VISION

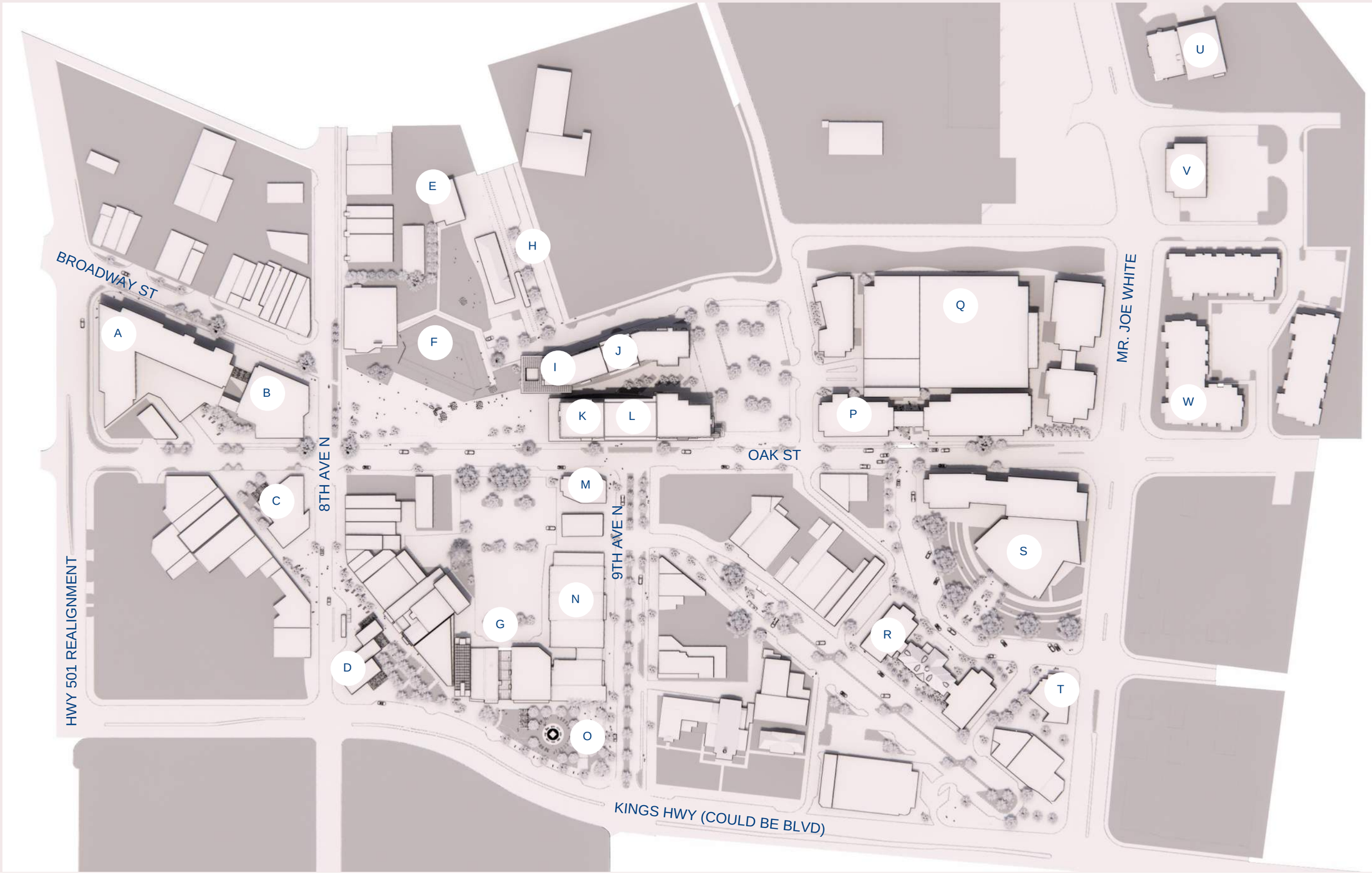
Myrtle Beach's Arts and Innovation district advanced plan can anchor a resilient, adaptive, sustainable, and innovative city. The advanced planning ought to build upon the masterplan's basic tenants valuing arts and innovation.

The Arts and Innovation district must be easily walkable, have a sense of play, is safe, is easy to navigate, and provides for neighborhoods that promote ongoing public and private participation.

If we envision a re-emergent downtown originating from our collective memories, stories, historic buildings, and materials it will be a genuine place reflective of Myrtle Beach. Of all areas in town, this area, this downtown, must recognize the many institutions and individuals that had the courage to better our community, including today's and tomorrow's leaders.

Through multifaceted design we create a future full of promise providing a genuine and vibrant downtown elevating Myrtle Beach and its rich coastal history.

A. RESIDENTIAL / OFFICE / RETAIL / RESTAURANT
B. COMB ART MUSEUM / EVENT SPACE
C.RESTAURANT / RETAIL
D. FOOD COURT
E. EVENT / RESTAURANT
F. PUBLIC OPEN SPACE
G. MASHBURN OFFICE / BREWERY / LINEAR PARK
H. TRAIN DEPOT / RAILS TO TRAILS HEAD
I. CHILDREN'S MUSEUM
J. RESIDENTIAL / OFFICE
K. COMB LIBRARY
L. RESIDENTIAL
M. RESIDENTIAL / OFFICE / RETAIL
N. COMB HISTORIC BUILDINGS
O. NANCE PLAZA REFRESH
P. RESIDENTIAL / OFFICE / RETAIL
Q. ACCESS CONTROLLED PARKING
R. CITY HALL ADDITION
S. LAW ENFORCEMENT / CITY OFFICE / OFFICE
T. RESTAURANT / OFFICE
U. BOYS & GIRLS CLUB
V. LAW ENFORCEMENT ANNEX
W. RESIDENTIAL



CITY OF MYRTLE BEACH ARTS AND INNOVATION DISTRICT

ADVANCED PLANNING AND ARCHITECTURE

CLEMSON EXTENSION IMAGE

CAROL M. HIGHSMITH'S AMERICA,
LIBRARY OF CONGRESS COLLECTION

OIMAX CC BY 2.0 LICENSE

Myrtle Beach's Arts and Innovation district advance plan can anchor a resilient, adaptive, sustainable, and innovative city. The advanced planning ought to build upon the...

... master plan's basic tenants valuing arts and innovation.

KEY BENCHMARK PLANNING AREAS:
A. Family Kingdom Area
B. 2nd Avenue North Area
C. 5th Avenue North Area
D. Post Office Area
E. Pavilion
F. Arts & Innovation District
G. 14th Avenue North Area
H. Kings Festival Shopping Area
I. Boardwalk

GRISSOM PKWY
HWY 501 & REALIGNMENT
MR JOE WHITE AVE
3rd AVE S
21st AVE N
KINGS HWY
SOB
NOB

SITE PLAN _ Connections and Relationships

LS3P

1. City Signature Gateway Element
2. 501 & Rails to Trails Sandwiched Property Development Example
3. Mary C. Canty Recreational Center
4. Wayfinding Gateway Element
5. Myrtle Beach Colored School Museum and Education Center and Boys & Girls Club Grand Strand
6. Withers
7. City / County Rails to Trails
8. Myrtle Beach Convention Center and Myrtle Beach Sports Center
9. Charlie's Place
10. Kings Festival Shopping Center
11. Family Kingdom Area
12. 2nd Ave N Area
13. 5th Ave N Area
14. US Post Office
15. Hwy 501 Realignment
16. Pavilion
17. Rivoli Theater
18. City / CCU School Partnership
19. City of Myrtle Beach Boardwalk & Promenade
20. Oceanfront Dual Branded Marriott Hotel

Incremental Neighborhood ROW Improvements

Arts & Innovation District

City of Myrtle Beach Asset

Places of Worship

Horry County Withers Area US Post Office

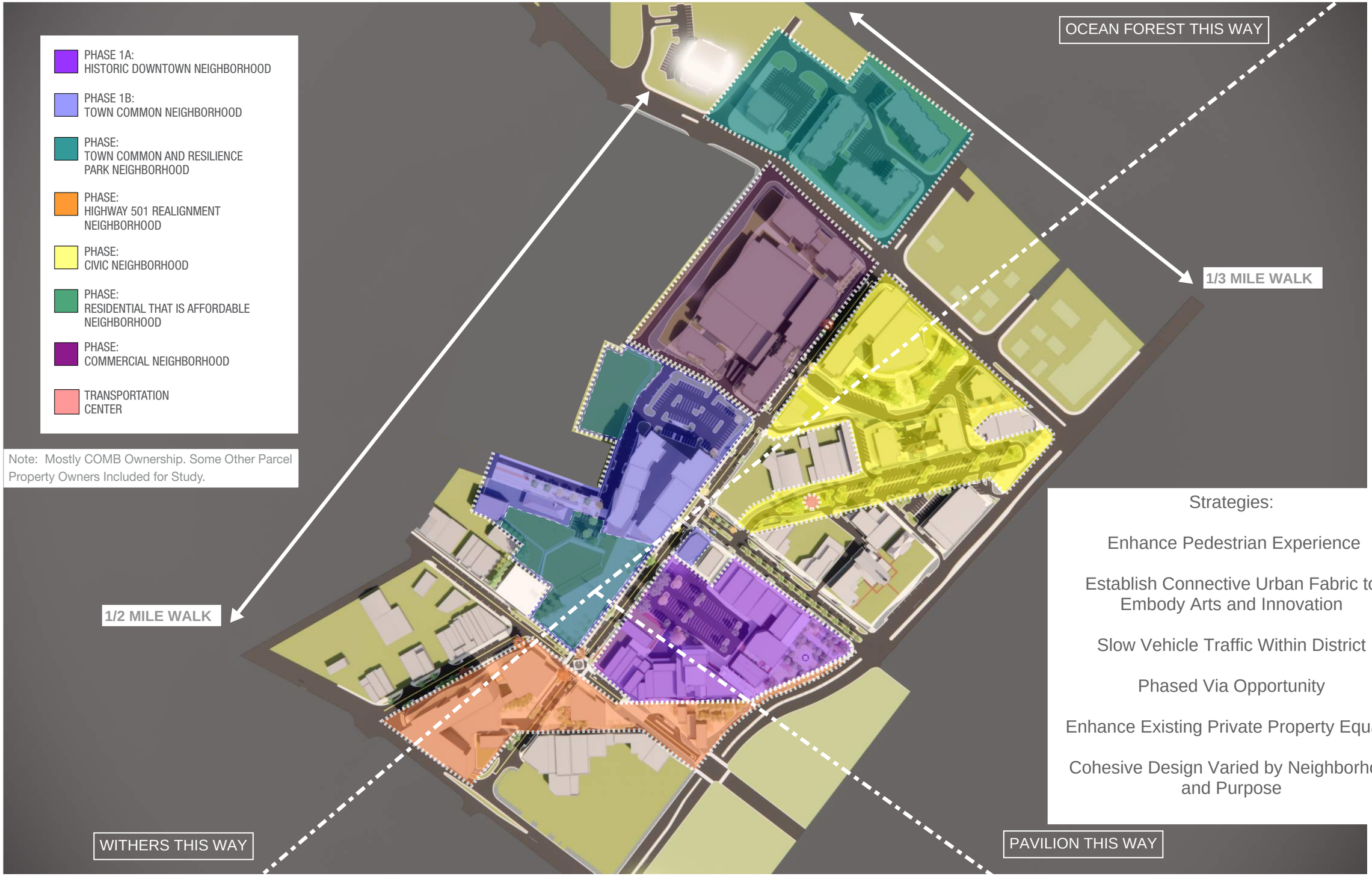
501 Gateway Element

Study Area for 501 / Rails to Trails Improvement

SITE PLAN _ Connections and Relationships

CITY OF MYRTLE BEACH_FINAL ADVANCED PLAN

LS3P



Strategies:

Enhance Pedestrian Experience

Establish Connective Urban Fabric to Embody Arts and Innovation

Slow Vehicle Traffic Within District

Phased Via Opportunity

Enhance Existing Private Property Equally

Cohesive Design Varied by Neighborhood and Purpose

Overview of Phases - Arts and Innovation District

LS3P

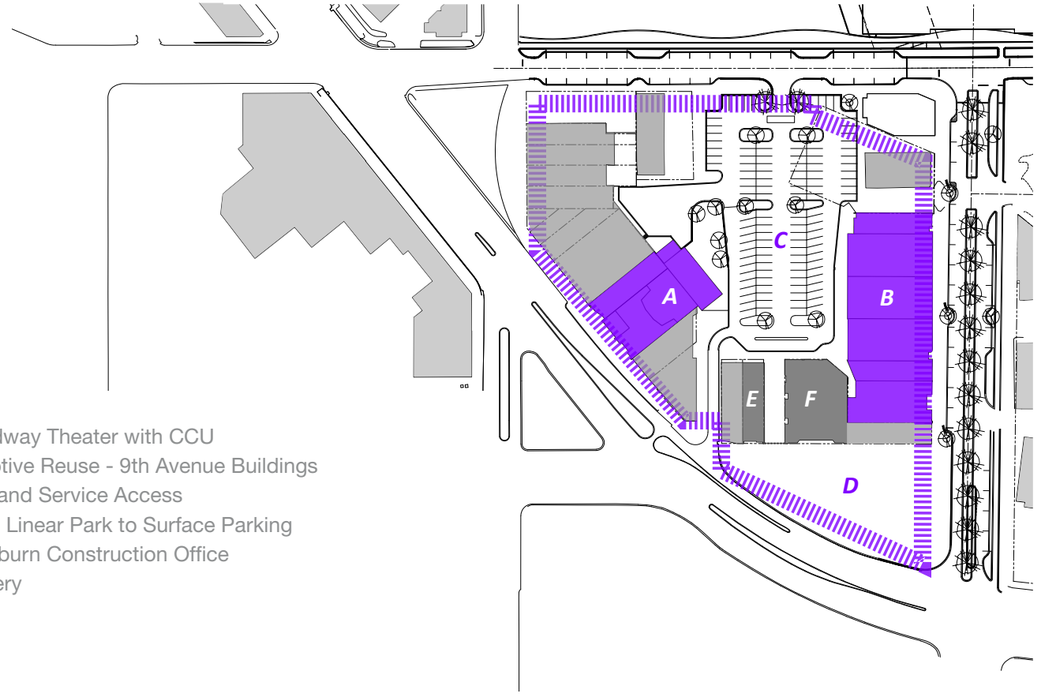
PHASE 1A:
HISTORIC DOWNTOWN NEIGHBORHOOD

Roadway Improvements:

Existing Roadways Remain

Enhanced Utilities under Surface Parking

If we envision a re-emergent downtown originating from our collective memories, stories, historic buildings, and materials it will be a genuine place reflective of Myrtle Beach. Of all areas in town, this area, this downtown, must recognize the many institutions and individuals that had the courage to better our community, including today's and tomorrow's leaders.



ELEMENTS:

A - Historic Preservation - Broadway Theater with CCU
B - Historic Preservation + Adaptive Reuse - 9th Avenue Buildings
C - Improved - Surface Parking and Service Access
D - Improved - Nance Plaza and Linear Park to Surface Parking
E - Historic Preservation - Mashburn Construction Office
F - Historic Preservation - Brewery

SITE PLAN

LS3P

BELK'S

505

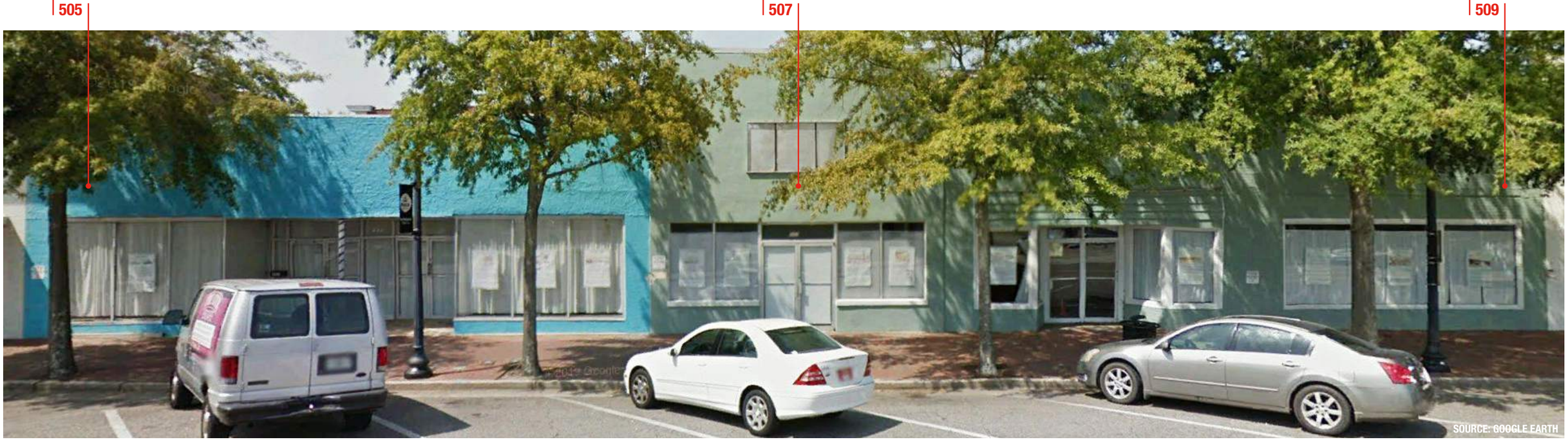
MYRTLE BEACH
BAKERY

BAKERY
MYRTLE BEACH
BAKERY

507

BELK'S
BAKERY
BAKERY
SUPER

509


SOURCE: GOOGLE EARTH

BELK'S

MYRTLE BEACH BAKERY

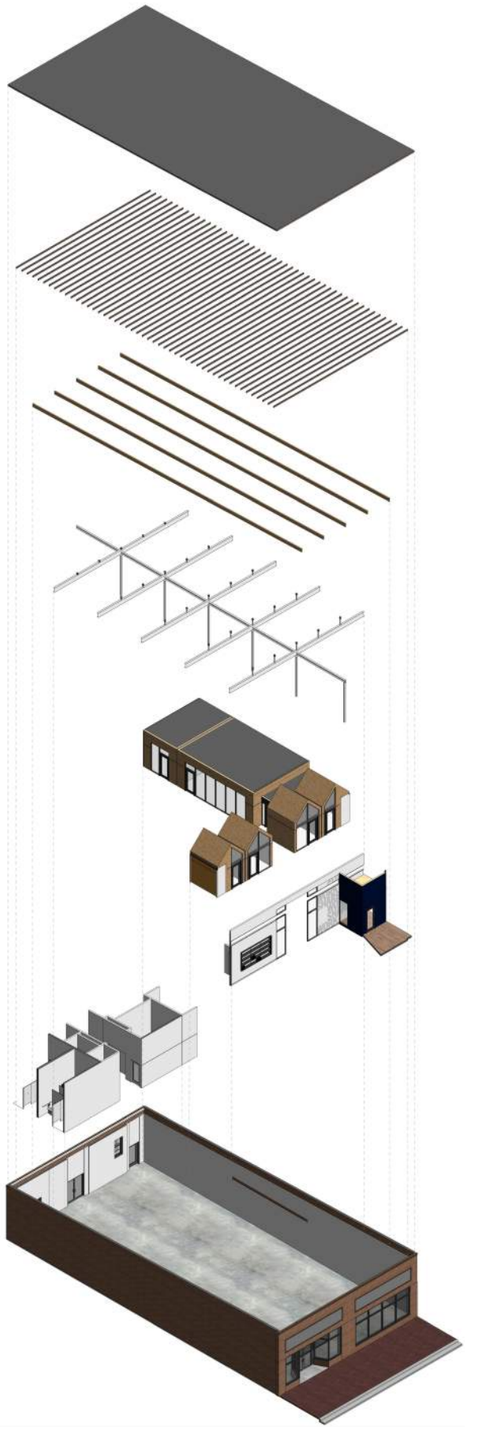
A & P > TO COWORK SPACE

FACADE COLORS

SW 7004 Snowbound	SW 7004 Snowbound	SW 7654 Lattice	SW 7654 Lattice	SW 6869 Chelsea Gray

AWNING COLORS

SW 7006 Extra White / SW 2811 Rookwood Blue Green		SW 6990 Caviar	SW 7006 Extra White / SW 6790 Adriatic Sea	
			SW 7006 Extra White / SW 6607 Red Tomato	



PRECEDENTS PHASE 1A | COMB OWNED 9th AVENUE BUILDINGS - HISTORIC PRESERVATION | CITY OF MYRTLE BEACH_FINAL ADVANCED PLAN

A & P > TO COWORK SPACE

HISTORIC PHOTO

HISTORIC PHOTO

PROPOSED FACADE

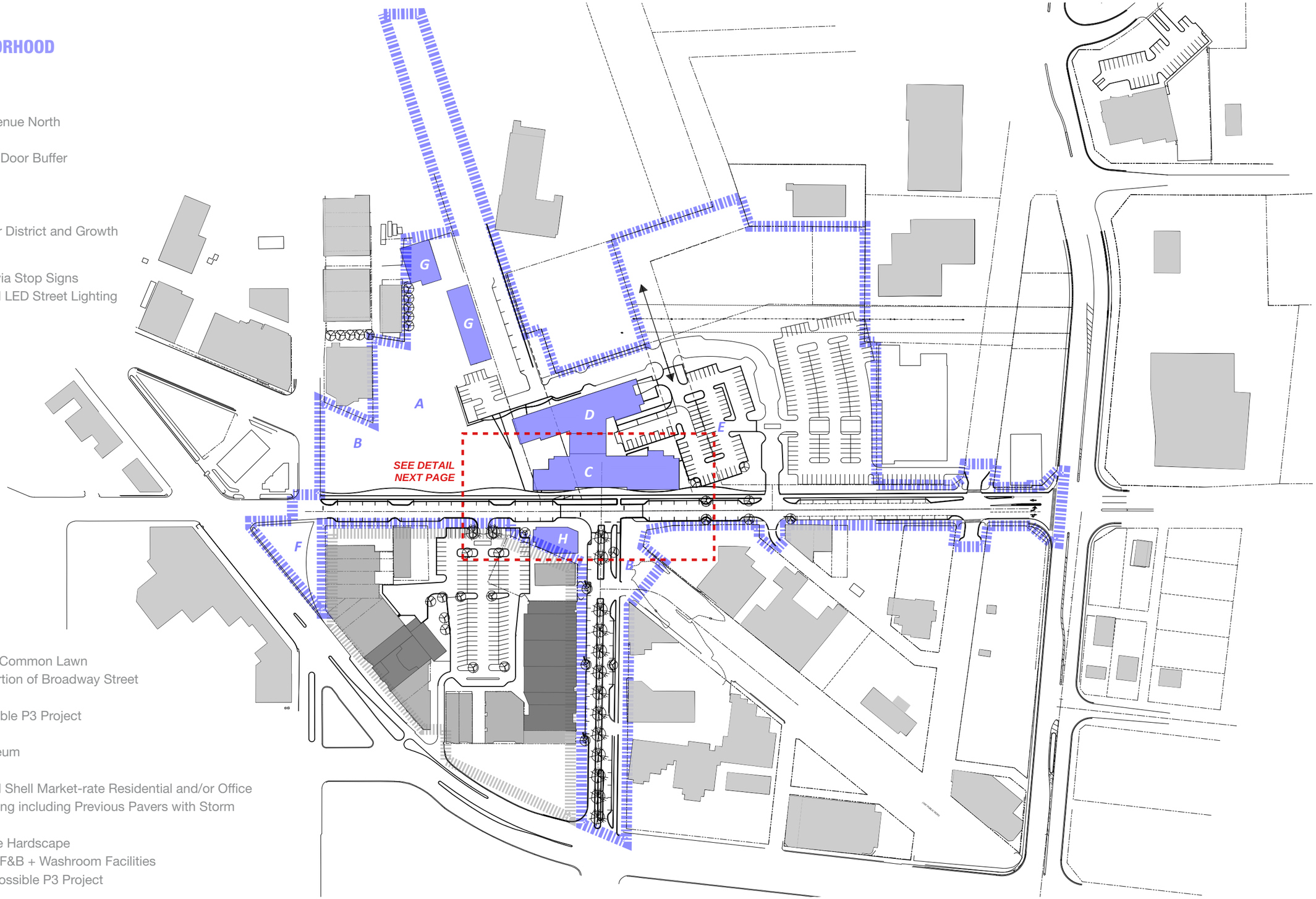
PROPOSED FACADE

PHASE 1B:
TOWN COMMON NEIGHBORHOOD

Roadway Improvements:

Include - Oak Street and 9th Avenue North
- Parallel Parking
- Dedicated Bike Lane with Car Door Buffer
- Enhanced Sidewalks
- Appropriate Canopy Trees
- Enhanced Crosswalks
- Underground Utilities Sized for District and Growth

Internal to District -
- Pedestrian Friendly Crossing via Stop Signs
- Digital Wayfinding System and LED Street Lighting



ELEMENTS:

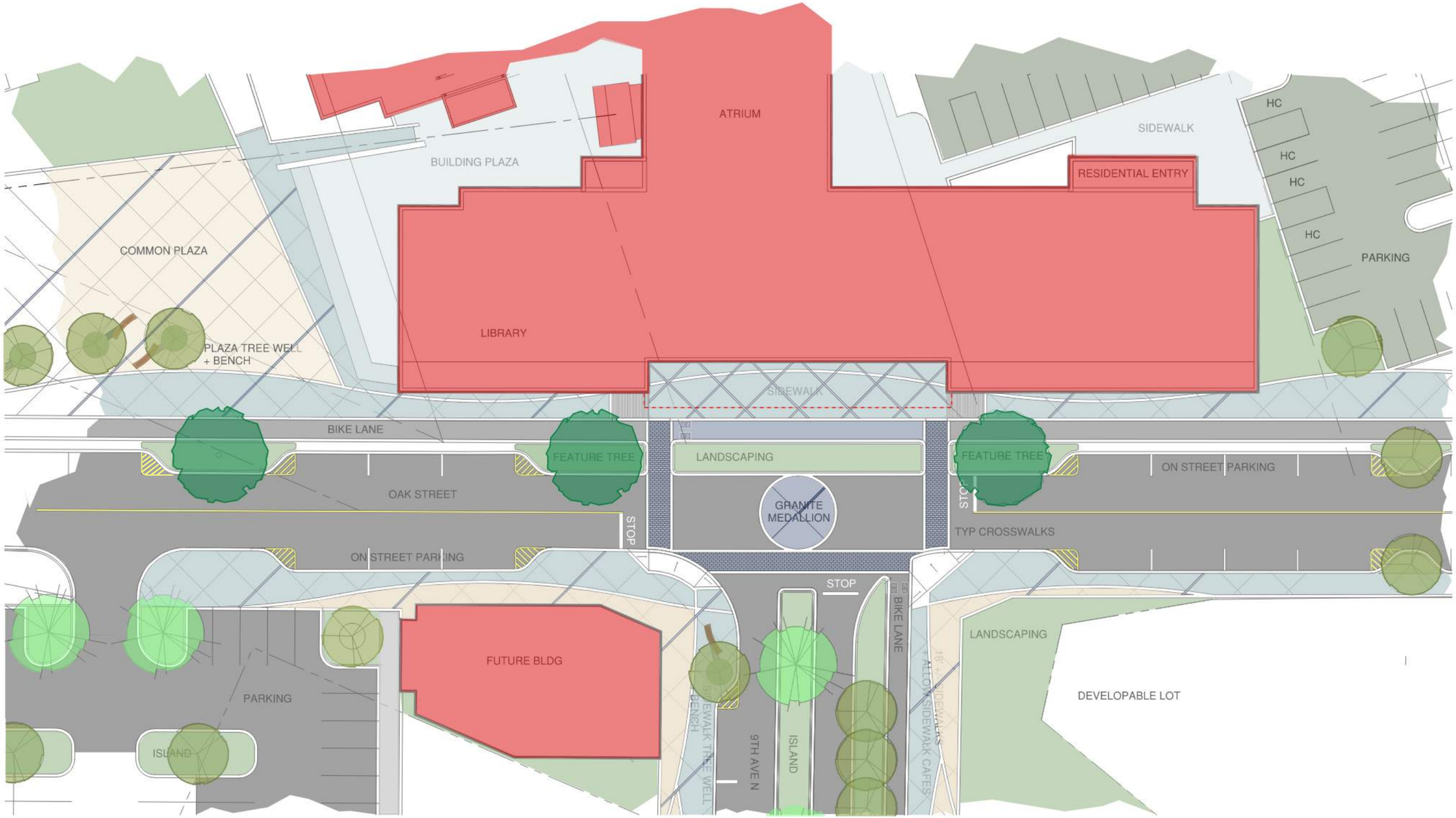
A - Improvement - Open Space Common Lawn
B - Improvement - Demolish Portion of Broadway Street

New Mixed Use Building - Possible P3 Project
- C - Municipal Library
- D - EdVenture Children's Museum
- C or D - CCU Adult Education
- C or D - Upper Level Core and Shell Market-rate Residential and/or Office

E - Improvement - Surface Parking including Previous Pavers with Storm Water Storage
F - City Lawn and Sidewalk Cafe Hardscape
G - Train Depot with New Event F&B + Washroom Facilities
H - New Mixed Use Building - Possible P3 Project

SITE PLAN

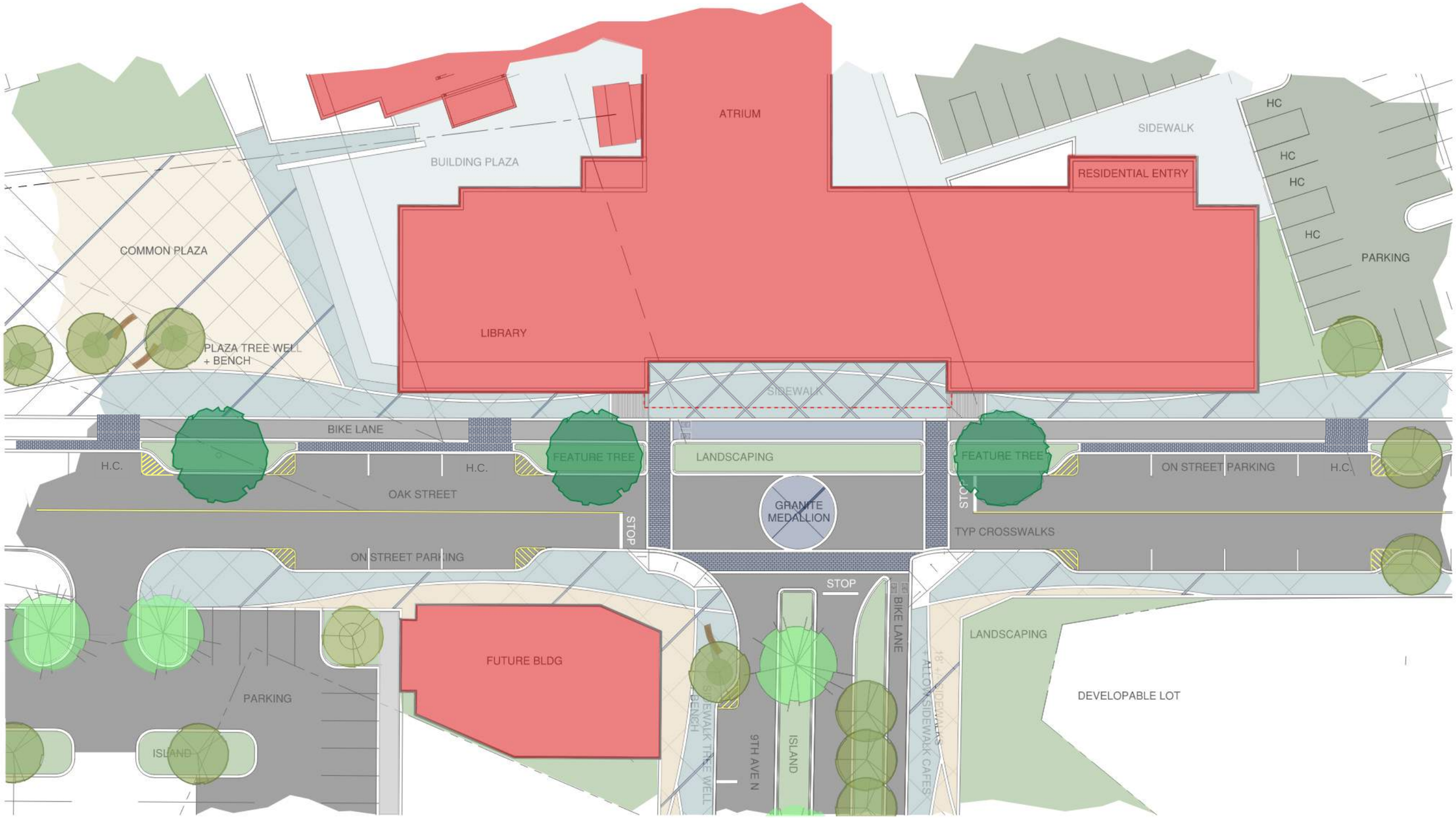
LS3P



INTERSECTION PLAN OAK & 9TH

CITY OF MYRTLE BEACH_FINAL ADVANCED PLAN

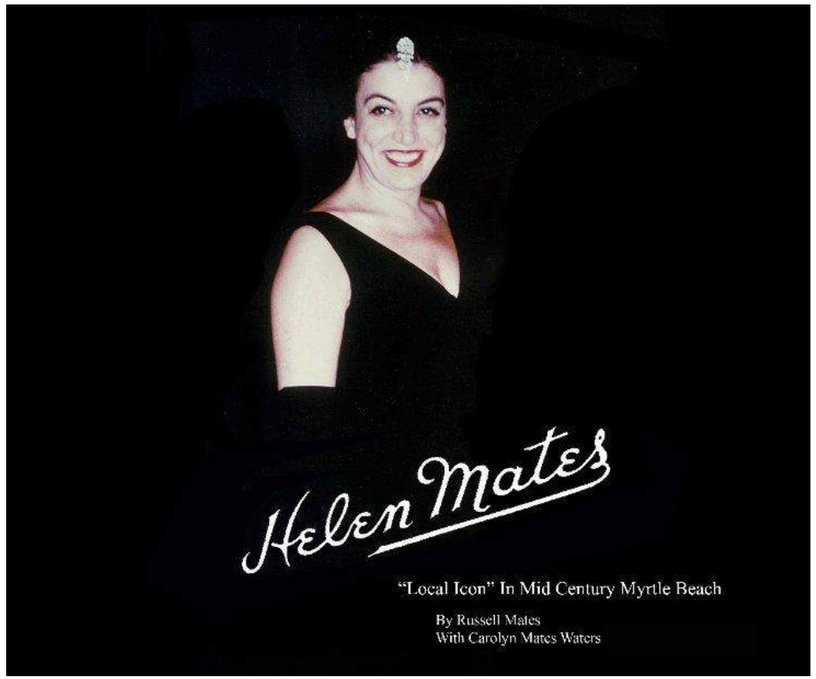
LS3P



INTERSECTION PLAN OAK & 9TH

CITY OF MYRTLE BEACH_FINAL ADVANCED PLAN

LS3P



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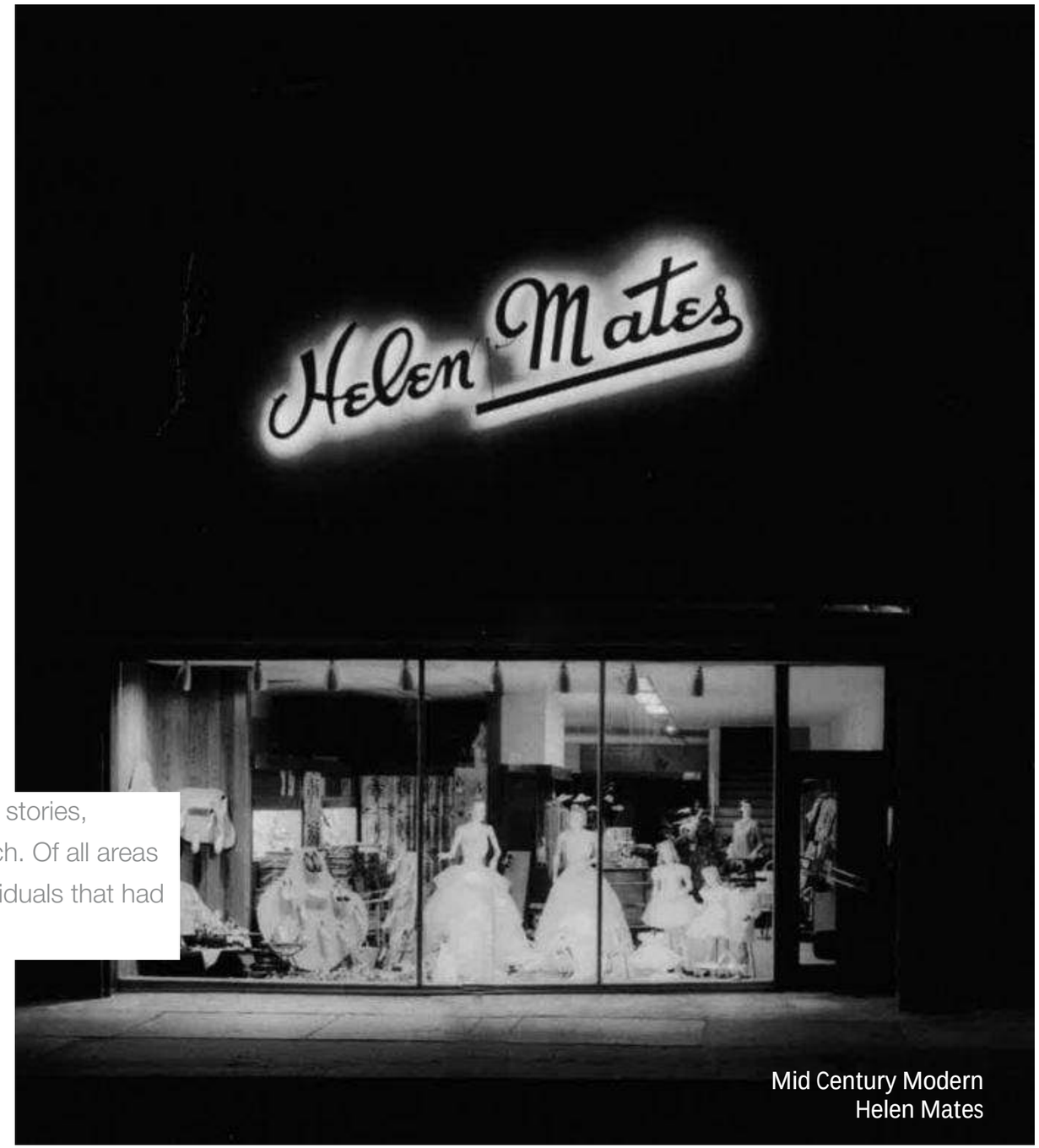


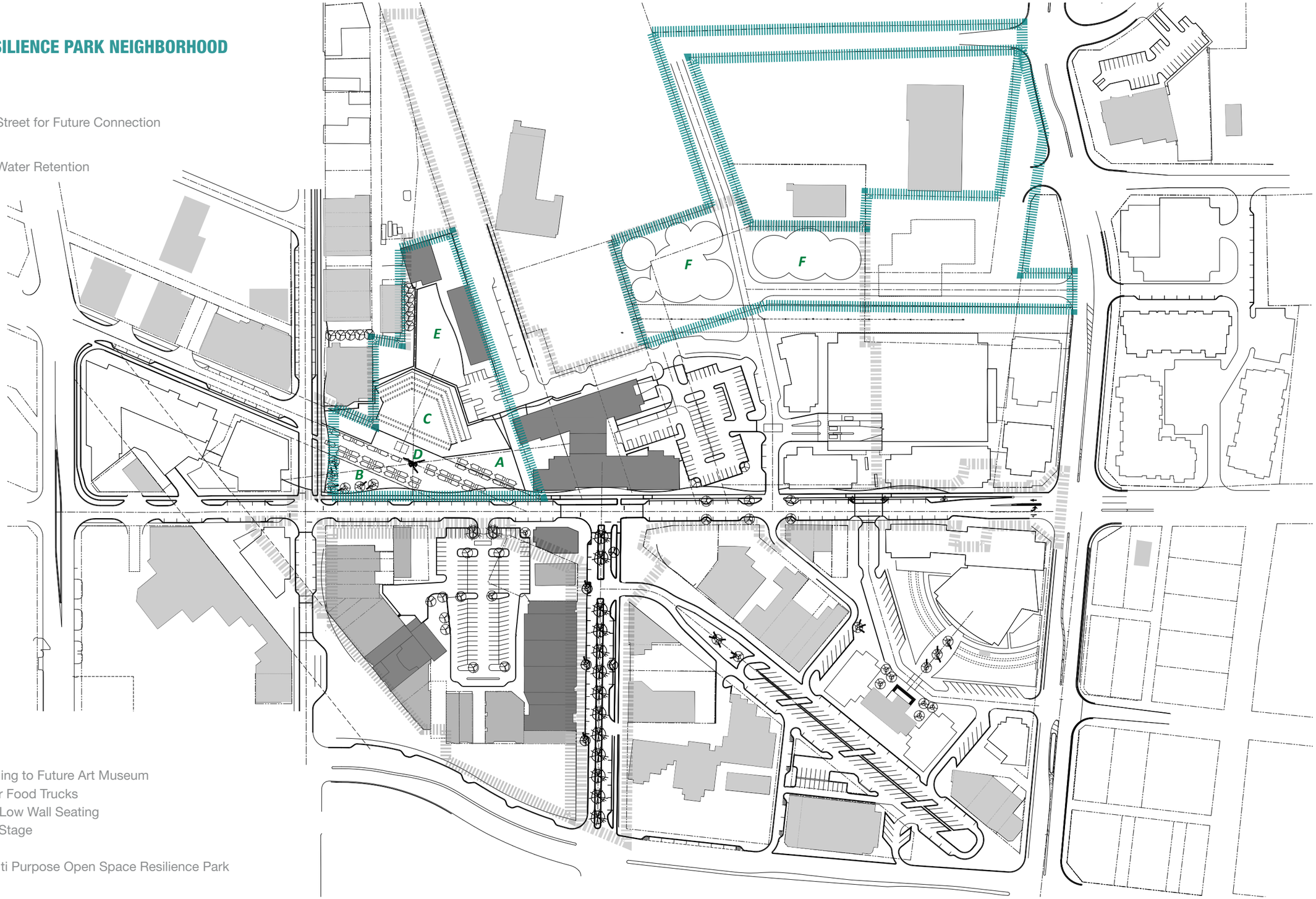
Mid Century Modern
Helen Mates

PHASE:
TOWN COMMON AND RESILIENCE PARK NEIGHBORHOOD

Roadway Improvements:

Improve and Re-Align Jackson Street for Future Connection Across Mr. Joe White

Improve Resilience Park Storm Water Retention

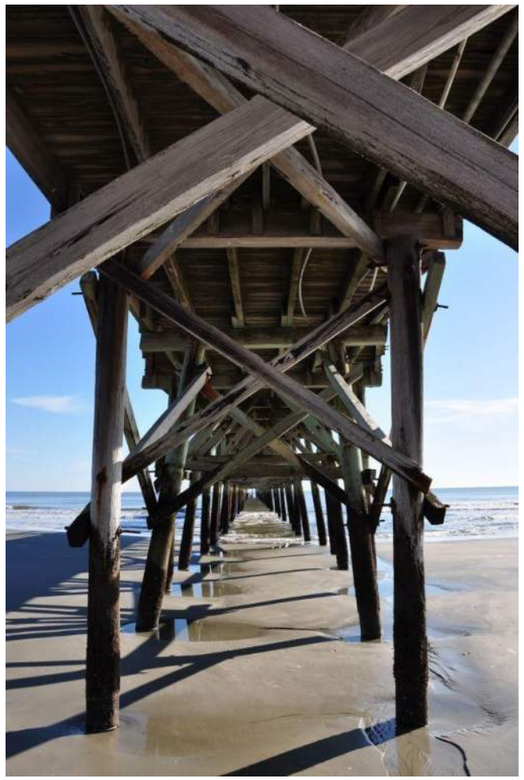


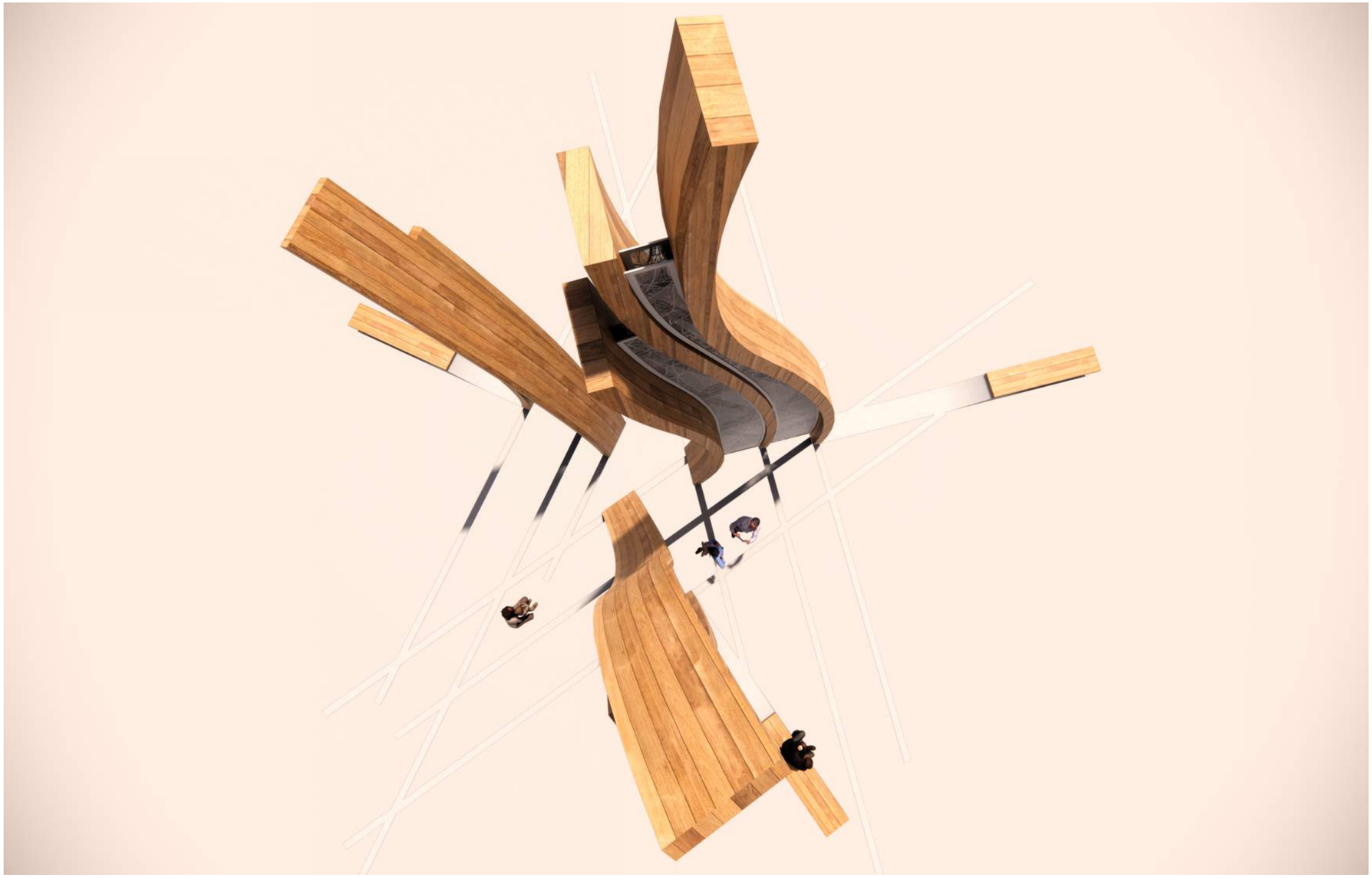
ELEMENTS:

A - Hardscape Improvement
  Expanding Sidewalk
  Connecting Mixed Use Building to Future Art Museum
B - Coordinated Connections for Food Trucks
C - Terraced Seating Lawn with Low Wall Seating
D - Vision Obelisk and Portable Stage
E - Open Lawn with Paths
F - Enhanced Storm Water / Multi Purpose Open Space Resilience Park

SITE PLAN

LS3P





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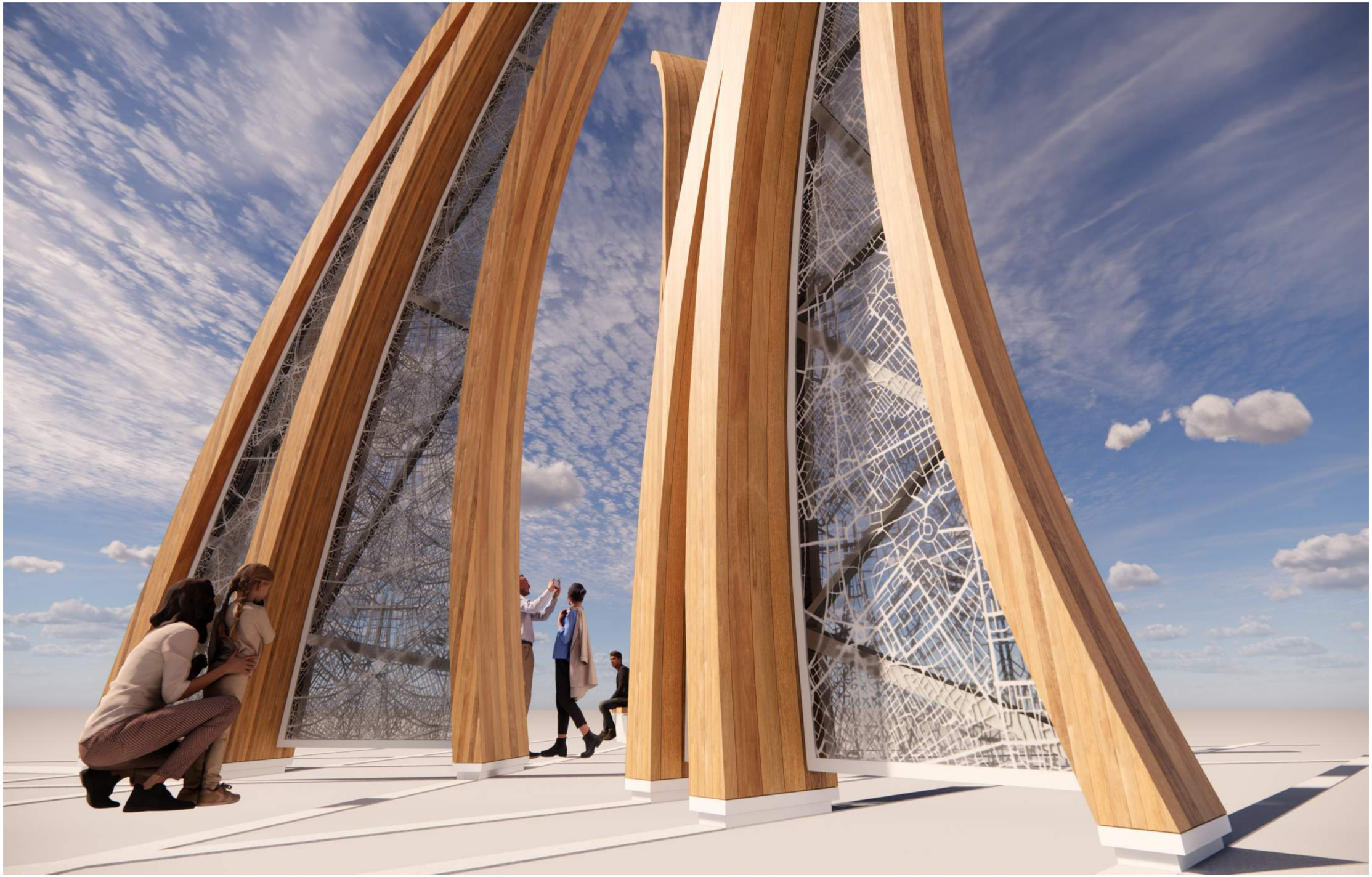
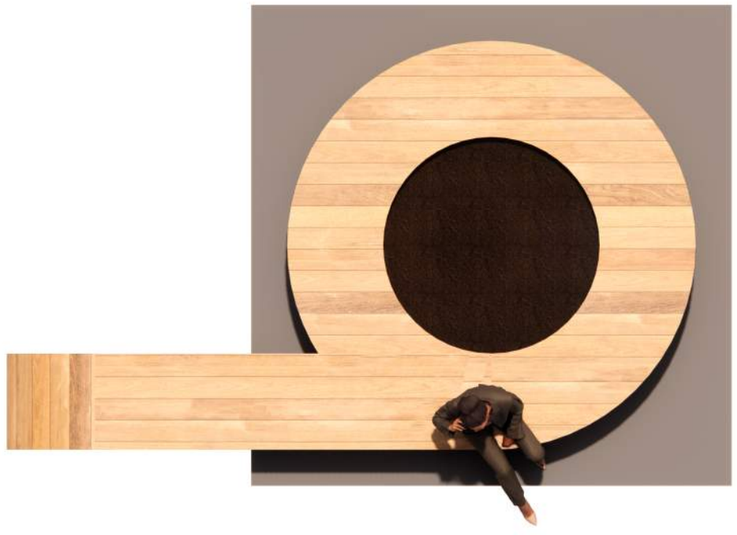
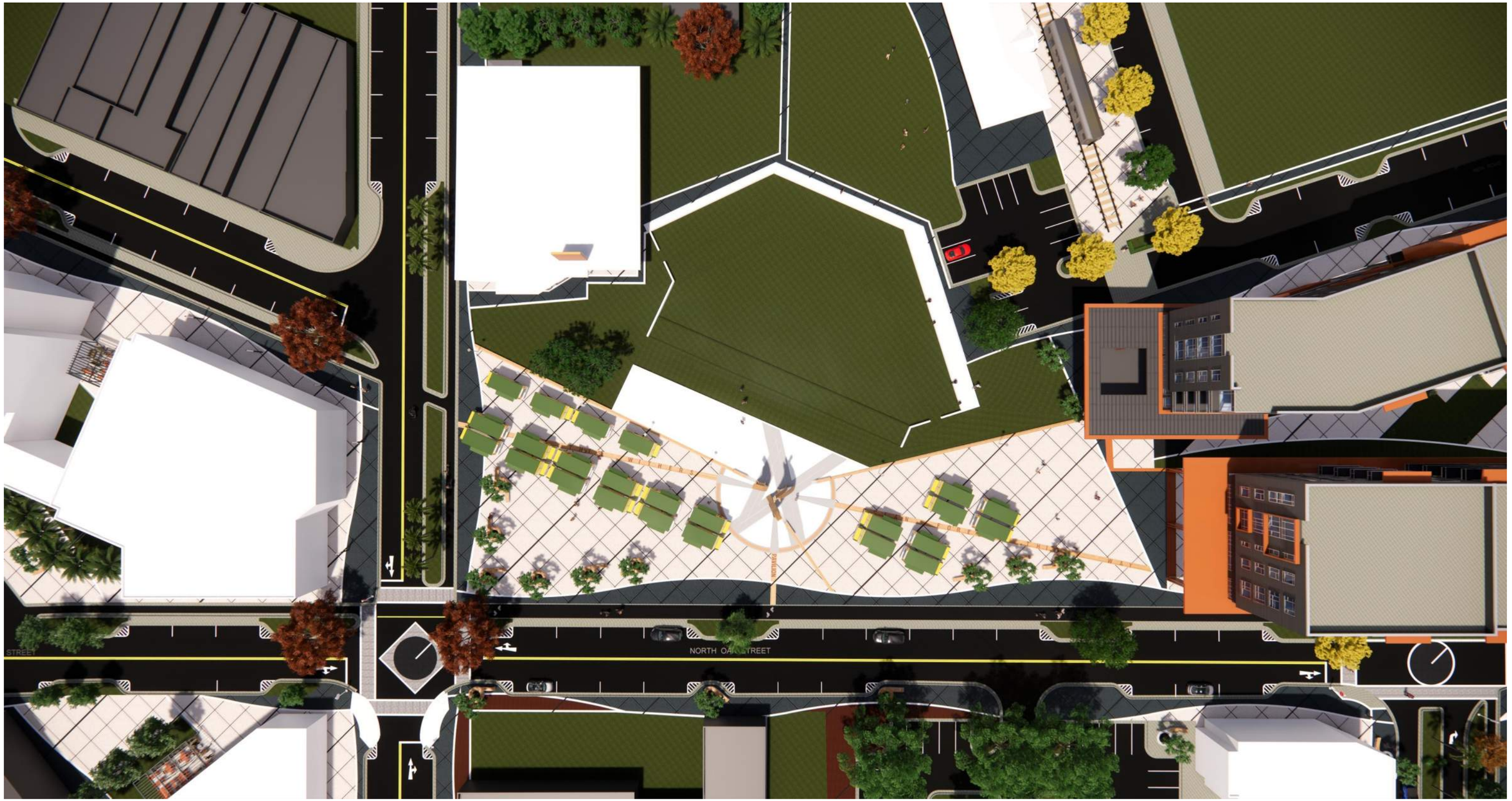




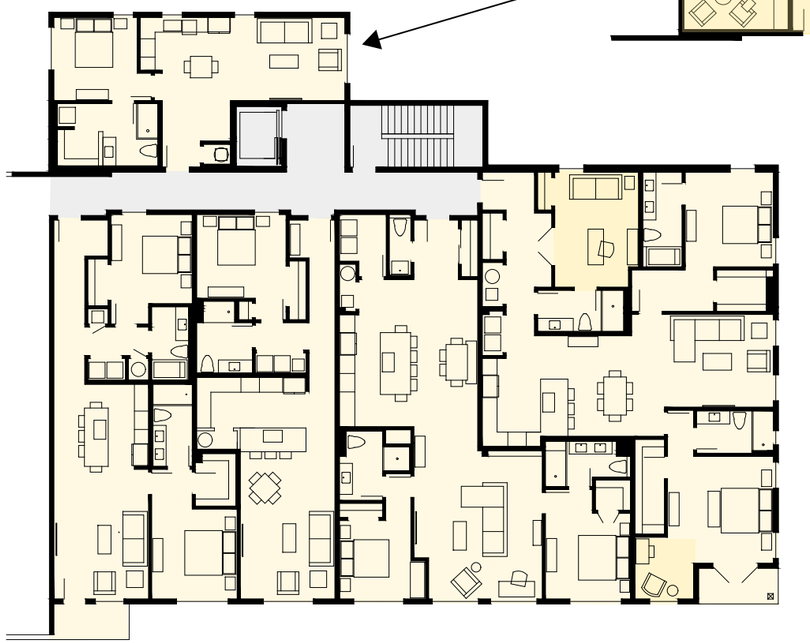


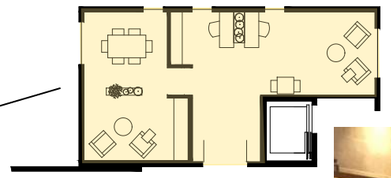
MAIN PUBLIC SPACE

MAIN PUBLIC SPACE

MAIN PUBLIC SPACE

STOP





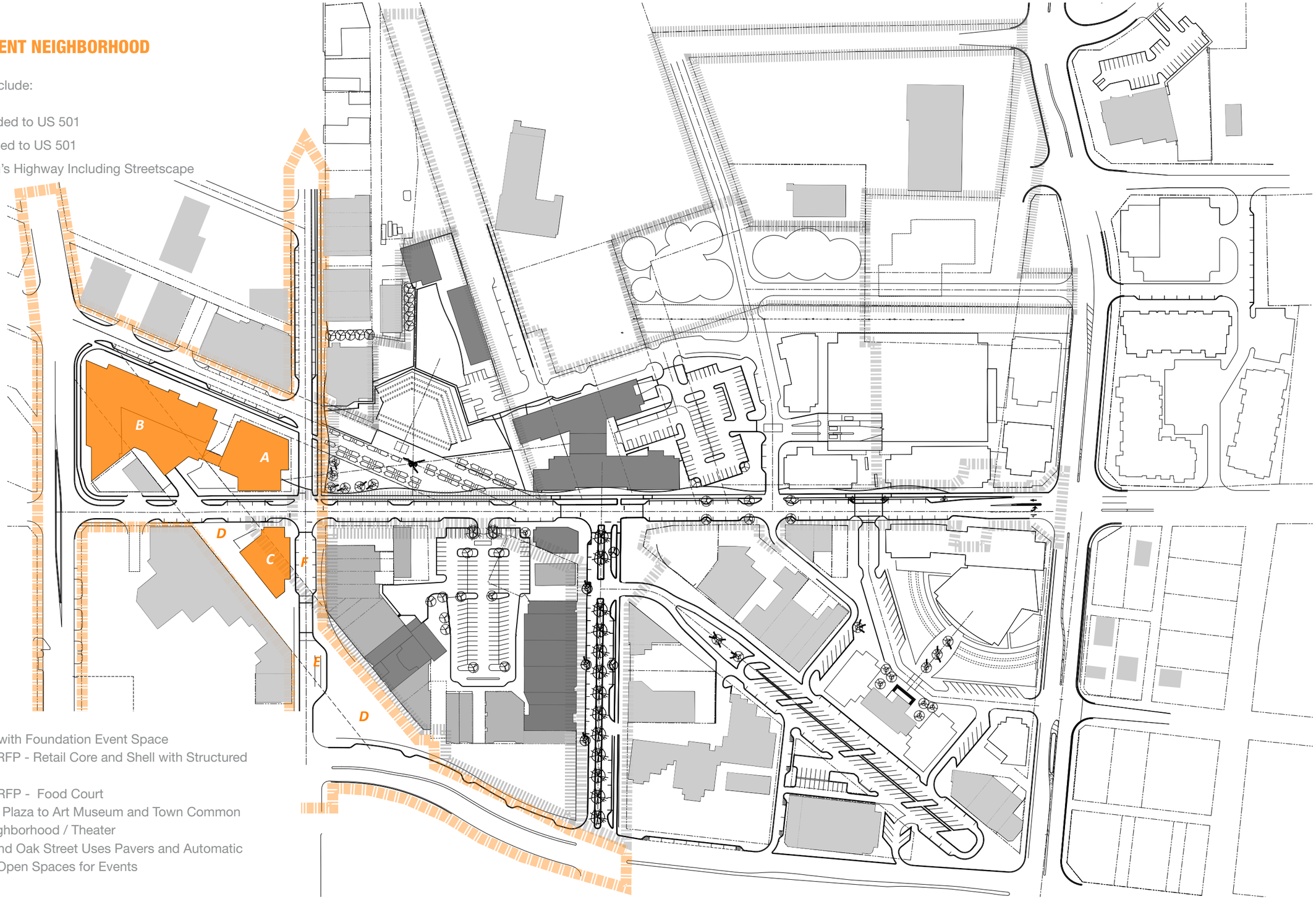
PHASE:
HIGHWAY 501 REALIGNMENT NEIGHBORHOOD

Neighborhood Improvements Include:

Oak Street Streetscape Extended to US 501

Broadway Streetscape Extended to US 501

8th Ave. N. Connected to King's Highway Including Streetscape



ELEMENTS:

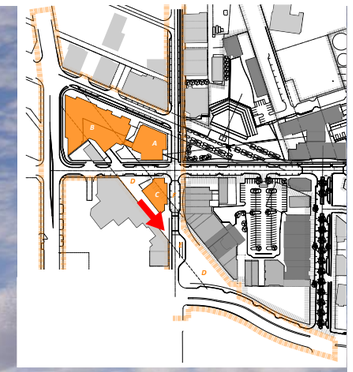
A - New Building - Art Museum with Foundation Event Space
B - New Building - Possible P3 RFP - Retail Core and Shell with Structured Parking
C - New Building - Possible P3 RFP - Food Court
D - Hardscape Connects Nance Plaza to Art Museum and Town Common
E - Nine Vehicle Drop Off to Neighborhood / Theater
F - 8th Ave. N. between Kings and Oak Street Uses Pavers and Automatic Closure System to Connect Open Spaces for Events

SITE PLAN

LS3P

BROADWAY

BROADWAY



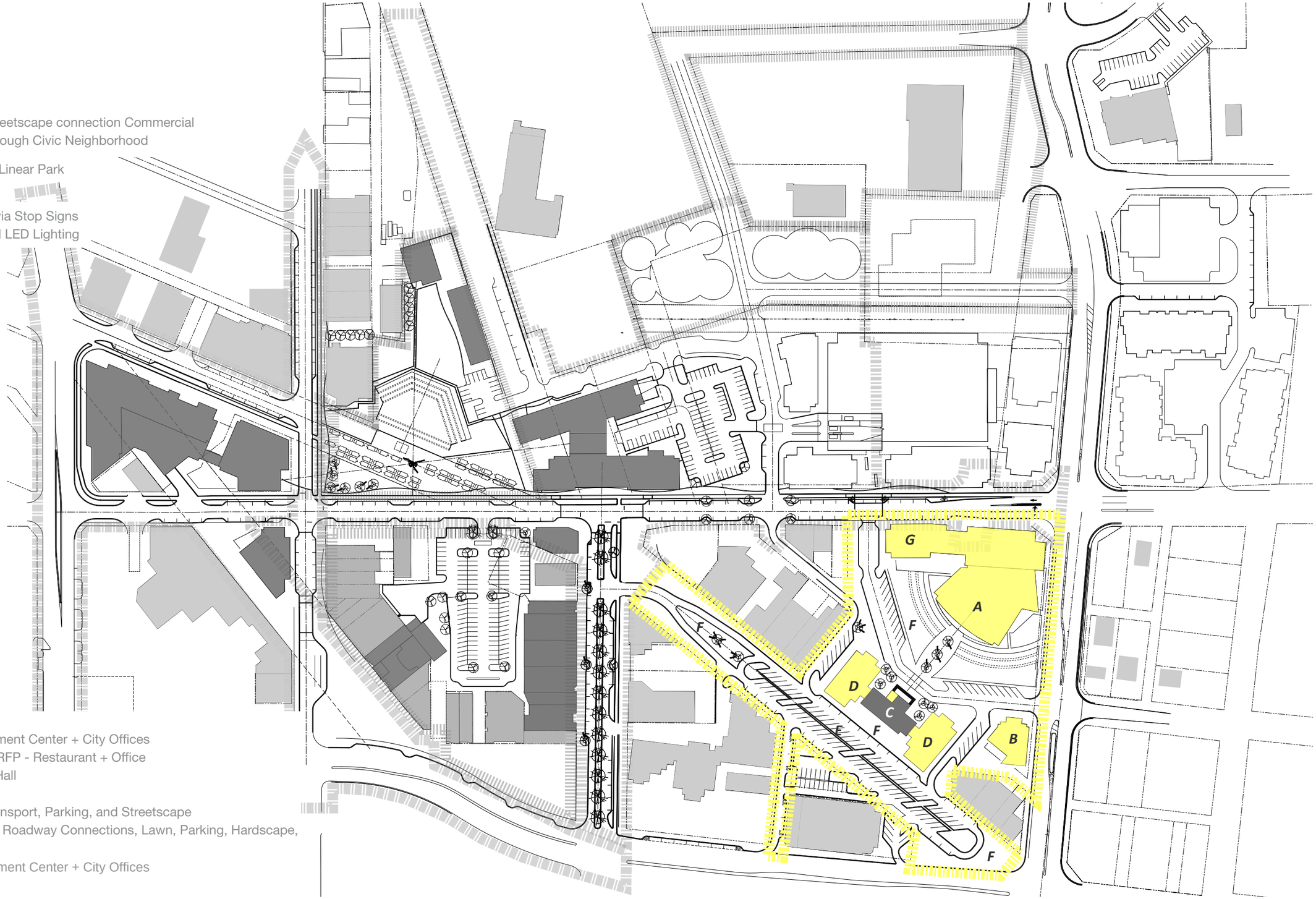
PHASE:
CIVIC NEIGHBORHOOD

Roadway Improvements:

Legion Street Extension with Streetscape connection Commercial Neighborhood to Oak Street Through Civic Neighborhood

Broadway Street Conversion to Linear Park

Internal to District -
- Pedestrian Friendly Crossing via Stop Signs
- CEVM Wayfinding System and LED Lighting



ELEMENTS:

A - New Building - Law Enforcement Center + City Offices
B - New Building - Possible P3 RFP - Restaurant + Office
C - Historic Preservation - City Hall
D - Addition - City Hall Wings
E - Linear Park - Mulitimodal Transport, Parking, and Streetscape
F - Civic Campus Open Space - Roadway Connections, Lawn, Parking, Hardscape, and Streetscape
G - New Building - Law Enforcement Center + City Offices

SITE PLAN

LS3P

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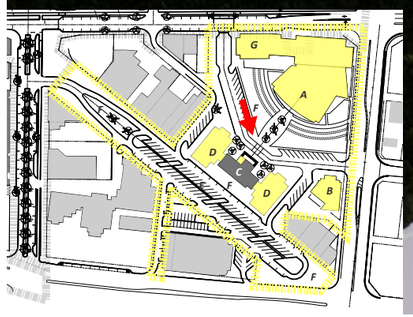
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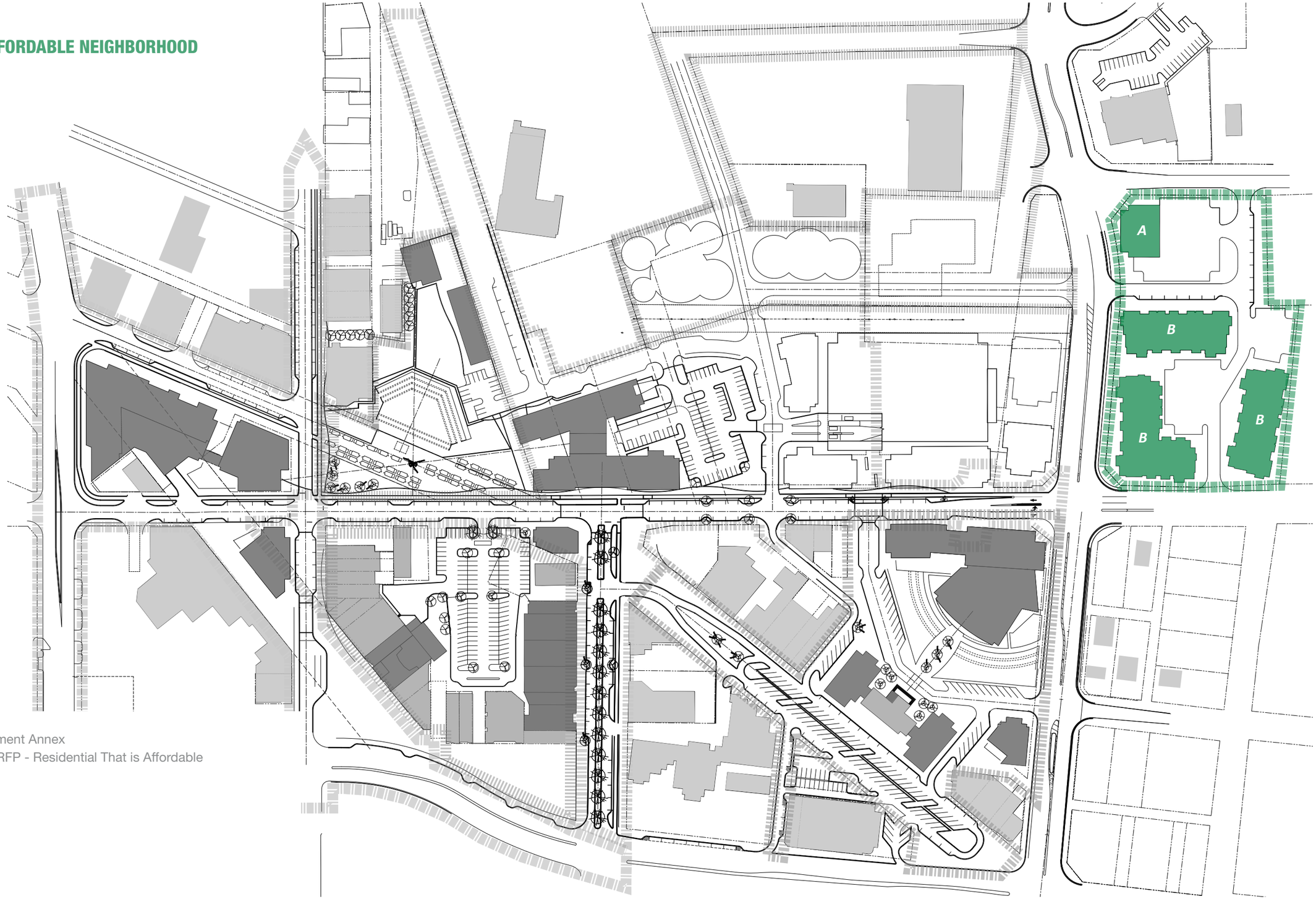
PHASE:
RESIDENTIAL THAT IS AFFORDABLE NEIGHBORHOOD



ELEMENTS:

A - New Building - Law Enforcement Annex
B - New Building - Possible P3 RFP - Residential That is Affordable

SITE PLAN

LS3P

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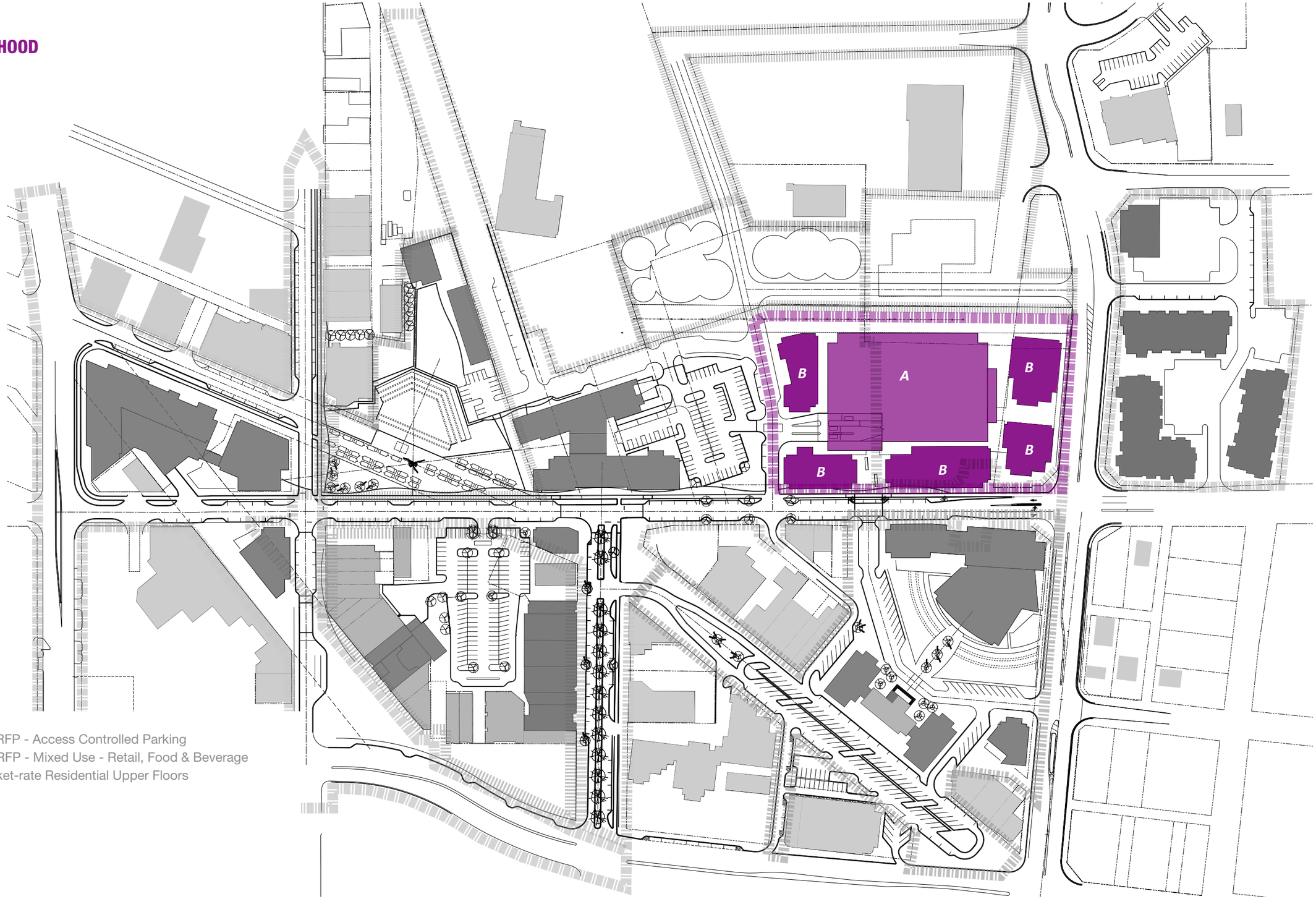
B
B
B

PHASE:
COMMERCIAL NEIGHBORHOOD

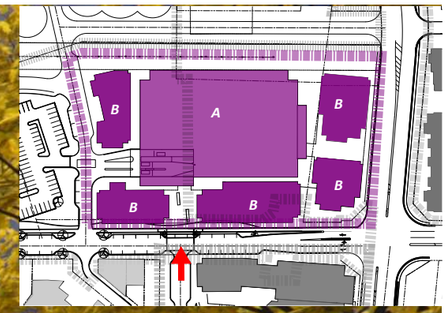


ELEMENTS:

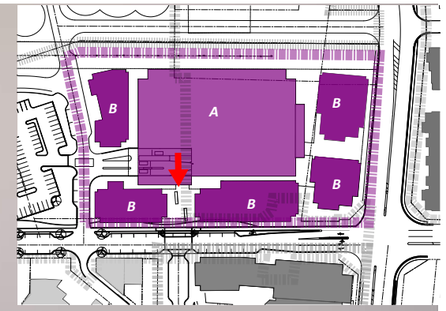
A - New Building - Possible P3 RFP - Access Controlled Parking
B - New Building - Possible P3 RFP - Mixed Use - Retail, Food & Beverage at Ground Floor, Office, Market-rate Residential Upper Floors

SITE PLAN

LS3P



COMMERCIAL NEIGHBORHOOD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