



INTRODUCTION

Background

The US 17 Business corridor (referred to as the Kings Highway corridor) has been central to the Myrtle Beach area for hundreds of years. Kings Highway is just a small section of a highway that spans a significant portion of the east coast. US Highway 17 is a north-south United States highway that was started in 1926 and now travels through several states. The southern end of the highway begins in Punta Gorda, Florida and travels north through Georgia, South Carolina, North Carolina and into Virginia, where it terminates in downtown Winchester, Virginia. US Highway 17 winds through five east coast states with a total distance of approximately 1,189 miles.

As settlements along the Grand Strand, particularly within Myrtle Beach, have flourished over the past 100 years, the function of the King's Highway corridor has remained steadfast. It is currently the only north-south route through the entire Grand Strand area.

This report, the Kings Highway Corridor Study, will analyze the corridor's existing uses and help determine how those uses may shift and adapt to future growth within Myrtle Beach.

History

Kings Highway began as an Indian trail when the area was called "Chicora", long before Europeans settled the area. Over time, King's Highway became a major connection between the northern states and the major port cities of Charleston and Savannah. Several attempts by Europeans to settle the area failed, until Georgetown was established around 1730.

The first major structure in Myrtle Beach, then known as "New Town", was the Seaside Inn, built in 1901 near what is now the Pavilion site. This location just happened to be where the railroad terminated and intersected with King's Highway. After several names for the area were tested and failed, a contest was held and the winning name was Myrtle Beach (named for the native wax myrtle that inhabited much of the area at the time).

The area around the Seaside Inn became the core for development in the area, ushering in several projects including the area's first golf course, Pine Lakes International Country Club, and the Pavilion, whose current structure was built in 1949. Hurricane Hazel pummeled the region in 1954, demolishing much of the existing oceanfront development but clearing the way for major growth.

Resorts and houses began to populate the area through the 1950's. In the 1960's, golf course construction was booming across the country. It was during this time that many of the Grand Strand's golf courses were developed. Retail, residential and resort development continued through the 1970's, 80's and 90's, paving the way for a major increase in the number of both permanent residents and tourists alike. Much of this growth occurred along the immediate coastal area and the King's Highway corridor. As interest in the area has increased over the years, development has pushed further inland toward larger, undeveloped tracts of land. This shift in development focus has led to the addition of numerous arterial roads within the Myrtle Beach area (US Highway 17 Bypass, Grissom Parkway, Carolina Bays Parkway/Highway 31). Current development trends see a continued inland push, along with redevelopment of older and/or less densely developed areas along the King's Highway corridor.

Today, Myrtle Beach is home to an estimated 26,593 residents and the Grand Strand area is visited each year by an estimated 13.2 million people. Over the past 100 years the characteristics of the population have slowly changed. For many years, the Myrtle Beach and Grand Strand area was a popular vacation

destination for working class families. Recently, the area has become a popular destination for business conferences, family-oriented events, golf outings and retirees.

Development throughout the Grand Strand is projected to continue at a robust pace. As a result, the numbers of permanent residents and visitors to the area are expected to increase as well. With this in mind, officials with the City of Myrtle Beach and the Waccamaw Regional Council of Governments (WRCOG) decided to create a plan that will influence the future function of the King's Highway corridor throughout the entire Grand Strand area. This study is the final chapter in creating that plan.

Purpose

As described above, the current development patterns of the area are moving in two directions: continued growth inland and redevelopment of older and/or less densely developed areas along the coastline and Kings Highway. This redevelopment of the "core" of Myrtle Beach will begin to reshape how Kings Highway functions.

The existing transportation network will be evaluated to determine the ease of mobility for all users (pedestrians, bicyclists, transit riders and motorists) and the effect the existing land uses patterns have on transportation decisions will be noted. These findings will be used to determine needs for specific areas along the Kings Highway corridor. The recommendations formalized through this process may be used to create a more efficient corridor that serves the needs of all users.

Methodology

The US 17 Business Corridor Study identifies existing uses and conditions along Kings Highway and makes recommendations for future improvements to the corridor. In order to compile the necessary information to determine those needs, the following steps were followed:

- 1). Step One:
 - a. Begin initial site familiarization to study corridor uses, transportation issues and determine boundaries for areas of focus.
 - b. Gather input through a series of public open house meetings and commentary from various city and county staff and the WRCOG.
 - c. Review past planning efforts within and adjacent to the Kings Highway corridor project area.
 - d. Review current transportation data of travel through and across the Kings Highway corridor.
- 2). Step Two:
 - a. Develop measures of effectiveness as a tool to quantify existing conditions, land uses and aesthetic appeal through the Kings Highway corridor.
 - b. Apply measures of effectiveness to each area of focus within the study area.
 - c. Quantify measures of effectiveness results and begin to analyze them to determine needs for each area of focus.



3). Step Three:

- a. Establish recommendations for improvements for each area of focus along the Kings Highway corridor.
- b. Categorize these recommendations as immediate, near-term and long-term needs, based on conclusions from Step 2.
- c. Make recommendations for revisions to existing zoning requirements to improve the relationship between land use and user
- d. Recommend the implementation of special zoning districts in specific area to serve as exemplary models for future development.

Past Planning Efforts

Comprehensive Plan

Background

The South Carolina Local Government Comprehensive Planning Enabling Act of 1994 requires the preparation of a comprehensive plan by local governments wishing to enforce zoning and subdivision rules as it relates to property within the jurisdiction. This Act further states that comprehensive planning is a continuous process; therefore, the comprehensive plan document must be updated regularly.

The City of Myrtle Beach Comprehensive Plan was adopted in April of 1999 and amended in 2000, 2005, and 2006. The Comprehensive Plan provides background information about the City of Myrtle Beach, such as existing conditions that address the following categories:

- Population
- Economic Development
- Natural Resources
- Cultural Resources
- Community Facilities and Services
- Housing
- Land Use
- Tourism
- Neighborhoods

These categories are then addressed in “future” terms, which is the main objective of any comprehensive plan. The Comprehensive Plan takes each category and subcategory, establishes goals and objectives and develops strategies for achieving them. Because the City of Myrtle Beach serves as a popular tourist destination, tourism serves as a main component and is addressed throughout the Comprehensive Plan.

Findings

The Transportation Element of the Comprehensive Plan addresses the transportation issues and related concerns of signal timing, bicycle and pedestrian access, and facilities for public transportation. This element does not delve into specific areas where improvements are needed so as not to become an outdated document. By addressing these issues in the Comprehensive Plan, the City of Myrtle Beach recognizes these are ongoing issues and the need to improve them will always be relevant.

Working to Improve Neighborhoods (WIN) Reports

Background

In October of 2004, the City of Myrtle Beach held a kickoff meeting for the “Working to Improve Neighborhoods” (WIN) reports. These reports (broken into separate documents addressing different planning areas of the City) further address the Neighborhood Element of the City of Myrtle Beach Comprehensive Plan. The goal of the reports is to address such neighborhood issues as guiding new development and providing public improvements in the form of neighborhood revitalization over the next 20 years. A public planning process was key in writing each planning area’s report, as each area had unique concerns.

Findings

Six of the City’s seven planning areas are located along Kings Highway. The reports for these six planning areas were reviewed to identify recurring issues mentioned by area residents in addition to identifying issues unique to certain areas.

Residents from all of the city’s planning areas were invited to a kickoff meeting at the inception of the study. The following list includes some of the issues and concerns mentioned by residents at that meeting:

- Traffic signal timing
- Better public transportation
- Weak zoning/code enforcement
- Enforcement of landscaping regulations
- Addition of sidewalks and streetlights
- Redevelopment of the old Myrtle Square Mall site and Village Square Shopping Center
- Protection of residential neighborhoods from commercial encroachment

A full summary of the WIN reports can be found in the Appendix.



Public Involvement

Introduction

The Kings Highway Corridor Study used a multi-step public involvement process, which included close coordination with the project's Steering Committee and representatives from various departments within the City of Myrtle Beach and the Waccamaw Regional Council of Governments (WRCOG). In the early stages of this project, the design team facilitated public workshops for both the residents and the business owners of the Myrtle Beach area.

The workshops began with a brief overview of the project's purpose by the WRCOG. Participants were handed index cards and asked to answer the following two questions:

Question #1: What improvements can be made to get you to walk and/or bike along Kings Highway?

Question #2: What is your vision of Kings Highway in 15 years? What is different and how do you use it?



Public workshop participants

As the participants jotted down their answers, they were shown a 30-minute presentation that gave an overview of the existing conditions and potential improvements for the entire corridor. After the presentation, the participants were asked to turn in their index cards containing their answers to the questions. The following lists represent some of the more common responses that were noted. A comprehensive list of all the responses can be found in the Appendix.

Question #1: What improvements can be made to get you to walk and/or bike along Kings Highway?

Question #1: Responses:

- Better visibility from side streets
- Slow traffic down
- Better signage along Kings Highway
- Better lighting
- Landscape buffer between roadway and sidewalk
- Sidewalks on both sides of Kings Highway
- Remove utility lines
- Remove tall signs

Question #2: What is your vision of Kings Highway in 15 years? What is different and how do you use it?

Question #2: Responses:

- Groups of shops/boutiques that area convenient for walking/shopping
- Better signage and better storm water drainage
- Upscale condos and retail to keep me in my neighborhood; walk, shop and work
- No utilities and lower signs

Once they turned in their cards, the participants were encouraged to provide specific comments on detailed maps that were displayed around the room. Some of the specific comments that were recorded include:

- Making a left turn out of the Pine Lakes neighborhood between 48th Avenue North and 62nd Avenue North is very difficult.
- Re-align 501 and Kings Highway. Business suffers with current alignment.

A comprehensive list of the specific comments that were recorded on the maps is included in the Appendix.

In addition to the workshops members of Myrtle Beach City Council, Community Appearance Board, Board of Zoning and Appeals, Downtown Redevelopment Corporation, and the Planning Commission took a bus tour of the Study Area on the morning of October 18, 2006. In addition, the Mayor and staff from the City of Myrtle Beach and the WRCOG were in attendance. The bus tour began at Farrow Parkway and continued north along Kings Highway. The tour provided an to examine some critical issues and concerns along the corridor. The bus stopped at several locations along Kings Highway to allow the participants to walk the corridor and experience first hand the issues and concerns that affect all users.



Mobile workshop participants tour the corridor



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ANALYSIS

Study Corridor

The Kings Highway corridor study area extends approximately 20 miles and travels through several jurisdictions, including the City of Myrtle Beach, Horry County and the City of North Myrtle Beach. Land uses throughout the project area vary from residential to commercial to dense entertainment and retail. Farrow Parkway, at the entrance to the former Myrtle Beach Air Force Base, serves as the southern limit of the study area, and 48th Avenue North at the entrance to Barefoot Landing in the City of North Myrtle Beach is the study area's northern limit.

General Corridor Conditions

The Kings Highway corridor has several issues that repeat themselves throughout the length of the corridor that have limited it from being a roadway that equally accommodates pedestrians, bicyclists, transit riders, and motorists. These issues have been identified along Kings Highway through site reconnaissance, analysis of traffic data and coordination with the projects Steering Committee members and stakeholders.

To best analyze the less than desirable, and sometimes lacking, pedestrian and bicycle facilities along Kings Highway, the issue of vehicular traffic needs to be addressed first. An environment that has been built around the automobile is the main reason pedestrian and bicycle facilities are lacking. Giving the automobile priority over other modes creates an uninviting place that limits the number of users of these facilities where they do exist.

Traffic

Tourist season along the Grand Strand peaks during the summer months with the majority of vacationers arriving by private automobile. Due to its proximity to the hotels, condos, and rental units along Ocean Boulevard, Kings Highway accommodates a large portion of the north-south travel within the study area.

The majority of this travel is done by automobile because of many factors, including: roadway width, vehicle speeds and lack of pedestrian refuges. Traffic within the Kings Highway corridor during the summer months increases significantly from the off-season months. The area endures a steady flow of full-time residential traffic year-round. Add to this a constant weekly influx of vacationers, golfers and conference attendees and it is easy to understand why traffic delays often arise.

Traffic volumes are published annually by the South Carolina Department of Transportation (SCDOT). These volumes can be used to justify road widening where high growth is occurring, or sometimes can justify lane removal in areas where volumes are decreasing or remaining the same and the removal of the lane would not result in an unacceptable Level of Service (LOS) designation. Traffic volumes can also reflect the impact development projects, such as the construction of a large retail project, can have on roadway operations and congestion.

Table 2-1 shows the current and historical traffic volumes for segments of Kings Highway that are within the study area. These volumes are used to create the historical growth rate for each segment listed in the table. The predicted 2030 Level of Service (LOS) for many roads in the Myrtle Beach area is LOS F. The entire length of Kings Highway in the study area is projected to operate at LOS F in 2030. The estimated 2030 traffic volumes are a rounded average of volumes from the GSATS Transportation Model to coincide with the SCDOT traffic count stations.

The maps on the following pages illustrate the projected 2030 LOS for Kings Highway and other area roads.

Level of Service is the measure of the quality of travel along a roadway and is often used to describe the roadway's congestion level. Input factors to determine LOS include:

- Speed and travel time
- Traffic interruptions
- Freedom to maneuver and change lanes
- Comfort and convenience

Roadways are given a letter between A and F to describe their LOS, with A being the best and F being the worst. The Highway Capacity Manual (HCM) and AASHTO's "Green Book" describe the Levels of Service as:

- A= free flow
- B= Reasonably free flow
- C= stable flow
- D= approaching unstable flow
- E= unstable flow
- F forced or breakdown flow

	Volumes																						
	Future Growth Rate	Estimated 2030 Traffic Volumes	Historic Growth Rate	2006	2005	2004	2003	2002	2001	2000	1999	1998	1997	1996	1995	1994	1993	1992	1991	1990	1989	1988	1987
Station 129- Ocean Blvd. to 1st Ave. S.	8.71%	108,500	-0.41%	26,900	29,800	27,000	26,700	29,500	27,100	29,600	20,100	28,700	29,000	24,700	18,000	25,500	20,900	29,300	29,920	28,200	28,900	28,300	29,200
Station 131- 1st Ave. S. to US 501	6.61%	99,700	0.07%	31,300	35,200	32,300	31,900	34,300	31,500	33,100	34,200	33,800	31,600	16,200	32,000	29,700	35,800	33,400	31,500	30,800	30,500	26,401	30,900
Station 133- US 501 to 11 th Ave. N.	2.77%	64,300	0.56%	35,200	39,100	36,400	35,800	34,400	31,500	32,900	34,100	31,700	32,700	29,400	32,500	30,200	23,600	33,700	37,326	31,500	30,300	26,325	31,800
Station 135- 11 th Ave. N. to 75 th Ave. N.	4.68%	94,400	0.08%	38,600	39,700	43,900	44,100	43,800	39,900	37,500	41,100	39,000	39,800	25,400	37,500	34,300	35,200	41,700	39,950	37,400	33,900	30,265	38,000
Station 137- 75 th Ave. N. to US 17 Bypass	2.81%	58,200	0.60%	33,300	34,600	39,300	40,000	39,500	35,400	32,600	35,900	35,400	36,800	31,600	34,100	33,200	33,100	35,200	33,300	34,100	30,200	29,900	29,900
Station 109- US 17 Bypass to Lake Arrowhead	4.65%	140,000	1.31%	61,100	62,500	65,700	66,400	76,600	70,800	66,100	66,100	66,300	67,000	39,600	62,400	58,000	55,700	51,100	59,000	59,990	46,400	43,523	48,900
Station 111- Lake Arrowhead to 48 th Ave. S.	1.92%	90,700	2.74%	59,900	59,400	59,200	57,200	61,200	58,400	57,500	56,600	55,200	53,800	49,500	54,600	48,900	56,500	56,100	56,111	54,500	52,600	43,407	39,400

Table 2-1: Historic Traffic Volumes for Kings Highway



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Figure 2-1: Southern Entrance District 2030 Level of Service



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Figure 2-2: Downtown District 2030 Level of Service



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Figure 2-3: Residential District 2030 Level of Service



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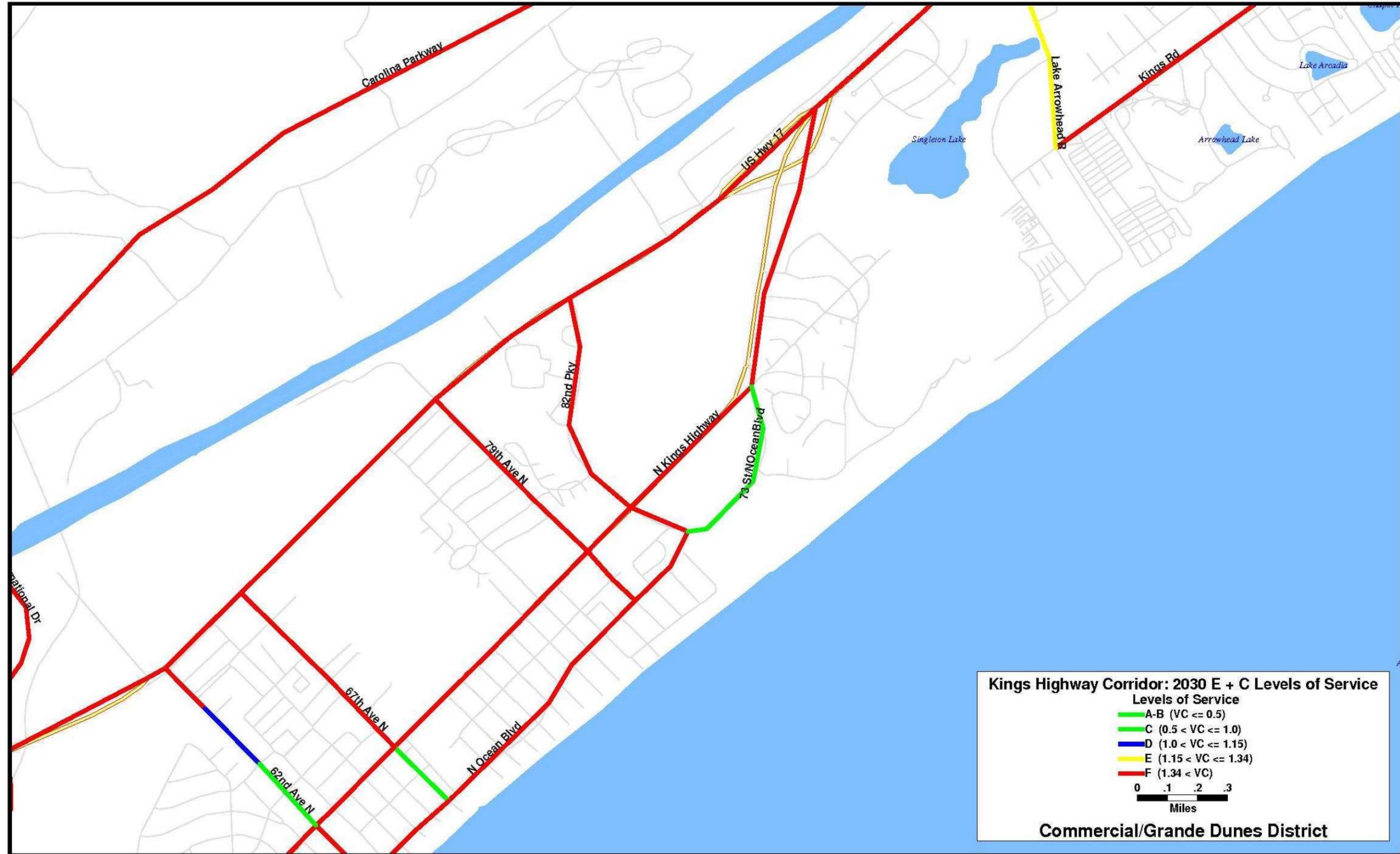


Figure 2-4: Commercial/Grande Dunes District 2030 Level of Service



KINGS HIGHWAY CORRIDOR STUDY

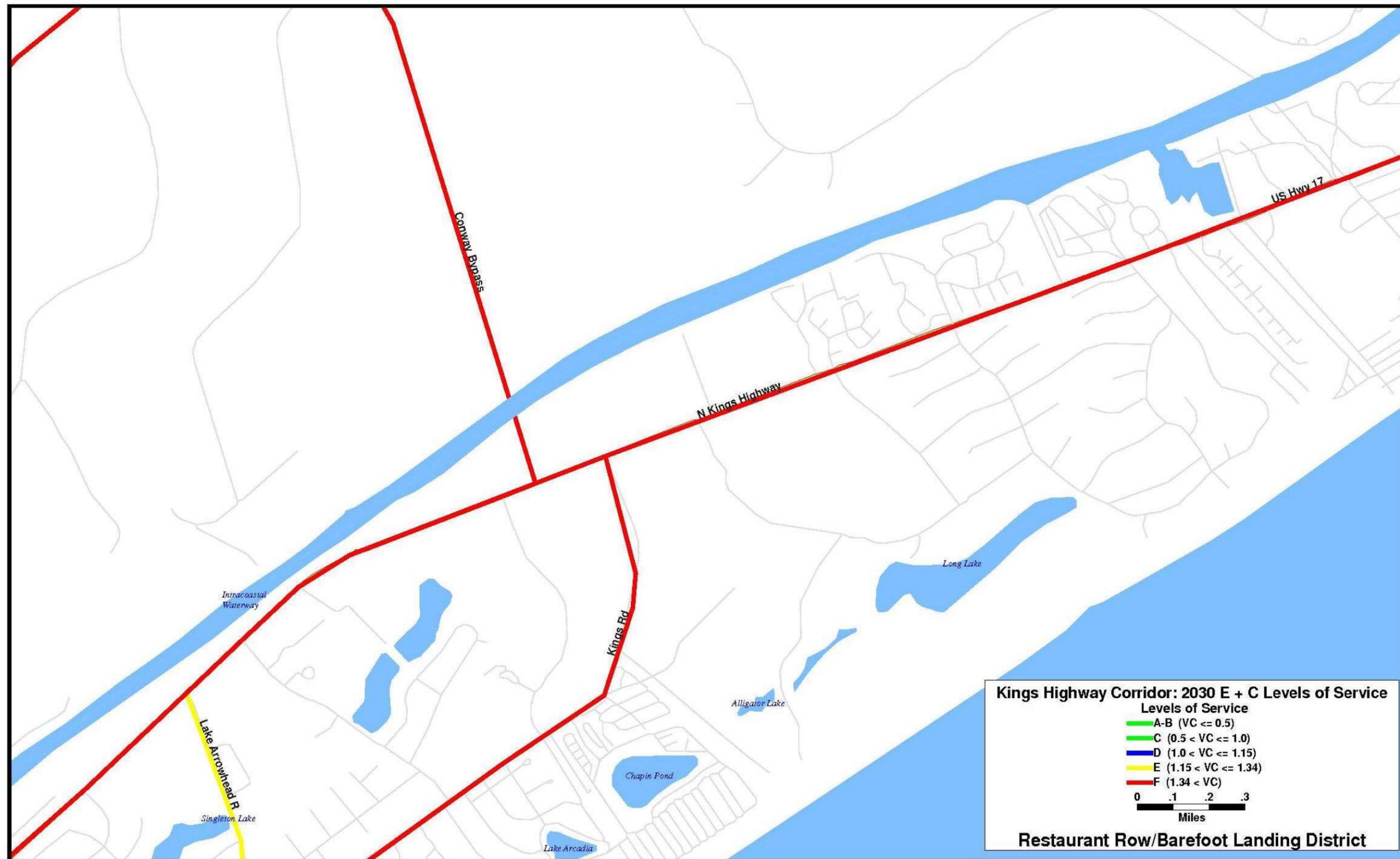


Figure 2-5: Restaurant Row/Barefoot Landing District 2030 Level of Service



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Excessive speed is often mentioned as an issue along Kings Highway, and at times when traffic is light, vehicles often travel higher than the target speed, which is the posted speed limit. A number of factors contribute to excessive speeds along Kings Highway:

- Wide travel lanes;
- Roadway design speed much higher than the posted speed limit;
- Lack of strict enforcement by police; and
- Lack of substantial features narrowing the "feel" of the roadway.



The numerous driveways for businesses along Kings Highway result in stop-and-go traffic and unpredictable driver behavior. It is not uncommon to see as many as four driveways accessing a single business. The driveways for some businesses are wider than the recommended width of 24' for two-way travel, creating conflict points between entering and exiting vehicles. Few businesses along the corridor share driveways, a recommended access management practice.

Medians are a prominent feature in the study area. The southern portion of the corridor is lined with a nearly 40 foot median that is more appropriate along suburban and rural highways than along the urban Kings Highway corridor. The Grande Dunes area has a nearly 30 foot median. The northern portion of the corridor also has wide medians but these serve as two-way left turn lanes. With the width nearly three travel lanes wide, these areas are very unsafe for motorists because they cause driver unpredictability and lead to many conflict points with automobiles in the thru travel lanes. Some sections north of downtown have a mere 4' median, a width that does not provide pedestrians a comfortable refuge when crossing Kings Highway. 4' medians are less than the recommended minimum median width of 6' along urban thoroughfares.

Sidewalks and Bicycle Facilities

Those traveling by automobile along the corridor are not alone when it comes to transportation obstacles. Facilities, or in many cases a lack of facilities, for pedestrians and bicyclists create an unsafe environment for users throughout the project area. Currently, no bicycle lanes exist along the Kings Highway corridor, requiring bicyclists to find an alternative route or take their chances riding in vehicle travel lanes. Some areas of the corridor have no sidewalks, and where they do exist, they are often discontinuous, narrow and interrupted by numerous curb cuts and utility poles. Because of the discontinuous nature of the sidewalk system along Kings Highway, sidewalk sections will be more closely addressed in the portions of the report that



focus on specific areas of the corridor.

Transit Service

Coast RTA is the main transit provider for the Myrtle Beach area.

Nearby, New Development

Condominium Projects

The Caribbean – Caymen Condo Tower

- 3000 North Ocean Boulevard
- Phase I will be upscale suites and a commercial component to include a mini-mart and gift shop.
- Phase II of the project will offer two, three and four bedroom condominiums.

Grande Dunes

- A Master Planned community, the total number of units at completion have not yet been specified.

- Should be approximately 1000 units with a commercial presence.
- Development is ahead of schedule and estimated to be completed in approximately 10 years.
- Development will be on both sides of Intercoastal Waterway and connected by a bridge.

Sand Castle

- 2207 South Ocean Boulevard
- Being built in four phases. The third tower has not yet begun. Will be approximately 150 units at completion.

The Atlantica Poindexter Resort

- New construction portion is around 25th Avenue North.
- Includes seven buildings that will stretch from Ocean Boulevard to Kings Highway. The fourth building, known as the Atlantica III, is currently under construction.
- When completed will contain approximately 800 units.
- 6 year estimated completion date.

Sea Island Inn





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- 6000 North Ocean Blvd.
- Will be rebuilt taller and be approximately 120 units.

Sea Mist

- Located between 13th Avenue South and 14th Avenue South along South Ocean Boulevard.
- Will be a Planned Unit Development (PUD) on 13 acres. With a 15 year build-out, it will have approximately 160 units.

Miscellaneous

- Four buildings just north of intersection of Ocean Blvd. with 52nd Avenue North have been granted height bonuses. The buildings will be rebuilt and will have approximately 500 units total.
- 860 units approved as PUD at 6th Avenue South along Ocean Blvd.
- Just west of Pine Lakes neighborhood, approximately 140 units total, single family & townhomes, will be built. Primary access will be provided to Grissom Parkway with limited access to Kings Highway.
- Approximately 100 units planned around 22nd Avenue North along Ocean Blvd.

Roadway Improvements

3rd Avenue South

- SCDOT plans to widen it to three lanes from Highway 501 to Kings Highway.
- The addition of street trees, sidewalks and bike paths will be included in the project.
- The Downtown Redevelopment Corporation is working on streetscape plans for the section that extends from Kings Highway to Ocean Boulevard. The design is to resemble Mr. Joe White Avenue.

Harrelson Boulevard

- Harrelson Boulevard will be extended to connect to Kings Highway when the airport terminal moves around 2009.
- Harrelson Boulevard will be a four lane roadway, but it has not been determined where it will connect to Kings Highway. Harrelson Boulevard will extend to the west across Intercoastal waterway to access a future amusement park area.

Utility Improvements

- Kings Highway from 3rd Avenue South to 21st Avenue North.
- Improvements include the burial of overhead utilities. No priority has been set.

Analysis Overview

Kings Highway serves dual functions: as a thoroughfare and as a destination. Residents and visitors alike use this corridor daily to access stores, residences, restaurants, or simply to move through the Grand Strand area. The following maps will summarize Kings Highway's current role in area transportation,

locate notable facilities along the roadway and provide the basis to assess the potential of the roadway to function as a multi-modal corridor.

Cross Sections



Kings Highway is comprised of five basic Roadway Cross Sections, each possessing some unique quality, feature or dimension. The five cross sections, named Cross Section A-E roughly coincide with the five districts Kings Highway has been divided into for this study. The existing cross-section is illustrated within the Transportation Analysis portion of each District's description. Details listed before the illustration describe what is shown. Recommendations are being made to improve the roadway, to include adding bike lanes, upgrading sidewalk facilities and narrowing travel lanes. Illustrations of these improvements are included in the Recommendations portion of the Districts' descriptions.

Major Roads

Kings Highway serves as just one of the major roadways that are located in Myrtle Beach. For the purpose of analysis, major roadways have been placed into two categories: Major Highways and Connectors. Major highways carry high volumes of vehicles to and from the Grand Strand daily. Connectors handle fewer vehicles per day, but make important connections to Major Highways or other key destinations. These Major Highways and Connectors are:

Major Highways:

- Kings Highway/US Highway 17
- US Highway 17 Bypass
- Grissom Parkway
- Carolina Bays Parkway
- US Highway 501
- Harrelson Boulevard
- State Highway 22 (Conway Bypass)

Connectors:

- Farrow Parkway
- Ocean Boulevard
- 17th Avenue South
- 13th Avenue South
- 9th Avenue South
- 38th Avenue North
- 48th Avenue North
- Pine Lake Drive
- 62nd Avenue North
- 67th Avenue North



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- 3rd Avenue South
- Oak Street
- Broadway Street
- Mr. Joe White Avenue
- 21st Avenue North
- 29th Avenue North
- 76th Avenue North
- 79th Avenue North
- 82nd Parkway
- Lake Arrowhead Road
- Chestnut Road



Destinations

Historically, most destinations in Myrtle Beach were located along Kings Highway, but the immense growth north, south, and inland over the last 20 years has contributed to a wider distribution of attractions and destinations. Area attractions and destinations are now located along, or have access to, the area's other major highways. For this study, destinations are defined as public facilities that provide entertainment and/or house specialized events or activities. These facilities tend to attract large numbers of people annually, both locally and regionally. The destinations represented through this analysis are categorized as follows:

- Schools and Parks
- Shopping & Restaurant Areas
- Medical Facilities
- Social Services
- Community & Recreation Centers
- Amusement Areas

Area destinations are located on Figure 2-6.



Figure 2-6: Myrtle Beach Area Destinations



Walking Distance

Kings Highway is located within the most densely populated area of Myrtle Beach. In order to assess Kings Highway's potential to function as a multi-modal corridor, it must first be analyzed from the most basic level, the pedestrian standpoint. The accompanying map analyzes Kings Highway and its relationship to walking distances and travel times for pedestrians. Average walking speed for an adult is about 3mph. Using this average, it takes 5 minutes to travel ¼-mile, 10 minutes to travel ½-mile and 20 minutes to travel 1-mile. For this study, ¼-mile is considered to be an acceptable walking distance for daily trips and ½-mile as an acceptable walking distance to access special destinations. Because of the close proximity of destinations to areas of high populations, Kings Highway should serve as a primary route for pedestrian travel.

Figure 2-7 illustrates walking distance from Kings Highway.

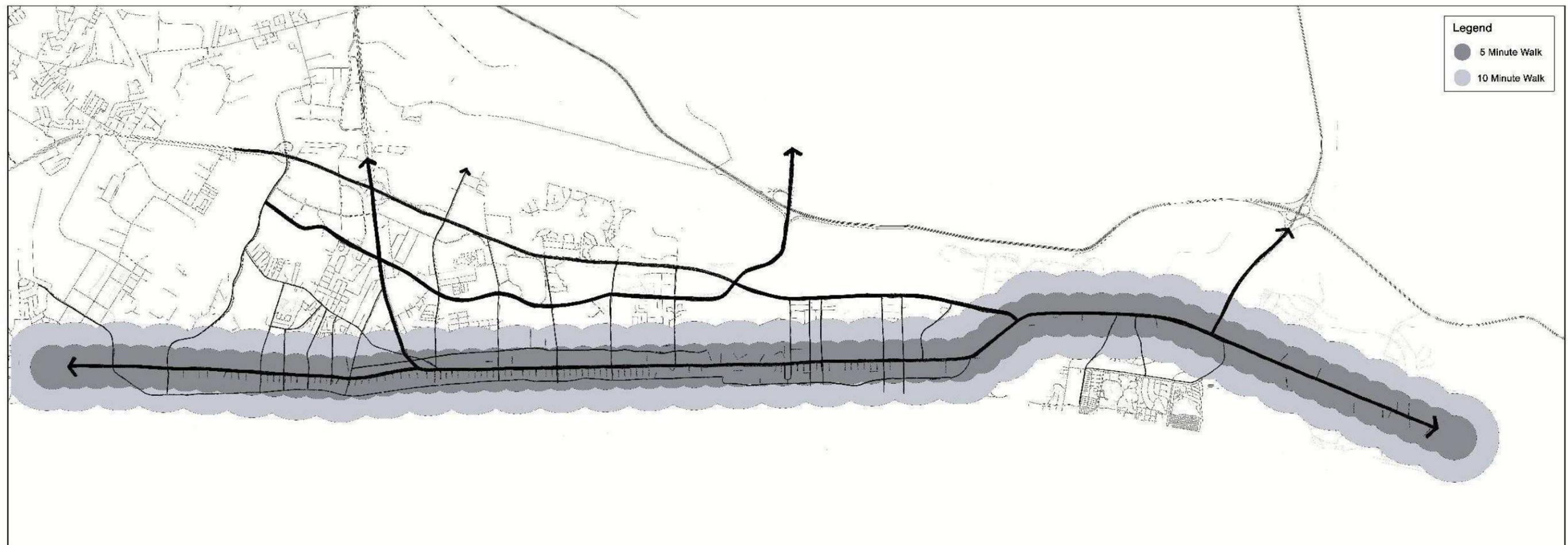


Figure 2-7: Walking Distance from Kings Highway



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Sidewalks

Existing sidewalks along Kings Highway have been inventoried and mapped. The map of the corridor identifies gaps in the sidewalk network. Where possible, sidewalks along side streets connecting to Kings Highway have been identified. Identifying these sidewalks is important because they provide pedestrians a safe way to travel between their origin and destination since a location off of Kings Highway will likely serve as the beginning and/or end point of the trip.

The sidewalk map (Figure 2-8) illustrates the sidewalk network as a whole. Detailed sidewalk maps will be included in the District sections of this report.

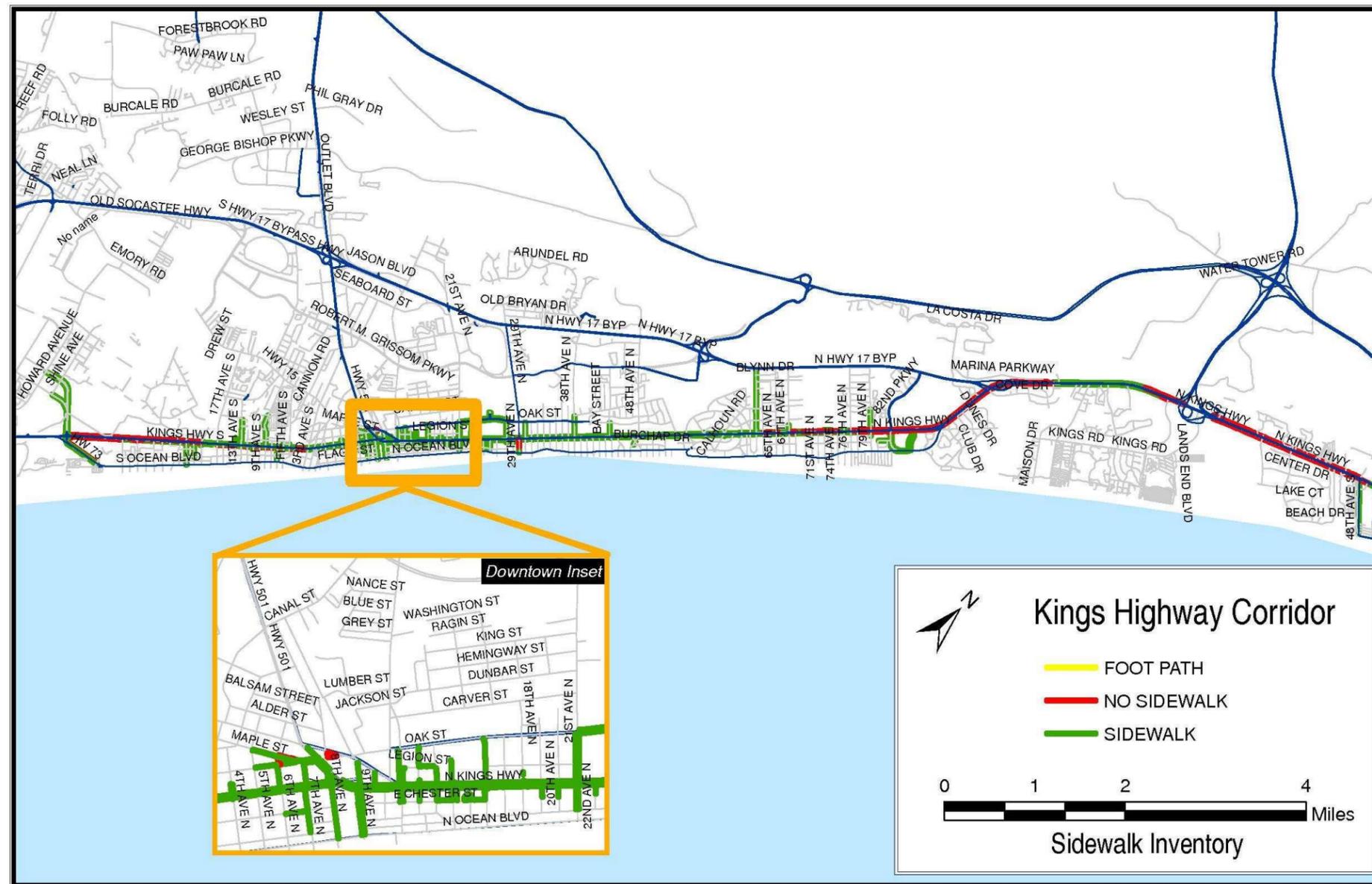


Figure 2-8: Kings Highway Sidewalk Inventory



KINGS HIGHWAY CORRIDOR STUDY



Traffic Signals

The Kings Highway corridor from Farrow Parkway north to Barefoot Landing has a number of existing traffic signals. The accompanying map depicts the locations of the following list of existing traffic signals and illustrates their relationship to other major highways and connectors within Myrtle Beach.

Kings Highway's traffic signals are illustrated in **Figure 2-9**.

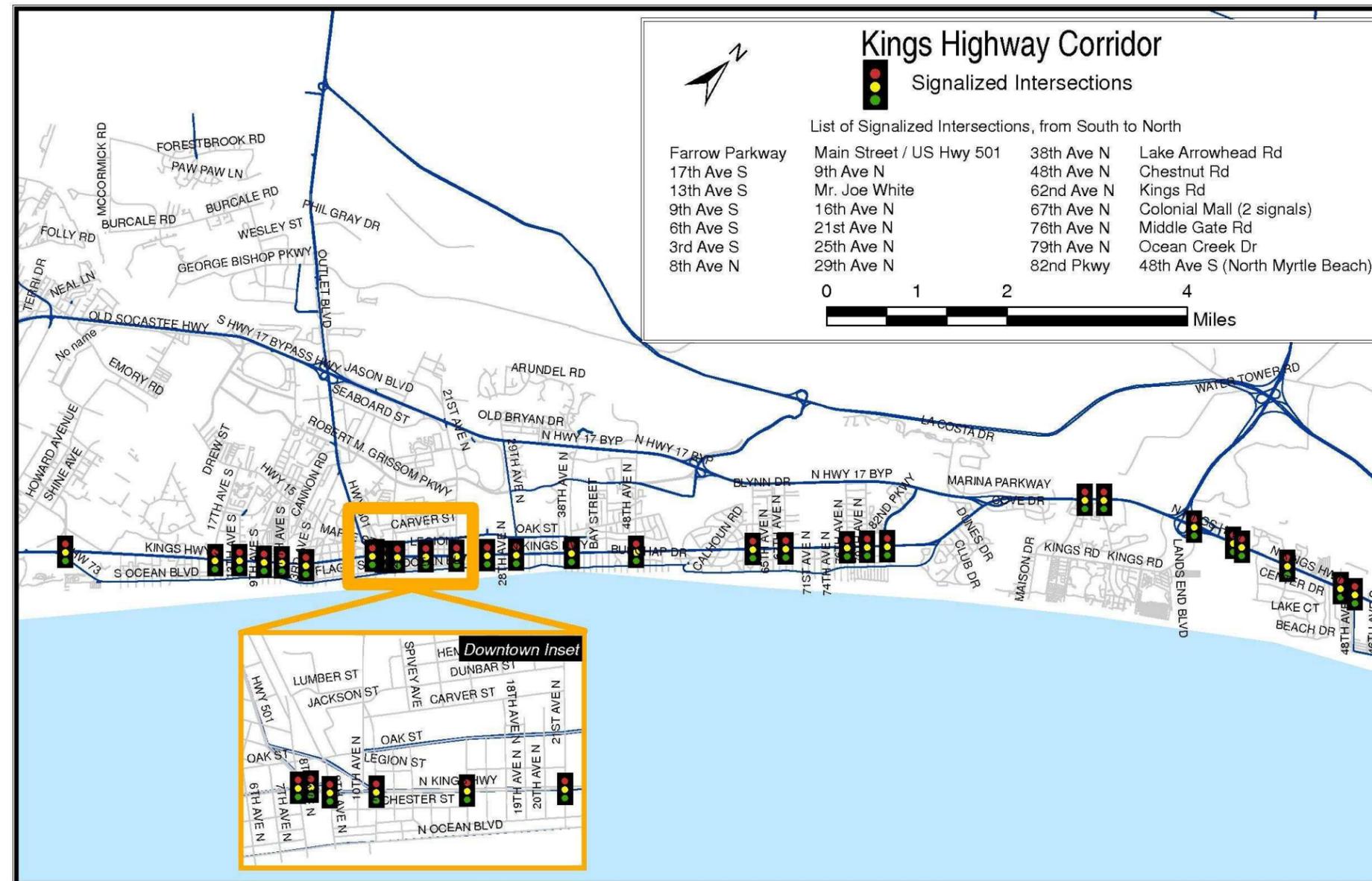


Figure 2-9: Kings Highway Signalized Intersections



DISTRICTS

Overview

The corridor study area is approximately twenty (20) miles long. Addressing facility issues at that scale is difficult. Therefore, Kings Highway has been divided into five districts to better address transportation needs throughout the corridor. Adjacent blocks along the corridor that share common characteristics, present similar issues and require similar solutions were grouped together. The characteristics used to determine the district boundaries include, but are not limited to, the following:

- Existing road cross-section
- Surrounding land uses
- Density of land uses
- Proximity to destinations
- Historical context
- Location along the corridor

The five districts have been named by their most identifiable feature. The following map illustrates the location and extent of each of the following districts:

- **Area 1: Southern Entrance District** – Farrow Parkway north to 17th Avenue South
- **Area 2: Downtown District** – 17th Avenue South north to 31st Avenue North
- **Area 3: Residential District** – 31st Avenue North north to 67th Avenue North
- **Area 4: Commercial / Grande Dunes District** – 67th Avenue North north to Cove Drive
- **Area 5: Restaurant Row / Barefoot Landing** – Cove Drive north to 48th Avenue South

Figure 2-10 illustrates the location of the corridor districts.

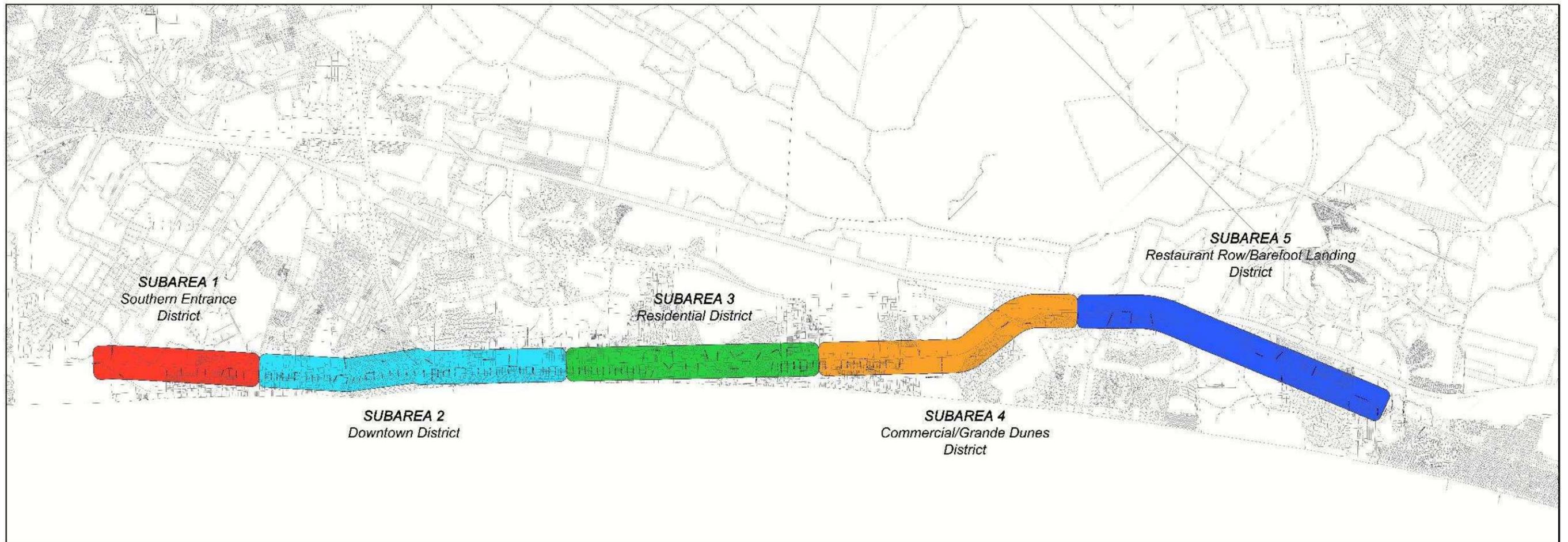


Figure 2-10: Kings Highway Corridor Districts



KINGS HIGHWAY CORRIDOR STUDY



Recommendations

The land use pattern and roadway specifics vary over the length of the corridor but many of the challenges that exist in one area are present in other areas along the corridor. General recommendations can, therefore, be made that can be applied to multiple locations to increase the mobility, safety, and aesthetics for all user types.

The recommendations below are intended to guide the planning process for Kings Highway through policy changes, e.g. ordinances, zoning, and future land use changes and in the selection of improvement projects.

Construction Sequence

- Directional and wayfinding signage along the Kings Highway corridor is limited. Signage identifying access to alternative routes and area destinations benefit residents and visitors alike. The City of Myrtle Beach and SCDOT should work together to add destination and road-based directional signage at and in advance of major intersections.
- Communicate with other agencies with planned projects along the corridor. Coordinate improvement projects with other municipal and state projects. Establish a stakeholders group for the Kings Highway Corridor, involving departments from the City and representatives from WRCOG, SCDOT, Horry County, utility agencies and business/property owners.
- Focus improvement efforts in key areas of the corridor, areas that will have the biggest impact on the most users.
- Plan improvement projects carefully so that facilities created in the first phase do not have to be demolished for the next phase. Make improvement funding last.

Pedestrian

- Safety is the priority. Facility improvements are focused on creating an environment that allows pedestrians to travel along and across the corridor safely, and enjoyably.
- Safety first. Fill the gaps in areas that do not have safe facilities, but have been deemed low priority improvement areas.
- A visually pleasing environment is much more effective than a sterile environment. While safety is the priority, aesthetics are also important and should not be discounted.
- Focus improvements in areas that will benefit a large number of users. These areas possess a rich mix in land uses within a reasonably confined area.

Bicycle

- Introduce cyclists to the Kings Highway Corridor. No dedicated bicycle facilities currently exist along Kings Highway.
- Provide facilities for a broad range of users. While dedicated bicycle lanes provide opportunities for older, experienced riders, they do not lend themselves to younger or inexperienced users. With the addition of multi-use sidewalks in key areas of the corridor, younger users can navigate the corridor on bicycle.

Transit

- Current system serves only a small number of potential users.
- Dedicated bus stop locations in key areas of Kings Highway will benefit a large number of users safely. Bus stops shall be located within a 10 minute walk of one another. Most

people are unwilling to walk more than 10 minutes to get to a destination, making the decision to drive a personal automobile that much easier.

- Bus stops shall be located near signalized intersections of connector roads (roads that connect to a wider area off of the corridor) pedestrians will be able to filter into the Kings Highway corridor just as automobiles do now.
- Kings Highway is located within a 5 to 10 minute walk of the most densely populated areas of Myrtle Beach. This presents a great opportunity to connect those living near Kings Highway to other areas of the Grand Strand without the use of a personal automobile.

Land Development

Create a new Special Uses section in the existing ordinance that focuses on the Kings Highway Corridor, regardless of zoning:

- Sidewalk configurations, dimensions and locations
- Planting buffer requirements- materials and width
- Curb Cut restrictions
- Shared parking requirements
- Restrict parking between buildings and sidewalks
- Maximum Setbacks, not minimum setbacks
- Front door connection to Kings Highway
- Enforcement of new guidelines (to occur over a determined number of years for all properties)
- Develop text allowing the Community Appearance Board to invite the general public to design charettes and input sessions for development projects.
- As new development and major re-development occurs, each developer shall be responsible for providing and/or contributing to the following corridor improvements:
 - Sidewalks
 - Dedicated Bike Lanes (if the project covers 3 blocks or more)
 - Bus Stops
 - Streetscape Landscape
 - Streetscape Lighting
 - Shared Parking Strategies
 - Curb Cut Consolidation or Rear-Alley Access
- Minor redevelopment projects will be required to adhere to the requirements set forth in the Kings Highway Special Uses section of the ordinance.
- Community Appearance Board

Near Term Improvements (5-15 years)

- Existing commercial land uses along Kings Highway are required to make improvements to their parcels to meet requirements for driveways, parking lot locations and planting buffers as set forth in the new Kings Highway Special Uses section of the ordinance.

Roadway

Intersections:

- Use signalized intersections to filter traffic off of Kings Highway. Currently, traffic is able to make right and left turns onto side streets along the entire corridor, resulting in inefficient traffic flow along Kings Highway.



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- Add directional signage approaching signalized intersections so that drivers are aware of what areas of Myrtle Beach may be accessed from that intersection.
- Create a more pleasant corridor for local drivers and passers through.

Raised Planted Medians:

- Create opportunities to manage access to side streets and limit vehicle to vehicle conflicts and vehicle to pedestrian conflicts.
- Add/expand opportunity to better define the automobile oriented section of Kings Highway from the pedestrian oriented section of the highway.

Curb Cut Consolidation:

- Current situation causes constant interruptions to traffic flow along Kings Highway.
- Limited curb cuts greatly reduce the potential for vehicle to pedestrian conflicts and accidents.

Utilities

- Current arrangement of utilities interrupts pedestrian passage along Kings Highway. Some utility pole locations render existing sidewalks and access ramps useless due to their position in the middle of the passage way.
- Existing sections of Kings Highway where utilities have been buried have a much cleaner, pleasing appearance than those areas where utilities are still located on overhead poles.



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The sections below will illustrate the existing conditions of Kings Highway more specifically than in the previous General Corridor Conditions section. Analyzing the corridor district by district allows for the identification of issues and trends that are prevalent throughout the study area as well as ones that are unique to sections and blocks along Kings Highway. It also allows for recommendations to be made in a concise and organized fashion.

AREA 1 – SOUTHERN ENTRANCE DISTRICT

Overview

The Southern Entrance District is the southernmost district and is located between Farrow Parkway and 17th Avenue South. This district serves as the southern gateway into the Myrtle Beach area and the land uses along Kings Highway are comprised primarily of commercial uses. Residential units are concentrated between Kings Highway and Ocean Boulevard, within a 1/2-mile (walking distance) to both thoroughfares. West of the Myrtle Beach International Airport, which is located along the western side of Kings Highway between 17th Avenue South and Farrow Parkway, are many neighborhoods of year-round residents. Socastee Boulevard and Dick Pond Road off of US 17 Bypass serve as the main access to these neighborhoods, but access to Kings Highway is convenient via Farrow Parkway or Dick Pond Road.



Kings Highway/Farrow Parkway intersection looking north

The district's land uses, combined with the general size and characteristic of the parcels, have created a less dense pattern of development. Land uses within this district include a cemetery, national chain motels and fast food establishments, but the most prominent of these is the Myrtle Beach International Airport. This district's general development pattern has created minimal curb cuts compared with other districts along the corridor.

Myrtle Beach International Airport is one of South Carolina's busiest airports, providing service to the Grand Strand Area. Airport travelers currently access the airport using Harrelson Boulevard via US 17 Bypass, meaning the airport's presence has little impact on Kings Highway, relative to both transportation and land use. With the completion of the airport's new terminal expected in 2009 and the extension of Harrelson Boulevard to Kings Highway, the airport's impact could increase and result in higher traffic volumes and changes in land uses.

The former Myrtle Beach Air Force base site is currently being developed into a mixture of residential, office, commercial, hotel and civic uses. The overall site is 3,790 acres and is called Withers Preserve.

With the overall project still under construction, final numbers on housing units and retail space are not finalized. The numbers below show the anticipated makeup of Withers Preserve.

- Single family homes, town homes and condos
- Town Center commercial area consisting of a mix of retail, restaurant, residential and hotel, and parking
- A programmed City Park
- 150+ acres of lakes, walking and jogging paths, ball fields, an Olympic sized public pool and other recreation amenities

Upon completion, the site is expected to house nearly 15,000 residents, the size of a small town. Residents will impact area roads and businesses, contribute to the local tax base and utilize government services.

The style of development occurring is neo-traditional, which stresses the importance of community interaction through sidewalks, front porches, garages located at the rear of homes, and other such features that result in the creation of neighborhoods and town centers that are pedestrian-friendly and safe for bicyclists. Farrow Parkway, which serves as the main through-fare within the development, is lined with a five foot sidewalk on one side and a wide multi-use path on the other, capable of accommodating bicyclists, pedestrians, and in-line skaters. Both sidewalks connect to the intersection of Farrow Parkway with Kings Highway where pedestrian-crossing signals are located at the signalized intersection. The multi-use path crosses Kings Highway and continues along Ocean Boulevard before narrowing to a standard-width sidewalk near 29th Avenue



Multi-use path along Farrow Parkway

South. Its presence is important to generating pedestrian and bicycle trips between the nearby resorts and Market Common, which will become a major destination in the southern end of Myrtle Beach.

Recreational opportunities exist at Myrtle Beach State Park and along trails within South Park Village. Access to the State Park's 312 acres is along Kings Highway, south of the intersection with Farrow Parkway. The park draws a number of tourists to Myrtle Beach and provides overnight lodging and camping and offers such recreation as fishing and trails.

Transportation Analysis

Existing Cross Section from Farrow Parkway to 17th Avenue South

Distinguishing Features:

- Wide Right-of-Way: 150 feet
- Raised, vegetated median with drainage swale and landscaping
- Four travel lanes
- Sidewalks through a portion of the section along eastern side of roadway
- Grass shoulders, no curbs



KINGS HIGHWAY CORRIDOR STUDY



Bicycle and Pedestrian Facilities

Although numerous vehicular connections exist between Kings Highway and Ocean Boulevard, dedicated bicycle and pedestrian facilities connecting the two roadways are nonexistent north of the multi-use sidewalk along the southern/eastern side of Ocean Boulevard. The only sidewalk present within the Southern Entrance District is located along the east side of the roadway, extending from 29th Avenue South to 17th Avenue South. A grass buffer separates it from the roadway, creating a comfortable walking environment that is lacking from most of the Kings Highway corridor. This pathway currently serves as the only dedicated bicycle-accessible facility along Kings Highway. The future East Coast Greenway project will run along the west side of Kings Highway from the future Harrelson Boulevard intersection, south into Surfside Beach and beyond and will



Pedestrian Crossing at Farrow Parkway

provide an additional opportunity for biking and walking along Kings Highway. However, its location on the west side of the roadway will force Greenway users to cross Kings Highway to continue north along the separated, multi-use facility.

Minimal curb cuts to businesses along Kings Highway reduce conflict points between motorists and pedestrians and bicyclists, creating ideal safety conditions for pedestrians and bicyclists.

The large median presents a challenge to pedestrians and virtually restricts cross-corridor travel by foot. Excessively wide medians, in this case, nearly 40 feet wide, serve as barriers to pedestrian travel. The median along this section of Kings Highway, contributes to the excessive vehicular speeds, making the area an uninviting place to walk.

Only the most skilled, or most daring, bicyclists use this portion of Kings Highway. The wide outside lane could serve as a shared facility, but the high speeds of travel currently make the corridor uninviting. Right-of-way does exist to provide a dedicated bike lane, but vehicle speeds must be lowered before on-street striping of a bike lane would be recommended.

Vehicle Facilities

Kings Highway is a four-lane divided roadway with a speed limit of 40 miles per hour through the Southern Entrance District. Few pedestrians and bicyclists currently travel this section of Kings Highway. Vehicle speeds throughout this area were observed to be higher than the posted speed limit of 40 miles per hour. Traffic signals are located at Farrow Parkway and 17th Avenue South intersections.

Excessive speeds occur in this area because of the uninterrupted, straight roadway and the lack of any features that would narrow the “feel” of the roadway and make drivers feel they should use lower speeds. Such features as trees with canopy and wide sidewalks near the roadway can serve this purpose. The development occurring within the area would make such features not feel out of place along this section of Kings Highway.

Side street volumes are not concentrated at any one particular road, as the grid-pattern street network provides good vehicular connectivity between Kings Highway and Ocean Boulevard. US 17 Bypass is accessible via Farrow Parkway in The Southern Entrance District, providing an alternative route for visitors heading to areas north of downtown Myrtle Beach by automobile. Harrelson Boulevard currently extends from US 17 Bypass at Coastal Grand Mall to the Myrtle Beach International Airport, but in the future, will extend east to Kings Highway and will eventually extend west across the Intracoastal Waterway to the future Hard Rock Amusement Park.

Curb cuts are not excessive within this area, largely due to the existing development pattern and larger size of parcels. There are, however, opportunities to consolidate some of the existing driveways and reduce the amount of curb cuts. Doing so will add to the perceived safety of the roadway for pedestrians and bicyclists and will reduce the potential for accidents by reducing the amount of options for turning vehicles.

Currently, traffic volumes along Kings Highway and the side streets are relatively low. A SCDOT traffic count station is located along Kings Highway between Ocean Boulevard/Farrow Parkway and 1st Avenue South. The 2006 recorded average daily traffic (ADT) for this portion of Kings Highway, the most recent count available, is 26,900. As the former Air Force Base property continues to develop and other areas along Ocean Boulevard nearby begin to emerge and intensify, the traffic volumes will increase. The TransCAD Model utilized by GSATS anticipates the projected ADT for 2030 to be approximately 108,600. Using historical traffic data, that number reflects an estimated 8.4 percent annual increase in traffic. This

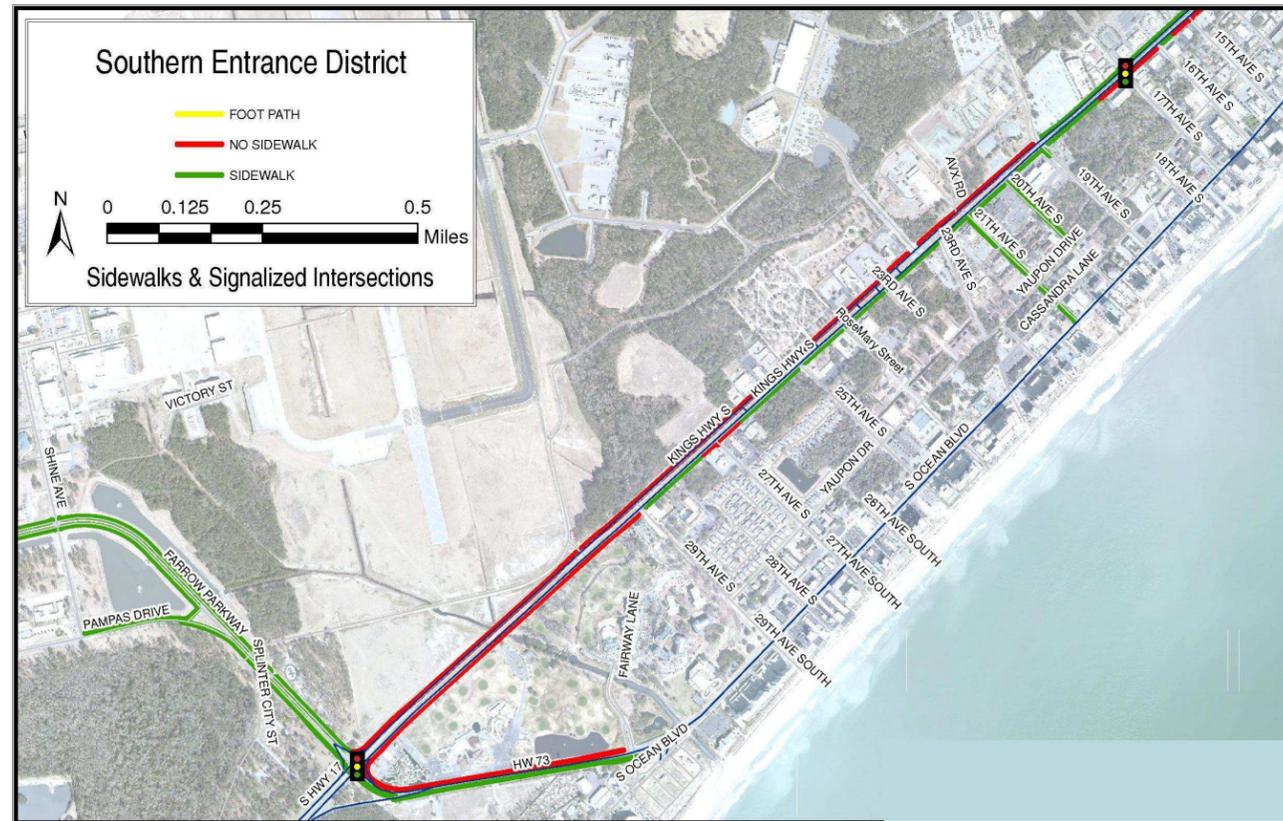


Figure 3-1: Southern Entrance District; Sidewalks and Signalized Intersections

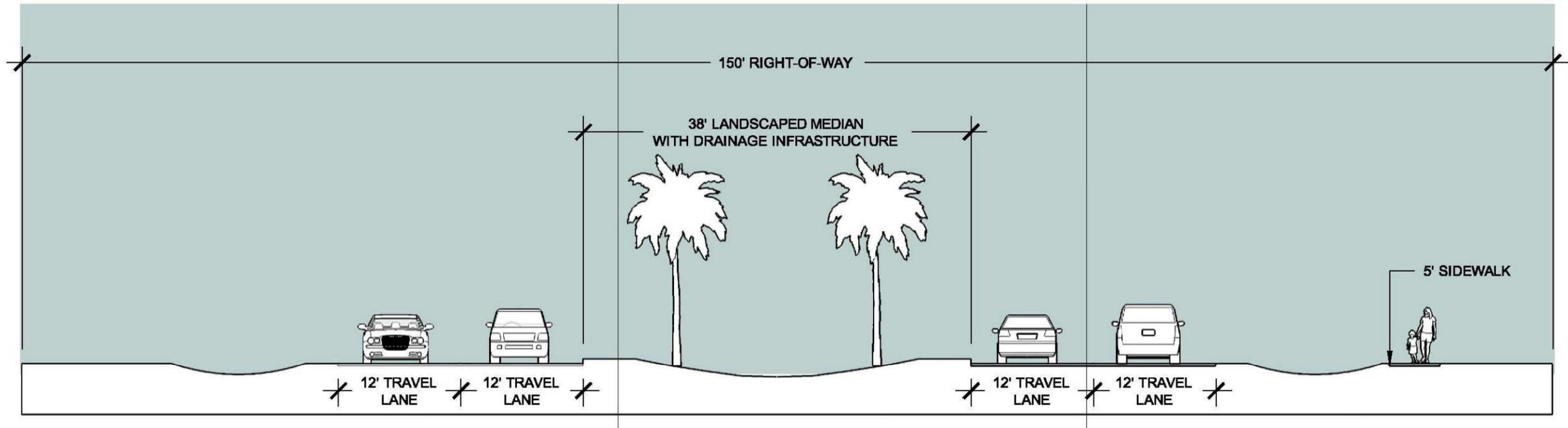


Figure 3-2: Cross Section A: Existing

NOTE: SIDEWALK DOES NOT EXIST THROUGH ENTIRE SECTION

CROSS SECTION A EXISTING

portion of Kings Highway will experience the largest projected increase in traffic of any segment within the corridor. If the projected 2030 ADT is realized, this section of Kings Highway will operate at LOS F.

Conclusions

This district is currently experiencing an increased amount of residential and retail interest. The emergence of the development on the former Air Force Base site, the planned extension of Harrelson Boulevard, the expansion of the Myrtle Beach International Airport and the on-going development and redevelopment along Ocean Boulevard will all occur immediately adjacent to this area. These projects will only intensify the already diverse mix of uses in this section of the Grand Strand. The size of the parcels within this area and the existing opportunities for redevelopment will further provide fuel for growth.

A large amount of the approved development will be compact in nature, meaning that it will be both walkable and bikeable. However, the amount of development will increase the amount of traffic along Kings Highway, as evidenced by the projected 2030 traffic volumes.

Recommendations

Pedestrian

Immediate Term Improvements (0-5 Years)

- East Coast Greenway: Construct a multi-use sidewalk along western side of Kings Highway Right-of-Way (R.O.W.) from 27th Avenue South to Farrow Parkway and from Farrow Parkway to Highway 396
- Construct five foot sidewalk from 17th Avenue South to end of existing sidewalk on eastern side of Kings Highway

Near Term Improvements (5-15 years)

- Myrtle Beach State Park Trail: Construct a multi-use sidewalk connection to Main Entrance of Myrtle Beach State Park
- Construct a multi-use sidewalk along the eastern side of Kings Highway from Farrow Parkway to 27th Avenue South (or future intersection with Harrelson Boulevard)

Long Term Improvements (15-30 Years)

- Upgrade existing five foot sidewalk to ten foot multi-use sidewalk from 27th Avenue South (or future intersection with Harrelson Boulevard) to 19th Avenue South

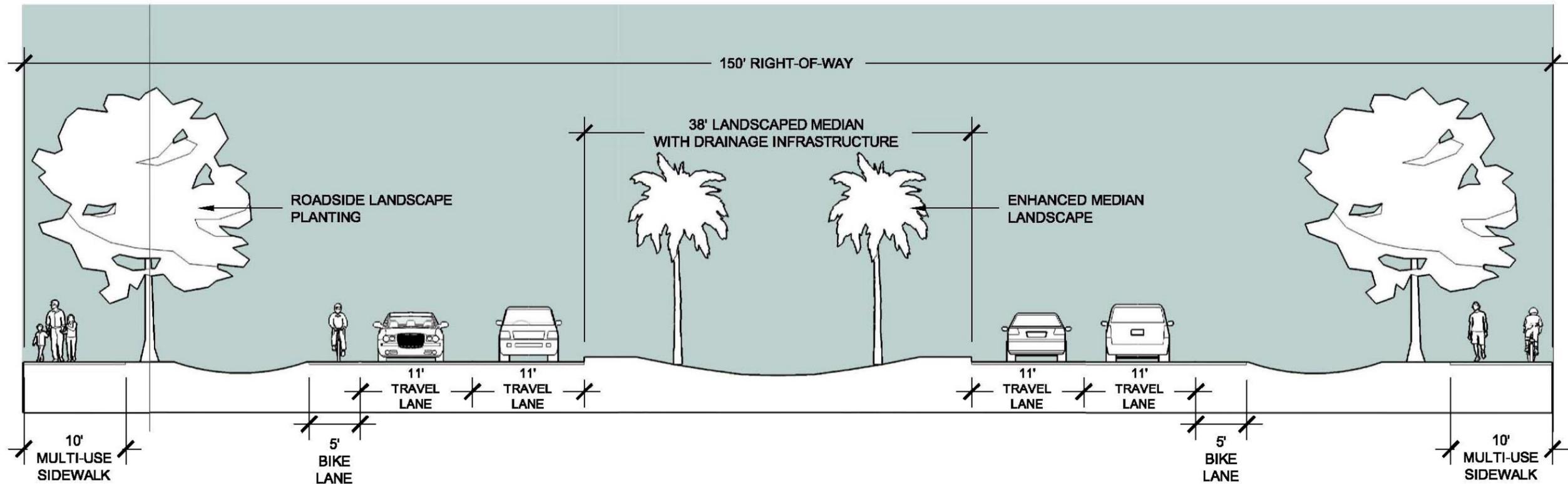


Figure 3-3: Cross Section A: Proposed

CROSS SECTION A PROPOSED

- Construct a multi-use sidewalk along the western side of Kings Highway from 27th Avenue South (or future intersection with Harrelson Boulevard) to 19th Avenue South
- Upgrade existing sidewalk from 19th Avenue South to 17th Avenue South per new street cross-section

Bicycle

Immediate Term Improvements (0-5 Years)

- Construct segment of East Coast Greenway (multi-use sidewalk) from 27th Avenue South to Farrow Parkway, beyond to Highway 396.

Near Term Improvements (5-15 years)

- Construct a multi-use sidewalk along the eastern side of Kings Highway from Farrow Parkway to 27th Avenue South (or future intersection with Harrelson Boulevard).

Long Term Improvements (15-30 Years)

- Add dedicated bike lanes from 19th Avenue North to 17th Avenue South, illustrated in [Figure X](#), "Cross Section A: Proposed"

Transit

Near Term Improvements (5-15 years)

- Construct Bus Bay Stop at the Far Side of North-bound lane and Near Side of South-bound lane:
 - Farrow Parkway intersection
- Construct Bus Bay Stop at the Far Side of Intersection:
 - 27th Avenue South (or future intersection with Harrelson Boulevard)

Long Term Improvements (15-30 Years)

- Construct Enhanced Curbside Stop at Near Side of Intersection:
 - 17th Avenue South

Roadway

Immediate Term Improvements (0-5 Years)

- Farrow Parkway
 - Southern Gateway Project: Install Landscape Improvements around Farrow Parkway Intersection. Include immediate Median Plantings, Corner Intersection



Accent Plantings and Street Trees. See Southern Gateway Entrance Design Concept

- Intersections
 - Farrow Parkway: Upgrade existing crosswalks to stamped asphalt or colored concrete crosswalks
 - 21st Avenue South
 - 17th Avenue South
- Raised Medians and Streetscape Improvements
 - Install Landscape Improvements to existing raised medians and along the western edge of Kings Highway from Farrow Parkway to 27th Avenue South (or future intersection with Harrelson Boulevard)

Near Term Improvements (5-15 years)

- Intersections
 - 27th Avenue South (or future intersection with Harrelson Boulevard)
- Raised Medians and Streetscape Improvements
 - Install Landscape Improvements along the eastern edge of Kings Highway from Farrow Parkway to 27th Avenue South (or future intersection with Harrelson Boulevard) in conjunction with the multi-use sidewalk construction project

Long Term Improvements (15-30 Years)

- Raised Medians and Streetscape Improvements
 - Install Landscape Improvements to existing raised medians and along both sides of Kings Highway from 27th Avenue South (or future intersection with Harrelson Boulevard) to 19th Avenue South
 - Add raised planted medians from 19th Avenue South to 17th Avenue South, illustrated in [Figure X](#), "Cross Section A: Proposed"

Utilities

Immediate Term Improvements (0-5 Years)

- Bury power lines from 29th Avenue South to 21st Avenue South on both sides of Kings Highway

Near Term Improvements (5-15 years)

- Bury power lines from 21st Avenue South to 17th Avenue South on both sides of Kings Highway



Design Concepts

Southern Gateway Entrance

The design concepts for the Southern Gateway Entrance illustrate methods for creating a pedestrian- and bicycle-friendly environment that can be applied at intersections, along the corridor, and incorporated into new development within Myrtle Beach.

Although the Farrow Parkway/Kings Highway intersection is striped and signalized for pedestrian and bicycle traffic, it is currently an uninviting pedestrian environment due to:

- The roadway width (approximately 150 foot right-of-way)
- High vehicle travel speed (40 miles per hour posted speed limit)
- Lack of adequate pedestrian refuges at the median
- Lack of sidewalk facilities both sides northbound and southbound
- Lack of existing bike lane or signed, shared roadway
- Lack of mid-block crossings
- Lack of landscaping and trees to provide shade

The intersection of Kings Highway and Farrow Parkway marks the southernmost entrance into Myrtle Beach. This intersection, named the Southern Gateway, has been recently improved to accommodate current and future mixed-use development within Withers Preserve. These improvements focused more on accommodating an increased number of vehicles and did less to address pedestrian traffic and aesthetic appeal.

The Southern Gateway Master Plan utilizes the current functionality of the intersection and begins to build the intersection into a gateway experience. A large number of raised or planted medians have been planted sparingly over the last five years; the master plan proposes to greatly enhance the median plantings with large accent trees and low growing flowering shrubs and perennials north and south of the intersection with Farrow Parkway. On the southern side of the intersection, large existing trees (A) create a proper backdrop for a proposed upgraded entrance monument, welcoming visitors to Myrtle Beach (B). The landscape chosen to frame the monument reflects the materials used in the median plantings. In addition, a decorative band of concrete is proposed to extend out from the monument across all lanes of traffic (C). On either side of the road, a ten foot wide multi-use sidewalk has been added to provide pedestrian and bicycle connectivity to Myrtle Beach State Park and other points south (D). Separating these sidewalks from the travel lanes are five foot to eight foot wide planting buffers landscaped with large maturing shade trees (E).

Traveling north through the intersection, decorative concrete crosswalks have been added to enhance the typical paving surface (F). Accompanying the enhanced median plantings are additional accent plantings located in existing raised islands and along the intersection right-of-way (G). On either side of Kings Highway, ten foot wide multi-use sidewalks have been included to provide connectivity to existing sidewalks along Farrow Parkway and Ocean Boulevard (H). The wide sidewalk on the western edge of Kings Highway is designated as part of the East Coast Greenway. Continuing north, dedicated bike lanes appear along either side of the roadway (I). These bike lanes provide space for more experienced cyclists to share Kings Highway with automobile traffic. Less experienced riders may prefer to use the wide sidewalks to travel along the corridor. Approaching the end of the gateway, similar improvements are made as those found flanking the entrance monument on the southern side of the intersection: enhanced

median plantings, complimentary plantings on either side of the road, large maturing shade trees and a large decorative concrete band on either side of the highway tying the space together.

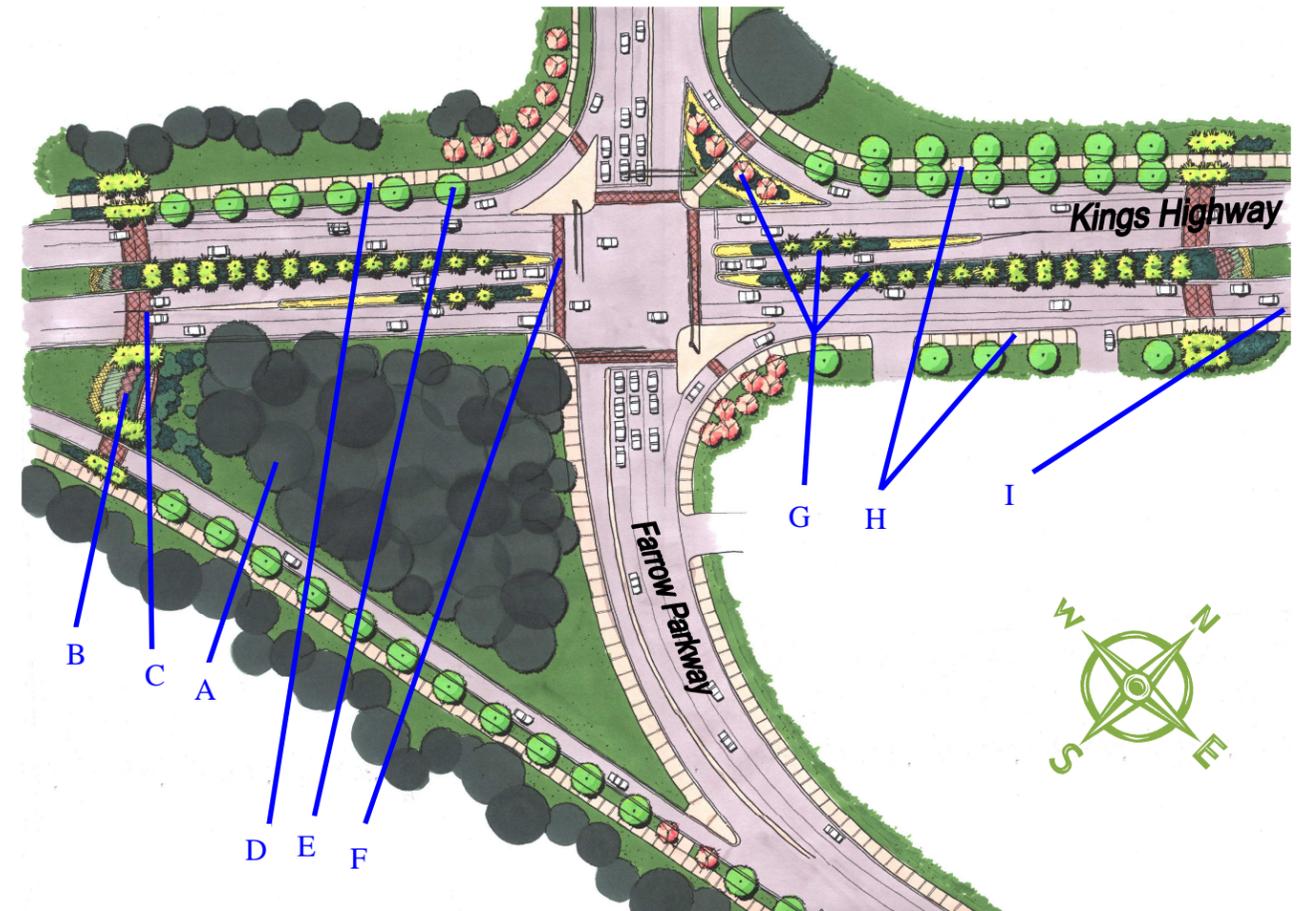


Figure 3-4: Kings Highway at Farrow Parkway intersection



AREA 2 – DOWNTOWN DISTRICT

Overview

The Downtown District extends north from 17th Avenue South to 31st Avenue North and could be considered the traditional heart of Myrtle Beach. Within this district, Kings Highway is lined by all types of commercial uses: restaurant, retail, entertainment, office and government services. East and west of Kings Highway are numerous neighborhoods, making up a large portion of the population of Myrtle Beach. This is the most densely populated area of Myrtle Beach, according to the Myrtle Beach Housing and Community Development Consolidated Plan, 2005-2010.

South of the intersection with US Highway 501, most businesses are within close proximity to the roadway. The characteristics of the parking lot facilities within this district include shallow lots due to the size of the property as a whole, multiple curb cuts and excessive driveway widths. Area destinations include Withers Swash Park, Family Kingdom Amusement Park and Whispering Pines Golf Course. Along this part of the corridor are several parcels that are either vacant or underutilized, providing opportunities for infill development or redevelopment.

North of the US Highway 501 intersection, buildings fall into two main categories: stand-alone buildings with large setbacks and multiple curb cuts or grouped buildings laid out in a traditional strip mall fashion with consolidated driveways. Public facilities here include Chapin Memorial Library and Chapin Park,



Tourism-related retail along the corridor

located at 14th Avenue North and 16th Avenue North, respectively. The former Myrtle Square Mall site between Myrtle Place and 27th Avenue North provides a great redevelopment opportunity due to the parcel's large size and proximity to the Myrtle Beach Convention Center and other area destinations. The site is unique in that it has the potential to cater to multiple users: tourists/vacationers, year-round residents and business people at the convention center. It is expected to be redeveloped as a mixed-use project that may include a mix of retail, office and residential uses. Area destinations include Broadway at the Beach, a major tourist attraction that offers retail, entertainment and restaurants; the Myrtle Beach Convention Center; and BB&T Coastal



Downtown Myrtle Beach

Field, the Myrtle Beach Pelicans' minor league baseball stadium. These destinations can all be accessed from Kings Highway using either 21st Avenue North or 29th Avenue North.

The center of downtown Myrtle Beach is defined by the intersection of Kings Highway and Main Street, what US Highway 501 is known as between Broadway Street and Kings Highway. Traditional Main Street architecture seen in other cities is present in the older buildings within this area. In recent years, vacancy rates have increased in the downtown area, a trend attributed to many factors, including the concentration of seasonal businesses catering to tourists. With the closing of the Myrtle Beach Pavilion amusement park that was located between 8th Avenue North and 9th Avenue North, these seasonal businesses might relocate elsewhere, allowing for reinvestment and revitalization opportunities downtown.

The entire length of the Downtown District of Kings Highway is within close proximity to Ocean Boulevard. The numerous nearby hotels and mix of year-round and vacation residential units on both sides of Kings Highway mean there are thousands of potential users of bicycle and pedestrians facilities that would provide connectivity to area destinations.

The oceanfront development at the southern end of this district is what is known locally as the Southern Hotel District and is currently experiencing a change in land use and development patterns, resulting in increased density along the oceanfront. Many "mom and pop" hotels that were once the identity of the Grand Strand are being replaced by planned unit developments (PUD) that often include a retail component in addition to condominium and time-share units.

North of downtown to 31st Avenue North, the hotels along Ocean Boulevard are larger, newer complexes often offering all-inclusive amenities popular with newer resorts.

Both east and west of Kings Highway, there are numerous residential neighborhoods with a large population base. Highway 15/West Broadway Street south of downtown and Oak Street north of downtown provide an alternative route just west of Kings Highway for those traveling north-south through the area. Further west, Robert Grissom Parkway and US 17 Bypass serve as additional alternate routes.



Entrance to former Myrtle Square Mall

Transportation Analysis

17th Avenue South to 12th Avenue North

Distinguishing Features:

- Narrow Right-of-Way: 75 feet to 85 feet
- Four travel lanes with left turn lanes at intersections
- Small, discontinuous landscape medians
- Sidewalks along both sides of roadway with gaps throughout
- Curbs throughout



KINGS HIGHWAY CORRIDOR STUDY



Bicycle and Pedestrian Facilities

Sidewalks along the western side of Kings Highway within the Downtown District are continuous as are the sidewalks on the eastern side north of 3rd Avenue South. The sidewalks on the eastern side of Kings Highway between 17th Avenue South and 3rd Avenue South are so discontinuous they could be nonexistent. Where present, many segments of the sidewalks are obstructed by unmaintained landscaping, mailboxes, and utility poles. Sidewalks, for the most part, are located at the back of the curb and have no buffer separating them from the roadway, creating an uninviting environment and a perceived feel that walking along the roadway might not be safe.

Most of the traffic signals provide protected pedestrian crossings for two of the four striped crosswalks. In other words, pedestrian signals are located at either the north or south crossing of Kings Highway, but not both; or at the east or west crossing for the side streets. Sidewalks to and from the crosswalks are obstructed by poorly maintained landscaping in addition to gaps in the sidewalk system. Although the crosswalks do have curb ramps, they are not compliant with ADA regulations. Crosswalks are not provided at unsignalized intersections.

Notable pedestrian facilities on the side streets south of the US Highway 501 intersection are located along 13th Avenue South and 9th Avenue South west of Kings Highway, and along 7th Avenue South east of Kings Highway almost to Ocean Boulevard.

Within downtown and the areas immediately to the north, sidewalks are located along many side streets, but the sidewalk network is not a complete system. Side streets west of Kings Highway have more sidewalks than streets east of the roadway.

Bicyclists travel along and across Kings Highway throughout all portions of the Downtown District; indicating that this is a latent demand for improved bicycle facilities that needs to be addressed.

Transit Facilities

Currently, transit facilities within the Downtown District are limited to a heavily-used stop at the former Myrtle Square Mall site that serves routes running north/south along Kings Highway as well as east/west routes between Conway and Myrtle Beach. The locations of the transit stops are at mid-block points, located away from the signalized intersections at 21st Avenue North and 25th Avenue North. By not being conveniently located near a signalized intersection, transit riders cross Kings Highway mid-block, increasing the chance for pedestrian-vehicle collisions. The vacation resorts along Ocean Boulevard employ many workers who do not live within the immediate area and who rely on transit to get them to and from their places of employment. In order to create a safer and convenient multi-modal system, bus stops will need



Example of pedestrian facilities along Kings Highway

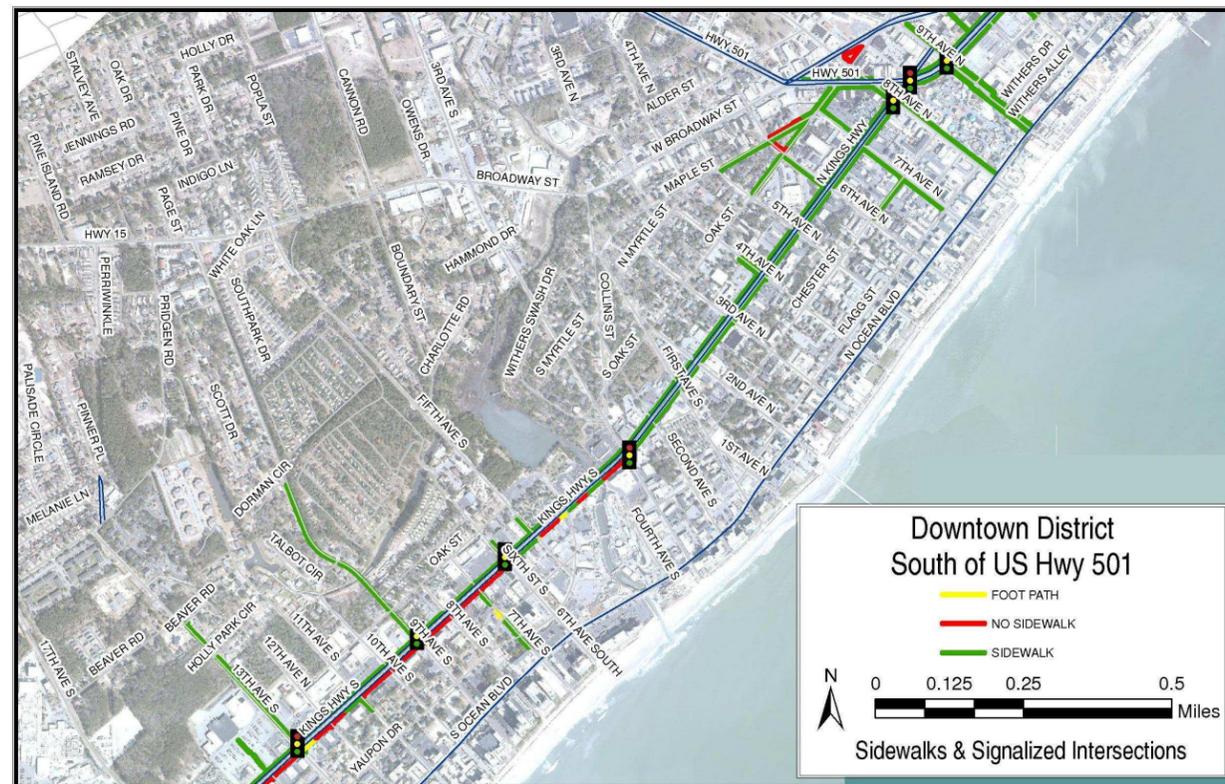


Figure 3-5: Downtown District South of US Highway 501, Sidewalks and Signalized Intersections

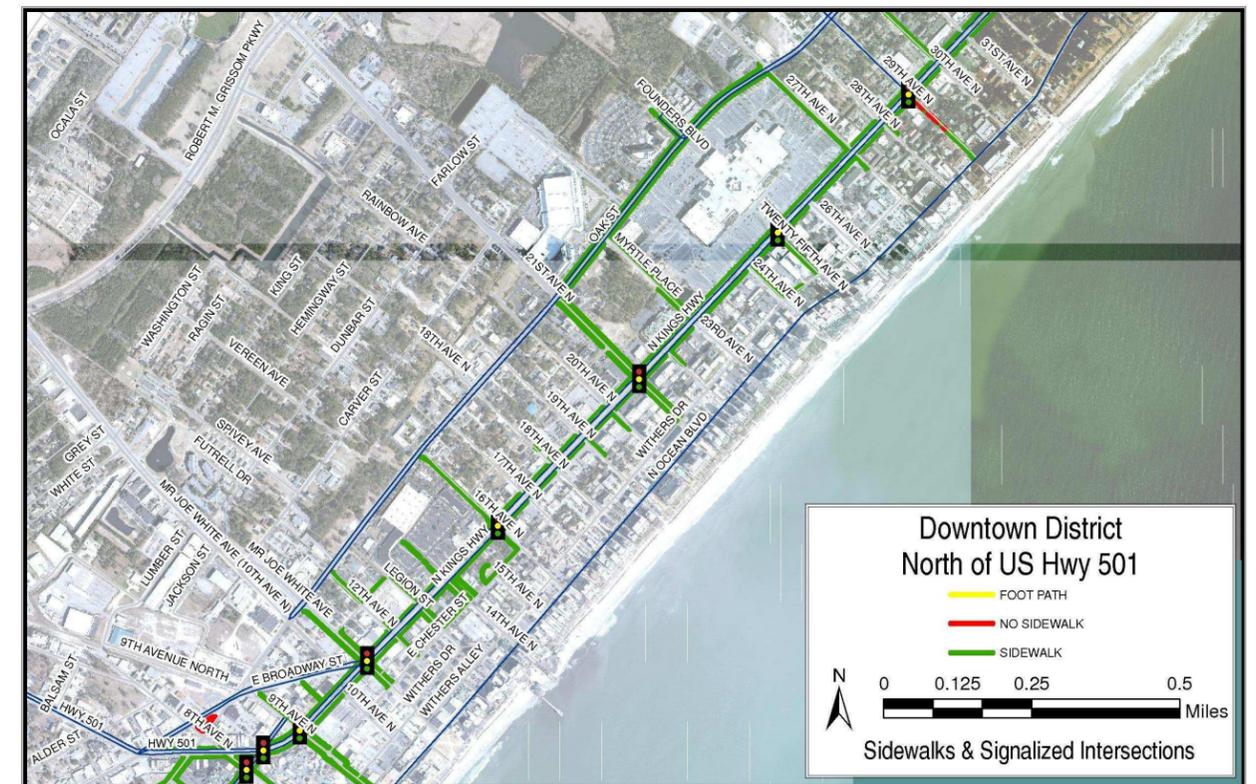


Figure 3-6: Downtown District North of US Highway 501, Sidewalks and Signalized Intersections

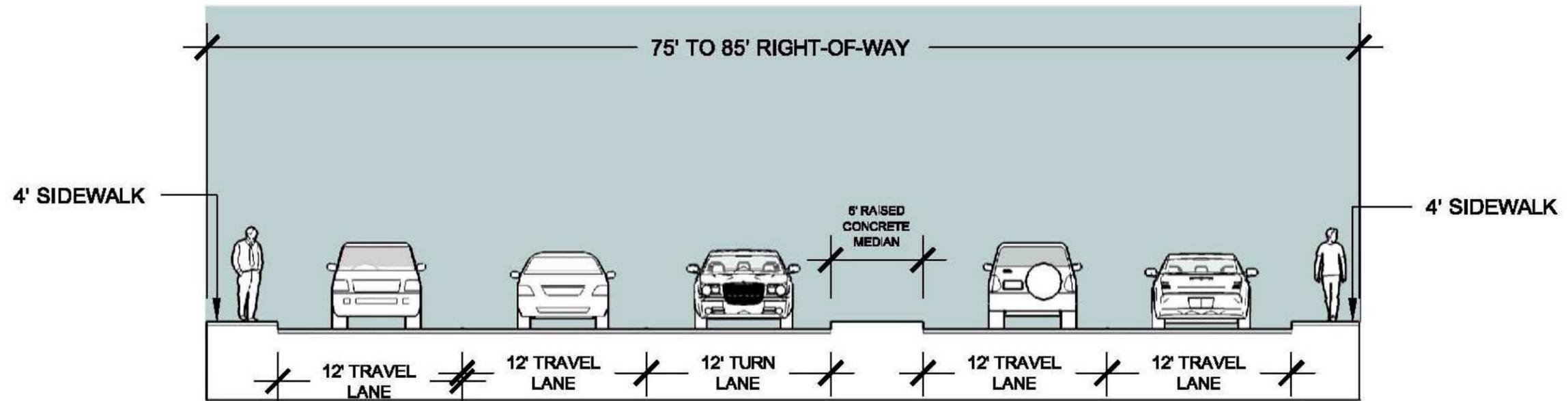


Figure 3-7: Cross Section B: Existing

CROSS SECTION B EXISTING

to be more thoughtfully woven into the fabric of all area land uses. One way to accomplish this would be to separate the bus stop from the travel lanes. By separating the bus stop from the roadway, disruptions to the traffic flow are minimized. The type of redevelopment that occurs on the former mall site will most likely determine whether the current transit locations remain or are moved to another location along the corridor. If the existing transit stops remain, mid-block pedestrian signals might be warranted to protect transit users crossing Kings Highway.

Vehicle Facilities

South of the intersection with US Highway 501, Kings Highway continues as a four-lane divided roadway with left turn lanes at intersections. Travel and turn lanes are 12 feet wide. The landscape medians that were located in the Southern Entrance District are replaced with concrete medians within the Downtown District. Between 8th Avenue North and 9th Avenue North where US 501/Main Street merges into Kings Highway, the roadway widens from four lanes to six lanes and continues to the north as a six lane roadway.



Mid-block crossings are a problem near Myrtle Square Mall site

The posted speed limit transitions from 35 miles per hour to 25 miles per hour within downtown before increasing back to 35 miles per hour north of downtown.

Two SCDOT traffic count stations are located along Kings Highway within this district: one is between 1st Avenue South and US 501 (Station 131), the other is located between US 501 and 11th Avenue North (Station 133). The 2006 recorded average daily traffic (ADT) for these two stations, the most recent counts available:

Station 131: 31,300

Station 133: 35,200

The anticipated 2030 volumes are expected to be quite different from one another and reflect the expected growth set to occur south of downtown:

Station 131: 99,700

Station 133: 64,300

Traffic south of US 501 is expected to increase approximately 6.6 percent between now and 2030; traffic north of downtown is anticipated to increase approximately 2.8 percent annually. Despite the relatively small anticipated increase



Kings Highway north of downtown



KINGS HIGHWAY CORRIDOR STUDY



in traffic, both of these portions of Kings Highway are expected to operate at LOS F in 2030.

Traffic signals are present at the following intersections along Kings Highway within this district:

- 17th Avenue South
- 13th Avenue South
- 9th Avenue South
- 6th Avenue South
- 3rd Avenue South
- 8th Avenue North
- Main Street/US Highway 501
- 9th Avenue North
- Mr. Joe White/11th Ave N
- 16th Avenue North
- 21st Avenue North
- 25th Avenue North
- 29th Avenue North

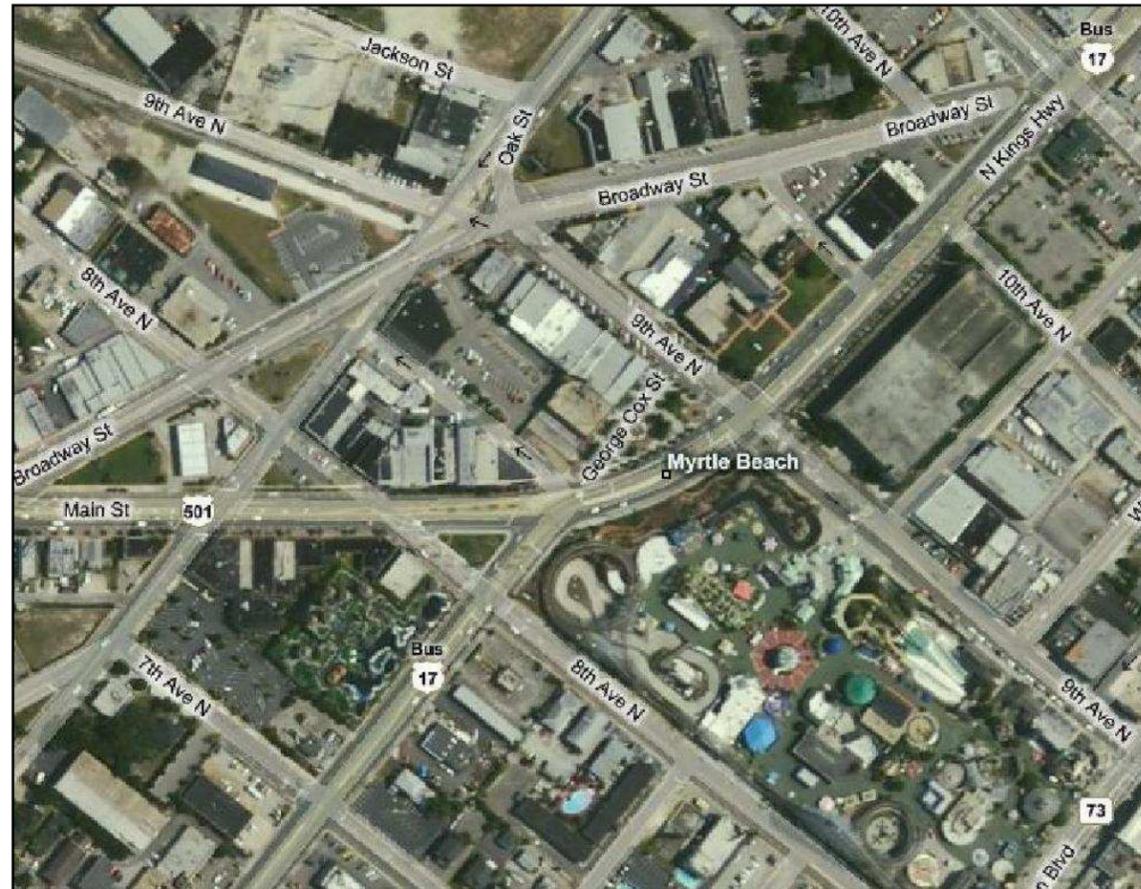


Figure 3-8: Main Street/US Highway 501 intersection with Kings Highway

US Highway 501 serves as the major thoroughfare into the central Myrtle Beach area and terminates at its intersection with Kings Highway. The current alignment of the intersection of US Highway 501 and Kings Highway is confusing and difficult to navigate. The signalized intersections of 8th Avenue North, US

501/Main Street and 9th Avenue North, create a very confusing traffic pattern for both motorists and pedestrians, especially for new or infrequent visitors to the Grand Strand, and a dangerous environment for bicyclists. Vehicular traffic seems to constantly flow within the intersection, lanes are narrow, sight distances are short and the intersectional alignment is not typical: this combination of factors that can potentially confuse drivers unfamiliar with this intersection, creating a hazard to other drivers and pedestrians. (Figure 3-8)

The signalized intersection at 3rd Avenue South experiences significant congestion during peak times. Delays at this intersection are a function of its use as a primary cut-through to and from US Highway 501. SCDOT has plans to widen 3rd Avenue South between US Highway 501 and Kings Highway to a 3-lane facility, allowing for a two-way left-turn lane.

Many of the side street intersections within the Downtown District provide dedicated left turn lanes onto Kings Highway. Side street volumes are dispersed relatively well, as the connections between Ocean Boulevard, Kings Highway and points west are numerous and evenly spaced. Yaupon Drive, between Kings Highway and Ocean Boulevard provides an alternative north-south route to the main thoroughfares. Highway 15/West Broadway Street and Robert Grissom Parkway are two primary north-south thoroughfares between Kings Highway and US 17 Bypass that connect to many residential areas. North of downtown, 21st Avenue North and 29th Avenue North provide connections to Robert Grissom Parkway and US 17 Bypass.

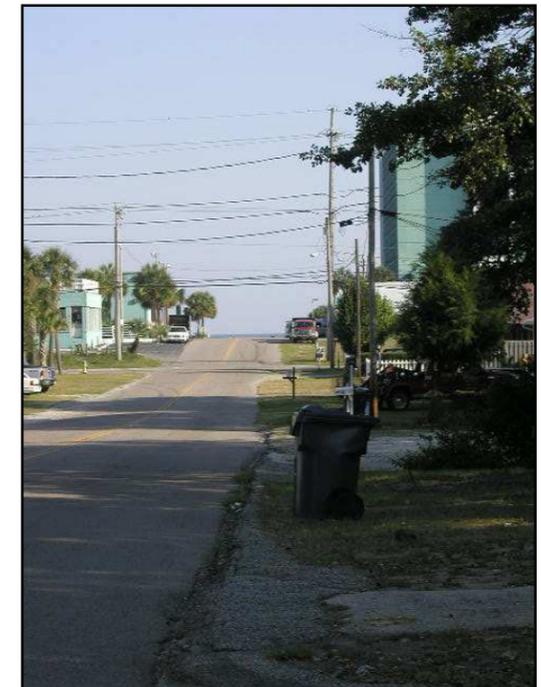
The development pattern in the Downtown District is denser than the Southern Entrance District. As a result, curb cuts and signalized intersections are more frequent. This becomes more of a safety issue north of downtown because the increased width and number of lanes and higher speed limits can increase the frequency and severity of rear-end crashes.

Views from many of the side streets and driveways are obstructed by utility poles and unmaintained landscaping, often in front of Kings Highway businesses. Sight distance triangles in these areas do not meet the minimum requirements set forth by SCDOT. When these landscaped areas are not maintained, it can impede pedestrian mobility.

Conclusions

The transition from the Southern Entrance District to the Downtown District is clearly defined by the decrease in the development and redevelopment patterns and the increase in density. The Downtown District begins the transition into a more dense development pattern with frequent curb cuts and a lower posted speed limit. Methods of travel along the corridor are currently limited to vehicular and pedestrian modes. However, current non-continuous sidewalks through this area create a less safe environment for pedestrians.

South of downtown, right-of-way is limited and initially appears to limit the improvements that can be recommended for pedestrian and bicycle facilities along the roadway. However, the lower posted speed



Example of a side street without sidewalks



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limit allows for a narrowing of the existing 12 foot wide travel lanes and could provide the needed space to widen sidewalks and add bicycle facilities. The highly visible nature of this area reinforces the potential for more urban streetscape elements to improve the area's aesthetics. Property owner cooperation is vital to improving the look of this portion of the district.

US 501/Main Street approaching Kings Highway has been previously mentioned for realignment along 7th Avenue North, south of the current intersection. The current alignment is awkward and difficult for visitors to navigate. The architecture of buildings along Main Street is reminiscent of main streets in other towns and small cities. The desirable Main Street feel and vitality of businesses is harmed by its operation as a heavily traveled thoroughfare, and in addition to benefiting businesses, the possible realignment of this intersection would create a safer environment for both drivers and pedestrians.

The mix of uses within the area and the relatively short distance between the Myrtle Beach Convention Center, Ocean Boulevard and Kings Highway create a great opportunity for a strong multi-modal infrastructure, as does the layout of downtown. Increasing densities by combining parking lots to allow for more development would create destinations that could be accessed by foot or bicycle. The impending redevelopment of the former mall site only adds another potential destination for this area. Future plans to upgrade and bury utilities, developer interest and developable parcels all represent potentially positive changes to occur within the coming years.

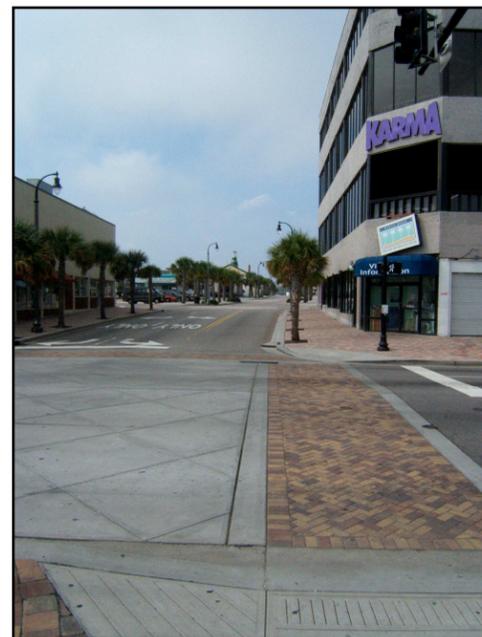
Wider lanes north of downtown lead to vehicles traveling faster than the posted speed limits. Narrower lanes to help slow traffic are proposed as part of this study. Additionally, it is proposed that future development and redevelopment contribute to landscape improvements that will give the perception of a narrower, more intimate space. Opportunities exist within and along the corridor for the addition of landscape improvements.

Recommendations

Pedestrian

Immediate Improvements (0-5 Years)

- Construct sidewalk in the following areas:
 - 16th Avenue South to 17th Avenue South
 - 13th Avenue South to mid-block 15th Avenue South and 16th Avenue South
 - Mid-block 11th Avenue South and 12th Avenue South to mid-block 12th Avenue South and 13th Avenue South
 - Mid-block 5th Avenue South and 6th Avenue South to 11th Avenue South
 - 3rd Avenue South to 5th Avenue South
- Upgrade sidewalk from Mr. Joe White Avenue/11th Avenue North to 14th Avenue North per new street cross-section
- Upgrade sidewalk from 16th Avenue South to 21st Avenue South per new street cross-section



Example of decorative pedestrian crosswalk treatment, located along Mr. Joe White Avenue

Near Term Improvements (5-15 years)

- Upgrade sidewalk from 8th Avenue North to 3rd Avenue South per new street cross-section
- Upgrade sidewalk from 21st Avenue North to 31st Avenue North per new street cross-section

Long Term Improvements (15-30 Years)

- Upgrade sidewalk from 3rd Avenue South to 17th Avenue South per new street cross-section

Bicycle

Immediate Improvements (0-5 Years)

- Add dedicated bike lanes from 9th Avenue North to 21st Avenue North per new street cross-section

Near Term Improvements (5-15 years)

- Add dedicated bike lanes from 8th Avenue North to 3rd Avenue South per new street cross-section
- Add dedicated bike lanes from 21st Avenue North to 31st Avenue North per new street cross-section

Long Term Improvements (15-30 Years)

- Add dedicated bike lanes from 3rd Avenue South to 17th Avenue South per new street cross-sections



Example of tree canopy and sidewalk buffer along 25th Ave. North

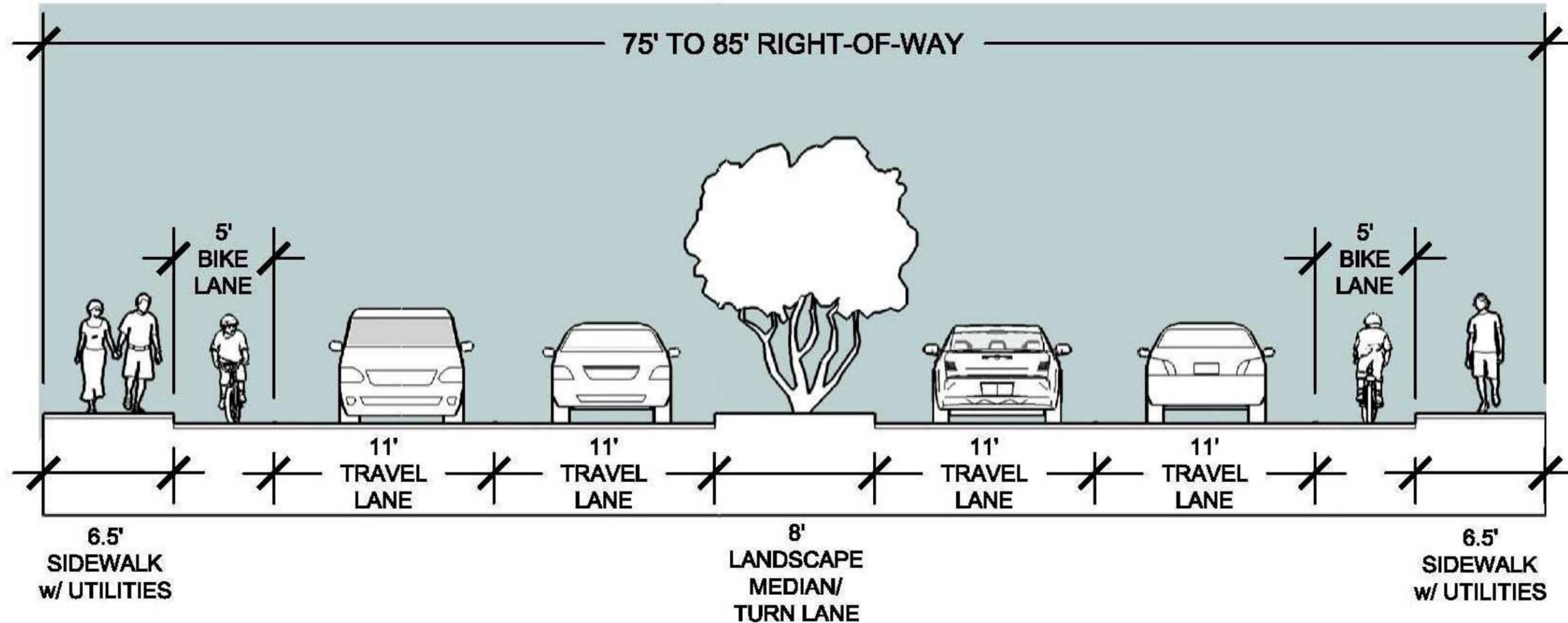
Transit

Immediate Improvements (0-5 Years)

- Add Bus Bay Stop at the Far Side of Intersection:
 - 9th Avenue North
 - Mr. Joe White Avenue/11th Avenue North
 - 14th Avenue North
 - 21st Avenue North
- Add Enhanced Curbside Stop at Near Side of Intersection:
 - 9th Avenue South
 - 3rd Avenue South

Near Term Improvements (5-15 years)

- Add Bus Bay Stop at the Far Side of Intersection:
 - 24th Avenue North to 26th Avenue North
 - 29th Avenue North
- Add Enhanced Curbside Stop at Near Side of Intersection:
 - 13th Avenue South
 - 6th Avenue South
 - 6th Avenue North



NOTE: ADDITIONAL RIGHT-OF-WAY WIDTH SHALL BE USED TO INCREASE THE WIDTH OF THE LANDSCAPE BUFFERS

CROSS SECTION B PROPOSED

Figure 3-9: Cross Section B, Proposed

Long Term Improvements (15-30 Years)

- Add Bus Bay Stop at the Far Side of Intersection of 18th Avenue North
- Add Enhanced Curbside Stop at Near Side of Intersection of 3rd Avenue North

Land Development

Immediate Improvements (0-5 Years)

- As new development and redevelopment occurs along this area of the corridor, each parcel shall be responsible for providing or contributing to the following corridor improvements:

- Sidewalks
- Dedicated Bike Lanes (if the project covers three blocks or more)
- Bus Stops
- Streetscape Landscape
- Streetscape Lighting
- Curb Cut Consolidation- should be made when sidewalk improvements are made
- Shared Parking
- Required Landscape Buffer- 8th Avenue North to 3rd Avenue South



Roadway

Immediate Improvements (0-5 Years)

- Intersections:
 - 9th Avenue South
 - 3rd Avenue South
 - 8th Avenue North
 - 9th Avenue North
 - Mr. Joe White Avenue/11th Avenue North
 - 16th Avenue North
 - 21st Avenue North
- Raised Planted Medians:

Add raised planted medians per new street cross-sections to the following areas

 - 8th Avenue North to 3rd Avenue South
 - Mr. Joe White Avenue/11th Avenue North to 14th Avenue North
 - 16th Avenue South to 21st Avenue South

Near Term Improvements (5-15 years)

- Intersections:
 - 13th Avenue South
 - 6th Avenue South
 - 24th Avenue North to 26th Avenue North
 - 29th Avenue North
- Raised Planted Medians:

Add raised planted medians, included in proposed street cross-section, to the following areas:

 - 3rd Avenue South to 17th Avenue South
 - 21st Avenue North to 31st Avenue North

Utilities

Immediate Improvements (0-5 Years)

- Bury power lines from 8th Avenue North to just beyond 3rd Avenue South

Near Term Improvements (5-15 years)

- Bury power lines from 3rd Avenue South to 17th Avenue South
- Bury power lines from 21st Avenue North to 31st Avenue North



Design Concepts

Development Enhancement Study

The Development Enhancement Study is a two part analysis of a four block area along Kings Highway centered around 13th Avenue South, a signalized intersection. The first part of this enhancement study inventories the existing conditions of pedestrian circulation, vehicular circulation and parking within the study area. The second part applies a series of enhancements to the development adjacent to Kings Highway and displays how these types of improvements help to create a safer, multi-modal corridor.

Part One- Inventory of Existing Conditions

Parking

The existing parking areas encircle many of the businesses, with the majority of the parking found on the sides of the businesses. There is very little vehicular connectivity from one parking area to the next, requiring drivers to use Kings Highway to access adjacent parking areas or side streets. The lack of connectivity between parking areas requires each parking area to have at least one curb cut off of Kings Highway, though many have more than one.

Curb Cuts and Driveways

Curb cuts, or driveway aprons, are found to be of varying widths, sometimes much wider than necessary. The high number of existing curb cuts contributes to traffic congestion due to the constant speeding up and slowing down of cars trying to make right and left turns into driveways. These areas also pose a risk to pedestrians and cyclists as curb cuts create areas of conflict between these types of users and vehicles. Fewer curb cuts on any roadway will result in fewer areas of conflict, providing a safer environment for all users.

Pedestrian Facilities

Pedestrian facilities are limited to one side of Kings Highway in the study area. Crosswalks across Kings Highway exist at the signalized intersection. Currently, there are very few pedestrian facilities linking businesses to the sidewalk. The lack of dedicated sidewalks and bike lanes deter many users from walking or biking along Kings Highway; those that do choose to walk or bike along Kings Highway are forced to navigate through parking areas to access the businesses. People with disabilities have even more difficulty in safely navigating these areas.

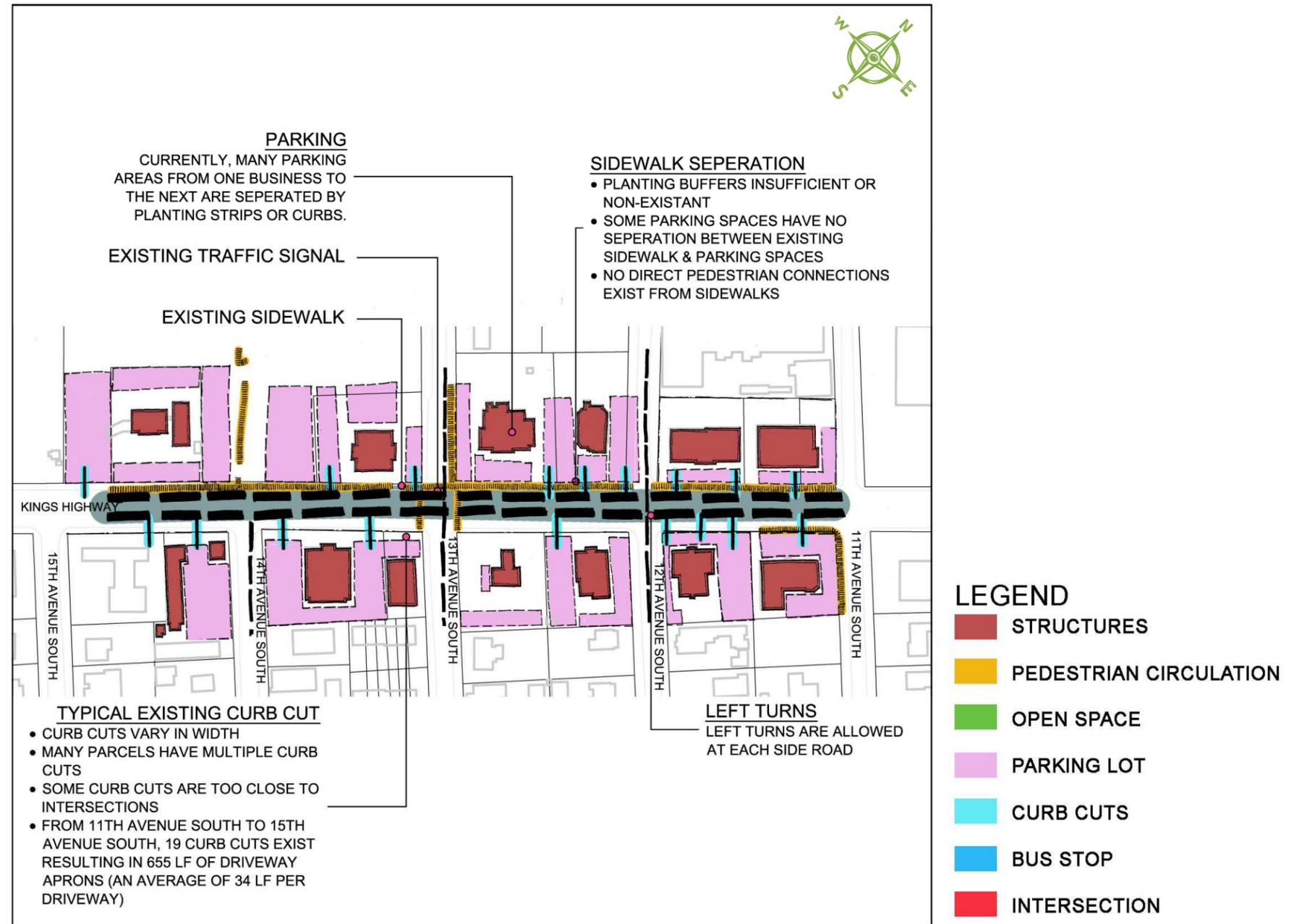


Figure 3-10: Existing Conditions around 13th Avenue South intersection



Part Two- Enhancements

Parking

A shared parking environment provides connectivity between adjacent parking areas while limiting the number of driveways on Kings Highway to each business, creating a more ideal environment for pedestrians and bicyclists. Many of the parcels in this area have ample space to expand parking areas behind the businesses, creating a dedicated pedestrian connection from the sidewalks to each business. In some cases, open space can be created where parking had been located. The increased connectivity between parking areas allows for cars to access multiple businesses from Kings Highway and the side streets that connect to Kings Highway.

Curb Cuts and Driveways

The increased connection between parking areas and to side streets reduces the need for curb cuts along Kings Highway. This reduction in curb cuts creates a more uniform, uninterrupted and safe pedestrian experience. By upgrading the driveway aprons to a city standard, the width of the driveways are only as wide as they need to be, putting an end to the seemingly endless curb cuts that exist in some places along Kings Highway today.

Pedestrian Facilities

Sidewalks have been added along both sides of Kings Highway, making travel along the corridor safer. Dedicated connections from the sidewalks to businesses further enhance the pedestrian experience along the corridor. Open space created by redesigned parking areas allows businesses to provide outdoor gathering places and dining areas. Sidewalks have also been added along side streets to directly connect the densely populated areas on either side of Kings Highway to businesses along the corridor.

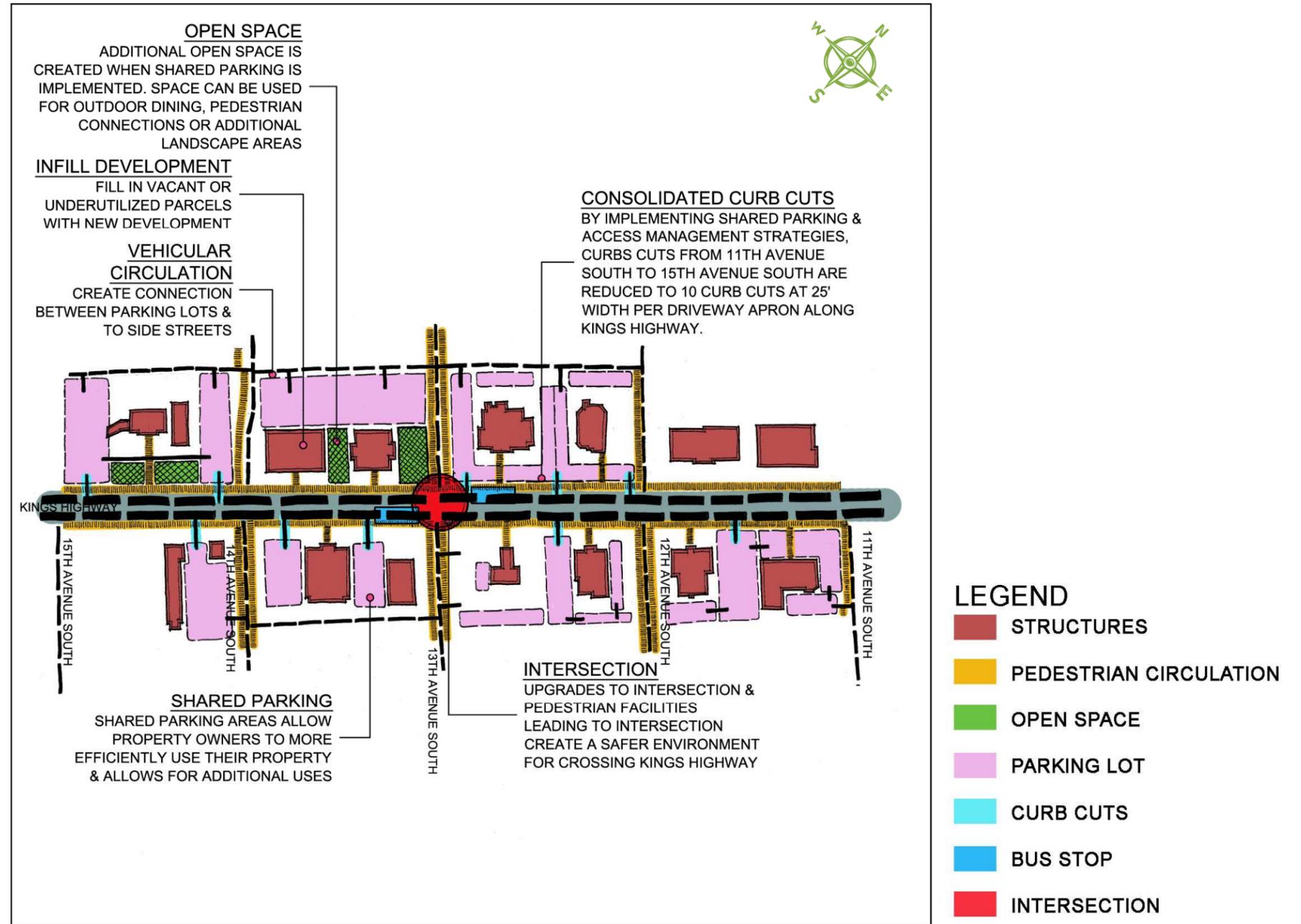


Figure 3-11 Proposed Enhancements- Downtown District



Before and After: 7th Avenue North

The existing cross section of Kings Highway at 7th Avenue North consists of four travel lanes, two in each direction, a left turn lane at intersections and a five foot wide sidewalk on either side of the road. Currently, left turns are allowed at every side street within this area of Kings Highway. Left turns are also allowed into every driveway, creating a higher number of conflicts with oncoming traffic and pedestrians on the sidewalks. Currently, there are no street trees on either side of the road, no medians in which to plant trees and a discontinuous planting buffer on parcels fronting the corridor. **(Figure 3-12)**

The proposed cross section increases the number of uses within the same amount of right of way. The number of travel lanes remains the same, but are narrowed slightly. Instead of allowing left turns at every side street and into every driveway, access to left turns is managed by raised landscape medians. Left turns are allowed at every other side street, and U-turns are allowed to access driveways on the opposite side of the street. Dedicated bike lanes are added in each direction, creating a place for cyclists to ride with little interference with vehicles. Sidewalks are widened slightly to provide space for light poles without narrowing the space for pedestrians to pass. The right-of-way in this area is too narrow to allow for planted buffers between the sidewalk and travel lanes. However, the added bike lanes will provide a buffer between pedestrians and motorists. Finally, landscape buffers consisting of a variety of trees and shrub plantings are located on parcels adjacent to Kings Highway. The result is a safe, multi-modal environment that increases the visual appeal of the corridor. **(Figure 3-13)**



Figure 3-12: Before- 7th Avenue North

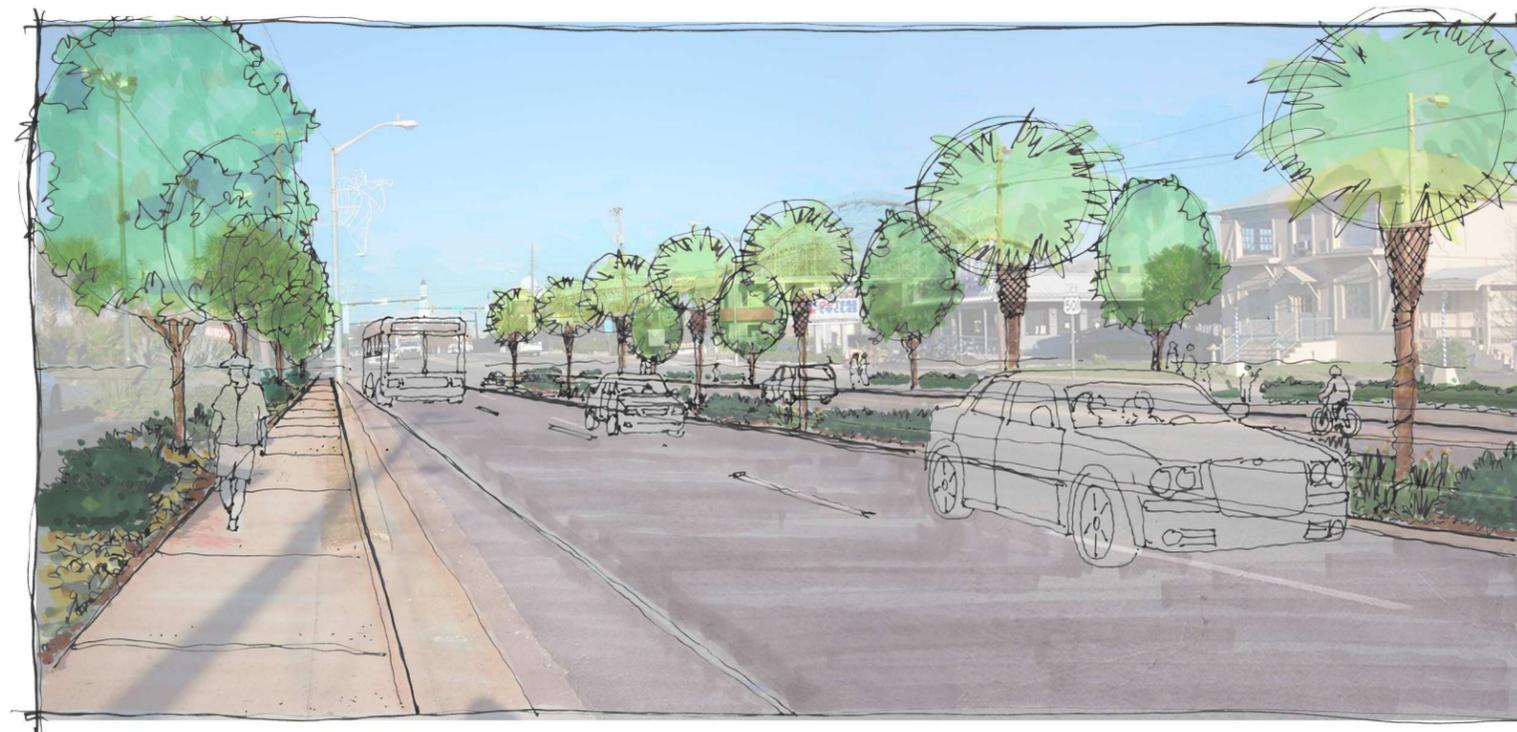


Figure 3-13: After- 7th Avenue North



AREA 3 – RESIDENTIAL DISTRICT

Overview

The Residential District extends from 31st Avenue North to 67th Avenue North and encompasses the Village Square Shopping Center, Pine Lakes International Golf Course, and the Pine Lakes neighborhood. The following list of schools and recreation facilities are located west of Kings Highway at the southern boundary of the Residential District, bordering the Downtown District. Each building has a different address but they are concentrated on a large parcel and at times, are major traffic generators:

- Myrtle Beach Primary School
Location: 612 29th Avenue North
Grades: K – 1st Grade
Enrollment: 786
- Myrtle Beach Elementary School
Location: 3101 Oak Street
Grades: 2nd – 3rd Grade
Enrollment: 539
- Myrtle Beach Intermediate School
Location: 3301 Oak Street
Grades: 4th – 5th Grade
Enrollment: 555
- Myrtle Beach Middle School
Location: 950 Seahawk Way
Grades: 6th – 8th Grade
Enrollment: 892
- Myrtle Beach High School
Location: 3302 Robert Grissom Parkway
Grades: 9th – 12th Grade
Enrollment: 1256
- Pepper Geddings Recreation Center
Location: 3205 Oak Street
Open six days a week
Facilities: Gymnasium, Track, Swimming Pool

Between 31st Avenue North and 52nd Avenue North, most of the structures along Ocean Boulevard are single family residences; from 52nd Avenue North to the northern end of the district are mostly timeshare units and condominiums. In between Ocean Boulevard and Kings Highway are single family residences.

Unlike the districts to the south, the commercial parcel sizes along Kings Highway within the Residential District are larger and more typical of a suburban development pattern. The eastern side of Kings Highway is almost entirely single family residences. The western side is a mix of apartments, stand-alone restaurants, and a variety of



Median plantings are an identifying feature of Pine Lakes

businesses as well as some vacant buildings. Commercial parcels within this area are large in size with ample parking

available. Some businesses are clustered together in plazas, which allow driveways for these businesses to be combined, reducing curb cuts. The lot sizes along with the types of commercial properties are typical of a suburban development pattern.

Redevelopment of parcels is occurring in the area and will likely continue to occur due to the availability of larger underutilized parcels. Village Square Shopping Center and nearby parcels have continued to be mentioned as opportunities for major redevelopment that would be ideal for mixed-use centers serving the needs of year-round residents. The mixed-use pattern would lend itself to be developed around pedestrians and bicycle traffic while still accommodating vehicular traffic.

The established neighborhoods within the district, including Pine Lakes, are made up primarily of year-round residents. Residents within this area use the beachfront but those on the western side of Kings Highway almost always drive across the roadway to access the beach instead of crossing the road on foot or bicycle. The wide road, high speed, and lack of pedestrian crossings create a barrier for pedestrians and bicyclists.

Transportation Analysis

12th Avenue North to 82nd Parkway

Distinguishing Features:

- Average Right-of-Way: 100 feet
- Six travel lanes with left turn lane at intersections
- Narrow, slightly raised medians throughout, some with vegetation
- Sidewalks along both sides of roadway with gaps north of 62nd Avenue North
- Curbs throughout

Bicycle and Pedestrian Facilities

Sidewalks are present along the majority of the length of the Residential District. With a few exceptions, the pedestrian facilities are nonexistent between 62nd Avenue North and 67th Avenue North. South of this area, the sidewalks are located directly against the roadway with no buffer separating pedestrians from vehicles. In many areas, especially within the Pine Lakes neighborhood, the existing sidewalk widths do not currently allow for pedestrians to comfortably pass one another, a problem that is further exacerbated by the overgrowth of plantings from the residences directly adjacent to the highway right-of-way. Sidewalks along side streets are limited to the north side of 62nd Avenue North and the south side of 67th Avenue North. Crosswalks are only provided at the signalized intersections of 38th Avenue North and 48th Avenue North.

Bicyclists are often present along Kings Highway in this district, despite the lack of dedicated bicycle facilities. This indicates a latent demand for bicycle facilities to be added to the roadway.



Typical sidewalk conditions

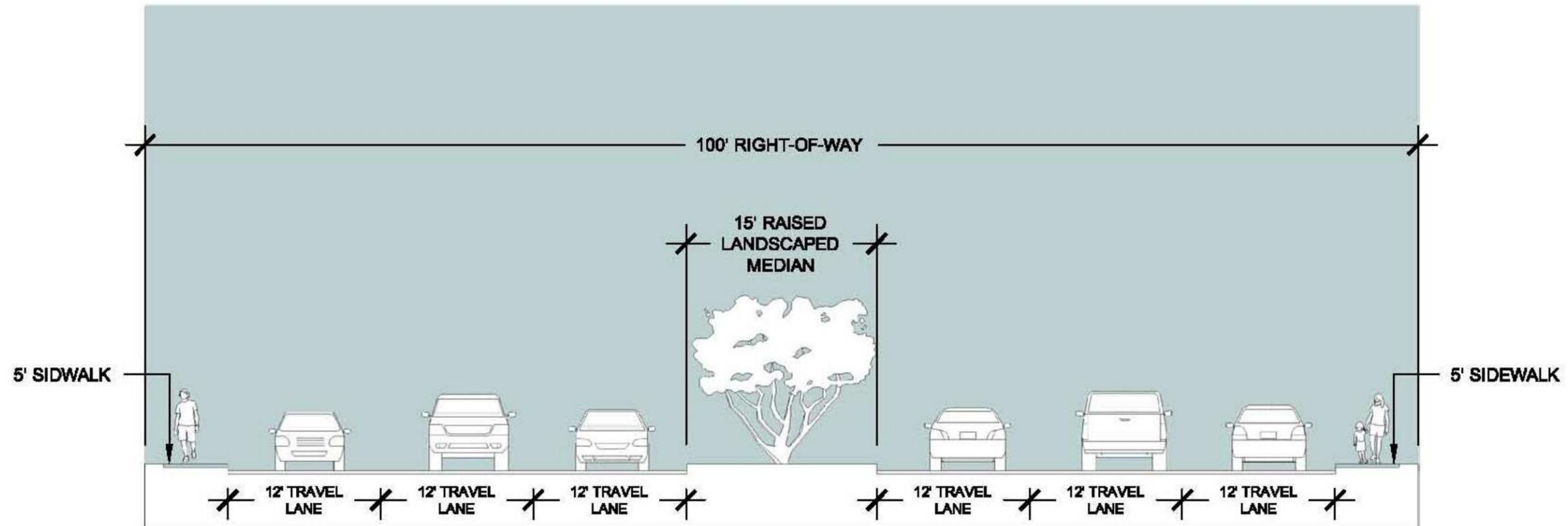


Figure 3-14: Cross Section C: Existing

CROSS SECTION C EXISTING

Vehicle Facilities

Signalized intersections within the Residential Districts are limited to the following locations:

- 38th Avenue North
- Emergency signal at Pinewood Road
- 48th Avenue North
- 62nd Avenue North
- 67th Avenue North

The following roads provide connections to Robert Grissom Parkway and US 17 Bypass, allowing for alternative routes to traveling north-south within the Grand Strand:

- 38th Avenue North
- 48th Avenue North
- 62nd Avenue North
- 65th Avenue North
- 67th Avenue North

Kings Highway is a six lane roadway with left turn lanes at intersections within the Residential District, with speed limits between 35 and 45 miles per hour. A planted median landscaped with shrubbery and trees extends along Kings Highway from 46th Avenue North to Woodside Drive, on the northern side of

the Pine Lakes neighborhood. To the south, the roadway is divided by a narrow, raised concrete median; north of here the raised median is located at the left turn lanes.

The SCDOT traffic count station that includes the Residential District is located between 11th Avenue North and 75th Avenue North (Station 135). The 2006 counts for this station are 38,600. According to the GSATS model, the average 2030 volumes are expected to be 94,400, an average annual growth rate of approximately 4.7 percent. This portion of Kings Highway is expected to operate at LOS F in 2030.

The development pattern of the commercial parcels has led to numerous curb cuts, which interrupt traffic flow and increase the likelihood of vehicular-pedestrian conflicts. The number of curb cuts, however, is fewer than within other districts, mainly due to the reduced number of commercial parcels compared with other portions of Kings Highway.



6-lane cross section in front of Village Square Shopping Center



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Through traffic volumes and side street volumes do not appear to be excessive at any one particular location, since numerous side streets are available to provide connections to Pine Lake Drive and Ocean Boulevard.

Conclusions

The mix of uses found within the Residential District marks a transition from a more visitor-based development to more neighborhood and year round resident-focused businesses. Retail shops line the corridor along the western edge of Kings Highway, while the eastern side is almost exclusively residential. Even though Kings Highway supports through traffic, the uses within the area serve a more local clientele. Local users access the businesses with their automobiles, primarily because of the lack of pedestrian facilities along Kings Highway and the side streets.

The six lane cross-section is not ideal for the type of development found within the Residential District. In addition, the increase in the number of lanes is unlike the districts to the south, which all have four travel lanes. As a six lane roadway, Kings Highway has a daily capacity of 50,400 vehicles. In 2030, without reducing the number of lanes, the roadway will operate over capacity with V/C ratios ranging from 1.56 to 2.08. Reducing the number of lanes will cause the V/C ratio to increase even higher. It should be noted that the GSATS model, like other transportation models, assumes driving trends to continue to the 2030 projected year. If factors such as gasoline prices or the availability of reliable alternative modes of transportation increase, then the projected V/C ratios might not be realized, reducing the anticipated

amount of congestion.

Although some planted medians exist, more plantings are needed in the way of landscape improvements within the roadway and along the roadway to create a more pleasing streetscape. The addition of these improvements will also further distinguish this area as a neighborhood mixed-use district.

Pedestrian facilities exist along both sides of Kings Highway for much of the length of this district, but there is no separation between the sidewalk and traffic lanes. Streets that connect Kings Highway to Ocean Boulevard do not have sidewalks which discourages residents within this area from walking to their destinations. In addition, there are no bicycle facilities on Kings Highway or the side streets, forcing bicyclists to either ride on the sidewalk or in vehicular travel lanes. As redevelopment occurs, additional pedestrian facilities, such as sidewalks with landscape buffers, sidewalks along side streets should be provided, as well as pedestrian crosswalks and signals at all signalized intersections.

Numerous driveway cuts exist along Kings Highway within this district. However, these driveways serve single family homes. The number of vehicles accessing these driveways is significantly less than the number of vehicles that would access a commercial property; therefore, they have a much smaller impact on through traffic.

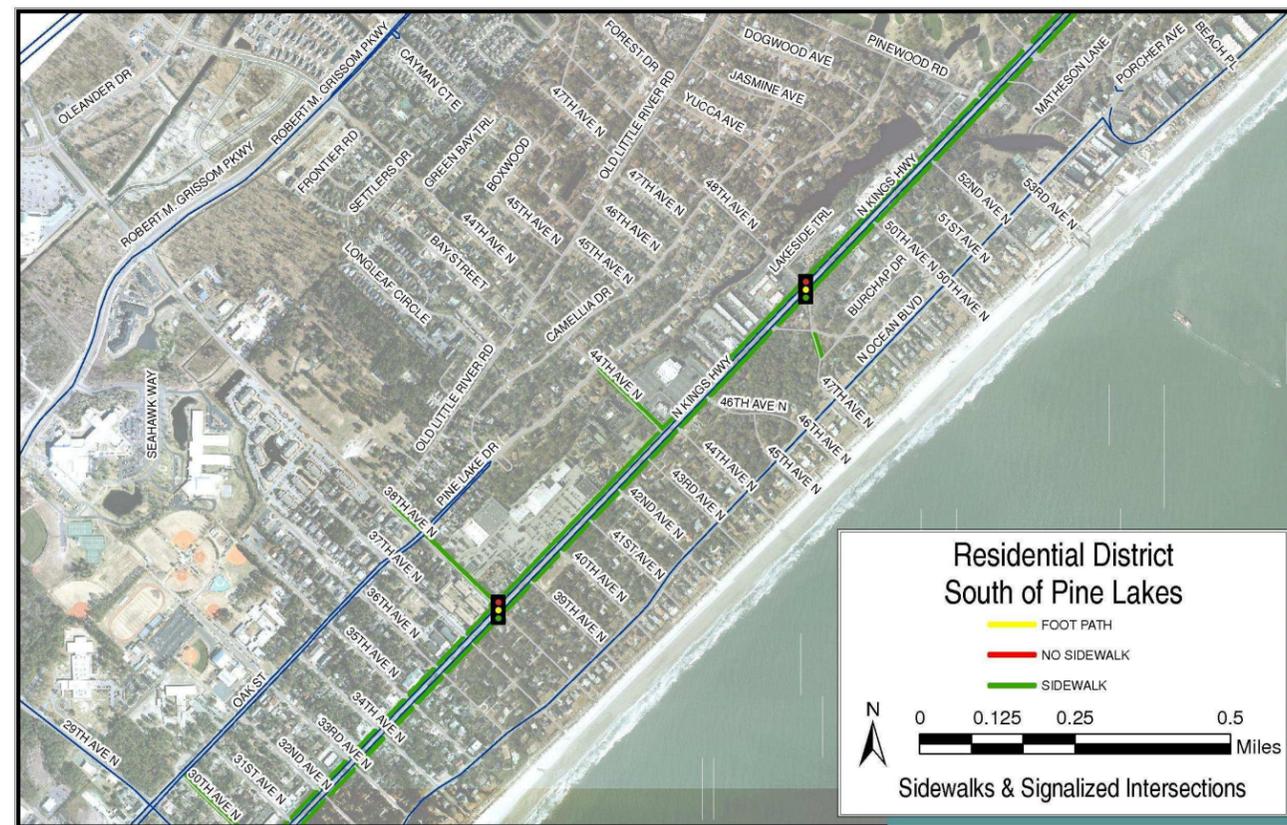


Figure 3-15: Residential District South of Pine Lakes, Sidewalks and Signalized Intersections



Figure 3-16: Residential District North of Pine Lakes, Sidewalks and Signalized Intersections



Recommendations

Pedestrian

Immediate Improvements (0-5 Years)

- Construct a five foot wide sidewalk from 63rd Avenue North to 64th Avenue North
- Upgrade sidewalk from 38th Avenue North to 48th Avenue North per new street cross-section

Near Term Improvements (5-15 years)

- Upgrade five foot sidewalk from 48th Avenue North to Woodside Avenue per new street cross-section
- Upgrade five foot sidewalk from S. Highland Way to 67th Avenue North per new street cross-section

Long Term Improvements (15-30 Years)

- Upgrade five foot sidewalk from 31st Avenue North to 38th Avenue North per new street cross-section
- Upgrade five foot sidewalk on the west side of Kings Highway from Woodside Avenue to S. Highland Way per new street cross-section
- Upgrade to ten foot multi-use sidewalk along east side of Kings Highway from Woodside Avenue to S. Highland Way per new street cross-section



Upgraded pedestrian facilities with utility obstacles

Bicycle

Immediate Improvements (0-5 Years)

- Add dedicated bike lanes from 38th Avenue North to 48th Avenue North per new street cross-section

Near Term Improvements (5-15 years)

- Add dedicated bike lanes from 48th Avenue North to Woodside Avenue per new street cross-section
- Add dedicated bike lanes from S. Highland Way to 67th Avenue North per new street cross-section

Long Term Improvements (15-30 Years)

- Add dedicated bike lanes from 31st Avenue North to 38th Avenue North per new street cross-section
- Add dedicated bike lanes from Woodside Avenue to S. Highland Way per new street cross-section

Transit

Immediate Improvements (0-5 Years)

- Add Curbside Stop at the Far Side of Intersection
 - 38th Avenue North
 - Calhoun Road

- 67th Avenue North

Near Term Improvements (5-15 years)

- Upgrade Existing Curbside Stops to Bus Bay Stops at the Far Side of Intersection
 - 38th Avenue North
 - Calhoun Road
 - 67th Avenue North
- Add Bus Bay Stops at the Far Side of Intersection
 - 48th Avenue South
 - 62nd Avenue South
- Add Curbside Stop at the Far Side of Intersection
 - 33rd Avenue South
 - 44th Avenue South
 - Woodside Avenue

Long Term Improvements (15-30 Years)

- Upgrade Existing Curbside Stops to Bus Bay Stops at the Far Side of Intersection
 - 33rd Avenue South
 - 44th Avenue South
 - Woodside Avenue

Roadway

Immediate Improvements (0-5 Years)

- Reduce the number of through lanes from six to four between 38th Avenue North and 48th Avenue North
- Intersection Improvements:
 - 38th Avenue North
 - 48th Avenue North
- Raised Planted Medians:
 - Add raised planted medians per new street cross-section to the following areas:
 - 38th Avenue North to 40th Avenue North
 - 40th Avenue North to 42nd Avenue North
 - 42nd Avenue North to 44th Avenue North
- Consolidate curb cuts from 38th Avenue North to 48th Avenue North, updating driveway aprons to the current City standard

Near Term Improvements (5-15 years)

- Travel Lanes
 - Reduce the number of through lanes from six to four between 48th Avenue North and Woodside Avenue
 - Reduce the number of through lanes from six to four between S. Highland Way and 67th Avenue North
- Intersection Improvements:
 - 62nd Avenue North
 - 67th Avenue North

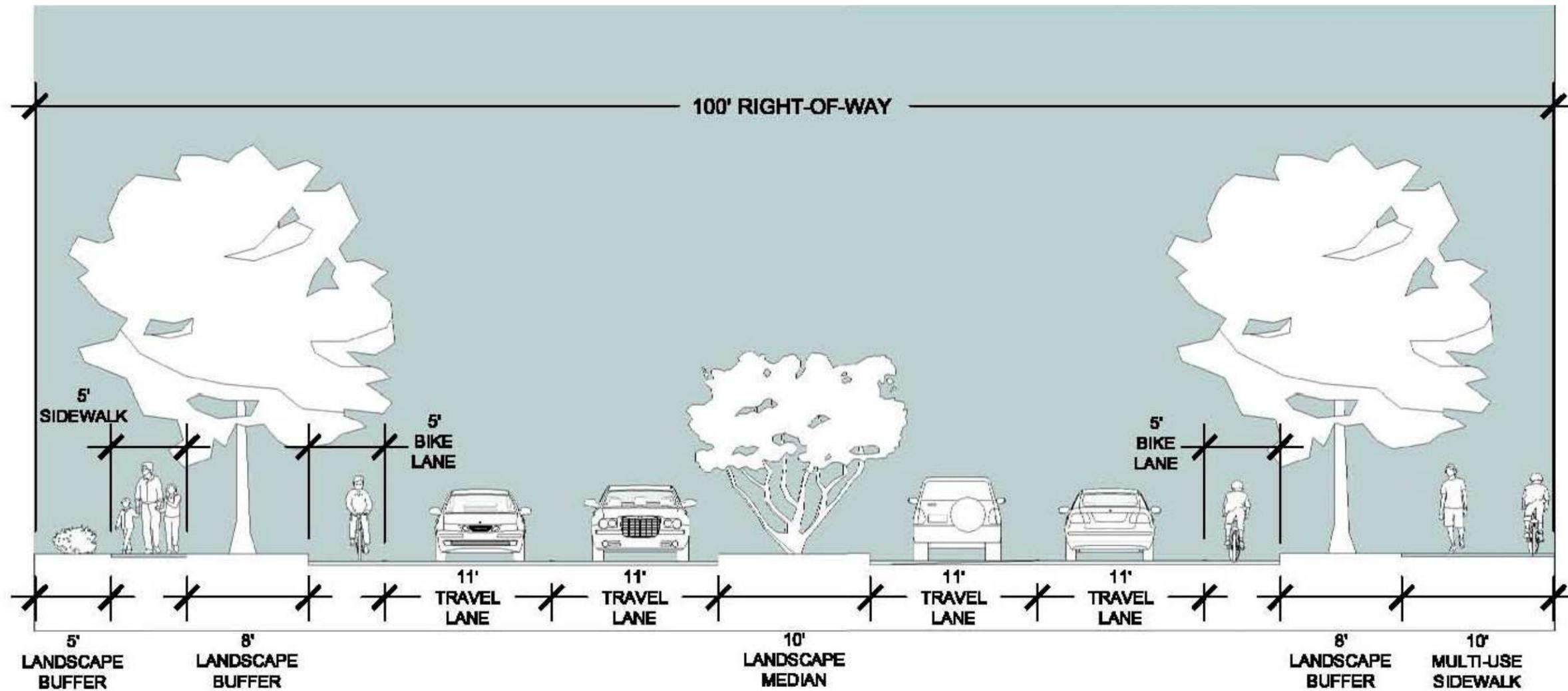


Figure 3-17: Cross Section C: Proposed

CROSS SECTION C PROPOSED

- Raised Planted Medians:
 - Add raised planted medians per new street cross-section to the following areas:
 - 48th Avenue North to 52nd Avenue North
 - 52nd Avenue North to Woodside Avenue
 - 63rd Avenue North to 67th Avenue North
- Curb Cut Consolidation
 - Consolidate commercial curb cuts from 48th Avenue North to Woodside Avenue, updating driveway aprons to the current City standard
 - Consolidate commercial curb cuts from S. Highland Way to 67th Avenue North, updating driveway aprons to the current City standard

Long Term Improvements (15-30 Years)

- Travel Lanes
 - Reduce the number of through lanes from six to four between 31st Avenue North and 38th Avenue North
 - Reduce the number of through lanes from six to four between Woodside Avenue and S. Highland Way
- Improve Intersection of Kings Highway with 33rd Avenue North



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- Raised Planted Medians:
 - Add raised planted medians to the following areas:
 - 31st Avenue North to 33rd Avenue North
 - 33rd Avenue North to 38th Avenue North
 - Woodside Avenue to Poinsett Road
 - Poinsett Road to Calhoun Road
 - Calhoun Road to Haskell Circle
 - Haskell Circle to S. Highland Way
- Curb Cut Consolidation
 - Consolidate commercial curb cuts from 31st Avenue North to 38th Avenue North, updating driveway aprons to the current City standard

Utilities

Immediate Improvements (0-5 Years)

- Bury existing utility lines from 37th Avenue North to 52nd Avenue North
- Bury existing utility lines from S. Highland Way to 67th Avenue North

Near Term Improvements (5-15 years)

- Bury existing utility lines from 31st Avenue North to 37th Avenue North
- Bury existing utility lines from 52nd Avenue North to S. Highland Way



Design Concepts

Lane Shift Study

High traffic volume along Kings Highway limits the types of traffic calming that is typically used to reduce vehicle speeds in residential neighborhoods. Fortunately, the ability to reduce the number of travel lanes through parts of the corridor from six lanes to four lanes creates an opportunity to use shifts in the travel lanes to encourage drivers to slow down in certain key areas. This same type of treatment is found at the intersection of Kings Highway and Main Street. Although the Main Street shift is more abrupt than any shift proposed through this study area, the principles behind it are the same: make the driver slow down and pay more attention to their surroundings.

The Lane Shift Study depicts a generic, major signalized intersection within the Residential District. The lane shift is important in approaching a major intersection for several reasons:

- Traffic is converging into one fixed area from four directions.
- Much like cars, pedestrians converge at the intersection from all four directions. In addition, pedestrians use crosswalks at intersections to safely cross the roadway.
- Transit stops are located at major signalized intersections.

These factors all support the location of measures such as lane shifts, no matter how minor, when approaching intersections or other highly used areas.

Another benefit of lane shifts within this area of the corridor is cost of infrastructure. Prior to the shift of the lanes, the curb and sidewalk on one side of the roadway exists, while the curb for the medians is added (in areas where none exist currently) and the curb on the opposite side of the road is moved further into the right-of-way to allow for the construction of a wide multi-use sidewalk. The use of existing infrastructure reduces the amount of new infrastructure that must be constructed.

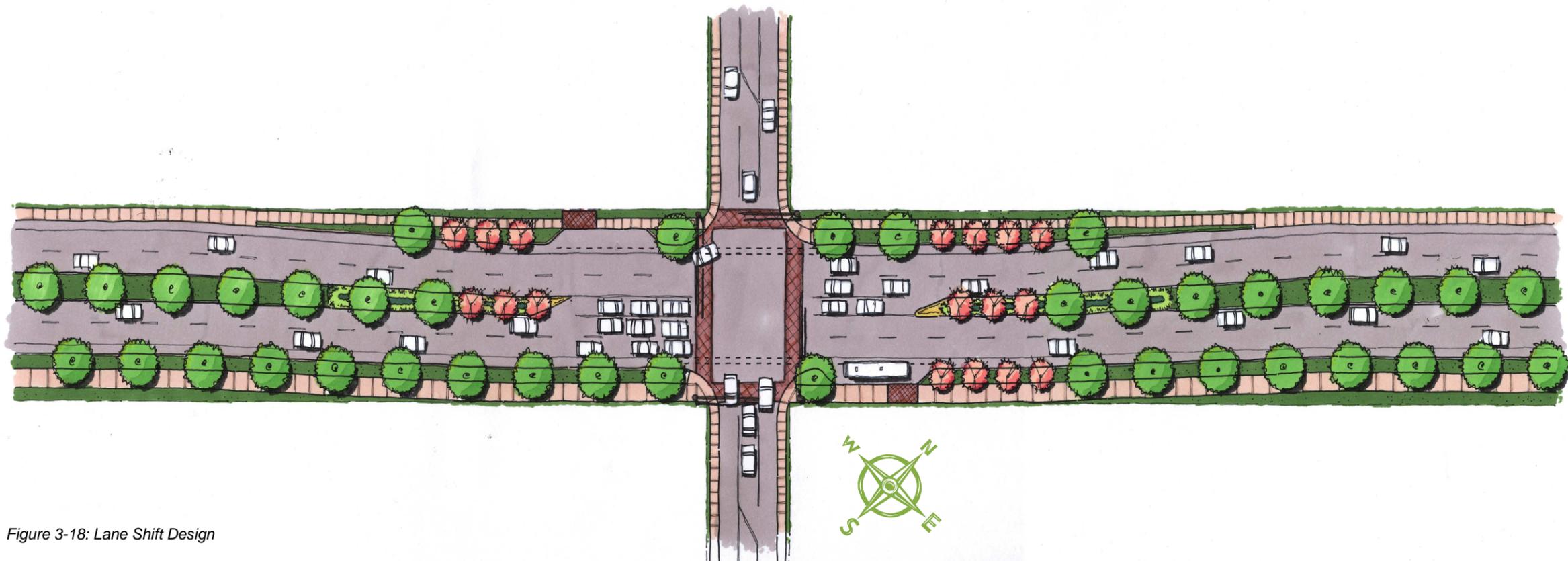


Figure 3-18: Lane Shift Design



Before and After- Residential Area

The sections of Kings Highway through and near the Pine Lakes neighborhood provide the best example along the corridor of mature tree canopies. The existing sections within the Residential District are some of the more pleasant areas along Kings Highway. There exists six travel lanes, three lanes in each direction, with a raised landscape median and five foot wide sidewalks on either side of the roadway. As shown in the picture of the existing roadway, there is no separation between the travel lanes and the sidewalk, a concern raised by residents during public meetings. In addition, un-maintained vegetation growing on some adjacent residential lots has grown into the road right-of-way, encroaching on an already narrow sidewalk. **(Figure 3-19)**

The proposed cross-section of Kings Highway reduces the number of through travel lanes from six to four (two lanes in each direction). The existing raised landscaped median will remain but will be reduced slightly in width. Dedicated bike lanes are added on either side of the road. The after rendering shows a five foot wide sidewalk on the near side of the road, separated from the travel lanes and bike lane by a generous eight foot wide landscape buffer, planted with large maturing shade trees. Proposed on the opposite side of the highway is a ten foot wide multi-use sidewalk, also separated from the travel lanes by an eight foot wide landscape buffer. Finally, the landscaping in the raised median is enhanced and enlivened with a variety of trees, shrubs and perennials. **(Figure 3-20)**



Figure 3-19: Before- Residential District



Figure 3-20: After- Residential District



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AREA 4 – COMMERCIAL / GRANDE DUNES DISTRICT

Overview

The Commercial/Grande Dunes District extends just over three miles from 67th Avenue North to Cove Drive. The district is made up primarily of year-round residents living on either side of Kings Highway. Many of the land uses, including restaurants, banks, and pharmacies, are located along Kings Highway are located between 67th Avenue North and 82nd Parkway. North of 82nd Parkway, established residential areas are located along the east side of Kings Highway and undeveloped and developing tracts of land are to the west of Kings Highway. The major entertainment establishments of Dixie Stampede and Carolina Opry are located at the junction of Kings Highway and US 17 Bypass.

The Commercial/Grande Dunes District is home to Grand Strand Regional Medical Center, a 219-bed acute care hospital providing services to Horry County and beyond. In addition, Grande Dunes, a large, planned unit development (PUD) is located within this district. Grande Dunes has an expected build-out date of 2025, but is currently ahead of schedule. When completed, the project will be comprised of single family homes, hotels, condos, retail and commercial space, and tourist accommodations, making it a destination for both year-round residents and visitors. With more than 1,000 units planned on the west

side of Kings Highway and a 300-room hotel to the east of Kings Highway, the development will be a major traffic generator.

East of this district is what is known as the “Northern Hotel District”, a group of hotels along Ocean Boulevard that extend from 69th Avenue North to 77th Avenue North. Just north of the hotel district, Ocean Boulevard ends at 82nd Parkway.

The Commercial/Grande Dunes District has four signalized intersections within its limits: 67th Avenue North, 76th Avenue North, 79th Avenue North, and 82nd Parkway, all of which serve as connectors between Kings Highway and US 17 Bypass. Kings Highway is a six lane facility before narrowing to four lanes north of 82nd Parkway.



Example of one type of district's commercial buildings

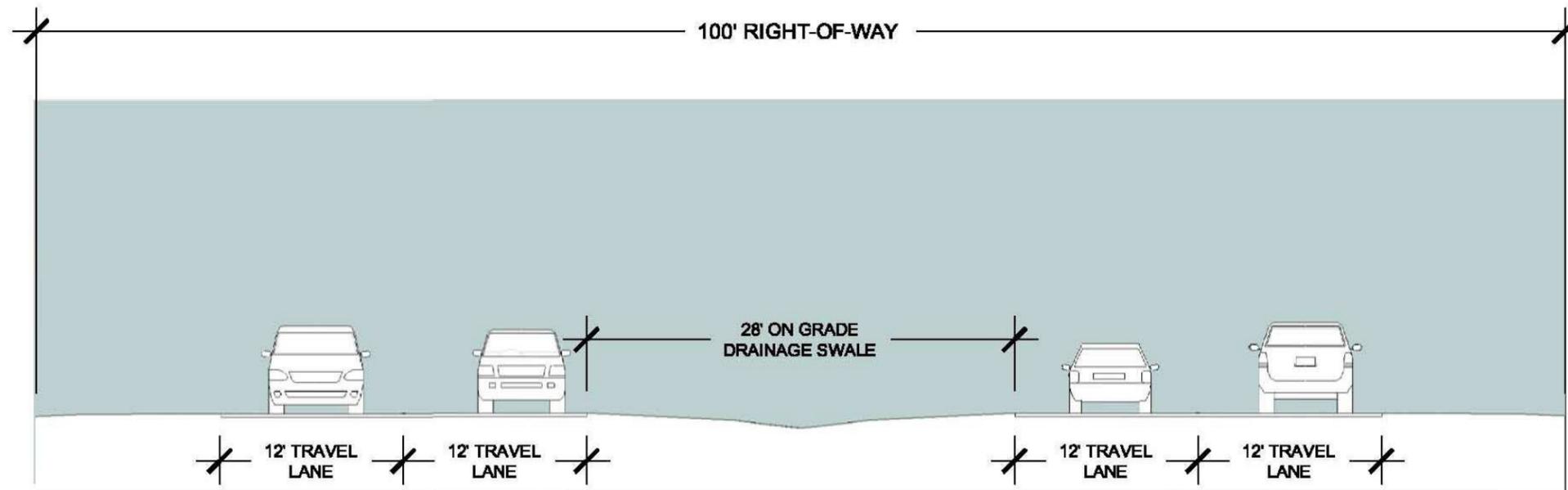


Figure 3-21: Cross Section D: Proposed

CROSS SECTION D EXISTING



Transportation Analysis

82nd Parkway to Cove Drive

Distinguishing Features:

- Average Right-of-Way: 100 feet
- Four travel lanes
- Wide, vegetated median with drainage swale
- No curbs on inside or outside lanes
- No sidewalks

Bicycle and Pedestrian Facilities

There are gaps in the sidewalk network along the west side of Kings Highway between 67th Avenue North and 76th Avenue North; however, the newer plaza located in front of Cane Patch Par 3 at 72nd Avenue North does have sidewalks along the roadway that lead into the property's parking area. This sidewalk network is a good example of providing connectivity between sidewalk facilities and businesses along the roadway. (Figure 3-22) The east side of Kings Highway in this area does have a continuous sidewalk facility. Between 76th Avenue North and the interchange with US 17 Bypass, the northern limits of the Commercial/Grande Dunes District, the only sidewalk along the west side of the roadway is in front of the



Figure 3-22: Example of sidewalk connecting from roadway to businesses, located between 72nd Avenue North and 73rd Avenue North

Applebee's Restaurant, located north of 79th Avenue North. The only sidewalk segments located north of 76th Avenue North along the east side of the roadway extend from 76th Avenue North to 77th Avenue North and for ½ block south of 79th Avenue North.

Sidewalks along side streets within this district are limited. 79th Avenue North has sidewalks that extend two blocks west and one block east from Kings Highway along the southern side of the road. The Grande Dunes development at 82nd Parkway east of Kings Highway is being built to include pedestrian facilities. 82nd Parkway, Verona Drive and North Ocean Boulevard within this development all have sidewalks but provide no utility outside of Grande Dunes because there are no sidewalks along Kings Highway to provide connectivity.



The only sidewalk along the west side of Kings Highway north of 79th Avenue North

No dedicated bicycle facilities exist within this area.

Transit Facilities

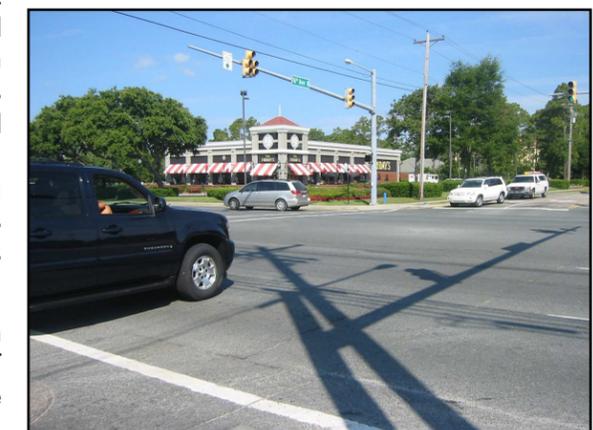
This section of Kings Highway does include one of the designated bus stops along Kings Highway. Stops are located near the intersection of 79th Avenue North and Kings Highway, as well as at Grand Strand Regional Medical Center, located along 82nd Parkway.

Vehicle Facilities

From 67th Avenue North to 82nd Parkway, Kings Highway has a 6-lane cross-section with periodic planted medians. North of 82nd Parkway, Kings Highway becomes a 4-lane roadway with an on-grade, grass median that also serves as a drainage area. The speed limit within this District increases from 45 miles per hour to 55 miles per hour north of 82nd Parkway.

Excessive speeds were observed within this district, most likely due to the wide cross-sections and high posted speed limits, as well as the undeveloped nature of much of the northern half of the Commercial/Grande Dunes District. Upon completion, traffic generated by the Grand Dunes development, along with other area developments, will have a major impact on traffic conditions. Providing the additional improvements that will be needed on Kings Highway to accommodate these increased traffic volumes should be the responsibility of the developer.

SCDOT Station 137 measures traffic volumes between 75th Avenue North and US 17 Bypass. The 2006 ADT was 33,300. According to the GSATS model, the anticipated average 2030 volume is 58,200, an annual growth of approximately 2.8 percent. This portion of Kings Highway is anticipated to operate at LOS F in 2030.



Typical Commercial/Grande Dunes District signalized intersection



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Sight distance triangles at the intersections are obstructed by utilities and poorly maintained landscaping.

Conclusions

The contiguous nature of existing retail areas lends themselves to be accessible by pedestrians, bicyclists and motorists. Opportunities exist for the addition of dedicated pedestrian facilities, along with related landscape improvements, on either side of Kings Highway. These improvements should be planned to accommodate both existing and future uses, creating a complete transportation system.

Additional landscape improvements should be made at the intersection of Kings Highway and US 17 Bypass. Expansive open spaces exist near the current entrance sign that can be enhanced with thematic plantings to further define the gateway nature of this intersection.

The sidewalk network should be filled in where gaps exist using the proposed design guidelines and should include a landscape buffer between the sidewalk and the roadway. Bike lanes should be added using pavement available from narrowing the travel lanes.

Recommendations

Many large development projects, both planned and underway, promise to increase the number of residents and daily roadway users within the Commercial/Grande Dunes District within the next few years. These circumstances create an opportunity for the city and developers to work together to create an environment that, from the beginning, has the potential to change the way Kings Highway is used.

The following recommendations concentrate on Kings Highway from 67th Avenue North to Cove Drive.

Pedestrian

Immediate Improvements (0-5 Years)

- Construct five foot wide sidewalks in the following areas:
 - 67th Avenue North to 68th Avenue North
 - Mid-block 68th Avenue North to 72nd Avenue North
- Upgrade sidewalk from 72nd Avenue North to 82nd Parkway per new street cross-section

Near Term Improvements (5-15 years)

- Upgrade sidewalk from 67th Avenue North to 72nd Avenue North per new street cross-section
- Construct a multi-use sidewalk along eastern side of Kings Highway from 82nd Parkway to Kings Road

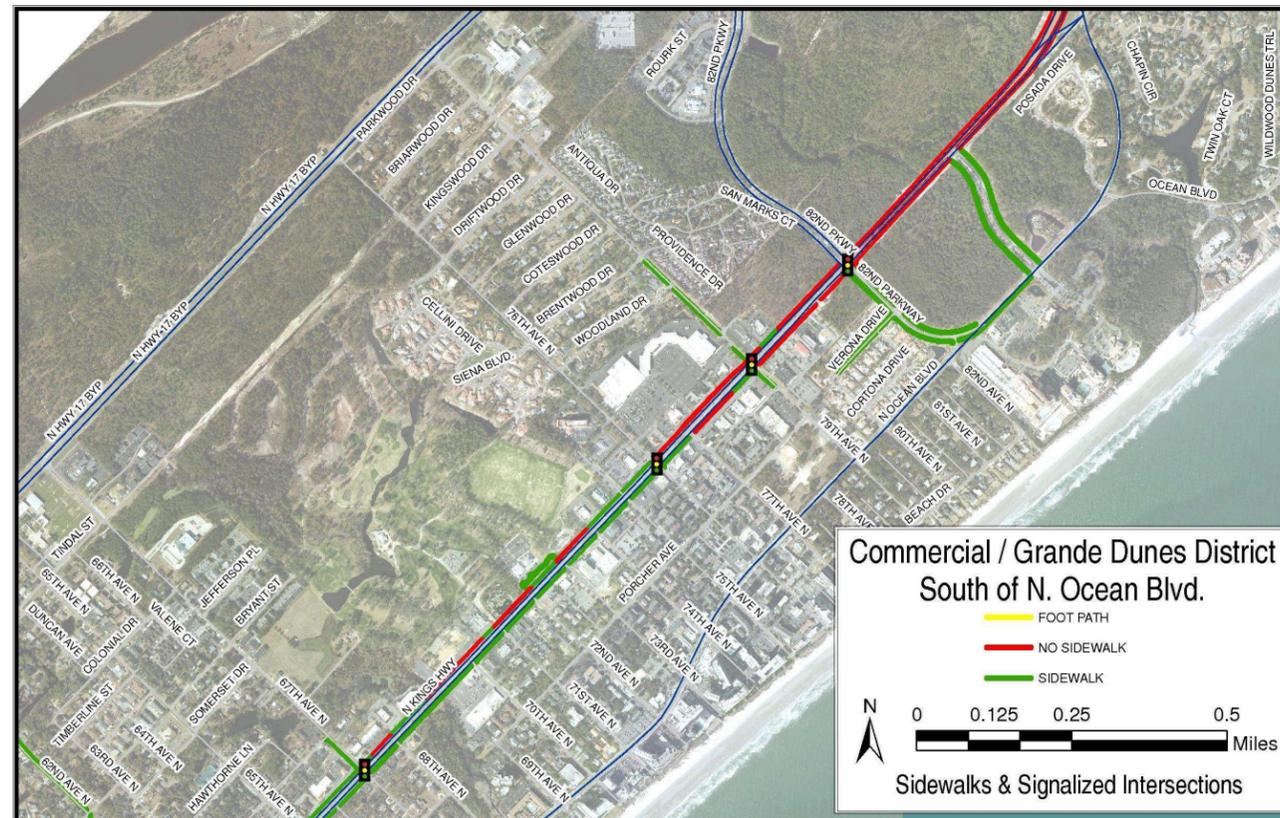


Figure 3-23: Commercial/Grande Dunes District South of N. Ocean Boulevard, Sidewalks and Signalized Intersections

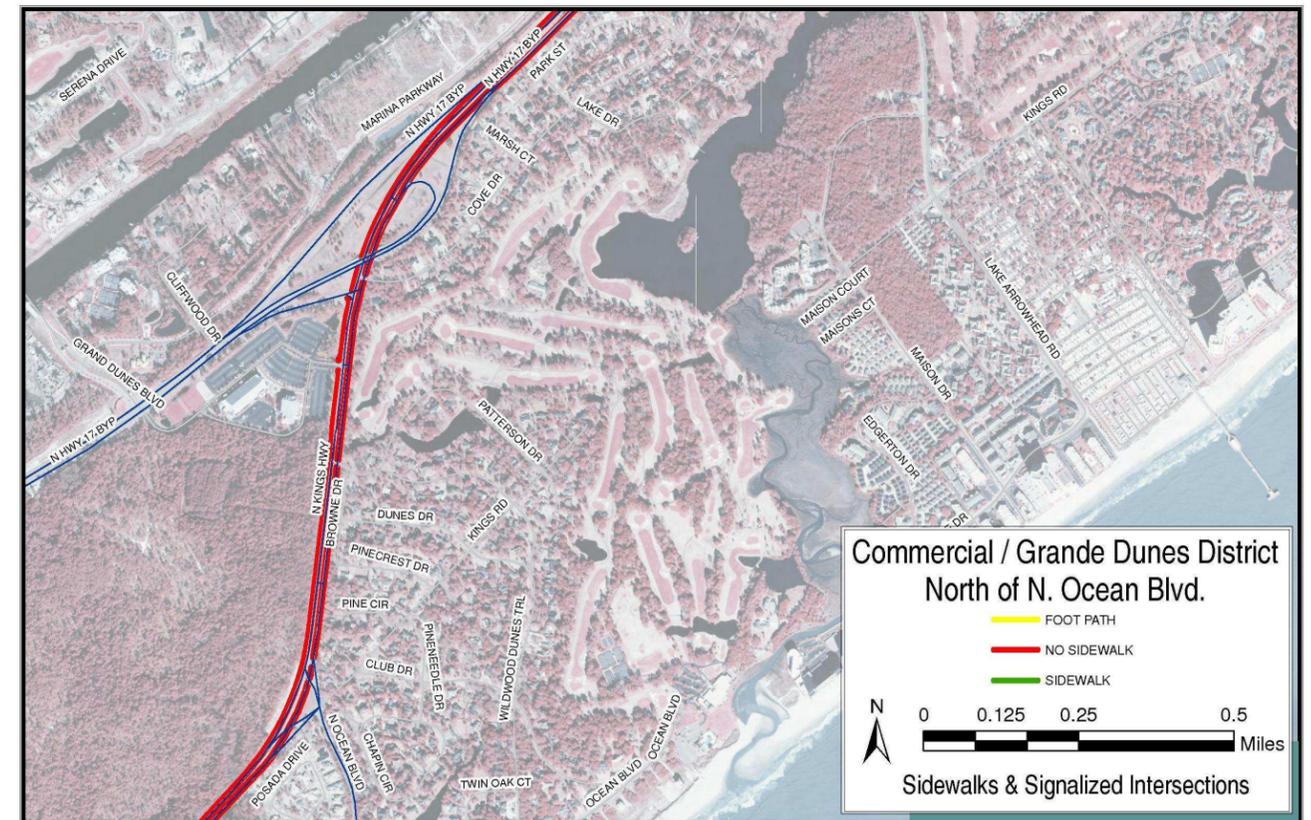


Figure 3-24: Commercial/Grande Dunes District North of N. of Ocean Boulevard, Sidewalks and Signalized Intersections

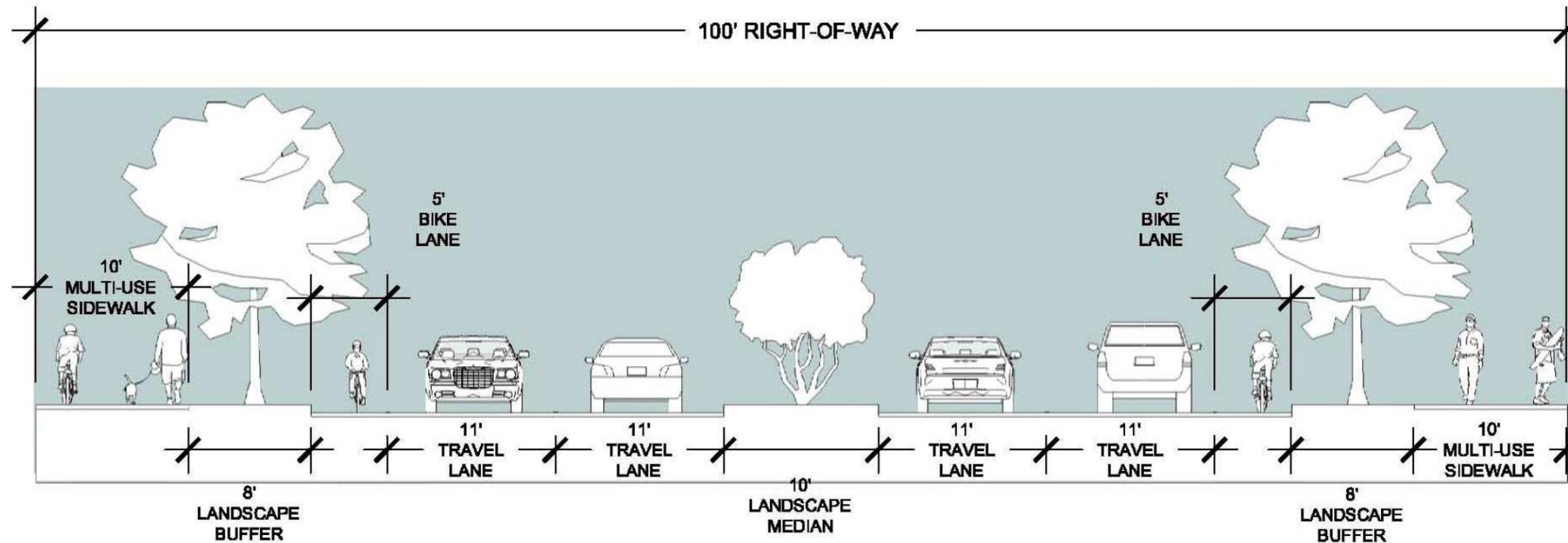


Figure 3-25: Cross Section D: Proposed

CROSS SECTION D PROPOSED

Long Term Improvements (15-30 Years)

- Construct a multi-use sidewalk along western side of Kings Highway from 82nd Parkway to US Highway 17 Bypass junction
- Construct a multi-use sidewalk along eastern side of Kings Highway from Kings Road to Cove Drive (north)

Bicycle

Immediate Improvements (0-5 Years)

- Add dedicated bike lanes from 72nd Avenue North to 82nd Parkway per new street cross-section

Near Term Improvements (5-15 years)

- Add dedicated bike lanes from 67th Avenue North to 72nd Avenue North
- Construct a multi-use sidewalk along eastern side of Kings Highway from 82nd Parkway to Kings Road

Long Term Improvements (15-30 Years)

- Construct a multi-use sidewalk along western side of Kings Highway from 82nd Parkway to US Highway 17 Bypass junction

- Construct a multi-use sidewalk along eastern side of Kings Highway from Kings Road to Cove Drive (north)

Transit

Immediate Improvements (0-5 Years)

- Curbside Stop at the Far Side of Intersection
 - 72nd Avenue North
 - 76th Avenue North
 - 79th Avenue North
 - 82nd Parkway

Near Term Improvements (5-15 years)

- Upgrade Existing Curbside Stops to Bus Bay Stops at the Far Side of Intersection
 - 72nd Avenue North
 - 76th Avenue North
 - 79th Avenue North
 - 82nd Parkway
- Bus Bay Stops at the Far Side of Intersection



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- o Grande Dunes Boulevard
- o Kings Road

Long Term Improvements (15-30 Years)

- Bus Bay Stops at the Far Side of Intersection of Cove Drive area near US Highway 17 Bypass junction

Roadway

Immediate Improvements (0-5 Years)

- Travel Lanes:
 - o Reduce number of through travel lanes from six lanes to four lanes between 72nd Avenue North and 82nd Parkway
- Intersection Improvements:
 - o 76th Avenue North
 - o 79th Avenue North
- Raised Planted Medians:

Add raised planted medians per new street cross-section to the following areas:

 - o 72nd Avenue North to 74th Avenue North
 - o 74th Avenue North to 76th Avenue North
 - o 76th Avenue North to 78th Avenue North
 - o 79th Avenue North to 82nd Parkway
- Curb Cut Consolidation:
 - o Consolidate commercial curb cuts from 72nd Avenue North to 82nd Parkway, updating driveway aprons to the current City standard

Near Term Improvements (5-15 years)

- Travel Lanes:
 - o Reduce the number of through travel lanes from six lanes to four lanes between 67th Avenue North and 72nd Avenue North
- Intersection Improvements:
 - o 72nd Avenue North
 - o 82nd Parkway
 - o Grande Dunes Boulevard
- Raised Planted Medians

Add raised planted medians per new street cross-section to the following areas:

 - o 68th Avenue North to 70th Avenue North
 - o 70th Avenue North to 72nd Avenue North
- Install Landscape Improvements to existing medians as part of the Northern Gateway Entrance project, at the US Highway 17 Bypass junction
- Curb Cut Consolidation:
 - o Consolidate commercial curb cuts from 67th Avenue North to 72nd Avenue North, updating driveway aprons to the current City standard

Long Term Improvements (15-30 Years)

- Raised Planted Medians:

- o Install Landscape Improvements to existing medians from 82nd Parkway to the US Highway 17 Bypass junction (as allowed by SCDOT regulations and not to impede existing surface stormwater drainage systems)

Utilities

Immediate Improvements (0-5 Years)

- Bury existing utility lines from 72nd Avenue North to 82nd Parkway

Near Term Improvements (5-15 years)

- Bury existing utility lines from 67th Avenue North to 72nd Avenue North

Long Term Improvements (15-30 Years)

- Bury existing utility lines from Kings Road to Cove Drive (north)



Example of mast arm design, from Mr. Joe White Avenue



Design Concepts

Corridor Retail Development Study

The Corridor Retail Development Study analyzes an existing retail/commercial site located along Kings Highway between 76th Avenue North and 79th Avenue North. This three part study first inventories the current uses of the land, dividing the uses into a number of categories. The study then enhances the existing site, creating a more functional and aesthetically pleasing frontage along Kings Highway and increasing pedestrian connectivity to the retail businesses located toward the rear of the parcel. The final section of the study uses principles found in other successful pedestrian oriented sites in and around Myrtle Beach and redevelops the site.

Part One- Inventory

Structures and Parking

The study area consists of two main groups of buildings. The first group are out-parcels that are located directly adjacent to Kings Highway. Parking for these businesses are located around the front and sides of the structures. The second group of businesses is offset from the road and is divided from the first group by expansive parking areas. These parking areas serve the rear buildings. Driveways currently serve as the only link between these two areas. Smaller parking areas, meant for employees, exist behind the rear group of buildings. The site has a rich, diverse mix of retail, commercial and office uses and is surrounded by residential uses.

Pedestrian and Transit Facilities

Currently, there are no dedicated pedestrian, bicycle or transit facilities located along Kings Highway adjacent to the site. Sidewalks are located along the side streets on either side of the site, linking the site to the residential neighborhoods close by. The rear group of buildings provides sidewalks around the entire perimeter of the complex, but is not linked to the front group of businesses. Portions of sidewalk along the rear group of building is covered with an awning.

Open Space

Existing open space on the site is limited to a small area along Kings Highway, a long, narrow island planted with large mature trees that separate part of the parking area from the entry road and a stormwater retention area at the rear of the site.

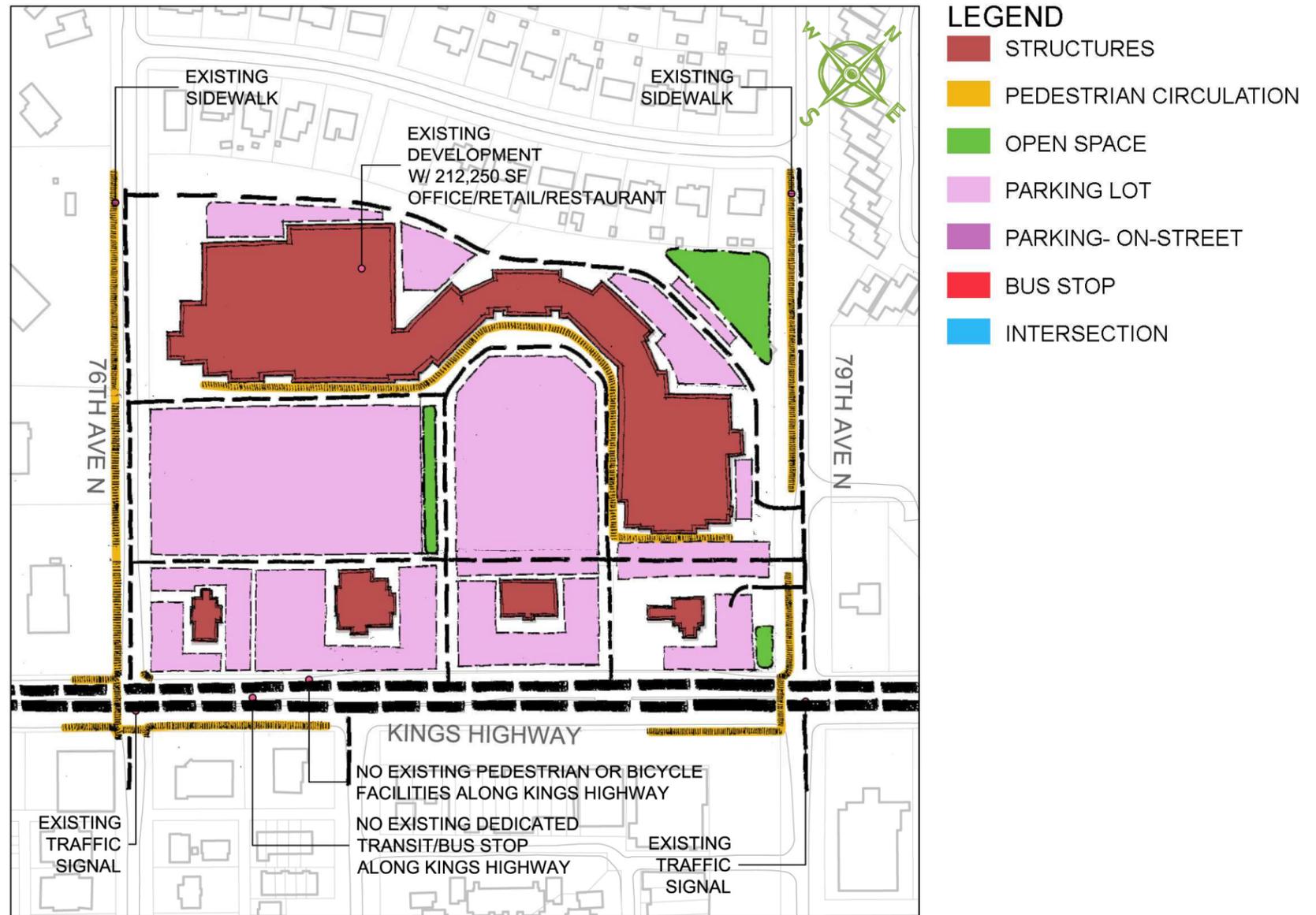


Figure 3-27: Figure 3-26: Retail Development—Existing Conditions



Part Two- Enhanced Site

Structures and Parking

Part Two of the study does not address any structures on site. The only change to the parking area occurs directly along Kings Highway. Some parking spaces were removed to provide ample space for a ten foot wide multi-use sidewalk along the roadway. A few more parking spaces were removed to provide clear, direct pedestrian access to each structure in the front group of businesses.

Pedestrian and Transit Facilities

Dedicated pedestrian facilities connecting storefront sidewalks to the sidewalks along Kings Highway will enhance pedestrian traffic in and around the site. By removing a few parking spaces directly adjacent to Kings Highway and adjusting the lanes on the highway, a large, linear open space area is created along the frontage of the property. This area is wide enough to provide an eight foot wide landscape buffer along the roadway, a ten foot wide multi-use sidewalk and an additional landscape area along the back side of the sidewalk. Direct pedestrian connections are then added from the new sidewalk to each of the structures in the front group of buildings. A long sidewalk takes advantage of the open space within the parking lot and connects to the existing walkway around the rear buildings. Small sidewalks are added on either side of the site to connect to the existing side street sidewalks.

Improvements, to include pedestrian signals and protected crosswalks, are made to each of the signalized intersections to allow residents from the other side of Kings Highway to safely cross the road to access the businesses on site. Finally, a transit stop is located on Kings Highway, connecting residents in this area to other areas along the corridor.

Open Space

The only major open space created in this part of the study is located directionally adjacent to the Kings Highway right-of-way. This area is used primarily for the new wide sidewalk, but also adds a green edge to the site.

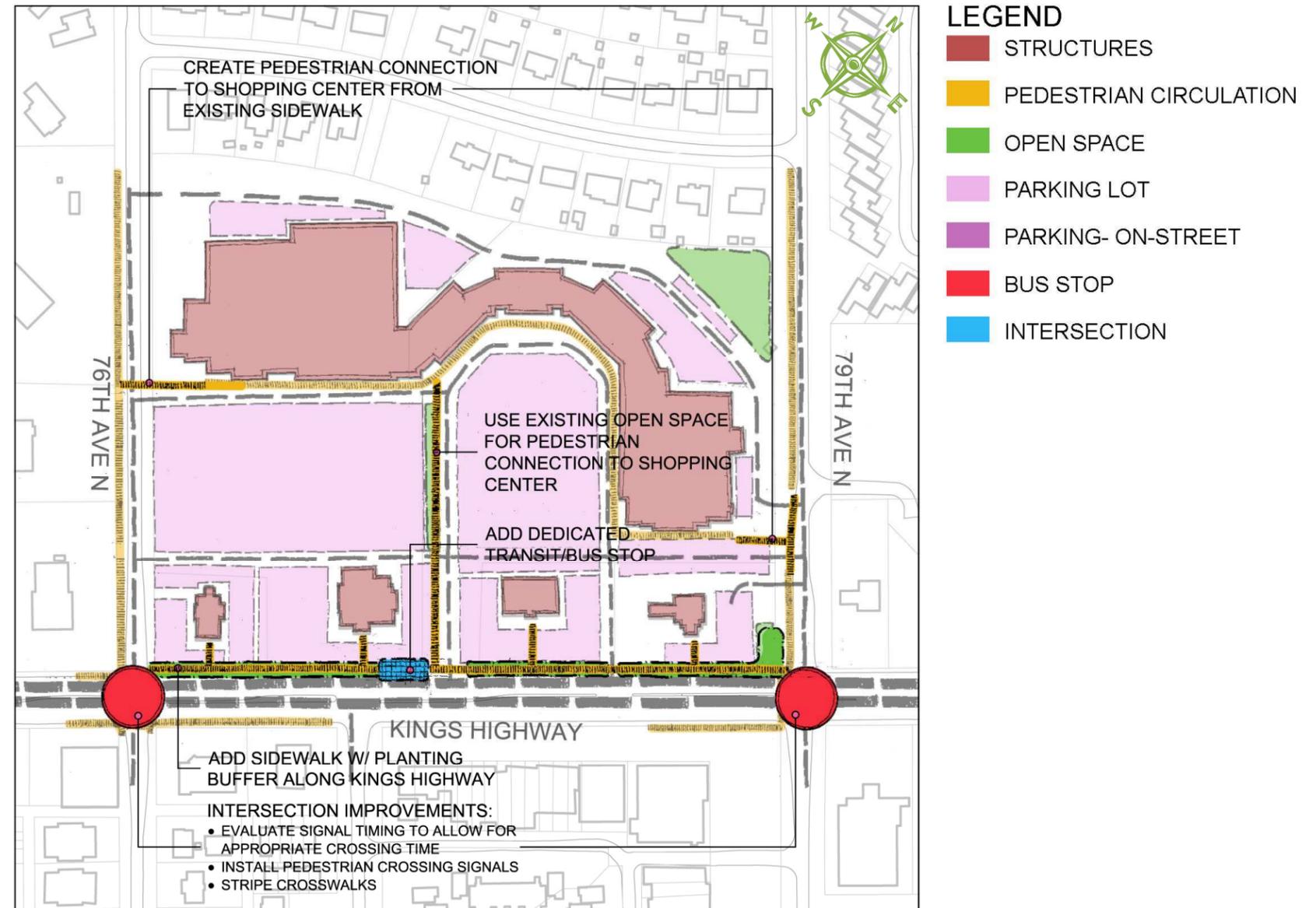


Figure 3-28: Retail Development-- Enhancement



KINGS HIGHWAY CORRIDOR STUDY



Part Three: Redeveloped Site

Structures and Parking

The existing site has no core or focal point. The two groups of buildings have no connection, though they are the most imposing elements of the site. Any shape or space that is to be created must be done first through the placement of the structures. The initial focus was to keep some elements of the existing structures while breaking apart others to create a development that has character, possesses a core area, or focal point, and addresses the surrounding neighborhood. The resulting design maintains a focus along Kings Highway, while using elements of new construction to face the side streets on either side of the site. A large existing structure anchors one area of the development, while a generous open space area becomes the focal element of the site. Additional new construction encircles the open space area on three sides, while the fourth side of the open space fronts Kings Highway. Several of the new structures are two-story buildings, used to help frame and define the large open space area. Parking areas have been broken up around the entire site, and feature planted medians and include sidewalks for pedestrian connectivity. In addition, on-street parking has been added through the core area of the development, much like parking found on Main Street in downtown Myrtle Beach.

Pedestrian and Transit Facilities

Similar improvements were made along Kings Highway and at the existing signalized intersections in this concept as in the Enhanced Site concept. Strong pedestrian connections were also maintained to the existing sidewalks to the side streets flanking the site. A vast network of pedestrian facilities was created through the interior of the site. These areas are located on raised planted medians, which were also used to separate large parking areas. Multiple connections are made from the Kings Highway and side street sidewalks into the site. A dedicated transit stop has been added along Kings Highway, located at the open space area.

Open Space

The major focal element of the Redeveloped Site is the large open space area. This area provides a lush, visual element for the development. In addition, it creates a wonderful view from Kings Highway. The space can be used for community events, sidewalk sales, concerts, or other community or retail based gatherings. A variety of elements, including splash fountains, outdoor dining spaces and open lawn areas, can be included within this central space. Other smaller open space areas have been included along

the perimeter of the site to give the development a lively visual appeal.

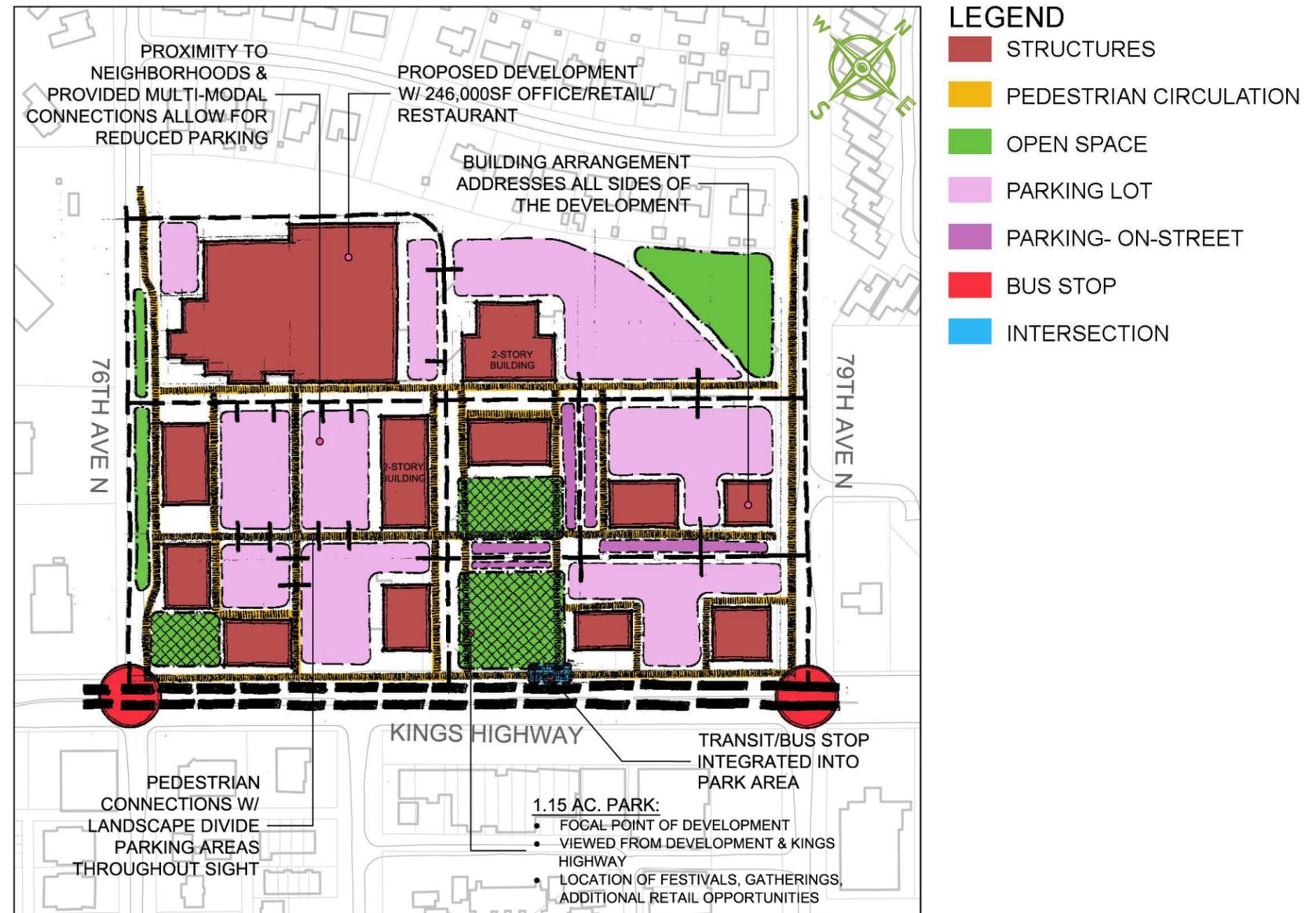


Figure 3-29: Retail Development—Site Redevelopment



AREA 5 – RESTAURANT ROW / BAREFOOT LANDING DISTRICT

Overview

The Restaurant Row/Barefoot Landing District extends north from Cove Drive to 48th Avenue South, crossing from unincorporated Horry County to the Town of Briarcliffe Acres, and to the southern limits of the City of North Myrtle Beach. Restaurant Row, Colonial Mall and Barefoot Landing are the defining commercial areas within this district. Other commercial areas include the Super Wal-Mart shopping area and the Tanger Outlet Center.

In the area between US 17 Bypass and SC Highway 22, Kings Highway is located close to the Intracoastal Waterway and farther away from the ocean than the four other districts to the south.

Restaurant Row is the name given to a concentration of long-standing seafood restaurants between US 17 Bypass and Chestnut Road. Traditionally, the area has been known for their seafood restaurants. Businesses and restaurants along Kings Highway throughout this area are situated on large parcels that have numerous and large parking lots and frequent and/or wide curb cuts.

Tanger Outlet Center and Colonial Mall are located on either side of the Kings Highway/SC Highway 22

interchange and are area destinations for tourists and year-round residents.

Barefoot Landing, at the southern extent of North Myrtle Beach, offers retail, restaurant and nightlife options. The House of Blues, a live concert venue, draws tourists to the area to see national touring acts. The venue is capable of bringing tourists to the Myrtle Beach Area during the off season, since it is sometimes the only venue in the Carolinas where some acts are scheduled to perform.

Between US 17 Bypass and SC Highway 22, residential areas are situated closer to the ocean with a minimal presence along Kings Highway. Lake Arrowhead Road, Chestnut Road and Hilton Road provide access to these residential areas. Between SC Highway 22 and Barefoot Landing, the Town of Briarcliffe Acres is made up of residential



Barefoot Landing

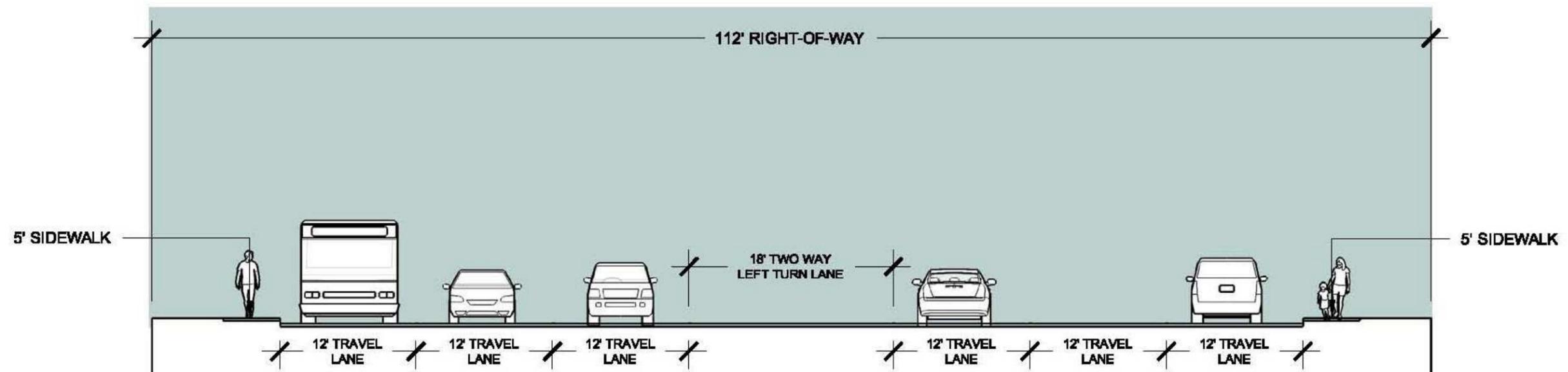


Figure 3-30: Cross Section E: Existing

CROSS SECTION E EXISTING



KINGS HIGHWAY CORRIDOR STUDY



neighborhoods on both sides of Kings Highway. These neighborhoods are screened from Kings Highway by lines of established trees. North of SC Highway 22, the residential areas are concentrated between Colonial Mall and Barefoot Landing. They are self-contained and only have one or two points of access to Kings Highway. This can make it difficult to access Kings Highway from these neighborhoods.

The construction of SC Highway 22 provides an alternative route for tourists and year-round residents to access the northern end of Myrtle Beach and the southern end of North Myrtle Beach from US 501 west of Conway. The 2006 estimated ADT for SC Highway 22 between Carolina Bays Parkway and Kings Highway was 26,000.

The transition from Myrtle Beach to Horry County is visually evident by the amount and type of signage along the corridor. Numerous billboards and business signs have created visual clutter, making it difficult for motorists to navigate through this part of the corridor. As redevelopment occurs within this area, it will be important for the City of Myrtle Beach to coordinate with Horry County to achieve a unified visual appearance for Kings Highway. Improvements within this district area will be subject to Horry County's and the City of North Myrtle Beach's existing policies and ordinances.

Transportation Analysis

Cove Drive to 48th Avenue South, North Myrtle Beach

Distinguishing Features:

- Wide Right-of-Way: 113 feet to 125 feet

- Six travel lanes with two-way left turn lanes throughout
- Sidewalks on both sides of the road, non-continuous
- Curbs throughout

Bicycle and Pedestrian Facilities

Within the Restaurant Row/Barefoot Landing District, sidewalks are present in some places and are not present in others. Between Cove Drive and Wagon Wheel Road just south of the SC Highway 22 interchange, sidewalks are located on both sides of Kings Highway. These sidewalks are narrow and are located at the back of the curb, providing no buffer to protect pedestrians from passing motorists. Evidence in the form of "cow paths", dirt paths along the sides of roads lacking sidewalks, indicates pedestrian activity between Colonial Mall and Barefoot Landing and clearly indicates the need for sidewalks in this area. Driveways within Restaurant Row are frequent and sometimes excessively wide, creating a point of conflict between pedestrians and motorists. Pedestrian signals are located at most of the signalized intersections.

Sidewalks extend the entire length of the north side of 48th Avenue South from Kings Highway to South Ocean Boulevard across from Barefoot Landing, within the City of North Myrtle Beach.

There are no bicycle or transit facilities in this area.

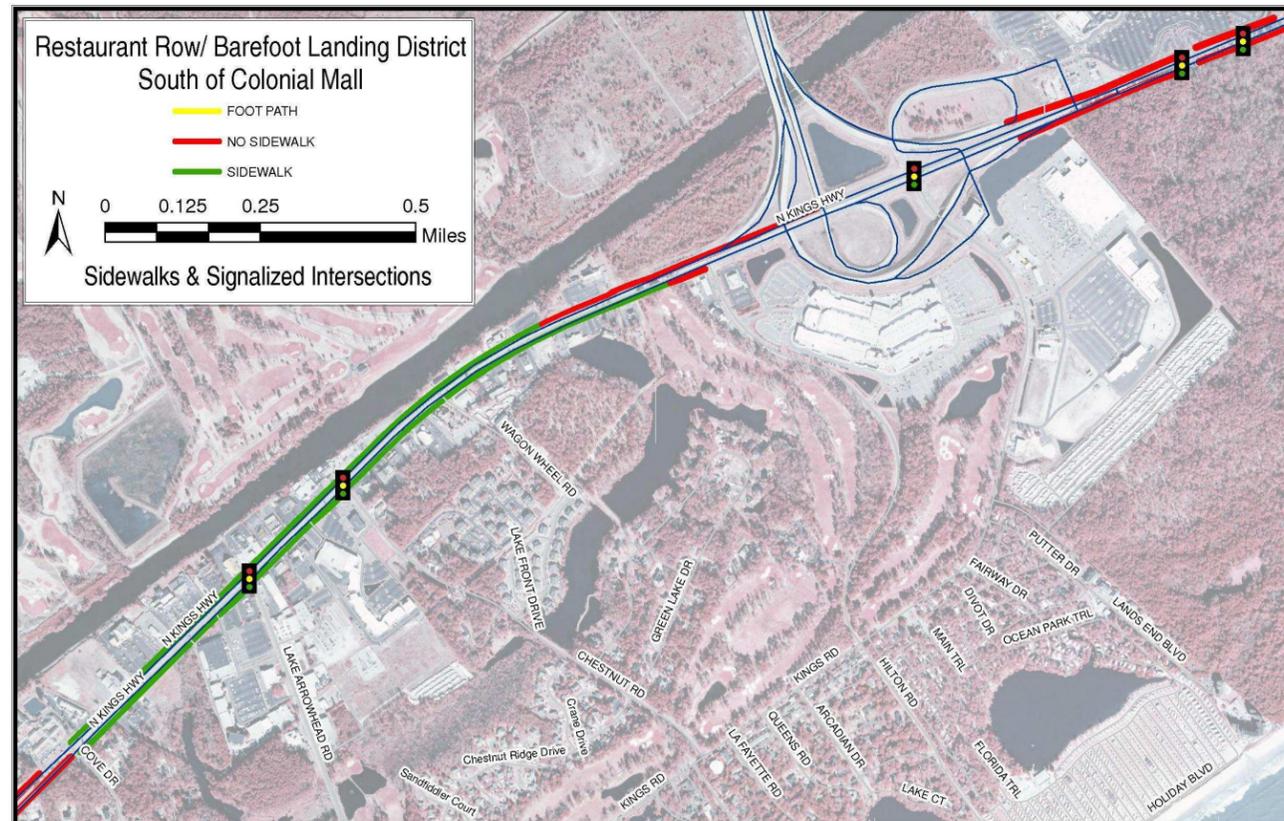


Figure 3-31: Restaurant Row/Barefoot Landing District South of Colonial Mall, Sidewalks and Signalized Intersections

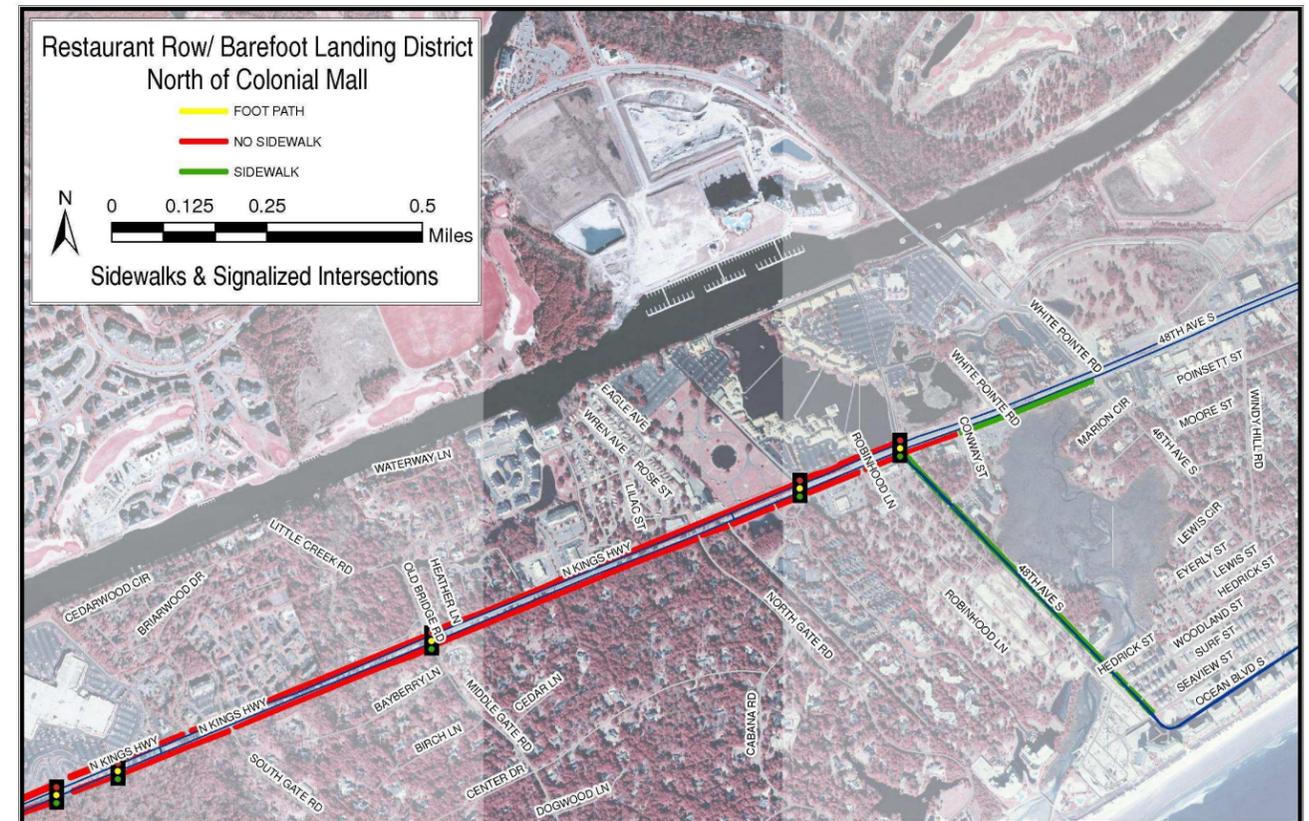


Figure 3-32: Restaurant Row/Barefoot Landing District North of Colonial Mall, Sidewalks and Signalized Intersections



KINGS HIGHWAY CORRIDOR STUDY



Restaurant Row, looking north

Vehicle Facilities

Throughout the Restaurant Row/Barefoot Landing District, Kings Highway is a 6-lane roadway with a center two-way left turn lane and a posted speed limit of 45 miles per hour. However, vehicle speeds were observed to be greater than the posted speed limit. Signalized intersections are widely spaced, except for the signals concentrated around Colonial Mall and Barefoot Landing. The wide spacing of traffic signals is a contributing factor to the excessive speeds within the corridor.

Traffic signals are located at the intersection of Kings Highway with:

- Lake Arrowhead Road
- Chestnut Road
- Kings Road
- Colonial Mall entrances (two)
- Middle Gate Road
- Ocean Creek Dr (southern Barefoot Landing entrance)
- 48th Avenue South (middle Barefoot Landing entrance)

Two SCDOT traffic count stations are located in the Restaurant Row/Barefoot Landing District. Station 109 is located along Kings Highway between US 17 Bypass and Lake Arrowhead Road; Station 111 is located between Lake Arrowhead Road and 48th Avenue South. The 2006 ADT for Station 109 were 61,100, the highest count from any of the stations located within the study area. The average 2030 ADT are expected to be 140,000, an annual growth of approximately 4.6 percent. Station 111 reported 2006 volumes to be 59,900, and the anticipated 2030 average ADT are 90,700, an approximately 1.9 percent annual growth rate. The entire length of North Kings Highway within the Restaurant Row/Barefoot Landing District is expected to operate at LOS F in 2030.

The SC Highway 22 interchange has increased traffic along Kings Highway. The proximity of several destinations, such as the Colonial Mall, the Super Wal-Mart, the Tanger Outlet and Barefoot Landing, also contribute to the traffic volumes. The existing cross-section of Kings Highway is very wide through this area. The wide character of the road and lack of landscaping allows for sufficient sight distances, but results in a roadway lacking in aesthetics.

The continuous center two-way left turn lane invites a large amount of driver unpredictability, most notably in the Restaurant Row area since there are many access points along the roadway. Motorists are known to use the center lane as an additional travel lane, creating an unsafe driving environment. Improvements to the roadway and control of access are needed to make driving movements more predictable.

Directional and wayfinding signage could be improved, as there is no signage to direct motorists to destinations off of Kings Highway. The scale of business signs becomes overwhelming in places, especially around Restaurant Row, and creates visual clutter.

Conclusions

The number of curb cuts, coupled with the traffic volumes in Restaurant Row during tourist season creates a significant amount of stop-and-go traffic. This leads to unsafe traveling conditions when combined with motorists traveling at or above the posted speed limit. Reducing the number and width of existing driveways, could increase safety by making driver behavior more predictable within this area.

The underutilized two-way left turn lane provides an ideal location to introduce landscape medians along this section of the corridor. The landscape medians will not only soften the feel of the roadway, they will serve as a traffic calming device by changing the perception of the roadway, making it feel narrower, thus slowing traffic. Worn foot paths are present along the side of the roadway, indicating that pedestrians are traveling along Kings Highway despite the lack of sidewalks. Installing sidewalks in this area would indicate to motorists the possible presence of pedestrians, increasing their awareness and enhancing pedestrian safety.

The absence of shade trees and other forms of landscaping is very noticeable within Restaurant Row. The extensive amount of pavement provides an opportunity to introduce new landscape elements and to improve the aesthetics of this area. The center turn lane here and along the remaining length of the corridor, can be broken up with landscape medians that would improve the aesthetics and make driver behavior more predicable



Evidence of pedestrian activity



Pedestrian crosswalk but no sidewalks along either side of Kings Highway



KINGS HIGHWAY CORRIDOR STUDY



Recommendations

The following recommendations concentrate on Kings Highway from the north end of Cove Drive to 48th Avenue South in North Myrtle Beach.

Pedestrian

Immediate Improvements (0-5 Years)

- Construct five foot sidewalk from Cove Drive (north) to Hilton Road along the western edge of Kings Highway
- Construct ten foot wide multi-use sidewalk from Cove Drive (north) to Hilton Road along the eastern edge of Kings Highway

Near Term Improvements (5-15 years)

- Construct five foot sidewalk from Old Bridge Road/Middle Gate Road to 48th Avenue South (NMB) along the western edge of Kings Highway
- Construct ten foot wide multi-use sidewalk from Old Bridge Road/Middle Gate Road to 48th Avenue South (NMB) along the eastern edge of Kings Highway

Long Term Improvements (15-30 Years)

- Construct ten foot wide multi-use sidewalk from Hilton Road to Kings Road. Sidewalk to be located off road, under roadway bridges, around existing lakes and within existing open space at the Highway 22 junction.
- Construct five foot sidewalk from Kings Road to Old Bridge Road/Middle Gate Road along the western edge of Kings Highway.
- Construct ten foot wide multi-use sidewalk from Kings Road to Old Bridge Road/Middle Gate Road along the eastern edge of Kings Highway



Example of recommended sidewalk widths, located along Mr. Joe White Avenue

Bicycle

Immediate Improvements (0-5 Years)

- Add dedicated bike lanes from Cove Drive (north) to Hilton Road per new street cross-section
- Construct ten foot wide multi-use sidewalk from Cove Drive (north) to Hilton Road along the eastern edge of Kings Highway

Near Term Improvements (5-15 years)

- Add dedicated bike lanes from Old Bridge Road/Middle Gate Road to 48th Avenue South (NMB) per new street cross-section
- Construct ten foot wide multi-use sidewalk from Old Bridge Road/Middle Gate Road to 48th Avenue South (NMB) along the eastern edge of Kings Highway

Long Term Improvements (15-30 Years)

- Construct ten foot wide multi-use sidewalk from Hilton Road to Kings Road. Sidewalk to be located off road, under roadway bridges, around existing lakes and within existing open space at the Highway 22 junction.
- Add dedicated bike lanes from Hilton Road to Old Bridge Road/Middle Gate Road per new street cross-section
- Construct ten foot wide multi-use sidewalk from Kings Road to Old Bridge Road/Middle Gate Road along the eastern edge of Kings Highway

Transit

Immediate Improvements (0-5 Years)

- Add Enhanced Curbside Stop at the Near Side of Intersection in both directions:
 - Arrowhead Road
 - Chestnut Road
 - Wagon Wheel Road
- Add Curbside Stop at the Near Side of Intersection in both directions
 - Hilton Road
 - Kings Road
 - Mall Access Road
 - Briarwood Drive/South Gate Road
 - Old Bridge Road/Middle Gate Road
 - North Gate Road
 - 48th Avenue South (NMB)

Near Term Improvements (5-15 years)

- Upgrade Existing Curbside Stops to Enhanced Curbside Stop at the Near Side of Intersection
 - Old Bridge Road/Middle Gate Road
 - North Gate Road
 - 48th Avenue South

Long Term Improvements (15-30 Years)

- Upgrade Existing Curbside Stops to Enhanced Curbside Stop at the Near Side of Intersection
 - Hilton Road
 - Kings Road
 - Mall Access Road
 - Briarwood Drive/South Gate Road

Land Development

Immediate Improvements (0-5 Years)

- Work with Horry County to develop additions and revisions to existing ordinance to encourage or mandate connectivity between large parking lots for commercial land uses
- Apply access management techniques to reduce frequent and/or wide driveways as part of the development/redevelopment

Roadway

Immediate Improvements (0-5 Years)

- Travel Lanes:

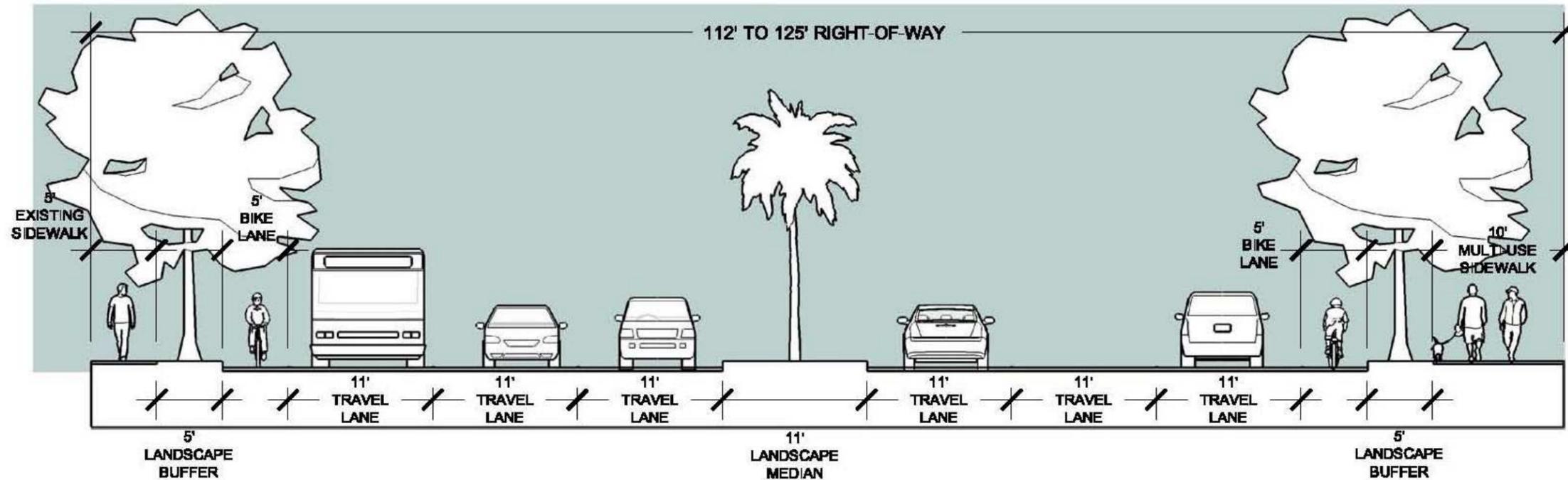


Figure 3-33: Cross Section E: Proposed

CROSS SECTION E PROPOSED

- Reduce the width of the six Travel Lanes between Cove Drive and Hilton Road from 12 feet to 11 feet
 - Intersection Improvements:
 - Arrowhead Road
 - Chestnut Road
 - Raised Planted Medians
 - Add raised planted medians per new street cross-section to the following areas:
 - Cove Drive (north) to Arrowhead Road with one U-turn break
 - Arrowhead Road to Chestnut Road with one U-turn break
 - Chestnut Road to Wagon Wheel Road with one U-turn break
 - Wagon Wheel Road to Hilton Road with two U-turn breaks
 - Curb Cut Consolidation:
 - Consolidate commercial curb cuts from Cove Drive (north) to Hilton Road, updating driveway aprons to the current City standard
- Near Term Improvements (5-15 years)*
- Travel Lanes:

- Reduce the width of the six Travel Lanes between Old Bridge Road/Middle Gate Road and 48th Avenue South from 12 feet to 11 feet
 - Intersection Improvements:
 - Old Bridge Road/Middle Gate Road
 - Ocean Creek Drive
 - 48th Avenue South
 - Raised Planted Medians
 - Add raised planted medians per new street cross-section to the following areas:
 - Old Bridge Road/Middle Gate Road to Commons Boulevard
 - Wren Avenue to North Gate Road
 - North Gate Road to Ocean Creek Road
- Long Term Improvements (15-30 Years)*
- Travel Lanes:
 - Reduce the width of the six Travel Lanes between Hilton Road and Old Bridge Road/Middle Gate Road from 12 feet to 11 feet
 - Intersection Improvements:



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- Wagon Wheel Road
- Hilton Road
- Kings Road
- Mall Access Road
- Briarwood Drive
- Raised Planted Medians
 - Add raised planted medians per new street cross-section to the following areas:
 - Hilton Road to Kings Road
 - Kings Road to Mall Access Road
 - Mall Access Road to Briarwood Drive
 - South Gate Road to Old Bridge Road/Middle Gate Road

Utilities

Immediate Improvements (0-5 Years)

- Bury existing utility lines from Cove Road (north) to Hilton Road
- Bury existing utility lines from Middle Gate Road to 48th Avenue South (North Myrtle Beach)

Near Term Improvements (5-15 years)

- Bury existing utility lines from Hilton Road to Old Bridge Road/Middle Gate Road



Design Concepts

Restaurant Row Improvements

The existing cross section of Kings Highway through the Restaurant Row area of Myrtle Beach consists of six travel lanes, three lanes in each direction, a wide dedicated two way left turn lane down the center of the road and five foot wide sidewalks along both sides of the road. Curb cuts are located throughout the entire area, many of which extend along the entire frontage of the parcels. The large volume of vehicles that travel through this area coupled with the excessive speeds many motorists use make navigating the area treacherous and unpredictable. The corridor is not an inviting environment for pedestrians or bicyclists for a number of reasons, including the large curb cuts, lack of separation from the travel lanes and general open nature of the corridor.

The initial focus for the proposed improvements along Restaurant Row is safety. Raised landscaped medians shall be added along the middle of the highway to better manage the location where left turns can be made. By limiting left turns and U-turns to several key areas, drivers' intentions become much more clear and predictable. These medians also provide an ideal location for landscape improvements within the corridor. The six travel lanes will remain due to the lack of alternative travel routes through this area. The travel lanes should be narrowed from 12 feet to 11 feet to enhance the awareness of drivers and slow traffic speeds. Dedicated bike lanes should be added in each direction of travel. These at grade bike lanes should be located along the curb on each side of the road. A five foot wide landscape buffer is proposed at the back of the curbs on either side of the road. These buffers provide separation between travel lanes and pedestrian facilities and create the opportunity to further visually narrow the corridor with the addition of large maturing street trees. A five foot wide sidewalk is planned along one side of the corridor, while a ten foot wide multi-use sidewalk is proposed along the opposite side of the road. Finally, driveway aprons entering Kings Highway should be upgraded to a city/county standard detail. The improved driveway aprons will better define vehicular areas from pedestrian areas while consolidating and narrowing the widths of the many existing driveways.

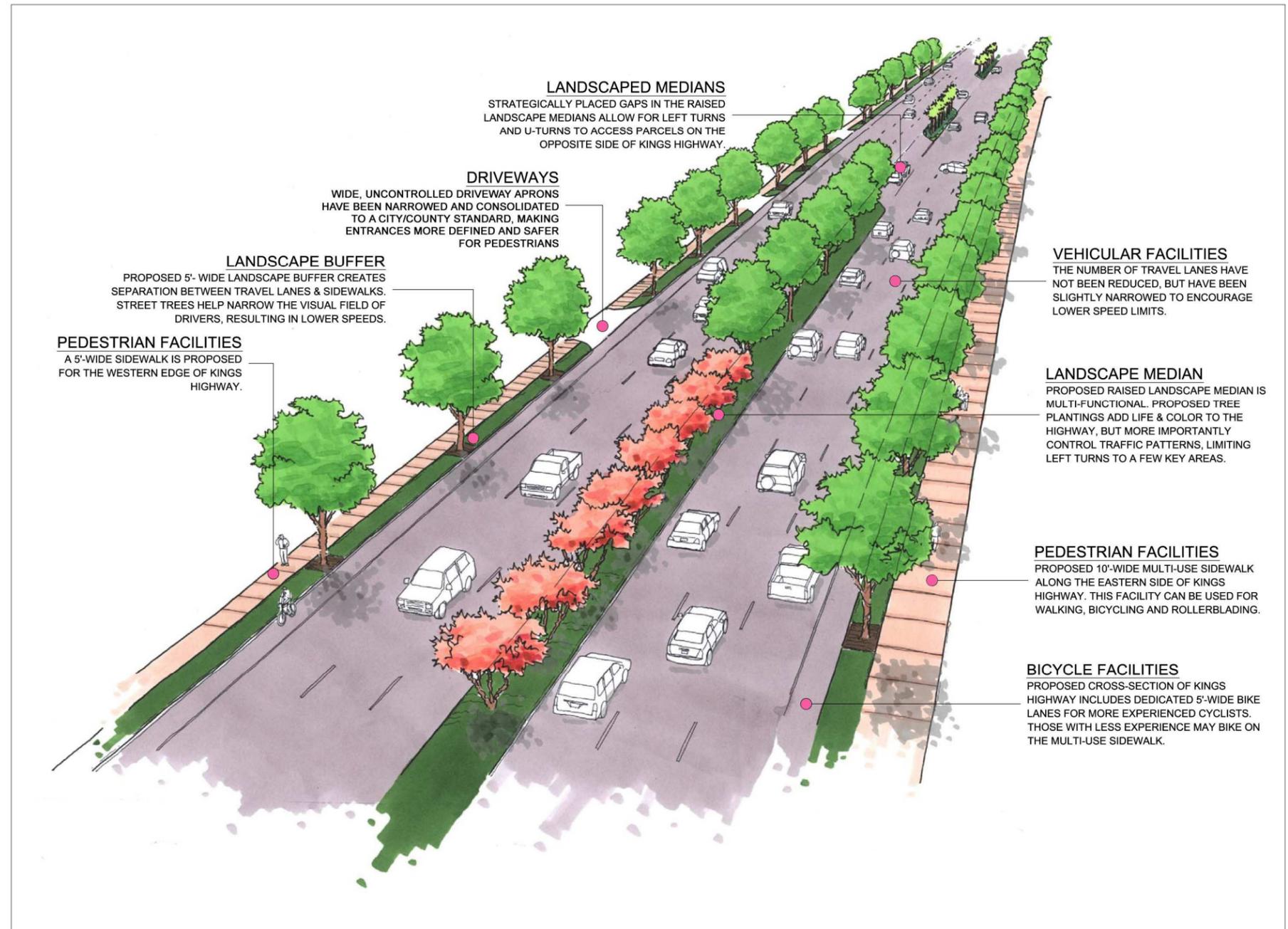


Figure 3-34: Proposed Restaurant Row Improvements



KINGS HIGHWAY CORRIDOR STUDY



Before and After: Kings Highway near Barefoot Landing-Vehicular and Pedestrian Facilities

The accompanying photos and renderings illustrate current conditions along Kings Highway and how the corridor would look with the recommended improvements described below.

The proposed improvements to Kings Highway do not reduce from six, the number of travel lanes, although the lanes are narrowed to 11 feet to help slow traffic. Raised landscape medians are proposed through the center of the roadway, limiting left turns to several key areas and providing space for landscape improvements. At grade dedicated bike lanes are proposed adjacent to the curb on either side of the roadway. Generous landscape buffers will be added on either side of the corridor, separating the travel lanes from pedestrians and creating the opportunity to plant large mature street trees. A five foot wide sidewalk shall be added along one side of Kings Highway, while a ten foot wide multi-use sidewalk shall be located along the opposite side of the roadway.



Figure 3-35: Before- Existing Roadway Conditions south of Barefoot Landing



Figure 3-36: Before- Evidence of pedestrian activity south of Barefoot Landing



Figure 3-36: After- Median and Right-of-Way improvements south of Barefoot Landing



Figure 3-37: After- Sidewalk improvements south of Barefoot Landing



FACILITIES

Overview

Corridor design has moved away from conventional design standards that plan for the automobile first with other modes accommodated where right-of-way allowed and has moved toward to the practice of Complete Streets. Complete streets are streets that adequately provide for all users: pedestrians, bicyclists, transit riders and motorists. The concept is not a “one size fits all” solution, but rather, acknowledges that a corridor’s design needs to reflect its context and function as a travel-way.

Agencies and organizations, such as the American Association of State Highway and Transportation Officials (AASHTO) and the Institute of Transportation Engineers (ITE), support Complete Streets and have published their recommended standards regarding roadway design and facilities. The recommendations take such controls as speed, roadway location, design vehicle, and roadway classification into consideration differently than the conventional design standards. These published standards suggest recommended width, striping, etc. for pedestrian, bicycle, transit, and vehicular facilities on various types of roadway in various contexts (urban core, suburban corridor, rural highway, etc.). AASHTO’s *Guide for the Planning, Design, and Operation of Pedestrian Facilities* and ITE’s *Design and Safety of Pedestrian Facilities* focus on the different types of pedestrian facilities and crossings. AASHTO’s *Guide for the Development of Bicycle Facilities* discusses planning for bicycle facilities that accommodate the different types of bicyclists. The AASHTO publications expand on the discussions of pedestrian and bicycle facilities included in their *Green Book- A Policy on Geometric Design of Highways and Streets*. The most recent and comprehensive publication addressing roadways that accommodate users of all modes is ITE’s *Context Sensitive Solutions in Designing Major Urban Thoroughfares for Walkable Communities*.

All of the publications mentioned were cited in arriving at best practices and standards that are relevant to the facilities whose design are similar in cross section, ADTs, speed, location, etc. to Kings Highway.

Bicycle Facilities

Overview

Bicyclists can vary in skill level, trip purpose, and facility preference. AASHTO and others recognize three main types of bicyclists:

- A. **Advanced bicyclists** who will ride along shared lanes and along roads without shared lane facilities. They prefer routes that provide directness to their destination and often travel at higher speeds.
- B. **Basic bicyclists** who prefer designated facilities such as striped bike lanes or wider outside lanes along busier streets.
- C. **Children** who require access to key destinations such as schools, parks, etc. but don’t yet have the traffic-related experience of adult bicyclists.

With the Myrtle Beach area attracting tourists, there is an increased potential for recreational riders, who would fall within the second group of bicyclists. When planning for bicycle accommodations, facilities should be provided that accommodate at least the second type of riders, since they are the largest group.

There are four main types of bicycle facilities that can be considered for roadways:

- **Shared Roadway (No Bike Designation)** – Facilities that do not get designated because either the roadway is unsuitable and encouraging user would be inappropriate, or the roadway is not a high bicycle demand corridor
- **Signed Shared Roadway** – Facilities are designated by bike route signs and serve either to:
 - Designate a preferred route through a high demand area; or
 - Provide continuity to other bike facilities, such as bike lanes on other streets
 Signs along this type of facility serve to alert motorists that bicyclists are present and to make bicyclists aware that local agencies (municipality, county, etc.) have taken action to assure these routes are suitable as shared routes.
- **Bike Lanes** – Facilities are designated by pavement markings (striping) and signing to improve the conditions for bicyclists. These facilities are created by reducing vehicle lane widths and/or removing on-street parking, which for the most part, is unsafe for bicyclists. Bike lanes need maintaining to ensure the safety of users.
- **Shared-Use Paths** – Facilities should offer opportunities not provided by the road system and are used by joggers, in-line skaters, dog walkers, etc.

Guiding Principles

Factors in facility-type selection that are relevant to the Kings Highway corridor:

- Skill level of users
- Motor vehicle parking – relevant in the downtown area of Kings Highway
- Directness – connecting traffic generators and destinations along a direct line of travel
- Accessibility
- Aesthetics – will apply when landscaping recommendations are implemented because trees can shield riders from the sun
- Stops – too many stops will cause bicyclists to ignore traffic control devices
- Conflicts – should be minimized. Kings Highway issue is too many driveways
- Maintenance – improve facility safety and use
- Pavement Surface Quality – bike facility should be free of drainage grates and utility covers
- Truck and Bus Traffic – trucks, motor homes and buses would be most-relevant issues along the corridor
- Intersection Conditions – appropriate crossing treatments need to consider high volumes
- Cost / Funding – make quality recommendations with a long-term commitment, knowing that funding might not be immediately available
- State and Local Laws and Ordinances – facilities must be consistent with ordinances

Design Guidelines and Standards

An important consideration in selecting bicycle facility type is continuity. Right-of-way presents a challenge to this in the downtown section of Kings Highway and the area immediately south, making recommending striped bike lanes along the entire length of the corridor not an immediate option. Signed shared roadways can be created in areas with minimal right-of-way by reducing the width of the inside travel lane. Wider outside lanes of 13’ or greater can then accommodate bicyclists and motorists.

The minimum width for striped bike lanes on urban thoroughfares with 35mph speed limits or less is 5’. However, the ITE recommended width for these facilities is 6’. Reducing vehicular travel lane widths to 11’ can create the right-of-way necessary for striped bike lanes.



Design Recommendations for Kings Highway

Bike Lane with Curb: Bicycle lanes in areas with curb and gutter pan shall be a minimum of 5' wide. This width allows for ample riding space, regardless of the locations of storm water grates. (Figure 4-1)

Bike Lane without Curb: In areas where no curb exists, or storm water grates are not present, bicycle lanes shall be a minimum of 4' wide. (Figure 4-2)

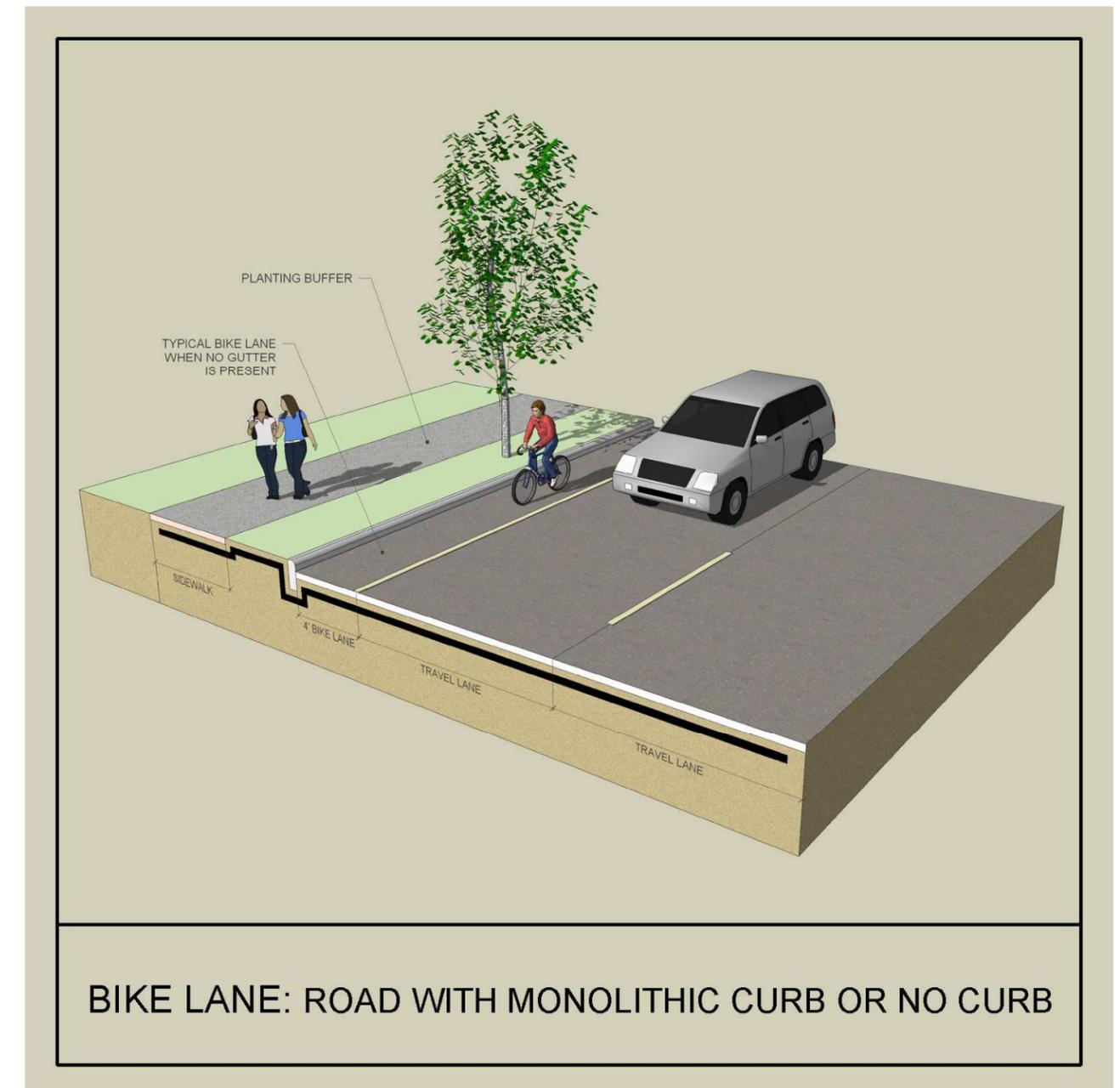
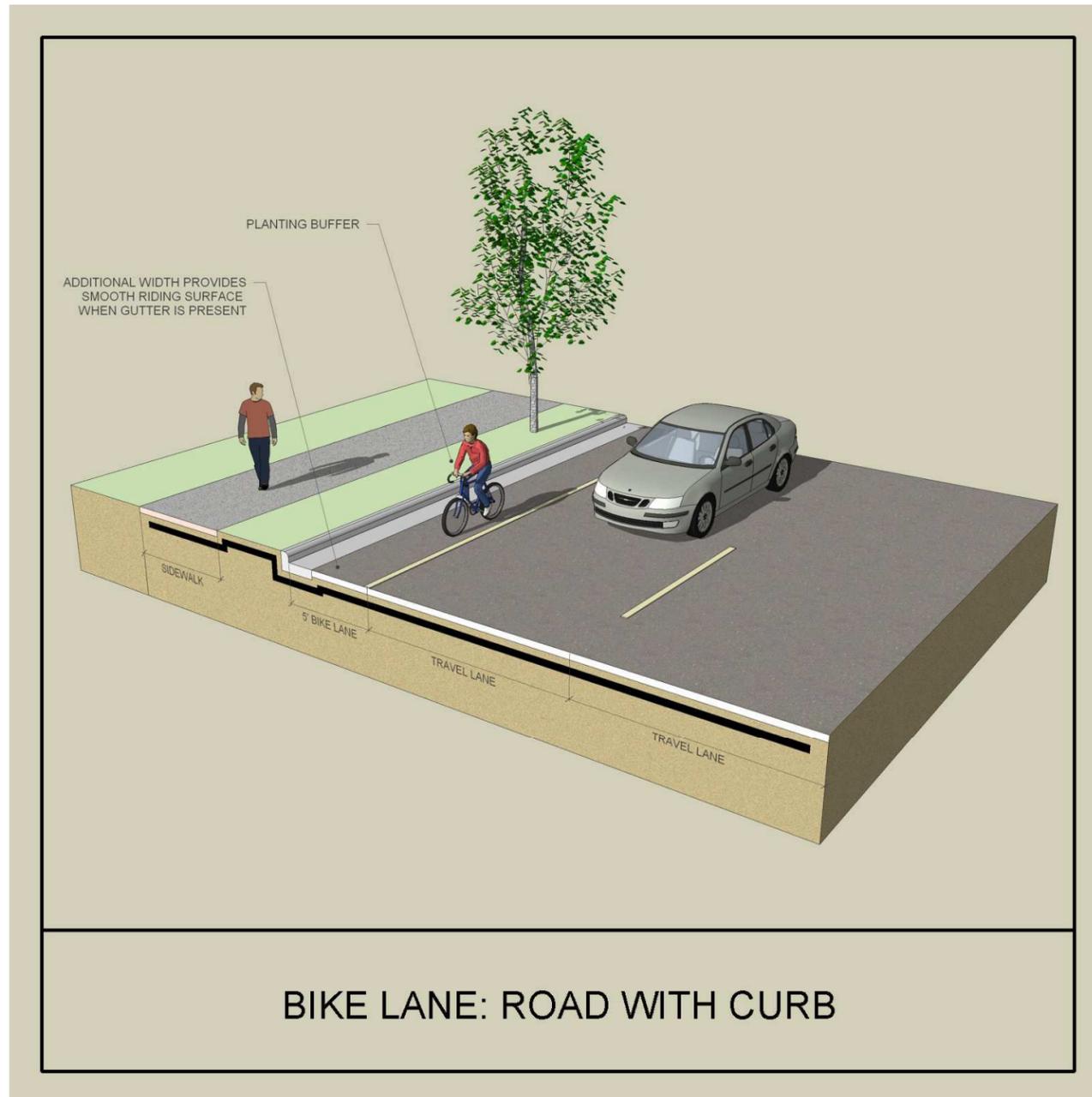


Figure 4-1: Bike Lane: Road with Curb

Figure 4-2: Bike Lane: Road with Monolithic Curb or No Curb



Vehicular Facilities

(Vehicular, but with a Complete Streets design)

Overview

Roadway design affects more than vehicles and their drivers. Poor design that provides maximum pavement for vehicles, while not having a significant impact on lane capacity, negatively affects users of other modes, such as pedestrians and bicyclists. Roadways can be retrofitted to accommodate users of all modes, while still providing adequate facilities for drivers.

Guiding Principles

In areas where limited right-of-way is an issue, the higher priority elements that should be implemented need to be agreed upon. These elements help the thoroughfare meet the vision and objectives of the community and corridor as a whole. In the case of Kings Highway, the goal is to provide facilities that are safe and continuous for bicyclists and pedestrians first, and roadways for vehicles second. It is best to phase in the absolute minimum design until right-of-way becomes available and is acquired, and the optimal design can be implemented.

Design controls recognized by AASHTO and ITE include functional classification, location (urban vs. rural), traffic volumes and level of service (LOS), design vehicle, and speed. Major urban thoroughfares should use the following design controls:

- Location
- Functional Classification – can be used to establish characteristics of vehicular travel along the roadway and whether the road is a primary emergency response route (**YES**), truck route (**NO**, because of alternate routes), or a major transit corridor (**MAYBE** more so in the future). These factors help to determine target speed, lane width, and number of travel lanes.
- Design Vehicle – select the largest design vehicle that will use the facility with considerable frequency
- Speed – is the most influential design control and the one that provides the most flexibility

Excessively wide streets create barriers for pedestrians and encourage high vehicular travel speeds, well above the target speed. The width of a roadway also affects building height-to-width ratio, which is an important element of visual design, in turn, affecting the “feel” of the roadway.

Medians separate opposite directions of travel, can vary in width, and can be raised with curbs or painted and flush with the pavement. In Context Sensitive Solutions (CSS), medians on low-speed urban thoroughfares, such as Kings Highway, are used for pedestrian refuge, access management, turning traffic accommodation, safety, landscaping, and lighting and utilities. Medians also serve as the location for mid-block crossings for pedestrians. They can serve as a focal point or create an identifiable gateway.

Changes in median width along the corridor should be avoided. The right-of-way issue along Kings Highway presents a challenge to this recommendation and will require modifications that better suit the corridor.

Although conventional street design typically discourages medians, CSS strongly encourages the use of medians for safety and operation, pedestrian refuge, aesthetics, shade and storm water inception. The last two reasons are especially applicable to Kings Highway.

Design Guidelines and Standards

- 10' lanes with 10' turn lanes with 35mph or less speed limit are acceptable on urban collectors and thoroughfares. **However**, SCDOT would allow minimum 11' lanes along Kings Highway. The proposed cross-sections throughout this report reflect SCDOT's recommended widths.
- If there are differences in lane widths, the outside lane should be the widest lane to accommodate large vehicles and bicyclists when bike lanes are not an option.
- Minimum width travel lanes should not be used alongside minimum width bike lanes. If enough space is not available to make one greater, then a wide outside lane should be provided.
- Modern buses require a minimum 11' lane on roads with 30-35mph design speed.
- Wide outside lanes, between 13' and 15' should be used for short distances when large vehicles, such as buses, need to negotiate bus stops and right turns instead of encroaching adjacent travel lanes.
- Access management and signal synchronization should be considered before making travel lanes wider as a way to increase capacity.



Design Recommendations for Kings Highway

Signalized Intersection Improvements: Proposed enhancements along Kings Highway have placed higher emphasis on signalized intersections to better serve vehicular traffic. These intersections must also provide safe areas for pedestrians and cyclists to cross the corridor. These improvements are critical in creating a corridor that is an asset to the community, not an impediment. (Figure 4-3)

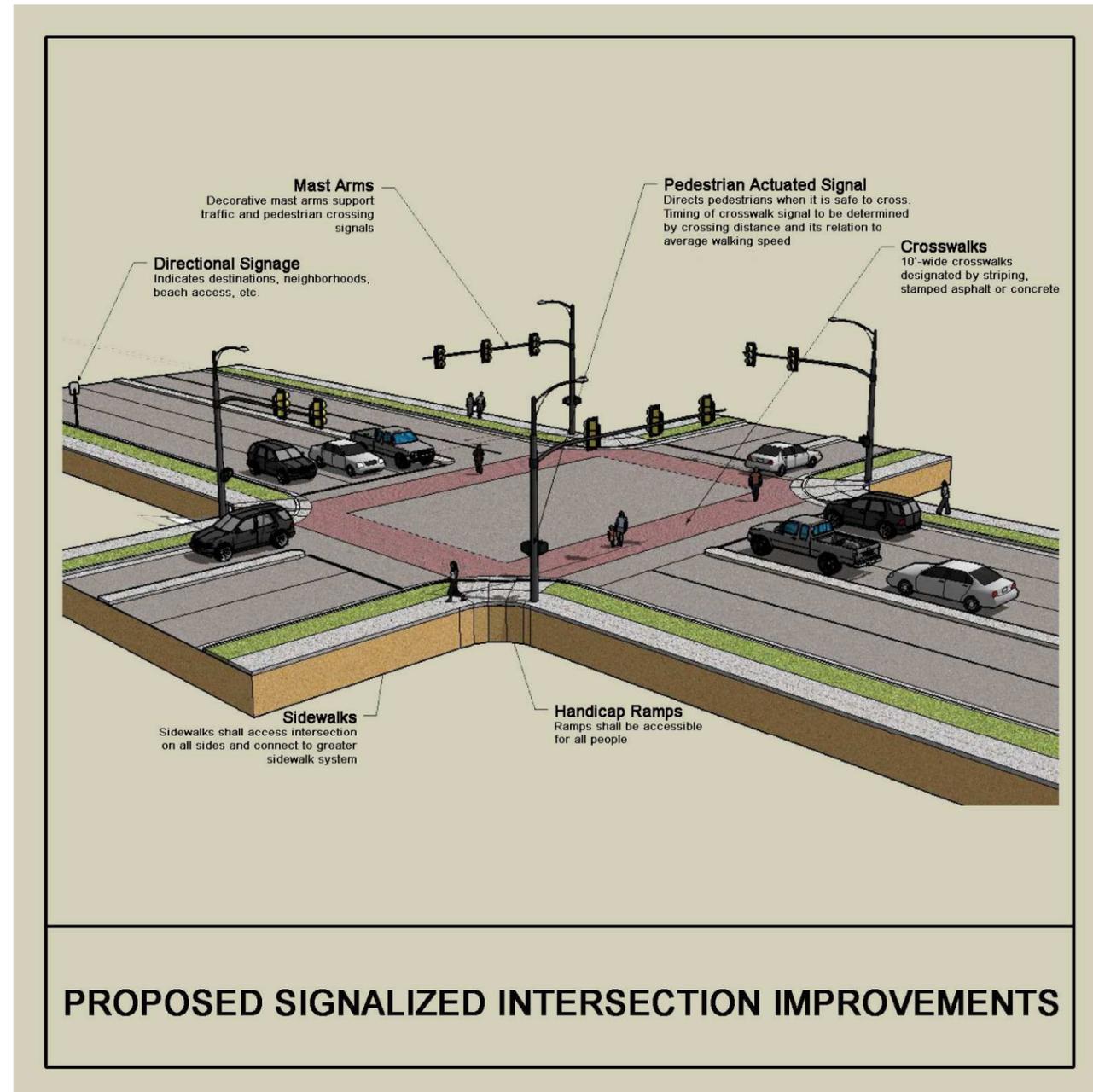


Figure 4-3: Proposed Signalized Intersection Improvements

Transit Facilities

Design Recommendations for Kings Highway

Transit-Basic Curbside: A Basic Curbside Transit Stop is an inexpensive way to provide a dedicated transit stop along the corridor. Improvements are limited to signage and a wider sidewalk to allow for a wheel chair ramp to be lowered. This design is also useful in areas of the corridor with limited right-of-way width. Buses at these stops use the travel lanes when loading and unloading passengers. (Fig 4-4)

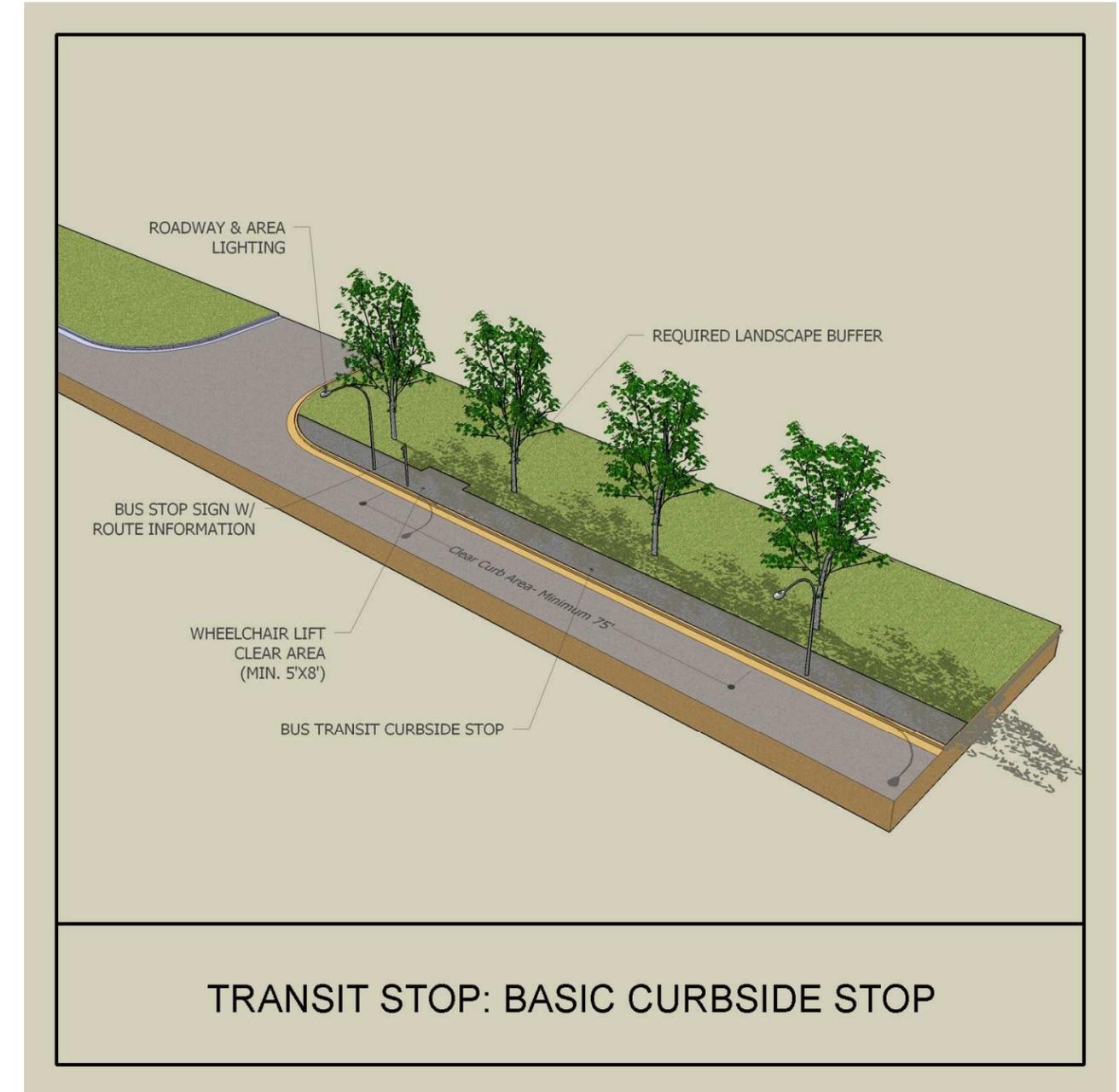


Figure 4-4: Transit Stop: Basic Curbside Stop



Transit- Enhanced Curbside: An Enhanced Curbside Transit Stop is ideal for less congested areas of the corridor. Improvements may include seating, landscape improvements, lighting and trash receptacles. Buses at these stops use the travel lanes when loading and unloading passengers. This facility type is good to use for destination areas where right-of-way is too narrow to allow for a bus bay stop. **(Figure 4-5)**

Transit- Bus Bay: A Bus Bay Transit Stop is designed for high traffic areas and major destinations. This dedicated stop allows for users to enter and exit the bus without causing traffic delays along the highway corridor. Improvements are more extravagant and may include a covered bus shelter, information kiosk, seating, landscape improvements, newspaper boxes and trash receptacles. Note that this option requires a generous amount of right-of-way to be implemented. **(Figure 4-6)**

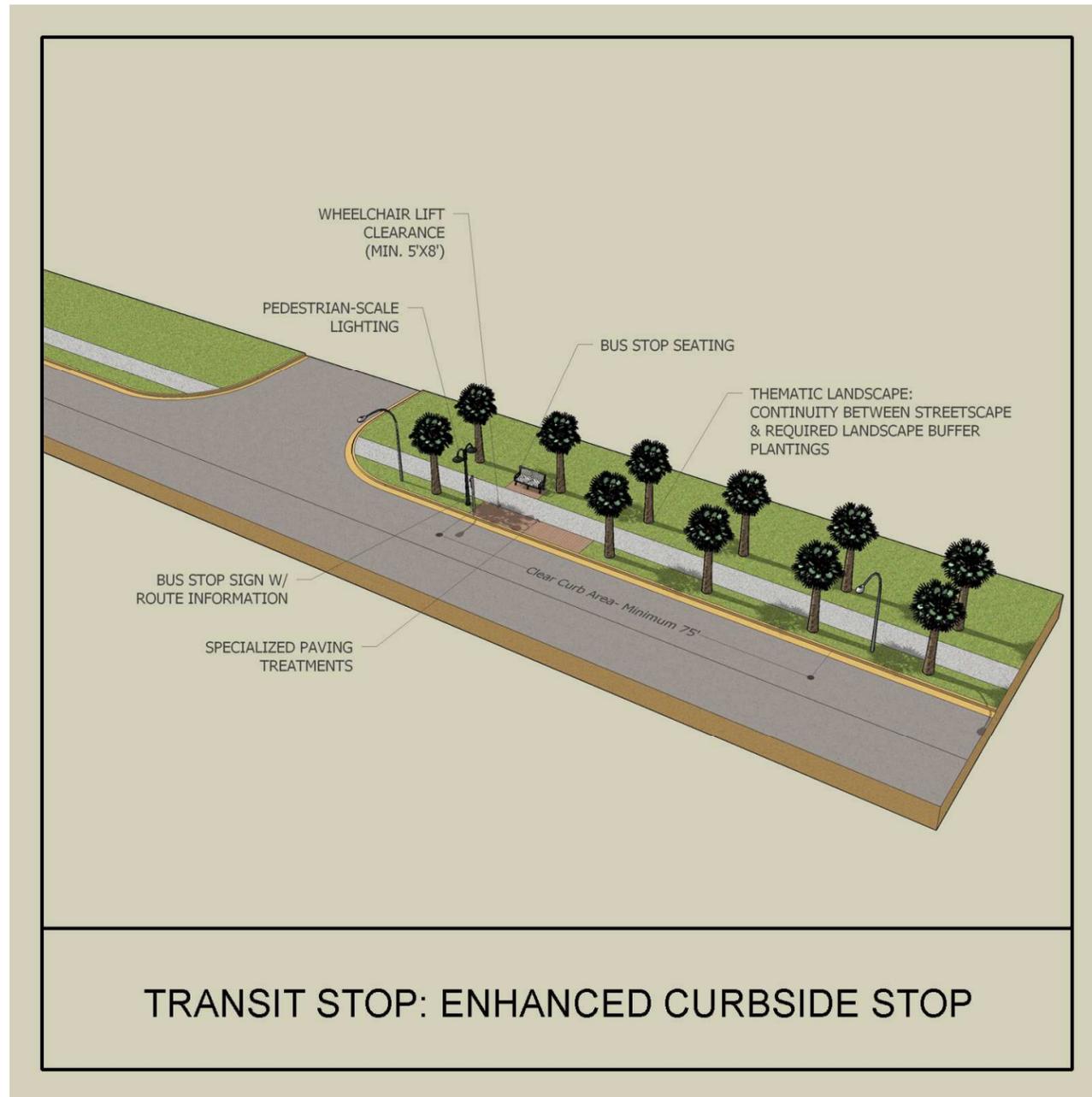


Figure 4-5: Transit Stop: Enhanced Curbside Stop

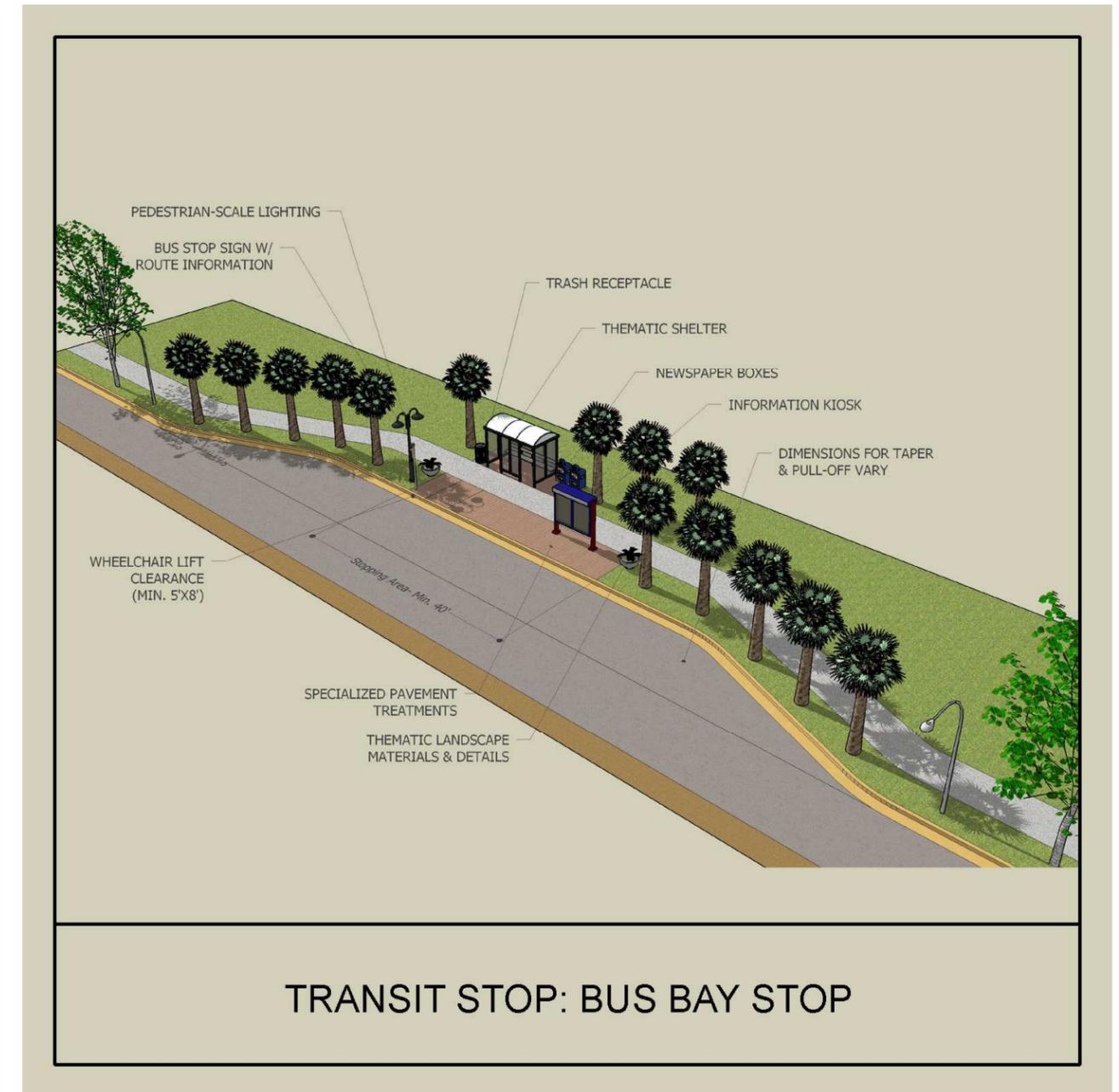


Figure 4-6: Transit Stop: Bus Bay Stop



Pedestrian Facilities

Overview

Everyone is a pedestrian. Whether people arrive at their destination by car, bike, transit, or traveled from their location by foot, they will walk the final distance to where they are going. A pedestrian-friendly environment will determine whether their journey is pleasant or not. Sidewalks are such a simple type of facility that was often omitted in the planning of road networks, and if they were included, often what resulted were sidewalks of only 3' or 4' wide, located on just one side of the roadway. Many municipalities now require sidewalks as part of new construction projects or require their installation when a parcel is redeveloped to create a sidewalk network piece-by-piece. Like roads, sidewalks require maintenance to ensure usage and safe travel. Overgrown vegetation or significant cracks can be deterrents. Dedicated pedestrian facilities at intersections are also important for people choosing to walk. Such features as pedestrian signals, striped crosswalks and refuge islands ensure safe crossings and make pedestrians feel they are just as important a roadway user as motorists.

Guiding Principles

Sidewalk facilities design is included in AASHTO and ITE standards that include design specifics for bicycle and vehicle facilities as well. In other words, planning facilities for pedestrians is as important as planning facilities for other types of users. Transit facilities rely heavily on pedestrian facilities because it is often how transit riders get to and from transit stops. Tourists often expect to explore their destination city by modes other than the private automobile, whether it is walking to an area attraction or to a nearby restaurant. The sidewalk facilities along Ocean Boulevard allow tourists to walk between hotels, the beach, and commercial establishments along Ocean Boulevard, but so many more commercial businesses exist along Kings Highway just a short walk away. Providing safe and aesthetically pleasing facilities along Kings Highway means filling in the gaps in the current network with sidewalks of widths that are acceptable under today's standards as well as beginning the process of widening the existing sidewalks.

Design Recommendations for Kings Highway

Multi-use Sidewalk: Multi-use sidewalks shall be a minimum of 10' wide. The additional width allows for many types of uses to occur along the sidewalk, including walking, running, cycling and rollerblading. This width also allows for users traveling in opposite directions to comfortably pass without having to leave the sidewalk surface. **(Figure 4-7)**



Figure 4-7: Multi-Use Sidewalk



Sidewalk with Buffer: Pedestrians feel safer when separated from travel lanes by a buffer of some sort. Buffers create dedicated spaces for lighting, utilities and landscape improvements without reducing sidewalk width. If street trees are desired within the buffer, the buffer shall be a minimum of 5', with an 8' width preferred. (Figure 4-8)

Sidewalk- Restricted ROW: The right-of-way in some areas of the corridor is very narrow. When this is the case, it is impossible to provide a buffer between the travel lanes and pedestrians. Sidewalks in these areas shall be a minimum of 6' wide. The additional width allows for the location of lights and utilities on the sidewalk without compromising a safe and adequate width for travel. (Figure 4-9)

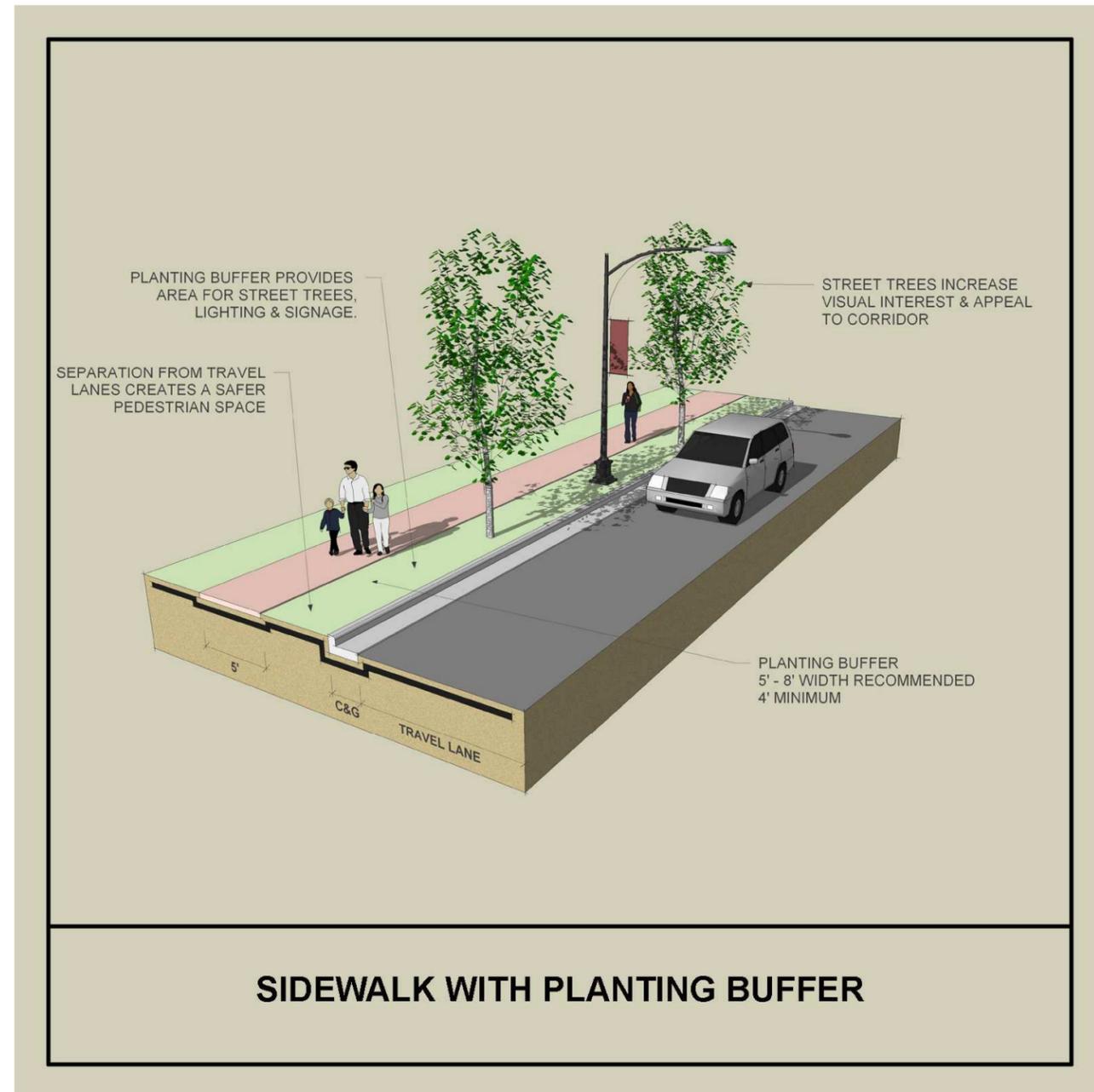


Figure 4-8: Sidewalk with Planting Buffer



Figure 4-9: Sidewalk for Restricted Right-of-Way



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The tables below summarize estimated construction costs for recommended projects within the Kings Highway Study Area. Table 5-1 summarizes estimated construction costs by project type and implementation phase. Overall estimated construction costs are also included.

	Immediate	Near Term	Long Term	Total
Pedestrian	\$734,300	\$480,100	\$508,100	\$1,722,500
Pedestrian/Bicycle	\$621,100	\$585,200	\$630,400	\$1,836,700
Bicycle	\$200,900	\$172,200	\$169,800	\$542,900
Transit	\$876,000	\$1,671,000	\$750,000	\$3,297,000
Roadway	\$7,157,600	\$7,804,500	\$5,786,700	\$20,748,800
Utility	\$4,400,000	\$5,200,000	\$3,500,000	\$13,100,000
Total	\$13,989,900	\$15,913,000	\$11,345,000	\$41,247,900

Table 5-1

Table 5-2 summarizes estimated construction costs by district as well as by facility type.

	Pedestrian	Pedestrian/ Bicycle	Bicycle	Transit	Roadway	Utility	Total
Southern Entrance District	\$21,800	\$848,700	\$9,600	\$258,000	\$768,500	\$1,000,000	\$2,906,600
Downtown District	\$666,700	\$0	\$157,900	\$978,000	\$2,539,400	\$2,600,000	\$6,942,000
Residential District	\$521,700	\$0	\$117,100	\$930,000	\$5,837,500	\$3,000,000	\$10,406,300
Commercial/ Grande Dunes District	\$211,100	\$357,500	\$86,100	\$810,000	\$2,913,800	\$2,900,000	\$7,278,500
Restaurant Row/ Barefoot Landing District	\$301,200	\$630,500	\$172,200	\$321,000	\$8,689,600	\$3,600,000	\$13,714,500

Table 5-2



KINGS HIGHWAY CORRIDOR STUDY



Southern Entrance District Recommendations											
Type	Location	Project Type	Time Period	Estimated Construction Cost	Funded	Estimated Cost Less Funding	Potential Funding Source				
							City	County	GSATS	RTA	Private
									X		
PB	27th Avenue South to Highway 396	East Coast greenway - Construct a multi-use sidewalk along western side of Kings Highway Right-of-Way (ROW)	Immediate	\$376,500	X	\$0	X				
P	17th Avenue South intersection south approx. 300 feet	Construct five foot sidewalk on eastern side of Kings Highway, as illustrated in Figure 4-9 : "Sidewalk for Restricted Right-of-Way"	Immediate	\$3,000			X		X		
T	Farrow Parkway	Construct Bus Bay Stop at Far Side of Northbound Lane and Near Side of Southbound Lane, as illustrated in Figure 4-6 : "Bus Bay Stop"	Immediate	\$114,000	50% estimated	\$57,000					X
T	27th Avenue South (or future Harrelson Blvd.)	Construct Bus Bay Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-6 : "Bus Bay Stop"	Immediate	\$114,000	50% estimated	\$57,000					X
R	Farrow Parkway	Southern Gateway Project: Install Landscape Improvements, include immediate Median Plantings, Corner Intersection Accent Plantings and Street Trees. See Southern Gateway Entrance Design Concept, as illustrated in Figure 3-4 : "Kings Highway at Farrow Parkway Intersection"	Immediate	\$250,000			X		X		X
R	Farrow Parkway	Upgrade existing crosswalks to stamped asphalt or colored concrete crosswalks, illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Immediate	\$16,000			X		X		X
R	21st Avenue South	Upgrade existing crosswalks to stamped asphalt or colored concrete crosswalks, illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Immediate	\$16,000			X		X		
R	17th Avenue South	Upgrade existing crosswalks to stamped asphalt or colored concrete crosswalks, illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Immediate	\$16,000			X		X		X
R	Farrell Parkway to 27th Avenue South (or future Harrelson Blvd.)	Install Landscape Improvements to existing raised medians and along the western edge of Kings Highway, as illustrated in Figure 3-3 : "Cross Section A: Proposed"	Immediate	\$68,800					X		
U	29th Avenue South to 21st Avenue South	Bury power lines on both sides of Kings Highway	Immediate	\$700,000			X				
PB	Myrtle Beach State Park	Myrtle Beach State Park Trail: Construct a multi-use sidewalk connection to Main Entrance of Myrtle Beach State Park	Near Term	\$190,000					X		X
PB	Farrell Parkway to 27th Avenue South (or future Harrelson Blvd.)	Construct a multi-use sidewalk along the eastern side of Kings Highway, as illustrated in Figure 4-7 : "Multi-Use Sidewalk"	Near Term	\$150,500			X		X		
R	27th Avenue South (or future Harrelson Blvd.)	Intersection Improvement, as illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Near Term	\$150,000			X				X
R	Farrell Parkway to 27th Avenue South (or future Harrelson Blvd.)	Install Landscape Improvements along the eastern edge of Kings Highway in conjunction with the multi-use sidewalk construction project	Near Term	\$60,000			X		X		
R	27th Avenue South (or future Harrelson Blvd.) to 19th Avenue South	Install Landscape Improvements to existing raised medians and along both sides of Kings Highway, as illustrated in Figure 3-3 : "Cross Section A: Proposed"	Near Term	\$80,500					X		



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(continued)

Southern Entrance District Recommendations											
Type	Location	Project Type	Time Period	Estimated Construction Cost	Funded	Estimated Cost Less Funding	Potential Funding Source				
							City	County	GSATS	RTA	Private
R	19th Avenue South to 17th Avenue South	Add raised planted medians, as illustrated in Figure 3-3 : "Cross Section A: Proposed"	Near Term	\$55,600			X		X		
PB	27th Avenue South (or future Harrelson Blvd.) to 19th Street South	Construct a multi-use sidewalk along the western side of Kings Highway, as illustrated in Figure 4-7 : "Multi-Use Sidewalk"	Long Term	\$131,700			X				
P	19th Avenue South to 17th Avenue South	Upgrade existing sidewalk per new street cross-section, as illustrated in Figure 3-3 : "Cross Section A: Proposed"	Long Term	\$18,800			X		X		
B	19th Avenue South to 17th Avenue South	Add dedicated bike lanes, as illustrated in Figure 4-1 , "Bike Lane: Road with Curb"	Long Term	\$9,600					X		
T	17th Avenue South	Construct Enhanced Curbside Stop at Near Side of Intersection in both directions, as illustrated in Figure 4-5 : "Enhanced Curbside Stop"	Long Term	\$30,000	50% estimated	\$15,000				X	
R	19th Avenue South to 17th Avenue South	Add raised planted medians, as illustrated in Figure 3-3 , " Cross Section A: Proposed"	Long Term	\$55,600			X		X		
U	21st Avenue South to 17th Avenue South	Bury power lines on both sides of Kings Highway	Long Term	\$300,000			X				
Total				\$2,906,600							
Total Less Funding				\$2,777,600							



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Downtown District Recommendations											
Type	Location	Project Type	Time Period	Estimated Construction Cost	Funded	Estimated Cost Less Funding	Potential Funding Source				
							City	County	GSATS	RTA	Private
							X				
P	16th Avenue South to 17th Avenue South	Construct sidewalk, as illustrated in Figure 4-9 : "Sidewalk for Restricted Right-of-Way"	Immediate	\$13,300			X		X		
P	13th Avenue South to mid-block 15th Avenue South and 16th Avenue South	Construct sidewalk, as illustrated in Figure 4-9 : "Sidewalk for Restricted Right-of-Way"	Immediate	\$37,700			X		X		
P	Mid-block 11th Avenue South and 12th Avenue South to mid-block 12th Avenue South and 13th Avenue South	Construct sidewalk, as illustrated in Figure 4-9 : "Sidewalk for Restricted Right-of-Way"	Immediate	\$13,200			X		X		
P	Mid-block 5th Avenue South and 6th Avenue South to 11th Avenue South	Construct sidewalk, as illustrated in Figure 4-9 : "Sidewalk for Restricted Right-of-Way"	Immediate	\$75,300			X		X		
P	3rd Avenue South to 5th Avenue South	Construct sidewalk, as illustrated in Figure 4-9 : "Sidewalk for Restricted Right-of-Way"	Immediate	\$37,700			X		X		
P	Mr. Joe White Avenue/11th Avenue North to 14th Avenue North	Upgrade sidewalk, as illustrated in Figure 3-9 : "Cross Section B: Proposed"	Immediate	\$37,700			X		X		
P	16th Avenue South to 21st Avenue South	Upgrade sidewalk, as illustrated in Figure 3-9 : "Cross Section B: Proposed"	Immediate	\$75,300			X		X		
B	9th Avenue North to 21st Avenue North	Add dedicated bike lanes, as illustrated in Figure 4-1 : "Bike Lane: Road with Curb"	Immediate	\$38,300			X		X		
T	9th Avenue North	Add Bus Bay Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-6 : "Bus Bay Stop"	Immediate	\$114,000	50% estimated	\$57,000				X	
T	Mr. Joe White Avenue/11th Avenue North	Add Bus Bay Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-6 : "Bus Bay Stop"	Immediate	\$114,000	50% estimated	\$57,000				X	
T	14th Avenue North	Add Bus Bay Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-6 : "Bus Bay Stop"	Immediate	\$114,000	50% estimated	\$57,000				X	
T	21st Avenue North	Add Bus Bay Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-6 : "Bus Bay Stop"	Immediate	\$114,000	50% estimated	\$57,000				X	
T	9th Avenue South	Add Enhanced Curbside Stop at Near Side of Intersection in both directions, as illustrated in Figure 4-5 : "Enhanced Curbside Stop"	Immediate	\$30,000	50% estimated	\$15,000				X	
T	3rd Avenue South	Add Enhanced Curbside Stop at Near Side of Intersection in both directions, as illustrated in Figure 4-5 : "Enhanced Curbside Stop"	Immediate	\$30,000	50% estimated	\$15,000				X	



KINGS HIGHWAY CORRIDOR STUDY



(continued)

Downtown District Recommendations											
Type	Location	Project Type	Time Period	Estimated Construction Cost	Funded	Estimated Cost Less Funding	Potential Funding Source				
							City	County	GSATS	RTA	Private
LD		As new development and redevelopment occurs along this area of the corridor, each parcel shall be responsible for providing or contributing to the following corridor improvements: Sidewalks, Dedicated Bike Lanes (if the project covers three blocks or more), Bus Stops, Streetscape landscape, Streetscape Lighting	Immediate	-							
LD		Curb Cut Consolidation- should be made when sidewalk improvements are made	Immediate	-							
LD		Shared Parking	Immediate	-							
LD		Required Landscape Buffer- 8th Avenue North to 3rd Avenue South	Immediate	-							
R	9th Avenue South	Intersection Improvement, as illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Immediate	\$150,000			X			X	
R	3rd Avenue South	Intersection Improvement, as illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Immediate	\$150,000			X			X	
R	8th Avenue North	Intersection Improvement, as illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Immediate	\$150,000			X			X	
R	9th Avenue North	Intersection Improvement, as illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Immediate	\$150,000			X			X	
R	Mr. Joe White Avenue/11th Avenue North	Intersection Improvement, as illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Immediate	\$150,000			X			X	
R	16th Avenue North	Intersection Improvement, as illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Immediate	\$150,000			X			X	
R	21st Avenue North	Intersection Improvement, as illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Immediate	\$150,000			X			X	
R	8th Avenue North to 3rd Avenue South	Add raised planted medians, as illustrated in Figure 3-9 : "Cross Section B: Proposed"	Immediate	\$194,600			X		X		
R	Mr. Joe White Avenue/11th Avenue North to 14th Avenue North	Add raised planted medians, as illustrated in Figure 3-9 : "Cross Section B: Proposed"	Immediate	\$55,600			X		X		
R	16th Avenue South to 21st Avenue South	Add raised planted medians, as illustrated in Figure 3-9 : "Cross Section B: Proposed"	Immediate	\$83,400			X		X		
U	8th Avenue North to just beyond 3rd Avenue South	Bury power lines	Immediate	\$800,000			X				
P	8th Avenue North to 3rd Avenue South	Upgrade sidewalk, as illustrated in Figure 3-9 : "Cross Section B: Proposed"	Near Term	\$131,800			X		X		
P	21st Avenue North to 31st Avenue North	Upgrade sidewalk, as illustrated in Figure 3-9 : "Cross Section B: Proposed"	Near Term	\$150,600			X		X		
B	8th Avenue North to 3rd Avenue South	Add dedicated bike lanes, as illustrated in Figure 4-1 : "Bike Lane: Road with Curb"	Near Term	\$33,500					X		



KINGS HIGHWAY CORRIDOR STUDY



(continued)

Downtown District Recommendations											
Type	Location	Project Type	Time Period	Estimated Construction Cost	Funded	Estimated Cost Less Funding	Potential Funding Source				
							City	County	GSATS	RTA	Private
B	21st Avenue North to 31st Avenue North	Add dedicated bike lanes, as illustrated in Figure 4-1 : "Bike Lane: Road with Curb"	Near Term	\$38,300					X		
T	24th Avenue North to 26th Avenue North	Add Bus Bay Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-6 : "Bus Bay Stop"	Near Term	\$114,000	50% estimated	\$57,000				X	
T	29th Avenue North	Add Bus Bay Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-6 : "Bus Bay Stop"	Near Term	\$114,000	50% estimated	\$57,000				X	
T	13th Avenue South	Add Enhanced Curbside Stop at Near Side of Intersection in both directions, as illustrated in Figure 4-5 : "Enhanced Curbside Stop"	Near Term	\$30,000	50% estimated	\$15,000				X	
T	6th Avenue South	Add Enhanced Curbside Stop at Near Side of Intersection in both directions, as illustrated in Figure 4-5 : "Enhanced Curbside Stop"	Near Term	\$30,000	50% estimated	\$15,000				X	
T	6th Avenue North	Add Enhanced Curbside Stop at Near Side of Intersection in both directions, as illustrated in Figure 4-5 : "Enhanced Curbside Stop"	Near Term	\$30,000	50% estimated	\$15,000				X	
R	13th Avenue South	Intersection Improvement, as illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Near Term	\$150,000			X			X	
R	6th Avenue South	Intersection Improvement, as illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Near Term	\$150,000			X			X	
R	24th Avenue North to 26th Avenue North	Intersection Improvement, as illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Near Term	\$150,000			X			X	
R	29th Avenue North	Intersection Improvement, as illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Near Term	\$150,000			X			X	
R	3rd Avenue South to 17th Avenue South	Add raised planted medians per new street cross-section, as illustrated in Figure 3-9 : "Cross Section B: Proposed"	Near Term	\$277,900			X		X		
R	21st Avenue North to 31st Avenue North	Add raised planted medians per new street cross-section, as illustrated in Figure 3-9 : "Cross Section B: Proposed"	Near Term	\$277,900			X		X		
U	3rd Avenue South to 17th Avenue South	Bury power lines	Near Term	\$1,000,000			X				
U	21st Avenue North to 31st Avenue North	Bury power lines	Near Term	\$800,000			X				
P	3rd Avenue South to 17th Avenue South	Upgrade sidewalk, as illustrated in Figure 3-9 : "Cross Section B: Proposed"	Long Term	\$94,100					X		
B	3rd Avenue South to 17th Avenue South	Add dedicated bike lanes, as illustrated in Figure 4-1 : "Bike Lane: Road with Curb"	Long Term	\$47,800					X		
T	18th Avenue North	Add Bus Bay Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-6 : "Bus Bay Stop"	Long Term	\$114,000	50% estimated	\$57,000				X	
T	3rd Avenue North	Add Enhanced Curbside Stop at Near Side of Intersection in both directions, as illustrated in Figure 4-5 : "Enhanced Curbside Stop"	Long Term	\$30,000	50% estimated	\$15,000				X	
Total					\$6,942,000						
Total Less Funding					\$6,453,000						



KINGS HIGHWAY CORRIDOR STUDY



Residential District Recommendations											
Type	Location	Project Type	Time Period	Estimated Construction Cost	Funded	Estimated Cost Less Funding	Potential Funding Source				
							City	County	GSATS	RTA	Private
P	63rd Avenue North to 64th Avenue North	Construct a five foot wide sidewalk, as illustrated in Figure 4-8 : "Sidewalk with Planting Buffer"	Immediate	\$13,300			X		X		
P	38th Avenue North to 48th Avenue North	Upgrade sidewalk per new street cross-section	Immediate	\$132,000			X		X		
B	38th Avenue North to 48th Avenue North	Add dedicated bike lanes, as illustrated in Figure 4-1 : "Bike Lane: Road with Curb"	Immediate	\$33,500					X		
T	38th Avenue North	Add Curbside Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-4 : "Basic Curbside Stop"	Immediate	\$3,000	50% estimated	\$1,500				X	
T	Calhoun Road	Add Curbside Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-4 : "Basic Curbside Stop"	Immediate	\$3,000	50% estimated	\$1,500				X	
T	67th Avenue North	Add Curbside Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-4 : "Basic Curbside Stop"	Immediate	\$3,000	50% estimated	\$1,500				X	
R	38th Avenue North and 48th Avenue North	Reduce the number of through lanes from six to four	Immediate	\$1,120,000			X		X		
R	38th Avenue North	Intersection Improvement, as illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Immediate	\$150,000			X			X	
R	48th Avenue North	Intersection Improvement, as illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Immediate	\$150,000			X			X	
R	38th Avenue North to 40th Avenue North	Add raised planted medians, as illustrated in Figure 3-17 : "Cross Section C: Proposed"	Immediate	\$27,800			X		X		
R	40th Avenue North to 42nd Avenue North	Add raised planted medians, as illustrated in Figure 3-17 : "Cross Section C: Proposed"	Immediate	\$27,800			X		X		
R	42nd Avenue North to 44th Avenue North	Add raised planted medians, as illustrated in Figure 3-17 : "Cross Section C: Proposed"	Immediate	\$27,800			X		X		
R	38th Avenue North to 48th Avenue North	Consolidate curb cuts, updating driveway aprons to the current City standard	Immediate	Included in cost of curb and gutter			X			X	
P	48th Avenue North to Woodside Avenue	Upgrade five foot sidewalk, as illustrated in Figure 3-17 : "Cross Section C: Proposed"	Near Term	\$47,000			X		X		
P	S. Highland Way to 67th Avenue North	Upgrade five foot sidewalk, as illustrated in Figure 3-17 : "Cross Section C: Proposed"	Near Term	\$37,700			X		X		
B	48th Avenue North to Woodside Avenue	Add dedicated bike lanes, as illustrated in Figure 4-1 : "Bike Lane: Road with Curb"	Near Term	\$23,900			X		X		
B	S. Highland Way to 67th Avenue North	Add dedicated bike lanes, as illustrated in Figure 4-1 : "Bike Lane: Road with Curb"	Near Term	\$19,000			X		X		
T	38th Avenue North	Upgrade Existing Curbside Stop to Bus Bay Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-6 : "Bus Bay Stop"	Near Term	\$114,000	50% estimated	\$57,000				X	



KINGS HIGHWAY CORRIDOR STUDY



(continued)

Residential District Recommendations											
Type	Location	Project Type	Time Period	Estimated Construction Cost	Funded	Estimated Cost Less Funding	Potential Funding Source				
							City	County	GSATS	RTA	Private
T	Calhoun Road	Upgrade Existing Curbside Stop to Bus Bay Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-6 : "Bus Bay Stop"	Near Term	\$114,000	50% estimated	\$57,000				X	
T	67th Avenue North	Upgrade Existing Curbside Stop to Bus Bay Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-6 : "Bus Bay Stop"	Near Term	\$114,000	50% estimated	\$57,000				X	
T	48th Avenue South	Add Bus Bay Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-6 : "Bus Bay Stop"	Near Term	\$114,000	50% estimated	\$57,000				X	
T	62nd Avenue South	Add Bus Bay Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-6 : "Bus Bay Stop"	Near Term	\$114,000	50% estimated	\$57,000				X	
T	33rd Avenue South	Add Curbside Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-4 : "Basic Curbside Stop"	Near Term	\$3,000	50% estimated	\$1,500				X	
T	44th Avenue South	Add Curbside Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-4 : "Basic Curbside Stop"	Near Term	\$3,000	50% estimated	\$1,500				X	
T	Woodside Avenue	Add Curbside Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-4 : "Basic Curbside Stop"	Near Term	\$3,000	50% estimated	\$1,500				X	
R	48th Avenue North and Woodside Avenue	Reconstruct roadway and reduce the number of through lanes from six to four	Near Term	\$800,000			X		X		
R	S. Highland Way and 67th Avenue North	Reconstruct roadway and reduce the number of through lanes from six to four	Near Term	\$640,000			X		X		
R	62nd Avenue North	Intersection Improvement, as illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Near Term	\$150,000			X				X
R	67th Avenue North	Intersection Improvement, as illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Near Term	\$150,000							X
R	48th Avenue North to 52nd Avenue North	Add raised planted medians, as illustrated in Figure 3-17 : "Cross Section C: Proposed"	Near Term	\$83,400			X		X		
R	52nd Avenue North to Woodside Avenue	Add raised planted medians, as illustrated in Figure 3-17 : "Cross Section C: Proposed"	Near Term	\$55,600			X		X		
R	63rd Avenue North to 67th Avenue North	Add raised planted medians, as illustrated in Figure 3-17 : "Cross Section C: Proposed"	Near Term	\$83,400			X		X		
R	48th Avenue North to Woodside Avenue	Consolidate commercial curb cuts, updating driveway aprons to the current City standard	Near Term	Included in cost of curb and gutter			X				X
R	S. Highland Way to 67th Avenue North	Consolidate commercial curb cuts, updating driveway aprons to the current City standard	Near Term	Included in cost of curb and gutter			X				X
P	31st Avenue North to 38th Avenue North	Upgrade five foot sidewalk per new street cross-section	Long Term	\$94,100			X		X		
P	Woodside Avenue to S. Highland Way	Upgrade five foot sidewalk per new street cross-section on the west side of Kings Highway	Long Term	\$65,900			X		X		



KINGS HIGHWAY CORRIDOR STUDY



(continued)

Residential District Recommendations											
Type	Location	Project Type	Time Period	Estimated Construction Cost	Funded	Estimated Cost Less Funding	Potential Funding Source				
							City	County	GSATS	RTA	Private
P	Woodside Avenue to S. Highland Way	Upgrade to ten foot multi-use sidewalk along east side of Kings Highway per new street cross-section	Long Term	\$131,700			X		X		
B	31st Avenue North to 38th Avenue North	Add dedicated bike lanes, as illustrated in Figure 4-1 : "Bike Lane: Road with Curb"	Long Term	\$23,900			X		X		
B	Woodside Avenue to S. Highland Way	Add dedicated bike lanes, as illustrated in Figure 4-1 : "Bike Lane: Road with Curb"	Long Term	\$16,800			X		X		
T	33rd Avenue South	Upgrade Existing Curbside Stop to Bus Bay Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-6 : "Bus Bay Stop"	Long Term	\$114,000	50% estimated	\$57,000				X	
T	44th Avenue South	Upgrade Existing Curbside Stop to Bus Bay Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-6 : "Bus Bay Stop"	Long Term	\$114,000	50% estimated	\$57,000				X	
T	Woodside Avenue	Upgrade Existing Curbside Stop to Bus Bay Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-6 : "Bus Bay Stop"	Long Term	\$114,000	50% estimated	\$57,000				X	
R	31st Avenue North and 38th Avenue North	Reconstruct roadway and reduce the number of through lanes from six to four, as illustrated in Figure 3-18 : "Lane Shift Design"	Long Term	\$800,000							
R	Woodside Avenue and S. Highland Way	Reconstruct roadway and reduce the number of through lanes from six to four, as illustrated in Figure 3-18 : "Lane Shift Design"	Long Term	\$1,120,000			X		X		
R	33rd Avenue North	Intersection Improvement, as illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Long Term	\$150,000			X			X	
R	31st Avenue North to 33rd Avenue North	Add raised planted medians, as illustrated in Figure 3-17 : "Cross Section C: Proposed"	Long Term	\$27,800			X		X		
R	33rd Avenue North to 38th Avenue North	Add raised planted medians, as illustrated in Figure 3-17 : "Cross Section C: Proposed"	Long Term	\$83,400			X		X		
R	Woodside Avenue to Poinsett Road	Add raised planted medians, as illustrated in Figure 3-17 : "Cross Section C: Proposed"	Long Term	\$55,600			X		X		
R	Poinsett Road to Calhoun Road	Add raised planted medians, as illustrated in Figure 3-17 : "Cross Section C: Proposed"	Long Term	\$55,600			X		X		
R	Calhoun Road to Haskell Circle	Add raised planted medians, as illustrated in Figure 3-17 : "Cross Section C: Proposed"	Long Term	\$55,600			X		X		
R	Haskell Circle to S. Highland Way	Add raised planted medians, as illustrated in Figure 3-17 : "Cross Section C: Proposed"	Long Term	\$23,700			X		X		
R	31st Avenue North to 38th Avenue North	Consolidate commercial curb cuts, updating driveway aprons to the current City standard	Long Term	Included in cost of curb and gutter			X		X	X	
U	31st Avenue North to 37th Avenue North	Bury power lines	Long Term	\$600,000			X				
U	52nd Avenue North to S. Highland Way	Bury power lines	Long Term	\$900,000			X				
Total					\$8,906,300						
Total Less Funding					\$8,555,300						



KINGS HIGHWAY CORRIDOR STUDY



Commercial/Grande Dunes District Recommendations											
Type	Location	Project Type	Time Period	Estimated Construction Cost	Funded	Estimated Cost Less Funding	Potential Funding Source				
							City	County	GSATS	RTA	Private
									X		
P	67th Avenue North to 68th Avenue North	Construct a five foot wide sidewalk, as illustrated in Figure 4-8 : "Sidewalk with Planting Buffer"	Immediate	\$13,300					X		
P	Mid-block 68th Avenue North to 72nd Avenue North	Construct a five foot wide sidewalk, as illustrated in Figure 4-8 : "Sidewalk with Planting Buffer"	Immediate	\$28,300					X		
P	72nd Avenue North to 82nd Parkway	Upgrade sidewalk, as illustrated in Figure 3-25 : "Cross Section D: Proposed"	Immediate	\$131,800				X	X		
B	72nd Avenue North to 82nd Parkway	Add dedicated bike lanes, as illustrated in Figure 4-1 : "Bike Lane: Road with Curb"	Immediate	\$66,900			X	X	X		
T	72nd Avenue North	Add Curbside Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-4 : "Basic Curbside Stop"	Immediate	\$3,000	50% estimated	\$1,500				X	
T	76th Avenue North	Add Curbside Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-4 : "Basic Curbside Stop"	Immediate	\$3,000	50% estimated	\$1,500				X	
T	79th Avenue North	Add Curbside Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-4 : "Basic Curbside Stop"	Immediate	\$3,000	50% estimated	\$1,500				X	
T	82nd Parkway	Add Curbside Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-4 : "Basic Curbside Stop"	Immediate	\$3,000	50% estimated	\$1,500				X	
R	72nd Avenue North and 82nd Parkway	Reduce the number of through lanes from six to four, as illustrated in Figure 3-18 : "Lane Shift Design"	Immediate	\$1,120,000			X		X		
R	76th Avenue North	Intersection Improvement, as illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Immediate	\$150,000			X			X	
R	79th Avenue North	Intersection Improvement, as illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Immediate	\$150,000			X			X	
R	72nd Avenue North to 74th Avenue North	Add raised planted medians, as illustrated in Figure 3-25 : "Cross Section D: Proposed"	Immediate	\$27,800			X		X		
R	74th Avenue North to 76th Avenue North	Add raised planted medians, as illustrated in Figure 3-25 : "Cross Section D: Proposed"	Immediate	\$27,800			X		X		
R	76th Avenue North to 78th Avenue North	Add raised planted medians, as illustrated in Figure 3-25 : "Cross Section D: Proposed"	Immediate	\$111,200			X		X		
R	79th Avenue North to 82nd Parkway	Add raised planted medians, as illustrated in Figure 3-25 : "Cross Section D: Proposed"	Immediate	\$55,600			X		X		
R	72nd Avenue North to 82nd Parkway	Consolidate curb cuts, updating driveway aprons to the current City standard	Immediate	Included in cost of curb and gutter			X			X	
U	72nd Avenue North to 82nd Parkway	Bury existing utility lines	Immediate	\$800,000			X				
P	67th Avenue North to 72nd Avenue North	Upgrade sidewalk, as illustrated in Figure 3-25 : "Cross Section D: Proposed"	Near Term	\$37,700			X		X		



KINGS HIGHWAY CORRIDOR STUDY



(continued)

Commercial/Grande Dunes District Recommendations											
Type	Location	Project Type	Time Period	Estimated Construction Cost	Funded	Estimated Cost Less Funding	Potential Funding Source				
							City	County	GSATS	RTA	Private
PB	82nd Parkway to Kings Road	Construct a multi-use sidewalk along eastern side of Kings Highway, as illustrated in Figure 4-7 : "Multi-Use Sidewalk"	Near Term	\$94,100			X		X		
B	67th Avenue North to 72nd Avenue North	Add dedicated bike lanes, as illustrated in Figure 4-1 : "Bike Lane: Road with Curb"	Near Term	\$19,200			X		X		
T	72nd Avenue North	Upgrade Existing Curbside Stop to Bus Bay Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-6 : "Bus Bay Stop"	Near Term	\$114,000	50% estimated	\$57,000				X	
T	76th Avenue North	Upgrade Existing Curbside Stop to Bus Bay Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-6 : "Bus Bay Stop"	Near Term	\$114,000	50% estimated	\$57,000				X	
T	79th Avenue North	Upgrade Existing Curbside Stop to Bus Bay Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-6 : "Bus Bay Stop"	Near Term	\$114,000	50% estimated	\$57,000				X	
T	82nd Parkway	Upgrade Existing Curbside Stop to Bus Bay Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-6 : "Bus Bay Stop"	Near Term	\$114,000	50% estimated	\$57,000				X	
T	Grande Dunes Boulevard	Add Bus Bay Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-6 : "Bus Bay Stop"	Near Term	\$114,000	50% estimated	\$57,000				X	
T	Kings Road	Add Bus Bay Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-6 : "Bus Bay Stop"	Near Term	\$114,000	50% estimated	\$57,000				X	
R	67th Avenue North and 72nd Avenue North	Reduce the number of through lanes from six to four, as illustrated in Figure 3-18 : "Lane Shift Design"	Near Term	\$640,000			X		X		
R	72nd Avenue North	Intersection Improvement, as illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Near Term	\$150,000			X			X	
R	82nd Parkway	Intersection Improvement, as illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Near Term	\$150,000			X			X	
R	Grande Dunes Boulevard	Intersection Improvement, as illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Near Term	\$150,000			X			X	
R	68th Avenue North to 70th Avenue North	Add raised planted medians, as illustrated in Figure 3-25 : "Cross Section D: Proposed"	Near Term	\$55,600			X		X		
R	70th Avenue North to 72nd Avenue North	Add raised planted medians, as illustrated in Figure 3-25 : "Cross Section D: Proposed"	Near Term	\$27,800			X		X		
R	US Highway 17 Bypass	Install Landscape Improvements to existing median	Near Term	\$50,000			X		X		
R	67th Avenue North to 72nd Avenue North	Consolidate commercial curb cuts, updating driveway aprons to the current City standard	Near Term	Included in cost of curb and gutter			X			X	
U	67th Avenue North to 72nd Avenue North	Bury existing utility lines	Near Term	\$400,000			X				
PB	82nd Parkway to US Highway 17 Bypass	Construct a multi-use sidewalk along western side of Kings Highway, as illustrated in Figure 4-7 : "Multi-Use Sidewalk"	Long Term	\$131,700			X		X		
PB	Kings Road to Cove Drive (north)	Construct a multi-use sidewalk along eastern side of Kings Highway, as illustrated in Figure 4-7 : "Multi-Use Sidewalk"	Long Term	\$131,700			X		X		
T	Cove Drive area near US Highway 17 Bypass	Add Bus Bay Stop at the Far Side of Intersection in both directions, as illustrated in Figure 4-6 : "Bus Bay Stop"	Long Term	\$114,000	50% estimated	\$57,000				X	



KINGS HIGHWAY CORRIDOR STUDY



(continued)

Commercial/Grande Dunes District Recommendations											
Type	Location	Project Type	Time Period	Estimated Construction Cost	Funded	Estimated Cost Less Funding	Potential Funding Source				
							City	County	GSATS	RTA	Private
R	82nd Parkway to the US Highway 17 Bypass	Install Landscape Improvements to existing medians, as illustrated in Figure 3-25: "Cross Section D: Proposed" (as allowed by SCDOT regulations and not to impede existing surface storm water drainage systems)	Long Term	\$48,000			X		X		
U	Kings Road to Cove Drive (north)	Bury existing utility lines	Long Term	\$1,700,000			X				
Total				\$7,278,500							
Total Less Funding				\$6,873,500							



KINGS HIGHWAY CORRIDOR STUDY



Restaurant Row/Barefoot Landing District Recommendations											
Type	Location	Project Type	Time Period	Estimated Construction Cost	Funded	Estimated Cost Less Funding	Potential Funding Source				
							City	County	GSATS	RTA	Private
P	Cove Drive (north) to Hilton Road	Construct five foot sidewalk along the western edge of Kings Highway, as illustrated in Figure 4-1: "Bike Lane: Road with Curb"	Immediate	\$122,400				X	X		
PB	Cove Drive (north) to Hilton Road	Construct ten foot wide multi-use sidewalk along the eastern edge of Kings Highway, as illustrated in Figure 4-7: "Multi-Use Sidewalk"	Immediate	\$244,600				X	X		
B	Cove Drive (north) to Hilton Road	Add dedicated bike lanes, as illustrated in Figure 4-1, "Bike Lane: Road with Curb"	Immediate	\$62,200				X	X		
T	Arrowhead Road	Add Enhanced Curbside Stop at the Near Side of Intersection in both directions, as illustrated in Figure 4-5: "Enhanced Curbside Stop"	Immediate	\$30,000	50% estimated	\$15,000				X	
T	Chestnut Road	Add Enhanced Curbside Stop at the Near Side of Intersection in both directions, as illustrated in Figure 4-5: "Enhanced Curbside Stop"	Immediate	\$30,000	50% estimated	\$15,000				X	
T	Wagon Wheel Road	Add Enhanced Curbside Stop at the Near Side of Intersection in both directions, as illustrated in Figure 4-5: "Enhanced Curbside Stop"	Immediate	\$30,000	50% estimated	\$15,000				X	
T	Hilton Road	Add Curbside Stop at the Near Side of Intersection in both directions, as illustrated in Figure 4-4: "Basic Curbside Stop"	Immediate	\$3,000	50% estimated	\$1,500				X	
T	Kings Road	Add Curbside Stop at the Near Side of Intersection in both directions, as illustrated in Figure 4-4: "Basic Curbside Stop"	Immediate	\$3,000	50% estimated	\$1,500				X	
T	Mall Access Road	Add Curbside Stop at the Near Side of Intersection in both directions, as illustrated in Figure 4-4: "Basic Curbside Stop"	Immediate	\$3,000	50% estimated	\$1,500				X	
T	Briarwood Drive/South Gate Road	Add Curbside Stop at the Near Side of Intersection in both directions, as illustrated in Figure 4-4: "Basic Curbside Stop"	Immediate	\$3,000	50% estimated	\$1,500				X	
T	Old Bridge Road/Middle Gate Road	Add Curbside Stop at the Near Side of Intersection in both directions, as illustrated in Figure 4-4: "Basic Curbside Stop"	Immediate	\$3,000	50% estimated	\$1,500				X	
T	North Gate Road	Add Curbside Stop at the Near Side of Intersection in both directions, as illustrated in Figure 4-4: "Basic Curbside Stop"	Immediate	\$3,000	50% estimated	\$1,500				X	
T	48th Avenue South (NMB)	Add Curbside Stop at the Near Side of Intersection in both directions, as illustrated in Figure 4-4: "Basic Curbside Stop"	Immediate	\$3,000	50% estimated	\$1,500				X	
LD		Work with Horry County to develop additions and revisions to existing ordinance to encourage or mandate connectivity between large parking lots for commercial land uses	Immediate	-							
LD		Apply access management techniques to reduce frequent and/or wide driveways as part of the development/redevelopment	Immediate	-							
R	Cove Drive to Hilton Road	Reconstruct roadway and reduce the width of the six travel lanes from 12 feet to 11 feet, as illustrated in Figure 3-33: "Cross Section E: Proposed"	Immediate	\$1,600,000				X	X		
R	Arrowhead Road	Intersection Improvement, as illustrated in Figure 4-3: "Proposed Signalized Intersection Improvements"	Immediate	\$150,000				X		X	
R	Chestnut Road	Intersection Improvement, as illustrated in Figure 4-3: "Proposed Signalized Intersection Improvements"	Immediate	\$150,000				X		X	
R	Cove Drive (north) to Arrowhead Road	Add raised planted medians per new street cross-section with one U-turn break, as illustrated in Figure 3-33: "Cross Section E: Proposed"	Immediate	\$111,200				X	X		



KINGS HIGHWAY CORRIDOR STUDY



(continued)

Restaurant Row/Barefoot Landing District Recommendations											
Type	Location	Project Type	Time Period	Estimated Construction Cost	Funded	Estimated Cost Less Funding	Potential Funding Source				
							City	County	GSATS	RTA	Private
R	Arrowhead Road to Chestnut Road	Add raised planted medians per new street cross-section with one U-turn break, as illustrated in Figure 3-33 : "Cross Section E: Proposed"	Immediate	\$55,600				X	X		
R	Chestnut Road to Wagon Wheel Road	Add raised planted medians per new street cross-section with one U-turn break, as illustrated in Figure 3-33 : "Cross Section E: Proposed"	Immediate	\$55,600				X	X		
R	Wagon Wheel Road to Hilton Road	Add raised planted medians per new street cross-section with two U-turn breaks, as illustrated in Figure 3-33 : "Cross Section E: Proposed"	Immediate	\$139,000				X	X		
R	Cove Drive (north) to Hilton Road	Consolidate commercial curb cuts, updating driveway aprons to the current City standard	Immediate	Included in cost of curb and gutter			X	X			X
U	Cove Drive (north) to Hilton Road	Bury existing utility lines	Immediate	\$1,300,000			X	X			
U	Middle Gate Road to 48th Avenue South (North Myrtle Beach)	Bury existing utility lines	Immediate	\$800,000			X	X			
P	Old Bridge Road/Middle Gate Road to 48th Avenue South (NMB)	Construct five foot sidewalk along the western edge of Kings Highway, as illustrated in Figure 4-8 : "Sidewalk with Planting Buffer"	Near Term	\$75,300				X	X		
PB	Old Bridge Road/Middle Gate Road to 48th Avenue South (NMB)	Construct ten foot wide multi-use sidewalk along the eastern edge of Kings Highway, as illustrated in Figure 4-7 : "Multi-Use Sidewalk"	Near Term	\$150,600				X	X		
B	Old Bridge Road/Middle Gate Road to 48th Avenue South (NMB)	Add dedicated bike lanes, as illustrated in Figure 4-8 : "Sidewalk with Planting Buffer"	Near Term	\$38,300				X	X		
T	Old Bridge Road/Middle Gate Road	Upgrade Existing Curbside Stop to Enhanced Curbside Stop at the Near Side of Intersection in both directions, as illustrated in Figure 4-5 : "Enhanced Curbside Stop"	Near Term	\$30,000	50% estimated	\$15,000				X	
T	North Gate Road	Upgrade Existing Curbside Stop to Enhanced Curbside Stop at the Near Side of Intersection in both directions, as illustrated in Figure 4-5 : "Enhanced Curbside Stop"	Near Term	\$30,000	50% estimated	\$15,000				X	
T	48th Avenue South	Upgrade Existing Curbside Stop to Enhanced Curbside Stop at the Near Side of Intersection in both directions, as illustrated in Figure 4-5 : "Enhanced Curbside Stop"	Near Term	\$30,000	50% estimated	\$15,000				X	
R	Old Bridge Road/Middle Gate Road and 48th Avenue South	Reconstruct roadway and reduce the width of the six travel lanes from 12 feet to 11 feet, as illustrated in Figure 3-33 : "Cross Section E: Proposed"	Near Term	\$2,500,000				X	X		
R	Old Bridge Road/Middle Gate Road	Intersection Improvement, as illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Near Term	\$150,000				X			X
R	Ocean Creek Drive	Intersection Improvement, as illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Near Term	\$150,000				X			X
R	48th Avenue South	Intersection Improvement, as illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Near Term	\$150,000				X			X



KINGS HIGHWAY CORRIDOR STUDY



Restaurant Row/Barefoot Landing District Recommendations											
Type	Location	Project Type	Time Period	Estimated Construction Cost	Funded	Estimated Cost Less Funding	Potential Funding Source				
							City	County	GSATS	RTA	Private
R	Old Bridge Road/Middle Gate Road to Commons Boulevard	Add raised planted medians, as illustrated in Figure 3-33 : "Cross Section E: Proposed"	Near Term	\$55,600			X	X	X		
R	Wren Avenue to North Gate Road	Add raised planted medians, as illustrated in Figure 3-33 : "Cross Section E: Proposed"	Near Term	\$55,600				X	X		
R	North Gate Road to Ocean Creek Road	Add raised planted medians, as illustrated in Figure 3-33 : "Cross Section E: Proposed"	Near Term	\$55,600			X	X			
U	Hilton Road to Old Bridge Road/Middle Gate Road	Bury existing utility lines	Near Term	\$1,500,000			X	X			
PB	Hilton Road to Kings Road	Construct ten foot wide multi-use sidewalk, as illustrated in Figure 4-7 : "Multi-Use Sidewalk". Sidewalk to be located off road, under roadway bridges, around existing lakes and within existing open space at the Highway 22 junction.	Long Term	\$28,300				X	X		
P	Kings Road to Old Bridge Road/Middle Gate Road	Construct five foot sidewalk along the western edge of Kings Highway, as illustrated in Figure 4-1 : "Bike Lane: Road with Curb"	Long Term	\$103,500				X	X		
PB	Kings Road to Old Bridge Road/Middle Gate Road	Construct ten foot wide multi-use sidewalk along the eastern edge of Kings Highway, as illustrated in Figure 4-7 : "Multi-Use Sidewalk"	Long Term	\$207,000				X	X		
B	Hilton Road to Old Bridge Road/Middle Gate Road	Add dedicated bike lanes, as illustrated in Figure 4-1 , "Bike Lane: Road with Curb"	Long Term	\$71,700				X	X		
T	Hilton Road	Upgrade Existing Curbside Stop to Enhanced Curbside Stop at the Near Side of Intersection in both directions, as illustrated in Figure 4-5 : "Enhanced Curbside Stop"	Long Term	\$30,000	50% estimated	\$15,000				X	
T	Kings Road	Upgrade Existing Curbside Stop to Enhanced Curbside Stop at the Near Side of Intersection in both directions, as illustrated in Figure 4-5 : "Enhanced Curbside Stop"	Long Term	\$30,000	50% estimated	\$15,000				X	
T	Mall Access Road	Upgrade Existing Curbside Stop to Enhanced Curbside Stop at the Near Side of Intersection in both directions, as illustrated in Figure 4-5 : "Enhanced Curbside Stop"	Long Term	\$30,000	50% estimated	\$15,000				X	
T	Briarwood Drive/South Gate Road	Upgrade Existing Curbside Stop to Enhanced Curbside Stop at the Near Side of Intersection in both directions, as illustrated in Figure 4-5 : "Enhanced Curbside Stop"	Long Term	\$30,000	50% estimated	\$15,000				X	
R	Kings Road to Old Bridge Road/Middle Gate Road	Reconstruct roadway and reduce the width of the six travel lanes from 12 feet to 11 feet, as illustrated in Figure 3-33 : "Cross Section E: Proposed"	Long Term	\$2,200,000				X	X		
R	Wagon Wheel Road	Intersection Improvement, as illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Long Term	\$150,000				X			X
R	Hilton Road	Intersection Improvement, as illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Long Term	\$150,000				X			X



KINGS HIGHWAY CORRIDOR STUDY



Restaurant Row/Barefoot Landing District Recommendations											
Type	Location	Project Type	Time Period	Estimated Construction Cost	Funded	Estimated Cost Less Funding	Potential Funding Source				
							City	County	GSATS	RTA	Private
R	Kings Road	Intersection Improvement, as illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Long Term	\$150,000				X			X
R	Mall Access Road	Intersection Improvement, as illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Long Term	\$150,000				X			X
R	Briarwood Drive	Intersection Improvement, as illustrated in Figure 4-3 : "Proposed Signalized Intersection Improvements"	Long Term	\$150,000				X			X
R	Hilton Road to Kings Road	Add raised planted medians, as illustrated in Figure 3-33 : "Cross Section E: Proposed"	Long Term	\$83,400				X			
R	Kings Road to Mall Access Road	Add raised planted medians, as illustrated in Figure 3-33 : "Cross Section E: Proposed"	Long Term	\$139,000				X	X		
R	Mall Access Road to Briarwood Drive	Add raised planted medians, as illustrated in Figure 3-33 : "Cross Section E: Proposed"	Long Term	\$55,600				X	X		
R	South Gate Road to Old Bridge Road/Middle Gate Road	Add raised planted medians, as illustrated in Figure 3-33 : "Cross Section E: Proposed"	Long Term	\$83,400				X	X		
				Total	\$13,714,500						
				Total Less Funding	\$13,554,000						



FUNDING OPTIONS

Implementation is the final piece of any successful plan. Construction Cost Estimates have been provided for the Recommended Projects, but the question of “Where will the money come from?” remains.

The following information explores funding sources, both traditional and nontraditional, that can be used to ensure that Kings Highway becomes a roadway accommodating all users: pedestrians, bicyclists, transit riders, and motorists.

South Carolina Department of Transportation (SCDOT) funds the majority of projects along roads that are part of the State Highway System, including Kings Highway. The City of Myrtle Beach and Horry County should work closely with SCDOT to fund as many of the recommended projects as possible. A joint Intergovernmental Agreement would outline the roles and responsibilities for implementation as well as define any joint financing agreements.

South Carolina Transportation Infrastructure Bank (SCTIB) provides loans and other financial assistance for the construction and improvement of highways and other transportation facilities for public benefit, including economic development. Eligible projects for SCTIB funding must cost more than \$100 million, meaning that the Kings Highway corridor recommendations, when considered all together, would not be eligible for funding because the total cost of improvements is \$41.7 million.

Local Sales Tax – In the November 2006 election, Horry County voters approved a One-Cent Capital Projects Sales Tax funding road projects within Horry County for a maximum of five years. Kings Highway is not included in the list of projects that have been allocated funding, meaning that any recommended improvements to Kings Highway are ineligible for any of the current Sales Tax allocation. At this time, an additional tax to fund Kings Highway improvements cannot be added.

New Fees (Vehicle Registration) can be imposed on the county level to generate additional money for transportation programs. These fees are added as a flat rate to the annual vehicle registration fee that is administered at the county level. Fees are added with an end date in mind, or until the desired amount is collected, or are collected for the foreseeable future. Two examples of fees collected are a road maintenance fee that generates funds to be used solely on road projects that could include maintenance and improvements and a transit fee to help pay for the operation of transit service.

Transportation Enhancement Program (TEP) allows for the funding of nontraditional projects that provide education related to transportation activities as well as enhance transportation facilities and aesthetics along corridors. Eligible projects for the Transportation Enhancement Program include: Landscaping and Beautification, Bicycle and Pedestrian Facilities, Bicycle and Pedestrian Safety, and Control of Outdoor Advertising.

Because the Kings Highway Corridor Study area lies within the GSATS Metropolitan Planning Organization (MPO), applications for the Transportation Enhancement Program are submitted directly to GSATS because it is the local administrator of the Program for SCDOT.

Program notes related to eligible Kings Highway recommendations:

- A local 20% match is required of TEP projects and the applicant must be able to pay for project costs up front. Invoices can be submitted and reimbursement distributed as project phases are completed.
- Extensive Landscaping and Beautification projects must include irrigation.

- Bicycle route maps and signage fall under the Bicycle and Pedestrian Safety category as allowable uses of TEP funding.
- Criteria for Bicycle and Pedestrian Facilities projects include providing connections between urban areas and neighborhoods, recommendations that meet AASHTO and FHWA design standards, and recommendations that are in line with GSATS goals for the area. All three of these criteria are met by the recommended bicycle and pedestrian projects.
- Control of Outdoor Advertising involves the removal of signage to improve the scenic nature of a roadway. Ordinances must be in place to ensure that billboard removal is allowed and enforceable.

Further information regarding eligible projects and the TEP application can be found at the South Carolina Department of Transportation’s Transportation Enhancement Program’s website: <http://www.scdot.org/community/tep.shtml>

Private Financing is an option used to finance many different facility types using one of the following methods. Corporate sponsorship would result in either covering the cost of, or contributing to the cost of, a type of facility being built or improved. For example, the cost to implement pedestrian crosswalks at intersections could be sponsored by a local business. The business receives advertising through the naming rights while pedestrians have a dedicated crossing location. Another type of financing includes enacting conditions for project approval. As redevelopment of parcels takes place, approval is granted on the condition of facility improvements. For example, a developer is granted approval to redevelop a parcel along Kings Highway under the condition that he constructs the desired improvements. In this example, those improvements would be to consolidate the multiple driveways and upgrade the sidewalk in front of the parcel to current City standards.

Myrtle Beach and Kings Highway draws tourists year-round. Area businesses depend on tourism dollars to survive, and advertising brings tourists to the business. Sponsorship of facilities such as crosswalks, bus shelters, etc. results in a win-win for Kings Highway and Myrtle Beach Area businesses.

Public-Private Partnerships (PPP) are a partnership between local government(s) and one or more private businesses to achieve a desired goal that is out of reach of the individual partners due to cost concerns. Most road projects that are PPP are large-scale, new alignments that often are operated as a toll road. Kings Highway through Myrtle Beach is a local road and the recommendations of the report aim to keep it that way. Therefore, the option of PPP as a source of funding is unlikely.