOE WHITE AVENUE WITH GROUND FLOOR ACTIVE USE

Active, robust active use options fronting the street will enliven the area.



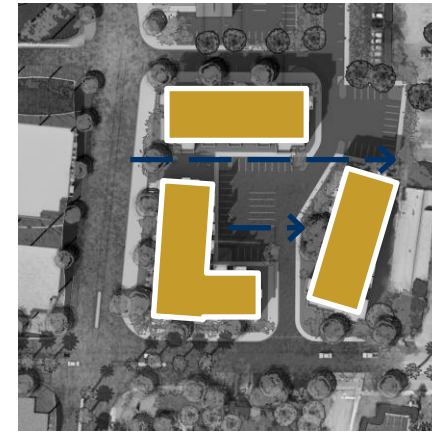
AMPLIFY BLOCK ACTIVITY WITH RESIDENTIAL USES ABOVE ACTIVE USE

A variety of housing choices will sit above this ground floor active use, offering Myrtle Beach citizens places to call home



INTERNALIZE PARKING FOR FUTURE RESIDENT USE

Tucking the parking into the center of the block will prioritize the pedestrian and create a secondary layer of connectivity.



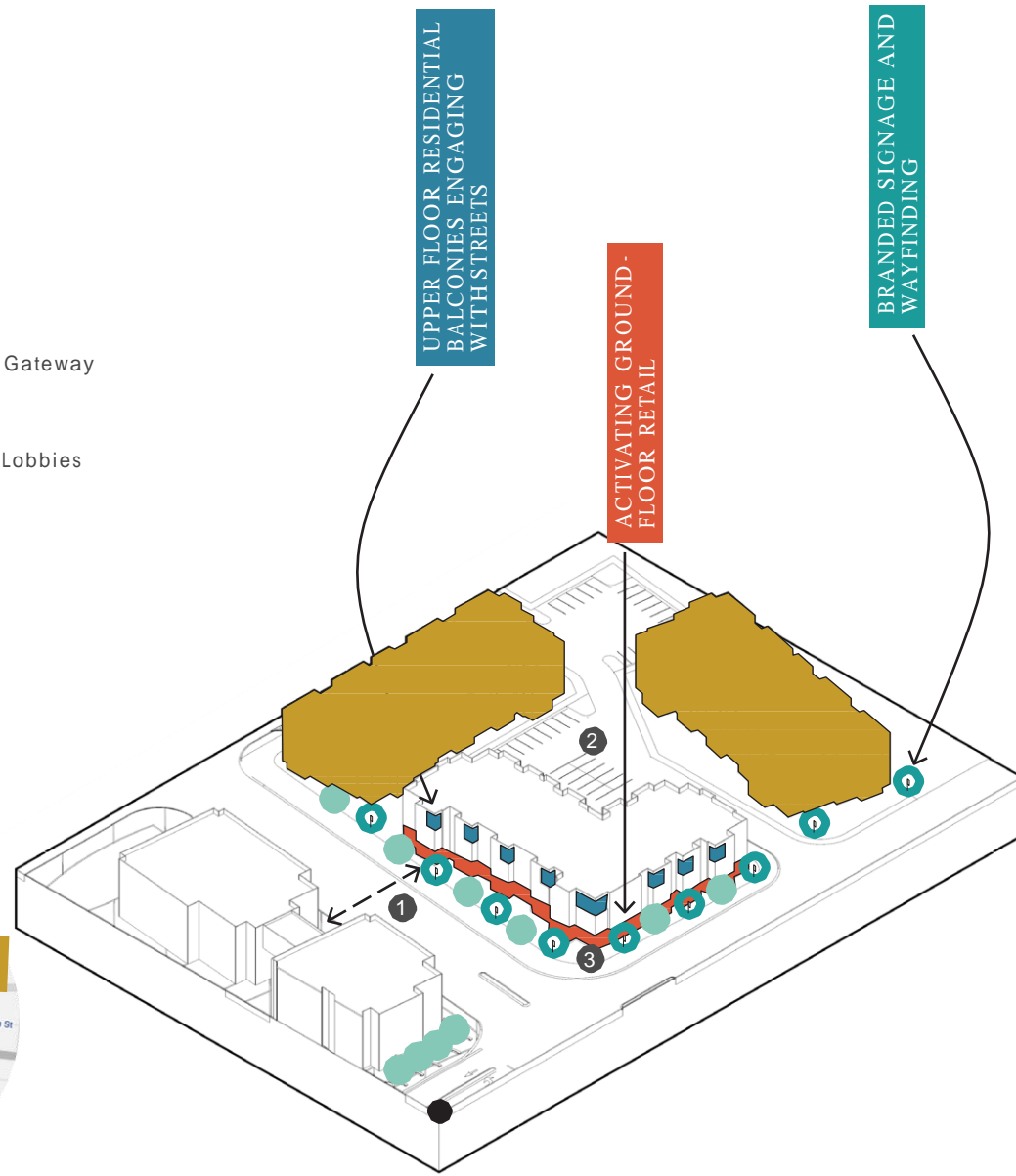
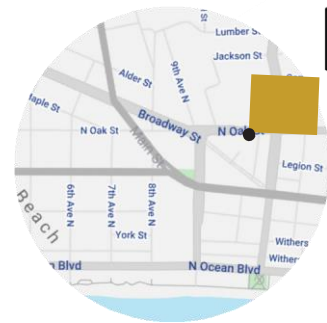
DISTILL DISTRICT LIMITS WITH ADDITIONAL HOUSING AT EDGE

Lining the edge of the District with more housing will allow for a softened District edge as it transitions into the greater Myrtle Beach area.

MOMENT #7: A&I WORKFORCE COMMUNITY SNAPSHOT

HISTORIC CORE FEATURES

- 1 Connection to Mixed-Use Gateway
- 2 Internal Parking
- 3 Street-Facing Residential Lobbies



ART MUSEUM



MOMENT #8: ART MUSEUM

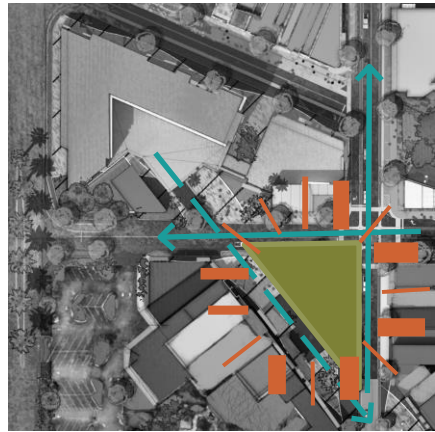
BLURRING EDGE BETWEEN CULTURAL BENCHMARK AND PUBLIC AMENITY

The art museum will sit at the prominent crossroads of Main Street and Oak Street with a highly visible corner entrance, and will blur the line between cultural anchor and public amenity. Directly adjacent to Civic Park, the museum will be a cultural benchmark and destination in and of itself, but will also draw people to the animated, flourishing plaza that celebrates a pedestrian-prioritized public realm.



MOMENT #8: ART MUSEUM

FIVE DESIGN STRATEGIES



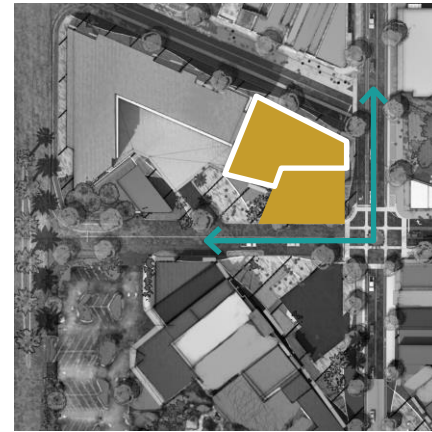
RECLAIM PUBLIC REALM FROM REALIGNED HWY 501

Realigning HWY 501 will create remnant space which is perfect location for a new public plaza.



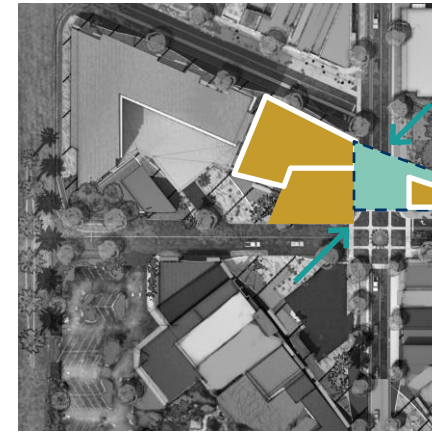
PROVIDE OPEN SPACE FOR PUBLIC GATHERING AND IMPROMPTU PLACE-MAKING

This plaza will serve as an extension of the art museum and a place for gathering, food truck rodeos, and other events.



NESTLE ART MUSEUM AS ANCHOR POINT BETWEEN MAIN STREETS

Situated at the corner of two major thoroughfares, the art museum will be a visual and physical anchor for the District.



CONNECT ART MUSEUM TO CIVIC PARK THROUGH AUXILIARY STRUCTURE ACROSS 8TH AVENUE

The bounds of the art museum will extend across the road, spreading its programming onto the Civic Park for additional interactive and community access.



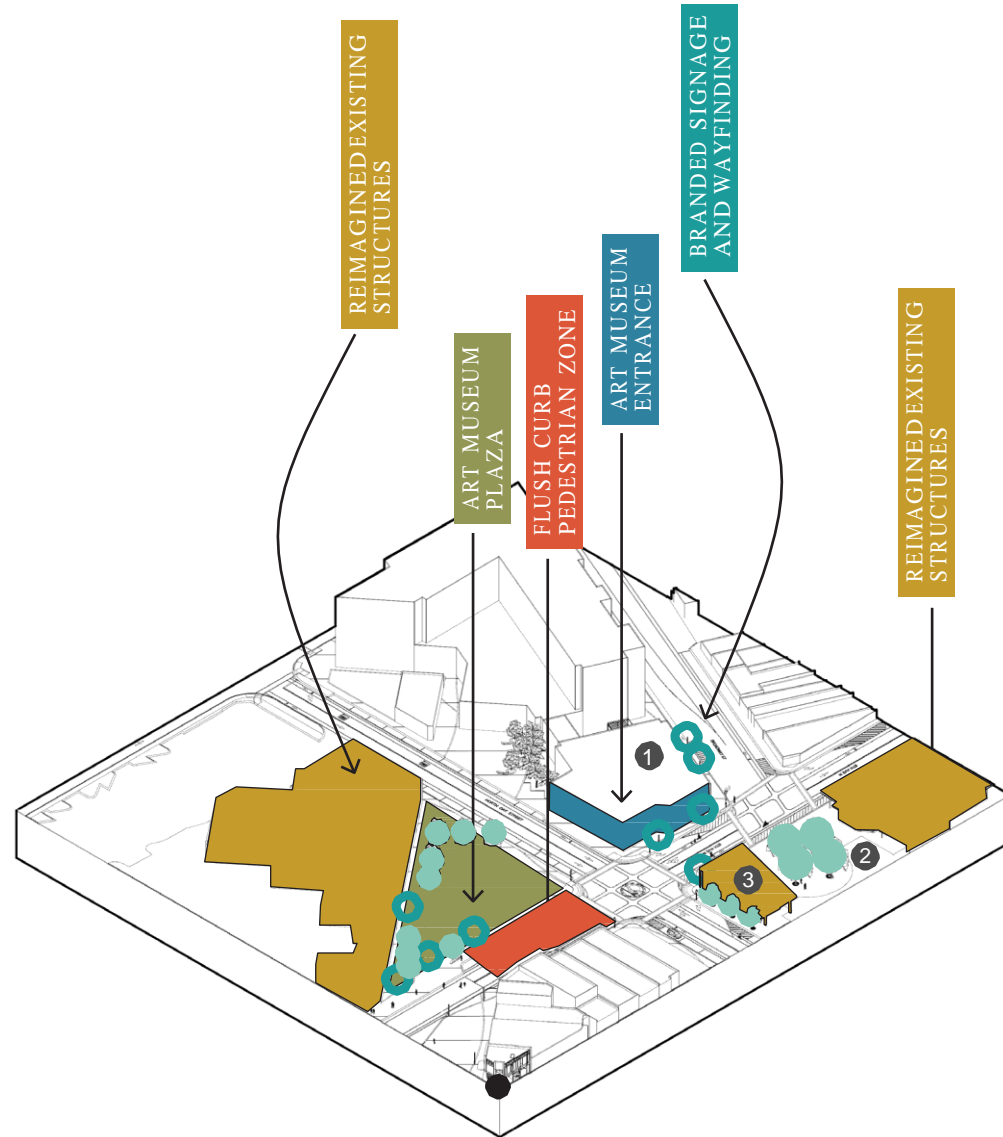
ACTIVATE NEW ART BLOCK WITH ADJACENT RESIDENTIAL USES

Residences will wrap the remainder of the block, creating a core where creative minds will live and explore.

MOMENT #8: ART MUSEUM SNAPSHOT

HISTORIC CORE FEATURES

- 1 Art Museum
- 2 Community Plaza
- 3 Art Museum Annex Structure





MUNICIPAL
CENTER

9TH AVENUE

HISTORIC
CORE

A + I
MIXED-INCOME
WORKFORCE
HOUSING

MIXED-USE
GATEWAY

COMMUNITY
HUB

COMMUNITY
PARK

ART MUSEUM

DISTRICT BRAND

POSSIBILITY THRIVES AT THE INTERSECTION OF ARTS AND INNOVATION

A RECOGNIZABLE MARK

A powerful component of the Arts & Innovation District is its one-of-a-kind identity, and as such, the District brand will help express that unique character in countless forms. The District's brand is a recognizable icon - a distinct fingerprint that captures not only the story of the city's dynamic history and ever-changing economy, but also the spirit of this significant and beloved place.

EXPRESSING PLACE

The Arts & Innovation District brand visually represents and celebrates the central, unifying ideas of the District with a vibrant and playful mark. Not only does the identity package build upon the values of the District, but it also points to key components of the master plan to convey the unique opportunities and experiences found within this destination.

The Arts & Innovation District brand tells the story of a distinct place: this is a place for creatives, a place that promotes new thinking, and place that orients people in the city. This is a place for locals and visitors alike, a thriving setting where industry and ingenuity meet.

GALVANIZING CHANGE

Communities rally behind a strong sense of culture. Great civic places are created when an identity is painted across the public realm for all to see.

As the Arts & Innovation District brand expresses the ethos of district, it will foster a spirit of revival and growth. With the values of the District on display, a culture of discovery can be nurtured throughout the area, inspiring invention and creativity. The brand can also stir up locational magnetism, attracting individuals and business-

es from near and far as they seek like-minded creative spirits and a setting that fosters cutting-edge thinking. As it consistently grows and pushes forward, the brand will swell into an intangible culture of amazing spaces, individuals, initiatives, and innovative thinking. The brand not only fosters a sense of identity, but also a sense of community and a sense of pride. They and will cultivate an environment where people with different identities, cultures, and backgrounds can come together to think creatively and make the world a better place.



ARTS & INNOVATION MYRTLE BEACH

DISTRICT BRAND

THE DISTRICT'S IDENTITY IS BUILT FROM THE GROUND UP.

ROOTED IN HISTORY

The District's character is defined in large part by the complex lines of history that put Myrtle Beach on the map. The site marks the spot where the historic Kings Highway met the city's first rail line along the iconic beachfront, presenting a singular location where history, industry, and culture collide. To this day, the unusual properties are shaped by a legacy of rail lines and trade corridors. The brand builds on this condition to recognize how the past has influenced the present, and how the present inspires the future.



FRAMED BY STREETS

The irregular thoroughfares that make up the District's historic street grid form a connected network that supports commerce, but they also leave behind a patchwork of properties with atypical forms. The Arts & Innovation District recognizes that what makes the District quirky is what makes it great. Its definitive sense of place is formed by atypical blocks and signature civic gathering places shaped from residuals spaces. The brand highlights the centuries of ingenuity, creativity, and spirit captured in these spaces.



DISTRICT BRAND

THE DISTRICT'S IDENTITY CELEBRATES THE INSPIRED SOULS WHO SHAPED IT.

BUILT BY PEOPLE

The varied colors of the Arts & Innovation District brand represent the rich diversity of the city. The individuals of the community came from different backgrounds to shape a culture that celebrates individuality, hard work, quality, and above all, relationships. These are the doers and makers who owned local businesses and supported a growing economy, shaping a unique and vibrant place. The colors invite a broader coalition of community members who will invest in the District's future, contributing new ideas and adding more layers to the District's character and charm.



SPARKED BY CREATIVITY

When all the elements of the brand are woven together, they form a rich mosaic. These elements represent the building blocks that created the foundation of the community. Drawing from mid-century colors and styles, the brand restores the District to its previous heyday while also welcoming a bold and bright future. The Arts & Innovation District tells of a creative and dynamic setting that holds boundless possibilities for diversity of uses and users.

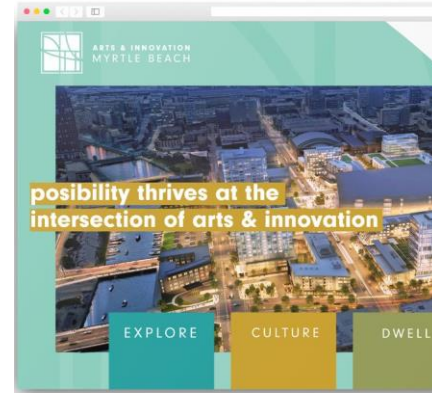


DISTRICT BRAND

THE DISTRICT IDENTITY WILL BE REVEALED IN EVER CHANGING NEW WAYS.

A VERSATILE KIT OF PARTS

The dynamic and flexible nature of the Arts & Innovation District brand ensures that visual communication within the district will entail an interconnected set of elements that can be coherently organized to express a vibrant identity, character, style, and tone across a variety of platforms. The Arts & Innovation District should seek to maximize the many ways that it can creatively apply the branding elements within the district. The rapidly developing district will no doubt continue to find new ways to express its recognizable identity.



PHASING SCHEDULE

A VIBRANT SETTING SHAPED BY 6 PHASES

PROJECTED PROJECTS

Key developments that build out the district's core with known timelines and sequencing

CONTINUOUS IMPROVEMENTS

Subsequent enhancements with flexible timelines and responsive sequencing

01
2020-2022

02
2022-2025

03
2025-2035

ONGOING PROJECTS

- Utility, Roadway and Streetscape, Infrastructure Engineering
- HTC Aspire Hub Coworking Space
- CCU/City of Myrtle Beach Theater Construction Documents
- Pervious Paver Public Parking Improvements
- Nance Plaza
- Need Assessment - City Hall, Police Station, Municipal Court, and Structured Parking

CATALYST PROJECTS

- Park and Broadway Street Design Construction
- Parking and Connecting Plaza Improvements
- Municipal Library and Classroom Design
- Residential at Open Space Construction
- Children's Museum Design
- Ground Floor Active Use at Open Space

KEY COMMUNITY PROJECTS

- Highway 501 Realignment
- Municipal Center
- Police Station
- Municipal Court
- Structured Parking
- Mixed Use Ground Floor Active Uses
- Mixed Use Residential

COMMUNITY IMPROVEMENTS

- Highway 501 Realignment and 8th Ave Construction
- Art Museum
- Shared Structured Parking
- Main Street Conversion to Pedestrian, Multipurpose Linkage Connection Oceanfront to the Arts and Innovation District

RESIDENTIAL IMPROVEMENTS

- Mixed Income Residential
- Missing Middle Housing
- Market Rate Residential
- Single and Duplex Infill Opportunities Within Existing Fabric

COMMERCIAL IMPROVEMENTS

- Existing Property Improvements
- Ground Floor Active Residential Uses
- Ground Floor Retail Uses Connecting Broadway and Oceanfront
- Ground Floor Makers' Spaces Connecting Broadway and Art Museum

MARKET ANALYSIS

A DISTRICT THAT IS PRIMED FOR ROBUST DEVELOPMENT

UNTAPPED GROWTH

Advanced market studies by RCLCO confirmed what we all know: Myrtle Beach has seen immense growth in recent years. The research has helped understand the nuances of these changes to help set the stage for and guide the Arts and Innovation District.

Compared to similar metro markets in the southeast, including Greenville, Charleston, Chattanooga, Savannah, Wilmington, and Panama City, Myrtle Beach has seen the highest household growth rate, growing at a rate of over 2.5% per year since 2010, with these peer cities growing at rates below 2% annually. The city's annual employment growth has topped this peers as well and is projected to remain 1% higher than peers through 2031

These statistics come even as Charleston, Savannah, and Greenville have garnered significant national

attention in response to their growth.

Other metropolitan areas in the region have seen rapid revitalization of their downtown areas, creating recognizable destinations, while Myrtle Beach has not experienced that same level of urban investment. Despite strong growth coupled with comparable net worth & incomes, downtown Myrtle Beach has seen very little new multifamily or office development since 2000. Smaller markets like Panama City & Savannah have seen thousands of new units deliver and new office space developed. While some of this may be attributed to the fact that household growth has been realized in older age groups, mainly homeowners that have chosen to retire in the Myrtle Beach market, peer cities also show that the catalytic development must also be led by long-term planning and strategizing at the municipal level.

GUIDED BY STRATEGIC PLANNING

Visitor oriented cities like Wilmington, Virginia Beach, and Charleston have all been able to create vibrant, mixed-use, main streets that attract residents and visitors. Significant infrastructure and public space improvements have helped to spark development from the private sector, particularly via new multifamily housing, public space, and community-oriented retail. In order to establish a new downtown in Myrtle Beach, the Arts and Innovation District will need to be the first mover in order to demonstrate feasibility and build the base of full-time residents in the area. Current planning and public investment to date demonstrates the City's desire to see significant change in downtown. Case studies confirm that direct public involvement can encourage high quality infill development and guide future construction through positioning of public space.

KEY TAKEAWAYS

Overarching themes derived from the market analysis

	KEY FINDING		KEY METRIC
HOUSEHOLD GROWTH	Growth has skyrocketed in recent years in Myrtle Beach, topping comparable cities with no signs of slowing.	2.68%	Growth in MSA since 2010, which was the highest of all peer cities studied in the region
EMPLOYMENT GROWTH	The city sees healthy employment growth similar to regional metros but with a slight edge expected to continue	2x	Projected margin of growth over and above peer cities through 2031
DOWNTOWN GROWTH	Downtown has captured very little of the city's intense growth, unlike peer cities who planned and enabled urban growth.	764	Residential units delivered in Downtown Myrtle Beach, while peer cities have delivered 2,000+
RESIDENTIAL SECTOR	The multifamily residential market remains largely under-supplied despite strong net demands from young renters.	20%	Growth in rent rates over 2021 alone, indicative of the extreme demand for more housing options
COMMERCIAL SECTOR	The district has the opportunity to create a critical mass of retail and mixed commercial uses for local residents.	2%	Retail vacancy rate in Downtown Myrtle Beach, which is lower than many retail clusters around town
TOURISM SECTOR	Tourism, hospitality, and recreation don't need to be key drivers, but their ancillary spending in the district will be necessary.	\$7B	Annual economic impact on Myrtle Beach provided by the tourism industry
OFFICE SECTOR	New multi-tenant office construction is not viable, but mid-office and small offices should be accommodated in existing buildings.	5,000	Typical square footage of office space sought by companies who might locate in existing buildings
DEVELOPMENT CREATION	If planned appropriately by the City, the district should catalyze immense growth on the property and in surrounding areas.	\$600M	Total projected value of the district and adjacent development upon stabilization
RETURN ON INVESTMENT	Peer cities confirm that the economic impact of the district for the City could be a significant and transformative success.	\$43M	Total tax revenue projected to be generated by the district and surrounding properties by 2035

MARKET ANALYSIS

KICKSTARTING DOWNTOWN GROWTH

Case studies show that long-term planning can guide future growth and market studies reveal that the return on investment in the Arts and Innovation District will be realized throughout downtown Myrtle Beach, not just in the Arts and Innovation District, sparking redevelopment opportunities on surrounding land. The City of Myrtle Beach's investment in infrastructure throughout the district will not only drive value in those parcels including master plan, but it will also lead to additional development on nearby vacant or underutilized sites. Much of the return on investment will be driven by redevelopment efforts at the Pavilion site and the old mall site, both of which have the opportunity to deliver large, mixed-use developments at a scale not available in the Arts and Innovation District. It is estimated that the total development opportunity, including parcels around the Arts and

Innovation District can generate annual property taxes of about \$7.5 to \$8M (in 2021 dollars) per year from over \$600M of total development value at stabilization. This assumes a relatively conservative total development footprint.

The role of the Arts and Innovation District is to catalyze development throughout the Downtown Myrtle Beach market by establishing a commercial core that aggregates public uses like the library, children's museum, and theater with mixed-use commercial and multifamily development. Based on current plans, it is projected that the investment from the City into the district will generate \$16M in total tax revenue with the Arts and Innovation District between 2024 and 2035. Additionally, surrounding development on the Pavilion site and the mall site can generate an additional \$27M and total tax revenue by 2035, assuming

these projects are able to capture that development momentum that results from the Arts and Innovation District in coming years.

MISSING RESIDENTIAL VARIETY

Within the Myrtle Beach MSA, demand for multifamily housing has rapidly outpaced new deliveries. Although 2020 saw a record number of deliveries in Horry County, the market remains under-supplied for new multifamily housing. With the limited new supply delivered in 2021, occupancy rates plummeted and rents grew significantly, at a rate of over 20%, exceeding rent growth seen in other fast-growing markets. With vacancy below 3% in the market, the rental apartments market is extremely tight, meaning that any new units that come online can likely push rents even further. While this trend of skyrocketing rent growth and extremely

DRIVING ACTIONS

The market analysis studied peer cities and aspirational urban areas, and using the findings, it proposed four key actions that the City of Myrtle Beach should take to ensure the economic success of the Arts and Innovation District. These principles were further developed to form the basis of the district's master plan.

01 ESTABLISH A FRAMEWORK FOR GROWTH

The creation of clear and appropriately-sized development blocks and parcels establishes opportunities for private investment while creating a walkable, human-scaled district and connecting the district to the city beyond.

02 EMPOWER FIRST MARKET MOVERS

The district needs a vibrant commercial corridor in place before private development is likely to begin. The site should establish a retail destination with a focus on both food and beverage and entertainment retailers, providing incentives if necessary.

03 ACTIVATE THE PUBLIC REALM

The design and programming of signature public spaces will be key to activating the district and differentiating it from standard mixed use development, setting the stage for and enticing adjacent private development.

04 ENSURE A MIX OF USES

Multifamily residential, retail, mixed commercial, and quality public space should be the core components of urban revitalization, focusing on local residents and daily wants and needs, as opposed to office space, tourism, or an orientation towards the ocean front.

MARKET ANALYSIS

low vacancy rates has been observed in other markets in recent months, is exacerbated in Horry County. Rent growth tells us there is clear demand for new development and that there will be interest from the real estate community. New development will also alleviate rent growth in existing properties by providing more supply for the growing population, helping to slow affordability issues. While they will likely moderate in future years, these trends serve as further evidences that there is ample opportunity for new multifamily housing in its various forms.

Young professionals and postgrads comprise 43% of all multifamily renters in the market, many of whom earn sufficient incomes to rent market rate or luxury units and consider location and neighborhood character as decision drivers. These will likely be the primary renters in the Arts and Innovation District, especially in

the early years as the neighborhood begins to establish itself with new retail and multifamily housing.

A THIRST FOR LOCAL RETAIL

Despite the perception of a saturated retail landscape, Horry County's local-serving retail has concentrated in suburban nodes like Carolina Forest and Market Common, while new retail clusters along the oceanfront like Broadway at the Beach and TheBLVDoverwhelmingly attract tourists. There is little new, high-quality retail in Myrtle Beach that caters to residents beyond serving their basic daily needs. The Arts and Innovation District has the opportunity to deliver a critical mass of space that targets primarily local-serving retail, as well as mixed-commercial offerings, such as restaurants, bars, entertainment, services, and other small, locally-owned shops. Studies show that

these retail options can be supported primarily by residents of Myrtle Beach with ancillary spending coming from tourists looking for a unique, local experience. Initial retail should be concentrated in a singular cluster or corridor rather than spread around the district in order to ensure a necessary critical mass. The intersection of 9th Ave and Broadway presents the most compelling location for early moves.

SUPPORT VIA HOSPITALITY

Tourism, hospitality, and recreation are notable boons for Myrtle Beach, representing the largest market sectors of any industries. That said, these opportunities have spread across the city and are many other areas are positioned to capture the continuing growth of the industry. As noted by opportunities around retail, the district is better suited to direct its offerings to local markets, and this applies

to tourism and hospitality as well, at least in the short term. While the district need not design for tourism, it's economic success is reliant in some part upon the fact that visitors will bring some degree of their economic impact to the district. In the long-term, other hospitality options could be vital components of the district.

A SMALL OFFICE MARKET

Studies confirm that there is limited opportunity in the office market for the Arts and Innovation District, due to relatively small scale of professional services that are office-based in Myrtle Beach. Much of the city's employment growth over the past decade has come from the expansion of the education and health services sector. As Myrtle Beach has become a destination for retirees, the medical field has seen significant job growth, and much of the office development in the market has catered towards these medical

office users, strategically concentrating around hospitals and far-removed from the Arts and Innovation District. The office-using professional services tenants that do require space in the market are small companies that occupy under 5,000 square feet of space. They tend to rent individual storefronts or stand alone office buildings. They are well-suited for the renovation of existing commercial buildings and ground floor spaces that front those streets that are not ideally suited for traditional retail. While there may be unanticipated future demand from a large office-user, it is unlikely this comprise a significant amount of demand.

LAND VALUE IN RESIDENTIAL

Based on current costs and anticipated rent analysis, it is evident that that garden style housing and slightly higher denser urban missing middle

residential options present the greatest opportunity for generating land value at the site. However, wood frame over podium construction, even if it is surface parked, is unlikely to be perceived as feasible amid early phases. Ground up retail and office development is unlikely to generate positive land values today for multi-tenant or leased space, but there is a substantial opportunity for small-scale renovations in the market where construction costs are lower and with owner-used spaces. Focusing on renovating existing space produces the added benefit of concentrating private commercial development along Broadway and 9th, where there is space ready for renovation and existing momentum is already alive and well today.

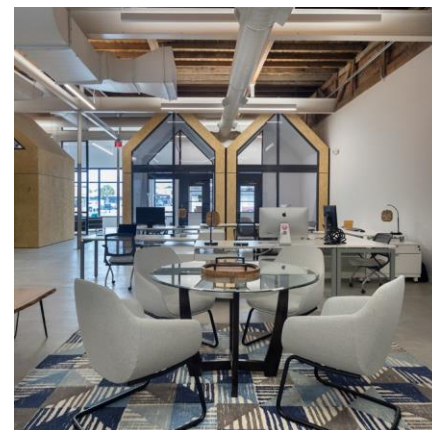
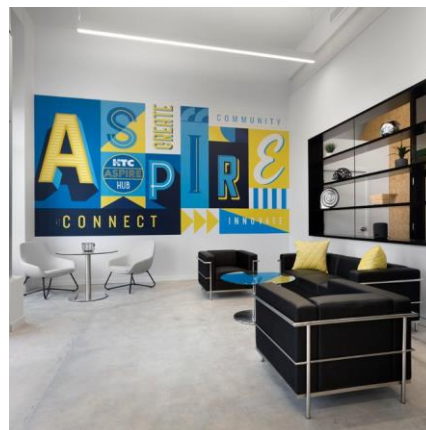
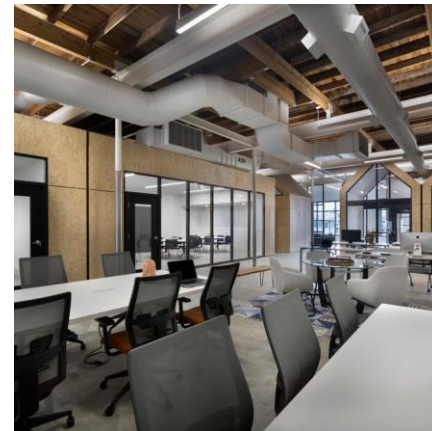
PARCEL 1A

DEVELOPMENT PROGRESS

DEVELOPMENT PROGRESS TO-DATE

Development has already hit the ground running.

- Completed renovation of Nance Plaza
- Parking improvements within the middle of the Historic Block
- Completed renovation of 9th Avenue building shells, including historic preservation
- Completed upfit of HTC Aspire Hub Coworking Space inside historic building
- Completed construction documents for historic preservation buildings for a combined City and University partnership theater

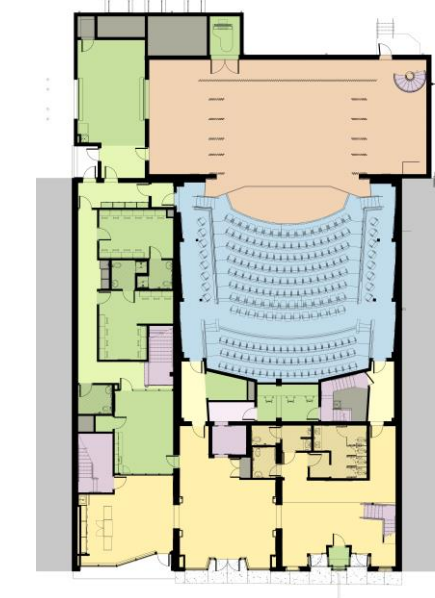


PARCEL 1B

IMMEDIATE NEXT STEPS

MOMENT #2: HISTORIC CORE

THE STEPS TO DEVELOPMENT



PROVIDE INTERNAL PARKING TO KEEP FRONTAGE ACTIVE

In an effort to maintain the pedestrian-prioritized public realm, improved pervious paver parking is a secondary layer, tucked within the core.

The existing small-scale building fabric is also ideal for a variety of retail experiences with the potential to attract tenants and partners such as Coastal Carolina University, Grand Strand Brewing Company, and Myrtle Beach's Blackbox Theatre.



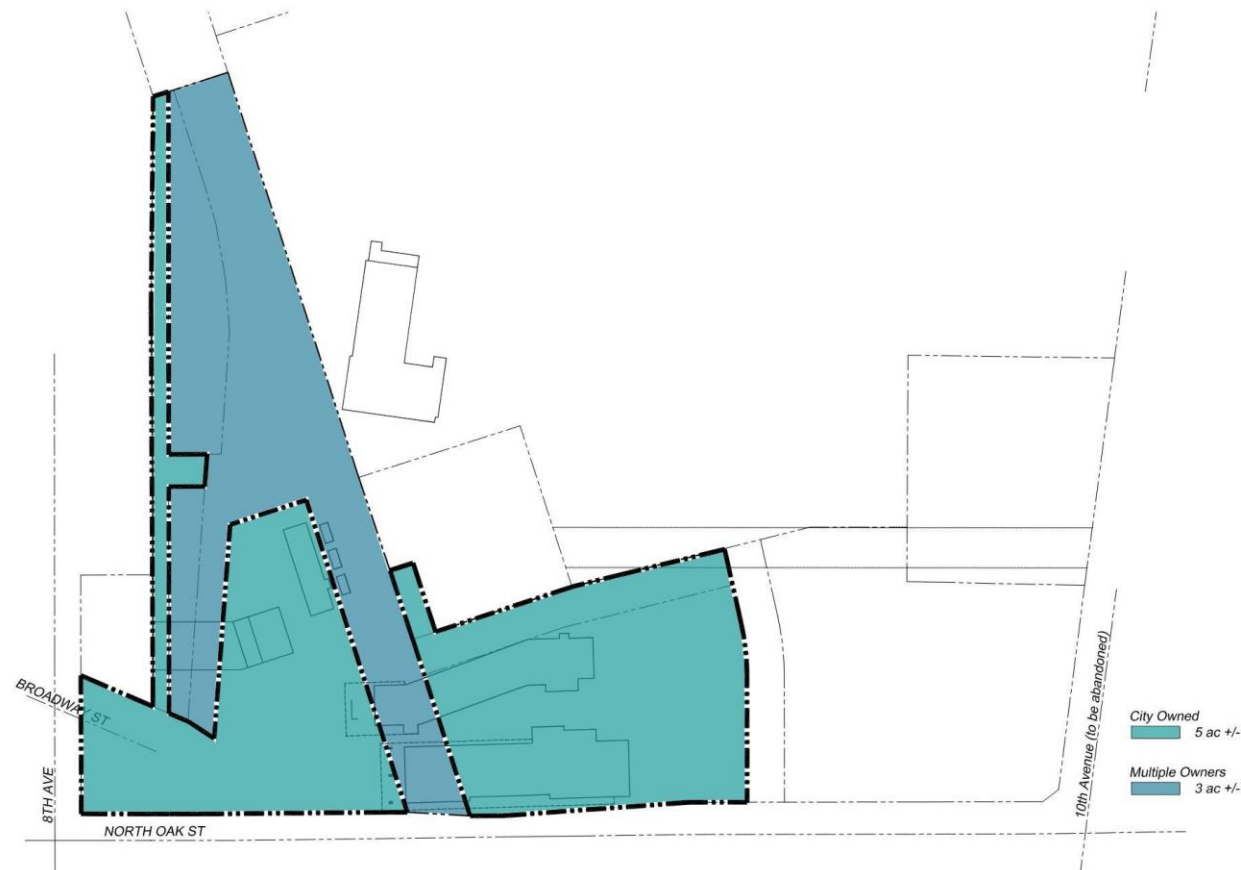
PARCEL 1B

ENVISIONED DEVELOPMENT SCENARIO

MOMENT #3: COMMUNITY PARK

MOMENT #4: COMMUNITY HUB

THE STEPS TO DEVELOPMENT



PARCEL 1B

IMMEDIATE NEXT STEPS

MOMENT #3: COMMUNITY PARK

MOMENT #4: COMMUNITY HUB

THE STEPS TO DEVELOPMENT





LS3P