
1 **2023-43 (1ST READING): TO AMEND THE 17TH AVENUE N PUD TO ACCOMMODATE**
2 **ADDITIONAL AMENITY ELEMENTS ON THE OCEANFRONT, MODIFY A BUILDING SETBACK**
3 **ON THE OCEANFRONT, AND REVISE THE SIGNAGE FOR 2ND ROW TO DIRECT PARKING**
4 **TO 2ND ROW**

5 **Applicant/Purpose:** Robert S. Guyton (applicant) / to amend the 17th Ave N. PUD to reflect updated
6 information on amenities, setbacks, and signage.

7
8 **Brief:**

- 9 • This amendment requests to build:
- 10 ○ a max 50' tall amenity center on the 1st row;
 - 11 ○ a max 210' tall accommodations tower with parking and check-in on the 2nd row; and
 - 12 ○ revise the signage requirements to better direct both vehicular and pedestrian traffic
 - 13 around the area.
- 14 • This PUD amendment is a joint request with a Resolution (expected to be on the 10.10.23 City
15 Council Agenda if this item receives first reading), which seeks an encroachment permit to build a
16 skywalk bridge across Ocean Boulevard to ensure pedestrian safety moving between the 2nd row
17 accommodation and the 1st row amenity center.
- 18 • Per Sec. 401.H. of the Zoning Code, The Planning Commission shall have thirty days from the Public
19 Hearing within which to submit its recommendation to City Council.
- 20 ○ August 1, 2023: Planning Commission held the Public Hearing and then voted unanimously to
21 continue to item.
 - 22 ○ August 15, 2023: Planning Commission had no quorum present for this item.
 - 23 ○ August 31, 2023: Planning Commission failed to submit a recommendation to City Council within
24 the thirty-day period, and per Sec. 401.H. is therefore deemed to have recommended approval.
- 25

26 **Issues:**

- 27 • Myrtle Beach currently has one sky-bridge above Ocean Boulevard.
 - 28 • 2nd row development can be the catalyst for further development on the 2nd and 3rd rows. By self-
29 limiting the height on the oceanfront, the 17th Ave. N PUD would assist in creating more favorable
30 view corridors and less shadowing on the beach.
 - 31 • Permitted uses currently allowed in the 17th Ave N. PUD include, but are not limited to, hotels,
32 motels, condos, restaurants, cafes, bakeries, bars, retail shops, professional service
33 establishments, convenience stores, and paid parking in all lots except the oceanfront lot.
 - 34 • The proposed amendment to the 17th Ave. N PUD would limit the height of the 2nd row parking
35 and accommodation structure to 210 feet, which is lower than the 240 feet allowed in
36 surrounding MU-H.
 - 37 • The sky-bridge is listed in the PUD as a “public improvement” although it is unclear as to whether
38 or not the 2nd-row garage will include spaces that are available to the public.
- 39

40 **Public Notification:** Ad in newspaper, agenda published and posted, two people spoke in favor of the
41 amendment at the Public Hearing.

42
43 **Alternatives:** Amend or deny the ordinance.

44
45 **Financial Impact:** The City will see an increase in property taxes, business license revenue, building
46 permits, and tourist based revenues once the project is completed.

47
48 **Manager’s Recommendation:**

- 49 • I recommend 1st reading (9.26.23).
- 50

51 **Attachment(s):** ordinance, staff report

52

CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

TO AMEND THE 17th AVENUE N PUD TO ACCOMMODATE ADDITIONAL AMENITY ELEMENTS ON THE OCEANFRONT, MODIFY A BUILDING SETBACK ON THE OCEANFRONT, AND REVISE THE SIGNAGE FOR 2ND ROW TO DIRECT PARKING TO 2ND ROW

IT IS HEREBY ORDAINED that the preamble in the 17th Avenue N PUD is hereby amended as follows:

~~IT IS HEREBY ORDAINED that the Amended and Restated 17th Avenue North Planned Unit Development (the "PUD") is amended as follow.~~ The development authorized by this Ordinance shall be in accordance with those plans and surveys attached to the PUD, together with the boundary survey and those illustrative conceptual plans drawn by Development Resources Group, PLLC, attached hereto as Exhibits "B" 16c.1-16c.3, which plans and surveys are incorporated into this Ordinance (the "Exhibits"). Provided, however, that the duties and powers of review of the Community Appearance Board are not negated except to matters that are specifically set forth within this Ordinance, including without limitation height, building setbacks and number of units.

IT IS FURTHER ORDAINED that Section 1.1 Scope is amended as follows:

1.1. Scope: The PUD will consist of transient accommodation buildings, parking structures, surface parking, amenities, including water amenities, and commercial areas as shown on the Plans. Structures may be 240 feet tall. The PUD will include the existing Atlantica condominium buildings and structures. The architectural design of the PUD shall be consistent and complimentary throughout. The architectural architecture design site work, and engineering components of the development will be designed by architects and engineers registered in the State of South Carolina. Phase I of the PUD is existing Atlantica buildings (sometimes referred to as Atlantica 1, 2, and 3). Phase II of the PUD will consist of an ocean front accommodations amenity, retail and restaurant building with an associated outdoor water park, lazy river, water slide, hot tub, fire pits, private pool cabanas and restrooms for guests (the Hotel "Amenity Complex"); not to exceed 50 feet in height. The guest accommodations building, guest arrival and departure areas, coffee shop, casual dining restaurant, retail shop, ball room, meeting spaces, bridal room, fitness center, together with surface parking and a parking structure located between North ocean Boulevard and Withers Drive (the "Hotel"), the height of the accommodation building and parking structure not to exceed 210 feet in height. Phase III will consist of a new accommodation building and parking lot, and will also be located between North Ocean Boulevard at the corner of 17th Ave N and Withers Drive.

IT IS FURTHER ORDAINED that Section 1.2 Narrative is amended as follows:

1.2. Narrative: The PUD is proposed to promote and allow variety and flexibility in land development, and will be developed in accordance with the Plans and uses set forth herein. Each Phase shall consist of the improvements shown upon the Plans, including the following number of accommodation units:

Phase	Units
I	138
II	252

Increase transient accommodation density on the ocean front second row, reduced height and increased visual corridors on the ocean front, reduced reliance on public parking through provision of code required parking spaces for the existing uses, and inclusion of various uses within walking distance should result in more pedestrian involvement within the PUD and less vehicular traffic to and from the PUD along Ocean Boulevard. If the City of Myrtle Beach develops a plan for such, conveniently located and visible public transportation stops as per City's development plan will also encourage less vehicular traffic.

IT IS FURTHER ORDAINED that Section 5.5. in Accessory Uses is amended as follows:

5.5 An oceanfront transient accommodation facility which includes ocean front within the facility, may establish on its property on the oceanfront side of any building a pool-front bar and a stage for musical entertainment in compliance with §901.25 of the Existing Code (attached hereto as Exhibit B).

IT IS FURTHER ORDAINED that Section 6.3 Building Lines is amended as follows:

6.3. Building Lines: Building setbacks from grade to 24 feet above grade of the Hotel or the Amenity Complex may be reduced to a minimum 5 feet measured from the property line, provided that an easement to the City for sidewalks may be granted within such building setback. Balconies, architectural features and structural elements, which may include an elevated pedestrian bridge connecting the PUD buildings on each side of North Ocean Boulevard, which are adjacent to meeting and event spaces, common areas and open space (but excluding individual guest rooms), may encroach into the building setback from Ocean Boulevard, provided the same do not extend beyond the property line, and that such Balconies, architectural features and elements may not be located less than 24' above grade and not more than 52' 41.5 above grade, as measured from the centerline of North Ocean Boulevard, the building setback lines may be reduced to zero, in accordance with any encroachment permit issued by the City.

IT IS FURTHER ORDAINED that Section 10 Signage Requirements is amended as follows:

10. Signage Requirements: For existing buildings that are to remain (the Atlantica Buildings), signage shall conform to the sign regulations that pertain to the TA-80 district as outlined in Section 902 of the Existing Zoning Ordinance for Myrtle Beach. For new construction located on the West side of Ocean Boulevard, signage on buildings at street level or on the second floor level shall conform to the sign regulations that pertain to the TA-80 district as outlined in Section 902 of the existing Zoning Ordinance for Myrtle Beach and the Plans, with the specific exception of directional signage intended to direct guests from Ocean Boulevard to the parking structures located on the West side of Ocean Boulevard, which directional signage will not exceed Six (6) separate signs per structure, each sign individually not to exceed Thirty (30) square feet. In addition, nor more than Four (4) signs per structure intended to identify the building or structure from a distance shall be allowed in the District, provided that the letters in such signs shall be no taller than Twelve (12) feet and no wider than Twenty Five (25) feet and the total actual sign area per structure may not exceed Six Hundred (600) square feet. For new structures located adjacent to Ocean Boulevard on the West East side of Ocean Boulevard, which structures will not exceed Fifty (50) feet in height, not more than Four (4) signs per structure intended to identify the components of the PUD located in such structure shall be allowed in the District, provide that such signs shall be no taller than Five (5) feet and not wider

1 than Fifteen (15) feet, and the total actual sign area per structure may not exceed Three
2 Hundred (300) square feet, provided that, as to the structure located on the East side of Ocean
3 Boulevard, One (1) additional Two (2) sided sign shall be allowed, which sign shall be no taller
4 than Eight (8) feet and no wider than Eighteen (18) feet, signage on a building or structure
5 (including parking structures) shall not which sign may be located above the top floor of the
6 building or structure. For signage located on buildings or structures within the PUD located
7 adjacent to either side of Ocean Boulevard, not more than four (4) signs per structure intended
8 to identify the building or structure from a distance shall be allowed in the district, provided that
9 the letter on such signs shall be no taller than twelve (12') feet and not wider than twenty five
10 (25') feet, and the total actual sign area per structure may not exceed six hundred (600) square
11 feet.

12
13 IT IS FURTHER ORDAINED that Section 12 *Technical Design Criteria* is amended to add new
14 subsection 12.9 as follows:

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16 **12.9 Ocean Boulevard Crossing.** Location of the Hotel, including guest check-in facilities and
17 guest parking on the West side of Ocean Boulevard is desirable in that further congestion of
18 Ocean Boulevard can be avoided, vehicles will be existing Ocean Boulevard into multiple
19 queuing lines for check-in and parking, and by lowering the height of building son the ocean
20 side of Ocean Boulevard, both a view corridor and access to the ocean are enhanced.
21 Notwithstanding the desirable effects of locating the Hotel, check-in facilities and guest parking
22 on the West side of Ocean Boulevard, the City (by and through its various departments,
23 including, but not limited to public works) and the developer of the Hotel shall , prior to the
24 issuance of a certificate of occupancy for the Hotel, agree upon improvements within the right-
25 of-way of Ocean Boulevard to be installed by the developer of the Hotel, in order to safely and
26 efficiently move guests of the Hotel from the West side of Ocean Boulevard to the Amenity
27 Complex on the East side of Ocean Boulevard, which include an elevated pedestrian bridge,
28 subject to the issuance of an encroachment permit by the City for such elevated pedestrian
29 bridge, and the approval by the Community Appearance Board of the aesthetic elements of the
30 elevated pedestrian bridge. The costs of such improvements, including the elevated pedestrian
31 bridge to be borne by the developer of the Hotel.

32
33 IT IS FURTHER ORDAINED that Exhibit A *Scope of Public Improvements* is amended to add a
34 pedestrian bridge as attached.

35
36 IT IS FURTHER ORDAINED that the 17th Ave N PUD Exhibits are amended as follows and as
37 attached, and that the Exhibits Table of Contents Page is amended accordingly:

- 38 • Exhibit 16b.3 *Existing Zoning* is re-labeled "Original Zoning".
- 39 • Exhibit 16b.3.a *Existing Zoning* is re-labeled "2015 Zoning".
- 40 • Exhibits 16c.1 *Phase II Conceptual Site Plan* and 16c.2 *Phase III Conceptual Site Plan*
41 are replaced by new Exhibits 16c.1, 16c.2, and 16c.3 *Site Plans*.
- 42 • Exhibits 16c.4 and 16c.5 *Floor Plans* are replaced with new 16c.4 and 16c.5
43 *Encroachment Plans*.
- 44 • Exhibits 16c.6 thru 16c.9 *Floor Plans* are deleted.
- 45 • Exhibits 16g.1 thru 16g.4 *Street Perspectives* are deleted.
- 46 • Exhibit 16i *Phase II Zoning Data* is deleted.
- 47 • Exhibits 17.1 thru 17.4 *Street Views* are deleted.
- 48 • Exhibit 17.8 *Site Sections* is deleted.
- 49 • Exhibits 17.10 thru 17.12 *Floor Plans* are deleted.
- 50 • Exhibit 17.13 *Phase III Second Row Tower Pedestrian Access* is deleted.

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- Exhibit B.3 *Setback Encroachment Illustration* is deleted.

This ordinance will take effect upon second reading.

BRENDA BETHUNE, MAYOR

ATTEST:

JENNIFER ADKINS, CITY CLERK

1st Reading: 9-26-2023
2nd Reading:

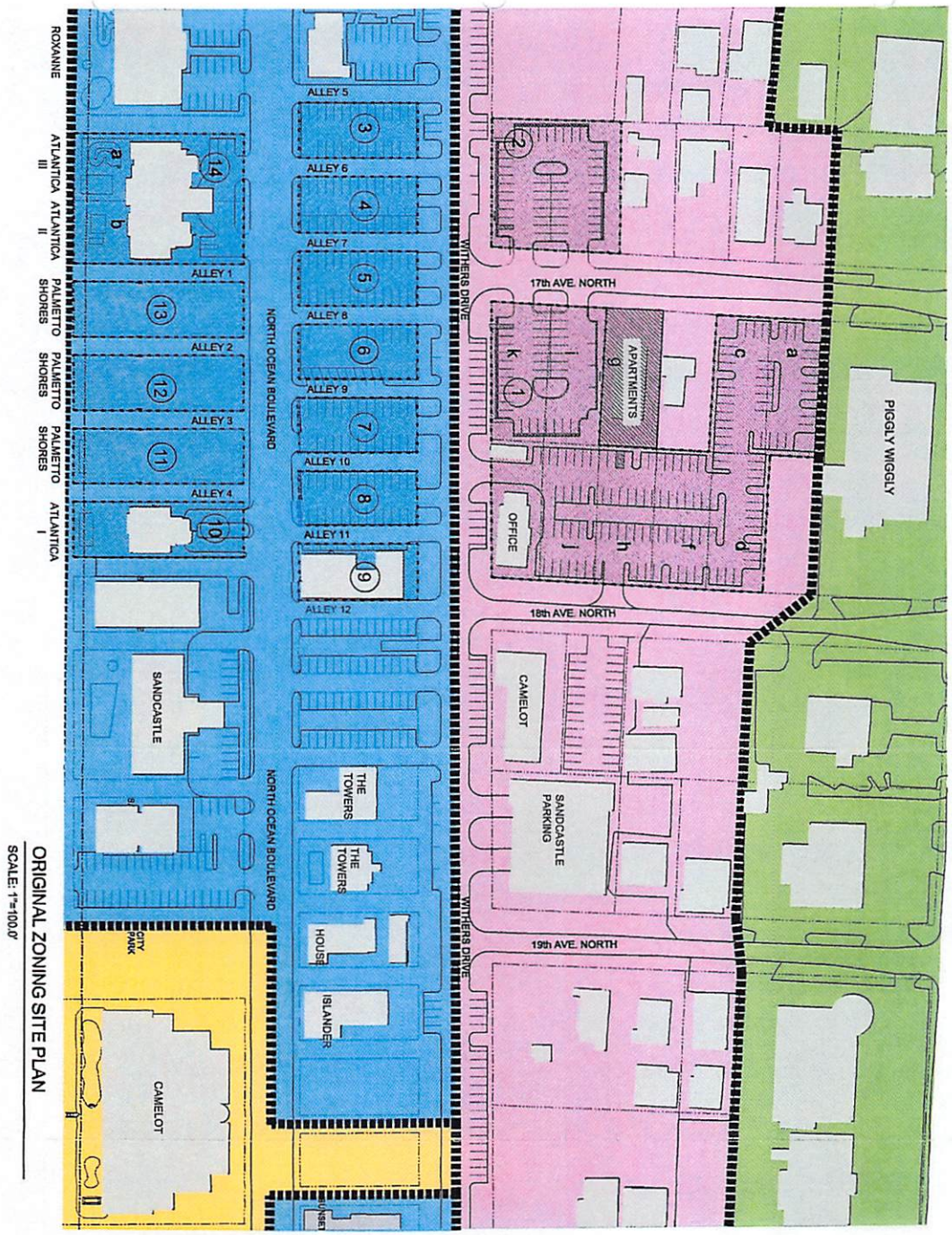
Scope of Public Improvements

1. Extension of oceanfront Boardwalk to boundary of the PUD with City standards, including Community Appearance Board.
2. Expand 10' sidewalk and 4' landscape section in accordance with City standards, including Community Appearance Board.
3. Improve pedestrian and vehicular cross walk for safe crossing from parking and guest arrival ~~to at~~ the Hotel to the Amenity Complex, in accordance with City standards, including Community Appearance Board.
4. Install, within the public right-of-way of Ocean Boulevard, upon the issuance of an encroachment permit by the City, and approval of such improvements by the Community Appearance Board, an elevated pedestrian walkway, of approximately 1,200 square feet in area, the lowest point of which shall be not less than 24' above grade.
- 4.5. Improve beach access, including dunes cross-over, directional signage and pedestrian pathways in accordance with City standards, including Community Appearance Board.
- 5.6. Install lighting and benches within the PUD in accordance with City standards, including Community Appearance Board.
- ~~6. Ocean Boulevard Crossing. Location of the guest check-in facilities and guest parking on the West side of Ocean Boulevard is desirable in that further congestion of Ocean Boulevard can be avoided, and vehicles will be exiting Ocean Boulevard into multiple queuing lines for check-in and parking. Notwithstanding the desirable effects of locating check-in facilities and guest parking on the West side of Ocean Boulevard, the City (by and through its various departments, including by not limited to public works) and the developer of the Hotel shall, prior to the issuance of a certificate of occupancy for the Hotel, agree upon improvements within the right-of-way of Ocean Boulevard to be installed by the developer of the Hotel, in order to safely and efficiently move guests of the Hotel from the West side of Ocean Boulevard to the Hotel, the costs of such improvements to be borne by the developer of the Hotel.~~
7. The developer of each Phase within the PUD shall be solely responsible for all development of its Phase within the PUD in accordance with the terms and conditions contained herein. The owner of a separate Phase shall have no liability for development of public or private improvements required to be constructed as part of any other Phase (including common elements of other Phases).

Exhibit B

901.25 Pool related retail outlets. Oceanfront properties developed and operated as hotels, motels and other transient accommodations such as timesharing projects may establish an ocean front pool related retail outlet as an additional principal use subject to the following conditions:

- a. The business license holder of the property eligible for a pool related retail outlet shall be responsible for its operation and shall report all gross revenue generated under a separate business license. All sales shall be recorded and documented separately to facilitate business license auditing procedures.
- b. All entrances and openings used for the sale of pool related items shall be located on the ocean side of the pool related retail outlet.
- c. If a pool related retail outlet is conducted in a separate building, then:
 1. Building shall be of permanent construction and comply with all applicable setback requirements for the primary zoning classification.
 2. The building shall not exceed 200 square feet.
 3. Building shall not have interior area accessible to the public.
 4. The only sign authorized shall be a menu and beverage board displayed within the confines of the building. Sign may be located to be visible from the outside.
 5. All inventory items are to be displayed and sold within the confines of the building.
 6. Any outside display is specifically prohibited.
- d. If pool related retail outlet is conducted in part of the principal building, then:
 1. The building may be accessible from pool area, i.e., inside sitting area and counter service to be outside.
 2. The only sign authorized shall be a menu and beverage board displayed within the confines of the building. Sign may be located to be visible from the outside.
 3. All inventory items [are] to be displayed and sold within the confines of the building, i.e., inside the structure.
 4. Any outside display is specifically prohibited.



ORIGINAL ZONING SITE PLAN
SCALE: 1"=100.0'

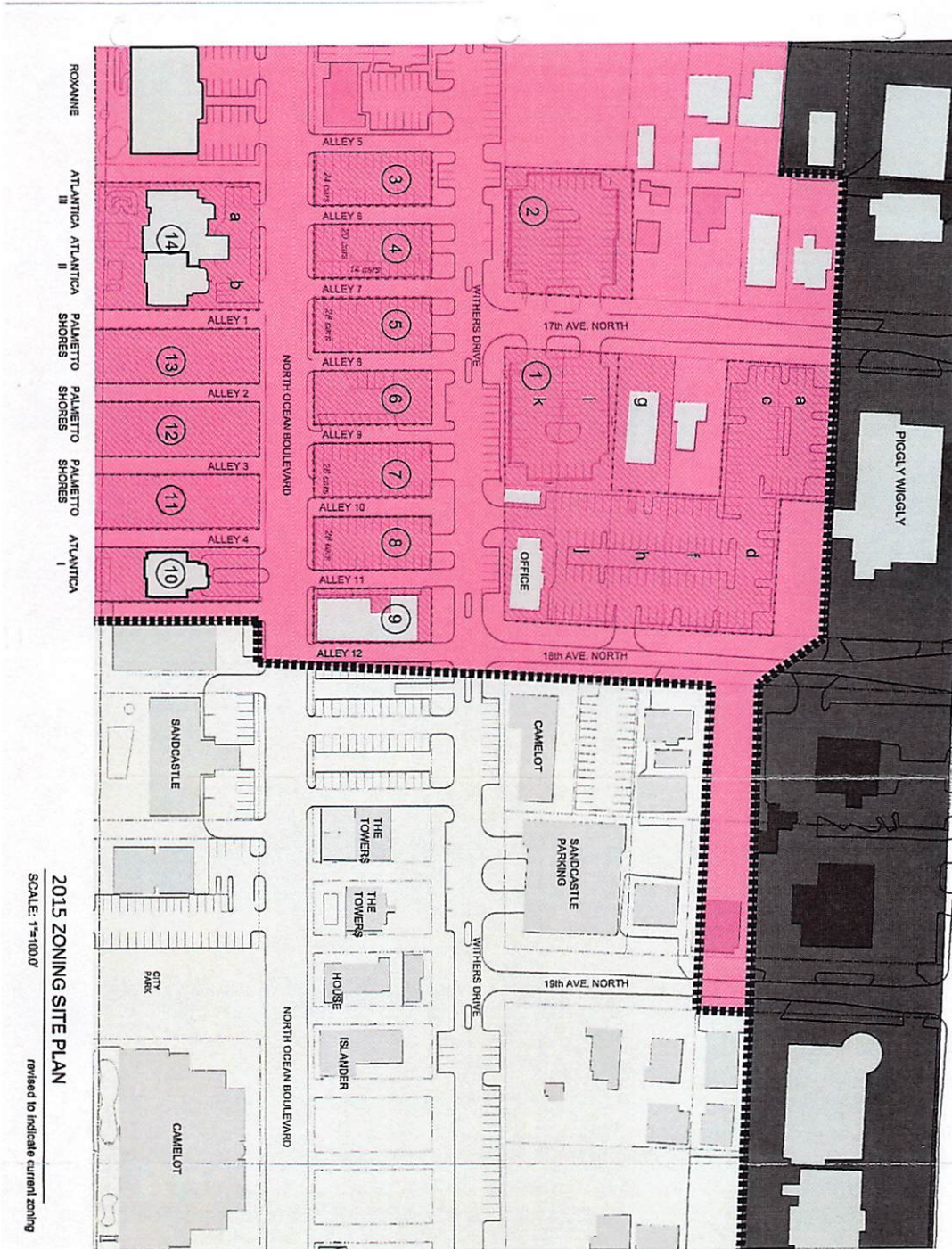
- NOTES:
1. ORIGINAL CITY ZONING DEPICTED BY COLOR.
 2. PUD LOTS ARE WITHIN TA-80 AND TA-120 ZONES
 3. ADJACENT ZONES INCLUDE PUD AND C-2

	EXISTING BUILDINGS
	TA-80
	TA-120
	PUD (21ST AVENUE)
	C-2
	PUD LOTS
	EXISTING BUILDINGS
	PUD LOTS

PMH
 PEEBLES HARRISON
 ASSOCIATES, INC.
 ARCHITECTS & PLANNERS
 1208 FORTSON ROAD, SUITE 201
 MYRTLE BEACH, SC 29577
 WWW.PMHARCHITECTS.COM

16
b.3

APPLICATION SUBMITTAL- February 24, 2015
17th AVENUE NORTH, P.U.D.
 NORTH OCEAN BOULEVARD, MYRTLE BEACH, SC



2015 ZONING SITE PLAN
SCALE: 1"=100'
revised to indicate current zoning

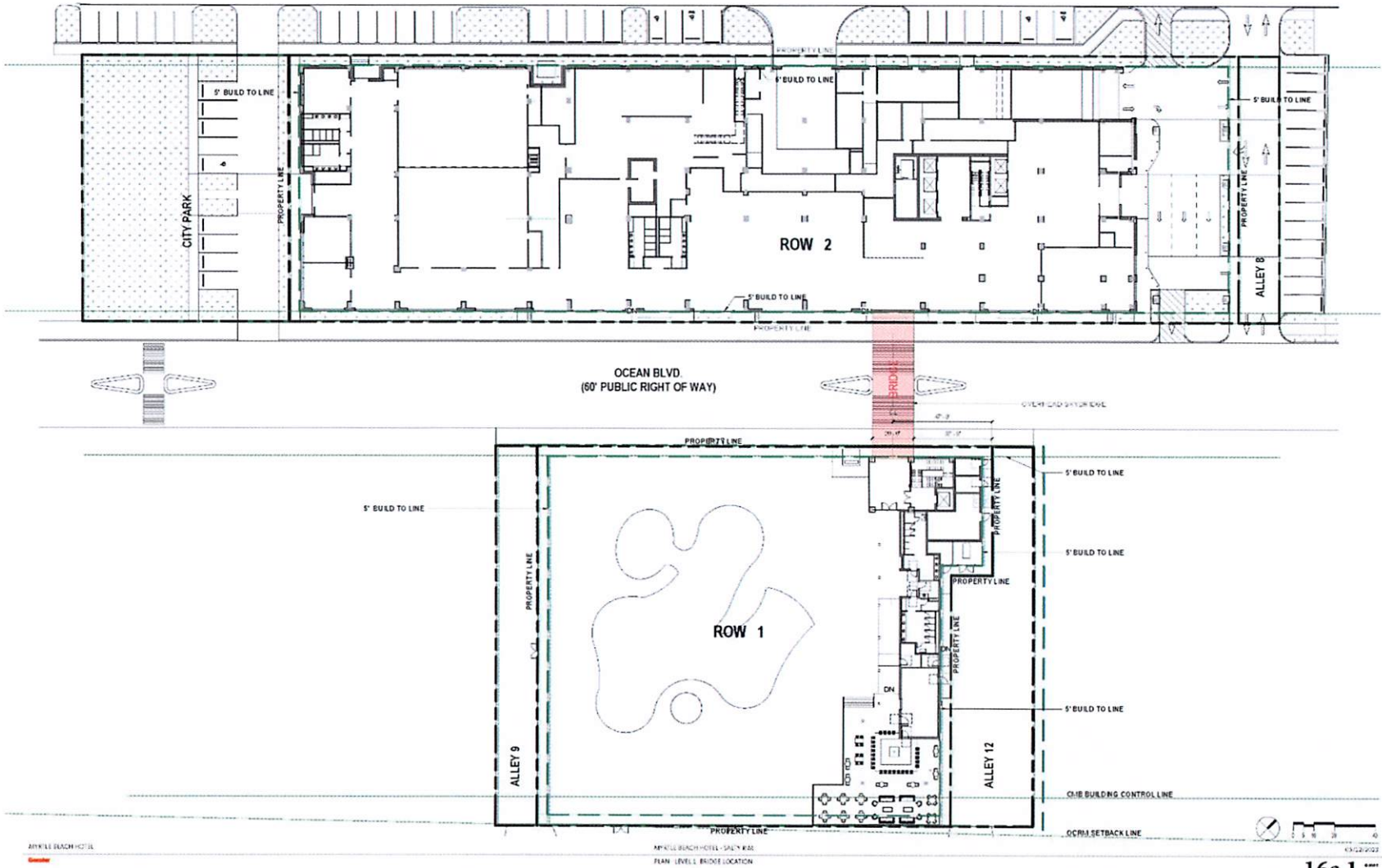
NOTES:
1. CITY ZONING DEPICTED BY COLOR.
2. PUD LOTS ARE WITHIN MUH ZONE
3. ADJACENT ZONES INCLUDE PUD AND HC

	EXISTING BUILDINGS
	PUD LOTS
	MUH
	HC
	PUD (21ST AVENUE)

PETER M. HARRIS
 REGISTERED ARCHITECT
 1500 PINEAPPLE BLVD. SUITE 200
 MYRTLE BEACH, SC 29577
 WWW.PMHARCHITECTS.COM

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 b.3a

APPLICATION SUBMITTAL- February 24, 2015
17th AVENUE NORTH, P.U.D.
 NORTH OCEAN BOULEVARD, MYRTLE BEACH, SC

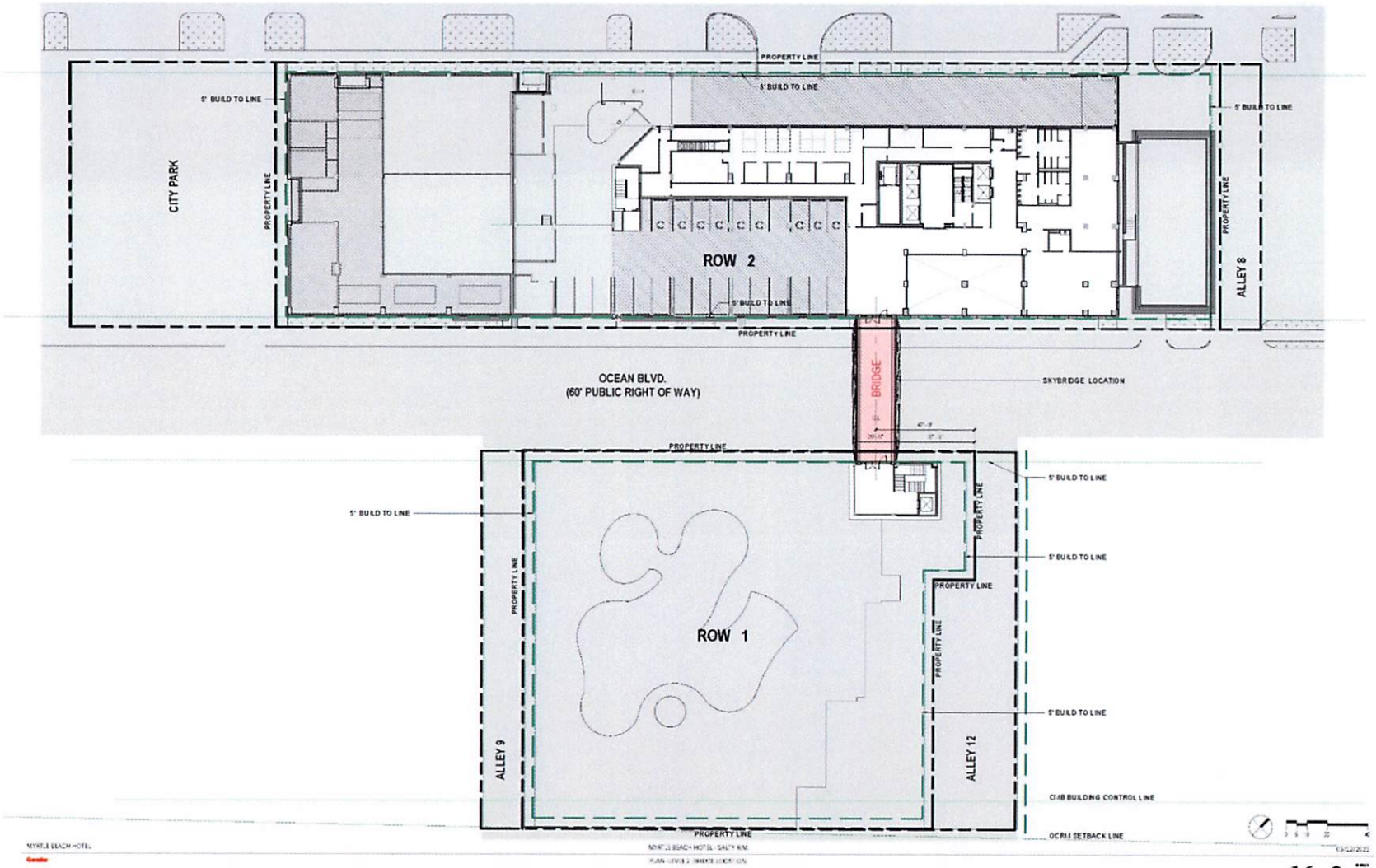


MIKELLE BEACH HOTEL

MIKELLE BEACH HOTEL - SALTY KID
PLAN - LEVEL 1 BRIDGE LOCATION

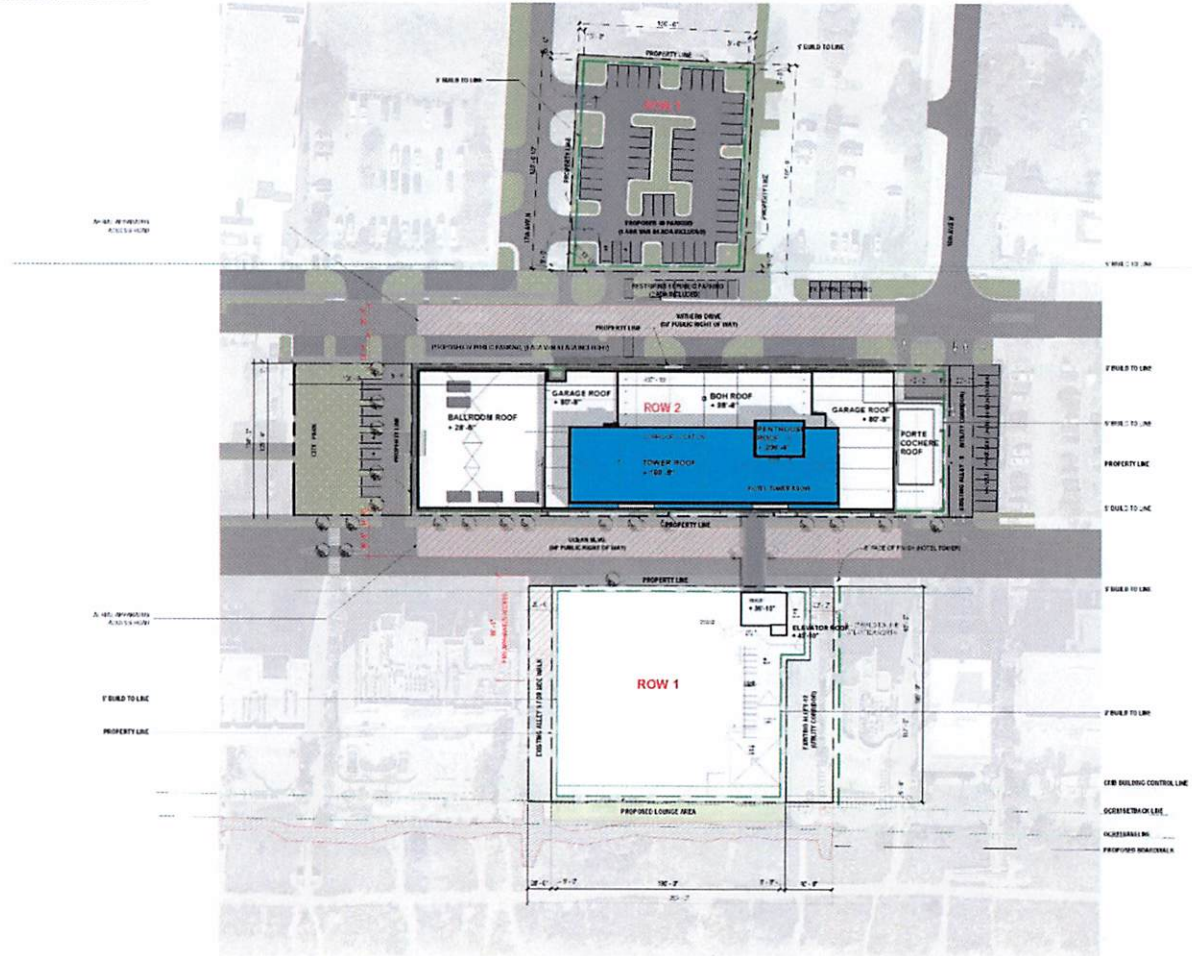
13/22/2023

16c.1



16c.2

PLANS - SITE PLAN



16c.3



Myrtle Beach Resort | June 1st, 2023

Gensler 5

