



City of Myrtle Beach

SOUTH CAROLINA

May 7, 2025

Mr. Drew Schaumber
Schaumber Development
101 Kenwood Lane
Greenville, SC 29609

Re: Downtown Revitalization Area, Concerted Community Revitalization Plan

To Whom It May Concern:

Please allow this letter to confirm that the site located at 1525 Oak Street proposed for development of a family affordable apartment community (The Palms at Oak Street) is located within the boundaries of several Concerted Community Revitalization Plans (CCRPs), including The Central City Plan and the Downtown Master Plan (often referred to as the Downtown Revitalization Plan) for the City of Myrtle Beach. The Central City Plan was adopted by Myrtle Beach city council on November 13, 2012 and the Downtown Master Plan was adopted by City Council on March 12, 2019. Subsequent to these plans, the One Grand Strand Downtown Development Framework plan was commissioned and presented to City Council on December 1, 2020 to give further targeted recommendations to the City to spearhead revitalization of the downtown area. The Palms site is represented within this plan as well.

In July of 2018, the City undertook a master planning process to determine a clear path for the revitalization of downtown Myrtle Beach. Over the next 8 months the general public was engaged in a variety of ways. In addition to opportunities at monthly DRC and City Council meetings, over 100 individuals were engaged through an initial series of small group listening sessions. Among others, the listening groups included business and property owners and operators, real estate professionals, developers, Coastal Carolina University, Horry-Georgetown Technical College, Economic Development, and potential investors. The resulting plan was adopted by City Council in March 2019. Phase 1 Implementation Updates are given to City Council each month. The Downtown Development Office, City Managers, and Department Heads meet each month to review the update presentation together. The City has placed a high level of importance on establishing this cross-functional team dedicated to the necessary collaboration and communication it will take to execute the Downtown Master Plan vision.

The Downtown Master Plan further encompasses targeted advanced plans for different nodes within the greater downtown area, including the Arts & Innovation (A&I) District Plan which lies immediately adjacent to the site.

The need for more housing options is discussed throughout all of these plans and identified as an essential element for revitalization of Myrtle Beach's downtown. The Palms site specifically falls within an area targeted for mixed use and medium density residential in the Downtown Master Plan. The City is supportive of the proposal for Palms at Oak Street, because the addition of affordable and workforce housing units is an integral part of the Downtown Revitalization Strategy. Additional objectives of the plan include increasing walkability, creation of open spaces, and addition of more public amenities such as a new theater and renovated library.

The Palms at Oak Street site is located in qualified census tract (QCT) 506. It is also in the Myrtle Beach Pavilion/Superblock Opportunity Zone, in the heart of the downtown redevelopment district and the center of the Grand Strand's tourism industry.

Highlights of recent activities and investments as a result of the Downtown Master Plan include but are not limited to:

- More than \$32MM total spent on acquisition of property over the past four years
 - Dec. 2021: Purchase ten parcels in the downtown area for \$15MM
 - Dec. 2021: Adoption of a Tax Increment Finance (TIF) district along Ocean Boulevard
 - Feb. 2022: Purchase two parcels for \$1.95MM on 8th Avenue
 - May 2022: Creation of a new Municipal Improvement District (MID) to generate funds for downtown revitalization
 - Sept. 2022: Purchase six parcels for redevelopment in the Oceanfront node of the downtown area for \$10MM
 - Feb. 2023: Purchase three parcels for redevelopment between 7th and 8th Avenue N. for \$3MM.
- Ongoing public meetings and charrettes, and continued evolution and focus of the vision for the downtown revitalization
 - Summer 2020: A&I Advanced Plan introduced
 - Fall 2022: Introduction of the A&I Vision Book, developed for the City by LS3P.
 - Mar. 2024: Latest public input meetings scheduled to update public on the progress and solicit ongoing input.
 - Creation of a Quality of Life court to address nuisance properties and ensure adherence to code and property maintenance requirements
- More than \$35MM total spent on infrastructure and public works since 2020
 - Revitalization of Nance Plaza
 - \$33MM roadway improvements currently underway, including installation of a new sewer pump system in the Arts & Innovation district of the Downtown Plan, and new electrical conduit installed along 6th Avenue North and Oak Street
 - Creation of a Tax Increment Finance (TIF) to encourage private investment in downtown redevelopment.

Future Investment in accordance with the Downtown Plan includes but is not limited to:

- Ongoing investment in horizontal improvements throughout the Downtown area
 - Summer 2024: Work begins on Highway 501 realignment to create a gateway to the downtown area. \$20.3MM in ride 3 funding. The work began in August 2024 and is expected to be completed by 2026.
 - Continuation of critical infrastructure upgrades across each corridor of the A&I district including road alignments to prioritize the pedestrian and create a safer traffic pattern for vehicles
 - Stormwater improvements and streetscape enhancements
- Construction of a new city hall facility
- Restoration and renovation of the Broadway Theater
- Addition of public parks and green spaces

The principals of the application for The Palms at Oak Street did not initiate any part of any of these plans or initiatives.

Copies of the aforementioned documents have been sent to your attention. Should you require further information, please contact me at (843) 918-1167.

Sincerely,

A handwritten signature in blue ink that reads "Kenneth May". The signature is written in a cursive style with a large, stylized "M" at the end.

Kenneth May
Director of Planning & Zoning