



City of Myrtle Beach
City Council Meeting
Tuesday, September 26, 2023

2023-43 17th Ave N PUD

Request by Robert S. Guyton to amend the 17th Ave 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 and avoid congestion in the Ocean Boulevard right-of-way.

Planning Commission, due to a lack of quorum, forwards the request to City Council with a presumed recommendation for approval (8/15/23)

17th Ave N PUD

5.39 acres on the 1st, 2nd, and 3rd rows

Roughly between 17th and 18th Avenues N.



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Complete:
Atlantica I, II, III



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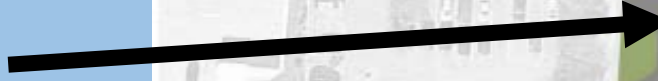
**Amendment
Area**

Proposed Changes:

- Moves the 50'-tall amenity center to the oceanfront.
- Reduces the accommodations tower from 240' to 210', and moves the tower to the second row.
- Allows an easement to the City so the public sidewalk can be expanded within building setbacks.
- Allows directional signage to lead drivers to the 2nd-row tower for check-in and parking.
- Includes a 2nd-level pedestrian bridge across Ocean Boulevard between the hotel and the amenity center (Encroachment Permit Required).

PLANS - SITE PLAN

48 Parking Spaces



City Park / Parking



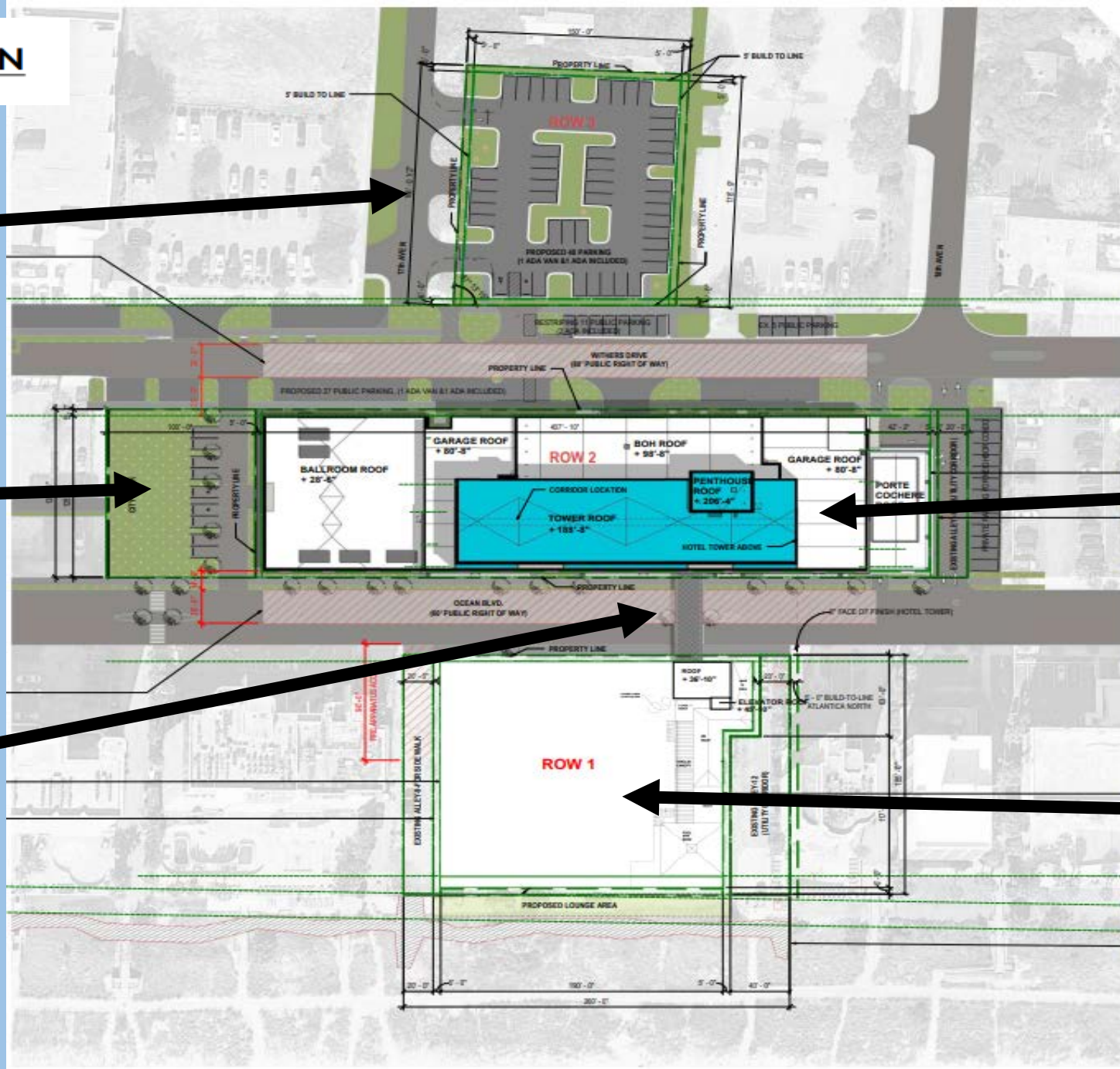
2nd Level Pedestrian Bridge



210' Hotel Tower



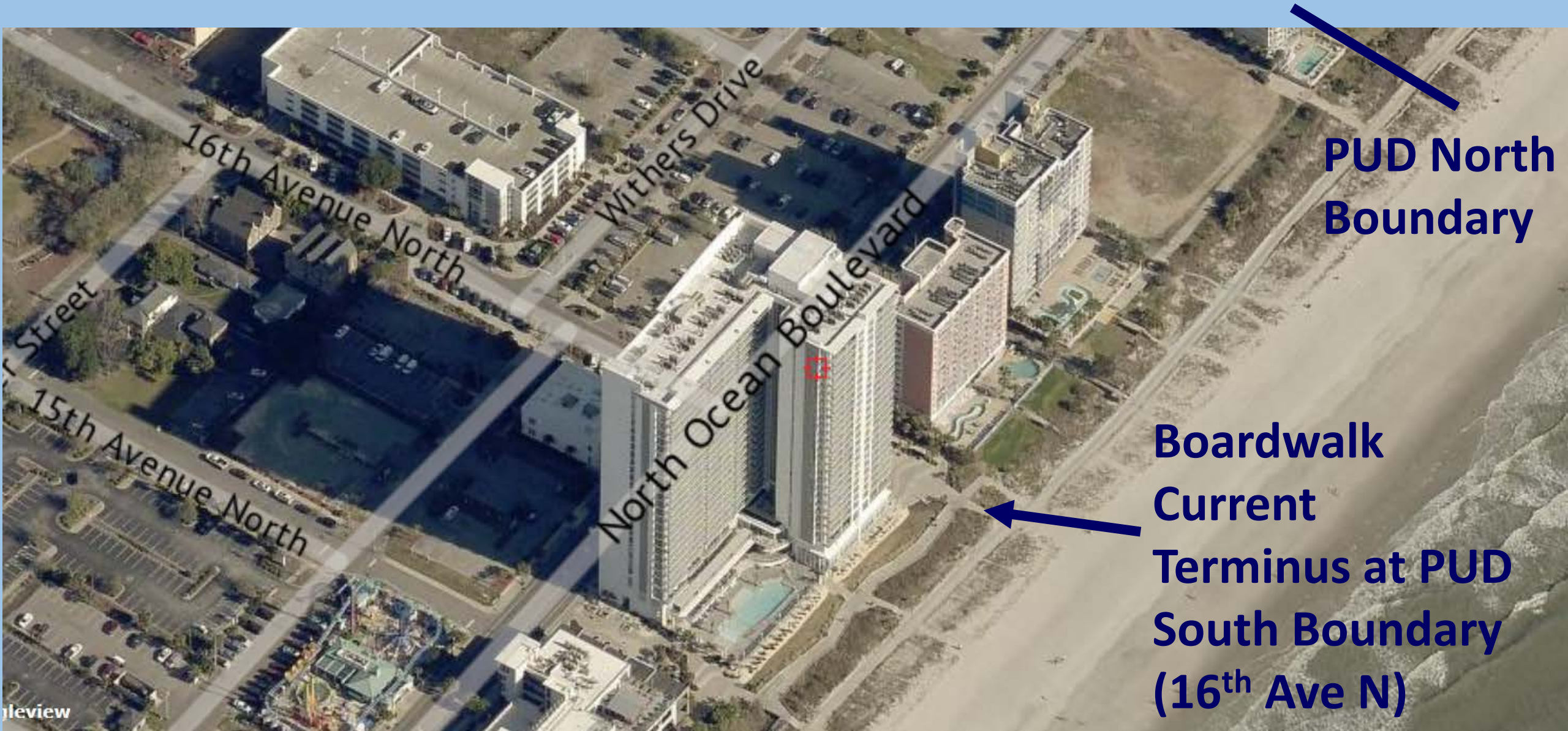
50' Amenity Complex



Public Improvements:

- Extend the Boardwalk to the boundary of the PUD.
- Expand 10' sidewalk and 4' landscape buffer.
- Improve pedestrian crosswalk between the hotel and the amenity center.
- Install a 2nd-level pedestrian bridge between the hotel and the amenity center. ***New**
- Improve beach access with dunes cross-over, directional signage, and pedestrian pathways.
- Install lighting and benches within the PUD.

Boardwalk:



**PUD North
Boundary**

**Boardwalk
Current
Terminus at PUD
South Boundary
(16th Ave N)**