



City of Myrtle Beach
City Council Meeting
Tuesday, October 8, 2024

2024-60

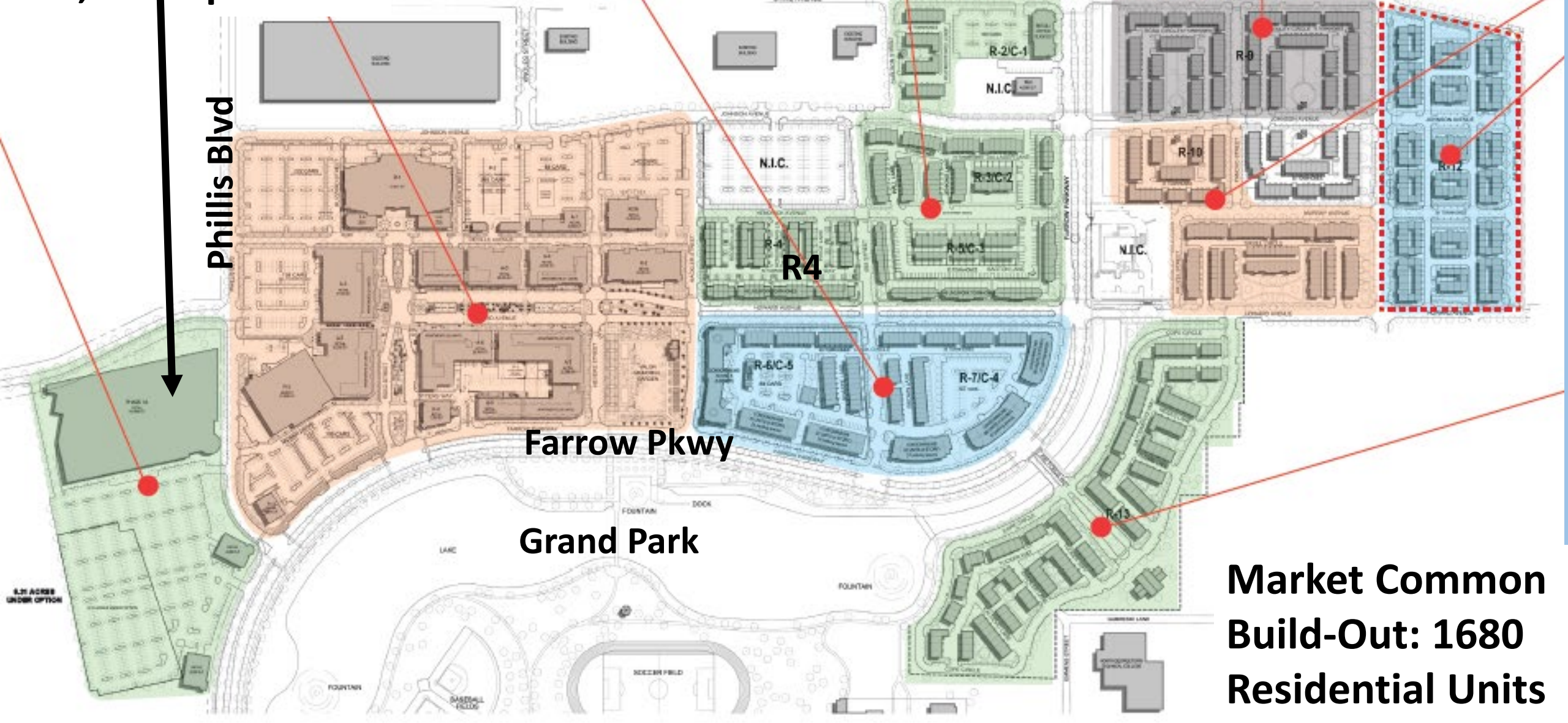
MarketWalk

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.

Planning Commission Unanimously Recommends Approval (8/0)

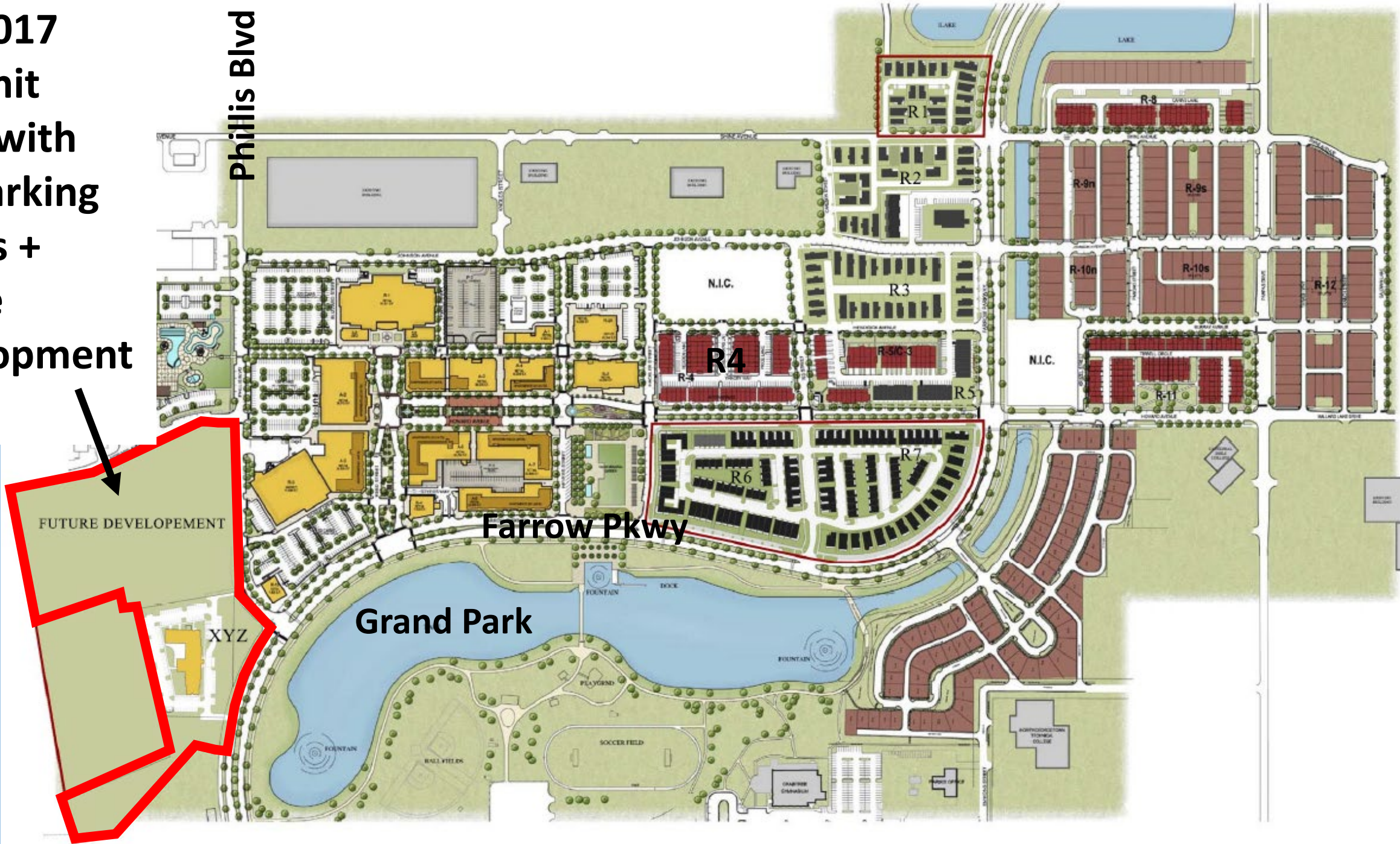
2005

**Subject Property:
181,000 SqFt Retail**



**Market Common
Build-Out: 1680
Residential Units**

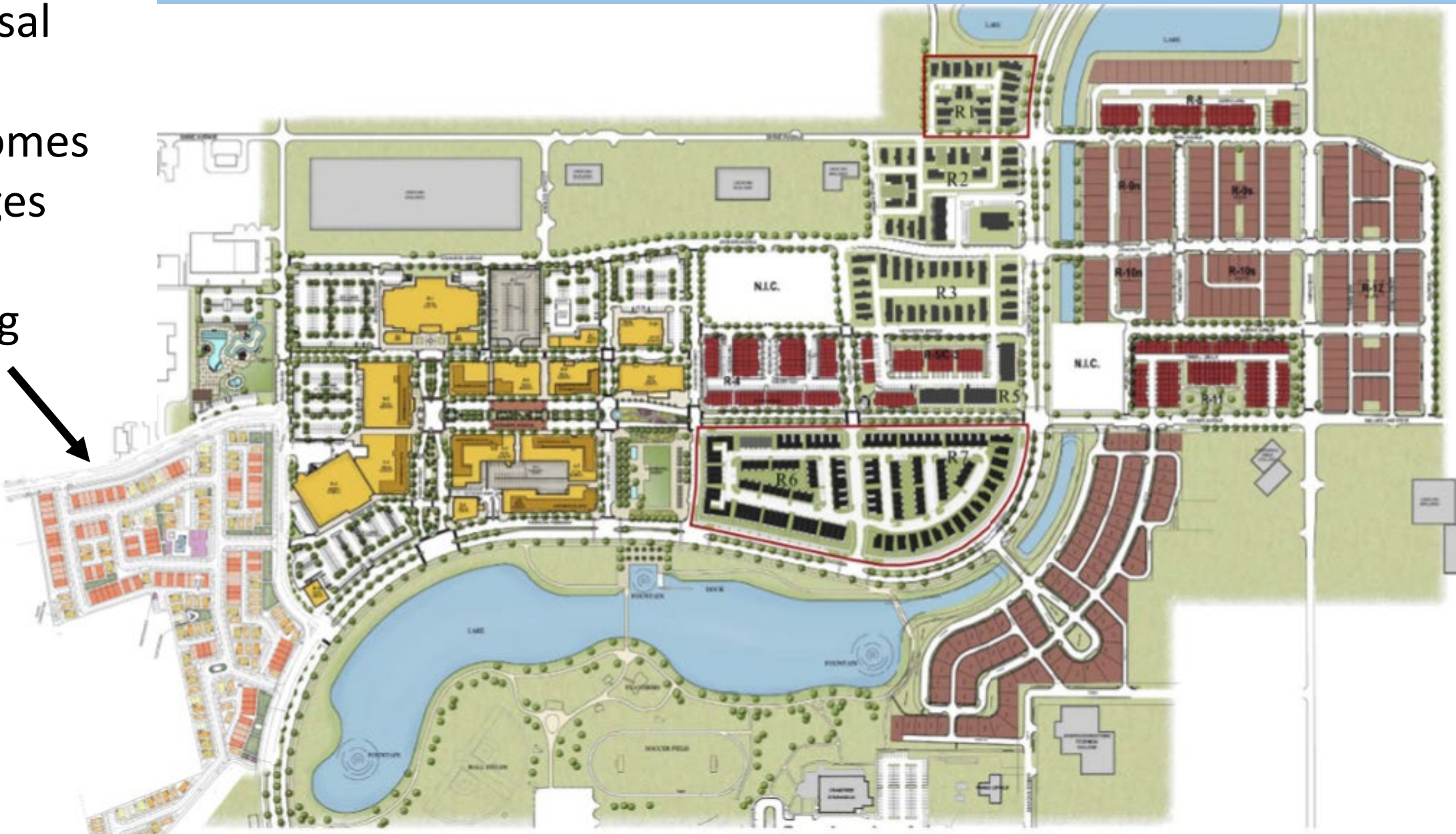
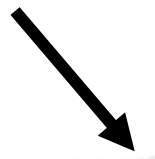
**2017
100 Unit
Hotel with
146 Parking
Spaces +
Future
Development
TBD**



2023 MarketWalk Proposal

98 Townhomes
105 Cottages

440 Parking Spaces



Master Plan

Market Common - MarketWalk (XYZ) Revision

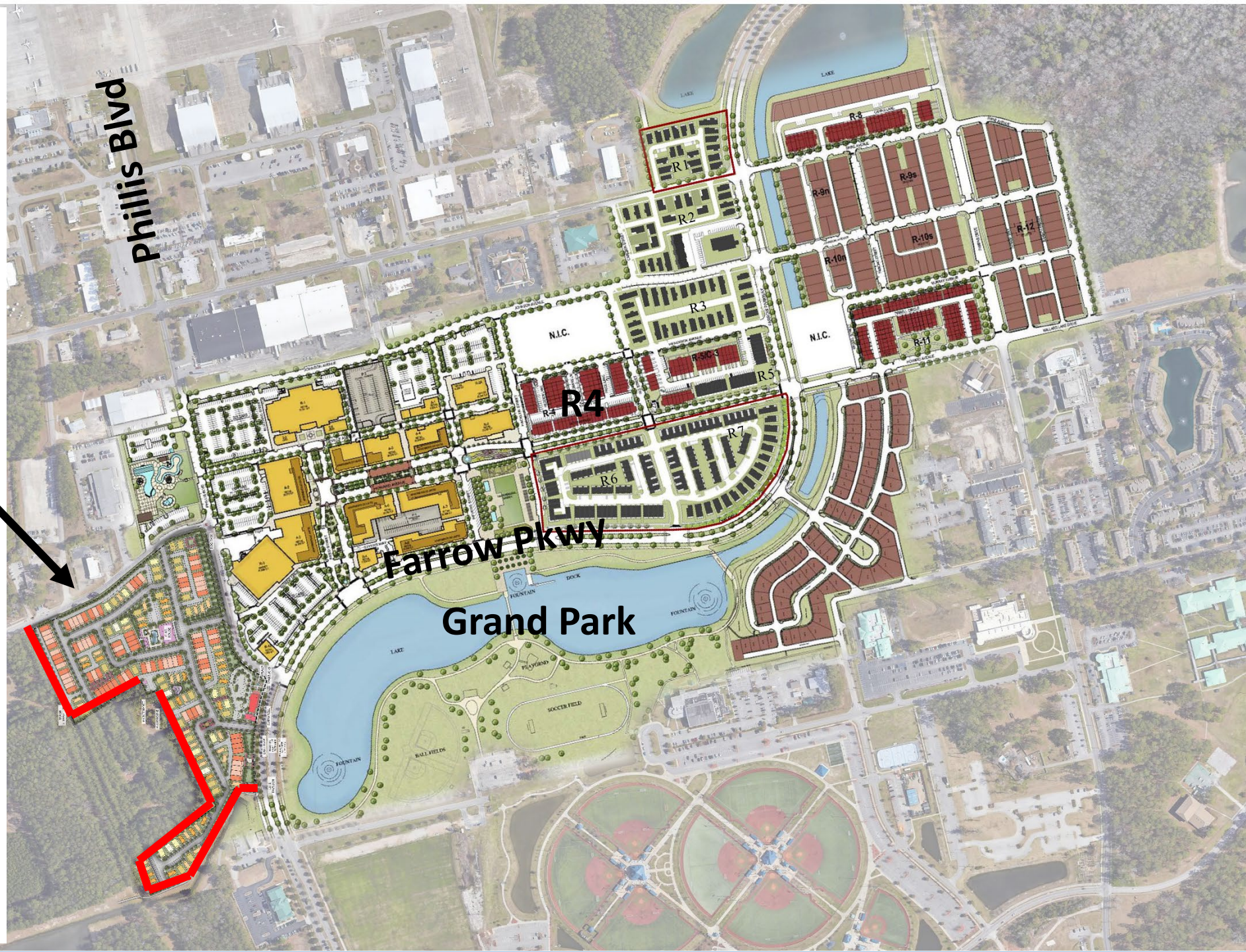
**8/13/24
CC Workshop**

**MarketWalk:
93 Res. Townhomes
96 Res. Cottages**

**5,000 sqft
Commercial**

430 Parking Spaces

**Swimming pool,
club house, dog
park, lake pavilion &
park, playground**



Revised Plan

MarketWalk:

90 Res. Townhomes

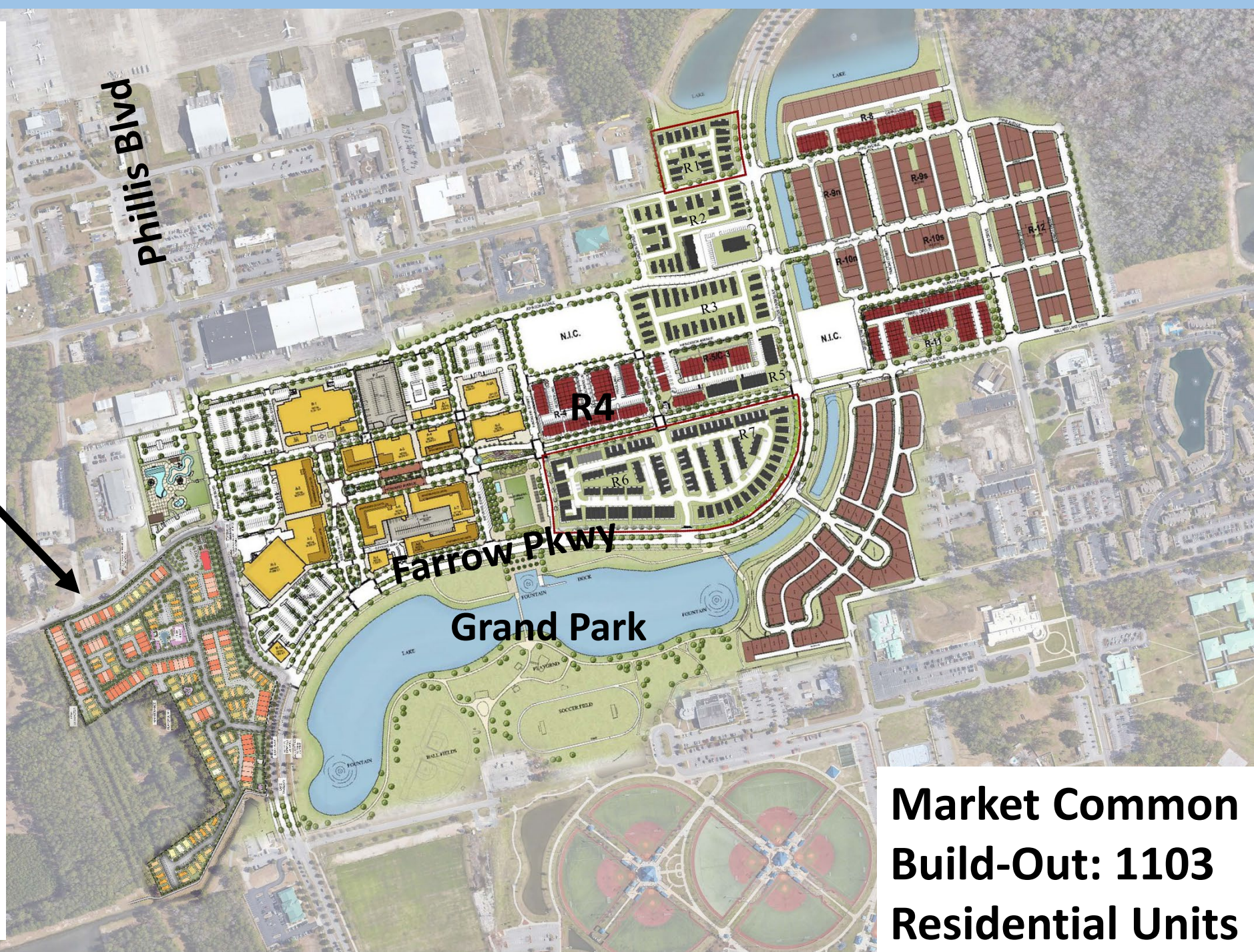
102 Res. Cottages

3,500 sqft

Commercial

439 Parking Spaces

**Swimming pool,
club house, lake
pavilion & park,
playground**



**Market Common
Build-Out: 1103
Residential Units**

Residential

DEVELOPMENT TABLE

ATTACHED AND DETACHED SINGLE FAMILY HOMES -
PARKING AT GRADE OR WITHIN THE UNITS

SINGLE FAMILY HOMES

TOWNHOME - TYPE 1	54
2BD / 2BR - 1,340 SF	
TOWNHOME - TYPE 2	36
3BD / 3BR - 1,560 SF	
29 x 46 - TYPE 1	21
1BD / 1BR - 611 SF	
29 x 46 - TYPE 2	45
2BD / 2BR + FLEX - 1,106 SF	
36 x 46 - TYPE 1	25
3BD / 3.5BR - 1,366 SF	
36 x 46 - TYPE 2	7
2BD / 2.5BR + FLEX - 1,296 SF	
36 x 46 - TYPE 3	4
2BD / 2BR - 863 SF	
SUBTOTAL	192

PARKING

GARAGE - TH	144
PARALLEL	203
HEAD IN	77
TOTAL	424

15 ADJACENT ON STREET
PARKING RATIO 2.20 PS/U



**Drive-
Through
Coffee Shop**

**3,500 sqft
max**

**15 Parking
Spaces**

**14 Stacking
Spaces**





Turning Performance Analysis

JULY 2024
Rev. Sept. 27, 2024

TRAFFIC IMPACT ANALYSIS

MARKETWALK

CITY OF MYRTLE BEACH, SOUTH CAROLINA

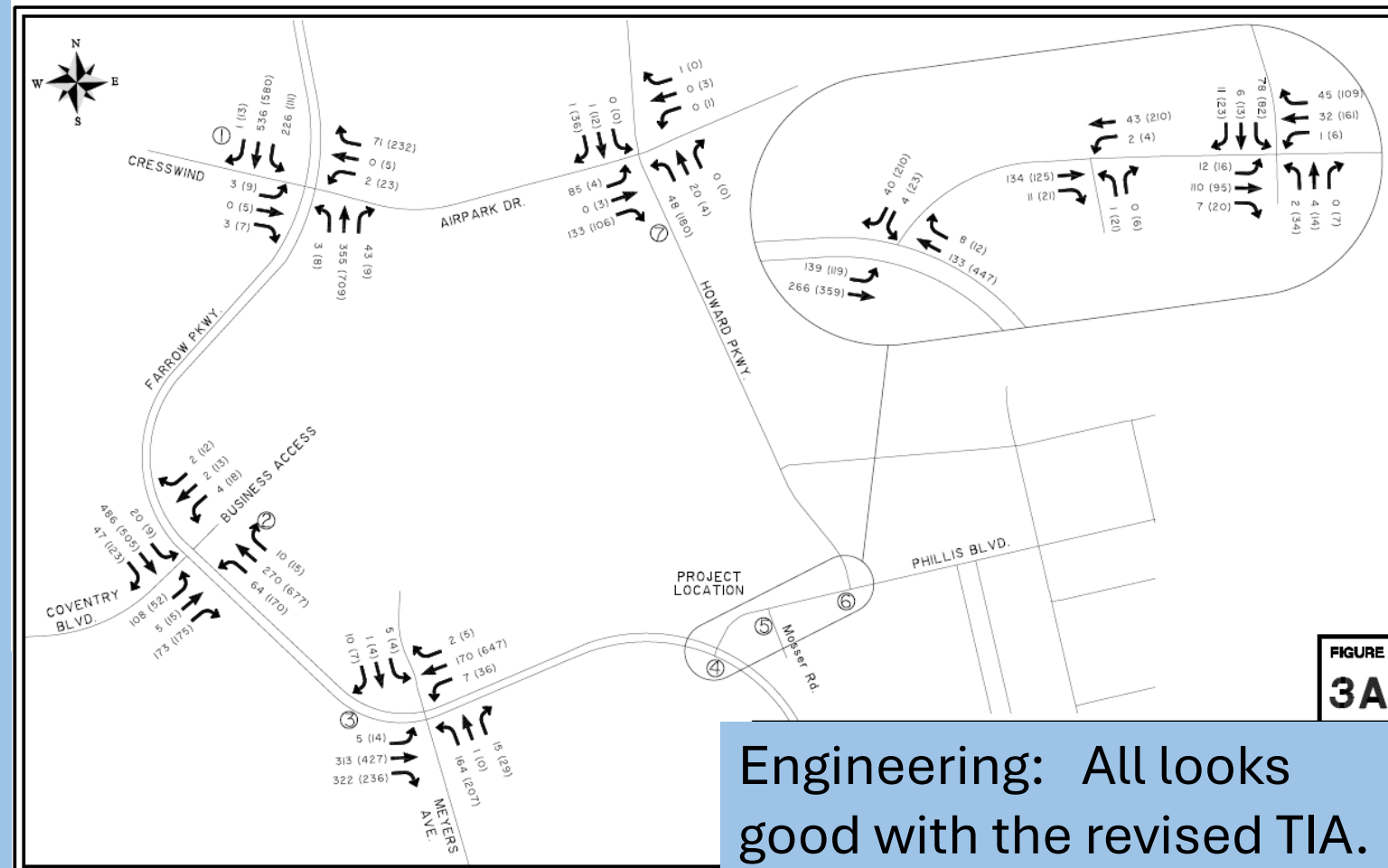
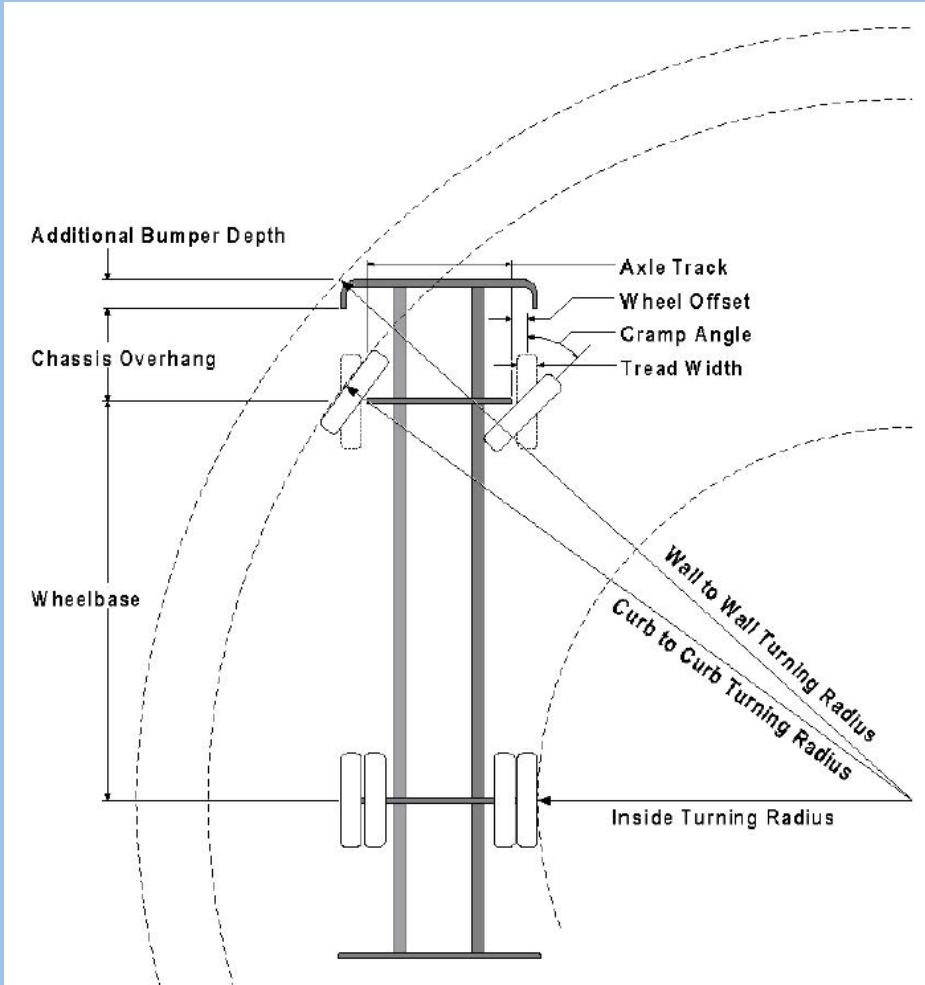


FIGURE
3A

Fire Marshall: the relocated Starbucks should not hinder our response times.

Engineering: All looks good with the revised TIA.

Additional Analysis

Marketwalk Supplemental Traffic Information (Off Peak Sports Traffic)

“The incidence of traffic related to the sports complex on Myers Avenue is not determined to have an impact on the results of the traffic impact study that was prepared for Marketwalk.”

Marketwalk Supplemental Parking Information (Residential portion of site)

“The parking demand expected for Marketwalk using ITE is lower than the City of Myrtle Beach requirements, and lower than the spaces provided in the plan.”

MarketWalk vs. Zoning Code*

Parking Comparison:

Use	Proposed MarketWalk	Myrtle Beach Zoning Code
Residential	424 spaces	394 spaces
Restaurant	15 spaces	28 spaces
Drive-Thru Stacking	14 spaces	8 spaces

*Sec. 1005.C and 1006.E.9

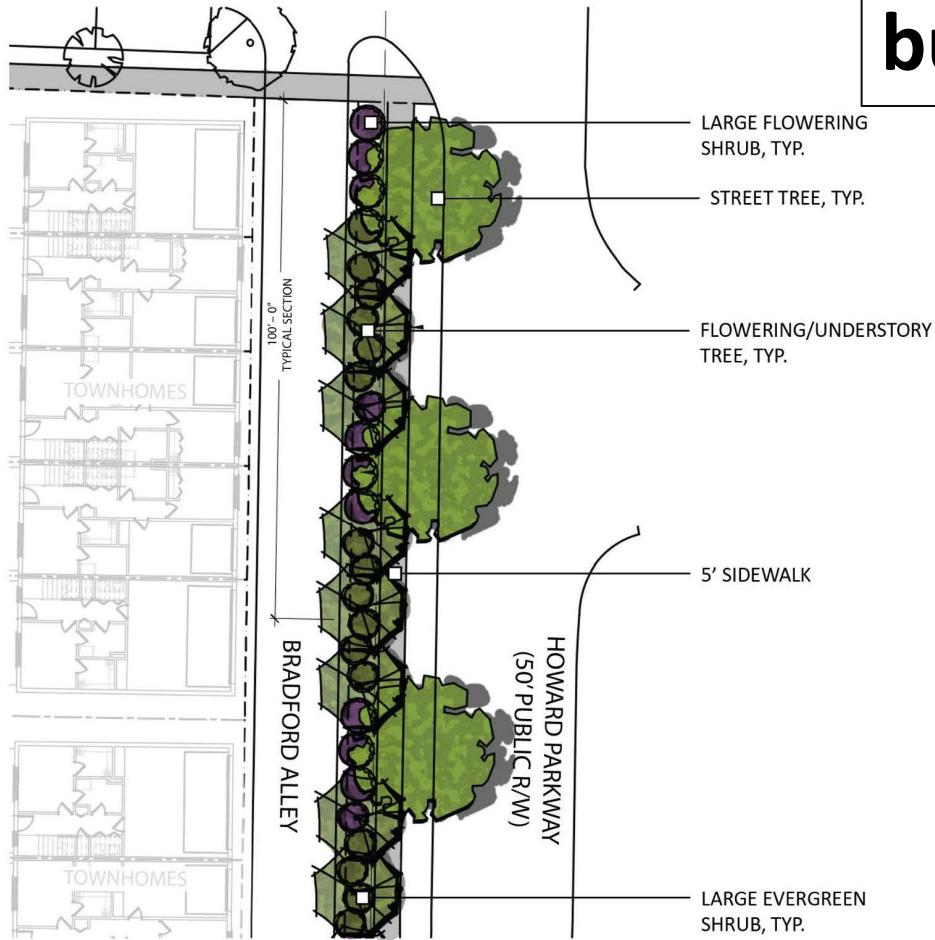
No Short-Term Rentals

From Revised Page 23-D:

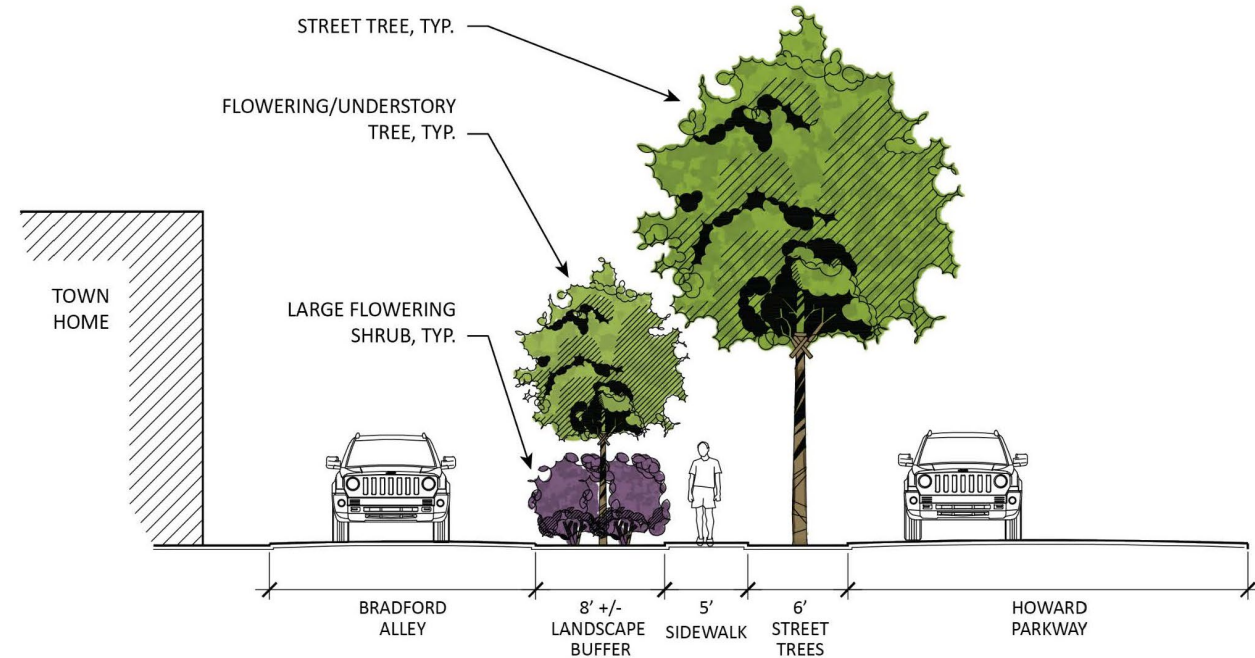
Market Walk will be a rental community offering a mixture of detached homes in various configurations, as well as a collection of townhome properties. The project will offer only long term rentals with a base term of a minimum of 6 months, and will be owned and managed to the same quality as the retail operations and other projects developed by HomeFed at Market Common.

BUFFERS

Revised Page 23 indicates developer will install 8' sidewalk along Phillis Blvd and 5' sidewalk along Howard Ave, with buffers along Howard Ave:



TYPICAL LANDSCAPE BUFFER @ HOWARD PARKWAY



TYPICAL CROSS SECTION @ HOWARD PARKWAY BUFFER

Thunderbolt Park



Thunderbolt Park



Thunderbolt Park



Thunderbolt Park

Developer will:

- provide necessary easement
- contribute funding toward completion of the Thunderbolt Park Path in an amount mutually agreeable between the developer and City Management.

