
2024-60 (2ND 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.
- No changes since 1st reading.

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.

Public Notification: Numerous public meetings.

Alternatives:

- Amend the Master Plan request, or deny the request

Financial Impact:

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

Manager's Recommendation:

- I recommend 1st reading (10.8.24)
- I recommend approval (10.2.24)

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.

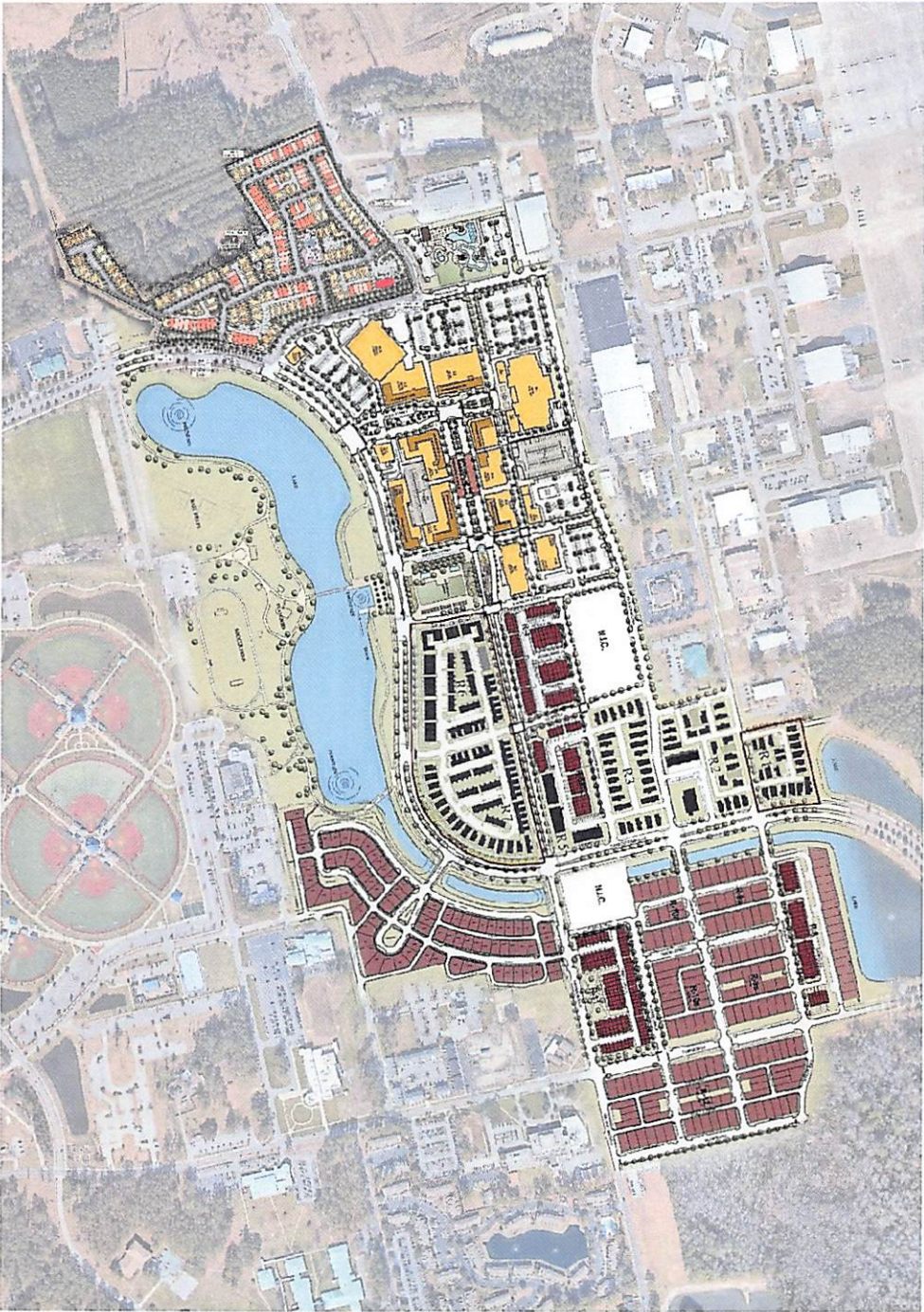
BRENDA BETHUNE, MAYOR

ATTEST:

JENNIFER ADKINS, CITY CLERK

1st Reading: 10-8-2024

2nd Reading: 10-22-2024



THE MARKET COMMON, MYRTLE BEACH

Myrtle Beach, South Carolina - October 17, 2004; Revised November 16, 2004; June 9, 2005; November 27, 2006; January 3, 2007; January 17, 2007; April 24, 2007; May 8, 2007; June 5, 2007; July 3, 2007; August 31, 2007; September 21, 2007; October 14, 2007; November 13, 2007; Revised March 2, 2023
Revised October 2, 2024

PHASE I A AREA SUMMARY

TOTAL SITE AREA	21.5 ACRES
SITE AREA - HOBBS COUNTY	1.3 ACRES
SITE AREA - CONVENT	15.1 ACRES
TOWNHOMES - TOTAL	90 UNITS
200' WIDE	34 UNITS
100' WIDE	56 UNITS
COTTAGES - TOTAL	102 UNITS
100' WIDE	40 UNITS
200' WIDE	21 UNITS
200' WIDE	7 UNITS
200' WIDE	4 UNITS
COMMERCIAL	1,500 S.F. (1 UNIT)
*PARKING TO MEET CAR REQUIREMENTS	
PARKING SUMMARY:	
CARSPACE PARKING	144 SPACES
PERFECT PARKING	200 SPACES
HEAD-ON PARKING	77 SPACES
TOTAL PARKING	421 SPACES

PHASE I B AREA SUMMARY

SITE AREA	25.219 ACRES
RETAIL	567,619 S.F.
OFFICE BLDG	42,076 S.F.
COMMUNITY CENTER AREA	1,500 S.F.
APARTMENT	125 UNITS
APARTMENT AREA	233,983 S.F.
PARKING SUMMARY:	
ON-SITE RETAIL PARKING	1,120 SPACES
ON-SITE RESIDENTIAL PARKING	104 SPACES
ON-SITE COMMUNITY CENTER	50 SPACES

PHASE II AREA SUMMARY

SITE AREA	8.301 ACRES
CONDOMINIUMS	285 UNITS
CONDOMINIUM AREA	203,304 S.F.
TOWNHOMES - TOTAL	92 UNITS
150' WIDE UNITS	82 UNITS
210' WIDE UNITS	20 UNITS
TOWNHOME AREA	185,794 S.F.
PARKING SUMMARY:	
ON-SITE RESIDENTIAL PARKING	180 SPACES
PARKING ON ADJACENT STREETS	105 SPACES

PHASE III AREA SUMMARY

SITE AREA	12.585 ACRES
RETAIL/OFFICE AREA	10,455 S.F.
CONDOMINIUMS	0 UNITS
CONDOMINIUM AREA	0 S.F.
TOWNHOMES - TOTAL	227 UNITS
150' WIDE UNITS	113 UNITS
210' WIDE UNITS	103 UNITS
200' WIDE UNITS	7 UNITS
200' WIDE UNITS	2 UNITS
400' WIDE UNITS	2 UNITS
TOWNHOME AREA	477,801 S.F.
NEWWORK/RETAIL TOWNHOMES (50 UNITS)	16,500 S.F.
PARKING SUMMARY:	
ON-SITE RETAIL PARKING	100 SPACES
ON-SITE RESIDENTIAL PARKING	405 SPACES
PARKING ON ADJACENT STREETS	200 SPACES

PHASE IV AREA SUMMARY

SITE AREA	11.409 ACRES
CONDOMINIUMS	0 UNITS
CONDOMINIUM AREA	0 S.F.
TOWNHOMES - TOTAL	187 UNITS
150' WIDE UNITS	177 UNITS
210' WIDE UNITS	90 UNITS
200' WIDE UNITS	6 UNITS
200' WIDE UNITS	4 UNITS
400' WIDE UNITS	6 UNITS
TOWNHOME AREA	480,500 S.F.
PARKING SUMMARY:	
ON-SITE RESIDENTIAL PARKING	200 SPACES
PARKING ON ADJACENT STREETS	100 SPACES

PHASE V AREA SUMMARY

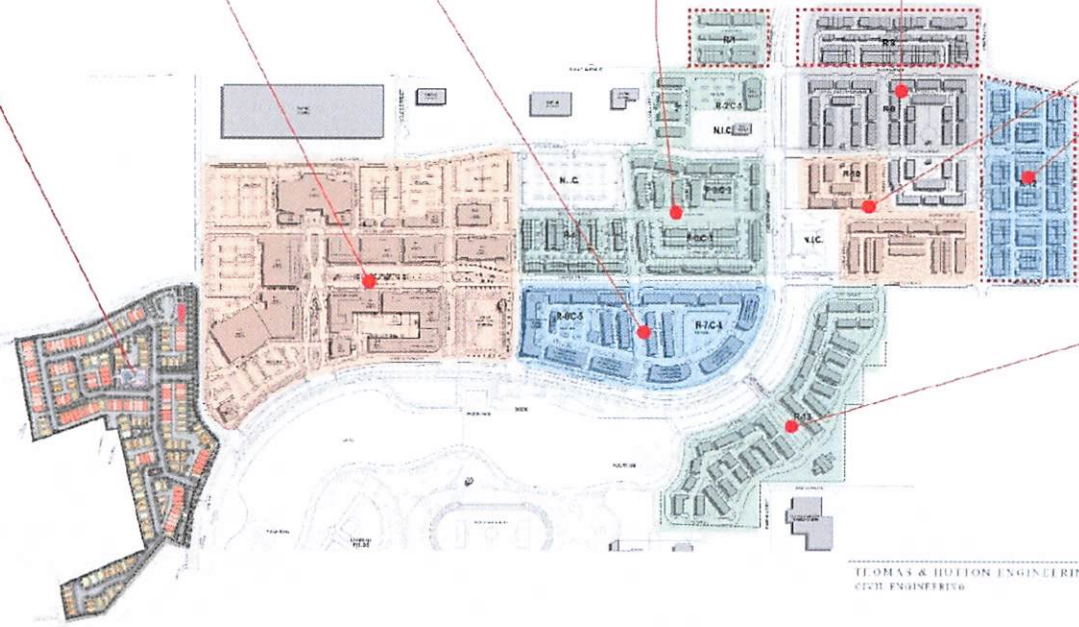
SITE AREA	8.50 ACRES
TOWNHOMES - TOTAL	160 UNITS
150' WIDE UNITS	117 UNITS
210' WIDE UNITS	43 UNITS
TOWNHOME AREA	227,586 S.F.
PARKING SUMMARY:	
ON-SITE RESIDENTIAL PARKING	220 SPACES
PARKING ON ADJACENT STREETS	133 SPACES

PHASE VI AREA SUMMARY

SITE AREA	7.901 ACRES
TOWNHOMES - TOTAL	87 UNITS
150' WIDE UNITS	20 UNITS
210' WIDE UNITS	67 UNITS
TOWNHOME AREA	267,229 S.F.
PARKING SUMMARY:	
ON-SITE RESIDENTIAL PARKING	175 SPACES
PARKING ON ADJACENT STREETS	100 SPACES

PHASE VII AREA SUMMARY

SITE AREA	10.315 ACRES
TOWNHOMES - TOTAL	135 UNITS
210' WIDE UNITS	135 UNITS
TOWNHOME AREA	360,380 S.F.
PARKING SUMMARY:	
ON-SITE RESIDENTIAL PARKING	273 SPACES
PARKING ON ADJACENT STREETS	34 SPACES

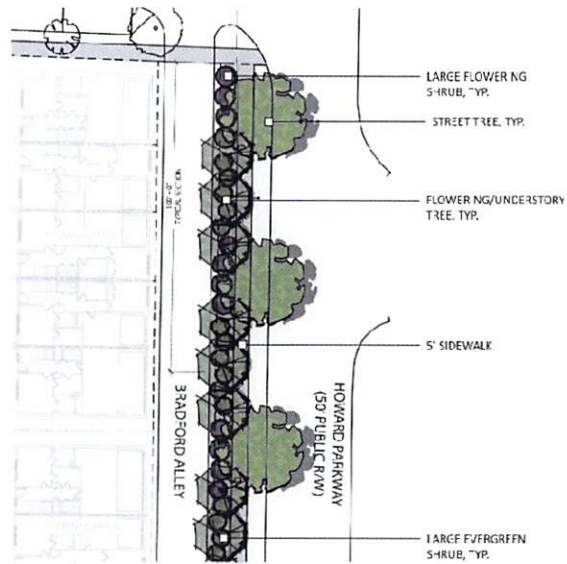


THOMAS & HUTTON ENGINEERING CO.
CIVIL ENGINEERS

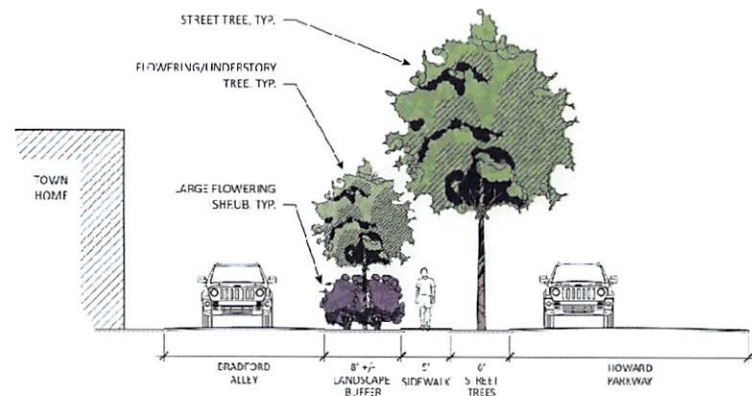


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BUFFERS



TYPICAL LANDSCAPE BUFFER @
HOWARD PARKWAY



TYPICAL CROSS SECTION @
HOWARD PARKWAY BUFFER

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 Phillips Blvd within the CMB Public ROW as well as a 5' sidewalk along Howard Avenue from its current terminus to the Phillips 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