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Challenge 1: Complete Streets

Challenge 2: Fix Barriers

Challenge 3: Gather Data

Challenge 4: Design Right

Challenge 5: Create Networks

Challenge 6: Improve Laws

Challenge 7: Educate & Enforce

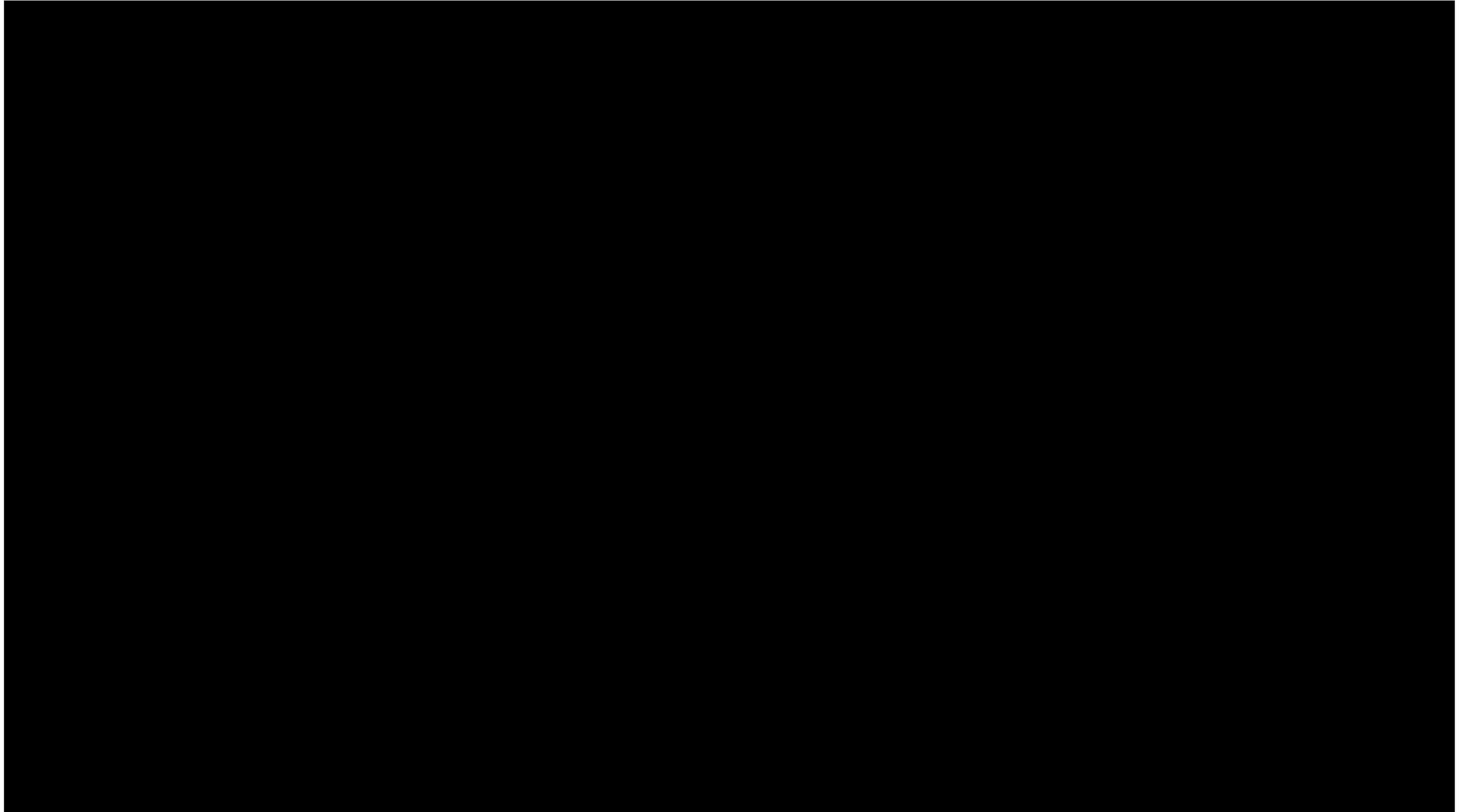


Mayors' Challenge 1: Complete Streets

Take a Complete Streets Approach

Walking and bicycling should be considered equally important as other transportation modes: The primary goal of a transportation system is to safely and efficiently move people and goods. Walking and bicycling are efficient transportation modes for most short trips and, where convenient intermodal systems exist, these non-motorized trips can be linked with transit to significantly increase trip distance. Walking and bicycling should not be an afterthought in roadway design.

Mayors' Challenge 1: Complete Streets



RESOLUTION ADOPTING A COMPLETE STREETS POLICY

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CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

WHEREAS, since 1999 both the "It's Time" visioning process and Comprehensive Plans have called for sidewalk and bicycle master plans; and

WHEREAS, increasing walking and bicycling offers the potential for improved health, reduced traffic congestion, a more livable community, and more efficient use of road space and resources; and

WHEREAS, the Complete Streets guiding principle is to design, operate and maintain streets to promote safe and convenient access and travel for all users, including residents who do not or cannot drive, such access to include sidewalks, bicycle paths, multi-use paths, vehicle lanes, and;

WHEREAS, the City of Myrtle Beach is committed to improving travel conditions and travel choices for people of all ages and abilities; and

WHEREAS, other jurisdictions and agencies nationwide have adopted Complete Streets legislation including the U.S. Department of Transportation, the state of South Carolina, and communities within South Carolina; and

WHEREAS, the Planning Commission on July 1, 2014 by resolution recommended that the City pursue the adoption of Complete Street design standards; and

WHEREAS, on March 10, 2015 the City Council approved participation in the 2015 Mayor's Challenge with one of the activities including taking a complete streets approach; and

WHEREAS, the Myrtle Beach Bicycle and Pedestrian Committee has researched, consulted with staff, and drafted a Myrtle Beach Complete Streets Policy, recommending by Resolution on May 5, 2015 to City Council that the policy be adopted; and

WHEREAS, the Myrtle Beach Planning Commission recommended by Resolution on June 16, 2015 to City Council that the policy be adopted.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Myrtle Beach, in session duly assembled, officially supports the Myrtle Beach Complete Streets Policy as attached hereto.
Done this 23rd day of June, 2015.


SIGNED MICHAEL CHESTNUT, MAYOR PRO-TEM

ATTEST:

Joan Grove, City Clerk

Ocean Boulevard

Myrtle Beach, SC
Metro population: 329,449



Photo: City of Myrtle Beach



Photo: Google

Myrtle Beach's main street now provides the same hospitality to people that the hotels that surround it do.

- Four lanes of traffic are reconfigured to two lanes with bike lanes and a two-way center turn lane.
- Landscaped medians and safer pedestrian crossings were installed.

Mayors' Challenge 2: Fix Barriers

Identify and address barriers to make streets safe and convenient for people of all ages and abilities, including those using personal mobility devices





**Ocean Boulevard
Bicycle Road Safety Audit Report**

Myrtle Beach, South Carolina

September 1- 3, 2015

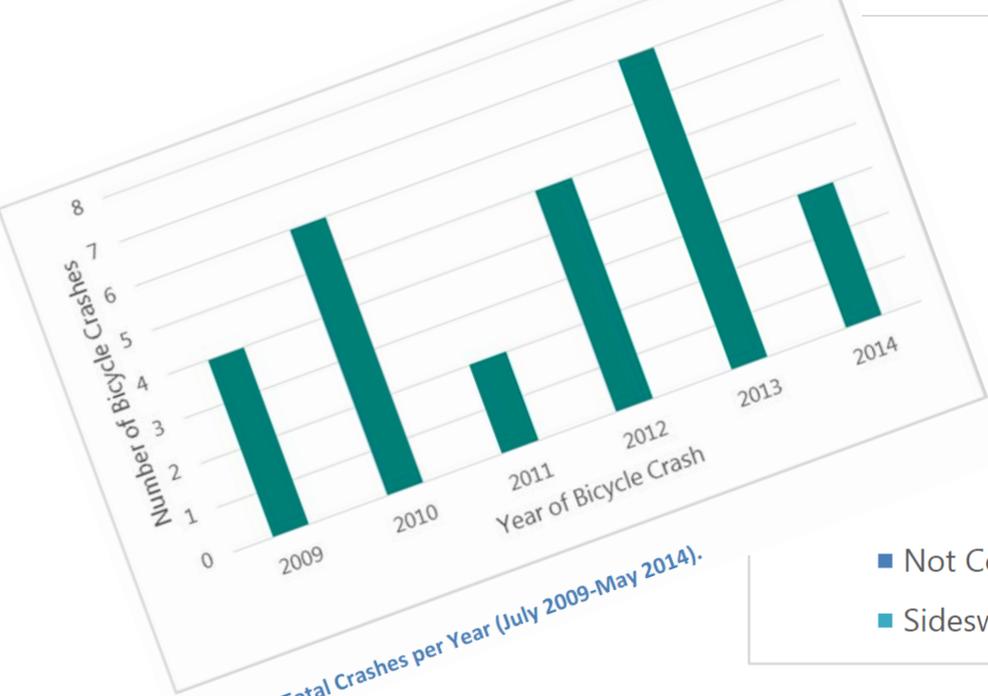


Figure 3. Total Crashes per Year (July 2009-May 2014).

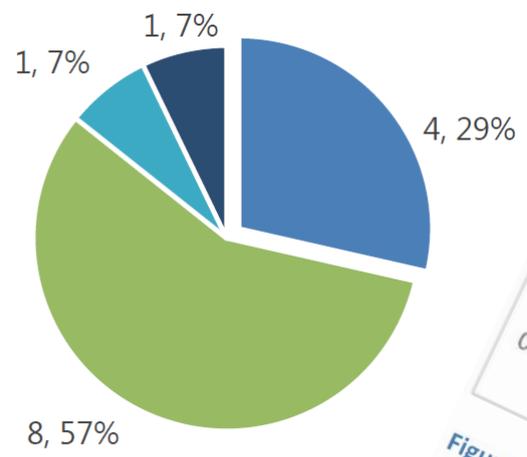


Figure 5. Crashes by Crash Type (July 2009-May 2014).

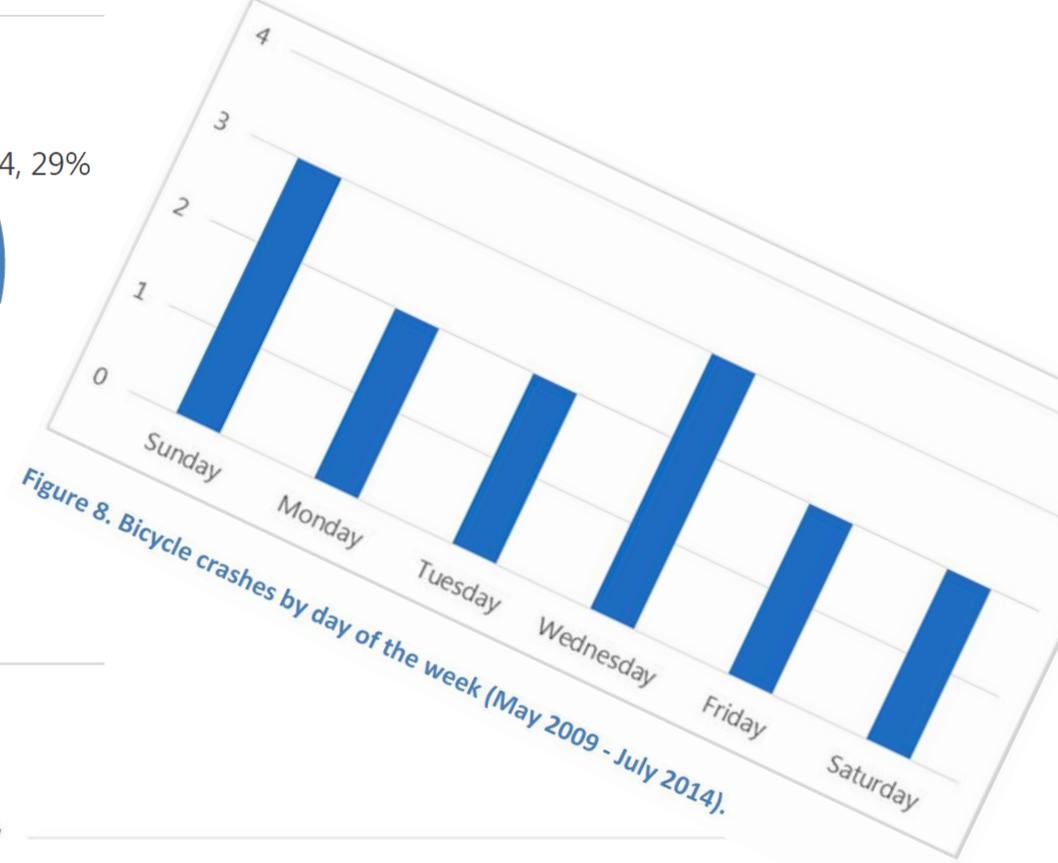


Figure 8. Bicycle crashes by day of the week (May 2009 - July 2014).

Contributing Factors to Bicycle Crashes

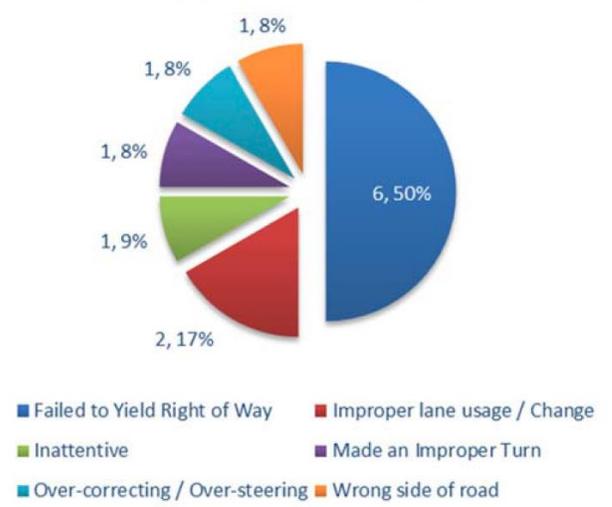


Figure 10. Bicycle Crash Contributing Factors (May 2009 - July 2014).

Month	Bicycle Crashes	Percent of Total
January	0	0%
February	0	0%
March	0	0%
April	1	7%
May	1	7%
June	4	29%
July	6	43%
August	1	7%
September	0	0%
October	0	0%
November	0	0%
December	1	7%

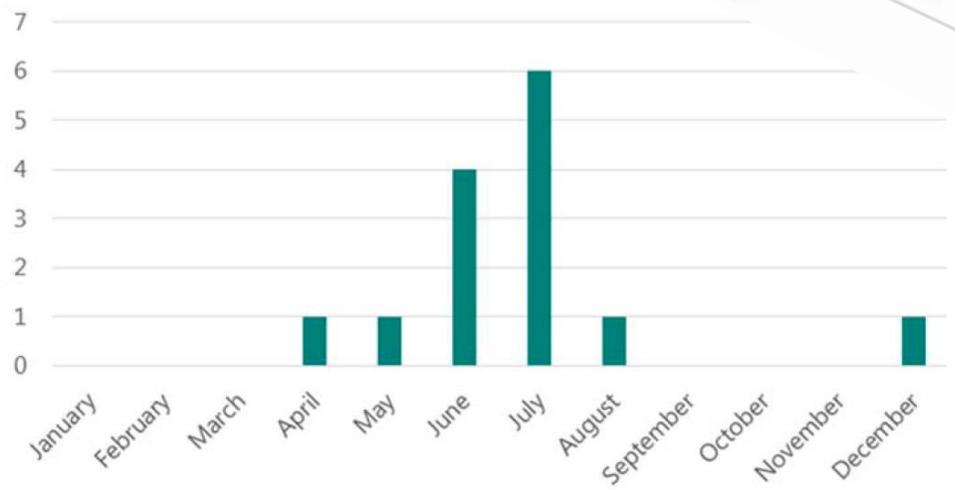
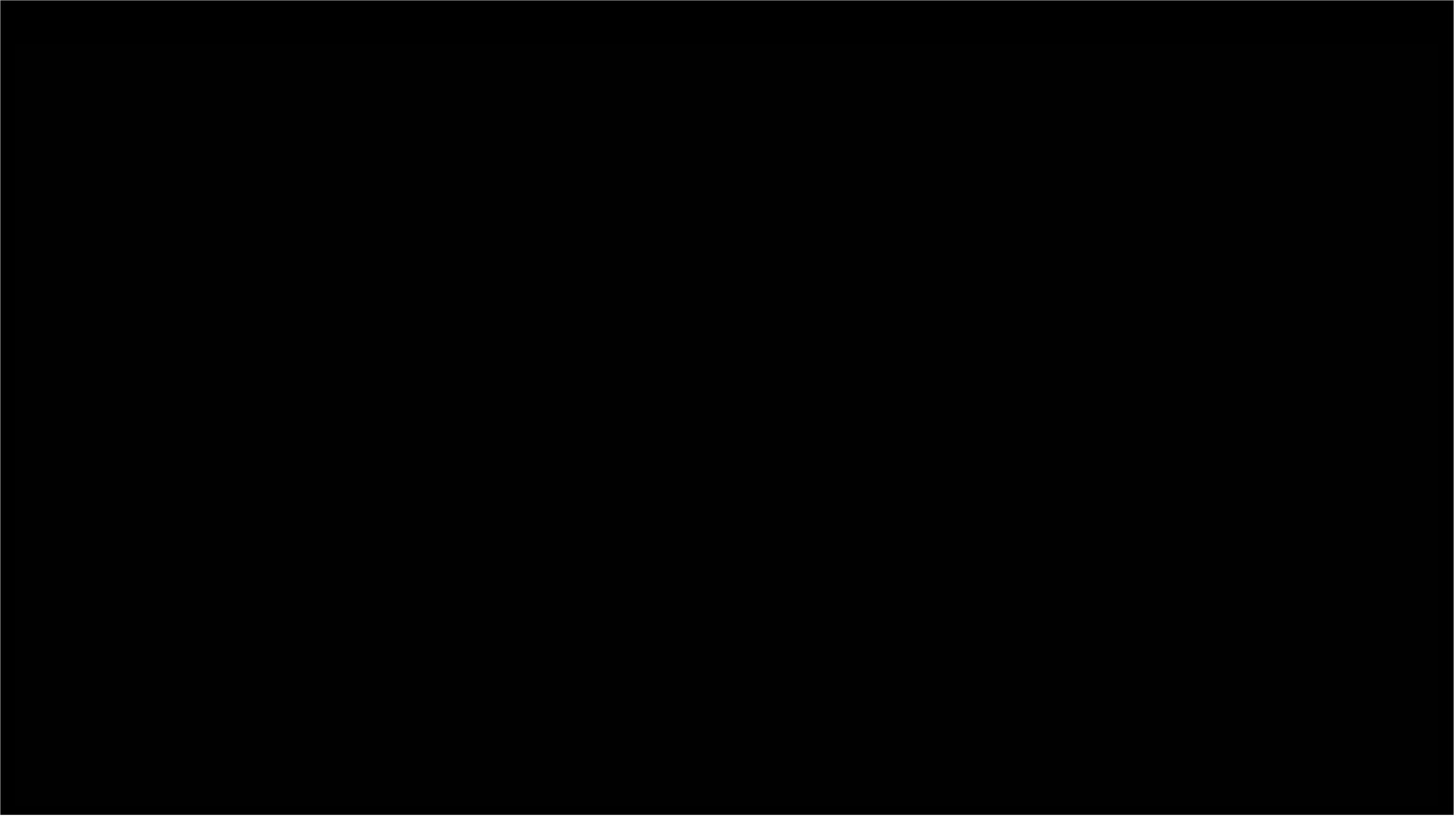


Figure 7. Bicycle Crashes by Month (May 2009 - July 2014).

Mayors' Challenge 2: Fix Barriers

Identify and address barriers to make streets safe and convenient for people of all ages and abilities, including those using personal mobility devices





Planning Director



City Engineer



City Manager



City Councilwoman



Existing Conditions Summary



Vehicle Speeds are Too Fast

Existing Condition

Overarching Opportunities

Low-Hanging Fruit

Mid-Range Projects

Long-Range Projects

HIGHER VEHICLE SPEEDS THAN POSTED SPEEDS

Wide travel lanes, lack of buffer or separation to the sidewalk from moving vehicles, and long sight distances encourage motorists to travel faster than the posted speed limit.



Travel Lanes are Overly Wide

Existing Condition

Overarching Opportunities

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Long-Range Projects

NEED FOR RIGHT-SIZED TRAVEL LANES

Overly wide travel lanes, lack of visual cues—street trees, buffered sidewalks, bike lanes, and/or on-street parking—create higher design speeds than posted speeds. The wider a roadway, the faster people in cars tend to travel. Wide roadways also, make for wide crossings—increasing the amount of time a person is exposed to the threat of being hit by a person driving and the amount of time people in cars have to wait for a person to cross. Pictured here, Kings Highway has travel lanes 11 to 14 feet wide.



Complex Intersections

Existing Condition

Overarching Opportunities

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Long-Range Projects



MISSING SIDEWALKS AND ADA RAMPS

Sections of Kings Highway, and local streets, are missing sidewalks altogether, making walking uncomfortable.

MARKED CROSSINGS NEEDED ON ALL LEGS OF THE INTERSECTION

Marked crossings are missing on all legs of the intersection. Paint high visibility marked, ladder-style, crossings to better support people on foot.

NEED FOR SIGNAL TIMING ADJUSTMENT

The current signal timing rewards driving; people have to push a button to cross the street, often without enough green time specially for older adults.

Complex Intersections

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Overarching
Opportunities

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Long-Range Projects

NEED FOR IMPROVED MID-BLOCK OR UN-SIGNALIZED CROSSINGS

Kings Highway has long distances between signalized intersections. Many people were observed crossing mid-block or at un-signalized intersections with little to no support. More supportive crossings are needed, including higher visibility crosswalk markings and median crossing islands.



Obstacles to Active Transportation

Existing Condition

Overarching Opportunities

Low-Hanging Fruit

Mid-Range Projects

Long-Range Projects



OBSTACLES TO ACTIVE TRANSPORTATION: SIDEWALKS NEED TO BE MAINTAINED & ENHANCED TO MEET ADA COMPLIANCE

Many parts of Kings Highway are not ADA compliant due to narrow sidewalk widths, lack of maintenance or sidewalks missing entirely. Encroaching and unmaintained landscaping, broken sidewalks, raised cement, or lack of sidewalks provide hazards to pedestrians—especially wheeled users, elderly and children—who are often forced into the street. The good news is that where new sidewalks have been constructed, sidewalks are meeting the standard of 5 feet minimum widths.

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NEED FOR BIKE INFRASTRUCTURE, STREET TREES & PEDESTRIAN SCALE

Many people were observed riding on the sidewalk. The good news is that by narrowing travel lanes bike lanes, and even buffered bike lanes in some locations, can be added to the street. Bike lanes not only provide a space for people to ride bicycles, they also provide a buffer to the sidewalk, slow motorists speeds, and improve turning radius for motorists.

In addition to bike lanes providing a buffer, street trees further buffer pedestrians from moving vehicles and reduce speeds to meet the desired target. Where street trees exist on Kings Highway, they have been planted in the wrong location (as pictured). The presence of trees in a suburban landscape significantly reduced cruising speed of drivers by an average of 3 miles per hour.



Lack of Security or ‘Eyes on the Street’

Existing Condition

Overarching Opportunities

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Mid-Range Projects

Long-Range Projects



What signs are buildings and land-use sending to the community?

NEED FOR BETTER LAND-USE MIX

Land-use mix allows for diversity, which can contribute to, or detract from, livable communities. Completely separating land-uses, such as residential and commercial, from each other can create places that are underused during certain times of the day. A sense of place is created when buildings watch over the street and streets are designed so that buildings are not set back away from the street—land-use and transportation planning work together. Many of the buildings along Kings Highway are not supporting healthy lifestyle choices. The area is highly auto-oriented due to large building setbacks and lack of connectivity. Careful transition between land-uses is critical to ensuring an activity promotes the right uses and access to all users throughout all hours of the day. The building's architecture—transparency, texture, and people-oriented entrances are key, too.

Need to Unite Land-Use & Transportation Planning

Existing Condition

Overarching Opportunities

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Long-Range Projects

NEED FOR ON-STREET PARKING

We have harmed more places in America by insisting that we need massive amounts of off-street parking. Off-street parking takes up three times more space than on-street parking. On-street parking is more effective than off-street parking. On-street parking visually narrows streets and brings down traffic speeds, while providing the most sustainable and affordable parking.



Next Steps: Short-Term

This section includes further illustration of several of the next steps for ‘**low-hanging fruit**’ or **short-term** initiatives that were identified during the Walkability Workshop, many of which can be achieved within ‘100-days’ [of receiving this report].

- **Move Paint:**
 - Narrow Travel Lanes to 10 Feet and Add Bike Lanes
 - Remove Yellow Centerlines on East-West Streets and Add Bold Edge Stripes and Sharrows
- **Improve Marked Crossings:** Paint High Visibility Crossings on all Legs of Intersections
- **Sidewalk Maintenance:** Trim shrubs
- **Adjust Signal Timing**
- **Organize a “Demonstration” Project:** Build a Mini Circle on East-West Streets
- **Adopt a “Roundabouts First” Policy; Build a Model** (short- to mid- term)



Move Paint. On streets carrying less than 6,000 vehicles a day the yellow centerline can be removed, except at hillcrests and curves, and bold edge stripes can be added 18 feet apart. This creates better driver vigilance while often proving a buffer to the sidewalk, space for on-street parking, bike lanes or shared walking and biking space.

Consider centerline removal on the local East-West streets leading to the beach.

Next Steps: Mid-Term

Mid-term initiatives that were identified during the Walkability Workshop:

- **Install Bike Racks and Sidewalk Furniture (i.e. benches)**
- **Underground Utilities**
- **Install Curb Extensions at Avenues**
- **Celebrate Place with Historic Markers and Wayfinding (signage)**
- **Install Roundabouts**

Next Steps: Long-Term

Long-term initiatives that were identified during the Walkability Workshop:

- **Change State Law to “Stop for Pedestrians”**
- **Identify and Incentivize Village Development along Kings Highway**
- **Install a Bike Share Program**
- **Improve Sidewalks along Kings Highway**
- **Improve Bus Shelters along Kings Highway**
- **Install Mid-Block Crossings with Pedestrian Crossing Islands along Kings Highway**
- **Install Roundabouts at Existing Signalized Intersections**
- **Full Revitalization of Kings Highway**

FIX BARRIERS



Winner!
Myrtle Beach, South Carolina





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