



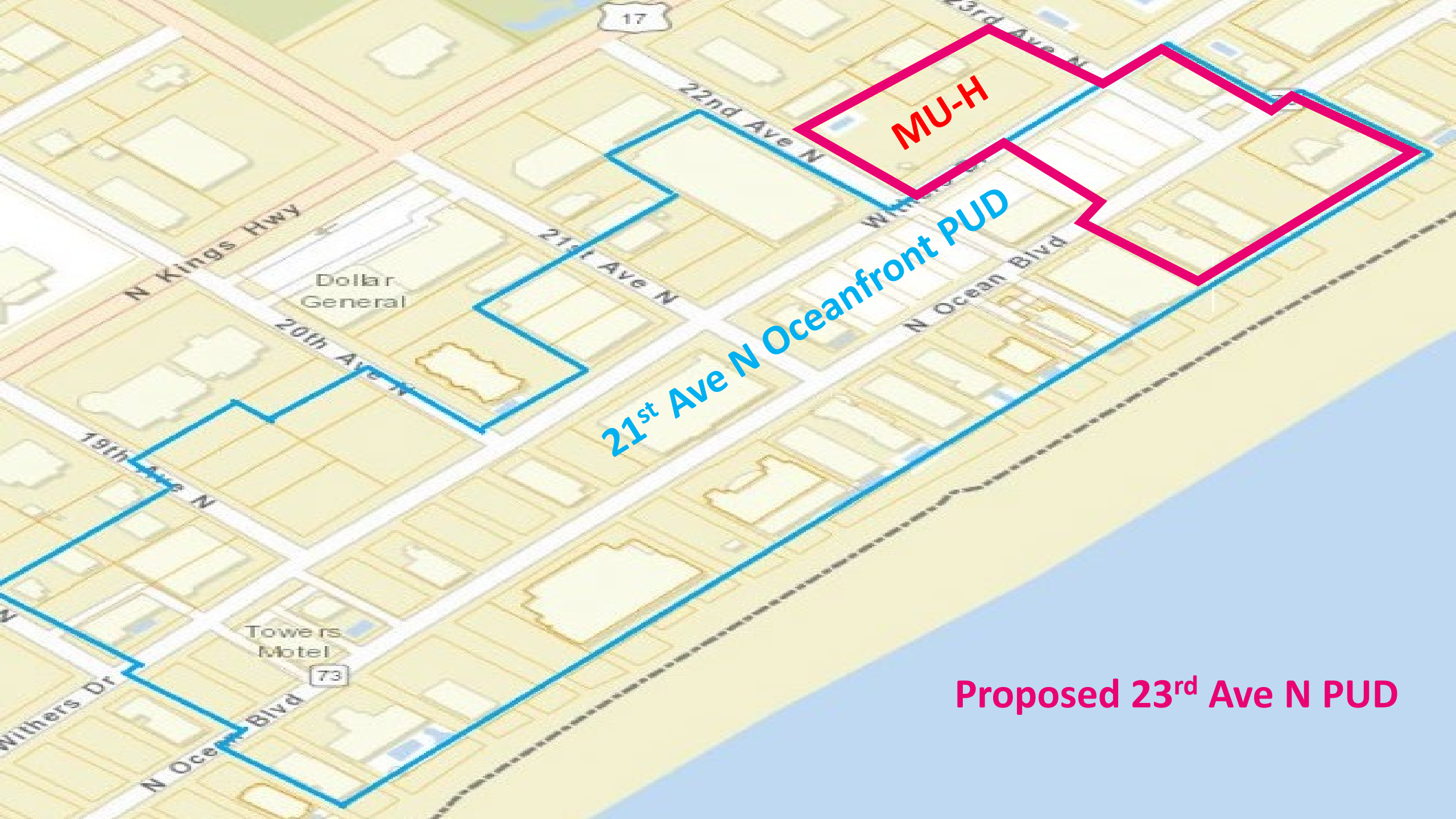
City of Myrtle Beach  
City Council

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# **Ordinance 2024-25**

To create a Planned Unit Development known as 23rd Avenue North Planned Unit Development.





21st Ave N Oceanfront PUD

MU-H

Proposed 23rd Ave N PUD

Dollar General

Towers Motel

17

73

N Kings Hwy

22nd Ave N

21st Ave N

20th Ave N

19th Ave N

N Ocean Blvd

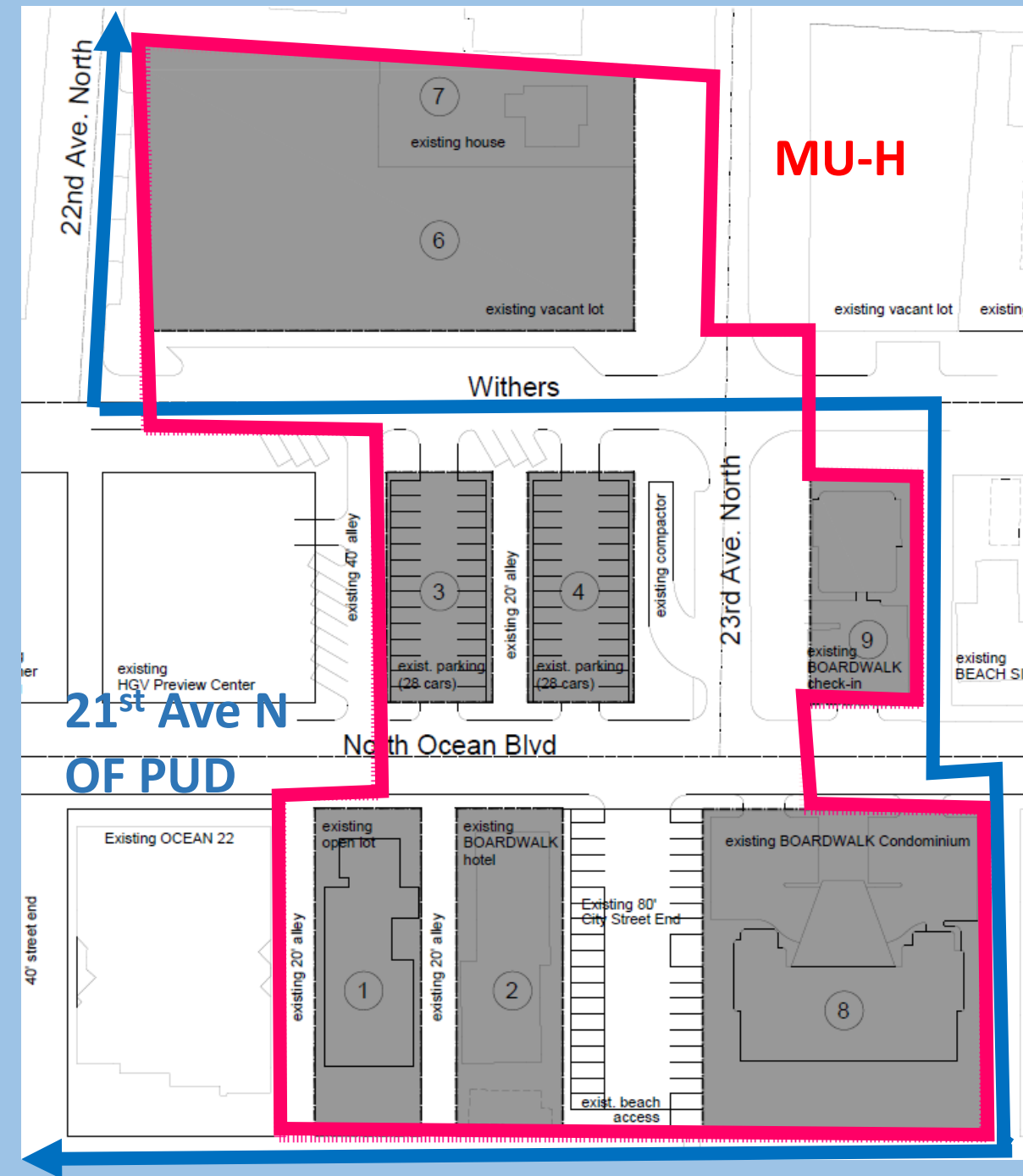
N Ocean Blvd

Withers Dr

# Zoning Map

Proposed 23<sup>rd</sup> Ave N

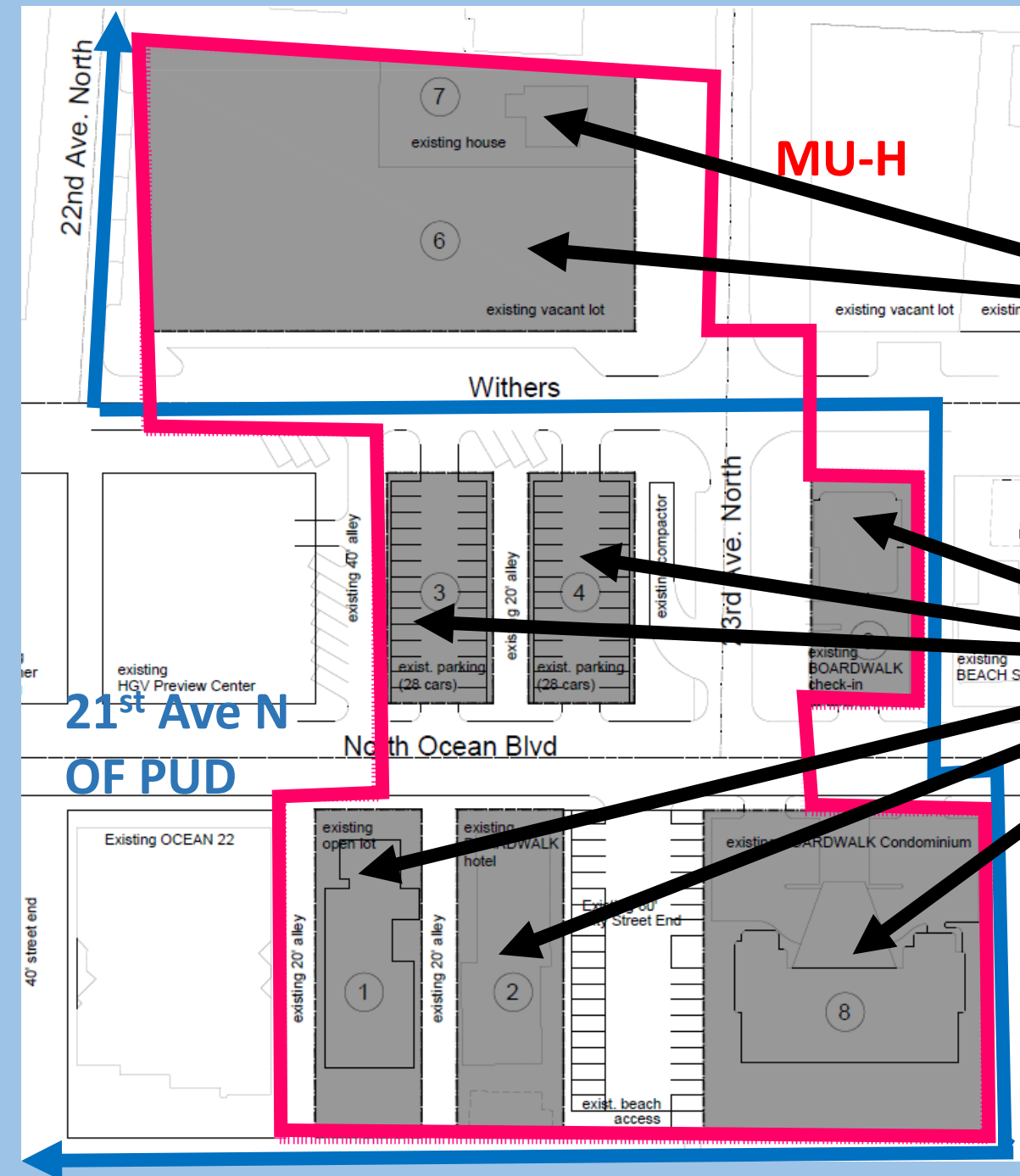
Current 21<sup>st</sup> Ave N  
Oceanfront PUD



# Zoning Map

2 Parcels Rezoned from MU-H to 23<sup>rd</sup> Ave N PUD

6 Parcels Rezoned from 21<sup>st</sup> Ave N Oceanfront PUD to 23<sup>rd</sup> Ave N PUD



# Part 2: Boardwalk (no change)

## Oceanfront Lot 9:

Use: Existing Check-in building

Height: Existing (25')

Density: Existing

Building Setbacks: Existing

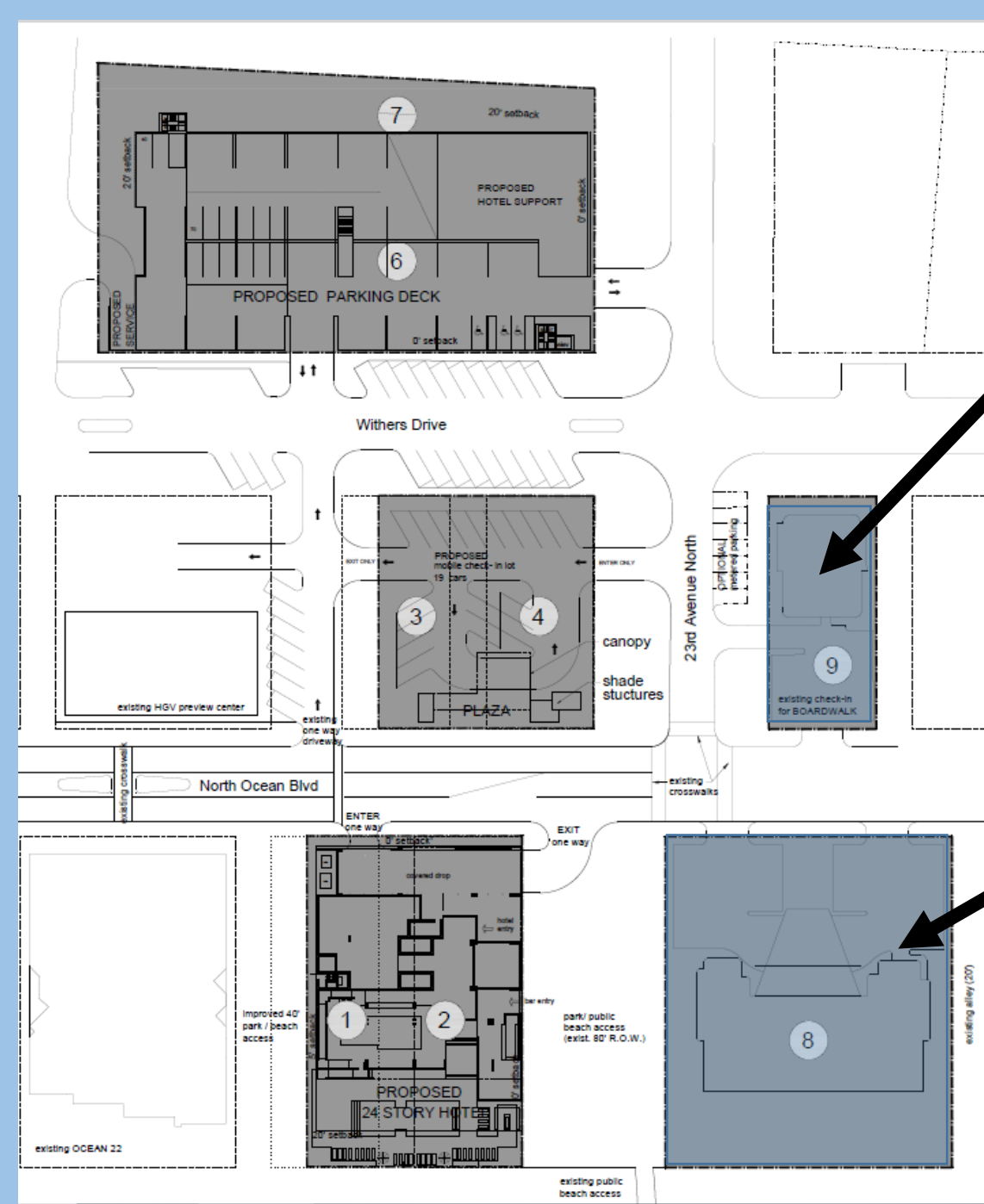
## Oceanfront Lot 8:

Use: Existing Condominium

Height: Existing (14 Stories, 120')

Density: Existing (142 Units)

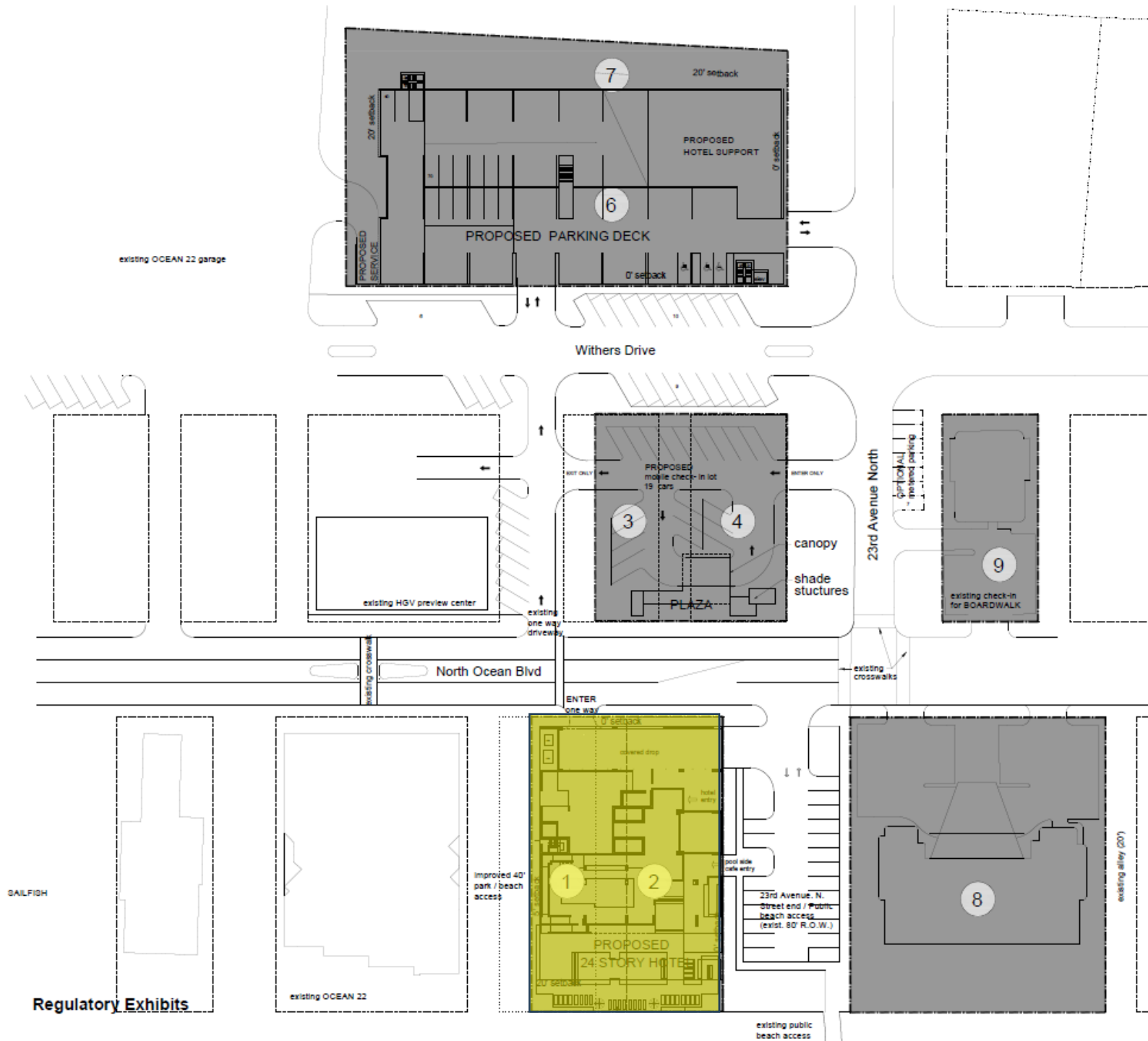
Building Setbacks: Existing (10')



# 1<sup>st</sup> Reading April 2024

## Part 1: Hilton Dual Brand

Oceanfront Tower:  
243' Tall  
255 Units





1st Reading April 2024

Part 1:

Hilton Dual Brand

3<sup>rd</sup> Row:

New 60' Parking Garage

2<sup>nd</sup> Row:

Surface Parking Lot

Oceanfront Tower:

243' Tall

255 Units



# Revised for 2<sup>nd</sup> Reading

## Ocean 23

Oceanfront Tower:  
205' Tall Oceanside  
253' Tall Blvd Side  
227 Units



# Zoning Comparison: Maximum Height

Current	Requested
243' (21 <sup>st</sup> Ave N OF PUD) 240' (MU-H)  Measured from Average Grade	253' Max, no more than 240' Average (23 <sup>rd</sup> Ave N PUD)  Measured from Average Grade

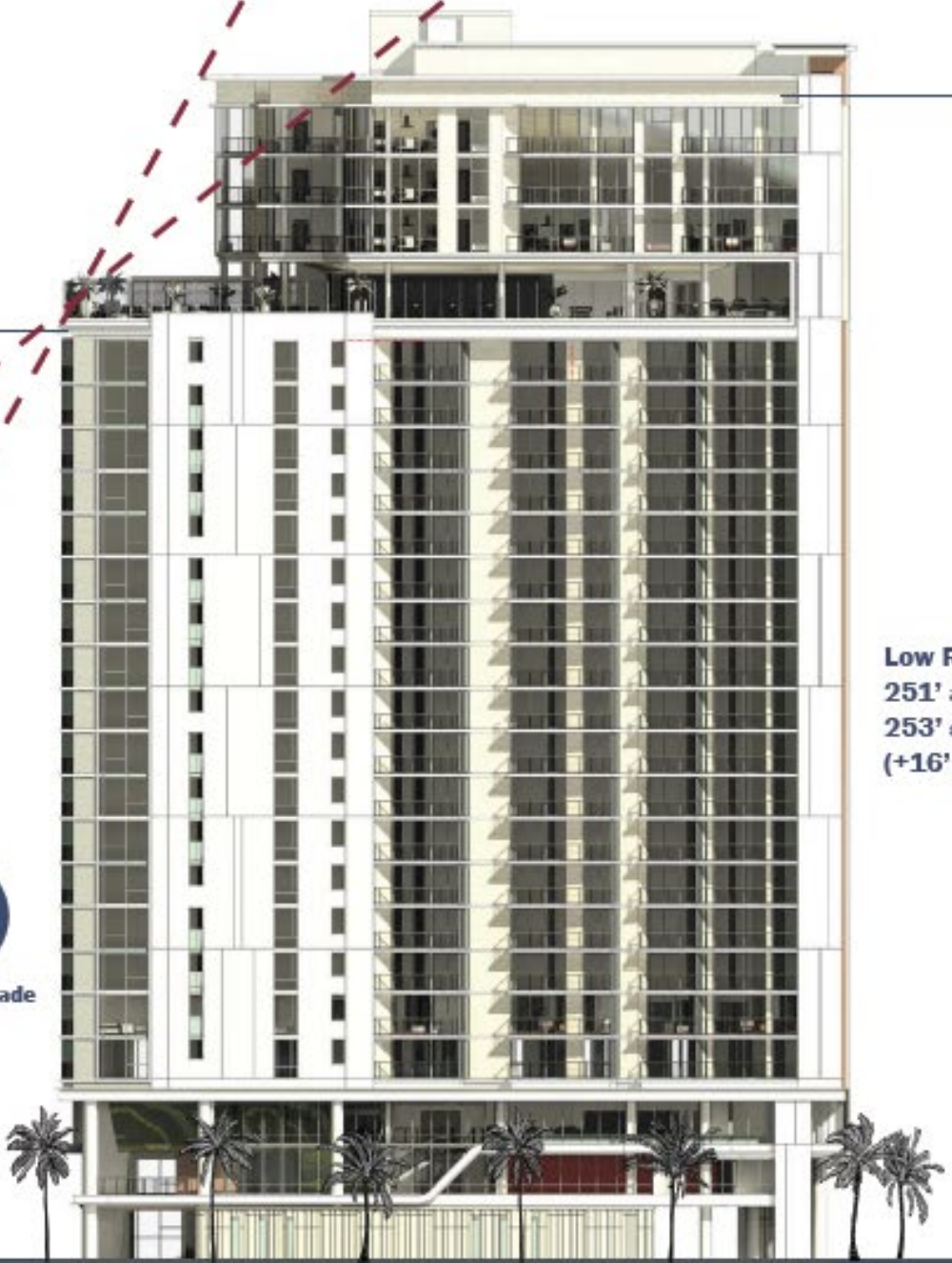
**239'**  
average  
building height

height of  
**25%**  
of building

**21st Floor**  
205' above average grade  
(+16' MSE)

height of  
**75%**  
of building

**Low Roof Slab**  
251' above average grade  
253' shown in PUD document  
(+16' MSE)



# Revised for 2<sup>nd</sup> Reading

## Ocean 23

2<sup>nd</sup> Row: (36 Spaces)  
Gated Valet Surface Parking Lot

Oceanfront Tower:  
205' Tall Oceanside  
253' Tall Blvd Side  
227 Units



# Revised for 2<sup>nd</sup> Reading

## Ocean 23

3<sup>rd</sup> Row:

Add 2 Floors (**190 Spaces**) to  
Existing Ocean 22 Parking Garage  
Surface Parking Lot (**83 Spaces**)

2<sup>nd</sup> Row: (**36 Spaces**)

Gated Valet Surface Parking Lot

Oceanfront Tower:

205' Tall Oceanside

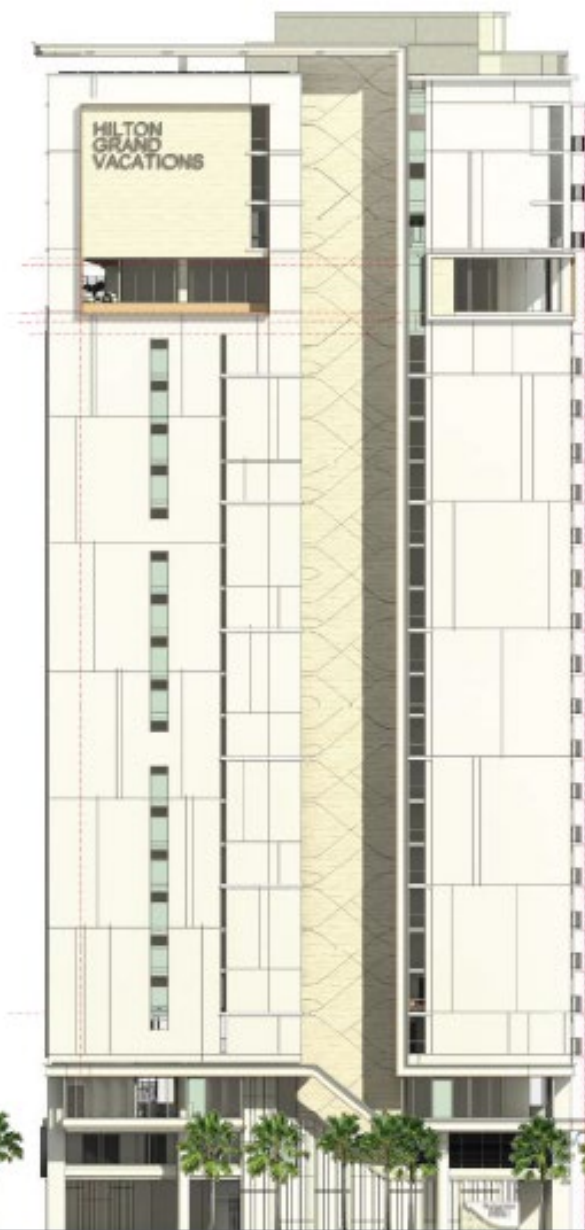
253' Tall Blvd Side

227 Units

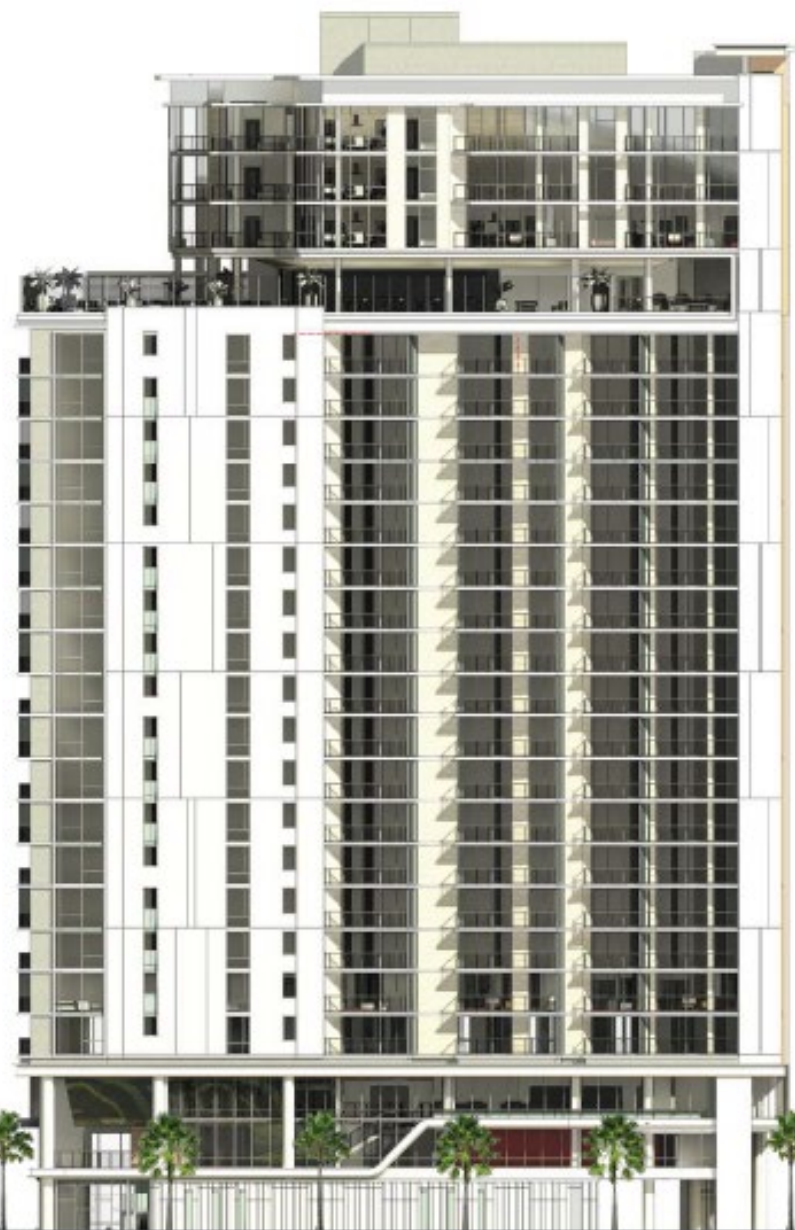


# Zoning Comparison: Minimum Parking

	Current	Requested
Basic Hotel Room	1.10 spaces per unit	1 space per unit
1 Bedroom Unit	1.15 spaces per unit	1 spaces per unit
2 Bedroom Unit	1.75 spaces per unit	1.5 spaces per unit
3 Bedroom Unit	2 spaces per unit	2 spaces per unit
Other Uses	0 spaces	0 spaces
<b>Total Required</b>	<b>338</b>	<b>302</b>



**WEST ELEVATION**  
FACING OCEAN BOULEVARD



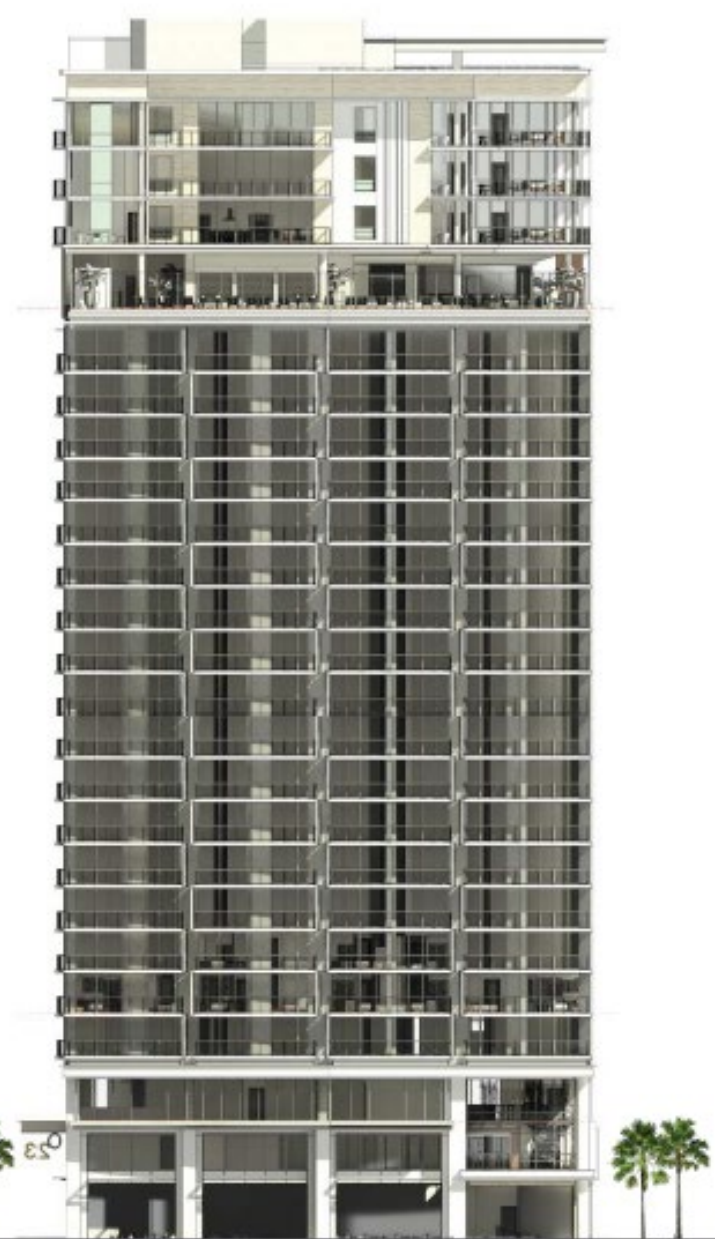
**NORTH ELEVATION**  
FACING NORTH PARK

Ocean Boulevard Setback: 0'

23<sup>rd</sup> Ave N Streetend Setback: 0'



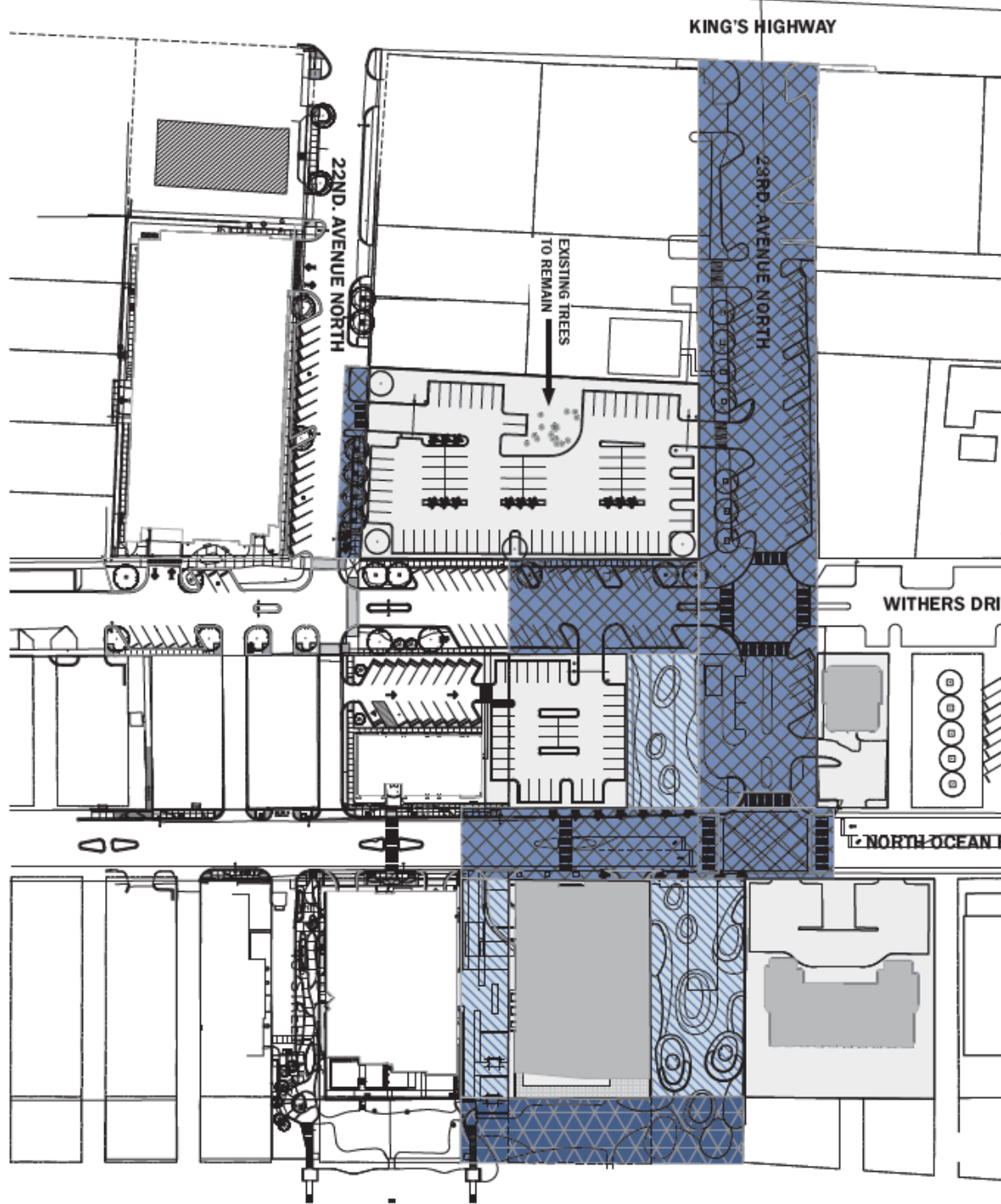
**SOUTH ELEVATION**  
FACING OCEAN 22



**EAST ELEVATION**  
FACING OCEAN

40' Alley Setback: 5'

Beach Setback: 20'



# Public Improvements

1.5% of Project Construction Cost:

23<sup>rd</sup> Ave N Streetscape:

Ocean Blvd – Kings Hwy

Withers Dr Streetscape

Ocean Blvd Streetscape

80' L-Shaped Oceanfront Park @ 23<sup>rd</sup>  
N Streetend

Alley Swap Fees:

1% of Total Project + \$100,000

40' Oceanfront Alley

60' 2<sup>nd</sup>-Row Plaza

KEY

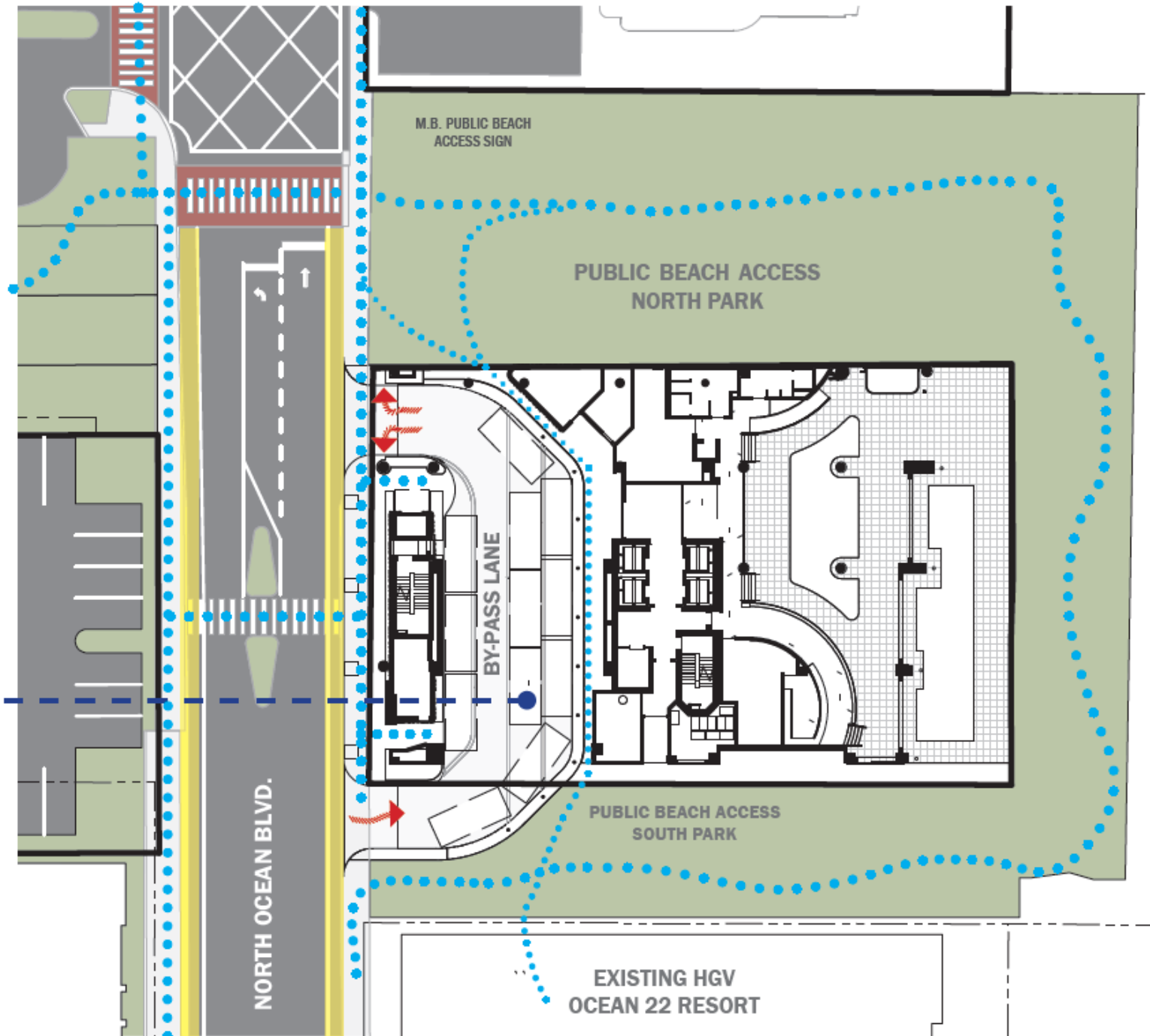
■ ■ ■ ■ VEHICLE PATH

● ● ● ● PEDESTRIAN PATH

— BIKE PATH

Portico Entry Via  
40' Alley

STACKED PARKING FOR UP TO  
12 CARS PLUS A BY-PASS LANE  
DROP-OFF AREA IS FULLY VALET MANAGED



M.B. PUBLIC BEACH  
ACCESS SIGN

PUBLIC BEACH ACCESS  
NORTH PARK

BY-PASS LANE

PUBLIC BEACH ACCESS  
SOUTH PARK

EXISTING HGV  
OCEAN 22 RESORT

NORTH OCEAN BLVD.

# Zoning Comparison: Tower Signage

## No Change from 1<sup>st</sup> Reading

	Current	Requested
Number of Signs Allowed	1	2
Max Per Sign	240 sqft	240 sqft
Total Signage Allowed	240 sqft	360 sqft

# Reversion Clause

**5.2 Construction Schedule: Construction shall be completed within four (4) years of adoption of this Ordinance. In the event construction is not completed according to the stated schedule, and unless such schedule is extended pursuant to an amendment to this Ordinance adopted by City Council, zoning of the PUD property shall revert to MU-H (Mixed Use High Density) Zoning.**

# Planning Commission Recommendation

March 19, 2024: Planning Commission unanimously (8/0) recommends approval contingent upon the following:

- ✓ ○ The applicant submit a tree survey of the third-row parking garage parcels before proceeding to City Council.
- ✓ ○ The PUD documents are amended to reflect that the 23<sup>rd</sup> Ave N streetscape improvements will extend all the way to Kings Highway.
- ✓ ○ The PUD documents are amended to reflect that the 23<sup>rd</sup> Ave N streetend will remain a landscaped public parking lot instead of converted to a park.
- ✓ ○ Art. 14 is amended to add restaurants as an accessory use.
- ✓ ○ Art. 5 is amended to include a “reversion clause” indicating that all properties will revert to MU-H (Mixed Use-High Density) zoning if construction is not completed on schedule.
- ✓ ○ Art. 8 is corrected to refer to Sec. 805.G as shown in Appendix D.
- ✓ ○ Art. 16 is corrected to indicate a maximum building coverage of 50%.
- The accompanying 21<sup>st</sup> Ave N Oceanfront PUD Amendment is approved by City Council.