
2024-60 (1ST READING): TO AMEND THE MARKET COMMON MASTER PLAN TO REPLACE PLANS FOR A HOTEL AT THE CORNER OF FARROW PKWY AND PHILLIS BLVD WITH PLANS FOR 192 RESIDENTIAL UNITS, MAXIMUM 3,500 SQ. FT. OF COMMERCIAL SPACE, AND RELATED AMENITIES.

Applicant/Purpose: LUK-MB5 (applicant) / to amend the Market Common Master Plan to replace plans for a hotel at the corner of Farrow Pkwy & Phillis Blvd., with plans for 192 residential units, max. 3,500 sq. ft. commercial space and related amenities

Brief:

- Having made revisions since the 8.13.24 City Council Workshop, the new MarketWalk plan includes:
 - 90 residential townhomes + 102 residential cottages
 - Swimming pool, club house, lake pavilion & park, playground
 - Max 3,500 sq. ft. drive-through coffee shop on the corner of Phillis Blvd & Howard Ave (moved from Phillis & Farrow to address concerns; second commercial outparcel shown at workshop has been eliminated)
 - 424 residential + 15 commercial parking spaces
- MarketWalk will be developed on a single parcel; EPA regulations prohibit the parcel from being subdivided.
- P. Commission (10.1.24): Recommends approval (8/0) contingent upon:
 - the developer installing an 8' sidewalk along Phillis Blvd,
 - the drive through restaurant being limited to a coffee shop, and
 - the developer contributing funding toward completion of the Thunderbolt Park Path in an amount mutually agreeable between the developer and City Management
 - The applicant has agreed to all 3 contingencies, and the proposal has been amended by the applicant accordingly.

Issues:

- Under the guidance of the City Engineering Division, the applicant conducted a Traffic Impact Analysis of the revised project and its vicinity, including traffic generated by sporting events at Grand Park. The analysis concludes MarketWalk will not negatively impact the level of service (LOS) of area roadways or intersections; nor does the project warrant additional turn lanes.
- Applicant worked with the City Fire Marshall to ensure the revised plans allow adequate maneuverability for fire apparatus and ideal hydrant locations.
- The supplemental parking analysis provided by the applicant concludes the parking demand expected for Marketwalk is lower than the City of Myrtle Beach requirements, and lower than the spaces provided in the plan. The Detailed Staff Report includes a table comparing proposed parking for the entire site to requirements in the City Zoning Code.
- The project includes developer installation of a 5' sidewalk along Howard Ave, and an 8' sidewalk along Phillis Blvd. In addition, the applicant has agreed to provide any access easements necessary for the City to complete the adjacent Thunderbolt Park path, and funding in an amount mutually agreeable with City Management to put toward construction of the remainder of the path. See the Detailed Staff Report for path details.
- From the beginning, the Market Common Master Plan was designed to create a walkable community, requiring pedestrian-oriented design. The Plan thoughtfully and intentionally does not allow drive-through restaurants.

1 **Public Notification:** Numerous public meetings.

2
3 **Alternatives:**

- 4 • Amend the Master Plan request, or deny the request

5
6 **Financial Impact:**

- 7 • Upon completion of the project the city will experience increase in commercial property
8 taxes, business license revenue, and building permit revenue during construction. The
9 city will also experience water and sewer fee revenues. These will be offset with calls
10 for service.

11
12 **Manager's Recommendation:**

- 13 • I recommend 1st reading (10.8.24)

14
15 **Attachment(s):** Ordinance, detailed staff report, public input

ORDINANCE 2024-60

CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

TO AMEND THE MARKET COMMON MASTER
PLAN TO REPLACE PLANS FOR A HOTEL AT
THE CORNER OF FARROW PKWY AND PHILLIS
BLVD WITH PLANS FOR 192 RESIDENTIAL
UNITS, MAXIMUM 3,500 SQ. FT. OF
COMMERCIAL SPACE, AND RELATED
AMENITIES.

IT IS HEREBY ORDAINED that the City of Myrtle Beach Market Common Master Plan is hereby amended to delete references to a hotel on the XYZ property in Phase 1A and to add plans for 192 residential units, maximum 3,500 sq. ft. of commercial space, and related amenities as follows:

Replace current page 8 Master Plan dated 03-14-2017 with new page 8 Master Plan dated October 2, 2024 as attached hereto; and

Replace current page 9 Phase Summaries dated November 13, 2007 with new page 9 Phase Summaries dated October 2, 2024 as attached hereto; and

Amend current page 11 Zoning Summary (Continued) to add "Coffee Shop with Drive Thru only permitted in Phase 1A" to the list of permitted uses; and

Replace current page 23 Enlarged Phase 1A Site Plan dated January 17, 2007 with new page 23 MarketWalk::Concept Plan dated October 2, 2024 as attached hereto; and

Replace current page 23-A Parcel A Proposed Hotel Parcel Data with new page 23-A Buffers as attached hereto; and

Delete current page 23-B Preliminary Site Plan (Hotel) dated 02-23-17; and

Delete current pages 23-C-1 thru 23-C-6 Proposed Hampton Inn & Suites South Elevations dated 23 February 2017; and

Replace current page 23-D Market Common Parcel A Design Parameters with new page 23-D MARKET COMMON PARCEL 1A DESIGN PARAMETERS as attached hereto.

This ordinance will take effect upon second reading.

BRENDA BETHUNE, MAYOR

ATTEST:

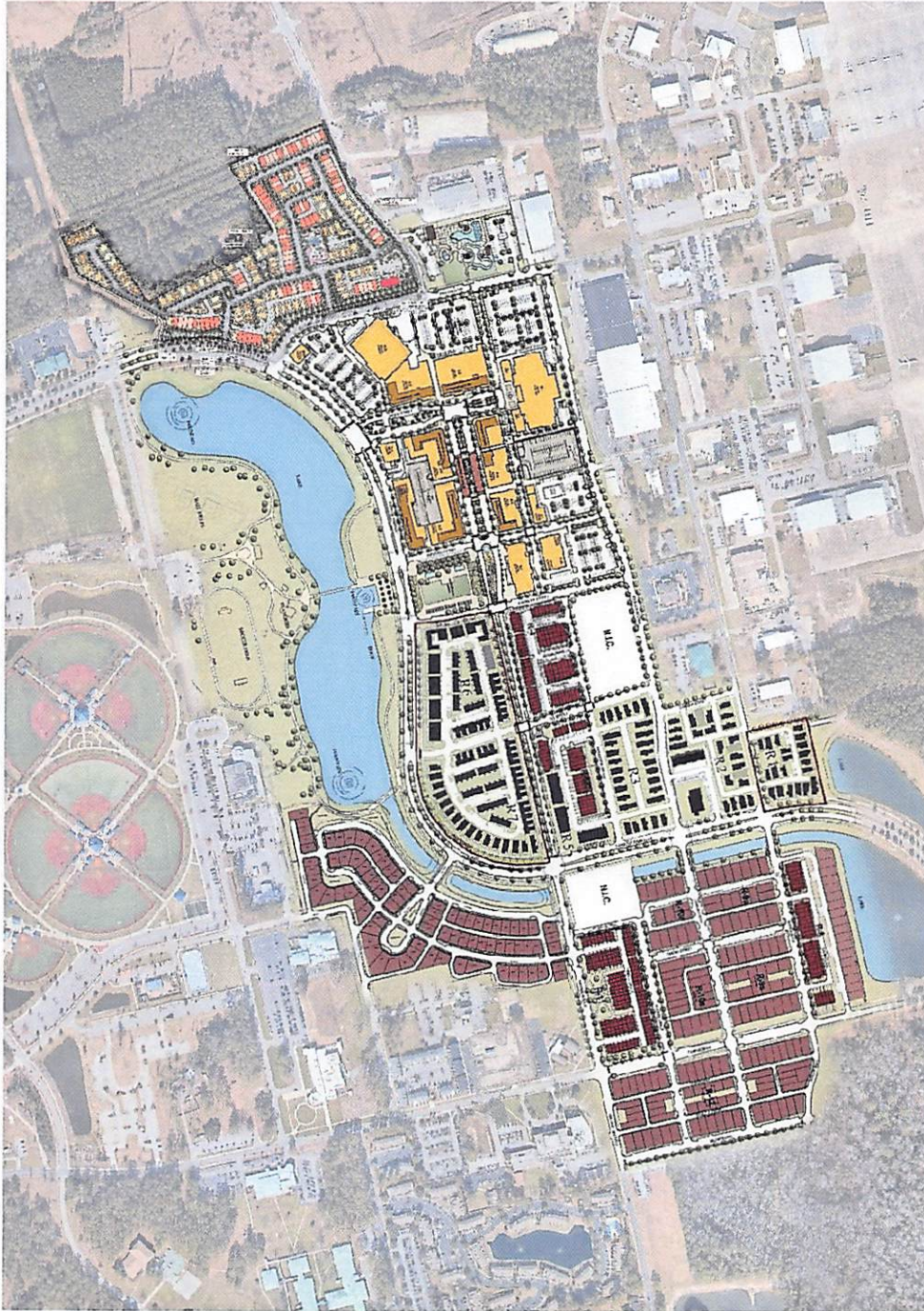
JENNIFER ADKINS, CITY CLERK

1st Reading: 10-8-2024

2nd Reading:

1
2

Ordinance 2024-60
New Page 8



3



MARKET WALK: MASTER PLAN
OCTOBER 2, 2024

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741 Front Street, Suite 220
Celebration, FL 34747
www.placesforcele.com

North Beach, South Carolina
October 27, 2004, Revised November 16, 2004, June 9, 2005, November 27, 2006, January 3, 2007, January 17, 2007, April 24, 2007, May 8, 2007, June 2, 2007, August 11, 2007, September 21, 2007, October 19, 2007, November 3, 2007, Revised March 2, 2023

PHASE I AREA SUMMARY

PHASE II AREA SUMMARY

PHASE III AREA SUMMARY

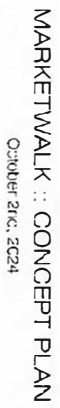
DIFFER. OF AREA SUMMARIES

DIFFER. V. AREA SUMMARY

Revised October 2, 2024

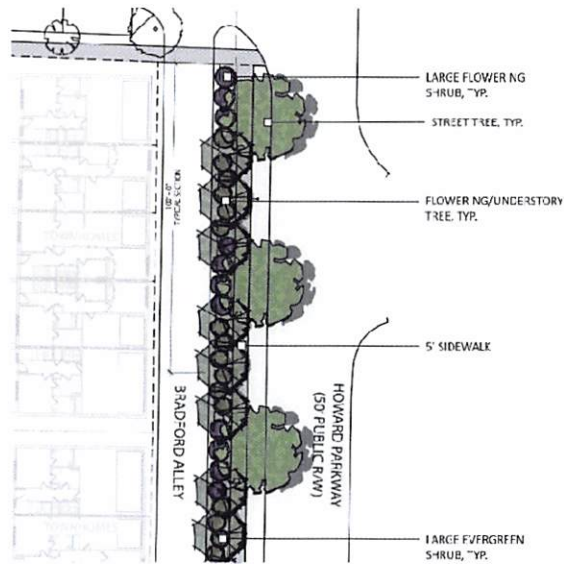
PHASE VI AREA SUMMARY	
SITE AREA	7.071 ACRES
PROPOSED FILL	100,000 CY
180' WIDE CANAL	25' DEEP
211E' WIDE 18' DEEP	27' DEEP
TOPOGRAPHY DATA	27' DEEP
DESIGNER: STANTEC	
DATE: 11/22/2007	11/22/2007
PROJECT NO. 16-019-0211-SITE-3	16-019-0211-SITE-3

PHASE VII AREA SUMMARY	
SITE AREA	12.5 ± ACRES
TRAFFIC - TOTAL	125 UNITS
210° WIDE AVENUE	125 UNITS
TWO-LANE AVENUE	300 ± 300 D.F.
PARKING SUMMARY:	
CURRENT TRAFFIC PARKING	770 SPACES
PARKING ON ADJACENT STREETS	24 SPACES

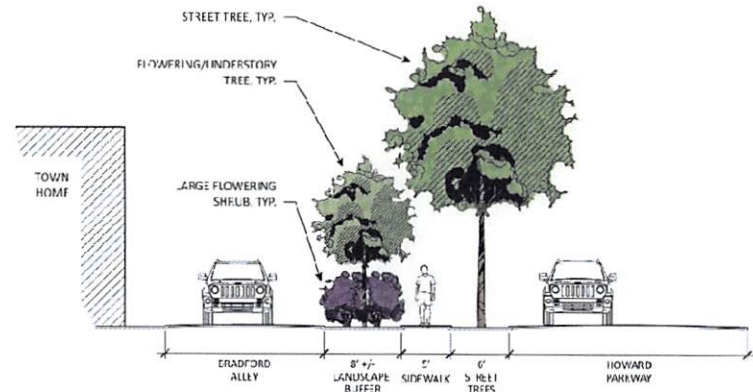



 National Society for the Study of the American Revolution
 141 F Street, N.W., Suite 200
 Washington, D.C. 20004
 www.nssar.org

BUFFERS



TYPICAL LANDSCAPE BUFFER @
HOWARD PARKWAY



TYPICAL CROSS SECTION @
HOWARD PARKWAY BUFFER



23-A

Ordinance 2024-60
New Page 23-D

MARKET COMMON PARCEL 1A DESIGN PARAMETERS

Market Walk will be a rental community offering a mixture of detached homes in various configurations, as well as a collection of townhome properties. The project will offer only long term rentals with a base term of a minimum of 6 months, and will be owned and managed to the same quality as the retail operations and other projects developed by HomeFed at Market Common.

PROJECT: MarketWalk

NUMBER OF UNITS: 192

LOT SIZE: 15.2 acres

SETBACKS: Minimum three (3') feet from perimeter

BUILDING HEIGHT: 35'

BUILDING SEPARATION: 6'

PARKING REQUIRED: 384 (Residential)

PARKING PROVIDED: 424 (Residential)

- Garage = 144
- Parallel = 203
- Head In = 77

PARKING RATIO: 2.20/unit

OUTBUILDINGS:

- Maintenance
- Trash Compactor

AMENITIES:

- Plaza
- Club House
- Swimming Pool
- Lake Pavilion & Park
- Playground

LIGHTING: Will conform to Article 12, Lighting and Glare of the City of Myrtle Beach Zoning Ordinance.

SIGNAGE: Will conform to Article 8, Signage, Section 805 K (Urban Village) of the City of Myrtle Beach Zoning Ordinance.

Building Design utilizes traditional building forms, details and roof slopes that are in keeping with the Market Common design theme.

Developer will install an 8' multi purpose path along Phillis Blvd within the CMB Public ROW as well as a 5' sidewalk along Howard Avenue from its current terminus to the Phillis Blvd Multi Purpose Path

The developer contribute an amount of money mutually agreeable to City Management to put towards completion of the Thunderbolt Path.

23-D