

CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

TO AMEND APPENDIX A, ZONING,
SECTION 1905 TO EXPAND AND DEFINE
THE BOUNDARIES OF THE
REDEVELOPMENT DISTRICT ZONE (RDZ),
TO ADD WORKFORCE HOUSING TO THE
ELIGIBILITY CRITERIA, AND TO INCLUDE
HISTORIC PRESERVATION PROJECTS.

IT IS HEREBY ORDAINED that Appendix A, Zoning, Section 1905 Redevelopment District Zone (RDZ) is amended as follows.

Section 1905. Redevelopment District Zone (RDZ) (Floating Zone)

1905. A. Purpose and Intent.

1. The purpose of the redevelopment district (RDZ) is to promote appropriate investment and development in areas that are underperforming economically, or that are in need of new development or are underdeveloped. New development would enhance and support the entire community by providing residences, accommodations, visitor amenities, amusements, retail and service industry job opportunities as well as convenient access to necessary goods and services to residents and visitors alike.
2. The RDZ is intended to upgrade and improve the physical, social, and economic character of the area and to promote mixed-use developments. The RDZ is intended to encourage innovative land planning and site design concepts that conform to community quality-of-life benchmarks and that achieve a high level of aesthetics, high-quality development, environmental sensitivity, energy efficiency, and other community goals by:
 - a. Reducing or eliminating the inflexibility that sometimes results from strict application of zoning and development standards that were designed primarily for individual lots;
 - b. Allowing greater freedom in selecting the means to provide access, light, open space, and design amenities;
 - c. Allowing greater freedom in providing a mix of land uses in the same development, including a mix of housing types, retail, start-up businesses, technological enterprises, lot sizes and densities;
 - d. Promoting quality urban and traditional neighborhood design and environmentally sensitive development by allowing development to take advantage of special site characteristics, locations, and land uses; and
 - e. Encouraging quality urban and traditional neighborhood design and environmentally sensitive development by allowing increases in base densities ~~or floor area ratios~~ when such increases can be justified by superior design or the provision of additional amenities such as public open space.

1905. B. Location and applicability. The establishment of RDZ district(s) shall constitute an amendment to the official zoning district map and text. Each RDZ district shall be controlled by an RDZ development plan and RDZ agreement that are approved as part of the RDZ district designation.

1905. C Definitions Applicable to RDZ.

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2 *Public improvements* include, but are not limited to, streets, streetscapes, sidewalks, utilities, parks,
3 open and green spaces and public art.
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5 *Redevelopment plan or project* means any approved and permitted work or undertaking by any
6 individual or legal entity to prepare and execute to finality a redevelopment plan, including the planning,
7 survey and other preparatory work incident to a redevelopment project, as well as the presentment
8 and production costs of all plans to appropriate reviewing bodies, and the subsequent construction of
9 new mixed use developments, or construction of new commercial buildings or structures, and
10 concurrently enhancement of public improvements complementary or essential to the commercial
11 redevelopment, in accordance with a redevelopment plan.
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13 *Redevelopment Area* means a distinct contiguous area in which a combination of any combination of
14 four (4) or more of redevelopment factors act, in the judgment of City Council, to suppress or stagnate
15 economic and social development of commercial, residential or mixed uses.
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17 1905. D Redevelopment Factors Which May Justify a RDZ include:
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- 19 1. Aging of accommodations, ~~but without~~ regardless of historical designation;
- 20 2. Structure dilapidation;
- 21 3. Structure or land use obsolescence;
- 22 4. Structure deterioration;
- 23 5. Land uses incompatible with existing redevelopment or Comprehensive Plan;
- 24 6. Structure uses that have been declared a public nuisance, or have been subject to
25 review as an unfit dwelling;
- 26 7. Concentrated density without adequate parking, or public transportation;
- 27 8. Illegal use of individual structures;
- 28 9. Derelict, vacant or boarded up structures;
- 29 10. Foreclosures;
- 30 11. Structures and land uses below minimum code standards;
- 31 12. Concentration of short or long term rental residential property in single family residential
32 neighborhoods;
- 33 13. Overcrowding of structures and community facilities;
- 34 14. Excessive land coverage incompatible with open space needs;
- 35 15. Deleterious land use or layout in light of the City's Comprehensive Plan;
- 36 16. Depreciation of physical maintenance;
- 37 17. Assessment and tax delinquencies.
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39 1905. E General Eligibility Criteria for RDZ.

- 40 1. Must be compatible with the underlying district and/or relate to an approved plan for the
41 area, such as the Comprehensive Plan or other special area plans;
- 42 2. Must be located ~~within a specifically identified and designated area as determined by~~
43 ~~the City Council~~ within an area bounded on layman's east by the Atlantic Ocean,
44 layman's west by Kings Highway, layman's north by 29th Avenue North, and layman's
45 south by the southern city limits, and excluding properties zoned Highway Commercial
46 or Residential;
- 47 3. Must have a minimum threshold investment of \$1,000,000, for mixed use or commercial
48 purposes, which may be comprised of a combination of physical improvements and
49 acquisition costs; provided however, City Council may approve a lesser amount;
- 50 4. Such threshold investment may be comprised of a single real property holding
51 investment or property assemblage.
- 52 5. Must be for one or more of the following:
53 a. Retail uses

- b. Tourism related business or activity
- c. Cultural arts activities and associated businesses
- d. Corporate headquarters
- e. Research and development
- f. High technology growth business
- g. Residential uses, particularly workforce housing
- h. Other uses as may be determined the City Council which meet the intent of the ordinance and as are identified more specifically according to the adopted master plans and/ or redevelopment plans.

1905. F Design considerations.

1. In return for flexibility in site design and development, the RDZ is expected to include exceptional design that preserves critical environmental resources; provides above-average open space and recreational amenities; incorporates creative design in the layout of buildings, open space, and circulation; assures compatibility with surrounding land uses and neighborhood character; and provides greater efficiency in the layout and provision of roads, utilities, and other infrastructure.
2. General development parameters. RDZ shall:
 - a. Provide for a mix of uses, including but not limited to those set forth herein and without regard to the definition of "mixed use" in Article 2 of the zoning code;
 - b. Utilize cluster or traditional neighborhood development to the greatest extent possible, when applicable, that is interrelated and linked by pedestrian-ways, bike-ways, and transportation systems;
 - c. Result in land use patterns that promote and expand opportunities for public transportation, both vehicular and pedestrian, and an efficient and compact network of streets, sidewalks, bike paths, and similar public ways; and
 - d. Enhance the value of surrounding properties.
3. Minimum dimensional requirements. Minimum lot area, minimum lot width, minimum setback, maximum lot coverage, and maximum height are unique to each RDZ district. During the rezoning process, the Planning Commission and City Council shall determine that the characteristics of building situated on the property shall be appropriate as related to structures within the planned development and otherwise fulfill the intent of the district, except that oceanfront setbacks will conform to the standards of the Coastal Protection (CP) overlay zone.
4. Off street parking. Off street parking and loading may comply with the standards of the underlying zoning district, or may offer variations from these standards if a comprehensive parking and loading plan for the RDZ is submitted at the time of rezoning that is determined to be suitable for the uses of the RDZ and generally consistent with the intent and purpose of the off street parking and loading standards of the underlying district.
5. Landscaping, buffering, and screening. Landscaping, buffering, and screening may comply with the standards of the underlying district, or may offer variations from these standards may be permitted if a comprehensive landscaping plan for the RDZ is submitted at the time of rezoning that is determined to be suitable for the RDZ and generally consistent with the intent and purpose of the landscaping standards of the underlying district, landscaping, buffering, and screening.
6. Signs. Signage may be consistent with the underlying district, provided however, a comprehensive sign plan for the RDZ may be submitted and approved as part of the rezoning. The comprehensive sign plan shall propose a visually integrated system of signage for the entire RDZ that is consistent with the intent and purpose of the sign standards of the underlying district's sign regulations.

1 1905. G Uses. The plan will allow permitted uses that are in keeping with the existing list of permitted
2 uses found in Appendix A, Zoning, Section 1407.C.

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4 1905. H. Plan and information requirements. The approval process, and documentation
5 requirements for the formal approval shall be consistent with Section 1903, Planned Unit
6 Development.

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8 1. Plans shall be submitted reflecting details sufficient for the Planning Commission and
9 City Council to determine that the proposal complies with the requirements of this
10 subsection.
- 11 2. The Planning staff shall advise the applicant of the type and extent of information to be
12 supplied, which shall be similar to a PUD development, and that will adequately reflect
13 the capacity of the site(s) to accommodate the proposed uses(s) and any public
14 improvements consistent with the redevelopment project.
- 15 3. In addition, the applicant shall provide architectural information (including building
16 elevations) reflecting the mass, scale, and form of buildings and structures sufficient to
17 ensure that future final development plans will be consistent with the plans approved by
18 the Planning Commission and City Council as part of the RDZ district designation.
- 19 4. The plan will have input from appropriate city staff, boards and commissions with the
20 responsibility to oversee developments in the designated area. After receiving input, the
21 Planning Commission will hold the public hearing and make recommendation to the City
22 Council regarding the proposed plan.
- 23 5. The plan and agreement will remain valid unless a sunset clause or other expiration
24 date is agreed upon by the developer and City Council, and is reflected in the ordinance.

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26 This ordinance will take effect upon second reading.

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BRENDA BETHUNE, MAYOR

31 ATTEST:

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36 JENNIFER STANFORD, CITY CLERK

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38 1st Reading: 1-14-2020

39 2nd Reading: 1-28-2020